



“ANALYSIS OF CONSUMER BEHAVIOR TOWARDS PURCHASE OF ORGANIC FOOD IN PAKISTAN”

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ABSTRACT

Organic food market is an emerging market in Pakistan. In spite of having a huge market and demand of organic food, still the supply and marketing is not enough to fulfill the current demand. People are facing problems like inaccessibility of the product, unrecognizable label and products, less information in the media, less trust to origin/production and high prices

This research is conducted to analyze the behavior of organic consumers and the factors which influence the purchase of organic food consumers within the Pakistani context.

It is a descriptive study; Quantitative data is collected by survey method using questionnaire consisting of structured and close ended questions which are only targeted to organic consumers of Metro city Karachi only. Sample size of 384 is estimated and data is analyzed on MS excel. The research paper is focused on the organic food consumers of Karachi only.

The findings indicate that, organic consumers in Karachi are basically belonging to younger age and elder consumers to organic market. Generally, male is dominant as compared to females organic consumers high education level and they belong to upper and upper middle class in other words they are section A in the society. On the other hand Health is the common first motivation and quality and taste are the following motives found in the survey. In addition, inaccessibility is the major barrier which refrains people to opt for organic food.

This study recommends that effective marketing program and strategies can be developed by Retailers to influence consumers positively and turn prospect into regular customers. They can tailor their strategies by focusing the health benefits, freshness and quality of organic food. Increasing availability and creating awareness about benefits of organic food can also attract consumers.