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A Study on 'ORGO LIFE' Consumers Preference towards Organic Food Products in Pollachi

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Abstract: The study was based on the data collected from the ORGO LIFE organic stores which is selling organic food products in Pollachi, Tamil Nadu, India. Around 150 consumers participated in the study and a questionnaire was administered with each of them separately. The study examined consumer's preference towards purchasing organic food products based on three variables namely health consciousness, environmental factors and taste considerations. A survey questionnaire was developed to collect quantitative data from the consumers of the study. The present study attempted to gain knowledge about consumer opinion about organic food products. The high growth of population and life expectancies during the twentieth century increased demand for food supplies in India. The findings of the study indicate that health concern is the first motivation of organic food consumers chosen for the study. The study also examined the impact of demographic variables on the buying intention of consumers of organic food products.

I. INTRODUCTION

Food consumption patterns are changing as a result of health and environmental issues. Interest in organically produced food is increasing throughout the world. India today is on the threshold of an organic revolution and Indian organic food industry though at a nascent stage has experienced steadfast growth in past few years. Ever since the environmentalists raised their concern 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. Consumers' interest in organic food products has grown enormously during the past ten years in many industrialized countries. Despite the growth trend of organic food products industry and continued government support, there is little research on the demand of organic food products in India. Thus, a clear understanding of consumer attitudes and the motivations underlying actions in responding to organically grown products in India is important. This study attempted to gain knowledge about consumers' awareness and opinion regarding organic food products.

Overexploitation of natural and non-renewable resources, indiscriminate and irrational use of synthetic inputs like chemical fertilizers and pesticides for producing more and more food products has impaired the ecological balance and has put the health of the consumers in jeopardy. Therefore, the apparent contradiction of necessity for nutritional safety on the one hand and environmental sustainability on the other made it inevitable to resort to alternative food products like organic food products.

However, the growth of the organic food sector is not up to the mark in India due to lack of awareness among consumers. Thus, this study analysed the consumers' level of awareness about organic food products in Pollachi.

II. REVIEW OF LITERATURE

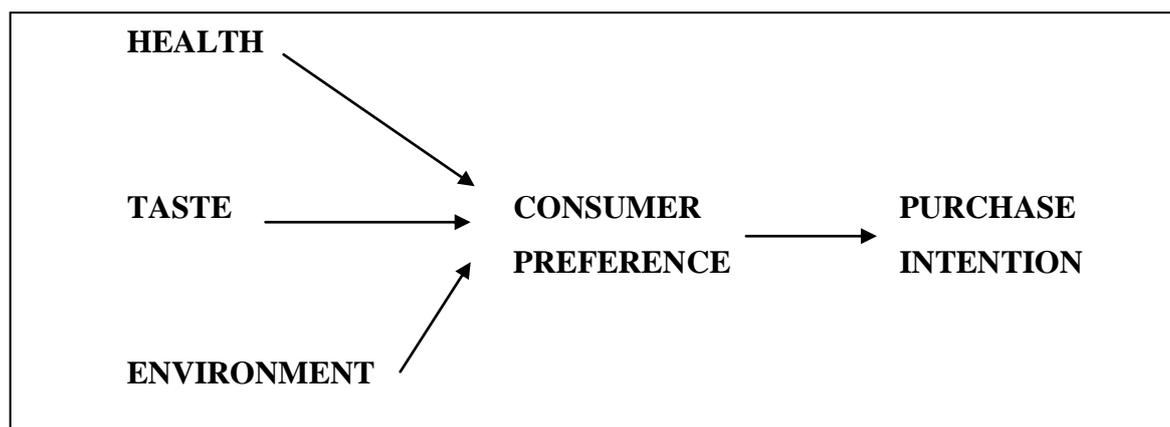
This literature review aims to provide a detailed account of literatures on the consumer attitude towards organic food. In general the consumers believe that organic food products are expensive. According to several studies the image of organic products is generally positive due to their perceived health value, product safety and natural purity the main objectives of this study were to assess consumers' preference regarding organic food products in Pollachi.

III. OBJECTIVES OF THE STUDY

- To study the demographic factors of the consumers using organic food products in Pollachi
- To examine the attitude influenced the consumers to prefer organic foods in Pollachi.

IV. SCOPE OF THE STUDY

Organic food products concept is evolving around the world that has come into existence due to the side-affects of the chemical contents. This has significant impact on the health of the people who suffer with ailments that chronically affect their natural system. Hence, the food product consumption which forms the healthy side of life through Organic food products, that replaces the artificial maturing which causes innumerable diseases to the immune system of the children to the grown-up. Organic food revolution and organic promotion thereby helps in protecting the individual health and the environment as well. The present study attempts to examine the consumer attitude and preference for Organic Food Products, which helps to understand the consumer perception towards the organic foods in the pollachi.

**V. LIMITATIONS OF THE STUDY**

The study is confined to pollachi and therefore findings may not be related to other areas. Products considered for the study were only limited to organic food products and hence leads to limitations of the study.

VI. DATA ANALYSIS AND RESULTS**DEMOGRAPHIC FACTORS**

The demographic factors of the consumers are classified based on their Gender, Age, Educational Qualification, Occupation and Monthly Income is presented here under.

Table 1 : Demographic Factor of the Respondents

| SI. NO | DEMOGRAPHIC FACTORS | RESPONDENTS | PERCENTAGE |
|--------|---------------------|-------------|------------|
| 1 | AGE | | |
| | 20-30 | 78 | 60 |
| | 30-40 | 30 | 23 |
| | 40-50 | 10 | 8 |
| | ABOVE 50 | 12 | 9 |
| 2 | GENDER | | |
| | MALE | 82 | 63 |

| | | | |
|----------|---|-----------|-----------|
| | FEMALE | 48 | 37 |
| 3 | EDUCATION QUALIFICATION | | |
| | UG | 37 | 29 |
| | PG | 72 | 55 |
| | OTHERS (HIGH SCHOOL, HIGHER SECONDARY, ITI, DIPLOMA, ETC.) | 21 | 16 |
| 4 | OCCUPATION | | |
| | GOVT EMPLOYEE | 22 | 17 |
| | PRIVATE EMPLOYEE | 38 | 29 |
| | BUSINESS | 30 | 23 |
| | OTHERS(HOME MAKER, STUDENT) | 40 | 31 |
| 5 | MONTHLY FAMILY INCOME | | |
| | LESS THAN Rs.25000 | 56 | 43 |
| | Rs.25000-Rs.35000 | 32 | 25 |
| | Rs.35000-Rs.50000 | 20 | 15 |
| | ABOVE Rs.50000 | 22 | 17 |

It is understood from the table that the consumers who are visiting organic food stores revealed, most (63%) of them are male consumers and 37% of them are female consumers. It is evident that maximum (60%) of the consumers belong to the age between 30 and 40 years frequenting organic stores for purchase of organic food products, followed by the consumers in the age between 20 and 30 years, 8% of the consumers belong to the age between 40 and 50 years and the remaining 9% of the consumers belong to the age above 50 years. Maximum (55%) of the consumers fall in the post graduates visiting the organic stores for purchase of organic food products, while 29% of the respondents are under graduates, 16% of the consumers belong to other educational categories (i.e. High School, Higher Secondary, ITI, Diploma, etc.). It is evident that maximum (31%) of the respondents are working in private sector visit the organic stores for purchase of organic food products, while 29% of the respondents are self-employed and having their own business, 23% of the respondents fall in other categories who are home makers, unemployed, students, etc and the remaining 17% of the respondents are working in government sector. With respect to the monthly family income it is clear that maximum (43%) of the consumers stated less than Rs.20000, 25% of the consumers selected having income between Rs.25000 and Rs.35000, 17% of the consumers indicated above Rs. 50000 and the remaining 15% of the consumers expressed income between Rs.35000 and Rs.50000

DESCRIPTIVE STATISTICS

The descriptive statistics of the data collected from the consumers is shown below. It is evident results that the consumers perceived health consciousness (M=4.9, SD=0.65) on a higher scale rating when compared to other two variables.

| VARIABLE | MEAN | STANDARD DEVIATION |
|-----------------------|------|--------------------|
| Health consciousness | 4.9 | 0.65 |
| Environmental factors | 3.7 | 0.86 |
| Taste considerations | 4.2 | 0.62 |

VII. CONCLUSION

The organic food market is growing but it is still at a very nascent stage in India and is prominent in only the metro towns and some neighbouring areas that have a spill over effect. The educated population tries to buy organic food for its health reasons but a very vivid description is also highlighted when for lifestyle and status symbol organic products get consumed to portray the arrival in a specific economic stratum. Expansion of the organic food market over recent decades can largely be attributed to consumers. Choosing it as an expression of their concern for their own health and a heightened awareness over the impact of the food system on the environment. Other factors such as increased consumer affluence, greater product diversity and availability have assisted consumers to make this choice. To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. The demographic factors of the consumers are analysed considering the attitude

which is an important measure that will help to understand the level of preference for the products is to be portrayed in the study.

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AUTHOR(S) PROFILE



Dr. S. Balusamy, as a Director in SNMV Institute of Management, Shri Gambhirmal Bafna Nagar, Malumachampatti, Coimbatore. He has obtained M.Phil from Alagappa University in the area of Finance and Ph.D from Bharathiar University in the area of Marketing. He secured the certificate from UGC by qualifying in National Eligibility Test(UGC-NET) He obtained MBA from periyar University, Salem and B.Com and M.Com from NGM College, Pollachi.

He obtained PGDCA from Manonmaniam Sundaranar university, Thirunullveli. He has 14 years of experience in teaching. He has organised six National level conferences; Seven National level inter collegiate management meet and seven FDP and two management Expos. He has published 16 articles in the national and international journals. He also participated in ten workshops and six Faculty Development Programmes. He published three books in Lambert Academic Publication, Germany. He is a resource person in various universities in Tamilnadu. He has guided more than 80 MBA projects, 12 M.Phil Dissertations and at present guiding two M.Phils and Eight Ph.Ds. He also acted as a Master trainer for census 2011 programme conducted by Government of India. He is a resource person for SEBI to spread financial education. He conducted more than 90 financial education workshops. He is a senate member in Bharathiar University.



M. Aarthi, Assistant Professor in NGM College, Pollachi has completed her Post Graduate degree in commerce (M.Com) with distinction and Post Graduate Diploma in Computer Application from Bharathiar University, Coimbatore respectively. During 2009-2011, she had undergone the research work in commerce and the specialization area was Marketing. From 2012, she has published 5 articles in National and International Journals and has presented 9 papers in various aspects of Marketing topics. She has participated in 9 Workshops and 5 Faculty Development Programmes. At present she is guiding an M.phil candidate under the field of marketing.