



A STUDY ON AWARENESS LEVEL OF CONSUMERS IN ORGANIC FOOD PRODUCTS IN TIRUCHIRAPPALLI CITY

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ABSTRACT

The worldwide request for organic food particulars has been developing basically since the most recent decade. Organic food products have come most popular in public. The husbandry of organic product is a new practice which adjusts the ecological sustainability and likewise controls the inconvenient impact both on client's safety by making a positive study in the minds of the guests. This literature review is developed by using the secondary data collected from colourful exploration papers from SSRN and the internet. The purpose of this paper to examine the awareness level of customer in Tiruchirappalli city has used organic food products.

Key Words: Organic Farming, Organic Food, Biodiversity, Chemical Fertilizer.

Cite this Article: C. Meena and Dr. M.A. Parveen Banu, A Study on Awareness Level of Consumers in Organic Food Products in Tiruchirappalli City, International Journal of Management (IJM), 11 (3), 2020, pp. 808–814.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=3>

1. INTRODUCTION

Over the once two decades, the organic food product system was converted from an approximately coordinated network of original directors and consumers, into a globalized system that defines formally regulated trade that links socially and spatially distant places of product and consumption (Vrhovec-Zohar, et al,2018) and sustainable development strategies in the agri-food assiduity vary extensively, ranging mainstream husbandry getting more ecological through the development of original product and consumption net-workshop, organic husbandry to fair trade (Bryla, P, 2015). With growing modernization, rear most agrarian food products are being seen in the market. Usage of synthetic fertilizers and fungicides has cost immense detriment to mortal health and to the soil. Moment and adding number of guests are shifting to organic products for consumption. Organic products are grown under a system of husbandry without the use of chemical diseases and fungicides with an environmentally and socially responsible approach (Kumar, P.,and Choudhary ,H., 2017) Organic agrarian products have a unique system of product which protects the terrain and minimises the corrosion of soil and thereby reduces pollution by encouraging a balanced system of operation of organic standard for husbandry products in India and other husbandry.(Mendon, S et al, 2020)

The request for organic food products is growing fleetly worldwide. Similar foods meet pukka organic norms for product, running, processing and marketing. Most specially, the use of synthetic diseases, fungicides, and inheritable revision is not allowed. One major reason for the increased demand is the perception that organic food is more environmentally friendly and healthier than conventionally produced food.

2. ORGANIC FOOD

Colorful terms similar as 'bio', 'eco' and 'organic' are used to relate to organic products. The term 'memoir/ natural' prevails in Latin and Germanic languages. English' speaking countries substantially use the term 'organic'. More specifically, the term 'organic' refers to an overall system of ranch operation and food product and aims at sustainable husbandry, high-quality products and the use of processes that don't harm the terrain, and mortal, factory are best health and wealth. Still, these extensively used terms in food marketing have a variety of delineations, utmost of which are vague and assume to indicate that are minimally reused and all of whose constituents are natural products. Organically grown foods are indeed not to be confused with foods vended as 'natural'. In the United States of America (USA) for illustration, the term 'organic' can be used for pukka organic products, while the maker 'each-natural' is a fairly limited expression.

3. BENEFITS OF ORGANIC FOOD

While the sustainable nature of organic husbandary is generally accepted, its health and nutritive benefits are still extensively batted. The use of (organic) fungicides and the possible preference of remainders in organically grown crops also attract a lot of attention. A difficulty comes from the fact that, when assessing the results of being studies, at least three different aspects are treated contemporaneously

- The difference in nutritional elements;
- The benefits for human health
- The impact in the environment

From a strictly nutritional perspective, Scientists have set up little advantage in organic foods. In 2012, a deep review of 240 studies set up those organic foods weren't significantly further nutritional than their conventionally grown counter parts.

For nutrition experts, the endless debate on the benefits of organic yield is just a distraction from the real issue at hand, which is that a maturity of Europeans doesn't reach their recommendations of the World Health Organisation (WHO) on a diurnal consumption of vegetables and fruits of any types-around 400g per day-which is a more burning concern.

From a health perspective, the position of fungicide reminders was set up to be lower among organic yield and a more recent study from 2014 revealed smaller fungicide reminders, and 20 to 40 advanced situations of antioxidants in organically grown crops. It's still unclear whether antioxidants can ameliorate mortal health and their precise part is still being batted.

From an environmental perspective, Interpreters assert that the stylish reason to buy organic food is for the lower impact and sustainable product values and that any nutritive benefit should simply be considered a 'perk'.

4. REVIEW OF LITERATURE

Mendon, S et al(2020) The husbandry of organic products is a unique practice which balances the environmental sustainability and also controls the mischievous effect both on client's safety by creating a positive notion in the minds of the guests. The study is principally related to the growth of Organic ranch products and its influence towards client station which leads to buy intention. M, R.K. (2020) Organic food products are fruits that are proceeds without using synthetic accoutrements similar as fungicides, antibiotics and chemical diseases. These are organic fruits, vegetables, dairy products, organic rice, beats, oil painting, beauty products, indeed readymade eatables are reused by terrain friendly styles. During the product, non organic food products use replicas. Generally, these replicas include fungicides and diseases. Gumber, G., and Rana, J. (2020). The global request for organic food products has been growing significantly since the last decade. Indian organic food request has also witnessed growth and is anticipated to grow at a significant 25-30 percent. Singhel, N (2018) Organic foods claim to help serve several benefits including wholesomeness and sustainable product. But they largely warrant client support and therefore lower request demand due to the lack of knowledge, trust and information about similar food products.

Nedumaran,G., and N,M(2020) The end of the paper is to assess the involvement of organic husbandry to amplify the sustainability of Organic husbandry. Wide use of chemicals in inorganic food product technology impelled the health careful people to discover and support organic husbandry styles in husbandry. Particularly in poorer countries sustainable Organic Farming can throw into meaningful socio-profitable and economically sustainable development. Paul,J., and Rana,J(2014) The main ideal of this study is to understand the geste of ecological consumers and their intention to buy organic food. The study aims to determine the factors impacting consumer geste towards organic food and the result indicates that health, vacuity and education from demographic factors appreciatively impact the consumer's station towards buying organic foods. Overall satisfaction for organic food is further than inorganic food but the satisfaction position varies due to different factors. Nalange,T.(2020) Organic husbandry began long back , and is further of a rejuvenescence of how effects used to be , although with advanced outfit, stream lined force chains , and the benefits ultramodern marketing strategies and merchandising ways over the last many times there has been a unforeseen and rapid-fire increase in demand for organic products each over the country.

5. METHODOLOGY

Nature of study

This study is descriptive in nature. It analyses the consumer's awareness level in the organic food products. It represents the analytical tools like Simple percentage and Chi – Square Test to analyse the awareness level of organic food products in the market.

Sources of data

This study is based on Primary data; it collected directly from the consumers. In addition, the other sources such as books, journals and relevant websites have also been used.

Sampling design

The sampling technique in this research is convenient sampling method. The sample size comprises of different types of consumers who are using organic food products. The study is focused in Tiruchirappalli city with 120 questionnaires being circulated but in 100 filled in responses complete in all aspects.

Collection of data

This study is fully based on the primary data. The questionnaires were collected directly from the organic food users.

Table No. 1 Demographic Profile of The Respondents

Particulars	Respondents	Percentage
Gender	Male	36
	Female	64
	Total	100
Age	21-30	36
	31-40	52
	41-50	5
	Above 50	7
	Total	100
Education	Graduation	54
	Post Graduation	20
	Others	26
	Total	100
Occupation	Govt Employee	12
	Private Employee	27
	Self Employment	35
	Professionals	12
	Others	14
	Total	100
Income	Rs. 25,001 – 50,000	52
	Rs. 50,001 – 75,000	21
	Rs. 75,001 – 1,00,000	17
	Above 1,00,000	10
	Total	100

Source: Primary Source

The above table shows that 64% of the respondents are Female, 52% are in the age 31-40, 54% of the respondents are Graduates, 35% of the respondents are Self Employed, and 52% of the respondents are having monthly salary of Rs. 25,001 – 50,000.

Table No. 2 Socio Economic Profile

Particulars	Respondents	Percentage
Often purchase	Daily	10
	Weekly	33
	Fortnightly	28
	Monthly	20
	Occasionally	9
	Total	100
Awareness Level	Yes	80
	No	20
	Total	100

Source: Primary Source

From the above table 33% purchase the products weekly, 80% of the respondents are aware of the organic products.

6. TESTING OF HYPOTHESIS

H₀₁: There is no association between Age and Often purchase

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * purchase	100	100.0%	0	0.0%	100	100.0%

Gender * Purchase Crosstabulation

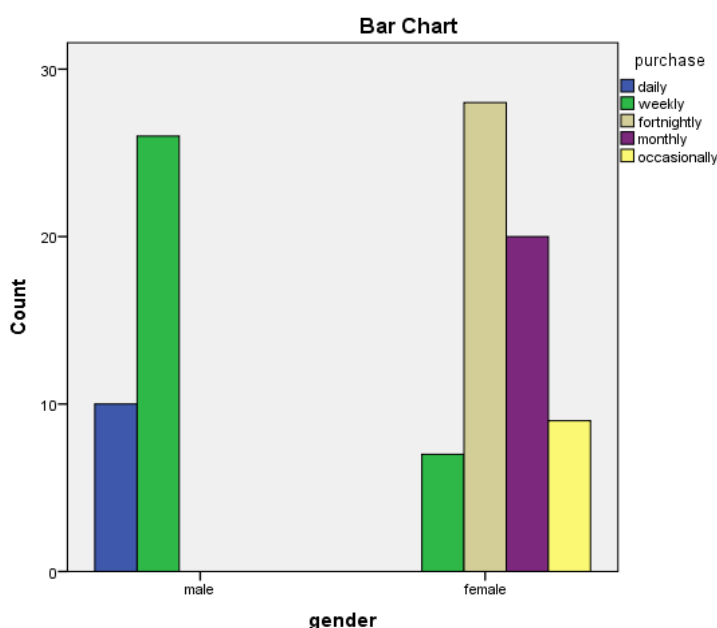
Count

		purchase					Total
		daily	weekly	fortnightly	monthly	occasionally	
gender	male	10	26	0	0	0	36
	female	0	7	28	20	9	64
Total		10	33	28	20	9	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.063 ^a	4	.000
Likelihood Ratio	96.578	4	.000
Linear-by-Linear Association	55.880	1	.000
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.24.



The Pearson Chi-Square significance value .000 is lower than .05. Hence the Hypothesis is rejected. So, there is association between preference towards Age and Often purchase of the product.

7. FINDINGS

- 64% of the respondents are Female.
- 52% are in the age 31-40, 54% of the respondents are Graduates.
- 35% of the respondents are Self Employed.
- 52% of the respondents are having monthly salary of Rs. 25,001 – 50,000.
- 33% purchase the products weekly.
- 80% of the respondents are aware of the organic products.
- The Chi-Square test of significance proves that there is association between preference towards Age and Often purchase of the product.

8. SUGGESSTIONS

The most successful consumer information and mindfulness enterprise can be done by dealers or marketers are delivering the communication about organic foods repetitively and constantly through colourful modes of communication similar as their websites, newsletter, by advertising in magazines and stores, furnishing backing for events, product slice at stores and through media content about their products. Marketers must easily use the “Consumer testament” factor of perception if they’ve further men as the in-store walk in guests. Marketers can borrow a single strategy when it comes to the marketing sweats aimed at both men and women with respect to the factors “Health Benefits” and Free from Chemicals.

9. CONCLUSION

Health benefits surfaced as the most important determinant of the factors affecting consumer preference towards purchase of organic food products. Major variables constituting this factor included health, safety, rich in nutrients, natural and food free from impurity. Consumer testament towards the conception of organic food products was linked. Free from chemicals aspects of organic food products no complements, unalloyed and non-poisonous. Hence, the study revealed that consumer’s overall preference for purchase of organic food products is primarily determined by two factors of perception that have surfaced from the study. Overall preference = Taste Chemical-free.

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