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The State of Chhattisgarh's profile of Organic Consumers and their Willingness to Pay (WTP) for specific Organic Food Products

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Abstract. The state of Chhattisgarh (INDIA) has responded to the growing demand from its consumers for certified quality food products by implementing various food quality assurance schemes, like the organic label. These schemes have been said to offer a number of beneficial advantages, such as their effectiveness as marketing techniques. The current study was conducted on two levels. Using a state representative sample of 472 households, the **first** goal was to provide additional insights into the CG organic consumer profile. **Second**, considering that the main goal of any food quality assurance policy is to cater to the highly motivated and quality-conscious consumer, the study looks at the efficacy of the organic label as a marketing strategic orientation. The best method to achieve that goal is to employ conjoint analysis to investigate the Willingness to Pay (WTP) of organic consumers for a range of organic products.

KEY WORDS. *Organic food Products, marketing orientation, Willingness to Pay (WTP), Conjoint Analysis, Consumer Behaviour, Food Quality,*

INTRODUCTION

Several factors have changed the global food system in recent years. The industry is highly competitive as a result of low growth in food demand and rising food product supplies. In identifying the winners and losers in an industry, buyers now hold greater sway than sellers (Akturan, 2018). In today's fiercely competitive and crowded food markets, where businesses must quickly adapt to changing consumer demands, market orientation is essential for success (Kohli & Suri, 2018). The food industry's strategic focus, which was mostly evident in the 1990s, was in line with a significant shift in consumer behaviour. A continuously rising demand for foods of higher quality has been caused by growing knowledge about the connections between diet and health, awareness of quality attributes, and access to information on new production and processing technologies.

However, little is known about how consumers define food quality. Moreover, quantifying it remains a challenging task (Jain et al., 2018). In order to improve product quality in today's markets, businesses must start with the consumer and work their way down to the product itself. The "translation" of consumer demands into those physical product parameters that best substantiate the desired quality image is necessary for the

implementation of successful quality enhancement programs (Aulakh & Ravisankar, 2017). Prior studies had shown the strategic advantages of employing quality to obtain a competitive advantage in marketing (Matharu et al., 2022). International Consumer Marketing Journal, Conse-82As a result, many food companies concentrate on promoting specific product qualities, such as those linked to safety, nutrition, and the environment (Shukla, 2007).

Purchase intention, and awareness of organic products: the "unaware," the "aware non-buyers," and the "(aware) buyers" (or simply buyers) of organic food products. This analysis was done using a nationally representative sample of 472 households. Second, since the main goal of any food quality assurance strategy is to cater to the highly motivated and quality-conscious consumer, this paper investigates the marketing efficacy of the organic label and its consumer appeal. Consumers' Willingness to Pay (WTP) for a range of organic products (rice, vegetables, oil, raisins, wheat, oranges and fruits, milk, etc.) is chosen to be investigated through conjoint analysis. The most suitable method to achieve that goal is to employ conjoint analysis to investigate consumers' Willingness to Pay (WTP) for a range of organic products (rice, vegetables, oil, raisins, wheat, oranges and fruits, milk, etc.).

The literature on organic consumers and the variables influencing WTP for food safety, quality, and the environment, as well as for organic products specifically is briefly presented at the beginning of the paper. The reader is then introduced to the work's objectives, the procedure and description for selecting the sample, and the questionnaire's structure in the methodology section. The analysis portion of the study and the presentation of the empirical findings—which comprise the conjoint analysis task and the WTP measurement—commence now. The paper is concluded with a summary of the main findings in the discussion section and a commentary on the major findings in the conclusion.

THE ORGANIC CONSUMER RESEARCH GLOBALLY

Numerous studies have been carried out both domestically and abroad regarding consumer behaviour with regard to organic products. Since 1995, over forty surveys about the consumption of organic food have been published in the international literature.1. The majority of these surveys contend that consumers' perceptions of particular organic product attributes, such as nutrition value, taste, and freshness, as well as their concerns about food safety and quality, are the primary drivers behind their decisions to purchase organic products. However, perceptions of organic products' high cost and low quality are primarily to blame for a reversal in the positive attitude toward them availability , consumers' lack of perception of any unique value in the organic label, lack of promotion, and a general misunderstanding of the organic production process ((Kalyani, R. & Prabhavathi, Y., 2023) (Profile & Profile, 2021) (Xin Qi, 2021) (Bloom & Reenen, 2013) (Barber et al., 2012) (Marchant, 2006) (Ottman, 2017) (Sondhi, 2014) (Boys et al., 2014) (Lee & Yun, 2015) (Basha & Lal, 2019) (Reddy, 2010) (Areas, n.d.) In general, there is a noticeable shift in the relative importance of non-purchase factors from availability to price

as societies advance from the early stages of accepting organic products to more developed levels (Yiridoe et al., 2005). fact that also holds for the Indian organic market (Dangi et al., 2020).

According to the socio demographic profile, the majority of the studies mentioned above concur that women make up the majority of organic buyers; they purchase more often and in larger quantities than do men. Due to their increased environmental consciousness, younger people appear to be slightly more willing to buy (more and at higher prices), suggesting that age is not a significant factor. Because of their lower purchasing power, this willingness, however, does not always translate into demand. However, it is important to consider the age of the children when making an organic purchase, as their presence in the family may have a positive impact on organic purchases in some countries. Not the overall willingness to buy, but rather the amount of organics purchased, appears to be influenced by disposable income. Higher or lower household incomes do not, however, always imply a higher or lower likelihood of purchasing organic products, even in the face of high organic price premiums. Overall, despite conflicting data, women with children in younger age groups, with greater incomes and educational attainment, and with children are the consumers in Global who are most likely to purchase organic products.

WILLINGNESS TO PAY (WTP) FOR FOOD QUALITY AND SAFETY AS WELL AS ENVIRONMENTAL PROTECTION

Consumers' willingness to pay (WTP) for features that are either intrinsic or extrinsic to a product is frequently ascertained through consumer surveys. Price premiums, or the excess amount paid over and above the "fair" price supported by the product's "true" value, could be signs of consumer demand for that particular item (Keevin & Garvey, 2019). A substantial amount of research on consumers' WTP for non-food products and services, as well as for environmental friendliness and/or quality and safety in food production, can be found in the literature (Krystallis et al., 2006). As evidenced by our observations, consumers' environmental concerns and/or concerns about food quality and safety are the primary drivers of organic food purchases; consequently, WTP for these food attributes can serve as a reliable indicator of the demand for organic food (Xin Qi, 2021)(Tarkiainen & Sundqvist, 2005)(Keevin & Garvey, 2019)(Krystallis et al., 2008).

Perhaps the strongest argument in favour of the expansion of ecologically friendly consumer behaviour is the rising percentage of people who are willing to pay extra for products that are friendly to the environment (Latacz-Lohmann & Foster, 1997). Regarding their willingness to pay more for environmentally friendly products and their degree of environmental awareness, consumers are, nevertheless, quite divided (Yiridoe et al., 2005). Consumer attitudes toward the environment, according to (Krystallis et al., 2006), are a very good indicator of their WTP for green products. However, (Krystallis et al., 2006)

contend that little is known about the amount of "sacrifice" that customers are willing to make for these products. According to (Krystallis et al., 2006), studies do not always account for economic factors that affect the demand for environmentally friendly products, such as prices and available income.

Ensuring the overall quality and safety of food is another reason given by customers for their WTP. WTP is the theoretically valid measure of the value that consumers place on improvements in food safety, according to (Henson et al., 1996). According to the same author, a few factors that influence WTP for food poisoning risk reductions are individual consumer characteristics, attitudes toward food poisoning, perceived control over the risk of food poisoning, and personal experiences with food poisoning. (Krystallis et al., 2006) Contend that although overall satisfaction with food safety and nutritional content of beef is found to be insignificant, factors that affect WTP for traceability-certified beef include the degree of consumer confidence about and use of food labels, experience with the product, and the prices consumers actually pay for beef. According to several WTP measurement studies cited by (Krystallis et al., 2006), the percentage of respondents willing to pay more for high-quality food items varied from 60% to 70%.

Generally speaking, it can be said that different consumers are willing to pay different premiums. This discrepancy can be partially explained by the various samples that were examined in various nations with various market conditions. The results of two surveys conducted by (Wier & Calverley, 2002), for instance, show that while more than 20% of consumers were willing to pay premiums over 30% in the second survey, only 5-20% of consumers in the first survey would purchase when price premiums were under 30%. While the latter results relate to research done in India and Nepal, where organic products are sold in more expensive specialty stores, the former results relate to studies done in Chhattisgarh (India), where organic products are primarily sold in supermarkets, farmer's and retail stores also.

METHODOLOGY

The primary research question that the study aims to address is whether consumers view food products bearing quality labels—like the organic label—as being more “valuable” because the label more visibly “guarantees” quality. If this is true, then agribusiness can benefit from using the organic label as a marketing tool. This question informs the research's two objectives: (1) To provide additional insights into the Indian organic market; and (2) To gauge consumers' willingness to pay (WTP) for a range of raw and processed organic foods that are either fundamental to the Indian diet (Rice, wheat, vegetable, cooking oil), highly nutritious (Dry foods, milk), or have psychological value (fruits, coconut and milk). Additionally, the bulk of Indians organically are able land is used to produce these goods, and the majority of these producers are among the country's more established fully certified organic farmers (Matharu et al., 2023)(Dangi et al., 2020).

In order to address the above-defined research question, the research's second aim is to conduct a conjoint analysis study, with a focus on 130 organic buyers in Chhattisgarh (India), who were selected from a nationally distributed sample of 472 consumers. The validity of WTP results is frequently influenced by the measurement technique used. Most consumers overestimate their likelihood of making purchases, according to study participants in market research. Research participants' propensity to overlook cost factors in comparison to actual customers, who must weigh several possible expenses against their limited funds, is a significant contributing factor to these phenomena. (Pandit et al., 2022) Asserts that conjoint analysis yields more realistic results than sourcing techniques like contingent valuation, which ask consumers directly for their WTP. Given that nothing is known about the opinions of the CG population as a whole regarding organic products, the survey is exploratory in nature. In reference to more recent surveys conducted on Indian organic consumers using sizable sample sizes, a convenience sample consisting of 52 food shoppers and farmers at major supermarkets in six cities and various villages throughout the state was used, as was a random sample of 472 consumers limited to the state of Chhattisgarh (India). "Food purchase decision-makers, aged from 18 to 70, residents of urban areas of Chhattisgarh (India)" is the definition of the population under investigation. The four major cities of CG-Raipur (20.7% of the sample), Durg (47.1%), Rajnandgaon (20.1%), and Bilaspur (12.1%) are all included in the survey's geographic area, which is defined above. Based on national data, a stratified sample of 472 respondents who are in charge of purchasing food for their household was used, and the distribution of the sample reflects the true geographic distribution of the Indian population. First, a set of filter questions is included in the questionnaire to help distinguish between different types of potential customers based on their awareness of and propensity to buy organic products. The questionnaire's primary section consists of inquiries meant to enhance the characteristics of the "(aware) buyers" consumer type. The next step is the conjoint analysis task, and the questionnaire ends with several socio demographic variables. The two product attributes that were chosen are "price" and "organic label existence. "Throughout the study period, actual retail prices in retail stores were the basis for selecting the price points for each product. Using the Full Concept data collection method, which combined five or six price levels per product with the presence or absence of an organic label, the orthogonal design process (SPSS, Categories 8.0) produced ten or twelve experimental product profiles. The respondents received each profile in the form of a written card. For each card, the respondent had to write a number between 1 and 9, where 1 represented the least preferred combination of price and label and 9 represented the most preferred combination.

TABLE 1. Sample's Socio-Demographic Profile (N = 472) (figures in %)

Age				
<30	31-40	41-50	>51	
22	28.9	18.9	30.2	
<30	31-40	41-50	>51	
Gender				
Male		Female		
56.2		43.8		
Education				
Elementary	High school	Graduation	Postgraduate	
12.2	32.2	35.5	20.1	
Income (Monthly, In Rs.)				
<20,000	20-40,000	>40,000	No Response	
14.7	33.6	21.2	30.5	
Marital status				
Married		Unmarried		
78.3		21.7		
Number of children				
0	1-2	>2		
17.4	65.9	16.7		
Working woman in the household				
Yes		No		
30.8		69.2		
Employment status				
Employee	Self-employed	Pensioner	Skilled workers	Other
39.8	24.9	13.4	5.7	16.2
Place of residence				
Durg	Raipur	Rajnandgoan	Bilaspur	
47.1	20.7	20.1	12.1	

Research and empirical outcomes

The Organic "(Aware) Buyers" Consumer Type: An Overview

The questionnaire begins with a set of filter questions designed to separate respondents who purchase organic products from those who do not (Table 2). Three categories of consumers can be distinguished with clarity: the "unaware" (15.7%), the "aware non-buyers" (73.8%), and the "(aware) buyers" (10.5%). The respondents reported having a very high level of awareness regarding the organic production method. Nevertheless, only half of the "aware" consumers (61%) correctly defined the term "organic" when prompted. Conversely, of those who were "unaware" of the organic production method and had never heard of it, only 24% believed they understood what it meant in a way that was somewhat accurate.

Utilizing Table 2's fourth filter question, it was feasible to determine how frequently the "buyers" made organic purchases. Accordingly, 10.5% or so of the sample regularly or occasionally purchases organic food items. It is important to note that the two most statistically significant socio-demographic differences (as determined by the $\chi 2$ and ANOVA tests) between the three consumer types are as follows: (1) the "unaware" consumers have significantly lower levels of education than the "aware" consumers ($p<0.001$), and (2) they reside in regions of the nation that are remote from the primary centres of organic production ($p< 0.01$). Furthermore, compared to the "non-buyers," the "buyers" have higher educational levels and they are belong to higher income group also (35.5 % have at least a university degree; $p < 0.001$).

TABLE 2. Filter Questions Used to Discriminate Between Buyers and Non- Buyers (N = 472)

Question	Aware in %	Unaware in %
1. What does the term "organic products" mean?	84.7	15.3
2. Could you explain what the term means?	Explaination	In % out of N=472
	without pesticide	60.3
	Natural/pure food Products	15.5
	Healthy food:	9.5
	No-pollution related food:	4.2
	vs.	
	Food related pesticide :	2.9
	Detergents:	1.6
	Do not about organic :	6
3. When you hear the word "organic," what comes to mind	**Healthiness: 18.8**	Healthiness: 8.3
	Traditional cultivation: 16	Traditional cultivation: 4.3
	"Cleaner" food: 6.3	**"Cleaner" food: 10.4**
	Without chemicals: 3.5	Without chemicals: 5
	vs.	
	Processed residuals: 14.7	Processed residuals: 7.7
	"Cleaner" food: 6.3	**"Cleaner" food: 10.4**
	Without chemicals: 3.5	Without chemicals: 5
	Animal products only: 4.0	Greenhouse products: 6.7
	Greenhouse products: 3.3	
	Do not know/answer: 10.2	**Do not know/answer: 34.5**

4. Of those in the sample as a whole, those who are aware of organic products typically buy them:	> Once per week	Once per week	Once per month	Never	Not Answer		
	1.3	**3.3**	**6.2**	**71.2**	**0.7**	0.8	2.5

A series of supplementary inquiries provide a more comprehensive overview of the purchasers' purchasing habits with regard to organic food: rice (52.8%), wheat (36.5%) and other vegetables, like green salads (11%), are the most commonly bought organic foods. Next in order of percentage are oil (groundnut, mustard and coconut) (6.5%), Organic Jaggery (11.3%) and other fruits (all 3.8%) organic milk (10.4%). The retail establishments where customers can regularly buy organic products are supermarkets (5.2%), specialty stores (16.9%), and organic open markets from farmer (28.7%). In addition, several other factors pertaining to the decision to purchase organic products are included, including the "source of information on organic products," "overall opinion on the organic products," "involvement in the purchasing process," and "overall reasons for buying organic" (Table 3). For CG consumers, friends and family are the primary sources of information about organic products, followed by the media. As anticipated, consumers have highly good opinions of organic products. Still, 32.3% of them think organic items don't look good enough, and 64.6% think they're expensive for what they provide. Ultimately, the choosing of organic food is motivated by its overall health and environmental friendliness (96.3%), greater quality (91.7%), and superior taste (89.3%) when compared to conventional food.

Task of Conjoint Analysis

A set of supplementary questions on the "frequency" and "occasion" of intake of the five organic items under research are included before the conjoint study (Table 4). Less than 11% of organic purchasers bought any of the five goods under examination "(rather) frequently," despite the fact that at least 43% of buyers had already made purchases of them in the year before the poll. The most common reasons people buy organic olive oil are to use it raw in salads (13% of buyers) or as a cooking ingredient (11.3%); to include organic rice, wheat, and vegetable in their children's diets (13% of buyers); and to choose milk when dining out (7.5% of buyers) or as a special occasion gift (9.3%).

Next, the perspective of the true cost of the organic items being looked at is assessed. Customers were asked to indicate how much they often spend on the conventional variety and how much they would be prepared to spend on the five goods that are organic alternatives. Table 5 demonstrates that customers' stated willingness to pay more for the organic label than they do for the common product alternatives is much greater.

TABLE 3. More Details on the Organic Product Buyers: Organic Selection- Related Variables, % (n = 112)

Organic Products' Source of Information	(Strongly) Agree	Neither nor . . .	(Strongly) Disagree	Not Answer
Media (TV, radio)	**51.4**	15.3	27.4	3.8
Press	**56.9**	12.3	26.2	4.6
Friends	**70.8**	10.8	14.6	3.8
Family	**56.2**	7.7	29.2	6.9
Specialists (doctors, etc.)	20.0	20	**55.4**	4.6
Scientific articles	19.3	17.7	**57.7**	5.4
State promotional campaign	14.6	19.2	**61.6**	4.6
Private promotional campaign	30.0	16.2	**49.2**	4.6
The Organic Products Are (in comparison to the conventional):				
Healthier	**98.4**	1.5	–	0.8
Tastier	**86.1**	11.5	1.5	0.8
More fresh	**86.2**	9.2	3.8	0.8
Cleaner	**95.4**	3.8	–	0.8
Pure/natural	**97.0**	3.1	–	–
Authentic	**92.3**	6.2	0.8	0.8
Chemical residual-free	**95.4**	3.8	–	0.8
Additive-free	**98.2**	3.8	–	–

TABLE 3 (continued)

Involvement in Organic Purchasing Process	(Strongly) Agree	Neither nor . . .	(Strongly) Disagree	Not Answer
Organic products are important for my family's diet	**68.7**	17.7	14.8	–
I would be interested in knowing how they are produced	**93.9**	4.6	–	–
Before buying, I have compared them with conventional	**62.3**	26.2	–	0.8
There are many differences between organic brands	39.2	**45.4**	11.5	3.8
There is a specific organic brand I prefer	28.5	**36.9**	**32.3**	2.3
I know how to distinguish the organic products	**51.5**	32.3	16.1	–
Overall Reasons for Buying Organic Products				
They are healthier	**98.4**	0.8	–	0.8
They are tastier	**86.9**	9.2	3.1	0.8
They are more environmentally friendly	**98.4**	0.8	–	0.8
They are of superior quality	**93.8**	4.6	0.8	0.8

TABLE 4. Consumption Frequency of the Organic Products under Investigation, % (n = 112)

	Rice	Wheat	**Organic** Oil	Vegetable	Milk
During the last 12 month , I have bought:	45.2 (58)	42.5 (55)	45.2 (58)	42.8 (56)	43.6 (55)
Frequently	7.1 (10)	0.8 (1)	3.1 (5)	3.1 (5)	3.1 (4)
Quite often	3.1 (3)	3.8 (6)	6.2 (9)	4.6 (7)	3.8 (3)

* Number in brackets corresponds to number of respondents (out of 112).

However, in self-reported polls, customers frequently tend to overstate the additional amount they would spend. A conjoint research is conducted to examine the significance of price for organic customers with the true (as opposed to claimed) WTP for the organic label. This will provide more trustworthy insights into this matter.

Table 6 displays the output summary for each product.

The observed and estimated utilities (Kendall's Tau and Pearson's R) show a significant correlation, indicating that the model has adequate statistical features. All things considered, customers find that the "existence of the organic label" attribute level (conventional items) to be far more useful than the "nonexistence of organic label" level (rice, wheat, vegetable, oil, and milk). Furthermore, for each of the five goods under investigation, the average percentage relevance of the organic label as a factor for purchase is higher than the importance of price.

TABLE 5. Perceived Prices and Margins, and Stated Willingness to Pay for Selected Organic Products (n = 112)

	Rice/ kg	**Wheat/kg**	**Vegetable/ kg**	**Oil/ltr.**	**Milk/ltr.**
Average price, common product	48	37	40	115	70
Average price, organic product	68	54	50	205	105
Perceived margin (*)	20	17	10	110	35
Stated Willingness to Pay	+41.66%	+45.94%	+25%	+95.65%	+50%

[1] Statistically significant for $p < 0.01$

The Calculation of WTP for Particular Organic Products

What Is Willingness To Pay (WTP)?

Willingness to pay (WTP) is the maximum price a customer is ready to pay for a particular good or service. It can be denoted by a set figure of value or a price range. The willingness to pay is affected by factors like demographics, customer behaviour, the nation's economy, etc.

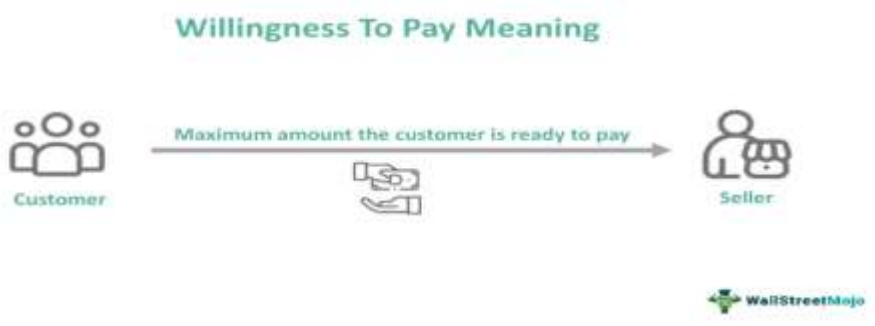

Table 7 presents the "utility" difference (ΔUorganic, first row) between conventional and organic goods. This difference was estimated based on Table 7's result. The utility difference between the lowest and highest price levels (ΔUprice) is shown in the second row. The van Ittersum et al. (1999) formula is used to get the percentages in the third row ("Willingness to Pay for the Organic Label").

$$\%\boldsymbol{WP} = \frac{\boldsymbol{\Delta Price_{low-high}\ X\ \Delta U_{organic}}}{\boldsymbol{\Delta U_{price}\ X\ Price_{low}}} = \frac{\boldsymbol{\Delta U_{organic}}}{\boldsymbol{\Delta U_{price}}}\ X\ \frac{\boldsymbol{\Delta Price_{low-high}}}{\boldsymbol{Price_{low}}}\ X\ 100$$

TABLE 6. Conjoint Analysis Output-Summary Sub-Files, Aggregate Results

Average Importance	**Level**	**Utility**	
Price (Rs.) 35.48%	**RICE**		
	3.35	–0.1082	–
	3.62	–0.2285	–
	3.98	–0.3479	–
	4.45	–0.5170	–
	5.61	–0.5562	–
	5.92.	–0.665	–
Type of label 62.44%	Nonexistence of organic label 0.1903		
	Existence of organic label 0.3900		
CONSTANT = 5.183			–
Pearson's R = 0.816	Significance: 0.0000		–
Kendall's Tau = 0.705	Significance: 0.0004		–
Price (Rs.) 36.11%	**WHEAT**		
	0.29	–0.170	–
	0.37	–0.350	–
	0.45	–0.52	–
	0.81	–0.71	–
	0.90	–0.79	–
	1.12	–1.020	–
Type of label 61.30%	Nonexistence of organic label 0.0901		
	Existence of organic label 0.1750		
CONSTANT = 5.0925			–
Pearson's R = 0.912	Significance: 0.0001		–
Kendall's Tau = 0.640	Significance: 0.0003		–
Price (Rs.) 41.16%	**VEGETABLE**		
	0.32	–0.5110	–
	0.39	–0.0899	–
	0.45	–0.1707	–

	0.58	–0.1907	–
	0.62	–0.1807	–
Type of label 61.30% CONSTANT = 4.3745 Pearson's R = 0.922 Kendall's Tau = 0.867	Nonexistence of organic label Existence of organic label Significance: 0.0001 Significance: 0.0002	0.1892 0.1687	–
Average Importance	**Level**	**Utility**	
Price (Rs.) 32.53%	**OIL**		
	0.48	–0.9180	–
	0.49	–1.9160	–
	0.61	–2.7941	–
	0.59	–3.8121	–
	0.80	–4.8101	–
Type of label 69.49%	Nonexistence of organic label 1.1940		
	Existence of organic label 2.4180		
CONSTANT = 3.814			–
Pearson's R = 0.7990	Significance: .0002		–
Kendall's Tau = 0.5900	Significance: .0004		–
Price (Rs.) 41.27%	**Milk**		
	2.89	–0.4090	–
	3.29	–0.8301	–
	4.09	–1.3101	–
	5.49	–1.7102	–
	5.72	–2.0902	–
Type of label 59.11%	Nonexistence of organic label 0.3831		
	Existence of organic label 0.7161		
CONSTANT = 4.412			–
Pearson's R = 0.896	Significance: 0.0001		–
Kendall's Tau = 0.7990	Significance: 0.0002		–

TABLE 7. Utilities and Willingness to Pay for Selected Products According to the Conjoint Study

	RICE/ kg	WHEAT/ kg	VEGETABLE/ kg	OIL/ ltr.	MILK/ltr.

Utility of the organic label ΔU **organic**	0.1903	0.0901	0.1892	1.1940	0.3831
Utility of price ΔU **price**	2.57	0.8300	0.300	0.32	2.8300
Calculated margin (Conjoint analysis) (*)	0.98	0.091	0.32	0.65	3.46
WTP for the organic label (Conjoint analysis)	+32.8%	+21.1%	+42.3%	+31.6%	+64.7%
Stated WTP for the organic label	+41.66%	+45.94%	+25.0%	+95.65%	+50.00%
*Statistical significant for $p < 0.01$					

A product's "utility" is said to rise if its price is decreased since, in theory and in accordance with the joint analysis's design, those two entities are inversely associated. The outcome of the price reduction division ΔPrice low-high by the matching utility rise ΔUPrice indicates the unitary utility price increase. The monetary worth of the label is expressed as the unitary gain in utility due to price decrease multiplied by the unitary increase in utility due to the presence of an organic label. If this is split against the cost of the standard product Low price indicates that buyers are willing to spend more for the organic label, as indicated by the resultant percentage.

DISCUSSION

The survey's primary goal was to provide additional information about the CG organic market. When it comes to organic products, the main differentiator between all customer types—the "unaware," the "aware non-buyers," and the "buyers"—is their level of education. The secret that may transform an uninformed customer into an enthusiastic organic advocate is education. The results of (Gil & Soler, 2006), (Krystallis et al., 2008), and (Nandi et al., 2017) are consistent with this conclusion.

In general, the issue stems from the extremely small number of organic stores, the extremely small selection of branded organic items available, and the ensuing discrepancy between market supply and customer demand. Nearly half of the buyers specifically mentioned that the high cost of organic products is their biggest drawback. But it's important to remember that this drawback isn't significant enough to deter this particular customer base from buying the items. However, there is a great deal of responsibility on the part of producers and large food companies in particular for that. Little demand stemming from limited availability and little awareness maintains high pricing.

Nonetheless, the results of the conjoint analysis clearly show a significant price difference that the organic consumers are prepared to pay for a range of food items, which somewhat lessens the significance of price as a deterrent to buying. The conjoint task has statistically demonstrated that: (1) the organic label is more important than price as a motivator for purchasing organic products; and (2) the presence of the organic label increases the product's utility relative to its conventional equivalent.

The reported willingly paid price difference between the organic and conventional (common) varieties of the items under examination looks too enormous in relation to the WTP level discovered in this study, and it should only be regarded as a basic indicator of consumers' propensity to respect the organic certification. It is noteworthy to acknowledge the discovery that over 50% of consumers feel that the costs of organic products are not commensurate with their actual worth.

Notwithstanding the indicators of too optimistic WTP, it is evident that a certain portion of organic consumers are prepared to pay premiums, the range of which varies on the specific type of food being evaluated, among other considerations. When it comes to oil, for example, people are prepared to pay more than twice as much as they would for other common commodities like rice, wheat and vegetables. The results maintain the importance of the organic label as a marketing strategy direction, even if WTP is adjusted downward as suggested by the research.

CONCLUSIONS

The goal of this study is to provide an overview of the current state of CG consumers' attitudes about and willingness to pay for particular organic products. In comparison with previous surveys (Is, n.d.), the state of CG organic market is moving from an early to a more "mature" stage, as evidenced by the declining importance of "price" as a factor that discourages purchases and the higher percentage of label awareness. The main reasons for the observed low penetration of organic products in the Chhattisgarh organic market, however, have been identified as low real awareness, consumers' contradicting perceptions, a lack of any educational or communication activity, a limited selection of well-known organic brand names, a divergence between supply and demand, and relatively high prices.

The methodology used in this study is based on the idea that increasing the organic label's perceived value in the eyes and minds of consumers is the key to improving its equity in the marketing domain. This study focuses on evaluating the power of the organic label using consumers' willingness to pay (WTP), which is a useful and realistic way to gauge how attached customers are to high-quality goods or services.

The most positive trend in this approach is the statistically supported high WTP of organic consumers for a range of food items, results of our poll, which point to the organic label's unique worth as a marketing strategy. The current study provides additional evidence that the use of the organic label by farmers, agricultural businesses, and food companies can develop into a marketing tactic akin to branding; an organic label increases a product's consumer acceptability, changes its quality attributes from credibility to search, and lowers consumer uncertainty about the quality of agricultural produce.

SUGGESTIONS

The current research presents a multifaceted exploration into the dynamics of organic agriculture, consumer preferences, and policy implications in the region.

Firstly, investigating the use of organic manure by producers in Chhattisgarh is crucial. Organic manure enhances soil fertility, improves soil structure, and reduces dependence on synthetic fertilizers, thereby promoting sustainable agricultural practices. Research can delve into the adoption rates of organic manure among farmers, the challenges they face in its implementation and the economic and environmental benefits experienced.

Government policies are pivotal in steering agricultural practices towards sustainability. Policies that incentivize or mandate the reduction of chemical fertilizers and promote the use of organic alternatives can significantly impact the adoption of organic farming. Research should analyse existing policies in Chhattisgarh, their effectiveness, and potential improvements to support organic agriculture.

Marketers play a pivotal role in ensuring the success of organic products in the market. They need to guarantee the authenticity and quality of organic foods through proper certification and labelling. Understanding consumer perceptions of organic certification and their willingness to pay premiums for certified organic products is essential. Research can investigate consumer trust in organic labels, their understanding of certification standards, and factors influencing their purchasing decisions.

Furthermore, consumer education and awareness are crucial for fostering a market for organic foods. Despite potentially higher prices, consumers need to recognize the health benefits of organic foods and their positive impact on the environment. Research can explore consumer attitudes towards organic foods, their knowledge of health and environmental benefits, and strategies to enhance consumer acceptance and demand.

RESEARCH IMPLICATIONS

Research holds several significant implications that can influence policy, agriculture practices, marketing strategies, and consumer behaviour in the region.

Policy Implications: Understanding the profile of organic consumers and their WTP can inform agricultural policies in Chhattisgarh. Policymakers can use insights into consumer preferences and behaviours to develop policies that support organic farming practices. This might include incentives for farmers to adopt organic methods, subsidies for organic certification, or regulations that promote transparency and authenticity in the organic food market. Policy implications also extend to promoting sustainable agricultural practices that reduce reliance on chemical inputs and enhance environmental sustainability.

Agricultural Practices: Research findings can guide agricultural extension services and farmer training programs. Insights into consumer demand for specific organic food products can influence crop selection and production methods among farmers. For example, if consumers show a strong preference for organic fruits or vegetables, farmers might be incentivized to transition from conventional to organic methods of growing these crops. Moreover, understanding consumer perceptions of organic food quality and safety can

influence farming practices related to pest management, soil fertility, and overall crop management strategies.

Marketing Strategies: Marketers can leverage research insights to tailor their strategies for promoting organic food products in Chhattisgarh. Consumer attitudes towards organic certifications, preferences for local produce, and perceptions of health benefits can guide marketing campaigns and product positioning. This includes emphasizing the environmental sustainability of organic farming practices and highlighting the nutritional advantages of organic foods compared to conventionally grown alternatives.

Consumer Behaviour: The research can contribute to a deeper understanding of consumer behaviour regarding organic foods in Chhattisgarh. Insights into factors influencing WTP, such as income levels, educational background, and awareness of health benefits, can inform efforts to increase consumer acceptance and demand for organic products. This might involve educational campaigns, nutritional workshops, or initiatives to improve access to organic foods in local markets.

In summary, research on the state of Chhattisgarh's organic consumers and their WTP for specific organic food products has broad implications for policy, agriculture practices, marketing strategies, and consumer behavior. By addressing these implications, stakeholders can work towards promoting sustainable agriculture, improving food security, and meeting the evolving dietary preferences of consumers in the region.

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