

A Study on Consumers Preference Towards Organic Products- in Tirupur Dist



Commerce

KEYWORDS :

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ABSTRACT

Organic is the one of the fastest growing agricultural markets due to consumer's increased concern about their own health, the environment, and the reported crises and emergencies worldwide on food safety and environmental issues in recent decades. It has now become an alternative for an increasing number of consumers that are worried about the presence of chemicals residues and the negatives consequences on the environmental caused by chemical intensive production methods. To explore the potential market for customers, it is important to know how consumers relate issues of food quality and food system. The aim of this project is to educate in depth the behavioral process of customers with respect to organic food.

INTRODUCTION

There is no common definition of "organic" due to the fact that different countries have different standard for products to be certified "organic". In simplest words organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives 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.

A wide range of consumers of organic food and non organic food were addressed and scrutinized to obtain their observations and visions 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 enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance "ecological harmony" (National Standards Board of the US Department of Agriculture (USDA)).



CONSUMER

A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires.

STATEMENT OF THE PROBLEM

Marketing success depends on the ability of the firm to find a consumer and to satisfy his wants. For this purpose instead of

trying to sell what can be produced the business firm should produce what is really need by the consumer and what would satisfy his wants and desires, market surveys like this study helps to produce the product which matches the of the consumer. All the functions of the marketer should revolve around the consumer, the supreme power.

In the complex dynamic marketing scenario present day producers will have to reorient themselves and become consumer oriented to meet the challenges a head of them.

SCOPE AND IMPORTANCE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues.

Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health.

This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behaviour. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behaviour can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main agenda of this study.

OBJECTIVES OF THE STUDY

1. To asses and evaluate the factors facilitate the consumption of organic products in the study area.
2. To analyze the potential Markets for organic products.
3. To examine the consumers perception towards organic products in the study area.
4. To identify the factors influencing consumer to purchase the organic products
5. To support developing countries in their efforts to diversify exports through environmentally sound agricultural production methods.

RESEARCH METHODOLOGY

The secondary data are those which have been already collected by someone else and which have already passed through the sta-

tistical process. The secondary data was collected from books, magazines and also from existing records and files.

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. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the “market” that determines what it wants and what should be grown. The focus is now more on quantity and “outer” quality (appearance) rather than intrinsic or nutritional quality, also called “vitality”. Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical buildup in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity but a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the practice of monoculture have led to a severe threat to local and indigenous varieties, whose germplasm can be lost forever. All of this is for “productivity”. In the name of growing more to feed the earth, we have taken the wrong road of un sustainability. The effects already show - farmers committing suicide in growing numbers with every passing year; the horrendous effects of pesticide sprays by a government-owned plantation in Kerala some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agro-chemical and seed companies and governments is rosy and bright .Another negative effect of this trend has been on the fortunes of the farming communities worldwide.

This is where organic farming comes in. Organic farming has the capability to take care of each of these problems. Besides the obvious immediate and positive effects organic or natural farming has on the environment and quality of food, it also greatly helps a farmer to become self-sufficient in his requirements for agro-inputs, and reduce his costs. Chemical agriculture and the agriculture and food distribution systems have developed, propagated, sustained and now share a symbiotic relationship which affects each of us in many ways.

Main organic agricultural products of india

S.NO	Products	S.NO	Products
1	Bajara-mustard-wheat	15	Dungarpur pulses-cereals
2	Chilly	16	Bajra
3	Cereals-cereals	17	Mustard
4	Cereals-pulses	18	Til
5	Kholar	19	Wheat
6	Maize	20	Nagour Guar-cumin
7	Ginger	21	Guar-Wheat
8	Soybean	22	Moong
9	Large cardamom	23	Mustard
10	Passion fruit	24	Ganganagar Cotton

11	Bhilwara Urd	25	Jaisalmer Bajra
12	Bharatpur Bajra	26	Jhunjhunu Pulses
13	Alwar Wheat and bajara	27	Banswara Maise
14	Cotton-grass	28	Jaipur Guar

ORGANIC FARMING BY COUNTRY

Organic farming is practised around the globe, but the markets for sale are strongest in North America and Europe, while the greatest dedicated area is accounted for by Australia, the greatest number of producers are in India, and the Falkland Islands (Malvinas) record the highest share of agricultural land dedicated to organic production.

1 Organic farming by continent

- 1.1 Africa
- 1.2 Asia
- 1.3 Europe
- 1.4 North America
- 1.5 Latin America and the Caribbean
- 1.6 Oceania

Africa

In Africa, there are almost 900,000 hectares of certified organic agricultural land (end 2007). This constitutes about three percent of the world’s organic agricultural land.

Asia

The total organic area in Asia is nearly 2.9 million hectares. This constitutes nine percent of the world’s organic agricultural land. 230’000 producers were reported. The leading countries are China (1.6 million hectares) and India (1 million hectares

Europe

As of the end of 2007, 7.8 million hectares in Europe were managed organically by more than 200,000 farms. In the European Union, 7.2 million hectares were under organic management, with more than 180,000 organic farms. 1.9 percent of the European agricultural area and four percent of the agricultural area in the European Union is organic. Support for organic farming in the European Union and the neighboring countries includes grants under rural development programs, legal protection and a European as well as national action plans.

North America

In North America, almost 2.2 million hectares are managed organically, representing approximately a 0.6 percent share of the total agricultural area. There are is 12,064 organic farms.

Latin America and the Caribbean

In Latin America, 220’000 producers managed 6.4 million hectares of agricultural land organically in 2007. This constitutes 20 percent of the world’s organic land..

Oceania

This region includes Australia, New Zealand, and island states like Fiji, Papua New Guinea, Tonga and Vanuatu. Altogether, there are 7’222 producers, managing almost 12.1 million hectares.

The organic retail sale in many countries

The growth of organic foods in several countries has been dramatic in the past 2 decades although there too many pro and contradictive statements about it. The highest ascend level of organic retail sales is in the Norway about 46 % and followed by Germany with 42%, Us with26%, Denmark with 21%, UK and Sweden with 19%, Austria with 18%, Finland with 10%,and Italy with 2%.

Organic retail sales

Norway	€60m	+46%
Germany (part)	€459m	+42%
US	€2.6bn	+26%
Denmark	€500m	+21%
UK	€2.1bn	+19%
Sweden (KRAV, part)	€170m	+19%
Austria	€194m	+18%
Finland	€63m	+10%
Italy	€425m	+2%



IMPLICATIONS

The themes identified in this review suggest that the stakeholders of organic foods have much to do if the industry is to grow and to serve the varied consumer interests. Even the basic understanding of what 'organic' means is not universal. If consumers cannot distinguish organic from conventional food on reasonable criteria, it is not surprising that they do not purchase organics at greater rates. It is incumbent on marketers, retailers, and producers to better convey relevant information to consumers. Appropriate educational materials that could broaden the organic food consumer base need to be developed. Marketers need to include information pertaining to Production methods, environmental benefits, positive contributions to local economies, etc. By not engaging in proactive, strategic marketing, the industry has left consumers to figure it out on their own.

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. The study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic food products. The respondent without doubt attracted towards Organic food products. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing organic food products.

Organically grown products are available in the markets but in limited amounts though the growing demands are there for such products. Consumers are willing to pay price premium of 5-50% for organic products which could be viewed as the cost of investment in human health. Knowledge and awareness about organic products could affect attitudes and perceptions about the product and, ultimately, buying decisions of the consumers. Vegetables followed by fruits and beans are the most preferred and highly demanded the commodities at present and the price of vegetables specially the leafy ones are higher than other normal vegetables. But, quality characteristics affect consumers' preferences for organic products; with the most important including health and nutritional value, taste, and fresh and general appearance. Consumers' willingness to purchase is influenced by limited and erratic supply, higher price of the products and very limited access and information.

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