

CONSUMER AWARENESS AND BUYING BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

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Abstract

The Consumption of organic food product and usage is highly determined by market demand. This is reflected in consumers awareness and buying behaveiour towards organic food products. The research of 120 respondents. Results indicated that the main reasons for purchasing organic food products are on expectation of a healthier and environmentally friendly means of production the health benefit of organic food products & well known and this has increased the demand for organic products through there is a considerable resistance to organic food product due to increase difference with satisfaction. This variation in price income is playing a significant role in consumer awareness and buying behaviour towards organic food products. This study aims at understand the significance of income, its effects on consumer and the consumers reactions towards satisfaction.

Introduction

Organic foods are made according to contain production standards. For the vast majority of human history, agriculture can be described as organic only during the 20th century was a large supply of new syntheric chemicals introduced to the food supply. This most recent style of production is refered to as “Conventional through organic production has been the convention for a much greater period of time. Organic food tromulates into “Yuki Shokuhin “in Japanese. However “Yuki Shokuhin ” means a food product that contains low or no chemicals added in the growing and production process. In December 2000, the National Organic standards Board of the US department of agriculture (USDA) established a national standard for the term “Organic”

Statement of the Problem

The study is conducted to know the problem faced by the using non organic products, which has chemical fertilizers input to get more yield of the products today the world requires new discussion and innovation which are leads to the potential buyers usage of harmful to the consumers have got awareness among organic products started buying and utilizing their regular consumption the research shows to know the consumers awareness and buying behaviour related with organic food products.

Objectives of the Study

- To study the respondents awareness towards organic food products.
- To study the consumer attitude towards buying organic food products.
- To study the consumers interest to pay for organic food products.
- To suggest suitable measurement for improving the marketability of organic food products.

Research Methodology

- Research design : The research design adopted in the study was descriptive design.
- Area of Study : The area of the study is in Coimbatore City
- Period of Study : The study was conducted for the period of two months.
- Source of Data : The study is based on primary and secondary data collection.
- Sampling Design : The sampling design is Convenient sampling a sample of 120 respondents was taken into account for finding their uses the organic food products.
- Tools for analysis : The collected data is analysed with the help of statistical tools like Chi - square analysis and average ranking analysis.
- Limitation of Study : The area was wide since it is confined only the selected area and hence no generalization can be made. The accuracy depends upon the respondents information.
- Analysis and Interpretation :
- Chi - Square analysis :
- Hypothesis : There is no significant relationship between monthly income and consumer Satisfaction.

Since $\chi^2 = 21$ for degree of freedom at 5% level and $\chi^2_{table} > \chi^2$ the null hypothesis is accept. So there is no relationship between monthly income and their level of satisfaction of organic food products.

Table - 1

Monthly income and their level of satisfaction of organic food products

Monthly income	Highly satisfied	Satisfied	Neutral	Dissatisfaction	Highly Dissatisfaction	Total
Below 10000	8(31%)	7(27%)	7(27%)	6(23%)	3(12%)	31(120%)
Rs.10001-20001	5(22%)	3(13%)	4(18%)	6(27%)	9(40%)	27(120%)
Rs.20001-40001	7(30%)	4(17%)	8(34%)	5(22%)	4(17%)	28(120%)
Above40001	4(14%)	6(21%)	10(35%)	7(25%)	7(25%)	34(120%)
	24	20	29	24	23	120

Table - 2

Ranking Factors influence to choose organic food products

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX	Total	Mean	Rank
	9	8	7	6	5	4	3	2	1			
Quality	11	12	10	15	21	11	12	15	13	120	4.86	7
Score	99	96	70	90	105	44	36	30	13	583		
Quantity	11	8	19	10	12	13	18	12	17	120	4.69	9
Score	99	64	133	60	60	52	54	24	17	563		
Price	13	12	14	14	11	9	13	14	20	120	4.77	8
	117	96	98	84	55	36	39	28	20	573		
Availability	14	12	14	13	11	14	15	15	12	120	4.97	5
Score	126	96	98	78	55	56	45	30	12	596		
Taste of	6	16	21	14	14	11	12	13	13	120	5.02	4
The Product	54	128	147	84	70	44	36	26	13	602		
Health	19	8	8	19	15	15	11	13	12	120	5.09	3
Maintenance Score	171	64	56	115	75	60	33	26	12	612		
Packing	13	12	13	14	10	18	14	13	13	120		
Score	117	96	91	84	50	72	42	26	13	591	4.92	6
Suitability for child	19	20	8	12	11	14	13	10	13	120	5.35	1
Score	171	160	56	72	55	56	39	20	13	642		
Advertisement	14	20	13	9	15	15	12	15	7	120	5.32	2
Score	126	160	91	54	75	60	36	30	7	639		

The above table reveals that the respondents have assigned first rank to suitable second rank to interfeferer advisement, third rank to health, fourth rank to taste of, fifth rank to availability sixth rank to packaging, seventh rank to quality, eight rank to price after ninth rank to quantity.

Majority of the respondents ranked to suitable in various consumer problems.

Findings

- There is no significant relationship between monthly income and their level of satisfaction.
- Majority of the respondent ranked first to the suitability to the childrens.
- Majority of the customers aware about the organic food products.
- Organic food is creating brand loyalty among general public.
- Respondents believe the quality of the products.

Suggestions

- The creation of awareness of organic food products is necessary among consumers.
- Allocate individual section for organic food products in departmental stores.
- Positioning by reputation for quality only organic.
- “Organic “ to be promoted as the way of life them considering it as “Product”
- The agriculture marketing and co- operative departments to helps farmers get a good price for organic productions.

Conclusion

Consumer behaviour plays a major role in organic food product segment. Organic food consumption is increased because of environmental and health issues associated with food production. The study bought out the fact that the people were well aware of images and availability, but not loyal entirely to organic food products. The respondents 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.

Reference

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Web sites

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