



Consumer perception on organic food products in Gobi Thaluk

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ABSTRACT

Food is the means to our survival. Conversely, we are alert of the fact that the food we eat is adulterated and contaminated, the reason behind this being the use of chemicals, etc. to ripen the fruits and retain the freshness of vegetables. This can prove deadly to our health in the long run, rather than benefiting us. Ever since the environmentalists raised their apprehension regarding harmful effect of increasing use of chemicals in farming, the consumers are getting conscious and selective about edible products. This increasing awareness has caused shifts in consumers' tastes and preferences which have led to the domestic as well as global rise in demand for organic products. Awareness and knowledge has become a crucial factor in changing the attitude and behaviour of consumers towards organic foods, which in turn drives the growth in the organic food markets. This study attempted to gain knowledge about consumer awareness, perception towards organic food product consumption and how socioeconomic variables relate to consumer decision- making concerning the purchase of organic foods.

INTRODUCTION

There is no common definition of "organic" due to the fact that different countries have different standard for products to be certified "organic". In simplest words organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods. A wide range of consumers of organic food and non-organic food were addressed and scrutinized to obtain their observations and

Consumers are not having the same method of approach towards organic food. Subsequently visions towards organic food. All organic food the statistical process guides us to comprehend the relation and the model of the consumer behavior trends in organic food in India. The Definition of the word "Organic", an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance "ecological harmony" (National Standards Board of the US Department of Agriculture (USDA)).

Organic food production is a self- regulated industry with government oversight in some countries, distinct from private gardening. Currently, the European Union, the United States, Canada, Japan and many other countries require producers to obtain special certification based on government-defined standards in order to market food as organic Within their borders. In the context of these regulations, foods marketed as organic are produced in a way that complies with organic standards set by national governments and international organic industry trade organizations. The biggest advantages of organic food include: Nutrient-Denser Food: According to a State of Science Review done in 2008, organic food has more nutritional superiority than its non-organic counterparts. Stronger, More Energetic Body: No pesticides, chemicals, or processed additives bogging down your system means a smaller risk of disease, illness, and disorders in yourself. Nothing

leaves you feeling tired and gross like unhealthy junk food. It Tastes Better: True, it may not taste as good if you're accustomed to the addictive qualities of junk food additives, such as processed sugar and MSG. But after just a short time of your body experiencing truly healthy food, you'll be craving it. No, really, you will. And all the crap will start having a bad after-taste

OBJECTIVE

- To identify the factors facilitate the consumption of organic product in the study area.

SCOPE OF THE STUDY

- A Rising concern of health issues and food safety, money consumers have turned their site organic food.
- Organic food promotes a balance of human, it also promotes no artificial preservatives and best maintain the organically of food.
- A Consumer attitude towards organic food products consumption is any potential this might have for changing their behavior.
- A Consumer attitude, perception towards organic food products, willingness to pay organic food products.

LIMITATIONS OF THE STUDY

1. The responses given by the respondents have been taken as genuine no further verification is made.
2. Time is a limiting factor in carrying out an extensive research work.

REVIEW OF LITERATURE

In the previous chapter, introduction to organic products, present positions of organic products, research design and methodology adopted etc., have been stated and in this chapter an attempt is made to review the contribution of various past studies and contributions made by researcher; this will enable to identify the research gap to continue the study.

1. **Ajzen 1991** In general, the intention to purchase organic decreases with a limitation of knowledge and awareness towards those products, with many factors effecting consumers' perceptions and attitudes. In consumer behaviour theory, consumers make their own decisions based on an individual's intention to perform a behaviour, which is influenced

6. **Paddle and Foster 2005** Furthermore, consumer behaviour is a dynamic process because of continuous changes in ideas, perceptions and activities of the consumers. Attitude is shaped selectively to

by attitudes.

2. **Woese et al. (1997)** This review is concerned with our (human) conception of consumer decision-making for Organically produced foods, based on a microeconomic perspective. In this regard, this review compliments and extends the work of *Woese et al. (1997)*

3. **Brown et al. (2000)** Reported that the need for educating young generation specially those who are in their adolescence are noticeably increasing, given their regular food eating habits and behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings

4. **Aaker (2000)** Assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

5. **Krystallis 2002; Krystallis and Chrysohoidis 2005; Tsakiridou et al. 2008; and Fotopoulos a.** In any case, the importance of individual factors appears to be country specific and/or time specific. Even in cases where similar attitudes between different countries were depicted, cultural differences lead consumers to seek different values when making purchasing decisions on organic food products. Consumer behaviour involves a complex and sophisticated pattern that requires marketing research in order to understand the process.

b. The basic idea behind consumer research is the questioning of consumers about their reasons for buying, however researchers have to go deeper and also ask people how and in which circumstances they purchase and

compromise consumers' needs. Learning is gained by experience and it affects consumers' behaviour. Scientific evidence suggests that almost all behaviours are learnt. Learning

different- between stimuli and a response, 19 and consumer behaviours translated as learnt attitude, along with how it is learnt and experienced, is very important for marketers.

RESEARCH METHODOLOGY

The pattern in which a reach is carried out to arrive at a conclusion or to a final new relationship which a particular framework is called research methodology.

Research methodology also refers to the various sequence are steps to be adopted by a researcher to study a problem with certain objective in View.

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.

DESCRIPTIVE RESEARCH

It is a Fact finding investigation which is aimed at describing the characteristics of Individual, Situation or a Group (or) Describing the state of affairs as it exists at present.

SAMPLING DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. review of Literature, Details of the industry are collected from the Internet.

NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected

SAMPLE SIZE

The Sample size is **150**.

DATA COLLECTION

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research

STATISTICAL TOOL

- Henry Garrett Ranking
- Simple Percentage Method

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Present position} = 100 (\text{Rij} - 0.5)$$

Nj Where Rij = Rank given for the ith variable by jth respondents

Nj= Number of variable ranked by jth respondents.

SIMPLE PERCENTAGE METHOD

Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data.

FORMULA:

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{No.of respondent}}{\text{total no of respondent}} \times 100$$

DATA ANALYSIS

PROFILE OF THE RESPONDENTS

Respondents (500 members) who participated in the research are from diversified background with gender, age group, marital status and educational status.

TABLE NO. 1

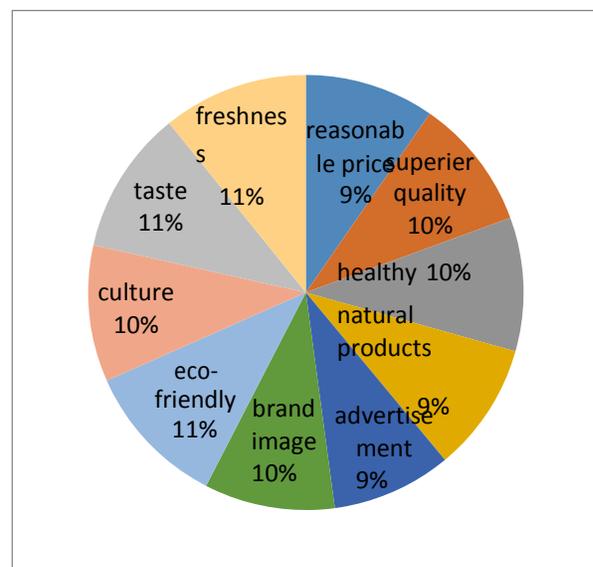
Details of the Respondents		No. of Respondents	Percent age
Gender	Male	87	58
	Female	63	42
	Total	150	100
Age Group (in Years)	Up to 20	35	23.3
	21 - 40	55	36.6
	41 – 60	37	24.6
	Above 60	23	15.3
	Total	150	100
Marital Status	Married	63	42
	Unmarried	87	58
	Total	150	100
Education al status	School Level	45	30
	UG	52	34.6
	PG	33	22
	Above PG	20	13.3
	Total	150	100

The Respondents who participated in the survey are male to a greater extent 58 Percentage male and 42percentage female Respondents participated. More respondents (36.6percentage) are of age group 21years to 40 years. This is followed by the age group of 41 years to 60 years (24.6 percent) and. This is followed by the age group Upto 20 years (23.3 percent) above 60 years (15.3 percentage). Majority of the respondents are unmarried (58 percentage). Respondents with minimum qualification of schooling are 30percentages. Most of the respondents are either under graduate (34.6 percentages); post graduate (22percentage). 13.3 percentage of above PG (who are lawyers, chartered accountants, or doctors) also participated in the research.

TABLE NO. 2

RANK THE FACTORS FOR ORGANIC FOODS PRODUCTS

S.NO	FACTORS	MEAN SCORE	TOTAL	RANK
1	Reasonable price	766	6128	3
2	Superior quality	778	4668	5
3	Healthy	790	3950	6
4	Natural products	764	6876	2
5	Advertisement	708	7080	1
6	Brand image	771	5397	4
7	Eco – friendly	858	1716	9
8	Culture	806	3224	7
9	Taste	850	2550	8
10	Freshness	859	859	10



FINDINGS

- 56% of the respondents are under the age group of **21 - 40 Yrs.**
- 70% of the respondents are **Male.**
- 53% of the Respondents are **married.**
- 61% of the Respondents have finished **graduate**
- 59% of the Respondents belong to the Monthly Income of **up to Rs 10,000**

From the above table it is evident that "Advertisement" ranked as no.1 with a total score of 7080, "Natural products" is ranked as no.2 with a total score of 6876, "Reasonable price" is ranked as no.3 with a total score of 6128, "Brand image" is ranked as no.4 with a total score of 5397, "superior quality" is ranked as no.5 with a total score of 4668 "healthy" is ranked as no.6 with a total score of 3950, "culture" is ranked as no.7 with a total score of 3224. , "Taste" is ranked as no.8 with a total score of 2550. , "Eco - friendly" is ranked as no.9 with a total score of 1716. , "freshness" is ranked as no. 10 with a total score of 859.

SUGGESTIONS

- To promote sustainable food production, the government should limit the consumption of meat production
- To purchase local agriculture products, particularly fruits, vegetables and crops.
- Research on agriculture may take climate and the nutrition plans have into consideration.
- More subsidy and research funding may be provided for organic and eco-friendly agriculture.

CONCLUSION

Majority consumers were aware of organic food, its benefits and problems associated with conventional food. However, this awareness was relatively more among educated respondents. However still majority buy conventional food and not organic regularly due to some prominent reasons like :

1. High price of goods
2. Lack of information related from where to buy.

3. Lack of easy as well as regular availability
4. Risk of getting cheated

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