

## **A Study on Consumer Preference towards Organic Products in Tirupur**

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### **ABSTRACT**

*Health is wealth, is a statement which denotes the importance of health. Now a day's people lack in health because of eating an unhealthy, adulterated food products. In order to overcome this problem people must eat and use organic products which is grown or manufactured without use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic food consumption has become the trend of the time, owing to the multiple health benefits that it offers. Organic food is absolutely natural and is packed with load of vital nutrients which is required by the body. Hence, an attempt has been made to reveal the consumer preference towards organic products in Tirupur.*

**Keywords:** Consumer, Health, Nutrition, Organic and Products

### **INTRODUCTION:**

Organic products are grown under a system of agriculture without use of chemicals, pesticides and fertilizers. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition and sound soil management, produces nutritious food rich in vitality which has resistance to diseases. India is bestowed with lot of potential to produce all varieties of agro products due to its agro climate regions. This holds promise for the organic producers to tap the market which growing steadily in domestic market related to the export market. The government of India has implemented the national programme for organic production (NPOP). The national programme involves the accreditation programme for certification bodies, norms for organic production, promotion of organic farming etc. The NPOP standards for production & accreditation system have been recognized by European commission and Switzerland as to their country standards. With these recognitions Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

### **Consumer Preference on Organic Products:**

Consumer preference on organic products is based on the general perception that organic products have more desirable characteristics than conventionally grown alternatives. Apart from health, food & environmental considerations, several other characteristics such as nutritive value, taste, freshness, appearance, colours and other sensory characteristics influence consumer preference.

### **REVIEW OF LITERATURE:**

Goldman and Hylton (1972) the definition of an organically produced food emphasizes the highlight dimensions such as 'green' and 'friendliness'. Collins, cartwright(1992) A survey of super market customers in Oklahoma and Texas indicated that over 70% of consumers were concerned about the health effects of pesticide residues and were willing to pay over 10% price premium for pesticide residue – free produce. Klosky and Tourte (1998) the definition of an organically produced food emphasizes the highlight dimensions such as 'biological' or 'natural production system'. FAO (1999) the definition of an organically produced food emphasizes the limited use of artificial chemicals in organic production. Baker, Benbrook (2002) a recent study

by consumers union showed that organically grown food have fewer and generally lower pesticide residues than conventionally grown foods. Giannakas (2002) consumers may not detect the presence or absence of organic characteristics even after purchase and use. Consumers may only know that the product is organic when they are informed. Vindigni(2002) Although the attributes associated with organic food may be difficult to identify by visual inspection alone, must consumers purchase organic products because of perception that these products have unique attributes compared to conventionally grown alternatives.

### OBJECTIVES OF THE STUDY:

- To find out the factors influencing the consumer to buy organic products.
- To find out the opinion about the price of organic products.
- To find out the level of satisfaction of the consumers.

### RESEARCH METHODOLOGY:

Both primary and secondary data were used for data collection. The secondary data were collected from various websites, journals and magazines. The primary data was collected by means of structured interview schedule. Convenient sampling technique has been used in the study, and the sample size is 100. In order to analyze the objectives of the study, several statistical methods and tests namely percentage analysis, chi square analysis, point analysis and rank correlation were used in the study.

### ANALYSIS:

This section presents the analysis of data that was collected from the respondents. The profile of the 100 surveyed respondents is depicted in this section of the research work.

#### Demographic Profile of Respondents

Factors	Category	No. of. Respondents	Percentage
Age	Below 25 years	10	10
	25-35 years	25	25
	36-45 years	30	30
	Above 45 years	35	35
Gender	Male	30	30
	Female	70	70
Marital status	Married	78	78
	Unmarried	22	22
Educational Qualification	Illiterate	20	20
	School level	48	48
	Undergraduate	24	24
	Post graduate	8	8
Occupation	Employee	17	17
	Housewife	56	56
	Business	20	20
	Professional	7	7
Family income	Below 10000	24	24
	Rs 10000-20000	29	29
	Rs 20001-30000	15	15
	Above 30000	32	32
Number of family members	2	6	6
	3	28	28
	4	42	42
	5 & above	24	24
Earning members	1	50	50
	2	24	24
	3	14	14
	4	12	12

The above table visualizes the demographic profile of the 100 respondents. More than 35% of the respondents are in the age group of above 45 years and also 70% of respondents are female. 78% of them are married, 48% of the respondent's educational qualification is school level and 56% of respondents are housewives. As far as the income is concerned, 32% of them earn above Rs 30000 and 42% of the respondents have 4 members in their family and 50% of respondents have one earning member in the family.

#### Awareness on Organic Products

Awareness	No. of. Respondents	Percentage
<b>Sources of Awareness</b>		
Magazine	17	17
Leaflets	10	10
Meetings	16	16
Friends & relatives	57	57
<b>Period of Awareness</b>		
Less than 1 Year	20	20
1-2 years	34	34
2-3 years	32	32
Above 3 years	14	14

The above table reveals that majority of 57% of respondents are aware about organic products through friends & relatives and 34% of respondents are aware about organic products for 1-2 years.

Factors	Opinion	No. of. Respondents	Percentage
Price	Low	5	5
	Medium	45	45
	High	50	50
Usage of Poly Bags	Yes	29	29
	No	71	71
Certification	Yes	88	88
	No	12	12
Preservation Status	Low	10	10
	Medium	73	73
	High	17	17
Improvement in Health	Low	18	18
	Medium	62	62
	High	20	20
Contribution towards environment	Yes	100	100
	No	0	0

The above table reveals that majority of 50% of respondents are of the opinion that price of the organic products is high, 71% of the respondents do not prefer organic products in poly bags, 88% of the respondents feels that organic products purchased are properly certified and 73% of the respondents says preservation status of organic products are medium, 62% of the respondents feels that improvement in health after consuming organic products are moderate and 100% respondents are aware about their contribution to the environment by the usage of organic product.

#### Factors that Influence to Purchase Organic Products

Factors	Total points	Rank
Safety	311	I
Nutritious	255	II
High Quality	226	III
Taste	208	IV

The above table reveals that first rank is assigned to safety, second rank is assigned to nutritious, third rank is assigned to high quality and fourth rank is assigned to taste.

### Level of Satisfaction with Organic Products

Organic Products	Highly satisfied	Satisfied	Moderate	Dissatisfied	Highly Dissatisfied	Total points	Mean score
Organic pulses	40	46	7	4	3	416	4.16
Organic Rice	50	34	12	2	2	428	4.28
Organic Oil	39	49	5	4	3	417	4.17
Organic beauty products	48	34	10	6	2	420	4.20
Organic fruits& vegetables	48	38	8	4	2	426	4.26
Organic readymade eatables	45	42	5	6	2	422	4.22

The mean value obtained by all the organic products is greater than the normal mean value. Hence most of the respondents are satisfied with organic products.

### Reason for Changing Purchasing Behaviour from Non- Organic to Organic

Reason	Totalpoints	Rank
Harmful effect on human body	627	I
Pesticides	626	II
Chance of food poisoning	624	III
Environment pollution	584	IV
Herbicides	470	V
Harmful preservatives	465	VI
Irradiation	397	VII
Soil erosion	383	VIII
Sewage sludge	342	IX

The above table reveals the ranking of reasons for changing purchasing behavior from non-organic to organic products. The most of the respondents change their purchasing behavior from non-organic to organic products because non organic products are harmful to human body.

### CHISQUARE ANALYSIS:

**Hypothesis:** There is no relationship between personal factors and level of satisfaction

Level of Satisfaction				
S.No	Personal Factors	Calculated value	Table Value	Result
1	Sex	3.14	9.48	NS
2	Marital status	7.47	9.48	NS
3	Occupation status	27.00	21.02	S
4	Age	20.61	21.02	NS
5	Educational Qualification	9.99	21.02	NS

### SUGGESTIONS:

- Price of the organic products can be reduced to encourage more purchase.
- Certification of organic product can be made 100%.
- Issue of organic products in poly bags can be avoided.
- Government should provide subsidies or finance to encourage organic product cultivation to increase availability.
- In order to encourage more purchase of organic products there can be more number of retailers.

- Organic products can be made available in all retail shops.
- Advertisement can be given for the organic products to bring awareness among the people.

## CONCLUSION:

Health is an important aspect in our life. Without health we cannot perform any action. So health is necessary. Nowadays people are not healthy due to eating of adulterated and poisonous food. So we must go to organic products to maintain health. Nowadays many people are aware of organic products and usage has been increased to an extent which helps to provide unpolluted environment. Apart from health, food and environmental considerations, several other characteristics such as nutritive value, taste, freshness and appearance influence consumer preference.

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