



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

IJDR

International Journal of Development Research

Vol. 13, Issue, 03, pp. 62243-62247, March, 2023

<https://doi.org/10.37118/ijdr.26584.03.2023>



RESEARCH ARTICLE

OPEN ACCESS

A STUDY ON ORGANIC, HEALTHY AND VEGAN FOODS IN INDIA

*¹Baisakhi Debnath, ¹C G Accamma, ²Vivek Kumar, ²Vinay Agarwal, ²Preksha R Agasthaya, ²Piya Jain, ²Vidhisha A Jain and ²Yogesh Munot

¹Asst. Professor, Center for Management Studies, Jain (deemed-to-be) University, Bangalore, India

²Student at Center for Management Studies, Jain (deemed-to-be) University, Bangalore, India

ARTICLE INFO

Article History:

Received 17th January, 2023

Received in revised form

03rd February, 2023

Accepted 27th February, 2023

Published online 30th March, 2023

KeyWords:

Organic food, Healthy food, Vegan food, Consumption.

*Corresponding author: Baisakhi Debnath

ABSTRACT

To better understand how organic, healthful, and vegan foods are consumed in India, this research paper will examine their effects. Despite the lower productivity of organic crops, the production and consumption of food have grown steadily worldwide over the past ten years. The public believes that organic food has health benefits. The paper provides a summary of current research on the health benefits of organic foods and offers a framework for calculating the research's potential scientific impact. The consumption of organic, healthful, and vegan foods is becoming more popular in India, and the purpose of this essay is to examine the causes of this trend and how it may be affecting people's health in that country. The study will also examine how easily accessible and available organic, healthful, and vegan foods are in India as well as the difficulties the sector is facing. Surveys, interviews, and literature reviews will all be used in conjunction with secondary research techniques to carry out the study. For policymakers, researchers, and the food industry, the study's findings will be helpful because they will shed light on the impact and consumption of organic, healthful, and vegan foods in India.

Copyright©2023, Baisakhi Debnath. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Baisakhi Debnath, C G Accamma, Vivek Kumar, Vinay Agarwal, Preksha R Agasthaya, Piya Jain, Vidhisha A Jain and Yogesh Munot. 2023. "A study on organic, healthy and vegan foods in India". *International Journal of Development Research*, 13, (03), 62243-62247.

INTRODUCTION

Healthy eating has become more and more popular all over the world and India is no exception. As the knowledge about the benefits of organic, healthy and vegan food increases, people are gradually attracted towards these alternatives. Due to the increase in lifestyle diseases like obesity, diabetes and heart conditions, the need for a healthy diet is increasing. The present study aims to assess the trends and factors driving the consumption of organic, healthy and vegan foods in India. Global demand for organic, healthy and vegan foods is increasing as a result of the growing trend towards sustainable diets and healthy lifestyles. Due to its agricultural economy, India has a long history of growing organic and healthy food. Today, the organic food market in India is growing at a rapid pace with a CAGR of 25 per cent. In recent years, India has seen an increase in the popularity of organic, healthy and vegan diets. These trends are being influenced by a variety of factors, including increasing public awareness of the health benefits of such diets, concerns about the effects of conventional agriculture on the environment, and concerns about the ethical treatment of animals.

Organic Foods: Natural pesticides, synthetic fertilizers, and genetically modified organisms are not used in the production of organic food.

Crop rotation, composting, and organic pest management are examples of conventional farming techniques that are used in organic farming. With more than 2.7 million hectares of certified organic land, India is one of the largest organic food producers in the world.

Healthy Foods: Nutrient-dense foods that supply the essential vitamins, minerals, and other nutrients required for optimum health are considered to be healthy foods. Whole grains, lentils, vegetables, and fruits are among the traditional foods in India that are regarded as healthy. In India, the consumption of fast food and processed foods has increased, which has contributed to an increase in lifestyle diseases like obesity, diabetes, and heart disease. Healthy eating practices, on the other hand, have become more popular recently.

Vegan Foods: A vegan diet is a plant-based diet that excludes all animal products such as meat, dairy, eggs, and honey. Concerns over animal welfare, environmental sustainability, and health are causing veganism to become more popular in India. Many people in India follow a vegetarian diet, and veganism is seen as an extension of this.

Although it is still a young industry in India, vegetarian, healthy and organic foods have enormous growth potential. With a population of over 1 billion people, India offers significant market potential for businesses in this industry. However, the industry

faces many challenges, such as low awareness, low availability and high costs.

In recent years, India has seen a sharp rise in the demand for healthy, organic, and vegan foods. During the years 2022-2027, the market for vegan food in India is anticipated to grow at a CAGR of 11-32%. As a mainstream lifestyle choice based on ethics, sustainability, and health, veganism is eroding from its avant-garde status. Due to the numerous health benefits and immune system support they offer, the demand for vegan food products has recently risen. In India, the consumption of vegan, organic, and healthful foods is on the rise, which has increased the accessibility and availability of options for plant-based food in well-known supermarkets. The vegan food industry has grown as a result of the country of India's rising demand for vegan food, and this development is anticipated to continue in the years to come. Even though it is still a young industry in India, vegan, healthy, and organic food have shown to have enormous growth potential.

Objectives of the Study

The objectives of this study are:

1. To understand the current trends and practices of organic, healthy, and vegan foods in India.
2. To explore the factors that drive consumers towards organic, healthy, and vegan foods in India.
3. To investigate the challenges faced by farmers, producers, and retailers in the organic, healthy, and vegan food market in India.
4. To assess the health and environmental benefits of consuming organic, healthy, and vegan foods in India.
5. To suggest strategies to promote the consumption of organic, healthy, and vegan foods in India.

Need of the Study: For several reasons, it is crucial to research vegan, healthy, and organic foods in India.

- First, It will be helpful to comprehend the national trends and customs relating to these foods. It is difficult to develop policies and strategies to encourage the consumption of organic, healthful, and vegan foods in India because there is a dearth of research on these topics. As a result, this study will shed light on the prevalent eating habits and trends in India.
- Second, the study will evaluate the health advantages of eating organic, nutritious, and vegan foods. These foods are well known for being nutrient-dense and devoid of harmful preservatives and additives. The study will offer proof of the foods' positive effects on health and can encourage people to eat well.
- Third, the study will evaluate the advantages of eating vegan, healthy, and organic foods for the environment. These foods are produced in an environmentally responsible and sustainable manner, which makes them a crucial component of a sustainable food system. The study will shed light on the advantages of consuming these foods for the environment and may support the development of a more sustainable food system in India.

Formulation of the Research Problem: In India, people are becoming more and more interested in eating organic, healthful, and vegan foods. On the current trends and usage of these foods in India, there is, however, a dearth of research. Furthermore, little is known about how eating these foods will benefit your health and the environment. The formulation of the research problem for this study is:

- What are the prevailing fashions and habits in India for eating organic, healthful, and vegan food, and what are the advantages of doing so for both your body and the environment?

By conducting qualitative and quantitative research to comprehend the current trends and practices of organic, healthy, and vegan foods in

India, the study aims to address this research problem. The advantages of eating these foods for your health and the environment will also be evaluated by the study. Consuming organic, healthful, and vegan foods can have significant positive effects on one's health and the environment, which makes this research problem crucial. The development of strategies to encourage the consumption of these foods can be aided by knowledge of the factors that influence consumers' preferences for these foods as well as the difficulties that farmers, producers, and retailers face in India's organic, healthy, and vegan food market. Understanding the current trends and practices of organic, healthy, and vegan foods in India and evaluating the environmental and health advantages of consuming these foods are the central research questions for this study. Because it could encourage the consumption of these foods and help create a more sustainable food system in India, this study is crucial. Policymakers, farmers, producers, and retailers in the food industry will be interested in the study's findings.

REVIEW OF LITERATURE

The existing literature on organic, healthy, and vegan foods in India reveals that these foods are gaining popularity in the country. Studies have highlighted that there is a growing awareness of the health benefits associated with these foods. The organic packaged food market in India is anticipated to expand by 26% between 2020 and 2025, according to a report by Euromonitor International (Euromonitor International, 2020). According to a different report by Research and Markets, the market for vegan food in India is predicted to expand at a CAGR of 14.6 percent between 2021 and 2026 (Research and Markets, 2021). The factors influencing Indian consumers' adoption of organic food were examined in a study by Kumar and Kumar (2018). According to the study, the most important factors influencing Indian consumers' adoption of organic food are health consciousness, environmental concerns, and trust in organic food. The study, however, did not pay particular attention to India's consumption habits for organic food.

Another study by Choudhary et al. (2020) examined the variables that affect Indian consumers' intention to purchase vegan food. The study found that health consciousness, environmental concerns, and animal welfare were the most significant that there are a number of things that affect Indian consumers' intentions to buy vegan food. However, the study did not investigate the consumption patterns of vegan food in India. The attitudes and perceptions of Indian consumers toward organic food were investigated in a study by Ghosh and Mukhopadhyay (2020). According to the study, Indian consumers value organic food and are prepared to pay more for it. The study did not, however, pay particular attention to India's consumption habits for organic food.

A study by (Chekima et al., 2017; Market al., 2017; Ghali, 2020; Rana & Paul, 2020) investigated various aspects. According to studies, three primary factors influence consumers in selecting natural products over conventional ones: concerns regarding health, environment and social ethics. Conversely, the consumption of conventional foods can be attributed to a lack of knowledge associated with its advantages along with poor financial feasibility and high pricing.

A study by (Le and Sabaté, 2014; Leitzmann, 2014) explored various factors related to vegan, organic foods. It is widely acknowledged that veganism/vegetarianism is more than just a way of eating; it is also a way of life, a philosophy, and a bioethical outlook (Tunçay and Bulut, 2019; Tunçay, 2020). About 4 percent of Americans, 9 percent of Italians and Germans, 35 percent of Indians, and 2 percent of Americans identify as vegetarian or vegan. People choose to be vegetarians or vegans for a variety of reasons.

A study by Mendon, S. et al. (2020) explains that The farming of organic products is a special practice that balances environmental sustainability and also controls the detrimental effect both on customer safety by instilling a positive notion in the customers' minds. The

study focuses primarily on the expansion of organic farm products and how that growth has an impact on consumer attitudes and intentions to buy.

A study by Nedumaran, G., and M, M (2020) explains The purpose of the paper is to evaluate how organic farming is involved in enhancing the sustainability of organic agriculture. People who are concerned about their health were compelled to learn about and support organic farming practices in agriculture due to the widespread use of chemicals in inorganic food production technology.

A study by Paul, J. and Rana, J. (2014) analyses The primary goal of this study is to comprehend the purchasing habits of environmentally conscious consumers. According to the study's findings, demographic factors such as accessibility, education, and consumer health have a positive impact on consumers' attitudes toward buying organic food. The study aims to identify the factors influencing consumer behavior toward organic food.

Research Gap: Studies on organic, healthful, and vegan foods have been widely conducted, but there are few studies on how popular these foods are in India. Studies that have already been conducted have mainly looked at how these foods are produced and distributed, not how they are consumed. The analysis of the literature reveals a dearth of research on the variables influencing the consumption of vegan, healthy, and organic foods in India. Additionally, little is known about the attitudes and perceptions of Indian consumers toward these foods.

RESEARCH METHODOLOGY

A study on organic, healthy, and vegan foods in India was the topic of our PCL project. We have chosen this topic because there was a drastic change seen in the food preferences of Indians over the past ten years. The majority of people changed to a vegetarian diet, and an even greater number chose to eat only organic and clean foods. In our project, we conducted a thorough investigation into the causes of the change in food consumption as well as its effects. In this project, a combination of both qualitative and quantitative research was used as the specific procedures or techniques used to locate, pick, process, and analyze information about our topic. Both analytical and descriptive types of methodology are used in this study. This study's primary data form the basis of the majority of its findings. This research examines the following factors to determine how consumer perceptions and knowledge of healthy, organic, and vegan foods relate to their purchasing behaviour. The study focuses on consumer satisfaction factors like cost, accessibility, health benefits, nutritional value, food safety concerns, animal welfare concerns, and environmental impact concerns. The paper is a conceptual paper based on a literature review and secondary data. Primary data is very limited and confined to interviews of a few eminent personalities from the culinary sector.

Sample Size: About 200 respondents' primary data was gathered to identify variables influencing the demand for organic food products. Using a structured questionnaire with responses from more than 200 people, data collection was carried out. Secondary data were also used to conduct exploratory research. i.e. accessible literary works.

Sampling Techniques: Convenient sampling was the type of method employed to gather primary data. 200 respondents who were present in different Indian states provided primary data. A total of 250 respondents received emails. Various offices, educational institutions, shopping malls, and other locations were also visited to gather data.

DATA ANALYSIS AND INTERPRETATION

Table 1. Gender-based segmentation of the Sample

Particulars	Frequency	%
Male	75	37.5
Female	125	62.5
Total	200	100

Female respondents made up the majority of the sample (62.5%) while male respondents made up the remaining 37.5% of 200 respondents.

Table 2. Division of the sample based on Age

Particulars	Frequency	%
Below 20 years	25	12.5
20-50 years	90	45
50-60 years	50	25
Above 60 years	35	17.5
Total	200	100

The majority of respondents (45%) were in the 20–50 age range, followed by (25%) of people in the 50–60 age range, (17.5%) of people over the age of 60, and (12.5%) of people under the age of 20.

Table 3. Are Respondents Willing to Switch to a Vegan Diet?

Particulars	Frequency	%
Yes	107	53.5
No	93	46.5
Total	200	100

Out of 200, most of them are In contrast to 46.5% of the respondents who weren't ready for the same change, 53.5% of respondents were ready for the change.

Table 4. A Desire of people to go Vegan out of compassion for Animals

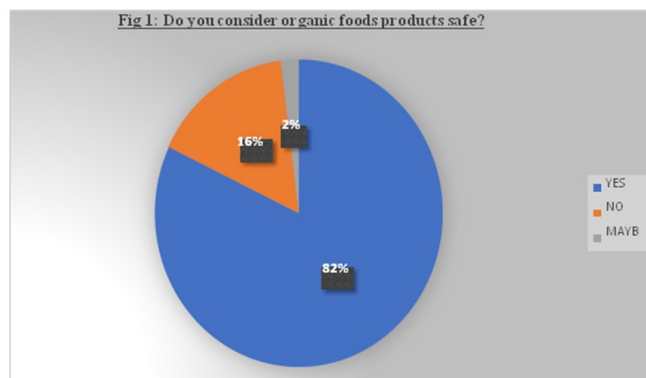
Particulars	Frequency	%
Yes	155	77.5
No	45	22.5
Total	200	100

Due to their concern for animals, 77.5% of the 200 respondents were willing to become vegans, while only 22.5% were not.

Table 5. Willingness of people to go Vegan out of Environmental concern

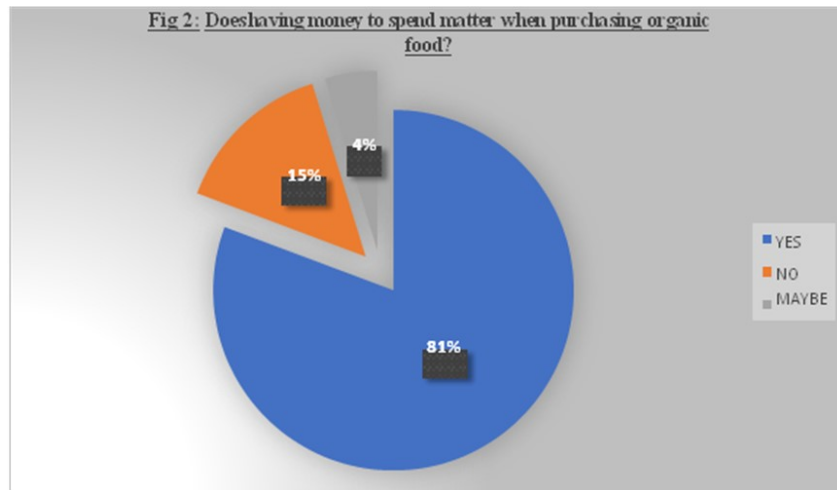
Particulars	Frequency	%
Yes	159	79.5
No	41	20.5
Total	200	100

Due to their concern for the environment, 79.5% of the 200 respondents said they were ready to become vegan, while 20.5% said they weren't.

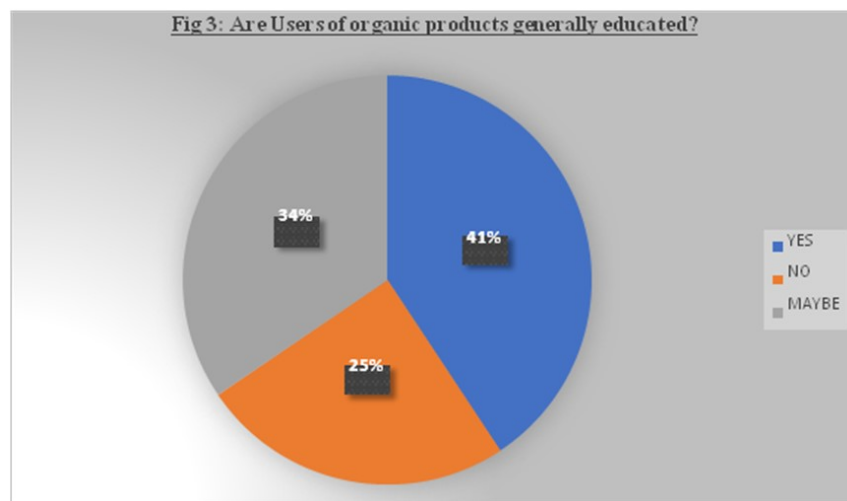


Source: Primary Data collected from 200 respondents

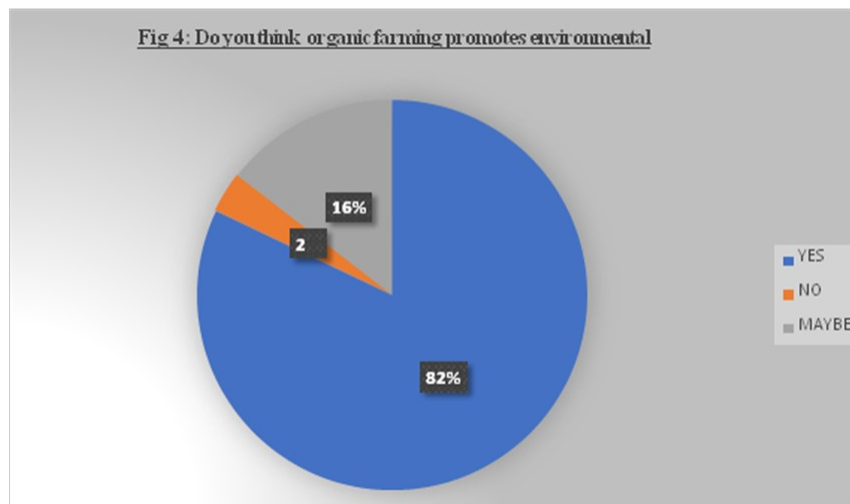
It is evident from the above table that 63% of respondents confirmed using organic, vegan food products, while 37% of respondents said they did not. When asked about the availability of organic and vegan food in stores, 31% of respondents gave a positive response; however, 69 % of respondents said that these food items were not readily available. 75% of respondents said they don't have access to options for organic, vegan food products, compared to 25% who said they do.



Source: Primary Data collected from 200 respondents



Source: Primary Data collected from 200 respondents



Source: Primary Data collected from 200 respondents

Table 6. Information regarding the use of Organic, Vegan food Products

Information in general about Organic, Vegan food products.	Frequency	Percentage
Organic, Vegan food is something I consume.	Yes	63
	No	37
In your local grocery stores, are Organic, Vegan food items widely available?	Yes	31
	No	69
Is the lack of vegan and organic options a major factor in the lower demand for organic food products?	Yes	74
	No	26
Does your city have wide choices of organic, vegan food products?	Yes	25
	No	75

FINDINGS AND CONCLUSION

FINDINGS

According to the study, respondents have a lot of difficulties finding organic, healthy, and vegan products in the markets.

The study's findings are listed below:

- The inconsistent availability of organic products is the main issue for consumers of organic, vegan products.
- There aren't many organic, vegan products to choose from in the market.
- Vegan and organic products are overpriced when compared to non-vegan alternatives.
- Thus preventing customers from making larger, more frequent purchases of more products.
- Consumers are not aware of the availability of organic, healthy, and vegan products.
- No organic certification agency or body has properly certified the organic, vegan products.
- There aren't many stores in the city that sell organic goods.
- The technology for buying vegan and organic goods is lacking.

CONCLUSIONS

Giving organic products more attention in today's world is crucial now more than ever because taking care of your health and future generations comes before saving the environment, protecting the ozone layer, or taking preventative measures. The demand for high-quality, healthy agricultural products increased quickly as people's awareness of their health increased. Increase the productivity of agricultural land by using organic farming to meet the demand for agricultural products. While there is a growing demand for such products, organically grown goods and vegan goods are only occasionally seen on the market. Customers are willing to pay a price premium for organic products, which could be seen as the cost of an investment in human health. In India, there is a growing demand for vegan food, and this trend is anticipated to last for years to come. Vegan, healthful, and organic food have demonstrated to have tremendous growth potential despite being a relatively new industry in India.

REFERENCES

- Anand, R. (2011). A study of determinants impacting consumers food choice with reference to the fast food consumption in India. *Society and Business Review*, 6(2), 176-187.
- Balusamy, S., & Aarthi, M. (2017). A Study on 'ORGO LIFE' Consumers Preference towards Organic Food Products in Pollachi. *International Journal*, 5(6).
- Fertő, I., & Zaien, S. (2021). Is organic food good for health and the environment?. *Regional and Business Studies*, 13(2), 11-30.
- Sadiq, M. A., Rajeswari, B., & Ansari, L. (2020). Segmentation of Indian shoppers in the context of organic foods. *South Asian Journal of Business Studies*, 9(2), 167-192.
- Guha, K. B., & Gupta, P. (2020). Growing trend of veganism in metropolitan cities: Emphasis on baking. *PUSA Journal of Hospitality and Applied Sciences*, 6, 22-31.
- JESINTHA, P. CONSUMER SATISFACTION TOWARDS ORGANIC FOOD.
- Malik, R., & Jindal, T. (2022). Customers' Attitude Towards Vegan Products Consumption and Its Impact on Purchase Intension: An Indian Perspective. *Vision*, 09722629221087361.
- Marangon, F., Tempesta, T., Troiano, S., & Vecchiato, D. (2016). Toward a better understanding of market potentials for vegan food. A choice experiment for the analysis of breadsticks preferences. *Agriculture and Agricultural Science Procedia*, 8, 158-166.
- Shah, R. (2019, February). PURCHASE INTENTION OF CUSTOMERS TOWARDS ORGANIC FOOD PRODUCTS: MOVEMENT TOWARDS GREEN ENVIRONMENT. In *International Conference on Advances in Theory, Research and Practices in Management*.
- Shah, R. P., Thakur, R., & Thakkar, A. A STUDY ON ONLINE BRAND AWARENESS AND CONSUMER SATISFACTION TOWARDS ORGANIC PRODUCTS.
- Sivathanu, B. (2015). Factors affecting consumer preference towards the organic food purchases. *Indian Journal of Science and Technology*, 8(33), 1.
