



A STUDY ON THE EFFECTIVENESS OF ORGANIC PRODUCTS IN THE MODERN SCENARIO

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Abstract

The essence of life is good health. Unfortunately in the modern day world, quality of food is severely compromised to meet the ever-growing demand. The focus seems to be on quantity and presentation rather than quality. Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides through which environmental and social benefit is attained. India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market. Currently, India ranks 10th among the top ten countries in terms of cultivable land under organic certification. This study concentrates on the importance of organic products and its preference among the common people. There is a need for awareness about the advantages of these products among the people. This is useful for the growth of organic products in the modern scenario. This helps to lead a disease free life.

Key Words: *Good Health, Organic Products, Social Benefit.*

1. Introduction

Organic farming system in India is not new and is being followed from ancient time. It is a method of farming system which primarily aimed at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use of organic wastes (crop, animal and farm wastes, aquatic wastes) and other biological materials along with beneficial microbes (bio fertilizers) to release nutrients to crops for increased sustainable production in an eco friendly pollution free environment.

Some achievements in Indian Organic Agriculture as mentioned by the National Centre of Organic Farming, Government of India, are in the production of organic cotton. India is world's largest organic cotton grower with more than 50% of total world's organic cotton. With growing demand for organic foods in local market, India is set to make a prominent mark in organic agriculture in the coming years.

2. Statement of the Problem

Non-organic products are grown with the use of toxic petrochemicals such as pesticides, herbicides, and just recently, antimicrobials as well. Pesticide exposure has manifold detrimental side effects in humans, some of which are birth defects, neurological conditions, and degenerative diseases like cancer. So, there is a necessity to carry out a research on the organic products which helps to know their benefits to the human life and the environment.

3. Objectives of the Study

1. To assess and evaluate the factors that facilitate the consumption of organic products.
2. To analyse the constraints in marketing of organic products and to suggest suitable measures.
3. To identify the awareness level about quality and safety issues of organic products.
4. To know the relationship between Qualification and Place of purchase and also between Age group and the Reasons for buying organic products.

4. Scope of the Study

There is more and more evidence that chemical-based fertilizers, herbicides and pesticides are extremely harmful to our health. However, the strongest argument in favour of organic farming remains the environmental benefit. This study is attempted to know the willingness of consumers to buy the organic products. The rationale for carrying out this study is that environment can be benefited through well-informed citizens who are aware and fully committed to the rights to a quality health and environment. Therefore consumer's perception towards organic products, willingness to pay for organic food product and intention to purchase organic food will be them an in agenda of this study.

5. Research Methodology

The survey technique was used for data collection. The data is collected using primary and secondary data. The research design is both descriptive and analytical. The study was conducted in Coimbatore city. The sampling technique in this research



is convenient sampling. The sample size comprises of different types of users who are using organic products. A sample of 100 respondents were taken for the research.

6. Limitations of the Study

- The study is confined only to Coimbatore city so results cannot be universally accepted.
- The study is limited to the sample size of 100 respondents, so it neglects the intention of other consumers in the city.

7. Review of Literature

Ajzen (2002) indicated that the more favourable the attitude with respect to behaviour, the stronger is the individual's intention to perform the behaviour under consideration and showed that when behaviours pose no serious problems of control, they can be predicted from intentions with considerable accuracy.

Chakrabarti (2010), in a study in India, related the consumers' attitude as one of the important factors which influences the purchase process of organic food consumers. The study used descriptive survey and explanatory survey. The results indicated that the influence of customer value towards organic food products had a significant influence to the customer loyalty for the organic food products.

Saleki *et al.* (2012) in their study in Iran, determined that the influence of organic knowledge, quality, price consciousness, subjective norms and familiarity affects the organic buying behaviour. So the awareness about all the features of organic products are very essential. The people consider all the characteristics of the product including its price while buying.

8. Profile of Organic Farming in India

International Federation of Organic Agriculture Movements (IFOAM), an international organization established in 1972 for organic farming organizations defines goal of organic farming as: "*Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved...*" The population of the planet is skyrocketing and providing food for the world is becoming extremely difficult. The need of the hour is sustainable cultivation and production of food for all. The Green Revolution and its chemical based technology are losing its appeal as dividends are falling and returns are unsustainable. As of 2012, the market for organic farming and other products has reached \$63 billion worldwide.

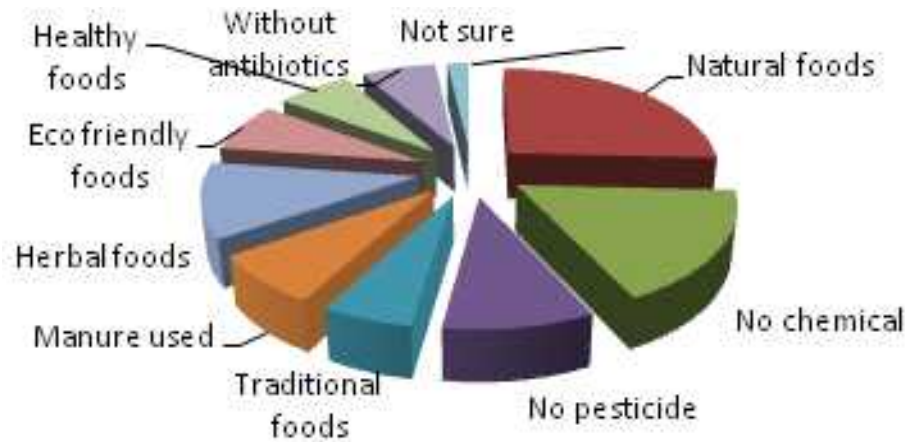
9. Analysis and Interpretation of Data

The purpose of the data analysis and interpretation phase is to transform the data collected into credible evidence about the development of the intervention and its performance. The collected data is analysed using various tools and interpreted. The tools used in Data analysis are Percentage Analysis, Rank Analysis, Weighted average Method, Chi-Square Analysis.

9.1 Percentage Analysis

Exhibit No.9.1.1: Exhibit Showing the Thoughts of Respondents about the Organic Foods

S. No	Category	No of Respondents	Percentage
1	Natural foods	27	27
2	No chemical	18	18
3	No pesticide	10	10
4	Traditional foods	6	6
5	Manure used	8	8
6	Herbal foods	12	7
7	Eco friendly foods	8	8
8	Healthy foods	7	12
9	Without antibiotics	7	7
10	Not sure	2	2
Total		100	100



Interpretation

From the above exhibit it is understood that 27% of the respondents think organic products as natural foods, 18% of the respondents think it as non chemical food, 10% of the respondents think as non pesticide foods, 6% of the respondents think as traditional foods, 8% of the respondents think as manure used foods, 7% of the respondents think as herbal foods, 8% of the respondents think as eco-friendly foods, 12% of the respondents think as healthy foods, 7% of the respondents think as without antibiotic foods, 2% of the respondents are not sure about organic foods.

9.2 Rank Analysis

Table No.9.2.1: Table Showing the Rank of Factors Which Encourage Buyers

Factors	R1	R2	R3	R4	R5	Total	Rank
If affordable and easily available	37	30	16	10	7	220	1
If method followed in cultivating the product	8	13	25	29	25	350	4
If they had recognizable label	20	20	24	18	18	294	3
If they were from the local region	9	11	18	32	30	363	5
If there were more information in the media	26	26	17	11	20	273	2

Interpretation

From the above table, it is proved that the number of respondents have given Rank 1 for affordable and easily available. Further based on the overall rank obtained from the opinion of the respondents, trusted method of cultivation, recognized label, products from local region and information in media are the important brands in order.

9.3 Weighted Average Method

Table No.9.3.1: Table Showing the Weighted Average of the Various Problems in Buying the Organic Products

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Score	Weighted Average Score	Rank
High price	38	32	15	9	7	385	3.85	1
Lack of awareness	27	28	25	11	9	353	3.53	2
Lack of organic shops	21	32	20	16	11	336	3.36	3
Reliability on quality	8	3	24	31	34	220	2.20	4
Not properly certified	6	5	17	33	39	206	2.06	5

Interpretation

The above table represents that the respondents feel high price as a major problem (3.85), next comes the lack of awareness (3.53), followed by lack of organic shops (3.36), reliability on quality (2.20), and not properly certified (2.06).



9.4 Chi-Square Analysis

Table No. 9.4.1: Table Showing the Relationship between the Qualification and Place of Purchase

Qualification	Place of Purchase					Total
	Super Market	Local Shops and Local	Green Grocers	Farm Shop and Farm Market	Organic Shops	
School level	3	3	2	5	4	17
Under	10	4	3	4	19	40
Post Graduate	10	4	-	2	9	25
Others	3	2	1	6	6	18
Total	26	13	6	17	38	100

Table Value: 21.0

Calculated Value: 26.16

Interpretation

The chi-square analysis of the above table shows that there is significant relationship between the Qualification of respondents and Place of purchase. The null hypothesis is not accepted for the respondents, because the table value is less than the calculated value.

Table No. 9.4.2: Table Showing the Relationship between Age Group and Healthy Factor of Buying

Age Group	Healthy					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Below 20	16	9	2	-	1	28
21-40	14	12	3	1	-	30
41-50	11	10	3	-	2	26
51-65	6	5	2	-	-	13
Above 65	2	1	-	-	-	3
Total	49	37	10	1	3	100

Table Value: 26.3

Calculated Value: 7.79

Interpretation

The chi-square analysis of the above table shows that there is no significant relationship between the Age group of respondents and healthy factor of buying. The null hypothesis is accepted for the respondents, because the calculated value is less than the table value.

10. Findings

10.1 Percentage Analysis

- Majority 27% of the respondents think that organic products are natural products.
- Majority 56% of the respondents feel that the price level is high.
- Majority 80% of the respondents buy organic products if they are less expensive.
- 100% of the respondents say that the organic products are benefitable to the society.

10.2 Rank Analysis

- The respondents give first preference to Himalaya herbals brand.
- The first factor which encourage buying is the affordable and easily available factor.

10.3 Weighted Average Method

- The respondents give first preference to the eco-friendly nature of organic products for buying.
- The respondents give overall score to high price as a major problem faced in buying the organic products.

10.4 Chi-Square Analysis

- ❖ The Qualification of respondents has significant relationship with the Place of purchase.
- ❖ The Age group of respondents has no significant relationship with the healthy factor of buying.



11. Suggestions

- The creation of awareness about organic products is very essential in the present scenario.
- The price of the organic products can be affordable to the common people.
- The organic products can be made without any side effects for the consumers.
- The life of the certain organic products are too short and so it has to be increased.

12. Conclusion

The study was very useful to know the perception of consumers who buy organic products. The organic products are very healthier than other conventional foods. The organic products are very safe to consume. The organic products are produced naturally. The organic products are made without any pesticides and chemicals. This helps to lead a disease free life. These are also environment friendly in nature. The awareness level about the organic products are increasing. Now a days, many people are familiar with organic products. So, there is a positive attitude toward organic products by the people. The people not only purchase in the nearby shops, but also in online websites. This facility saves the time of the people. Thus, organic products are recommended to lead a healthy life.

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