A Study on Consumers Preference Towards the Purchase of Organic farm Products with Reference to Coimbatore City

KEYWORDS

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INTRODUCTION

Background for the study

Organic farming works in harmony with nature rather than against it. This involves using techniques to achieve good crop yields without harming the natural environment or the people who live and work in it. Organic farming does not mean going 'back' to traditional methods. Many of the farming methods used in the past are still useful today. Organic farming takes the best of these and combines them with modern scientific knowledge. Organic farmers do not leave their farms to be taken over by nature; they use all the knowledge, techniques and materials available to work with nature. In this way the farmer creates a healthy balance between nature and farming, where crops and animals can grow and thrive. To be a successful organic farmer, the farmer must not see every insect as a pest, every plant out of place as a weed and the solution to every problem in an artificial chemical spray. The aim is not to eradicate all pests and weeds, but to keep them down to an acceptable level and make the most of the benefits that they may provide.

Why farm organically?

Organic farming provides long-term benefits to people and the environment.

Organic farming aims to:

• Increase long-term soil fertility.
• Control pests and diseases without harming the environment.
• Ensure that water stays clean and safe.
• Use resources which the farmer already has, so the farmer needs less money to buy farm inputs.
• Produce nutritious food, feed for animals and high quality crops to sell at a good price.

Why consume organic food?

• To start with, they exclude all the foreign materials added to traditional foods which tend to be toxic. If one practices eating organically produced foods, one is guaranteed of a better and healthier diet to sustain the human body.

• Consumption also reduces the risk at which one can get cancer which is very important.

• These foods are 90% safer in the sense that human waste or animal excretions are not being incorporated in the production. In traditional foods, it is believed that the water supplies have a percentage of human waste and animal excretions present.

• Organic foods support the environmentally friendly cause in that it doesn't allow the secretion of harmful materials into the atmosphere and ultimately the environment. Pesticides and herbicides used in traditionally produced foods are harmful to the environment especially to aquatic organisms. Therefore organic foods encourage the cause to make the environment a safer place to live in and help in improving the environment.

• These foods don't result in the emission of greenhouse gases which affect and unstabilize the atmospheric conditions.

Need for the Study

• The need for this study is to understand the customers preference towards the organic farm products.
• To analyze the level of customers about the organic farm products.
• To the mode of customer awareness about the organic farm products.
• The need for this study is to understand to whether the customers expectations are satisfied by organic farm products.
• To understand future needs of the customers towards organic farm products.
• To need for the study is look at to the customer and ask for the feedback towards the organic farm products.

Objective of the Study
Primary Objective
• To study about the customer preference towards the purchase of organic farm products.

Secondary Objective

• To study about the customer satisfaction towards different organic farm products.
• To study about the customer preference towards organic farm products.
• To study about the popular of the organic farm products.
• To analyze which factors influencing the customer for selection of organic farm products.

Research Design

Research Methodology:

The study is based on empirical research based on survey methods; the data collection for the study includes both primary data and secondary data. The primary data have been collection through the survey method by direct personal questions. The secondary data was collected from various books, websites and journals.

Descriptive Research

Descriptive Research encompasses much Government sponsored research including the population census, the

collection of the wide range of social indicators and economic information such as household expenditure patterns, time use studies, employment and crime statistics and the like. Descriptions can be concentrate and abstract. Relatively concentrate description might describe the ethic mix of the community, the changing age problem of the population or the gender mix of the workplace. Alternatively the description might ask more abstract questions such as "Is the level of social inequality increasing or declining"

Source of Data
Primary Data
The source is based on primary data which is directly collected from respondent.

Secondary Data
The secondary data consist of published data and unpublished data. In this study secondary data was collected from company website, magazine and brochures.

Sampling Plan
Sampling plan is done according to the stages to the sampling process. It refers to the technique or the procedure that the researcher would adopt in selecting items for the sample. Sample plan may as well lay down the number of items to include in the sample. Sample is determined before the data is collected.

Convenience Sampling
Convenience sampling is a non-probability sampling technique were subjects are selected because of the convenient accessibility and the proximity to the researcher.

Sample type
It is the methods used in the drawing samples from the population usually in such a manner that the sample will facilitate determination of some hypothesis concerning the population. Sampling technique used in this research is convenience sampling.

Sample Size
Population size of this research study is infinite. An infinite population is that population which is impossible to observe all the elements. It is the number of items in which we don't have any idea about the total number of items. So my sampling size is 75.

Tools for Analysis
I. Questionnaire
The questionnaire was prepared in such a way that the respondents were able to express their opinion freely and frankly. The questionnaire is selected in such a way that all the objectives are covered.

II. Chi-square
Chi-Square analysis is used to compare the observed data of the debt market investors with the data expected to obtain according to a specific hypothesis formulated in this study.

The chi-square (I) test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Do the numbers of individuals or objects that fall in each category differ significantly from the number you would expect? Is this difference between the expected and observed due to sampling error, or is it a real difference?

Scope of the study
This study covers the customer preference towards the purchase of organic farm products in Coimbatore city. The study is also used to analysis the customer satisfaction in all organic food products in Coimbatore City this study also helps to the customer mode of awareness in organic farm products.

Limitation of the Study
• The samples have been taking only from 75 respondents.
• This study is restricted to Coimbatore City and suggestions may not be applicable to all other region.
• This study is on organic farm products; hence this study may not be generalized for other type of product.
• Taste and preference of the customer vary in nature and hence the result can be used less than 3years.

Tools & Analysis
Chi-Square Test
Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis. For example, if, according to Mendel's laws, you expected 10 of 20 offspring from a cross to be male and the actual observed number was 8 males, then you might want to know about the "goodness to fit" between the observed and expected. Were the deviations (differences between observed and expected) the result of chance, or were they due to other factors. How much deviation can occur before you, the investigator, must conclude that something other than chance is at work, causing the observed to differ from the expected. The chi-square test is always testing what scientists call the null hypothesis, which states that there is no significant difference between the expected and observed result.

Monthly Income Level and Products

MONTHLY INCOME	OPINION ABOUT THE PRICE					TOTAL
	FOOD/ DRINK	VEGETABLES	FRUITS	FLOUR	SPICES	
BELOW 10,000/-	4	11	11	3	0	29
ABOVE 10,000 TO 50,000/-	2	13	27	2	1	45
MOER THEN 50,000/-	1	0	0	0	0	1
TOTAL	7	24	38	5	1	75

Null hypothesis
There is no association between monthly income and the products

Alternative hypothesis
There is an association between monthly income and the products

FORMULA = $(O-E)^2 /E$

O	E	(O-E)	(O-E)2	(O-E)2/E
4	2.70	1.3	1.69	0.625
11	9.28	1.72	2.95	0.317
11	14.69	-3.69	13.61	0.926
3	1.93	I.07	1.14	0.590
0	0.38	-0.38	0.14	0368
2	4.2	-2.2	4.84	1.152
13	14.4	-1.4	1.96	0.136
27	22.8	4.2	17.64	0.773
2	3	-1	1	0.333
1	0.6	0.4	0.16	0.266

1	0.09	0.91	0.82	9.111
0	0.32	-0.32	0.10	0.312
0	0.50	-0.5	0.25	0.5
0	0.06	-0.06	0.0036	0.06
0	0.01	-0.01	0.0001	0.01
				Σ=15.479

Level of significance
Level of significance = 5%

Degree of freedom (df)

=(c-1)*(r-1)

c- Number of columns

r- Number of rows

= (3-1)*(5-1)

=2*4 = 8

Therefore, df =8

At df 16 = 15.507

Decision
Since, the calculated value 15.479 is less than the table value 15.507 the null hypothesis should be accepted.

Answer
There is no association between monthly income and the products.

Gender and Buying Behavior

GENDER	THE BUYING BEHAVIOUR				TOTAL
	SEVERAL TIMES A WEEK	ONCE A WEEK	ONCE A MONTH	FEW TIMES A YEAR	
MALE	15	1	13	0	29
FEMALE	14	2	29	1	46
TOTAL	29	3	42	1	75

Null hypothesis
There is no association between gender and buying behavior

Alternative hypothesis
There is an association between gender and buying behavior

FORMULA = (O-E)2 /E

O	E	(O-E)	(O-E)2	(O-E)2/E
15	11.21	3.79	14.36	1.28
1	1.16	-0.16	0.025	0.O2
13	16.24	-3.24	10.49	0.64
0	0.38	-0.38	0.14	0.36
14	18.94	-4.94	24.40	1.28
2	1.84	0.16	0.025	0.01
29	25.76	3.24	10.49	0.40
1	0.61	0.39	0.15	0.24
				Σ=4.23

Level of significance
Level of significance = 5%

Degree of freedom (df)

=(c-1)*(r-1)

c- Number of columns

r- Number of rows

= (2-1)*(4-1)

=1*3 = 3

Therefore, df =3

At df 3 = 12.838

Decision
Since, the calculated value 4.23 is less than the table value 12.838 the null hypothesis should be accepted.

Answer
There is no association between gender and buying behavior.

CONCLUSION
• In a country like India where labor-intensive farming is more suitable organic farming would be a better option.
• As the high price of the organic food is due to the gap in demand and supply if supply will increase price will automatically come down and within the competing levels with non-organic food items.
• The quality of food would be way much better than then non organic food.

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