



## CONSUMER PERSPECTIVE TOWARDS ORGANIC FOOD PRODUCTS

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### Abstract

"Organic" refers to an ecological management production system that promotes and develops biodiversity, biological cycles and soil biological activity. Organic products are obtained by processes which are pleasant to the atmosphere, by cultivation techniques that reflect on the quality of the final product. All organic food consumers are not having the same method of approach towards organic food. The present study focused on consumer perspective towards organic food products and carried out in Perundurai Town with the sample size of 150 household respondents by taking up multistage sampling technique. The data collected were analysed using descriptive statistics.

**Keywords:** Organic Food, Health Consciousness, Awareness, Nature.

### Introduction

Interest in organic products is growing all over the world in response to concerns about conventional agriculture practices, and products. The demand for organic products is severely rising in India as the population becomes more comfortable and more educated about health and wellness issues, leading to greater awareness in food choices. Awareness of organic food is growing rapidly towards people and has started to accept the fact that today non organic items carries contamination of chemicals. Generally, farming system used for organic food production makes use of the benefits of modern scientific methods and state of the art technologies to offer a more sustainable solution to food production (Institute of FoodScience and Technology, 2005).

### Review of Literature

In general, green or organic foods refer to foods that are safe to be consumed, are of fine quality, are concerned with humane animal treatment, are nutritious foods and are produced under the principle of sustainable development (Liu, 2003). Shashikiran and Madhavaiah (2014) Marketing organic products with standard packaging and a logo or statement confirming the organic status adds to the value of the products in terms of quality and social benefits, etc. Jasmin Pandiya, Nayankumar Vala. Profiling of Organic Food Buyers in Ahmedabad City: An Empirical Study Pacific Business Review International 2012; Mohamed Bilal Basha, Ramesh K. Consumer Attitude towards Organic Food in Trichy – South India (2014). The proportion of people consuming organic food has been found to rise with an increase in income (Torjusen et al., 2001).

### Statement of the problem

The study is conducted to identify the problem faced by the using non organic products which has chemical ingredients to get more yield .Today, the world needs a new discussion and innovation which leads to the potential buyer's usage of harmful, to the consumers have got consciousness on organic products started consuming regularly. The researcher shows interest on the positive impact to the society thus this particular study has been carried out.

### Objectives of the study

1. To study the respondents' awareness towards the organic foods products.
2. To study the customer attitude towards buying the organic foods products.
3. To study the consumers' willingness-to-pay for organic products.

**Scope of the study:** Organic food products support no synthetic preservatives and the uniqueness of food. This set a checkpoint for too much use unsafe ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether any potential



that might change their behavior. The grounds for carrying out this study is that consideration for the environment could come only from up to date citizens who are aware of, and fully dedicated to their rights to a quality health and environment. However, any behavior can be changed, it is essential to estimate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main outline of this study.

### Research Methodology

**Nature of Research Design:** The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to comprehend clearly what the researcher needs and provides distinctive information to measure the data.

**Area of the study:** The area of the study is in Perundurai Town.

**Period of the study:** The study was conducted for a period of six months.

**Sources of Data:** The study is based on primary data collection, collected from the users of organic food products. The secondary data was collected from the articles, web resources, journals, and newspapers.

**Sampling Design of the Study:** The sampling technique in this study is convenient sampling. The sample size consists of f different types of users who are using organic food products. A sample of 120 respondents was taken into account.

**Tools for Analysis:** The tools used to analyze and derive the result are

1. Chi- square analysis.
2. Average Ranking analysis.

### Limitations of the Study

1. The area is limited only to Perundurai Town so results cannot be universally accepted.
2. The study is restricted to the sample size of 120 respondents only.
3. The researcher has composed data by convenient sampling using questionnaire and there is a likelihood of certain deviations.

### Analysis and Interpretation

#### Chi-Square Analysis

**(I) Hypothesis:** There is no significant relationship between Education qualification and types of organic food products.

**Table 1: Education Qualification and Types of Organic food Products**

Educational Qualification	Types of organic products				
	Vegetables & fruits	Herbs& Cosmetics	Dairy Products	Others	
Illiterate	8(30%)	4(15%)	9(34%)	11(41%)	<b>9(120% )</b>
Upto School	9(40%)	8(35%)	6(27%)	4(18%)	<b>11(120%)</b>
Under graduate	7(28%)	5(20%)	8(32%)	10(40%)	<b>16(120%)</b>
Post Graduate	6(23%)	14(54%)	6(23%)	5(20%)	<b>14(120%)</b>
<b>Total</b>	<b>30</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>120</b>

Since  $\chi^2 = 7.16$  for 12 degree of freedom at 5% level and  $\chi^2_{0.05} < \chi^2$  the null hypothesis is rejected. So there is a significant relationship between Education Qualification and Types of organic food Product

**(II) Hypothesis:** There is no significant relationship between Monthly income and price level of organic food Products.



**Table-2: Monthly Income and Price Level of Organic Food Products**

Monthly Income	Satisfaction Level of Herbal Cosmetics Products					
	Highly satisfied	Satisfied	Neutral	dissatisfied	Highly dissatisfied	Total
Below Rs.10000	8(31%)	7(27%)	7(27%)	6(23%)	3(12%)	<b>31(120%)</b>
Rs.10001-20001	5(22%)	3(13%)	4(18%)	6(27%)	9(40%)	<b>27(120%)</b>
Rs.20001-40000	7(30%)	4(17%)	8(34%)	5(22%)	4(17%)	<b>28(120%)</b>
Above 40001	4(14%)	6(21%)	10 (35%)	7 (25%)	7 (25%)	<b>34(120%)</b>
Total	<b>24</b>	<b>20</b>	<b>29</b>	<b>24</b>	<b>23</b>	<b>120</b>

Since  $X_{e2} = 21$  for 12 degree of freedom at 5% level and  $X_{02} > X_{e2}$  the null hypothesis is accept. So there is no relationship between Monthly income and price level of organic food products.

### Average Ranking Analysis

**Table3: Ranking Factors Influence to Choose Organic Food Products**

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Total	Mean	Rank
	9	8	7	6	5	4	3	2	1			
Quality	11	12	10	15	21	11	12	15	13	120	4.86	7
Score	99	96	70	90	105	44	36	30	13	583		
Quantity	11	8	19	10	12	13	18	12	17	120	4.69	9
Score	99	64	133	60	60	52	54	24	17	563		
Price	13	12	14	14	11	9	13	14	20	120	4.77	8
Score	117	96	98	84	55	36	39	28	20	573		
Availabi lity	14	12	14	13	11	14	15	15	12	120	4.97	5
Score	126	96	98	78	55	56	45	30	120	596		
Taste	6	16	21	14	14	11	12	13	13	120	5.02	4
Score	54	128	147	84	70	44	36	26	13	602		
Health	19	8	8	19	15	15	11	13	12	120	5.09	3
Score	171	64	56	114	75	60	33	26	12	611		
Packing	13	12	13	14	10	18	14	13	13	120	4.92	6
Score	117	96	91	84	50	72	42	26	13	591		
Suitable for Kids	19	20	8	12	11	14	13	10	13	120	5.35	1
Score	171	160	56	72	55	56	39	20	13	642		
Advertis ement	14	20	13	9	15	15	12	15	7	120	5.32	2
Score	126	160	91	54	75	60	36	30	7	639		

The above table reveals that the respondents have assigned 1<sup>st</sup> rank to suitable, 2<sup>nd</sup> rank to advertisement, 3<sup>rd</sup> rank to health, 4<sup>th</sup> rank to taste of, 5<sup>th</sup> rank to availability, 6<sup>th</sup> rank to packing, 7<sup>th</sup> rank to quality, 8<sup>th</sup> rank to price and 9<sup>th</sup> rank to quantity. Majority of the respondents ranked to suitable in various consumer problems.

### Findings

1. There is a significant relationship between Education Qualification and Types of organic food products.
2. There no significant relationship between Monthly income and price level of organic food products.
3. The greater part of respondents, ranked the quality of the product as First.



### **Suggestions**

1. Awareness of organic products is to be created among consumers at most level.
2. Constant improvement in product quality would lead to raise the consumption of organic food products.
3. Positioning organic food products by their specific traits.

### **Conclusion**

Organic food consumption is increasing as the fear over environmental and health issues related with food production. The increase in consumers' interest in organic food products has been accredited among other issues to the budding demand for food free from pesticides and chemical deposits. The present study is an effort made to portray the existing situation. The main intention to purchase organic food products are health and environmental reimbursement. In addition, a vital factor that was exposed as a barrier to the growth of organic foods is consumer information. Increased consumer awareness of organic labeling and range of organic food products may be the most successful way of raising their market share.

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### **Web sites**

1. <http://www.shoporganic.com/index.html>.
2. <http://www.organicfoodsandcafe.com/index.html>.
3. <http://www.organicthemes.coml/index.html>.