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Ravi Shankar Yadav
MBA (Agri-Business
Management) Student,
Department of Agri-Business &
Rural Management, Indira
Gandhi Krishi
Vishwavidyalaya, College of
Agriculture, Raipur,
Chhattisgarh, India

Dr. Sanjay Kumar Joshi
Assistant Professor,
Department of Agri-Business &
Rural Management Indira
Gandhi Krishi
Vishwavidyalaya, College of
Agriculture, Raipur,
Chhattisgarh, India

Dr. Hulas Pathak
Professor & Head, Department
of Agri-Business & Rural
Management Indira Gandhi
Krishi Vishwavidyalaya,
College of Agriculture, Raipur,
Chhattisgarh, India

Corresponding Author:
Ravi Shankar Yadav
MBA (Agri-Business
Management) Student,
Department of Agri-Business &
Rural Management, Indira
Gandhi Krishi
Vishwavidyalaya, College of
Agriculture, Raipur,
Chhattisgarh, India

Growing with organics: A behavioral study on Amul's organic grain segment in Raipur, India

Ravi Shankar Yadav, Sanjay Kumar Joshi and Hulas Pathak

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Abstract

The study aims to analyze consumer insights and buying preferences for Amul's organic food grains in Raipur City. Organic food consumption is gaining importance in India due to rising health consciousness, yet its adoption in Tier-II cities remains limited. The study collected data from 390 respondents across three key localities of Raipur (Samta Colony, Shankar Nagar, and Avanti Vihar) through a structured questionnaire. Results reveal that the majority of consumers fall in the 36-50 years (36.41%) and 51+ years (33.33%) age groups, highlighting strong demand among middle-aged and senior populations. Males (66.67%) dominate purchase decisions, but homemakers (23.08%) and business-class consumers (24.62%) also show active participation. Product preferences highlight grains & cereals (41.60%) and pulses (26.37%) as dominant categories, while oils (12.5%) remain niche. Weekly purchase frequency (43.59%) suggests that organic food is becoming a regular part of consumption. Retail Supermarts (37.78%) and provisional stores (30%) emerged as major purchase sources, though online platforms (21.11%) show increasing relevance. Despite the trusted Amul brand, awareness levels remain moderate. The findings stress the need for awareness campaigns, better retail availability, and competitive pricing to accelerate consumer adoption.

Keywords: Amul Organic, Consumer Preferences, Organic Food, Raipur, Buying Behavior

Introduction

Amul, short for Anand Milk Union Limited, is one of India's most trusted and iconic dairy brands, established in 1946 in Anand, Gujarat, as a response to the exploitation of milk producers by private traders. Its cooperative structure, supported by leaders such as Sardar Vallabhbhai Patel and Dr. Verghese Kurien, laid the foundation for India's White Revolution, making the country the world's largest milk producer (Kurien, 2005; Jha & Gupta, 2020). The Gujarat Cooperative Milk Marketing Federation (GCMMF), formed in 1973, manages the Amul brand and represents over 3.6 million producers, integrating village-level societies, district unions, and the state federation. This three-tier model ensures democratic participation, fair remuneration, and efficient supply chain management, while positioning Amul as a leader in India's food sector (NDDDB, 2020; GCMMF, 2024). With changing consumer lifestyles and growing awareness about health and sustainability, demand for organic food has increased significantly in India. Organic farming emphasizes eco-friendly production, free from chemical fertilizers and pesticides, and caters to a health-conscious urban population (IFOAM, 2005; FAO, 2021). In response, Amul entered the organic food market in 2022 with products like wheat flour, rice, pulses, and spices. However, in Tier-II cities such as Raipur, awareness, accessibility, and adoption of organic food products remain at a developing stage. Thus, it becomes essential to analyze consumer preferences, brand perception, and market potential of Amul's organic food grains to guide marketing strategies and strengthen its position in the competitive organic sector.

Objective of the Study: To study consumer insights and preferences regarding Amul's organic food grains.

Research Methodology: The study was conducted in Raipur city, Chhattisgarh, focusing on three major residential and commercial localities: Samta Colony, Shankar Nagar, and Avanti Vihar. These areas were selected due to their higher concentration of retail outlets and consumers with potential awareness of organic food products.

A total of 390 respondents were surveyed using a structured questionnaire, which included both closed and open-ended questions. Respondents were selected using random sampling to ensure representation across age, gender, and occupation groups. Primary data was collected directly from consumers through face-to-face interviews and field

surveys, while secondary data was sourced from journals, reports, websites, and government publications. For analysis, data was compiled and processed using percentage method, SWOT Analysis and Likert scale scoring.

Results and Discussion

Table 1: Age-wise Distribution

Age Group	Respondents	Percentage (%)
Under 18	21	5.38
18-25	45	11.54
26-35	52	13.33
36-50	142	36.41
51 & above	130	33.33

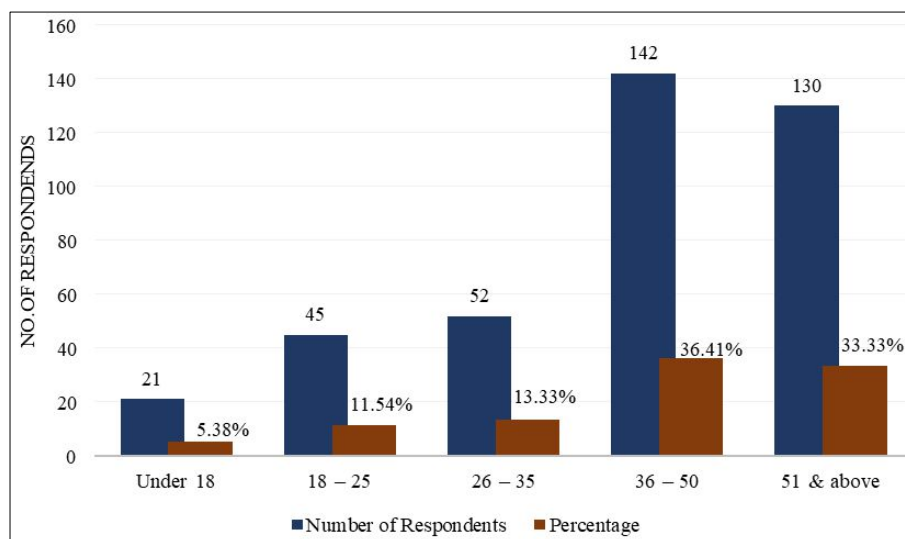


Fig 1: Age group distribution of respondent

The majority of consumers are in the 36-50 years (36.41%) and 51+ years (33.33%) age groups.

The 26-35 age group, accounting for 13.33% of respondents, represents young professionals and families who are increasingly aware of nutrition and healthy lifestyle choices. The 18-25 group contributes 11.54%, suggesting a moderate level of awareness among the younger generation. Only 5.38% of the sample falls under the age of 18, confirming that adults largely drive organic food purchase decisions.

In summary, the findings suggest that the market for organic food grains is heavily concentrated among adults aged 36 and above, with strong potential in the senior and middle-aged demographic.

Table 2: Gender Distribution

Gender	Respondents	Percentage (%)
Male	260	66.67
Female	130	33.33

Table no. 2 indicated that out of a total of 390 respondents, 260 were male (66.67%) and 130 were female (33.33%), indicating a higher participation from males. This notable difference suggests that men are more actively involved in decisions related to the purchase of organic food products in the surveyed locations. However, the substantial share of female respondents also highlights their growing involvement and awareness regarding organic consumption. This gender distribution underlines the importance for Amul

to design inclusive marketing strategies that cater to both male and female consumers effectively.

Males dominate purchase decisions (66.67%), but females also play an important role (33.33%).

Table 3: Occupation Distribution

Occupation	Respondents	Percentage (%)
Government Job	100	25.64
Business	96	24.62
Household Work	90	23.08
Private Job	63	16.15
Others	41	10.51

Table no.3 and indicated that the occupation-wise distribution of respondents, indicating a broad and inclusive participation across multiple professional categories. Government job holders form the largest segment at 25.64%, reflecting the opinions of salaried individuals who are generally inclined toward quality, health, and brand reliability in their food choices.

Business professionals, comprising 24.62% of the sample, represent an economically influential group with a strong preference for premium and trusted organic brands. Household respondents, accounting for 23.08%, typically include homemakers who play a vital role in daily food procurement decisions, especially regarding staple items such as organic grains. Private sector employees, who make up 16.15% of the total, represent the urban middle-income group that is increasingly health-aware and open to trying

new food categories, including organic options. The remaining 10.51% fall under the 'Others' category, which includes students, part-time workers, and retirees — segments that reflect changing consumption patterns and

growing awareness about organic living even among non-traditional consumers.

Government employees (25.64%) and business class (24.62%) are the major consumer groups.

Table 4: Product Preferences

Product Category	Respondents	Percentage (%)
Grains & Cereals	213	41.6
Pulses	135	26.37
Spices & Others	100	19.53
Oils	64	12.5

Based on the chart and table titled “Type of Organic Food Purchased by Respondents (N = 390)”, it is observed that a significant portion of respondents (41.60%) purchase Grains

& Cereals such as rice, wheat, and poha, indicating that these basic staples form the core of organic food consumption.

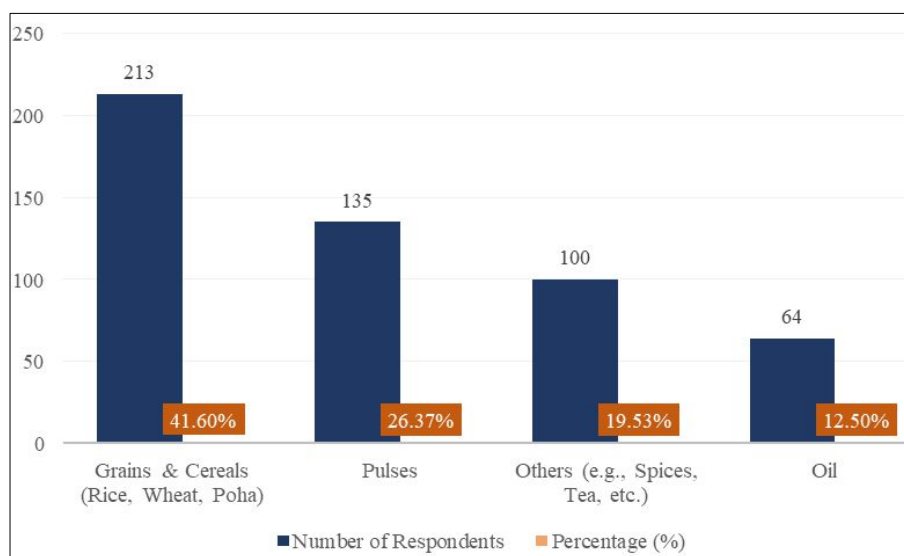


Fig 2: Organic Food Purchased by Respondents

Pulses are the second most purchased category (26.37%), highlighting a growing consumer interest in protein-rich organic alternatives. A moderate degree of diversification is also visible in purchasing behavior, with 19.53% of respondents opting for other organic items such as spices and tea. Meanwhile, 12.50% of respondents purchased organic oil, suggesting that this category is still developing and may require enhanced promotion and wider availability. Though sweeteners like jaggery and honey were mentioned separately in earlier versions, their exclusion in this final table indicates they may have been merged under the “others” category or omitted due to minimal response. It is important to note that this was a multiple-response question, which allowed respondents to select more than one product category. Hence, the cumulative percentage exceeds 100%, offering deeper insight into multi-category organic consumption behavior. Consumers mostly prefer grains & cereals (41.60%) and pulses (26.37%).

Table 5: Frequency of Purchase

Frequency	Respondents	Percentage (%)
Daily	42	10.77
Weekly	170	43.59
Monthly	113	28.97
Occasionally	35	8.97
Rarely	30	7.69

The data in Table 5 highlights the frequency of purchasing organic food grains among respondents. A large segment, 43.59%, reported purchasing on a weekly basis, indicating that organic products are becoming a regular part of their diet. Additionally, 28.97% of respondents buy organic food grains monthly, reflecting a planned or budgeted approach to consumption. Around 8.97% purchase occasionally, suggesting moderate but inconsistent interest. Only 10.77% of respondents buy daily, likely representing health-conscious or higher-income consumers who consistently prefer organic options. Meanwhile, 7.69% purchase rarely, indicating limited or trial-based use. Overall, with nearly 72.56% of respondents purchasing weekly or monthly, the findings suggest a steady and growing demand for organic food grains. This presents an opportunity for brands like Amul to tap into this segment through targeted marketing, loyalty programs, or subscription-based offerings. Weekly purchases dominate (43.59%), followed by monthly purchases (28.97%).

Table 6: Sources of Purchase

Source	Respondents	Percentage (%)
Super Mart	34	37.78
Provisional Store	27	30.0
Online Platforms	19	21.11
Amul Outlets	10	11.11

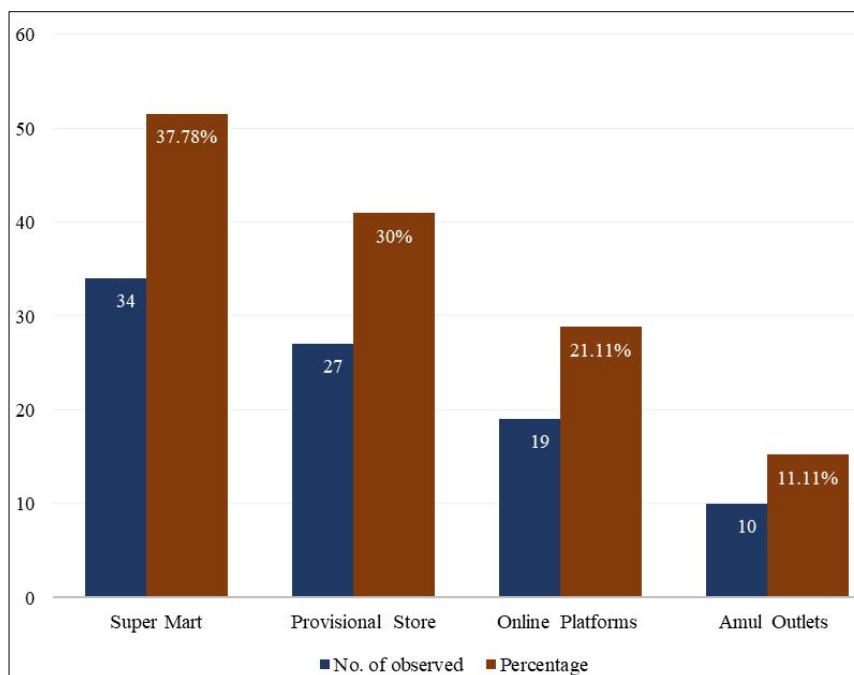


Fig 3: Source of purchase of organic product

Among the surveyed consumers, the majority preferred purchasing Amul organic food grains from Super Marts (37.78%), followed by Provisional Stores (30.00%). Online platforms such as Amul Shop, Amazon, Bigbasket, and JioMart accounted for 21.11%, while Amul Outlets were the least preferred at 11.11%. This indicates that organized retail formats are the most favored channels for purchasing organic products, while brand-exclusive outlets have limited reach. Super marts (37.78%) are the major purchase source, followed by provisional stores (30%).

Conclusion

The study reveals that consumer preferences for Amul's organic food grains are shaped by demographic factors, health awareness, and availability. Middle-aged and senior consumers form the largest buyer group, while super marts remain the primary purchase point. Grains and cereals dominate organic purchases, showing demand for staple items. Despite these trends, awareness about Amul's organic range remains limited.

To strengthen adoption, Amul should

1. Increase visibility through retail promotions and awareness campaigns.
2. Expand product portfolio to cover more daily-use items.
3. Offer price incentives such as combo pack and discounts.

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