



A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC PRODUCTS

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ABSTRACT:

The term “Organic” refers to the way agricultural products are grown and processed. Organic livestock raised for meat, eggs, and dairy products must have access to the outdoor and be given organic feed. They must not be given antibodies, growth hormones, or any animal by-products.

There is no common definition of “organic” due to the fact that countries have different standard for products to be certified “organic”. In simple words organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservation or irradiation. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods.

This study attempt to gain knowledge about consumer attitude towards organic food products consumption and to see whether there is any potential this might have for changing their behaviour

Keywords: Organic Farming, Organic Products, Farmer’s Market

INTRODUCTION:

A wide range of consumers of organic food and non organic food were addressed and scrutinized to obtain their observation and vision towards organic food. All organic food consumers are not having the same method of approach towards organic food. Subsequently the statistical process guides us to comprehend the relation and the model of the consumer behavior trends in organic food in India.

The Definition of the word “organic” , an ecological management production system that promotes and enhance biodiversity, biological cycles and soil biological activity. It is based on the minimal use off-farms inputs on management practices that restore, maintain and enhance “ecological harmony”. Organic food products in India are produced by the organic farming. So, lets understand some more about organic farming in India.

OBJECTIVES OF THE STUDY

1. To study and analyze about consumer’s perception towards organic foodproducts.
2. To find out how much interest consumer were having in organic foodproducts
3. To identify the constraints faced by the consumer while buying organicproduct.

ORGANIC FARMING IN INDIA

The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Pesticides and other chemical residues in food and an overall reduced quality of food have led to a market increase in various diseases, mainly various forms of cancer and reduced bodily immunity. The use of pesticides has led to enormous levels of chemical build up in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term productivity but a longer-term negative effect on the environment .

Organic farming helps a farmer to become self-sufficient in his requirement for agro-inputs and reduces his costs. Chemicals agriculture and food distribution systems have developed, propagated, sustained and now share a symbiotic relationship which affects each of us in many ways.

Organic farming was practical in India since thousands of years. In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. Organic farming was the backbone of the Indian economy and cow was worshipped as a god. The cow, not only provide milk, but also provide bullocks for farming and dung which was used as fertilizers. Organic food has become very popular.

BENEFITS OF ORGANIC PRODUCTS

Organic foods have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservative often find their symptoms lesson or go away when they eat only organic foods.

- **Organic produce contains fewer pesticides** Chemicals such as fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat.
- **Organic food is often fresher** because it doesn't contain preservatives that make it longer. Organic produce is often produced in smaller farms near where it is sold.
- **Organic farming is better for the environment** Organic farming reduces pollution, conserves water, reduces soil erosion, increases soil fertility, and uses less energy. Farming without pesticides is also better for nearby birds and animals as well as people who live close to farms.
- **Organically raised animals are NOT given antibiotics, growth hormones, or fed animal by products.** Feeding livestock animal by products increases the risk of mad cow disease (BSE) and the use of antibiotics can create antibiotic-resistant strains of bacteria.
- **Organic food is GMO-free.** Genetically modified organisms (GMOs) or genetically engineered (GE) foods are plants whose DNA has been altered in ways that cannot occur in nature or in traditional cross breeding, most commonly in order to be resistant to pesticides or produce an insecticide.

ORGANIC VS NON ORGANIC

ORGANIC PRODUCE	CONVENTIONALLY-GROWN PRODUCT
Grown with natural fertilizers (manure, compost)	Grown with synthetic or chemical fertilizers.
Weeds are controlled naturally (crop rotation, hand weeding, mulching, and tilling)	Weeds are controlled with chemical herbicides.
Pests are controlled using natural methods (birds, insects, traps) and naturally-delivered pesticides.	Pests are controlled with synthetic pesticides.
Livestock are given all organic, hormones-and GMO-free feed.	Livestock are given growth hormones for growth, as well as non-organic, GMO food.
Disease is prevented with natural methods such as clean housing and healthy diet.	Antibiotics and medications are used to prevent livestock disease.
Livestock must have access to the outdoors.	Livestock may or may not have access to the outdoors.

ORGANIC FOOD BUYING TIPS

- **Buy in season** - fruits and vegetables are cheapest and fresher when they are in season. Find out when produce is delivered to your market so you're buying the fresher food possible.
- **Shop around** – Compare the prices of organic items at the grocery store, the farmer's market and other venues (even the freezer aisle).
- **Remember that organic doesn't always equal healthy** – Making junk food sound and healthy is a common marketing in the food industry but organic baked goods, desserts, and snacks are usually still very high in sugar, salt, fat, or calories.

HYPOTHESIS TESTED

- ❖ There is significant relationship between gender and customer perception towards organic food products.
- ❖ There is significant relationship between age and customer perception towards organic food products.
- ❖ There is significant relationship between monthly income and customer perception towards organic food products.

DATA ANALYSIS AND INTERPRETATION RESULTS AND DISCUSSION

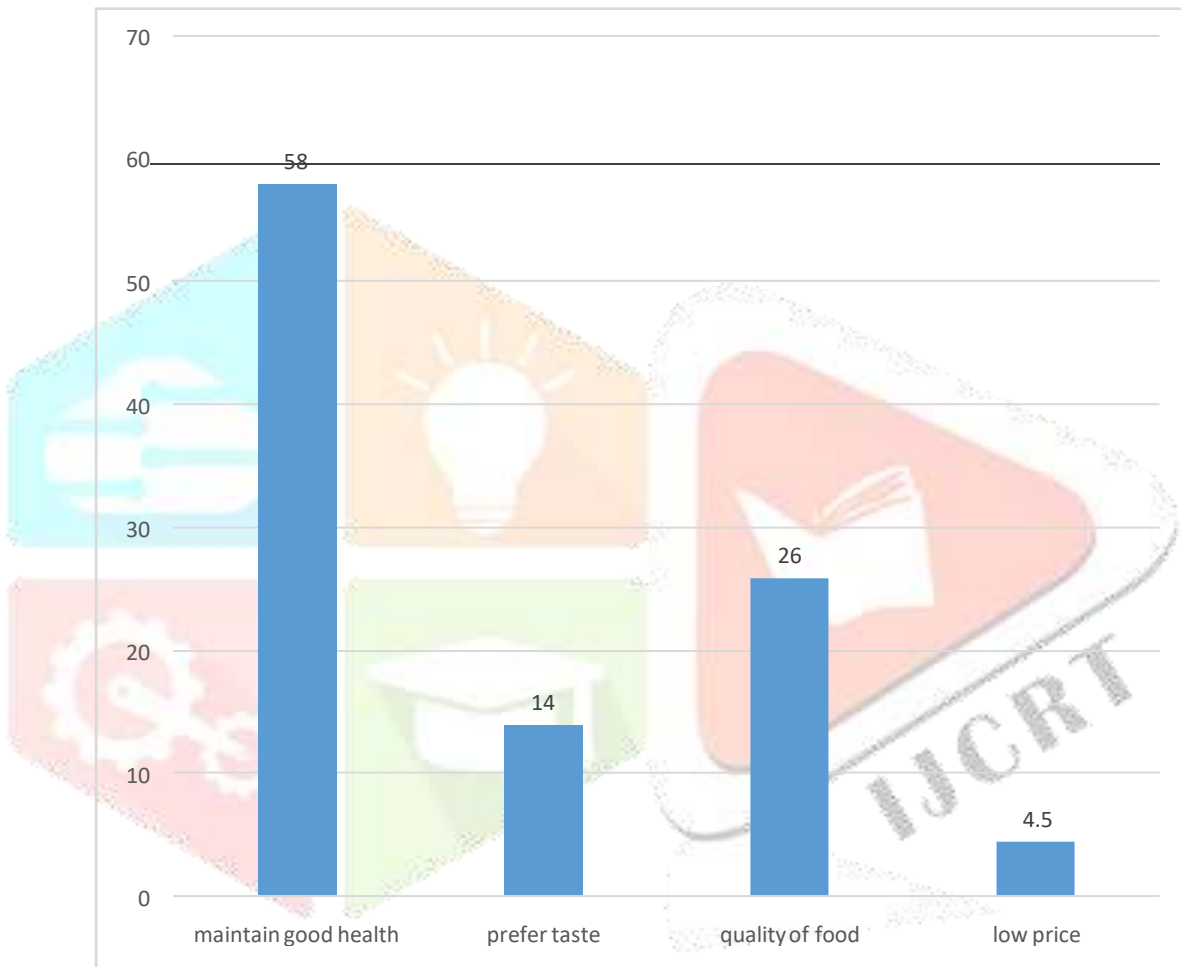
REASONS FOR PURCHASE OF THE ORGANIC PRODUCTS

SERIAL NO	REASONS	NO OF RESPONDENTS	PERCENTAGE
1	Maintain good health	58	58%
2	Prefer taste/feelings	14	14%
3	Quality of food	26	26%
4	Low price	2	2%
Total		100	100

INTERPRETATION

The table 11 describes that the 58% of respondents prefer organic food products to maintain good health 14% of respondents prefers for its taste and other feelings and 26% of respondents are prefers to quality of food and remaining 2% of respondents were prefer as low price out 100 respondents.

CHART SHOWING .PREFERENCE OF ORGANIC FOOD PRODUCTS BYRESPONDENTS



RANK THE MOST IMPORTANT MOTIVATIONS THAT WILL PERSUADE YOU TO BUY ORGANIC INSTEAD OF NON-ORGANIC FOODS?

RANK ANALYSIS

SERIAL NO	PARTICULARS	I	II	III	IV	V	TOTAL	RANK
1	Benefits	24	4	20	30	22	278	4
2	Packing	30	12	8	8	42	248	5
3	Price	4	30	28	26	12	388	1
4	Taste/ Quality	18	28	38	8	8	340	2
5	Concern about health	24	26	6	28	16	314	3

INTERPRETATION

The table 25 shows a clearly explain of the factors which influence the order of their importance looking for Organic food products. Price is onesuch as factor, whole rank is highest, the seconds dominating is the taste, concern about health stands the factor with 3rd rank, then benefits standsthe factor with 4th rank, and finally comes the factor packing which is ranked 5th in the analysis.

CHI SQAURE ANALYSIS

SERIAL NO	ASPECTS LED TO OFP	AGE GROUP				TOTAL	PERCENTAGE
		25	26-35	36-45	46-55		
1	SATIFIED	16	2	0	0	18	0.18
2	DIS SATISFIED	34	12	6	0	52	0.58
3	NOTSATISFIED	6	2	4	0	12	0.12
4	HIGHLY SATISFIED	6	6	2	4	18	0.18
	TOTAL	62	22	8	4	100	

Calculated chi-square value : 46.632 Table value : 16.919

Degree of freedom : 9

Result : Rejectet

The calculate of chi-square value (46.632) is higher than the table value(16.919), hence the null hypothesis is rejected. It can be concluded that there is a relationship between age and group and aspects led to this Organic food products.

FINDINGS, SUGGESTIONS, CONCLUSION

The study reveals that a lot of problem are faced by respondents while purchasing the organic food products in the markets.

The findings of the study are follows:

- Majority (62%) of the respondents are male.
- Majority (15-25) of the respondents are age between 15-25 years.
- Majority (53%) of the respondents are earns between 10000-2000.
- Majority (49%) of the respondents family size are 3-5 members.
- Majority (27%) of the respondents are government employee and home maker.
- Majority (75%) of the respondents are prefer yes for organic food product.
- Majority (64%) of the respondents are daily purchase of organic food product.
- Majority (76%) of the respondents are purchase from organic store.
- Majority (58%) of the respondents reason were maintain good health.
- Majority (30%) of the respondents are long interest in organic food product.
- Majority (42%) of the respondents were purchase fruits and vegetables.
- Majority (57%) of the respondents are buy when increase spend.
- Majority (69%) of the respondents opinion towards organic food products were expensive.
- Majority (59%) of the respondents are not purchase due to not availability.
- Majority (41%) of the respondents are ready to buy when price between 20%-40%.
- Majority (66%) of the respondents are liked of very good packing.
- Majority (86%) of the respondents are well known about organic food product.
- Majority (27%) of the respondents opinion about organic food were more nutritious.
- Majority (66%) of the respondents are known about organic food product by friends and family.
- Majority (70%) of the respondents are ready to recommend organic food product to others.

SUGGESTIONS:

- The following are the suggestion made based on the results of the study. There is a need to open organic products marketing shops every extension areas.
- It suggested the Creation of awareness of organic products is necessary among consumers.
- It suggested to Sustained improvement in product features would lead to increase in consumption of organic food products.
- It suggested to increase frequency of viewing the advertisement of organic food products and better taste would influence the purchase organic food products.
- It suggested to influence of advertisement of organic food products with an increase in education found particularly among consumers.

CONCLUSION:

Consumer behavior plays a major role in Organic food products segment. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the Organic food products market among urban residents. The importance of organic food products was ignored for quite a long period. As results of environmental sustainability, importance is shifted towards Organic food products rather than conventional farming.

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