

# A Study on Consumer's Attitude Towards Organic Food Products

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## ABSTRACT

The awareness on the harmful effects of chemical present in food is increasing among the consumers. Organic food consumers have come to distrust conventional product and have taken greater interest in food safety and changing their buying habits related to organic products. The trend towards purchasing organic food is growing among the people. A Study to identify what actually induces consumers to turn towards organic food and to know about the importance. Some of the prominent motivating factor to purchase organic food include environmental concern, health concern and lifestyle, product quality and subject norms. The research survey is carried among organic food consumer, the response from consumer says that there is a high level of price premium perception that only on vegetables and fruits are organically processed and remaining all consumable food items have less significance in the organic food market. This empirical study is aimed at purchase intension of the consumer's attitude towards organic food products.

**Keywords:** Awareness, Consumer attitude, Food safety, Trend, Purchase factor, Purchase intension

## I. INTRODUCTION:

The awareness on the harmful effects of these are highly pollutant polluted contaminant food products are growing among the consumer. As an alternative to these, more people are moving towards organic food products. Organic food comprises of those agricultural food products that are not treated with chemical fertilizers, pesticides, herbicides and other synthetic chemical substance during its production, processing and storage. In addition organic food products are not containing organic genetically modified materials, with the purpose of reaching sustainable system of agriculture. In livestock breeding, organic method don't use growth hormones, antibiotics and other

chemicals to enhance the growth. The growth and consumption of organic food products have been phenomenally increasing in the resent years due to increasing of awareness.

Organic products have become very popular in all parts of the world. As the demand for organic food increases the production, but currently the demand still exceeds the supply. Organic foods are those that are produced using environmentally sound methods that do not contain genetically modified organisms, and are not processed using irradiation, industrial solvents or chemical additives. Organic food produced by farmers who focus on using reusable resource and to conserves the soil and water to ensure environmental quality for future generation.

## II. REVIEW OF LITERATURE

Mr.Monojit Dutta and Ms.SainazSardar (2020) - India has a huge potential, largely untapped market for the organic food industry. The major part of the organic food production in India is mostly done for the export purpose. But in the recent times, with several health complications and environment related issues, people are trying to avoid the food grown with chemical fertilizer are pesticides, especially. Genetically modified organisms. But the premium pricing of the organic food products is again pulling down the demand for it. This paper focuses upon understanding the awareness level on consumer perception and their buying behaviour towards organic food products in Kolkata city.

Ahmed and Khan (2020) - Studied consumers concerning healthy and organic food with the long-term goal of encouraging consumers to increase their consumption of healthy and organic foods.

Percsi&Fogarassy, (2019) - Despite major growth of the organic food market the awareness is still low. Consumers state that, they need more and

more scientific evidence to prove that organic food is healthier. There is a need for more advertisements, availability and wider range of organic products for consumers to be inclined towards it. It found out that majority consumers had very little knowledge and did not know the main differences between organic & traditional foods.

Karthika and Senthilkumar (2019)- The main purpose of the study is to determine the main factor influencing the intention to purchase organic meat among the consumers in Dharmapuri Town. It is very particular. Interest to spot whether motives or psychological variables independently and jointly explain the intention to get organic meat. The objective of this study is, to study the attitude of consumer buying and usage of organic products in Dharmapuri Town, to identify the level of satisfaction of consumers towards organic food products among the consumers. The findings would be useful for development program of organic meat industry in the country especially to related authorities such as the Ministry of Agriculture. Encouragement the consumers to eat and purchase organic meat instead of conventional meat should be made by the relevant authorities and agencies.

Shaveta, ManojKulshreshtha (2019)- As found in the article, the demand for organic food and products has expanded in recent years because of the strong perception of consumers that organic products are safe and clean. The present paper includes descriptive and empirical study. One's physical and physiological well-being is strongly associated with the food which they ate preference and choice. The paper aim was to identify the perceptions and choice of organic foods and measurement of indicators for these foods. This research provided valuable inputs to three different sections comprising of independent and dependent variables in Punjab. This paper restricted to the organic products in Punjab region.

NandishManangi and Sanjeev S Padashetty(2019)- Organic food consumers have come to distrust conventional products and have taken a greater interest in food safety and changing their buying habits related to organic food products. FSSAI (Food Safety, and Standards Authority of India) driven organic package food sector has grown very fast in the last decade in India; the land devoted to organic production methods has increased by 150 times. The manufacturers of organic packaged food products and Indian organic food retailers are getting ready for a big wave in organic food consumption. The efforts from the ministry of agriculture and human welfare department to boost Organic food production must

be accompanied by the development of a national action plan to increase productivity in India. The current research is an exploratory study to examine the Indian consumer's attitude towards organic food products. The research survey is carried out through telephone interviews across different cities in India among organic food consumers, the response from consumers concludes that there is a higher level of price premium perception regarding organic food products and Indian consumer perceive that only vegetables and fruits are organically processed and remaining all consumable food items have less significance in the organic food market.

### III. MATERIALS AND METHODS:

#### 1.1. Research Design

Descriptive design is used. In a descriptive design, the researcher is solely interested to describe the situation or case under their research study. This allows a researcher to provide insights into it and why and how to research.

#### 1.2. Objective of the research:

To understand the consumers attitude towards organic food products. To understand the consumer buying behavior and awareness on organic food products. To identify the consumer perception towards organic food products. To identify the factors affecting organic food products. To identify the frequency of consumer consuming organic food products.

#### 1.3. Sampling Design:

A convenience sample is one of the main type of non-probability sampling methods. A convenience sample is made up of people who are easy to reach or contact.

#### 1.4. Data Collection Design:

Primary data collection method in the form of questionnaire namely ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS in forms such as affective, normative, and continuance.

#### 1.5. Area of study

Area of study in kanayakumari with one third of population. The targeted people is women.

#### 1.6. Statistical Tools:

The main tool used for statistical tool is percentage analysis.

#### 1.7. Hypothesis Testing:

Research Question: 1

NULL HYPOTHESIS (H<sub>0</sub>): There is no significant relation between media they heard about organic food and where they purchase organic food products.

ALTERNATE HYPOTHESIS (H<sub>1</sub>): There is significant relation between media they heard about

organic food and where they purchase organic food products

**1.8. Limitation of the Research:**

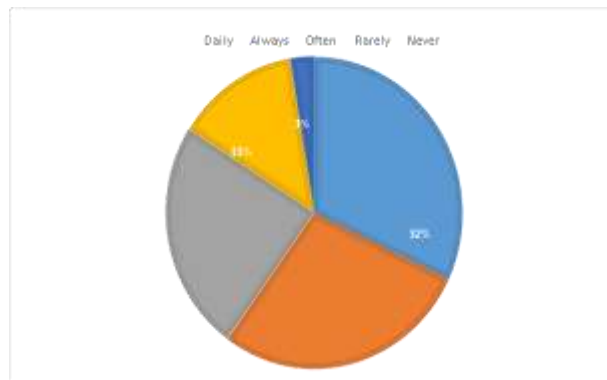
The study is based upon the consumer attitude towards organic food products. The data collected for the research is completely primary data given by the respondent by filling the Google form.

The questionnaire was made available to consumers through Google drive –forms. No personal biasness happens while taking filling the questionnaire because of the online Google form. Limited time frame. Responses were restricted to only 75 samples out of the large population size.

**IV. DATA ANALYSIS:**

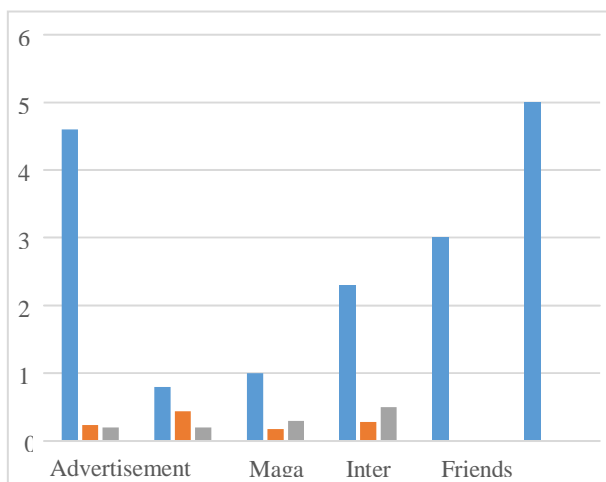
**Table 4.1. Frequency of consuming organic food product in a week**

Particular	No. of respondent	Percentage
Daily	24	32
Always	21	28
Often	18	24
Rarely	10	13
Never	2	3
Total	75	100



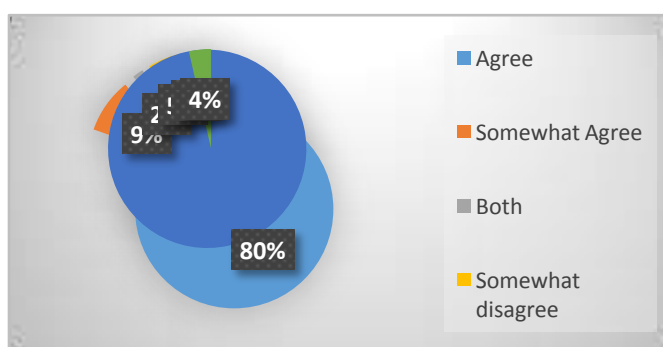
**TABLE 4.2. Media they heard about organic food products**

Media	No. of respondent	Percentage
Advertisement	46	27
Newspaper	8	5
Magazine	10	6
Internet	23	14
Friends	30	18
Family Members	50	30
Total	75	100



**TABLE 4.3. Respondent agreement on organic food products are chemical/pesticide free**

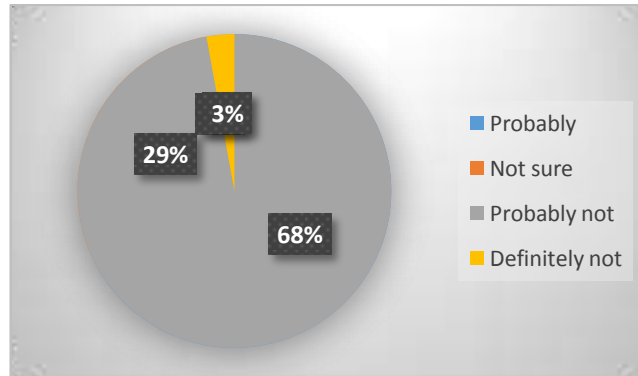
Particulars	No. of respondent	Percentage
Strongly agree	19	25
Agree	45	60
Somewhat Agree	5	7
Both	1	1
Somewhat disagree	3	4
Disagree	0	0
Strongly Disagree	2	3
Total	75	100



**TABLE 4.4. Recommending the purchase of organic food products to friends or relatives**

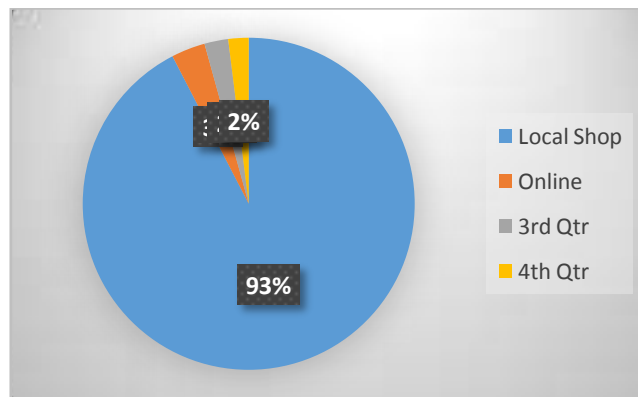
Particulars	No. of respondent	Percentage
Definitely	40	54
Probably	24	32
Not sure	10	13
Probably not	0	0

Definitely not	1	1
Total	75	100



**TABLE 4.5 Place of purchasing organic food products**

Particulars	No. of respondent	Percentage
Retail shop	17	23
Local Shop	56	75
Online	2	2
<b>Total</b>	<b>75</b>	<b>100</b>



**TABLE 4.2 ONE WAY ANOVA**

Media they heard about organic food product

N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		

Retailshop	17	1.00	.000	.000	1.00	1.00	1	1
Localshop	56	2.34	2.039	.272	1.79	2.89	1	11
Online	2	4.00	.000	.000	4.00	4.00	4	4
Total	75	2.08	1.873	.216	1.65	2.51	1	11

### ANOVA

Media they heard about organic food product

sum of Squares	df	Mean Square	F	Sig.	
Between Groups	30.966	2	15.483	4.878	.010
Within Groups	228.554	72	3.174		
Total	259.520	74			

### Post Hoc Tests Homogeneous Subsets

Media they heard about organic food product

Place of purchasing organic food product	Subset for alpha=0.05		
	N	1	2
Retailshop	17	1.00	
Localshop	56	2.34	2.34
Online	2		4.00
Sig.		.229	.137

Means for groups in homogeneous subset are displayed.

Uses Harmonic Mean Sample Size=5.202.

The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Since p value 0.01 is greater than 0.05 Null hypothesis is accepted and alternate hypothesis is rejected. Hence, there is no significant relation between media they heard about organic food and where they purchase organic food products.

### V. SUMMARY AND FINDINGS:

- From the above table it is interpreted that 32% of the respondent said daily, 28% of the respondent said always, 13% of the respondent said often, 13% of the respondent said rarely, and 3% of the respondent said never.
- From the above table it is interpreted that 27% of the respondent said advertisement, 5% of the respondent said newspaper, 6% of the respondent said magazine, 14% of the respondent said internet, 18% of the

respondent said Friends and 30% of the respondent said family members.

- From the above table it is interpreted that 25% of the respondent said strongly agree, 60% of the respondent said agree, 7% of the respondent said somewhat agree, 1% of the respondent said neither agree nor disagree 4% somewhat disagree, and 3% of the respondent said strongly disagree.
- From the above table it is interpreted that 54% of the respondent said definitely, 32% of the respondent said probably, 13% of the respondent said not sure and 1% of the respondent said definitely not.
- From the above table it is interpreted that 23% of the respondent said retail shop, 75% of the respondent said local shop and 1% of the respondent said online.

### VI. CONCLUSION:

In the present study the attitude of the consumer is very as positive, negative and neutral. India has tremendous potential on a major

breakthrough in organic agriculture. With the effort of regulatory mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. And all give assistant to farmer to grow the organic products. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behaviour and attitude on organic food products market among peoples.

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