UNDERSTANDING THE CONSUMER BEHAVIOUR ON ORGANIC PRODUCTS

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ABSTRACT

Organic" or "organically grown" foods are commonly represented as "food grown without pesticides; grown without artificial fertilizers; grown in soil whose humus content is increased by the additions of organic matter; grown in soil whose mineral content is increased with applications of natural mineral fertilizers.

Key words – organic,consumer,organic products,impact,market.

INTRODUCTION

The broadest definition of a organic product is anything that is produced by life, and includes biotic materials (e.g. wood, silk), bio-based materials (e.g. bioplastics, cornstarch), bodily fluids (e.g. milk, plant exudates), and other organic materials that were once found in living organisms (e.g. soil, coal). A more restrictive definition of a organic product is any organic compound that is synthesized by a living organism.

Thus, organic products have been utilized in both traditional and modern medicine for treating diseases. Currently, organic products are often used as starting points for drug discovery followed by synthetic modifications to help reduce side effects and increase availabilty.

STATEMENT OF THE PROBLEM

In India, organic market is in emerging stage has experienced steadfast growth in the past few years. The current growth in the organic market is driven by health factor and safe consumption. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Health issues are becoming consumer's priorities to purchase the products. These are the main driving force while purchasing the organic products.

SCOPE AND IMPORTANCE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health.

OBJECTIVES

- To ascertain the level of awareness and the extent of knowledge of the consumer about organic products after pandemic.
- To ascertain the factors determining the purchasing behaviour of consumers over organic products and to understand current trends of health and economy.
- To investigate the satisfaction level of consumers in the usage of organic products.

REVIEW OF LITERATURE

Ashish Kumar Singh Chauhan(2010), conducted the research study to identify the future scenario on the basis of collected facts and services provided by the consumers. 100 sampling consumers were selected and examined throughout the study. The data so collected was analyzed in Microsoft Excel with the help of bar diagrams, pie charts, etc. Frequently used tool was used to analyze. Finally, the information thus obtained from the survey was used to discover the potential segment for generating new business for the organization and thereby devise strategies to generate new business from that potential segment.

Sujaya H,Meghana Salins&p.s.Aithal (2019), has published a paper on emerging trends in organic forming and its impact on purchase intention on customers.these study has taken statistical data from other survey (like FIBL-AMI 2018,yes bank 2012 survey). The study concludes by saying that the customer's intent/demand for organic has increased over the years but internal and external factors including trust, knowledge, and sociolectdemographic factors had and will be playing a major role in organic products demand.

RESEARCH METHODOLOGY

Research methodology refers to the way which the research is conducted and how the data collection progressed. It includes the procedures and techniques which are used to perform the research effectively.

DATA ANALYSIS & INTERPRETATION DATA ANALYSIS

The tools used for analysis are

- Percentage analysis
- Rank analysis
- Correlaion method

PERCENTAGE ANALYSIS

Percentage Analysis Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

Percentage =   number of respondents

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Total number of respondents

SHOWING THE GENDER OF THE RESPONDENTS

Gender	Frequency	Percentage
Female	49	39.2
Male	76	60.8
Total	**125**	**100**

Interpretation:

Indicates that **60.8%** of the respondents belong to M**ale** category and

39.2% of the respondents being to **Female** category.

Inference:

Therefore, the **Majority** of the respondents are **Male (60.8%)**

SHOWING THE SOURCE OF AWARENESS OF THE RESPONDENTS

Source of awareness	Frequency	Percentage
Friends and family	27	21.6%
Television shows	44	35.2%
Social networks	39	31.2%
Internet portals or specialized websites	15	12%
Total	**125**	**100**

Interpretation:

Indicates that, **21.6%** of the respondents were aware by **friends and family**, **35.2%** of the respondents were aware by **Television shows**, **31.2%** of the respondents were aware by social networks, **12%** of the respondents were aware by **Internals portals or specialized websites.**

Inference: Therefore, the **Majority** of the respondents aware of organic products by **TELEVISION SHOWS(35.2%).**

RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. The rankings themselves are totally ordered.

SHOWS THE AWARENESS LEVEL OF THE RESPONDENTS

ITEMS		Highly Preferred	Preferred	Not Preferred	Total	Weighted Average Score
	No	65	37	23	125	2.33
	Rank	195	74	23	292	
PRODUCTS						
FRUITS	No	61	57	7	125	2.43
	Rank	183	114	7	304	

VEGETABLES	No	63	49	15	125	2.41
	Rank	189	98	**15**	**302**	
CEREALS	No	60	56	9	125	2.40
	Rank	180	112	9	301	
NUT &	No	49	62	14	125	2.28
SPICES	**Rank**	**147**	124	**14**	285	

Interpretation: Indicates that, **2.33%** weighted average score of the respondents consider **Products**, **2.43%** weighted average rank of the respondents consider **Fruits**, **2.41%** weighted average rank of the respondents **Vegetables**, **2.40%** weighted average rank of the respondents consider **Cereals**, **2.28%** weighted average rank of the respondents consider **Nut and spices**.

Inference: Therefore, the Majority **2.43%** weighted average rank of the respondents **consider FRUITS.**

Karl Pearson's Correlation Method:

Correlation analysis and the Karl Pearson Correlation method can be used **to identify negative, positive, and neutral correlations between two data points.**

Independent variable:

An independent variable is the variable which vary in an experimental study to explore its effects. It is called "independent" because it is not influenced by any other variable.

Dependent variable:

A dependent variable is a variable that changes as a result of the independent variable manipulation. Its

outcome you are interested in measuring and it "depends" on your independent variable.

FRUITS	X	MONTHLY INCOME	Y
Highly preferred	61	30001-50000	49
Preferred	57	20000-30000	47
Not preferred	7	Above 50000	29

$$r = \frac{N\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{[N\Sigma x^2 - (\Sigma x)^2][N\Sigma y^2 - (\Sigma y)^2]}}$$

r = 0.99914055

INTERRETATION

The "r" value is greater than 0 this shows that the independent variable (X) period of customers buying is positively related to the dependent variable (Y) amount spent by customer .

INFERENCE

It can be inferred that the period of customers buying and amount spend by the customers are positively related to each other.

SUGGESTONS

Improve Distribution Operations

One of the biggest things holding back distributors of organic product is that they don't deliver their product in the most efficient way possible. An intelligent use of products distribution software would help distributors choose the most efficient path to distribute which would help reduce the overhead associated with delivering organic products.

Create Better Buyer-Supplier Communication

Another thing keeping the price of organic products high is a lack of buyer supplier communication. This can be remedied by utilizing supply chain software, which can provide updates on the available inventory of organic distributors in real- time. At the same time, the system can immediately inform distributors when a grocer's stock levels are low.

CONCLUSION

therefore, customer is the "king of the market".These research samples are collected from the consumers of organic products from Coimbatore District. From this study we can conclude that the Awareness of organic products among study population is about 76% with the greater awareness level among urban population. The main reasons for consuming organic products being credibility and availability. Increasing the awareness level of organic products, encouraging people to create their own organic garden can increase consumption of organic food products.

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