



A Study On Consumer Level Of Awareness And Satisfaction Towards Organic Food Products

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Abstract: Organic food comprises those agriculture food products that are not treated with chemical fertilizers, pesticides, herbicides and other synthetic chemical substances during its production, processing and storage. In addition, organic food products are not containing genetically modified materials, with the purpose of reaching a sustainable system of agriculture. The organic food products awareness towards the public is keep on increasing, because of the health consciousness and the environment consciousness. The main objective of the study is to know the knowledge and awareness of consumers on organic food products in Bangalore City. The research is focused on consumer awareness and satisfaction towards organic food products.

Key word: Awareness & Perception, Organic food, Consumer Perception.

1. INTRODUCTION

Food is any substance consumed by an organism for nutritional support. Food is usually of plant, animal, or fungal origin and contains essential nutrients such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells to provide energy, maintain life, or stimulate growth. Different species of animals have different feeding behaviours that satisfy the needs of their metabolisms and have evolved to fill a specific ecological niche within specific geographical contexts. The food system has significant impacts on a wide range of other social and political issues, including sustainability, biological diversity, economics and population growth, water supply, and food security. Food safety and security are monitored by international agencies like the International Association for Food Protection, the World Resources Institute, the World Food Programme, the Food and Agriculture Organization, and the International Food Information Council.

Organic food, ecological food, or biological food are foods and drinks produced by methods complying with the standards of organic farming. Standards vary worldwide, but organic farming features practices that cycle resources, promote ecological balance, and conserve biodiversity. Organizations regulating organic products may restrict the use of certain pesticides and fertilizers in the farming methods used to produce such products. Organic foods are typically not processed using irradiation, industrial solvents, or synthetic food additives.

Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare.

Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily. The food-related decision-making process is complex and is influenced by many determinants: Economic: cost, income, and availability; physical: accessibility, education, and skills; social: culture, family, and meal patterns; psychological: mood, stress, and guilt; personal: attitudes, beliefs, and knowledge about food.

A public consultation on organic agriculture highlighted the public's concerns with environmental and quality issues, and showed a clear demand for strengthened and more uniform organic rules (86%), and improved control systems (58%).

To help consumers make an informed choice, the European Commission, added to existing legislation and set up an extensive framework of rules and requirements on the production, processing, handling and certification of organic foods and introduced a specific EU organic logo.

Various terms such as 'bio', 'eco' and 'organic' are used to refer to organic products. The term 'bio/biological' prevails in Latin and Germanic languages. English-speaking countries mostly use the term 'organic'. More specifically, the term 'organic' refers to an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm the environment, and human, plant or animal health and welfare. However, these widely used terms in food marketing have a variety of definitions, most of which are vague and assumed to imply foods that are minimally processed and all of whose ingredients are natural products. Organically grown foods are indeed not to be confused with foods sold as 'natural'. In the United States of America (USA) for example, the term 'organic' can be used for certified organic products, while the label 'all-natural' is a legally unregulated expression.

History of Organic Food

For the vast majority of its history, agriculture can be described as having been organic; only during the 20th century was a large supply of new products, generally deemed not organic, introduced into food production. The organic farming movement arose in the 1940s in response to the industrialization of agriculture.

In 1939, Lord North Bourne coined the term organic farming in his book *Look to the Land* (1940), out of his conception of "the farm as organism", to describe a holistic, ecologically balanced approach to farming—in contrast to what he called chemical farming, which relied on "imported fertility" and "cannot be self-sufficient nor an organic whole". Early soil scientists also described the differences in soil composition when animal manures were used as "organic", because they contain carbon compounds, whereas superphosphates and Haber process nitrogen do not. Their respective use affects humus content of soil. This is different from the scientific use of the term "organic" in chemistry, which refers to a class of molecules that contain carbon, especially those involved in the chemistry of life. This class of molecules includes everything likely to be considered edible, as well as most pesticides and toxins too, therefore the term "organic" and, especially, the term "inorganic" (sometimes wrongly used as a contrast by the popular press) as they apply to organic

chemistry is an equivocation fallacy when applied to farming, the production of food, and to foodstuffs themselves. Properly used in this agricultural science context, "organic" refers to the methods grown and processed, not necessarily the chemical composition of the food. Ideas that organic food could be healthier and better for the environment originated in the early days of the organic movement as a result of publications like the 1943 book *The Living Soil and Farming and Gardening for Health or Disease* (1945). In the industrial era, organic gardening reached a modest level of popularity in the United States in the 1950s. In the 1960s, environmentalists and the counterculture championed organic food, but it was only in the 1970s that a national marketplace for organic foods developed. Early consumers interested in organic food would look for non-chemically treated, non-use of unapproved pesticides, fresh or minimally processed food. They mostly had to buy directly from growers. Later, "Know your farmer, know your food" became the motto of a new initiative instituted by the USDA in September 2009. Personal definitions of what constituted "organic" were developed through firsthand experience: by talking to farmers, seeing farm conditions, and farming activities. Small farms grew vegetables (and raised livestock) using organic farming practices, with or without certification, and the individual consumer monitored. Small specialty health food stores and co-operatives were instrumental to bringing organic food to a wider audience. As demand for organic foods continued to increase, high-volume sales through mass outlets such as supermarkets rapidly replaced the direct farmer connection. Today, many large corporate farms have an organic division. However, for supermarket consumers, food production is not easily observable, and product labeling, like "certified organic", is relied upon. Government regulations and third-party inspectors are looked to for assurance. In the 1970s, interest in organic food grew with the rise of the environmental movement and was also spurred by food-related health scares like the concerns about Alar that arose in the mid-1980s.

Benefits of Organic food products

1. Organic food seems to be an eco-friendly method of production.

Organic foods are very often chosen because people want to avoid toxic chemicals. Eating these products can lower your risk to residues of certain pesticides. It can also reduce your risk of infections caused by bacteria resistant to antibiotics. Evidence suggests that eating organic foods will start reducing the cadmium exposure by 48%. Residues of pesticides are four times more likely to be present on traditional crops than organic ones.

2. To some people organic foods could perhaps taste much better.

Since there are reports that show that non-organic foods taste very much like organic foods, certain food products could also have a noticeable difference in flavor and aroma. Vegetables and fruits cultivated through this process tend to benefit the most from this advantage. As this commodity continues to grow more slowly compared to increasing methods of cash-crop, it appears to have very little water content. This structure contributes towards the fuller taste profile felt by some people.

3. Often organic foods are affordable, so other prices can be reduced.

When you are willing to buy at local retailers, there are many other organic products that are significantly cheaper than their traditional equivalents are. You cannot find some things in the grocery store, but at a nearby farmers' market, you might find them. Many products are also now available online. When trying to compare

organic and non-organic expenses, many of the most consumed producing products available are priced relatively equally. There is then the health benefit to remember while eating organic products. If you are exposed to less synthetic pesticides and herbicides, there's also the opportunity to save money for future costs for health care.

4. Organic food helps to boost local economy and they're long lasting.

Since organic products do not always travel, most stores stock goods that are produced locally for consumption by their customers. This implies your purchase of all these fruits and vegetables would help reinvest the proceeds for the local economy. We can also freeze organic grocery! Within the freezer section of most supermarkets, you can also find organic frozen vegetables and groceries as a convenient way to boost your eating habits without compromising comfort. There could even be chances of buying organic food in bulk. This way they last longer.

5. Organic foods may indeed be healthier for consumption.

If you consume traditional food products, you have a great risk of exposing the body to specific synthetic chemicals. Such food source contaminants have indeed been linked with issues of infertility, multiple cancers, Parkinson's disease, endocrine disorders as well as autoimmune conditions. Consumption of herbicides can also contribute to developing heart disease including hypertension. Removing these things from your diet will allow your body a chance to heal.

6. Organic foods reduce the potential risk of taking antibiotics.

The conventional food chain cycle also requires animal antibiotic consumption to prevent disease or death from reducing the profit margin. During the butchering cycle these drugs live in the animal's body until they hit your plate. When you eat enough of them, your body will start developing a resistance to the drug. The bacteria which can cause troubling infections may also establish immunity to it.

7. 85% of organic foods are far less likely to contain pesticide residues.

When you equate organic foods with traditional items then the concentration of pesticide residues on each item would drop significantly. This includes products that contain natural items permitted for use by organic farmers. On organic items too, multiple residues are extremely rare. A few other items have levels of exposure that are 100 times lower when viewing this advantage as compared to the traditional food items. We are also provide Organic Ashwagandha powder in India & the USA.

II. REVIEW OF LITERATURE

- **(Dr. Suman Ghalawat, 2019)** this study is to identify the reasons that affect the purchasing intention of the customers. The main objective of this research is to determine the significant relationship between reasons for choosing organic products and benefit of using them. The data were collected based on both primary and secondary. Primary Data collected from the region of the Hisar City of Haryana District. Secondary data is collected through research papers, journals, websites and books. The Samples were collected from 200 customers who used organic product and data is analyzed using SPSS version 13.0.

- **(P. Umadevi, 2017)** this research is to study the methods that comply with the standards of Organic farming. The main objective is to study the level of acceptance and the problems and issues faced by organic food. The data were collected from 110 respondents using random sampling technique through Questionnaire from the region of Coimbatore District. The Statistical tools are used in this research is Percentage analysis and Factor analysis.
- **(DR. Y.S. Irine Jiji, 2019)** Agriculture is a backbone of the Indian economy. Despite this, it is facing various constraints such as fragmentation of landholding, low productivity and conversion of agriculture and land to non-agriculture uses. The main objective to study about the consumer awareness towards organic food products. Most of the respondents are aware of all organic food products. Majority of response ranked first to quality of product. Researches have gained knowledge about customer awareness towards organic food products. Many people have even forgotten to use organic food products and these needs changed. Necessary of the creation of awareness level of organic food products and to reduce the price of organic food products to capture more market and consume. The data were collected from respondents in Coimbatore city. The study is based primary data collection. To collect the primary data questionnaire is framed. The secondary data were collected from the articles, journals, newspaper and websites.
- **(Kumar, 2017)** The main objective is to study about the customer satisfaction and to know opinion of customer towards organic products. Difference between the significant relationship and no relationship based on monthly income type and opinion level of organic food products. Consumer behaviour is playing the major role while buying not only organic products any products so the organic shops and product supply is limited but demand for it is more so farmed and all so government are think to Improve or increasing production of organic product as well as good packaging, quality and market system. Necessary of the creation of awareness of organic product and improvement of product featured and to open more number of organic stores with separate shares for organic products in departmental stores. Two data are used namely primary and secondary data and it is collected from 100 consumer by questionnaires method. The primary data collected from selected consumers on simple random sampling technique and retail outlets of organic products, organic products marketing agencies. Samples were collected in and around Coimbatore only. Simple percentage analysis is used in study for the purpose of analysis.
- **(BASUMATARY,2022)** This research was conducted to find out the customers perceptions and satisfaction with organic products. The main Objectives of this research is understanding of customer attitude about Organic foods and analyzing the marketing challenges. The data for this Research is based on primary data by distributing structured questionnaires to customers using simple random sampling techniques from the region of Guwahati. The data was analyzed with the percentage of analysis method.

- **(M. Kulkarni & Kaande, 2021)** this research is about finding the satisfaction level of respondents. About the organic foods and various reasons for preferring organic food Product was health and taste of the food. The main objectives in this Research is to study the demographic profile of the consumer and Attitude towards the organic food products. The data is collected from Male and Female respondents between the age group of 21 to 31 and 31 to 40 years these response were from Nashik Maharashtra. The data of this research is analyzed with the help of SPSS software.
- **Chandrasekhar (2014)**, in this research it says organic farming was the backbone of the Indian economy. The major important to know the demographic variables of consumers using Organic products in Coimbatore city this research is conducted. The study shows that allocation of separate shares for organic food products in departmental store. The research design adopted in the study was descriptive design, in such a way that respondents is able understand clearly. This research covers the consumer in Coimbatore city. The both primary data and secondary data are collected through questionnaire method and also from books, internet, and journals. In this project the convenient sampling technique used to collect 150 respondents were taken. The tools applied which collecting data are simple percentage analysis and chi-square analysis.
- **Ranjith Kumar (2006)** Organic products are grown under a system of agriculture without use of chemicals or pesticide this research is conducted to understand consumer attitude and awareness towards organic food products. Consumer behaviour plays a major role while buying organic food products. Also, government planning to improve production of organic products as well quality, well packaging its leads to standard living lifestyle of farmers. The primary data were collected from consumer in Madurai district through questionnaire and secondary data have been collected from sources like books, journal, research dissertation, and documents. A total of 100 samples collected from Madurai district. While collecting data convenient sampling method used. Tools used while gathering is SPSS package, statistical techniques and also chi square test, Garrett ran

III. OBJECTIVES OF THE STUDY

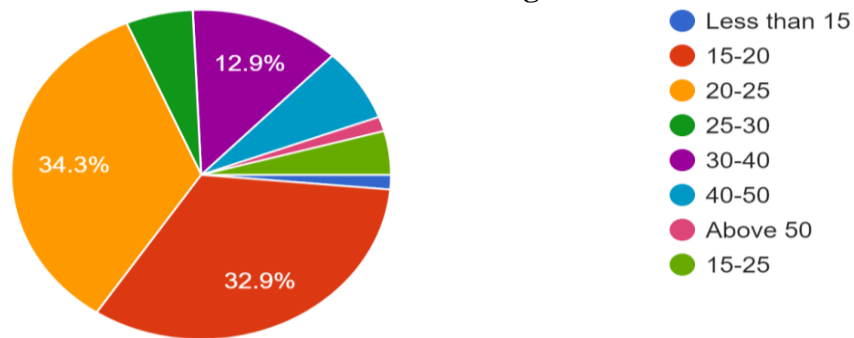
1. To know the type of natural organic products preferred by the customers.
2. To check the knowledge and awareness of consumers on organic food products in Bangalore City.
3. To examine the satisfaction towards organic food products.
4. To know the level of consumer awareness whether they priorities Eco-friendly products.

IV. METHODOLOGY

The study is concerned with consumer awareness towards organic food products. Data were collected from both primary and secondary sources. The primary data were collected from consumers of organic food products in Bangalore district through questionnaire. Secondary data have been collected from published sources like journals, research, articles, and google.

V. DATA ANALYSIS AND INTERPRETATIONS

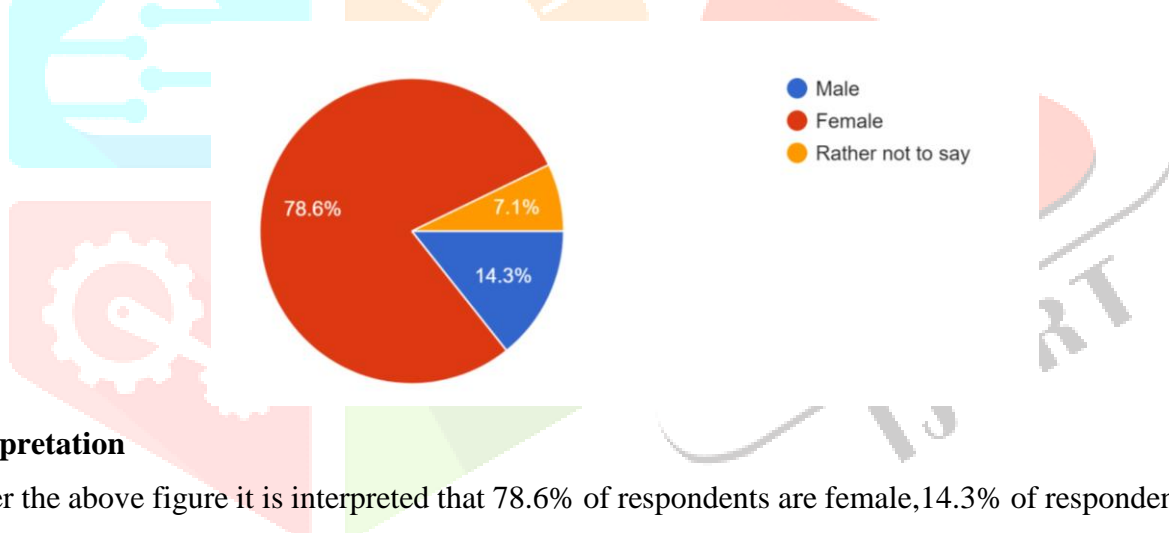
1. Consumer Level of Awareness and Satisfaction towards Organic Food Product on the basis of age.



Interpretation

The data was collected from various age group from the above figure it is concluded that among all the respondents the level of Awareness and Satisfaction towards Organic food products is 32.9% are 15-20 years of age group.

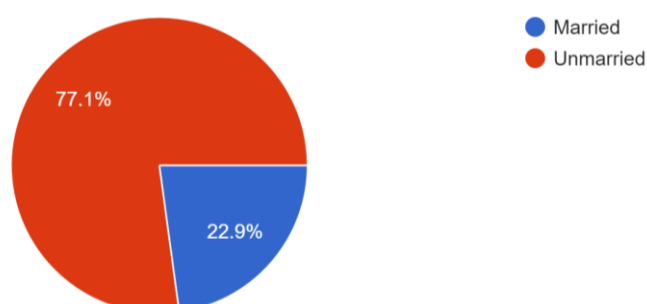
2. Consumer Level of Awareness and Satisfaction towards Organic Food Product on the basis of Gender.



Interpretation

As per the above figure it is interpreted that 78.6% of respondents are female, 14.3% of respondents are male and remaining 7.1% of respondents are rather not to say.

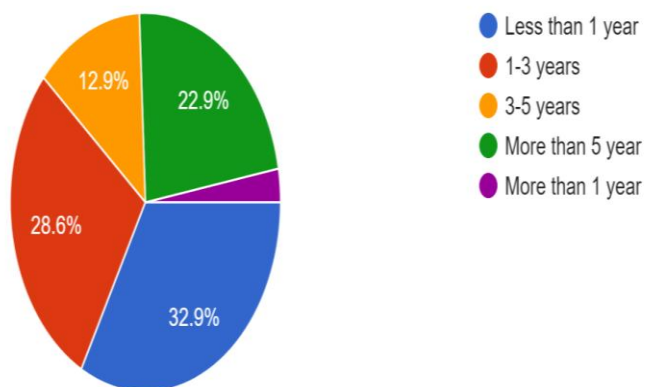
3. Consumer Level of Awareness and Satisfaction towards Organic Food Product on the basis of Marital Status.



Interpretation

As per the above figure it is analysed that 77.1% of respondents are Unmarried and 22.9% of respondents are married.

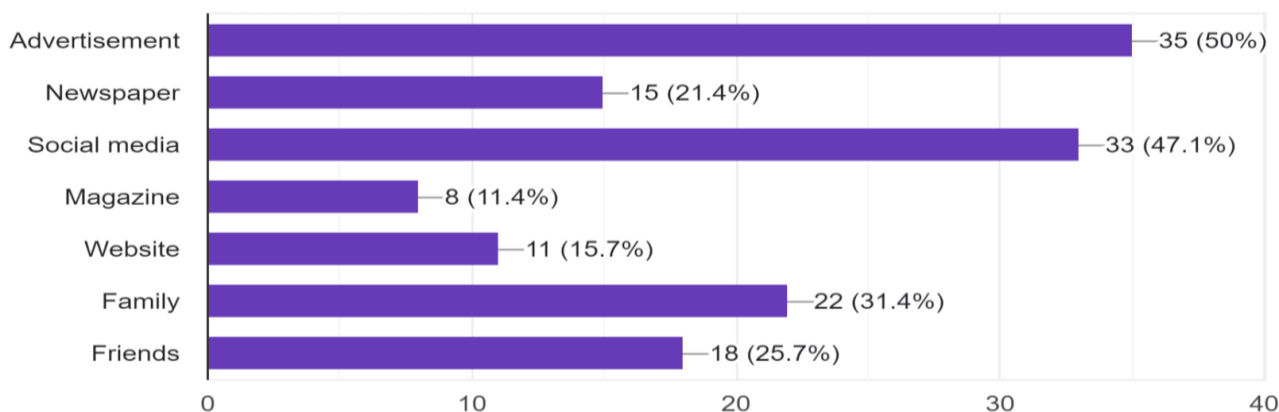
4. How long have you been aware of Organic food products?



Interpretation

As per the above figure the question was asked that how long they have been aware about the organic food products from which 32.9% of respondents are known for less than 1 year, 28.6% of respondents are known for 1-3 years, 22.9% of respondents are known for more than 5 year, 12.9% of respondents are known for 3-5 years, and lastly 2.9% of respondents are known for more than 1 year.

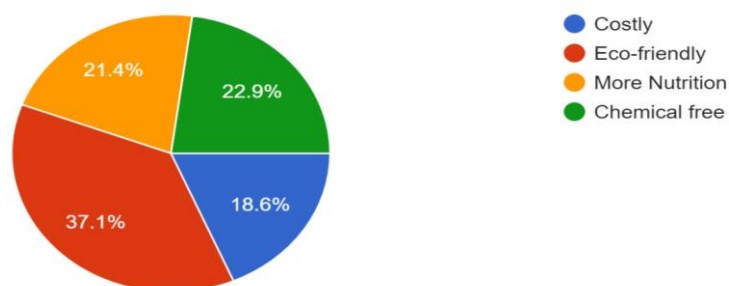
5. How did you aware about the organic food products?



Interpretation

As per the above table, the respondents asked how they have were aware about Organic food Products in which 50% of respondents are aware from the Advertisement.

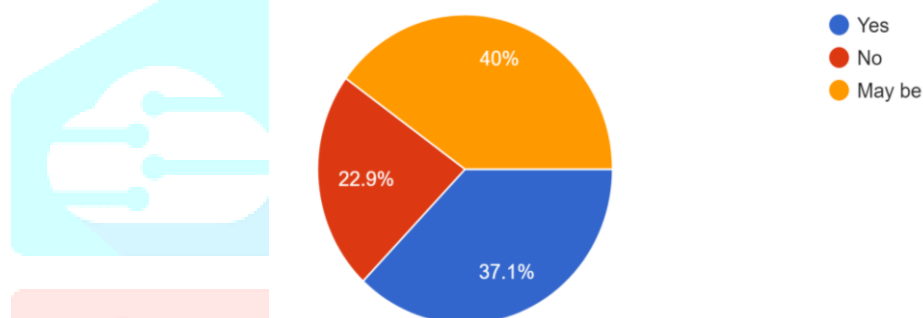
6. What are your perceptions about Organic food products?



Interpretation

As per the above figure among all the respondents it is observed that 37.1% of respondents thinks that organic food products is Eco-friendly, 22.9% of respondents thinks it is chemical free, 21.4% of respondents thinks it is more nutrition and last 18.6% of respondents thinks it will be costly than the non-organic food products.

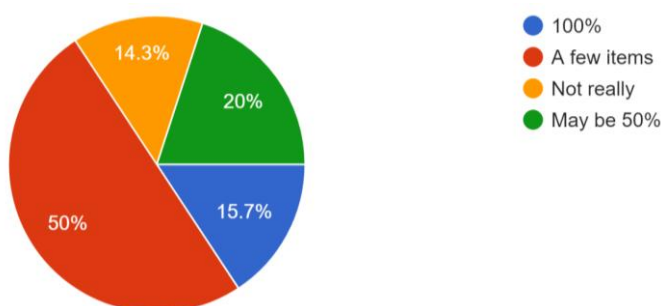
7. Do you think that Organic food is more costly than Non-Organic food products?



Interpretation

As per the above figure the respondents were asked if they think that Organic food is more costly than Non-organic food in which 40% of respondents said may be, 37.1% of respondents said yes and 22.9% of respondents said No.

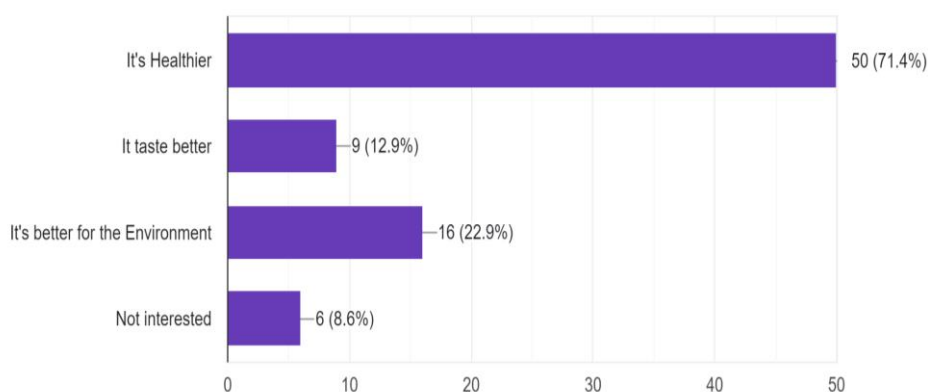
8. Do you make an effort to buy Organic food?



Interpretation

As per the above figure the question was asked whether the responders make an effort to buy Organic food from which 50% of respondents buy a few items, 20% of respondents said may be they buy 50%, 15.7% of respondents buy 100%, 14.3% of respondents said not really they make an effort to buy organic food.

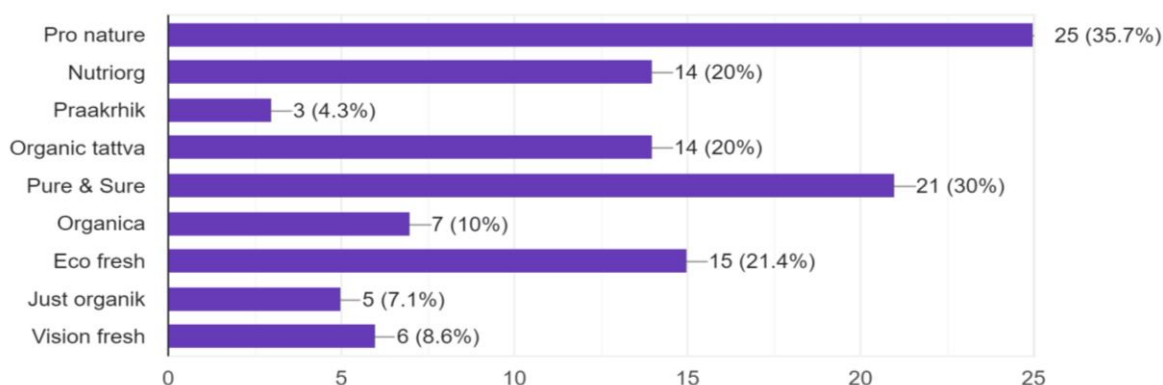
9. If you plan to buy Organic food, why do you buy it?



Interpretation

As per the above table, the question was asked if the respondents plans to buy Organic food, why do they buy it to which 50% of respondents are concluded that it's Healthier, 22.9% of respondents said it's better for the Environment, 12.9% of respondents said it taste better than non-organic food, whereas 8.6% of respondents not interested to buy organic food.

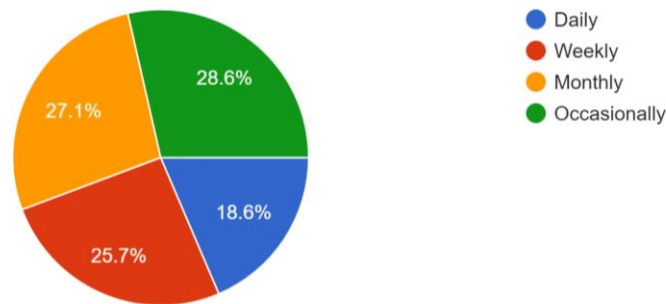
10. Which of the organic brands do you prefer?



Interpretation

The question was asked from the above table if the consumer buy organic brand which brand they would prefer in which 35.7% of respondents prefer to buy Pro nature, 30% of respondents prefer to buy Pure & Sure, 21.4% of respondents prefer to buy Eco-fresh, 20% of respondents prefer to buy Nutriorg and Organic tattva, 10% of respondents prefer to buy Organica, 8.6% of respondents prefer to buy Vision fresh, 7.1% of respondents preferred to buy Just organik, and lastly 4.3% of respondents will buy in Praakhrik.

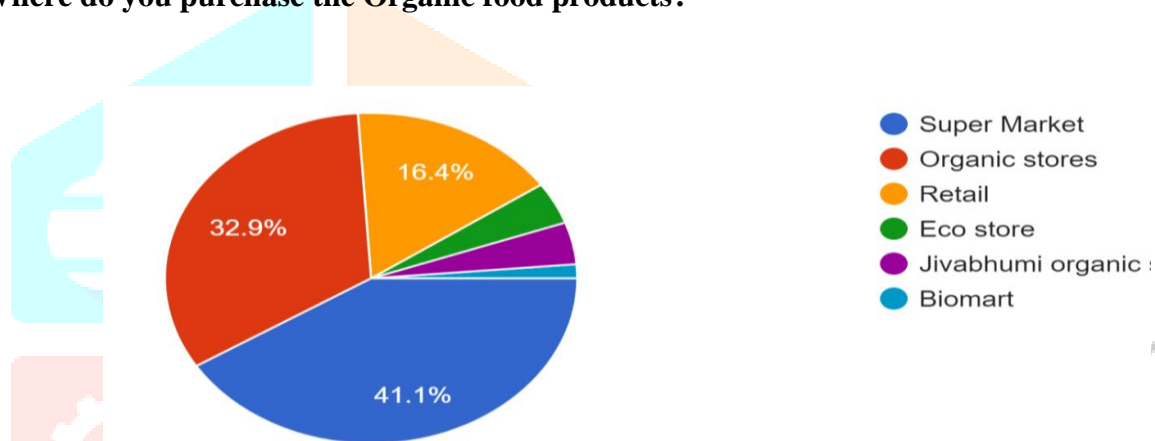
11. What is the responders on frequently purchasing the habits in Bengaluru?



Interpretation

From the above table the responders asked the question that at what frequently their purchasing habits in Bengaluru from which 28.6% of respondents will buy Occasionally, 27.1% of respondents buy Monthly, 25.7% of respondents buy Weekly, and 18.6% of respondents buy daily.

12. Where do you purchase the Organic food products?



Interpretation

The last question was asked from the respondents if they purchase organic food products from which store they will purchase from the above figure it is concluded that 41.1% of respondents will purchase from Bio Mart.

VI. FINDINGS OF THE STUDY

- The analysis of age groups and the level of awareness and satisfaction towards organic food products reveals that a significant percentage (32.9%) of respondents belong to the age group are 15-20.
- When asked how long they have been aware about organic food, only 32.9% of respondents have known for less than 1 year.
- The analysis of the percentage of how they are aware about organic food products in which 50% of respondents are aware from Advertisement.
- It not only gives health benefits and helps in improving the immune system but also is environmentally friendly and better for sustainable growth.
- In the city, there are few stores that sell the organic products and Consumers are unfamiliar with the concept of organic food.

- When compared to organic items is more cost than the non-organic items, Majority of the response are believe in organic food products are better and safe.
- Customers have accepted that there is a significant relationship between age, quality of organic products and intentions to buy the organic items.
- The consumers purchasing habits (28.6%) of respondents buy occasionally that indicates the customers will not buy regularly.

VII. CONCLUSION

Consumer satisfaction plays a major role towards organic food products and the consumption and demand of organic food products are flourishing around the globe. These are small gaps in customer's awareness in organic food products. This research concludes that consumers awareness plays a vital role in determining the buying behaviour aspects for selecting the organic food products

.Many people have even forgotten to use the organic food and these needs to be changed. In India, food sector is ready to take the center stage to chalk out a definite nationwide strategy to ensure a balanced growth of supply and demand of domestic market. The marketer of organic food need to be complete with the changing purchase behaviour in the organic food products among various consumers.

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