



## **A STUDY ON FACTORS INFLUENCING CONSUMER PERCEPTION TOWARDS ORGANIC PRODUCTS**

**Dr. Rema Devi . V N**

*Associate Professor of Commerce, Govt College Kottayam, Kottayam District.  
Kerala.*

### **Abstract**

*Food is a basic need for each human being. To meet this high demand of food and food products the farmers, governments, authorities, agencies, and organizations, put more and more effort to get high yields of food products, this resulted to introduction of advance technology and innovations in agriculture farming by applying of chemicals, fertilizers, and pesticides etc. conventional farming method is modernized, high yielded, profitable and met the great demand, it gives only chemical applied food and food products, which are unhealthy, create various side effects, diseases and effects human health significantly The concept of organic farming was started thousand years ago, particularly it was practiced in Rigveda, Ramayana, Mahabharata and Natyashastra periods. Food is not only for basic need, but also for good health. The consumption of organic food products gives high nutritional value. In this context present study tries to find out the consumption behaviour of organic products.*

**Keywords:** *Consumer Perception, Organic Products, Consumer Awareness.*

### **I. Introduction**

Food is a basic need for each human being. The consumption of organic food products gives high nutritional value. Even though the cost is more when compared with conventional food. At the same time the organic food consuming population is very low due to high cost, low awareness, low availability in time and fake and duplicate products. But in the present scenario various factors like pure quality, healthy, nutritious, chemical free, natural, and so on significantly influence the people to prefer and consume organic food and food products. at this juncture, the researcher intended to conduct a study on consumers perception towards organic food products which are consumed in day-to-day life.

### **Statement of the Problem**

Food is the most essential commodity and a basic need for human being to survive. hence, quality food and food products are in great demand in the market. So, if the trend for organic products is growing among producers, then, its benefits naturally reach the local population of a country. The present study has been undertaken to find out the awareness level and perception of customers towards organic food products.

### **Objectives of the Study**

1. To understand the awareness level of consumers towards organic food products.
2. To identify the factors influencing the consumers to purchase organic food products.
3. To study the consumer's perception of organic food products.
4. To identify the constraints the consumer faces while buying the organic product.

### **Scope of the Study**

The satisfaction of the consumer and maximization of profit is the prime motive of every business concern. The consumers taste and preferences vary from time to time. Hence the need for this study



emerged in order to analyse the customer perception towards organic products from the respondents who are consuming organic products.

### Research Methodology

In the project the sampling method used is convenience sampling. consumers are located through normal enquiry and also the questionnaire were sent to the respondents through WhatsApp and social media platform. In this research, primary data were collected by using a structured questionnaire from respondents. Sample size for the present study 50 respondents were selected.

### Analysis of the Data

The collection of data were edited and consolidated using sample satisfied tools present in the form of tables and figures, percentage analysis

### Data Analysis and Interpretation

For knowing the customer perception on Electric vehicles, the study made an attempt to analyse it to the following thrust areas

1. Consumer awareness of organic products
2. Factors influencing purchase decision E-vehicles
3. Factors influencing customer satisfaction and problems in using the E-vehicle

#### 1. Data analysis-Part One- Consumer awareness of organic products

For knowing the awareness, the factors considered here are sources of brand information, awareness of organic products and determinants of level of awareness. The analysis revealed the following results

**Awareness of Organic Food Products**

Si.No	Category Of Responses	Frequency	Percentage
1	YES	37	74
2	NO	13	26
	TOTAL	50	100

Source: primary data

From table no:9 it is concluded that out of 50 respondents, 74% of respondents are aware of organic food products while 26% of the respondents have no awareness of organic food products.

**Level of Awareness of the Following Determinants**

STATEMENTS	Hghly Aware	Aware	Moderately aware	Slightly aware	Not at all aware	Total score	Weighted average	RANK
CERTIFICATION AND GREEN	1 (2%)	14 (28%)	22 (44%)	10 (20%)	3 (6%)	50 (100%)	150 3.00	9



LOGOS								
PRODUCT KNOWLEDGE	4 (8%)	17 (34%)	16 (32%)	12 (24%)	1 (2%)	50 (100%)	161 3.22	8
LABELLING	3 (6%)	20 (40%)	17 (34%)	9 (18%)	1 (2%)	50 (100%)	180 3.6	2
QUALITY	8 (16%)	19 (38%)	14 (28%)	9 (18%)	0	50 (100%)	176 3.52	3
DIFFERENT VARIETIES	9 (18%)	15 (30%)	16 (32%)	9 (18%)	1 (2%)	50 (100%)	172 3.44	4
PRICE	14 (28%)	15 (30%)	12 (24%)	9 (18%)	0	50 (100%)	184 3.68	1
LOCATION OF THE ORGANIC SHOPS	10 (20%)	15 (30%)	13 (26%)	10 (20%)	2 (4%)	50 (100%)	171 3.42	5
INGREDIENTS USED IN THE PRODUCTS	9 (18%)	14 (28%)	17 (34%)	8 (16%)	2 (4%)	50 (100%)	170 3.4	6
MANUFACTURING COMPANY	6 (12%)	18 (36%)	16 (32%)	7 (14%)	3 (6%)	50 (100%)	167 3.34	7

**Source: Primary Data**

From the table the analysis revealed that 4.4, 44% of respondents moderately aware about certification and green logos of organic food products.

With regard to product knowledge 34% of respondents are very aware about product knowledge and only 2% of respondents are not at all aware of product.

While analysing the awareness of labelling 40% of respondents are very aware of labelling of the products. With regard to awareness of quality of organic food products, 38% of respondents are very aware about the quality of the product.

With regard to the awareness of different varieties of organic food products, 32% are moderately aware of different varieties of organic food products and 30% are very aware about the different varieties available in the market and only 2% of respondents are not at all aware about different varieties.

From the analysis of the awareness of price of organic food products, 30% are very aware of the price of organic food products. No one is come under the category of not at all aware. 28% are extremely aware about the price of organic food products.



With regard to the awareness of different locations of organic shops,0% are very aware of the location of different shops.20 % are extremely aware about the location of the shops. 4% of respondents are not at all aware about the location of different shops.

With regard to the awareness of ingredients used in the organic food products,34% of respondents are moderately aware about the ingredients used in the organic food products.

With regard to the awareness of manufacturing companies,36% of respondents are very aware of the manufacturing company and 32% are moderately aware of the manufacturing company.

### Data analysis -Part Two -Factors Influencing the consumer perception towards organic products

In this part the study made an attempt to analyse the factors influencing he consumer perception towards organic products. The analysis revealed the following results

#### 2.1 Factors Influencing the Purchase of Electric Vehicles

**Table No: 2.1, Perception Of Consumers Towards Organic Food Products**

PERCEPTION	strongly agree	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE	RANK
It is healthy as other foods	7 (14%)	23 (46%)	17 (34%)	1 (2%)	2 (4%)	50 (100%)	181 3.62	5
I buy organic food product because it is environment friendly	9 (18%)	21 (42%)	18 (36%)	2 (4%)	0	50 (100%)	187 3.74	3
It is consumed as a special diet or for medical reasons	3 (6%)	18 (36%)	27 (54%)	1 (2%)	1 (2%)	50 (100%)	171 3.42	9
Organic food does not contain artificial colours	5 (10%)	25 (50%)	16 (32%)	3 (6%)	1 (2%)	50 (100%)	180 3.6	6
Organic farming helps in reducing pollution	5 (10%)	22 (44%)	20 (40%)	1 (2%)	2 (4%)	50 (100%)	177 3.54	7



Organic food is not easily available	6 (12%)	19 (38%)	19 (38%)	4 (8%)	2 (4%)	50 (100%)	173 3.46	8
The price of organic food is higher than the conventional food	14 (28%)	17 (34%)	15 (30%)	4 (8%)	0	50 (100%)	191 3.82	1
Many duplicate products are available in the market as an organic food product.	13 (26%)	15 (30%)	18 (36%)	3 (6%)	1 (2%)	50 (100%)	186 3.72	4
Promotional activities are comparatively low	12 (24%)	16 (32%)	19 (38%)	3 (6%)	0	50 (100%)	188 3.76	2

**Source: primary data**

With regard to the response for organic food is healthy to eat,46% of respondents agree that organic food is healthy to eat.

From the analysis of the response for organic food is environment friendly,42% of the respondents agree that organic food is environment friendly.

With regard to the response for organic food is a special diet, 54% of respondents are neutral and 36% agree that organic products are a special diet.

While analysing the response of organic food does not contain any artificial colours, half of the respondents agree that organic food does not contain any artificial colours.

With regard to the response organic food reduce pollution ,44% of respondents agree that organic food reduce pollution.

With regard to the response of availability of food is not easily available agree and neutral are same.38% of respondents agree organic food is not easily available.

With regard to the response of price of organic food is higher than conventional food. 34% of respondents agree price of organic food is higher than conventional food and 28% of respondents strongly agree price of organic food is higher than conventional food.

With regard to the response of many duplicate products are available in the market as organic food ,36% of respondents are neutral , 30% of respondents agree and 26 % of respondents strongly agree many duplicate products are available in the market as organic food.

With regard to the response responses of promotional activities are low for organic food products, 38% of responses are neutral,32% respondents agree, and 24 % respondents strongly agree promotional activities are comparatively low.



**Data Analysis -Three Problems i faced by the consumers when purchasing organic food products.**

In this part the study made an attempt to analyse the problems faced by the consumers when purchasing organic food products.. The analysis revealed the following results

**Problems faced by the consumers when purchasing organic food products.**

SI.NO	PROBLEMS	FREQUENCY	PERCENTAGE
1	DUPLICATE PRODUCTS	11	22
2	HIGH PRICE	17	34
3	ORGANIC STORES ARE LESS	9	18
4	LOW VARIETIES OF PRODUCTS	1	2
5	NOT EASILY AVAILABLE	10	20
6	LACK OF ADVERTISEMENT	2	4
	TOTAL	50	100

Source: Primary Data

As per the above analysis the results revealed that , 34% of respondents face the problem of high price ,22% of respondents are face the problem of duplicate products ,20% of respondents face the problem of organic food products are not easily available ,18% of respondent’s states that organic stores are less ,4% of respondents face the problem of low advertisement and only 2% of respondents face the problem of it is not easily available.

**Findings and recommendations of the study**

**5.3 Findings of The Study About The Objectives of The Study**

In this study there are four objectives were framed and the related data was collected and analysed, and findings are presented here based on the results of respective objectives.

**Findings on awareness level of consumers toward organic food products**

The awareness level of consumers towards organic food products is asked by the researcher through different dimensions having multiple variables and the respective findings are discussed below.

1. A maximum of 74% of respondents are aware and 26% are not aware of organic food products.
2. Majority 44% of respondents are neutrally aware,28% are aware and 2% are highly aware of the certification and logos of organic food products.
3. It is found that a maximum of 34% of respondents are aware and 8% are highly aware of product knowledge of organic food.
4. A maximum of 40% of respondents are very aware and 34% are moderately aware about labelling of the organic food product.
5. It is identified that 38% of respondents very aware and 28% are neutrally aware quality of the organic food products.
6. Majority 32% of respondents are moderately aware and 30% are very aware about the different varieties of organic food products available in the market.



7. A maximum of 30% of respondents are very aware and 28% are extremely aware about the price of the organic food products.
8. A maximum of 30% are very aware and 26% are neutrally aware about the location of the organic food shops.
9. It is identified that a majority of 34% are moderately aware and 28% are very aware about the ingredients used in the organic foods.
10. A maximum of 36% are very aware and 6% of respondents are not at all aware about the manufacturing company of organic foods.
11. Majority 32% of respondents are moderately aware and 30% are very aware about the different varieties of organic food products available in the market.
12. A maximum of 30% of respondents are very aware and 28% are extremely aware about the price of the organic food products.
13. A maximum of 30% are very aware and 26% are neutrally aware about the location of the organic food shops.
14. It is identified that a majority of 34% are moderately aware and 28% are very aware about the ingredients used in the organic foods.
15. A maximum of 36% are very aware and 6% of respondents are not at all aware about the manufacturing company of organic foods.

#### **Findings On The Perception of Consumers Towards Organic Food Products.**

1. It is observed that 46% of respondents agree that organic food is healthier.
2. Majority 42% of respondents agree organic food is environment friendly.
3. 54% of respondents neutrally agree that organic food is a healthy diet, or it is consumed for a special diet.
4. 50% of respondents agree organic food doesn't contain any artificial colours.
5. It is observed that 44% of respondents agree that organic food is reducing pollution.
6. 38% of respondents agree and 38% of respondents neutrally agree that organic food is not easily available.
7. 28% of respondents strongly agree that price of organic food is very high.
8. Majority 36% of respondents neutrally agree many duplicate products are emerged in the market in the name of organic food products.
9. 38% of respondents neutrally agree that promotional activities are less for organic food products.

#### **Findings on the problem faced by the consumers in opting for organic food products.**

- In general, a consumer while buying a product who facing various problems like duplicate products, high price, unavailability, quality, and quantity issue etc. in this point of view the researcher framed questions and tried to collect the problems faced by the respondents while purchasing organic food products.
  1. A majority of 34% of respondents face the problem of high price. they need to pay high price for purchasing organic food products.
  2. It is observed that 22% of respondents facing the problem of duplicate products. Many duplicate products are available in the market as organic food products.
  3. 20% of respondents facing the problem of unavailability of the organic food products. Organic food products are not easily available in all shops near the respondent's area.
  4. It is observed that 18% of respondents are facing the problem of organic stores are less in numbers.



5. 4% of respondents are facing the problem of advertisement or promotional activities are low to the organic food products.
6. Least 2% of respondents face the problem of low varieties. Number of varieties of organic food products are less in numbers.

### **Conclusion**

The consumers' different opinions shown in their expectations and satisfaction regarding the organic food products are having minor glitches which are identified in the study. The rectifying measures and points for improvements is given in the suggestions of the study. The whole study has given a new model and blueprint regarding the customer perception of the organic food products which adds to the existing literature. The action provoked strategies based on the suggestions will further enhance the market share of the organic food products.

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