

Consumer Attitude towards Organic Food Products in Coimbatore City

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ABSTRACT:

Organic food products concept is developing around the world that has come into reality due to the side-effects of the chemical contents. This has major impact on the health of the people who suffer with ailments that constantly affect their natural system. Hence, the food product consumption which forms the strong side of life through Organic food products, that replaces the artificial growing which causes numerous diseases to the immune system of the children to the grown-up. Organic food revolution and organic promotion there by helps in protecting the self health and the nature as well. Many efforts are needed to raise the development of organic food product by communicating its benefits to get probable consumers. The study aims to find the awareness level and attitude towards organic food products. This study also helps to reveals their opinion towards the obstacles faced in purchasing organic food products.

Keywords: Organic food products, consumer attitude, health and environment.

INTRODUCTION:

Organic food items that are prepared and processed without using any chemicals. Organic foods have been traditional to contain 50 per cent more vitamins, minerals and nutrients than similar food that is produced in ordinary manner. Organic food is good in health than usual food is type of strong, and is that the main reason for increase in its demand in its require over the past 5-6 years. The market place for organic food products in India has been growing at a rapid pace over the previous few of years. Rising health consciousness among bourgeoisie consumers in major cities across India has been the key factor contributing to growth within the market. Organic food products include various food categories starting from fruits & vegetables, dairy products, processed foods, pulses & food grains other products like beverages, confectionaries, etc. Implementation of varied standards to enhance the standard of organic food produced within the country is estimated to improve growth in India's organic foodstuff over subsequent five years.

STATEMENT OF THE PROBLEM

Health consciousness plays essential role in the attitude and preference of consumers towards organic food products generally. The non organic food products creates an impact on environmental and on the life cycle balancing. Awareness about organic products are growing day-by-day. The prospective buyers using products which are unsafe to the consumers have got awareness on organic products started buying and utilizing for their regular consumption. The researcher shows interest on the positive impact to the society thus this particular study helps to investigate the following question:

- ❖ What is the attitude of the consumers towards organic food products?
- ❖ Which factors influence the consumer to buy organic food products?
- ❖ What are the problems faced by the respondents in purchasing organic food products?

OBJECTIVES OF THE STUDY:

- ❖ To find the consumer attitude towards organic food products.
- ❖ To identify the factors influencing consumer to buy organic food products.
- ❖ To identify the problem faced by the respondents in purchasing organic food products

RESEARCH METHODOGY

Source of data

The primary and secondary data were used for the study. The primary data was collected using the method of questions adopted to collect the information from the respondents about the organic food products. Secondary data was collected from journals, magazines, websites and articles.

Sampling design

A sample of 100 respondents was selected from Coimbatore using random sampling technique

Area of the study

The study is undertaken in Coimbatore city

Data analysis

The statistical tools used for the study are follows

- ❖ Percentage analysis
- ❖ Chi square test

LIMITATIONS OF THE STUDY:

- ❖ The study of the sample size is limited to 100 and the area of study is restricted to Coimbatore.
- ❖ Products considered for the study were only limited to organic food products.

REVIEW OF LIETRATURE

S. Nethra (2019)¹ The study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic products. It is essential to support the local farmers to produce more organic food and it should be sold in the local market where the small farmers can earn reasonable profit instead of exporting them to various countries.

Md Tareq Bin Hossain and Pei Xian Lim (2016)² evaluated the current status of consumers' buying behavior towards organic foods in the emerging market. The study found that government support and policy, perceived beliefs and attitudes, knowledge and availability have a significant positive relationship with consumer behavior towards organic foods.

J. Padmathy and R. Saraswathy (2016)³ investigated the relationship between variables that affect consumers buying behaviour for organic products and identifies the price levels consumers prefer to pay for organic products in Thanjavur district. The findings of the study reveal that there is significant relationship between the variables which affects consumers, buying behaviour for organic products.

Gracia, A., & de Magistris, T.(2013)⁴ found in his study that consumers' attitudes towards health and environmental benefits provided by organic foods are the most important factors explaining, both, the intention to purchase and the final decision. Income & knowledge positively influences the final decision to buy organic food products.

1.Place of purchasing organic food products

Table showing place of purchasing organic food products

S. No	Place of purchasing	No of respondents	Percentage
1	Super market	17	17%
2	Local market	37	37%
3	Farmers	20	20%

4	Organic food stores	19	19%
5	Health stores	7	7%
	TOTAL	100	100%

Source: primary data

The above table shows that 37% of the respondents are purchasing organic food products in local market, 20% of the respondents are purchasing organic food products by farmers, 19% of the respondents are purchasing organic food products in organic food stores, 17% of the respondents are purchasing organic food products in super market, 7% of the respondents purchasing organic food products in health stores.

Most 37% of the respondents are purchasing organic products in local markets

2. Factor influence for purchasing organic food products

Table showing Factor influence for purchasing organic food products of the respondents

S. No	Factor influence	No of respondents	Percentage
1	More value	18	18%
2	More taste	23	23%
3	More trust	26	26%
4	Long life	26	26%
5	More Seasonal product	7	7%
	TOTAL	100	100%

Source: primary data

The above table shows that 26% of the respondents are gives importance to more trust and long life while purchasing organic food products, 23% of the respondents are gives importance to more taste while purchasing organic food products, 18% of the respondents are gives importance to more value while purchasing organic food products, 7% of the respondents are gives importance to more seasonal products while purchasing organic food products.

Most 26% of the respondents gives importance to more trust of product.

3. Opinion on finding organic food products

Table showing opinion on finding organic food products by the respondents

S. No	Opinion	No of respondents	Percentage
1	Very difficult	12	12%
2	Difficult	32	32%
3	Neutral	29	29%
4	Easy	20	20%
5	Very easy	7	7%
	TOTAL	100	100%

Source: primary data

The table shows that 32% of the respondent are gives opinion on difficult to finding of organic food products, 29% of the respondent are gives opinion on neutral to finding of organic food products, 20% of the respondent are gives opinion on easy to finding of organic food products, 12% of the respondent are gives opinion on very difficult to finding of organic food products, 7% of the respondent are gives opinion on very easy to finding of organic food products.

Most 32% of the respondent are gives opinion on difficult to finding of organic food products

4. Problems face on purchasing organic food products

Table showing Problem face on purchasing Organic food products of the respondents

S. No	Problems	No . of respondents	Percentage
1	Lack of availability	29	29%
2	Less varieties	38	38%
3	Lack of information	23	23%
4	Tend to forget	10	10%

	TOTAL	100	100%
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Source: primary data

The above table shows that 38% of the respondents facing less varieties problem on purchasing Organic food products of the respondents, 29% of the respondents facing lack of availability problem on purchasing Organic food products of the respondents, 23% of the respondents facing lack of information problem on purchasing Organic food products of the respondents, 10% of the respondents facing tend to forget problem on purchasing Organic food products of the respondents.

Most 38% of the respondents facing less varieties problem on purchasing Organic food products of the respondents

5. Most affecting factor

Table showing most affecting factor while reading the label on packages of the respondents

S. No	Most affecting factor	No . of respondents	Percentage
1	Not clear	29	29%
2	Time consuming	38	38%
3	Difficult to understand	23	23%
4	Too confusing	10	10%
	TOTAL	100	100%

Source: primary data

The table shows that 38% of the respondents are choosing time consuming as affecting factor while reading the label on packages, 29% of the respondents are choosing not clear as affecting factor while reading the label on packages, 23% respondents are choosing difficult to understand as affecting factor while reading the label on packages, 10% of the respondents are choosing too confusing as affecting factor while reading the label on packages.

Most 38% of the respondents are choosing time consuming as affecting factor while reading the label on packages

CHI SQUARE TEST

The chi square result at 5% level of significant sates that with the significant value of 0.425. Hence, there is no association between the place of living and the type products purchasing by the respondents

Hence, the null hypothesis is accepted.

H0: there is no association between family income and amount spend for organic food product purchasing by the respondents.

Family income and amount spend for organic food product purchasing by the respondents

Family Income		Amount spend for organic food products			Total	Chi square @ 5% level
		Below 2000	2000-4000	Above 4000		
Below 20000	No	8	1	0	9	Chi square Value Df 8 Sig 0.23
	%	88.9%	11.1%	0%	100%	
21000-30000	No	14	18	1	33	
	%	42.4%	54.5%	3.0%	100%	
31000-40000	No	8	14	5	27	
	%	29.6%	51.9%	18.5%	100	
41000-50000	No	7	7	4	18	
	%	38.9%	38.9%	22.2%	100%	
Above 50000	No	5	4	4	13	
	%	38.5%	30.8%	30.8%	100%	
Total	No	42	44	14	100	

	%	42%	14%	14%	100%	
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The chi square result at 5% level of significant sates that with the significant value of 0.23. Hence, there is no association between the family income and amount spend for organic food product purchasing by the respondents. **Hence, null hypothesis is accepted**

SUGGESTIONS

- ❖ The creation of awareness level of organic food products is essential among consumers.
- ❖ More people choose for organized organic outlet, hence, proper display, arrangements, showcases, etc. activities will certainly attract the consumers towards their attitude to go for organic food products.
- ❖ Government shall take necessary steps to increase the development for consumption of organic foods by rising public awareness (such as programs and advertisements in TV and other channels).
- ❖ Government should come forward to provide subsidy for organic producers and farmers to cultivate that will equally help in improving the business and the health situation of the people in the country.
- ❖ The choice of the consumers will be more if the organic food products are offered in all places .

CONCLUSION

Form the study it is been found that majority of the respondents are male belongs to nuclear family are aware of organic food products through television, using organic food products for 1 to 2 years read the label on packages to check the manufacturing and expiry data. They purchase fruits regularly. The major problem found between the consumer is lack of varieties. Using new breeding techniques and precision breeding techniques more varieties of organic food products can be developed. Farmers, Marketers and Government can frame effective strategies in creating awareness regarding the availability of new varieties of organic

food products. The research concludes that consumer attitude plays a vital role in determining the buying behavioral aspect for selecting organic food.

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