

# Organic Food Perception of Buyers and Non Buyers of Erode, Tamilnadu, India



## Management

**KEYWORDS :** Organic food, Perception, Problems, Consumer

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### ABSTRACT

*There is a growing awareness of the environment and the dangers of chemically grown products. Besides, with a growing number of retailers offering various organic products, they are now more visible and therefore, are more likely to generate demand. Another key factor driving demand has been the change in the consumer perception from organic products being elitist to healthy. The major objective of the project was to identify the organic food Perception of buyers and non buyers, factors influencing the buying of organic food products and find problems faced by users towards organic food products. In order to study the objectives, primary data have been collected through questionnaire. The sample size for the study was 300 which were collected according to the convenience of the researcher. The research design used is descriptive research. The data is analyzed using the percentage analysis, factor analysis and Weighted average method.*

### 1.INTRODUCTION

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. India produces a large variety of food crops including cereals, pulses and oilseeds and Millets and vegetables, fruits and some other items. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market. Large number of companies, NGOs, farmer organizations, Government agencies is promoting organic agriculture.

India produced around 1.34 million MT of certified organic products which includes all varieties of food products namely Sugarcane, Cotton, Basmati rice, Pulses, Tea, Spices, Coffee, Oil Seeds, Fruits and their value added products. The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc. Organic products, which until now, were mainly being exported, are now finding more consumers in the domestic market. The nutritional benefits of these products have ushered in the organic food revolution in the country. Although health is the key reason for growing demand, other incidental benefits such as better taste and better environment are also driving growth.

### 2.REVIEW OF LITERATURE

Benjamin M. Onyango (2007) in this paper the author examines found a result of Food naturalness aspect (no artificial flavors or colorings), vegetarian-vegan identity (persons who do not eat meat or animal products) and US production location considerations were critical in determining the regularity of organic food purchases. EfthimiaTsakiridou et al (2008) in their research article entitled "Attitudes and behaviour towards organic products: an exploratory study" in this paper author target to identify consumers' attitudes and behaviour towards organic products in Greece. Greek consumers seem to be informed about environmental and health issues. Christian A. Klöckner et al (2009) The purpose of this paper is to apply a structured approach to understand the importance of personal ecological norms in purchasing organic food.. The results show that the self-reported and the observed purchase of organic milk is predicted by personal ecological norms, social norms, and perceived behavioral control. Finally, people with strong personal norms react more sensitively to proposed norm-centered interventions.

### 3.NEED FOR THE STUDY

A quality and healthy lifestyle have becomes a kind of necessity to the modern generation. Among others, "Organic Food" is recognized to be one of the contributors to a healthy lifestyle. Almost every day, people can read or see "Organic" topic everywhere around them. 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. So the emerging topic is needed to study.

### 4.STATEMENT OF PROBLEM

Farmers use highly effective chemicals in genetically modified food. Thus, chemicals made them dangerous to eat, but organic food which is produced in garden has to be faced with difficulties such as insects. As a result, this food can have high resistance on insects. The prices for organic foods are more expensive than non-organic. Non-organic foods are generally more affordable and there are more varieties as well. In brief, if we want to lead healthier lives, we should be aware of the fact that organic food is much more good for our health whereas genetically modified food have risked our lives. In the next few years, the organic food consumption will increase and spread all around the world. In today's world, with the increase in the incidence of serious diseases such as cancer, the type of food that is ingested has become a matter of serious concern.

### 5. DATA ANALYSIS AND INTERPRETATION

#### 5.1 PERCENTAGE ANALYSIS

**TABLE No:1** Distribution of the sample respondents based on Demographic and Awareness

S.No	Factor	Items	Frequency	Percentage
1	Gender	Male	181	60
		Female	119	40
Total			300	100
2	Age	Below 20 years	21	7
		20 to 30 years	133	45
		31 to 40 years	82	27
		41 to 50 years	45	15
		Above 50 years	19	6
Total			300	100
3	Educational Qualification	No Formal Education	32	11
		School level	112	37
		College level	127	42
		professional	29	10
Total			300	100
4	Occupation	Agriculture	32	11
		Business	27	9
		Salaried	119	40
		Retired person	7	2
		Housewife	58	19
		Self employed	20	7

Total			300	100
5	Marital status Un married	Married	196	65
		104	35	
7	Monthly Income 10,001-20,000 20,001-30,000 30,001-40000	Below 10,000	19	6
		60	20	
		86	29	
		95	32	
Total			300	100
8	Residential Area Semi urban Urban	Rural	49	16
		97	32	
		154	52	
Total			300	100
9	Awareness on Organic Products No	Yes	161	54
		139	46	
10	Sources Of Awareness Radio Printed Media TV advertisement Others	By family/friends	110	36
		1	0.3	
		38	13	
		8	3.7	
		3	1	
Total			300	100

Source: Primary data

From the above table, it is inferred that 60% of the respondents are belong to the male category, Majority (45%) of the respondents are belonging to the age group of 20 to 30 years, Majority (42%) of respondents are in college level, 40% of the respondents are salaried, 65% of the respondents are married, 32% of the respondents are belong to Rs30,001 to 40,000 and 52% of the respondents are urban area.

5.2 FACTOR ANALYSIS

IMPORTANCE OF ORGANIC PRODUCTS KMO and Bartlett's Test

H0- The factor analysis is not valid

H1- The factor analysis is valid

TABLE No:3

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Approx. Chi-square	.732 106.783 15
Bartlett's Test of sphere city df Sig.		.000

Interpretation:

From the above table it can infer that the significance (0.000) is less than the assumed value (0.05). So reject H0. This means that the factor analysis is valid. KMO co-efficient (0.732) is more than 0.5 which implies that the factor analysis for data reduction is effective.

TABLE No: 4 TOTAL VARIANCE EXPLAINED

S. no	Initial eigen values			Extraction Sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.689	44.812	44.812						
2	1.167	19.444	64.256						
3	.693	11.543	75.799	2.689	44.812	44.812	2.100	35.004	35.004
4	.587	9.791	85.590	1.167	19.444	64.256	1.755	29.252	64.256
5	.502	8.360	93.951						
6	.363	6.049	100.00						

Interpretation: From the above table it can infer that the extracted four factors showed a Cumulative variance of 64.256, which means a good factor analysis, has been done.

TABLE NO: 5 Rotated Component Matrix<sup>a</sup>

S. No	Particulars	Component	
		1	2
1	Freshness	.851	.120
2	Price	.837	.021
3	Quality of product	.676	.336
4	Nutrient value	.065	.821
5	Taste	.113	.802
6	Packing	.449	.557

Extraction method: principal component analysis

Rotation method: Varimax with Kaiser Normalization

a. Rotation converged in 3 iterations

Interpretation:

The above table shows the extracted two factors which have higher effect on the variables. The factor extracted includes the optimum score of (.851) in first component shows that the respondents feel that the price is most influenced to buy organic product. In the second component, extracted optimum scale of (.821) shows that the respondent feel that the freshness is influenced to buy it.

5.3 Weighted Average Method General Perception Organic Food Products

TABLE NO: 6

S. No.	Statements	SA	A	N	DA	SDA	Total	Weighted average	Rank
1	I will give importance to the organic food product in future	0	5	18	129	71	223	332.92	8
2	I will buy a organic product regularly in future if I quite aware	0	7	51	148	17	223	477.22	3
3	I will make total purchases for my family in organic products	0	5	84	110	24	223	492.31	2
4	I think organic product will good leads to health	0	0	59	133	31	223	443.40	6
5	I think organic products have high level of nutrient value	0	7	65	112	39	223	447.5	5
6	I think organic product will not cause for any side effects	0	19	31	134	39	223	437.5	7
7	I think organic products are free from chemical residues	0	8	48	143	24	223	462.31	4
8	There is no growth hormones in organic products	27	151	34	11	0	223	863	1

Interpretation:

From the above table it is observed that the first place was given for it there is no growth hormone in organic products with weighted score of 863. It was followed by second place given to I will make total purchases for my family in organic products with the weighted score 492.31, third place was given to I will buy a organic product regularly in future if I quite aware with score of 477.22.

**6.SUGGESTIONS**

1. It may Concentrate on awareness among customers about organic food products by giving advertisement in Print / broad cast media.
2. Price of the organic food product can be reduced because some of the respondents are felt that they are high comparatively.
3. The consumers in rural areas are not aware about the organic food products. Different marketing strategies have to be implemented by Whole sellers and Retailers to aware public people in rural and urban areas.
4. The customer prefers the organic food products for quality, so keep the quality as much high as possible.
5. There are minimum number of shops in erode. Due to these so number shops can be increase to make public aware.

**7.CONCLUSION**

The study aimed to find the consumer awareness, expectation, perception and their satisfaction and factor influencing them to buy organic food products. The main motives to purchase organic food products are health and environmental benefits, plus support for local or small farmers. The study found that the groups of buyers and non-buyers have significant differences in demographic characteristics. Peoples don't have clear information about organic food products. Since promotional activities of organic food product are very less it should be increased by way of advertisements are given on a Print / broad cast media. In addition, price can be reduced to get avail by all the consumers.

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