



CONSUMER PERCEPTION AND AWARENESS TOWARDS ORGANIC FOOD PRODUCTS

A.AKSHAYA RAJ, Ph.D Research Scholars, Department of Commerce & Research Centre
St. John's College of Arts & Science, Ammandivilai. Affiliated to Manonmaniam Sundaranar
University, Abishekapatti, Tirunelveli – 627 012 Tamilnadu, India

Dr. M. EDWIN GNANADHAS, Principal, St. John's College of Arts & Science, Ammandivilai.
Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012 Tamilnadu,
India

ABSTRACT

Organic food products are seen as being more nutritious, more advantageous, more secure, and natural. They contain fewer chemical deposits and taste superior to anything ordinary nourishment consequently; customers are willing to pay premium cost for organic food. Therefore, while organic agriculture may relate to a set of different improved practices, the term organic in and of itself is not a guarantee of food safety. Organic product related certification and other regulatory factor, and their attitude. The research concludes that consumers are very much aware of organic food products.

Key words: Organic, Chemical, Agriculture

INTRODUCTION

Today's consumers are moving towards consumption of organic food in place of conventional food, to avoid adverse health effects of chemical preservatives present in non – organic food. India has emerged as one of the largest markets in the world for organic food. Organic food players are progressively offering their items through online sites and retail locations. Many people have an opinion on whether organic food is healthier compared to conventional food. It may be surprising to know that only a very small number of scientific studies have addressed this question directly.

The reason is that it is far easier to measure the vitamin content of organic and conventional fruit, than to measure if either one is healthier. The nowadays consumers are more and more interested in knowing the source of the food they are consuming. Some key trends in global organic food consumerism include sustainable development, ethical action, human and animal welfare, environmental protection, and transparency of production.

OBJECTIVES

- ❖ To find out the demographic profile of the sample respondents.
- ❖ To understand the factors stimulating the perception and awareness on green marketing organic food products.

SCOPE 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.

STATEMENT OF THE PROBLEM

The organic food market is emerging stage has experienced steadfast growth in the few years. The current growth in the organic market is driven by health factor and safe consumption. Health issues are becoming consumer's priorities to purchase the organic food products. These are the main driving force while purchasing the organic food products. So the present study is undertaken on the title of Consumer perception of green marketing with special reference to organic food Products.

METHODOLOGY

The present study is an empirical in nature, based on both primary and secondary data. Primary data were collected from 135 sample respondents with the help of well-Structured interview schedule. Secondary data were collected from the journal, books, magazines and internets.

REVIEW OF LITERATURE

Bo Chen and Sayed Saghaian (2017), study examine about consumer preference for organic food can affect choice of retailing format. Whereas they shop less in warehouse club and convenience store. this has strong managerial implication for retailer.

Siti hasanah Hassan, Loi Wai Yee et al. (2015), indicated various factors that influence the intention to buy organic food products and they are environmental concerns, health factors and value but the knowledge towards organic food is not significant influence in buying organic foods.

Mohamed Bilal Basha & K. Ramesh (2014), in their study indicates that health concern is the first motivation of organic food consumers chosen for the study and also examined the impact of demographic variables on the buying intention of consumers of organic food products.

Analysis of Data

In research study, the customer perception and awareness towards organic food product. The researcher must find out the demographic profile of customers and Garrett ranking method.

TABLE -1. ANALYSIS AND INTERPRETATION

S.No	Gender	No. of respondents	Percent
1	Male	56	41.5
2	Female	79	58.5
	Total	135	100.0
S.No	Age	No. of respondents	Percent
1	20-30	69	51.1
2	31 and above	66	48.9
	Total	135	100.0
S.No	Marital status	No. of respondents	Percent
1	Married	82	60.7
2	Unmarried	53	39.3
	Total	135	100.0

Source: Primary data

The above table shows that 58.5% of the consumers are female and 41.5% of the consumers are male. Majority comparisons 51.1% consumers are under the age group of 20-30 years, 48.9% of the

consumers belong to 31 and above.60.7% of the consumers are married and 39.3% of the consumers are unmarried.

TABLE-2. MULTIPLE RESPONSES OF CONSUMERS ON STIMULATING FACTORS TOWARDS THE PURCHASE OF ORGANIC FOOD PRODUCTS

Stimulating Factors	Response		Percent of cases	Rank
	N	Percent		
Better taste	109	11.6	80.7%	IV
Fresh of food	130	13.8	96.3%	II
Good for my health	135	14.4	100.0%	I
Good for my children	94	10.0	69.6%	V
Do not contain pesticides/Lower residues	25	2.7	18.5%	VII
It's something new just try them	19	2.0	14.1%	VIII
Good for the environment	118	12.6	87.4%	III
It's trendy/Fashionable to buy	66	7.0	48.9%	VI
Family preferences	109	11.6	80.7%	IV
Live long	135	14.4	100.0%	I
Total	940	100	696.3%	

Source: primary data

The above table explains the composition of multiple responses of the consumers in Kanyakumari district regarding the various stimulating factors which induce consumers to purchase organic products. Based on the cumulative score of all the ten factors, two factors name good for health of livelong stand first in the ranking and hence these factors seem to be the most important in stimulating consumers for the purchase of organic products. Stimulating consumers purchase factor namely fresh of good ranks second and good for the environment ranked third, better taste and family preference ranked fourth, and good for my children, it's trendy and fashionable to buy, do not contain pesticides and lower residues and it's something new just to try them are ranked fifth, sixth, seventh and eighth respectively. It can be concluded that certain non-organic products are getting established in the market which attract the people and create awareness of organic products among the consumers. The researcher concludes that the good for health and livelong organic products is comparatively higher than the no organic products, which naturally instigate the consumers to believe in the neutrality and nutritional aspect of the products. Moreover, it also motivates them towards both purchase and usage of these products in the study area.

FINDINGS

- ❖ A majority of 58.5 percent consumers were female category.
- ❖ A highest of 51.1 percent consumers belongs to the age category of 20-30 years.
- ❖ A majority of 60 percent consumers were married.
- ❖ People are becoming aware conscious and prefer sustainable life, so people avoid chemical-based products. Therefore, chance and scope for organic food products will be more leading peace to life and long life.

CONCLUSION

- ❖ We can now grow our crops, following the natural law and adopt natural organic and biological farming systems. We can grow healthful crops. At lower cost.
- ❖ Organic food has lower pesticide residue and nitrate levels than convention foods.



Industrial Engineering Journal

ISSN: 0970-2555

Volume : 52, Issue 5, No. 6, May : 2023

- ❖ Clear promoters of healthy eating in the home.
- ❖ Organic products are the best from nature, and the best for nature.

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