



A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS PURCHASING ORGANIC PRODUCTS IN TIRUPUR DISTRICT

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Abstract

Organic farming is one of the recent growing areas in the agriculture field and the trend of buying organic food products is increasing day by day. The global demand for this organic food product is growing at a very rapid rate. But, in India it is in a budding stage. Country specific research undertaken by A.C.Nielsen in 2006 has indicated that Indians are the top ten buyers of food with health supplements but lack access to organic food products. Consumers also have a lesser amount of concern about the food they consume. The present study examines to gain knowledge about consumer awareness and attitude towards organic food products. This study was based on both primary and secondary data. With a sample of 500 respondents the data obtained from the survey were analyzed with the help of convenience sampling method in Tirupur District of Tamil Nadu state of India.

Key Words: Organic Food, Health, Awareness, Consumer Attitude, Environmental Friendly.

Introduction

Indian economy is based on agriculture. The agriculture sector of India has occupied almost 43% percent of Indian's geographical area. Organic farming is one of them, and the trend of buying organic food and products is increasing day by day. Organic foods industry is one of the fastest growing sectors of the food industry in the last decade. The global demand for organic food products is growing at a very rapid rate. Now a day, people become more sensitive about their nutrition, health and value of the food that they consume. Organic food is very safe for human body and contains much more vitamins, calcium and iron than non-organic one. Moreover organic food taste smell is richer than convenient product. Organic products refers to food items that are produced , processed and packaged without using chemicals synthetic fertilizers and pesticides. In USA organic product is very common but in India it is still in its budding stage.

Now a days the food products which are produced by farmers are pesticides mixed products due to get more productivity. It caused to cancer, reproductive dysfunction, diabetes, autism, asthma, birth defects and Alzheimer's diseases and more. To free from those harmful diseases, organic food products are grown up. Organic food products are produced without pesticides, herbicides, inorganic fertilizers, antibiotics and growth hormones. Increase in knowledge made humans not only taking more care of themselves but also environment for healthy and safety purposes. Organic farming is produced in order to produce healthy and quality food without using of synthetic chemical products. Thus, the organic farming not only Maintains the environment but also it improves public health and bringing significant benefits both in the economy as well as to the social cohesion of rural areas.

Statement of the Problem

The study is conducted to know the problem faced by the consumers who are using non organic products which has chemical fertilizers input to get more yield of the products. Today the world requires new discussion and innovation which are leads to the recovered life. The Organic food is as natural as can be, safer for the environment and usually tastes better too. Organic food has plenty of advantages when compared to the non-organic food that have been processed with artificial preservatives and chemicals. But still people are not aware quietly. Even though organic food plays an essential role however some factors are influencing them at the time of purchase which has been given most priority and to know the consumers' future opinion is indispensable for the retailers.

Objective of Study

The aim of this study is to shed light on consumers' awareness and attitude toward purchasing organic products. More specifically, the objectives of the study are

- To identify the level of awareness about the organic products among consumers.
- To Analyse the attitude of the respondents towards the organic food product

Review of Literature

Tiziana de Magistris, Azucena Gracia(2008)¹ consumers who try to follow a healthy diet and balanced life are likely to have more positive attitudes towards organic food products and towards the environment, inducing a more likely intention to



purchase organic foods. **Sylwia akowska-Biemans(2011)²** have articulated that the Consumers with convenience and price orientation in their food choices were less inclined to buy organic products while consumers open to novelties and willing to try new foods more often declared to buy organic products. **Hee Yeon Kim, Jae-Eun Chung(2011)³** has explored that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. **Fabian Buder , Corinna Feldmann , Ulrich Hamm(2014)⁴** in their empirical work indicates that the most important reasons for not purchasing organic products among regular organic food consumers were price, insufficient availability, and the quality of the product. The results indicate that the relevance of reasons varies from product to product and according to shop types. **V.Aslihan Nasir , Fahri Karakaya (2014)⁵** has deliberated that consumer segment with more favorable attitudes toward organic foods exhibits higher levels of health orientation and socially responsible consumption behavior when compared to other segments. **Katrin Zander, Susanne Padel, Raffaele Zanoli and Katrin Zander, Susanne Padel , Raffaele Zanoli (2015)⁶** research result showed that Only about 15 per cent of the respondents knew its meaning. Thus the consumer's knowledge of the organic product and the logo is very low.

Research Methodology

Sample Design: A total of 500 respondents were taken up for the study by convenience sampling method. The Primary data were collected from the respondents by means of a pre-tested questionnaire which was designed to obtain socio economic indices, information relates to consumer awareness, opinion about organic products and factors influencing to purchase organic products.

Area of the Study: The study was carried out in Tirupur District of Tamil Nadu state of India.

Period of the Study: The study covers recent six months i.e. from Aug 2015 to Jan 2016 for analysis of primary data relating to various aspects of consumer awareness and attitude towards organic products.

Research Design: The researcher used descriptive method to study the consumer awareness and attitude towards organic products in Tirupur District. The questionnaire was divided into three sections. The first part related to general information on socio demographic details of the consumer in Tirupur District. The second part related to the awareness level of the respondents i.e. the media which creates more awareness. The third part related to the attitude of the respondents.

Data Collection: The study is mainly based on both primary and secondary data.

Primary Data: In order to full fill the objectives set, a sample study was carried out with the help of a well framed questionnaire. The Questionnaire was prepared with the guidance of the experts in the relevant field. The respondents for the study were selected on the basis of varying background, based on their age, gender, Educational qualification, Monthly income and so forth from the study area of Tirupur District. The Questionnaire was given to the respondents to provide the required data as and when the researcher explained each and every question to the respondents.

Secondary Data: The primary data were supplemented by a spate of secondary source of data. The secondary data pertaining to the study was obtained from the various sources such as research study, Magazines, Newspapers, Bulletins, Websites, Internet, Journals, and Books and also from the library sources.

Sample Selection: Tirupur District is considered as one of the district in Tamil Nadu where the organic farming has experienced tremendous growth as there is huge number of floating population who come for shopping of organic products. The researcher covers seven towns in the District. Among the selected towns the population for the study was numerous, 500 respondents were selected at convenient sampling methods.

Data Analysis: After the data collection, the entire data is coded and computerized in Excel format and the data were analyzed by the package named as Statistical Package for Social Sciences (SPSS 16).

Statistical Tools to be Used: To make the research work effectively and find the result fruitfully the data from the respondents were arranged systematic manner and tabulated well. The statistical tools like Simple percentage analysis, Chi square test and correlation were applied.

Limitations of the Study

- The area was wide since it is confined only to Tirupur District so results cannot be universally accepted.
- The study is based on awareness and hence may vary with time
- The sample size chosen was 500 only. A larger sample would have been able to reveal more accurate data analysis.

Hypotheses of the Study

The main aim of the study is to test the following hypothesis:

H0: There is no significant difference between Gender and awareness level towards Organic products

H0: There is no significant difference among different age groups and awareness level towards Organic products

H0: There is no significant difference between educational Qualification and awareness level towards Organic products

Analysis and Interpretation

Simple Percentage Analysis

Table 1: Demographic Profile of the Respondents

Particulars	Variable	Frequency	Percentage
Gender	Male	149	29.8
	Female	351	70.2
	TOTAL	500	100
Age(Years)	Up to 25 years	125	25
	26-34 years	76	15.2
	35-44 years	101	20.2
	45-60 years	123	24.6
	above 60 years	75	15
	TOTAL	500	100
Marital Status	Married	354	70.8
	Unmarried	146	29.2
	TOTAL	500	100
Educational Qualification	Illiterate	124	24.8
	school level	225	45
	degree level	77	15.4
	Others	74	14.8
	TOTAL	500	100
Occupation	Agriculture	282	56.4
	Employee	42	8.4
	self employed	76	15.2
	Professionals	25	5
	Others	75	15
	TOTAL	500	100
Annual Income(Rs.)	Up to 25000	124	24.8
	25001-50000	225	45
	50001-100000	77	15.4
	above 100000	74	14.8
	TOTAL	500	100

Source: Primary data

The demographic features of consumers were analyzed and the results are presented in Table.No.1. The results indicate that about 29.8 % of the respondents are males while the rest of 70.2% are females. The analysis of the age of the respondents reveal that predominantly young people prefers to purchase organic food products. Around 25% of respondents belong to less than 25 years of age. Similarly 15.2% of consumers belong to 26 - 34 years and 20.2% of the respondents belong to 35-44 years of age. The middle age people are also aware about organic product. Around 24.6 of respondents belong to below 45-60 years. Only 15% of the respondents are from above 60 years. From the table it shows that about 70.8% of the respondents are married while 29.2% are unmarried. The educational qualification of the consumers indicates that 24.8% of the consumers are illiterate while 45% of the respondents are school level. Similarly 15.4% of the respondents are degree holders, only 14.8% are from various courses. In the term of occupation 56.4% of the respondents are farmers, while 8.4% of the respondents are Employees and 15.2% are self employed. Only 5% are professionals, finally 15% of the consumers are apart from the above jobs. Finally in term of Annual income, 24.8% are earning up to Rs.25000, 45% are earning 25001-50000, 15.4% of the respondents are earning 50001-100000 and 14.8%of the respondent are earning above 100000.

Chi-Square Test

Table 2: Gender and Awareness Level of the Respondents

Gender of the Respondents	Awareness level of the Respondents			
	Very high	Moderate	Low	Total
Male	74	25	50	149
Female	6	31	314	351
Total	80	56	364	500

Source: Primary data

Association between Gender and Awareness Level of the Respondents

Factor	Value	Table value	Df
Gender	217.892	7.815	3

Inference: The above table reveals that the calculated Chi-square values are greater than the table values at 5% level of the significance. Therefore the hypothesis framed is rejected and it concluded that there exists association between gender and the level of awareness towards organic product.

Table 3: Age and Awareness Level of the Respondents

Age of the Respondents	Awareness level of the Respondents			
	High	Moderate	Low	Total
Upto 25 Years	26	27	72	125
26-34 Years	50	0	26	76
35-44 Years	2	2	100	101
45-60 Years	2	25	96	123
Above 60 years	0	2	73	75
Total	80	56	364	500

Source: Primary data

Association between Age and Awareness Level of the Respondents

Factor	Calculated Value	Table value	Df
Age	259.446	21.026	12

Inference: The above table expose that the calculated Chi-square values are greater than the table values at 5% level of the significance. Therefore the hypothesis framed is rejected. Hence, it is inferred that there exists association between age and the level of awareness about organic product.

Table No 4: Educational Qualification and Awareness Level of the Respondents

Education level of the Respondents	Awareness level of the respondents			
	High	Moderate	Low	Total
Illiterate	28	25	71	124
School level	26	2	197	225
Degree level	2	2	73	77
Others	24	27	23	74
Total	80	56	364	500

Source: Primary data

Association between Educational Qualification and Awareness Level of the Respondents

Factor	Calculated Value	Table value	Df
Educational qualification	198.987	16.919	9

Inference: The above table shows that the calculated Chi-square values are greater than the table values at 5% level of the significance. Therefore the hypothesis framed is rejected. Hence, it is inferred that there exists association between educational qualification and the level of awareness about organic product.

Correlation

Table 5: Inter Correlations among Variables

	Benefit	Packing	Price	Taste/ Quality	Purity	Concern about health
Benefit	1					
Packing	0.97161	1				
Price	0.96478	0.99936	1			
Taste/ Quality	0.85590	0.87958	0.86820	1		
Purity	0.96261	0.94967	0.93948	0.958	1	
Concern about health	0.96478	0.99936	1	0.868	0.9394	1

****p<0.01, S-Significant**

Inference: The above table reveals that the correlation among the variables was measured using inter correlation coefficient. The values of the correlation coefficient and the level of significance are shown in table 5. The Correlation analysis has been done on all the data that has been collected through the survey. This analysis is done to show the existing relation among the study variables namely Benefits, Packing, Price, Quality, Purity and Health. It can be seen that one variable namely Benefit (Benefit=.971, P<0.01 (Packing=.999, P<0.01), (Price=.868, P<0.01), (Quantity=.958, P<0.01), (Purity=.939, P<0.01) have significant positive correlation with level of satisfaction. Attitudes related to health seem to have a purely positive correlation. Positive correlation was reported between packing and health consciousness at 0.01 levels.

Findings

The Chi square association between Gender, age ,educational qualification and Awareness level concluded that the female are more aware than male and youngster are having knowledge about organic than inorganic and Educated people are more aware about organic products than uneducated. The correlation analysis shows that the respondents are more concern about their health.

Suggestions

After making an exhaustive study, survey and awareness regarding organic product, it is very clear that the present organic marketing strategy requires greater attention to deal a lot of changes. The recommendations for improving the awareness about organic product are as follows:

1. Awareness programmers and advertisements may be organized for general public about the advantages of organic products.
2. Varieties are required at continuous interval in the shop.
3. Proper certification may be given to products as labeled "Organic" to specify the "purity".

Conclusion

The study has helped the Organic product sellers to understand whether the customers are aware about the organic or not. If not what are the main reasons for dissatisfaction of customer towards the dealers and what are all the ways to improve the awareness level of customer towards the sellers. This paper has established the awareness level of the consumer is not up to mark. Since they have an awareness, some people are still using limited products because of No trust on purity, High price and Unavailability of organic food products. So, we can conclude that consumers are not very well informed about the benefits of organic Products. Proper labeled organic product can be increased the trust on organic. Result indicated that people do aware of what is happening to the surroundings with regards to the environment and ecology problems and most consumers perceived that organic food product is healthier.

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