



A Study on Awareness on Organic Food Products Among General Public in Erode City, Tamilnadu, India

KEYWORDS

Healthier, Sustainability, Organic, Agricultural, Awareness, Environment

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ABSTRACT Making a commitment to healthy eating is a great start towards a healthier life. Beyond eating more fruits, vegetables, whole grains, and good fats, however, there is the question of food safety, nutrition, and sustainability. Specific requirements must be met and maintained in order for products to be labeled as "organic". In current scenario, to study about organic is essential to everybody in terms of body health. This paper aim is to know the awareness level of general public and to identify the Sources which helps them to know the Organic products. This study was confined within the Erode city. The study employed a descriptive research design. Stratified random sampling was used to select the population. Data was collected only by use of Questionnaires. The information gathered will be analyzed with the help of SPSS 16 software by using the Tabular Presentation & Chi-Square Analysis to generate the statistical outputs.

INTRODUCTION

The Government of India has implemented the National Programme for Organic Production (NPOP). The national programme involves the accreditation programme for certification bodies, norms for organic production, promotion of organic farming etc. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market.

REVIEW OF LITERATURE

Annelies Verdurme, et al. (2002), found that quantitative market research indicate that this is not the case. Based on attitude towards GM food, three consumer segments are identified: the opponents; the proponents; and the neutrals. Only about 40 per cent of the organic consumers, namely the opponents, reject the use of genetic modification in organic food production. The neutrals are neither against nor in favour of GM food, while the proponents support GM in food production. Besides attitude towards GM food, the proponents differ from the other two segments in terms of beliefs, general attitudes and purchase intentions. **Joris Aertsens(2011)**,revealed that objective knowledge regarding organic vegetables is high. Attitudes towards the consumption of organic vegetables are generally positive. The strongest motivations for consuming organic vegetables are that they are produced without synthetic pesticides, are better for the environment, healthier, of higher quality and taste better. The strongest perceived barriers are overly high prices and lack of availability. **Justin Paul, Jyoti Rana, (2012)**, The results indicate that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due to different factors. **Christos Fotopoulos, et al,(2002)**,he attempts to offer more insights into the Greek organic market. It examines the organic prod-

ucts as "eco-products", suitable for "green" consumers, who are ecologically/environmentally ecology-aware and who are concerned with health and quality-of-life issues. Analyzing a countrywide sample, the survey concludes that three consumer types exist in terms of attitude towards, purchase intention and awareness of organic products: the "unaware", the "aware non-buyers", and the "(aware) buyers" (or simply buyers) of organic food products. After developing a detailed profile of the first two, the "aware buyers" type is segmented in terms of five groups of personality and behavioral factors, defined in the international literature as the driving forces of organic purchasing. **Anssi Tarkiainen, Sanna Sundqvist, (2005)**, The proposed modified model of the TPB model fitted the data better than the original model, implying that in the organic food-buying context the role of subjective norms differs from the original theory of planned behavior. In buying organic food subjective norms affected buying intention indirectly through attitude formation. In addition, results showed that the modified TPB model predicts intention to buy organic food better than the original model. **Mei-Fang Chen, (2009)**,found that concern for one's health and for the environment are the two most commonly stated motives for purchasing organic foods, with the former exceeding the latter in importance. In addition, the healthy lifestyle indeed exerts effective mediating effects on the positive relationships between health consciousness and environmental attitudes and the consumer's attitude toward organic foods. Therefore, a healthy lifestyle should be advocated to render the consumer's attitude toward organic foods more positive.

HYPOTHESIS OF THE STUDY

The main aim of the study is to test the following hypothesis:

- H1:** There is significant difference between Gender and awareness level towards Organic products
- H2:** There is significant difference among different age groups and awareness level towards Organic products
- H3:** There is significant difference among different Academic Qualification and awareness level towards Organic products
- H4:** There is significant difference among different income group and awareness level towards Organic products

**Table No.1 Demographic profile of the respondents
ANALYSIS AND INTERPRETATION**

Details	Frequen- cy	Percent- age
Age of the respondents		
Below 20 Years	18	18%
21-30 Years	30	30%
31-40 Years	26	26%
40-50 Tears	13	13%
Above 50 years	13	13%
Total	100	100%
Gender of the respondents		
Male	62	62%
Female	38	38%
Total	100	100%
Educational qualification		
No formal education	28	28%
School level	23	23%
College level	30	30%
Diploma	19	19%
Total	100	100%
Income of the respondents		
Below 10,000	18	18%
10001-20,000	22	22%
20001-30,000	13	13%
30,001-40,000	34	34%
Above 40,000	13	13%
Total	100	100%
No. of Respondents known about the Organic Products		
Yes	47	47%
No	53	53%
How long years known the Organic products		
Less than 1 year	14	14%
1-2 year	16	16%
2-3 year	12	12%
3-4 year	4	4%
Above 4 years	1	1%
Total	47	47%
Awareness level of the Respondents		
Very high	17	17%
High	10	10%
Moderate	11	11%
Low	5	5%
Very low	4	4%
Total	47	47%
Sources helps to know about Organic Products		
TV/Radio	5	5%
Print Media	5	5%
Internet	10	10%
Awareness Programme	12	12%
Friends & Colleagues	15	15%
Total	47	47%

**Table No.2 - CHI-SQUARE
Gender of the respondents * Awareness level of the respondents**

Gender of the Respondents	Awareness level of the respondents					Total
	Very high	High	Moderate	Low	Very Low	
Male	11	7	6	3	3	30
Female	6	3	5	2	1	17
Total	17	10	11	5	4	47

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.829 ^a	4	.934
Likelihood Ratio	.834	4	.934
Linear-by-Linear Association	.002	1	.961
N of Valid Cases	47		

**Table No.4
Age of the respondents * Awareness level of the respondents**

Age of the Respondents	Awareness level of the respondents					Total
	Very high	High	Moderate	Low	Very Low	
Below 20 Years	4	2	4	0	2	12
21-30 Years	5	0	4	2	1	12
31-40 Years	4	3	0	3	1	11
40-50 Years	1	3	2	0	0	6
Above 50 years	3	2	1	0	0	6
Total	17	10	11	5	4	47

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.414 ^a	16	.300
Likelihood Ratio	25.248	16	.066
Linear-by-Linear Association	1.559	1	.212
N of Valid Cases	47		

**Table No.6
Educational qualification * Awareness level of the respondents**

Education of the Respondents	Awareness level of the respondents					Total
	Very high	High	Moderate	Low	Very Low	
No formal education	3	1	4	1	1	10
School level	3	2	2	3	1	11
College level	8	5	3	1	0	17
Diploma	3	2	2	0	2	9
Total	17	10	11	5	4	47

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.303 ^a	12	.503
Likelihood Ratio	12.187	12	.431
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	47		

Table No.8 - SUMMARY OF ANALYSIS

Factors	DF	Asymp. sign(2-tailed) P Value	Hypothesis
Age of the respondents * Awareness level of the respondents	16	.300	Null Hypothesis accepted
Gender of the respondents * Awareness level of the respondents	4	.934	Null Hypothesis accepted
Educational qualification * Awareness level of the respondents	12	.503	Null Hypothesis accepted
Income of the respondents * Awareness level of the respondents	16	.302	Null Hypothesis accepted

Since, p value is not less than 0.05, Null Hypothesis accepted. Hence alternative hypothesis is rejected for all factors namely, Age, Gender, Educational qualification and income of the respondents while compare with awareness level.

CONCLUSION:

Awareness among the public about organic products are less than 50% and the percentile method also revealed that male respondents awareness level is higher than female, in age category, people those falls up to the 30 years are having more aware, in education wise college level graduates have more aware than others and in income category people falls in 30,001 to 40,000 are more aware than other income groups.

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