



Consumer Awareness Study Towards Purchasing Of Organic Products In Coimbatore City

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Abstract

Organic products gained significant place in the minds of consumers. Everyone is concerned about their health and rely on the products that are produced, stored and processed without using any chemical residue and artificial fertilizers. This study is an empirical research has two main objectives i.e. to determine the relationship between kind of organic products customers buy and benefit of using Organic Products and secondly to determine the significant relationship between reasons for choosing organic products and benefit of using Organic Products.

Keywords: organic products, organic food, chemical residue, artificial fertilizers, fertility and empirical research

1. INTRODUCTION

In the present global scenario, Industrial development has taken fast speed to cater the increasing demands of growing population. Pressure has also put on agricultural to increase the yield of crop production. To increase the yield of crops, various chemical fertilizers, pesticides, herbicides and other substances available in markets were started put to use by farmers community a few years ago. But increased level of using fertilizers and pesticides started showing harmful effects to human beings as well as the environment. Now the people are becoming aware of the harmful effects of inorganic crops and food products and benefits of organic food items,

so they are gradually turning towards organic food products which are not treated with any kind of chemical substances or processes. "Consumer awareness of organic foods is the first step in developing demand for organic products"

1.1 Objectives

The present study is conducted to keep following two main objectives in mind:

- To determine the relationship between kind of organic products customers buy and benefit of using Organic Products.
- To determine the significant relationship between reasons for choosing organic Products and benefit of using Organic Products

2. REVIEW OF RELATED LITERATURE

Yiridoe et al. (2005) identified the reasons that affect the purchasing intention of the customers: first absence of information, the major reason that elaborates why consumers do not want to purchase or select organic food; second, consumer opinion about the short of information available about the organic product. Hill and Lynch (2002) focussed that awareness plays an important role and successful marketing of organic food. This reflects the confidence of consumers about the usage of organic food. Meanwhile reports suggested that awareness about

the food or the methods of production resulted in the progress of consumer opinion and augment the consumers acceptance of these foods (Berg,2004; McEachem & Willock,2004; Siegrist, 2000; Siegrist, et al.,2008). Ritson & Oughton (2007); Padel & Foster (2005) mentioned that consumer familiarity regarding organic product, compared with conservative product are measured as big obstacles to the progress of the organic food market. Consumers who are not

3. SIGNIFICANCE OF THE STUDY

People concerns' for health and lifestyle goes on increasing day by day that have attracted them towards intake of organic products. The food products free from fertilizers, synthetic chemicals and pesticides gained importance in the minds of consumers. Organic food helps in maintaining a balance between the creature, other living organisms and the world. It also enhance that no artificial preservatives and preserve the freshness of the food. This would stop surplus use of dangerous ingredients and in this manner secures health.

The significance behind this study is that thoughtfulness for the atmosphere could come only from aware society and fully dedicated to human rights to a quality health and environment. However, it is essential to identify the present state of consumer understanding and knowledge. Hence customer awareness and willingness to pay high price for organic product and reasons for choosing organic product becomes the main plan of this study.

4. RESEARCH METHODOLOGY

This study is descriptive and analytical in nature. Convenience sampling is used. Data has been collected from 200 customers who used organic product and purchased either from local shops, retail shops and online as well were selected for the study.

4.1 Sources of Data

The present study is based on both primary and secondary data. To collect primary data, a well semi-structured questionnaire is designed with two sections: section 1 captures demographic profile for the purpose of describing the sample and it consist of questions pertaining to gender, age, marital status, education level, employment status, income, place of buying organic product and frequency of buying, and ANOVA has been used to calculate the significant difference between demographic variables i.e. kind of organic products customers buy and reasons for choosing organic products and statements related to benefits of using like Organic products can contribute in better health, prefer organic products over non organic products, Production of organic products is totally environment friendly, Organic products and inorganic products are alike, Manufacturing of organic products must be highly subsidized, sense of satisfaction, part of organic movement by using organic products, pay even extra price for environment friendly products to save our environment.

H0 (1): There is significant relationship between Kind of organic products customers buy and benefit of using Organic Products.

H1 (1): There is no significant relationship between Kind of organic products customers buy and benefit of using Organic Products.

H0 (2): There is significant relationship between Reasons for choosing organic products and benefit of using Organic Products.

H1 (2): There is no significant relationship between Reasons for choosing organic products and benefit of using Organic Products.

4.2 Limitations of the Study

The present study has some unavoidable limitations.

1. Customer response may be subjected to bias.
2. The study has been limited to a sample of 200 customers from Coimbatore city.

5 DATA ANALYSIS

5.1 Demographic Profile: The demographic characteristics of the respondents are summarized in Table 1. The table revealed that most of the respondents were male (58%) followed by female (42%). The sample customers are mostly in the age group of 18-25 (39%) followed by age group of 26-40 (28%). Further, a majority of the respondents (58%) were married. The respondents were predominantly graduates (37%) followed by post-graduates (35%) implying that sample comprises of high literate respondents. With regard to the employment status, service and professionals have (40%) share implying that respondents are well placed in their career. The sample had a majority of respondents (38%) earning to Rs50000 & more, followed by less than 10000(36%). Customers use to buy online most of the time (63%) mostly they buy once in month (70%). Majority of the customers buy organic food once in a month i.e.70% followed by once in a week (17%) and once in a year (13%). Regarding the kind of products, customers generally buy food/drink (40%) followed by cosmetics (35%) and clothes /fabric (25%). To know about the reason behind purchasing organic product are quality of the product (64%) considered by the majority of the customers followed by health concern (19%) and preferring the taste/texture/feeling (17%).

TABLE 1: Demographic Profile of the Respondents

S. No.	Demographic Profile	Frequency	Percent
Sex	Married	116	58.0
	Unmarried	84	42.0
Age	18-25 year	78	39.0
	26-40 year	56	28.0
	41-55 year	52	26.0
	56 & above	14	7.0
Marital Status	Married	116	58.0
	Unmarried	84	42.0
Education Level	Under graduate	50	25.0
	Graduate	74	37.0
	Post graduate	70	35.0
	Doctorate	6	3.0
Employment Status	In service	80	40.0
	Own Business	46	23.0
	Student	74	37.0

Monthly Income	Less than 10000	72	36.0
	10001-25000	22	11.0
	25001-50000	30	15.0
	50001 & more	76	38.0
Place for buying organic products	Retail shops	44	22.0
	Local shops	30	15.0
	Online	126	63.0
Frequency of buying organic products	Once a week	34	17.0
	Once a month	140	70.0
	Once a year	26	13.0
Kind of organic products customers buy	Food/drink	80	40.0
	Cosmetics	70	35.0
	Clothes/fabric	50	25.0
Reasons for choosing organic products	Prefer the taste/texture/feeling	34	17.0
	Quality of product	128	64.0
	Health concern	38	19.0

5.2 Reason for Choosing Organic Product: Table 2 reveals that the null hypothesis $H_0(1)$ is accepted as all the factors are significant reason being customers use organic food/ drinks which contribute to better health, they prefer organic products over inorganic in food and cosmetics. Moreover they find organic products more environments friendly, respondents reveals that they find similarity in organic food as well as inorganic food products. On the other hand organic products users were in favour of subsidizing the organic product so that it will be afford by majority.

TABLE 2: Reason for Choosing Organic Product and Benefits of using Organic product

Statements	Prefer the taste/texture/feeling	Quality of product	Health concern	Sig.	F
Organic products can contribute in better health.	1.92	1.92	1.48	.00*	5.88
I prefer organic products over non organic products.	2.04	2.08	1.48	.00*	14.31
Production of organic products is totally environment friendly.	4.29	2.83	2.25	.00*	45.94
Organic products and inorganic products are alike.	3.85	3.12	3.80	.00*	21.13
Manufacturing of organic products must be highly subsidized so that more companies can enter into manufacturing of organic products.	3.75	2.53	2.03	.00*	44.33
Using organic products gives a sense of satisfaction.	2.51	1.50	2.22	.00*	52.63
I want to be a part of organic movement by using organic products.	1.53	1.98	1.58	.02**	3.84
I would agree to pay even extra price for environment friendly products to save our environment.	3.92	2.41	2.35	.00*	25.84

*represents significant at 1% level of significance & ** represents significant at 5% level of significance

6 CONCLUSION

The present study aimed to provide the significant light into the awareness and satisfaction level of organic consumer regarding kind of organic product and reasons for choosing organic products with reference to Coimbatore city. The study clearly reflects that the reasons behind choosing organic food for health concern, quality of product and the texture/taste /feeling. Consumers generally prefer organic product in the form of clothes/fabric, cosmetics and food/drink. Hence it can be concluded that customers were getting organic products in limited variety and very few stock was there, if it got subsidized than more companies would join and organic product become cheaper and more variety would be there. With the attempt of Government to

rationalize regulatory mechanism like providing subsidies and grants for better progress of organic product and attentiveness among local consumers for household consumption will cover for quicker expansion of organic farming. Moreover the initial cost for starting organic farming is higher and in this direction government can help the farmer to grow the organic product.

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