

Factors Influencing Consumer Buying Behavior Towards Organic Millets And Pulses In Hyderabad City – A Study

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Abstract:India's organic food and beverage consumption has grown in recent years due to its advanced demographic dividend, improved purchasing power and increased interest for the perceived health and wellness benefits of certain organic products. The popularity of organically grown foods is increasing day by day owing to their nutritional and health benefits. The Indian economy still depends on agriculture which contributes 19.9 % to the GDP of the country where 60% of the people relying on agriculture in 2020- 2021. India has 30 percent of total certified organic producers in the world, but accounts for just 3.3 percent (1.9 million hectares) of total organic cultivated area at 57.8 million hectares. The main objective of the study is to analyze the factors influencing consumer buying behavior towards organic food products. This study is conducted in Hyderabad city of Telangana state and restricted to the geographical region of GHMC area. This study organized to contribute to bridge the knowledge gap by investigating the various perspectives of Organic food products from Consumers point of view. The current study applies both qualitative and quantitative research technique, i.e., in short it encompasses of both explorative and descriptive research. First stage of the research was exploratory in nature. Explorative research formed part of desk work carried out for collection of review of literature. A descriptive research is carried out at the second stage of the study by applying a survey method. A questionnaire was developed and administered to 500 consumers by using convenient sampling. Final sample size was confirmed to 416 as an 83.20% response rate under the study. Factor analysis, chi-square and descriptive statistics are used to analyze the data collected from consumes. The results show that there are two components extracted from seven factors viz., Health Maintenance and Nutrition and Decease prevention labels. Further, there is a need to conduct similar kinds of research in other areas of Hyderabad city as well as Inter – Districts of Telangana state to measure the consumer preference and satisfaction towards organic millets and pulses.

Key Words:Consumer Awareness, Consumer Buying Behavior, Organic Millets and Pulses, Factor analysis.

Introduction

India started its exports in the early 90's by exporting tea to Europe and sets its first joint venture with German organic food companies. At present a huge variety of nearly 300 products are available in almost 20 product categories. Some of them are tea, fruit, corn, rice, vegetables and spices to finished products and also organic cotton. The total volume of export during 2019-20 was **6.389 lakh MT**. The organic food export realization was around **4,686 crore (689 million USD)**. Organic products are exported to USA, European Union, Canada, Switzerland, Australia, Japan, Israel, UAE, New Zealand, Vietnam etc. In terms of export value realization Processed foods including soya meal (45.87%) lead among the products followed by Oilseeds (13.25%), Plantation crop products such as Tea and Coffee (9.61%), Cereals and millets (8.19%), Spices and condiments (5.20%), Dry fruits (4.98%), Sugar (3.91), Medicinal plants (3.84%) and others (**NATIONAL PROGRAMME FOR ORGANIC PRODUCTION (NPOP)** - <http://apeda.gov.in/>).

In India, the market of organic products is growing, as the number of people willing to consume organic food and their attitude towards organic food products have changed to a greater extent [9]. India undergoes a massive contradiction with regard to organic food products. On one hand, it is rising as an important player in the global market, particularly in Europe; on the other hand the home market for organic food is still at infant stage. After the COVID -19 pandemic scenario, consumers attitude and perception towards buying organic food products has tremendously changed in India. In short, consumer attitude and knowledge have become decisive factors in changing of preference and buying behaviour towards organic foods, which is expected to drive the growth in the organic food markets further [1].

The Government of India has introduced multiple schemes to encourage the adoption of organic farming. These schemes are useful to farmers, producers and consumers. Government of India, introduced schemes like **ParamparagatKrishiVikasYojana (PKVY)**, **National Project on Organic Farming (NPOF)**, **National Mission for Sustainable Agriculture (NMSA)**, **RashtriyaKrishiVikasYojana (RKVY)**, **National Food Security Mission (NFSM)**, **National Horticulture Mission (NHM)** and Horticulture Mission for North East and Himalayan State which accelerate the growth of organic market size in terms of production, revenue etc.,

Table No – 1.1
Organic Products Consumption in India (USD million) 1USD = Rs.73

Category	2015	2016	2017	2018	2019	2020 *	CAGR (2017-2020)
Health & wellness products consumption	10678	12279	14200	15526	16848	18158	8.50%
Organic packaged food and beverages consumption (Combined)	38.6	46.3	54.6	61.6	69	77	12%
Organic packaged food consumption	6.7	7.8	9.2	10.2	11.1	11.8	9%
Organic beverages consumption	32	38.5	45.3	51.4	57.9	65.1	13%

Source: Indian Organic Foods Market Report – 2020.

Table no – 1.1 depicts the Organic Products Consumption in India. The above table shows the organic products consumption in India from 2017-2020 and it may understand that health and wellness products consumption is constantly increased YoY. Hence, there are lot opportunities for the organic producers to maximize the production of these health & wellness products. Overall, Organic beverages consumption is more as compared with the organic packed food consumptions in India.

Section – I: Review of Literature

Review of literature is a systematic procedure in research process. Review of literature helps the researcher to identify the research gap and specify the statement of problem for any study. Few research papers are reviewed systematically and depicted below:

Factors influencing Consumer Buying Behavior towards Organic Food Products:

- **Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009)** has critically examined the “Personal determinants of organic food consumption: a review”. This paper aims to provide an overview, within a framework linking Schwartz’ values theory and the theory of planned behaviour (TPB). Several studies concluded that health, which is linked with the value security, is the strongest motive for purchasing organic food.
- **Ayub, A. H., Nik Muhammad Naziman, Y. H., & Samat, M. F. (2018)** explores the research on “Factors influencing young consumers’ purchase intention of organic food product” and identified three independent variables: health consciousness, environmental consciousness and social influence is study is to determine factors that influence young consumer’s purchase intention towards organic food product. Researcher also suggested future researcher to focus on the health consciousness factor as a factor that influencing young consumers’ purchase intention in buying organic food product. Form descriptive analysis, that health consciousness as a most factor answered by respondents, but then this independent variable at the end had been found as not supported as a factor in which this factor did not showed a significant relationship with dependent variable.

Table No: 1.2
Summary of Articles reviewed for Identified Variables and Research Gap

Name of the Journal, Volume, Issue & Page No.	Author Name and Title of the article	Focused on	Findings / Research Gap
<i>British food journal.</i>	Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & Van Huylenbroeck, G. (2011). The influence of subjective and objective knowledge on attitude, motivations and consumption of organic food.	This paper aims to focus on the factors influencing objective and subjective knowledge with regard to organic food production and the relationship between both types of knowledge and consumer attitudes and motivations towards organic food and its consumption.	Future research need to be conducted to investigate the Expectancy Value Theory
British Food Journal Vol. 111 No. 10, 2009 pp. 1140-1167.	Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: a review.	This paper aims to provide an overview, within a framework linking Schwartz' values theory and the theory of planned behaviour (TPB).	The research may be useful to apply on the consumption of Organic foods.
<i>Sruti Management Review</i> , 12(2), 28-37.	Agarwal, P. (2019). Theory of reasoned action and organic food buying in India.	The purpose of this paper is to find out a relationship between attitude towards organic food, subjective norms and buying intention of organic food.	Research implications are investigated and applied in different regions.
<i>International journal of business and management</i> , 5(2), 105.	Ahmad, S. N. B., & Juhdi, N. (2010). Organic food: A study on demographic characteristics and factors influencing purchase intentions among consumers in Klang Valley, Malaysia.	a. report the descriptive analysis on the respondents' demographic characteristics in regard to organic products; b. examine factors that influence purchase intention of organic food among consumers.	The study was conducted in the city of Malaysia. Further, this study is useful to understand the consumer buying behavior towards organic food products.
<i>International journal of environmental research and public health</i> , 16(20), 4043.	Akbar, A., Ali, S., Ahmad, M. A., Akbar, M., & Danish, M. (2019). Understanding the antecedents of organic food consumption in Pakistan: Moderating role of food neophobia.	The aim of the present study is to determine the actual buying patterns of consumers.	Future studies in this area can be examine the consumption of specific organic foods like organic milk, yogurt, cheese, vegetables, and fruits. Second, this research is limited to only Pakistani consumers; future research can undertake a cross-cultural sample for a deep insight into this phenomenon.

Research Gap: Thorough study of available literature helps the researcher to identify the variables under the study. In this chapter, the variables are classified into two groups i.e., Independent variables and dependent variables. Demographic characteristics of the respondents are independent variables such as Gender, Age, Income, Occupation, Educational Qualifications and dependent variables are consumer buying behavior. Further, various dimensions of consumer buying behavior like awareness and consumer attitude, ethical self identity, health consciousness, food safety concerns, perception on price, availability, organic food knowledge and consumer purchase intention are studied. Various National and International studies are reviewed on the consumer buying behavior. From the literature, it is found that there are very limited researches in Indian context with special emphasis on Telangana state. Thus, there is a wide gap in consumer buying behavior towards organic food products in Telangana state. The present study is conducted to assess the factors influencing consumer buying behavior towards organic millets and pulses in Hyderabad city.

Section – II: Methodology of the study

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Under this study both Qualitative and Quantitative research is adopted. First stage of the research was exploratory in nature. Explorative research formed part of desk work carried out

for collection of review of literature. A descriptive research is carried out at the second stage of the study by applying a survey method. After stepping out from review of literature, the researcher focuses on the methodology, to formulate objectives with the statement of problem and adopt appropriate research design for the study.

Area of the study: Hyderabad is the capital region of Telangana State with highest population density. The study confined to GHMC area of Hyderabad City. Further, GHMC area divided into four zone i.e., East GHMC, West GHMC, North GHMC and South GHMC.

Sample size determination: The minimum required sample size is as per Harvard business review is 384 but, 500 Consumers are selected for the study which is more than the minimum sample required. Out of 500 people contacted 496 questionnaires were received and 416 with required coverage and details. In which 245 male and 171 female. Response rate under the study is 83%.

Sampling Technique: Purposive sampling technique chosen as the people who use (or) have used organic food products.

Data Collection: Primary data collected through questionnaire by sending in Google forms, Emails and Whatsapp mode. Few respondents were opinion recorded in physical questionnaire.

Statistical Tools: Data collected from respondents are analyzed & interpret by applying appropriate statistical tools. Frequency method, Descriptive Statistics and Factor analysis is applied under the study.

Statement of the Problem:

The India organic food market stood at a value of USD 849.5 million in 2020. According to "India Organic Food Market Forecast and Opportunities, 2021" report, The market is further expected to grow at a CAGR of about 20.5% in the forecast period of 2021 and 2026 to reach a value of about USD 2601 million by 2026. The growth of organic market across India provides a wide scope for conduct of this study. This study is conducted in Telangana state and restricted to the geographical region of GHMC area. It's a capital region of Telangana State with highest population density. Organic product market is still low explored in Hyderabad city and this niche marketing practices are slowly gaining importance across the GHMC area. In general, the buying behavior towards the Organic food products is not up to the mark in Telangana state because of the limited knowledge and low awareness by the consumers. Hence this study organized to contribute to bridge this knowledge gap by investigating the various perspectives of Organic food products from Consumers point of view. Organic food knowledge, consumer attitude, Ethical self identity, Health consciousness, Availability & Consumer purchase intention and consumer buying behavior of organic foods become crucial factors which in turn drives the growth of Organic food sector and for creating market demand. Hence, there is a need to answer the following questions:

RQ-1: How much degree of awareness, motives and frequency of buying by consumers on Organic Food Products in Hyderabad city?

RQ-2: What are the crucial factors influencing consumers to buy the organic food products with special emphasis on Millets and Pulses?

To address the above research questions, the following research objectives are framed:

RO-1: To measure the consumer's awareness, motives to buy and frequency of buying organic food products.

RO-2: To analyze the factors influencing consumer buying behavior towards organic millets and pulses.

RO-3: To provide appropriate suggestions and recommendations to producers and regulators on Organic food products in market.

Thus, it is believed that this study will be of great help to the organic farmers, marketers, marketing experts and research scholars in understanding the consumers' awareness level, knowledge towards organic products and their buying practices of organic food products. This study may support them in framing their future marketing plans and also in drafting their marketing strategies.

Section – III Data Analysis and Interpretation

Table No – 1.3: Demographic Analysis of the respondents

Demographic	Category	Frequency	Percent
Gender	Male	245	58.9
	Female	171	41.1
	Total	416	100.0
Age in Years	<20	183	44.0
	21-30	106	25.5
	31-40	72	17.3
	>40	55	13.2
	Total	416	100.0
Marital Status	UnMarried	187	45.0
	Married	216	51.9
	Divorced	10	2.4
	Widowed	3	0.7
	Total	416	100.0
Family Structure	Joint	159	38.2
	Nucleus	257	61.8
	Total	416	100.0
Educational Qualification	Upto SSC	18	4.3
	SSC	18	4.3
	Intermediate	37	8.9
	Degree & Above	343	82.5
	Total	416	100.0
Occupation	Pvt Employee	205	49.3
	Self Employee	78	18.8
	Business	51	12.3
	Govt Employee	32	7.7
	House Wife	27	6.5
	Student	23	5.5
	Total	416	100.0
Income	10001-20000	125	30.0
	20001-40000	102	24.5
	40001-60000	102	24.5
	above 60000	87	20.9
	Total	416	100.0
Residential Area	North GHMC	114	27.4
	South GHMC	129	31.0
	East GHMC	125	30.0
	West GHMC	48	11.5
	Total	416	100.0

Source: Questionnaire Analysis

Under the study, it is observed that 245 (58.9%) are male and 171 (41.1%) are female respondents. Considering the age, majority of the respondents lies in the group of less than 20 years compared to all other age group. Marital status wise, most of them married 216 (51.9%). Family structure wise, 257 (61.8) % of the respondents have nucleus family. Educational qualification of the respondents under the study reveals that, most of them 343 (81.9%) are well qualified with degree and above education. The study conducted in Greater Hyderabad Municipal Corporation. Majority of the respondents are working as Private Employee 205 (49.3%) and nearby 125 (30%) income falls under Rs. 10, 001- Rs. 20, 000. Based on the residential area of the respondent's, majority of the respondents 129 (31%) of them belongs South GHMC and 125 (30%) of them residing in East GHMC. Under the study, based on the income levels of the respondent, 31% earns monthly income of Rs. 10, 000 – Rs. 20, 000 per month. Residential status wise, 129 (31%) of them belongs South GHMC and 125 (30%) of them residing in East GHMC. Considering the food habits, 301 (72.4%) of them consumes both veg and non – vegetarian food. Two or more earning members in the family constitute 36% under the study.

RO-1: To measure the consumer's awareness, motives to buy and frequency of buying organic food products.

Table No – 1.4
Frequency Distribution of Consumer Food habits and Awareness

Variables	Category	Frequency	Percentage
Food Habits	Only Vegetarian	115	27.6
	Both Veg & Non - Vegetarian	301	72.4
	Total	416	100.0
Earners in Family	Only One	138	33.2
	Two Members	151	36.3
	Three Members	80	19.2
	Above Three Members	47	11.3
	Total	416	100.0
Awareness on OFP	Yes	352	84.6
	No	64	15.4
	Total	416	100.0

Source: Questionnaire Analysis

From the table, it may find that most of the respondent's consume vegetarian and non – vegetarian food. 301 (72.4%) of them comes under both veg & non – vegetarian category. Only 115 (27.6%) of them comes under vegetarian and that 138 (33.2%) states only one member is earning, two members earning families are 151 (36.3%) compared to other categories. Awareness on Organic Food Products (OFP) shows that majority of the consumers have awareness on OFP. They constitute 84.6% (352) out of 416 total respondents. Overall, only 15.4% (64) of them are unaware about Organic food products under the study.

- **Motives to Buy Organic Food Products**

Table No – 1.5
Descriptive Statistics on Motives to Buy Organic Food Products

Reasons for Purchase	N	Min	Max	Mean	S.E	S.D	CV	Rank
Maintain Good Health	416	1	5	3.2	0.08	1.592	0.50	6
Prefer Taste and Feeling	416	1	5	3.43	0.06	1.28	0.37	5
Pesticide Free	416	1	5	3.49	0.06	1.248	0.36	4
Quality of Food	416	1	5	3.69	0.06	1.223	0.33	1
Environmental Friendly	416	1	5	3.69	0.06	1.269	0.34	2
Fresh	416	1	5	3.67	0.06	1.24	0.35	3
Status	416	1	5	2.69	0.07	1.451	0.54	7

Source: Questionnaire Analysis

The data presented in the table 1.5 shows the descriptive statistics like Minimum, Maximum Sum, Mean, Standard Error and Standard Deviation on Reason to purchase Organic food Products. Coefficient of variation is the basis to assign ranks to each statement. From the table, it may be observe that, Quality of food and Environment friendly products are the major reasons to influence the consumers to buy the organic food products. Fresh, Pesticide free product, prefer taste & feeling, Maintain good health also motivates the consumers to purchase the organic food products.

- **Mode of Purchase:**

Table No -1.6
Frequency Distribution of Mode of Purchase by Consumers

Mode of Purchase	No of Respondents	Percent
Online	98	23.6
Offline	189	45.4
Both	129	31.0
Total	416	100.0

Source: Questionnaire Analysis

According to the table1.6, frequency distribution of mode of purchase by the respondents are shown, 189 (45.4%) of the respondents buy the organic food products offline and 129 (31%) purchase both online and offline. 98 (23.6%) of the respondents buy organic food products online only. Further it may need to measure the place of purchase when organic food products are purchased offline.

- **Place of Offline Purchase**

Table No – 1.7
Frequency Distribution of Place of Offline Purchase

Offline Purchase	No of Respondents	Percent
Super Market	213	51.2
Farm Producers	90	21.6
Organic Product Shops	113	27.2
Total	416	100.0

Source: Questionnaire Analysis

The data presented in the table 1.7 shows the frequency distribution of place of offline purchase. It may clearly understand that 213 (51.2%) of respondents buy at Super Markets. Consumers buy at Organic Product Shops stood at 113 (27.2%) and 90 (21.6%) purchased directly at Farm Producers.

- **Purchases of Organic Food Products**

Table No – 1.8
Frequency Distribution of Purchase of OFP

	No of Respondents	Percent
Yes	227	54.6
No	189	45.4
Total	416	100.0

Source: **Questionnaire Analysis**

Consumers buy offline organic products that too from Super markets, Farm producers and Organic product shops. Further, it may need to know, how frequently they buy Organic food products. For this purpose, frequently method applied and results shown in the table 4.18. From that table, 227 (54.6%) buy frequently organic food products.

- **Frequency of Purchase Organic Food Products**

Table No – 1.9
Frequency of Purchase Organic Food Products

	No of Respondents	Percent
Every Day	23	5.5
Weekly Twice	84	20.2
Weekly Once	75	18.0
Monthly	38	9.1
At the time of Window Shopping	11	2.6
Depends upon Budget and Need	36	8.7
Occasionally	149	35.8
Total	416	100.0

Source: Primary Data

Consumers buy organic food products regularly, than it may question the frequency (no of times) of the purchase. Further, the research study reveals that 149 (35.8%) consumers buy occasionally and 84 (20.2%) purchase weekly twice compare to other options mentioned in the table

RO-2: To analyze the factors influencing consumer buying behavior towards organic millets and pulses.

This study main focuses on the consumer buying behavior towards organic millets and pulses in Hyderabad city of Telangana state. For this purpose, few statements are assigned to major factors motivated and responses collected on Likerts 5 point scale starting from 1- **Strongly Disagree to 5 – Strongly Agree**. The below hypothesis is framed to test the research objective.

H₀₁: There are no significant motives to buy organic food products

H_{01a}: There may be significant motives to buy organic food products

- **Factors Motivate to Buy Organic Millets and Pulses:** after analyzing the actual consumer buying behavior, it is essential to know the factors motivated the consumers to purchase organic millets and pulses. For this purpose, the following factors (statements) were provided to collect the opinion on Likert's 5 point scale, Helps in weight loss, Helps fight diabetes, prevents gallstone, reduces high blood pressure, helps women endure menstrual cramps, protein rich and healthy growth. The data collected is analyzed with descriptive statistics to measure the level of acceptance on motivated factors.

Table No – 1.11
Descriptive Statistics

Factors Motivated	N	Minimum	Maximum	Mean	Std. Deviation
Helps in weight loss	416	1	5	2.83	1.142
Helps fight diabetes	416	1	5	4.14	.927
Prevents gallstone	416	1	5	3.74	1.001
Reduces high blood pressure	416	1	5	3.77	1.029
Helps women endure menstrual cramps	416	1	5	3.87	1.085
Protein-rich	416	1	5	3.87	.958
Healthy growth	416	1	5	4.12	.935

Source: Primary Data

From the above table, it may observe that mean and standard deviation to the factors motivated to buy organic millets and pulses. The study finds that, Helps fight diabetes factor is having highest mean with 4.14, Healthy growth – 4.12, Protein rich and Helps women endure menstrual cramps both with equal mean of 3.87, Reduces high blood pressure 3.77 and Prevents gallstone is having lowest mean is 3.74. After analyzing the motivated factors, it is important to assess the high important factors that motivated to buy organic millets and pulses. For this purpose, Factors analysis is applied and the results are shown in the below table.

• **Factor Analysis on Factors motivated to buy Organic Millets and Pulses:**

Table no-1.12 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	1070.015
	df	28
	Sig.	.000

Source: Primary Data

The KMO measure of sampling adequacy is good, if the score comes above 0.70. In this analysis it is 0.870 shows that the KMOs test of Sphericity is good. In the below table, Approx. Chi – square value is 1070.015 with degrees of freedom 28 and p –value shown as 0.000 which is less than Significance level = 0.05. This indicates the measure of sampling adequacy was good. Factor analysis helps in summarizing the total variation explained by the useful factors. Here, an initial Eigen value provides the variance explained by all the possible factors. There are 7 factors, which are equal to the number of variables entered in to factor analysis.

Table No – 1.13 Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.764	47.050	47.050	3.760	47.004	47.004
2	1.048	13.100	60.150	1.052	13.146	60.150

Extraction Method: Principal Component Analysis.

Source: Primary Data

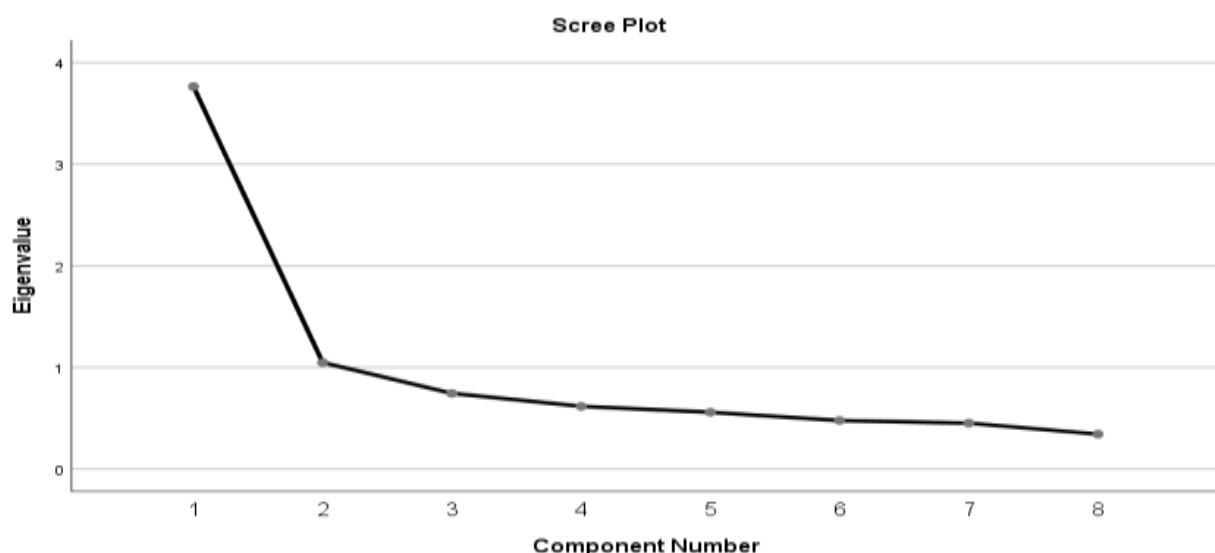
Table No-1.14 Rotated Component Matrix^a

Factors / Statement	Component	
	1	2
Helps in weight loss		.957
Helps fight diabetes	.679	
Prevents gallstone	.747	
Reduces high blood pressure	.756	
Helps women endure menstrual cramps	.778	
Protein-rich	.730	
Healthy growth	.734	
Eigen value	3.764	1.048
% Variance	47.050	13.100
% Cumulative Variance	47.004	47.004
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Primary Data

Table 1.14 shows the rotated component matrix. It shows 7 factors categorized into two components. The factor with high loading points is Helps in Weight loss 0.957 comes under component - 2. Other factors like Helps fight diabetes is 0.679, Prevents gallstone 0.747, Reduces high blood pressure 0.756, Helps women endure menstrual cramps 0.778, Protein – rich 0.730 and Healthy growth 0.734. All these factors association is considered to assign the label. Component -1 consist of Helps in weight loss labeled as **Health Maintain Factor** and Component-2 labeled as **Nutrition and Disease Prevention motivated factors**.

Graph No: 1.1 Scree plot analysis of Factors motivated to buy organic millets and pulses



Thus, null hypothesis (H_{01}) is rejected on the basis of computed p-value is less than significant value i.e., Computed $p=0.000 < 0.05$. There is no evidence to accept null hypothesis. There are significant factors motivate the consumers to buy organic millets and pulses under the study.

• Findings, Suggestions and Conclusion

Findings: Under the study, it is observed that 245 (58.9%) are male and 171 (41.1%) are female respondents. Majority of the respondents are working as Private Employee 205 (49.3%) and nearby 125 (30%) income falls under Rs. 10, 001- Rs. 20, 000. Residential status wise, 129 (31%) of them belongs South GHMC. 72.4% of the respondents consume vegetarian and non – vegetarian food under the study. 84.6% of the consumers have awareness on organic food products in Hyderabad city. From the study, it may be observe that, Quality of food and Environment friendly products are the major reasons to influence the consumers to buy the organic food products. 189 (45.4%) of the respondents buy the organic food products offline that too from super markets. 54.6% of the consumers purchase organic food products and occasionally buy results into 35.8%. there are two components extracted from seven statements under factor influencing consumer buying behavior towards organic millets and pulses viz., Health Maintain Factor and Nutrition and Disease Prevention motivated factors.

Suggestions: most of the consumers are frequently buy organic food products from super markets and organic farm produce shops. So, it is important to marketers and farm producers to create awareness, promote the products through internet, digital marketing and electronic media. The customers are occasionally purchase organic food products. Thus, super markets, organic food product shops may use various kinds of sales promotion techniques to increase the sales in short term and create a brand in long term.

Conclusion: Today's consumers' life style is dynamic and changing rapidly time to time. Rising health awareness, higher disposable income and increasing number of modern retail outlets across the country are the major growth drivers for the organic food segment. Majority of the respondents stated that Quality of foods and Environment friendly are the main reasons to buy organic food products. Subsequently, it is observed that most of the consumers prefer to buy organic millets and pulses from various organic food products. The study concludes by stating that Food safety concerns play a significant factor in consumer buying behavior. It is observed that most of the consumers have exhibited high degree of satisfaction towards the organic millets and pulses and are likely towards recommending it to others. On the other side the sample populations hesitate to buy organic food products due to reason such as low trust and non-availability of organic millets and pulses. Majority of the respondents purchase Pulses for Sustain Good Health and Taste purpose and interested to buy even though conventional alternatives are on sale. The study concludes by stating that marketers and farmers of organic food educate and create the awareness to consumers on organic food products.

Limitations of the study:

- The study is limited to Hyderabad city and confined to GHMC Area.
- The respondents are select by using purposive sampling method. There are certain limitations of purposive sampling method itself.
- The data collected through Online and Offline mode, respondents are hesitating to provide opinion on the factors influence to buy organic millets and pulses. Hence, there may be some personal bias in consumer opinion.

Scope for further study:

The study reveals that there are two factors motivating consumers to buy organic millets and pulses in Hyderabad city. Further, research may be conducted in the areas of customer satisfaction towards organic millets and pulses. There is scope to conduct the similar kinds of study in rural and urban areas of Hyderabad city. Sometimes, it is essential to marketers, organic farm producers to measure the consumers preference, reasons for not to buy organic millets and pulses, satisfaction level. This may lead to a future research in consumer buying behavior and satisfaction level on organic millets and pulses.

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2. **Report on organic food markets in India by USDA, June – 2020**
3. Report on India Organic Food Market Forecast and Opportunities, 2020.