

ATTITUDE OF CONSUMERS ON ORGANIC PRODUCTS IN TIRUPUR DISTRICT

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Abstract

The concept of green was neither prominent in the late 1980's nor was the concept of green marketing / consumerism globally popular till 1990's. Environmental deterioration and global problems have together paved the way for the emergence of green marketing. This research suggests assessing the consumer attitude towards organic products in Tirupur district. For this, the researcher took 150 respondents for examining the attitude on organic products by using convenience sampling technique. Simple percentage analysis, Anova analysis and Correlation analysis have been used in this research. The research found majority of the male respondents have highly interested to purchase organic products more than the female respondents. Further, the research found the attitude of the respondents is not equal with respect to their age, gender, educational qualification, occupational status, monthly income level and marital status.

Introduction

In the present day world, marketing strategies have gained greater social significance. For the modern marketer, green marketing has become the matter of prime importance. The concept of green was neither prominent in the late 1980's nor was the concept of green marketing / consumerism globally popular till 1990's. Environmental deterioration and global problems have together paved the way for the emergence of green marketing. In the business world, the companies are using the concept of green marketing for profit and the outcome of green policies is due to social responsibility.

Review of Literature

According to Sirous Ahmadi, et al., (2015), the consumer's attitude toward green marketing and its effect on green purchase decision of sport equipment consumers. They found that aspects green marketing have significant and positive influence on consumer's green purchase decision. While analyzing by Rakesh and Lakshmi, (2015), the era of globalization the big challenge is to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. The research understands the concept of green marketing and the behavior of the consumer towards green products. Maheswari and Sakthivel, (2015) found in their study that while perception is important, actual behavior is crucial to market success. The main objective is to study about the customer's attitude and perception towards green marketing products with the reference to Coimbatore. Their study found that the green marketing provide five important like good for the environment, save money, save time, reduces waste and healthier.

Need For The Study

The study is a niche attempt to find the level of attitude and reach of organic products among consumers in the Tirupur market. Hence, it is felt necessary by the researcher that in order to promote the products in the market, the manufacturer should be able to make their products distinct from their competitors' products, not only in quality but also making them eco-friendly.

Objectives of The Study: To study the attitude of the respondents towards organic products in Tirupur district.

Methodology

The area of study is confined to Tirupur district. The study consists of both primary and secondary data. Convenient sampling technique was adopted to determine the sample size. The data for the study were collected from 150 respondents. The percentage analysis, anova analysis are employed for test of hypothesis with the help of statistical package SPSS 22.0.

Results and Discussion: The results are discussed in the following tables.

Table 1 : Socio-Economic Profile of the Respondents

No.	Variables	No. of Respondents	%
1	Age		
	Below 20 Years	31	20.7
	20-30 Years	29	19.3
	31-40 Years	49	32.7
	Above 40 Years	41	27.3
	Total	150	100.0

2	Gender		
	Male	96	64.0
	Female	54	36.0
	Total	150	100.0
3	Educational Qualification		
	School Level	24	16.0
	College Level	79	52.7
	Professional	19	12.6
	No Formal Education	28	18.7
	Total	150	100.0
4	Occupational Status		
	Business	31	20.7
	Govt. Employee	29	19.3
	Private Employees	63	42.0
	Professional	18	12.0
	Others (Student, Housewife, etc)	9	6.0
	Total	150	100.0
5	Family Monthly Income		
	Up to Rs.20,000	22	14.7
	Rs.20,001-40,000	49	32.7
	Rs. 40,001- 60,000	56	37.3
	Above Rs.60,000	23	15.3
	Total	150	100.0
6	Marital Status		
	Married	109	72.7
	Unmarried	41	27.3
	Total	150	100.0

From The Above Analysis It Is Found As Follows

- 20.7% of the respondents belongs to below 20 years aged, 19.3% of the respondents belongs to 20-30 years aged, 32.7% of the respondents belongs to 31-40 years aged and 27.3% of the respondents belongs to above 40 years aged.
- 64.0% of the respondents are male and remaining 36.0% of the respondents are female.
- 16.0% of the respondents are educated till school level, 52.7% of the respondents are educated will college level, 12.6% of the respondents are professionally qualified and 18.7% of the respondents are having no formal education.
- 20.7% of the respondents are doing business, 19.3% of the respondents are working in government sector, 42.0% of the respondents are working in private sector, 12.0% of the respondents are professional and 6.0% of the respondents belongs to some other category like students, housewife, etc.
- 14.7% of the respondent's family are earning upto Rs.20000 in a month, 32.7% earning Rs.20001 to 40000 in a month, 37.3% earning Rs.40001 to 60000 in a month and 15.3% earning above Rs.60000 in a month.
- 72.7% of the respondents are married and remaining 27.3% are unmarried.

Table 2 : Attitude of the Respondents

No.	Variables	Mean Score	SD	F Test
1	Age			
	Below 20 Years	3.8	0.7	13.562*
	20-30 Years	3.1	0.5	
	31-40 Years	4.2	0.4	
	Above 40 Years	4.0	0.2	
2	Gender			
	Male	4.3	0.6	12.510*
	Female	4.1	0.6	
3	Educational Qualification			

	School Level	3.7	0.3	9.457*
	College Level	4.2	0.5	
	Professional	3.6	0.5	
	No Formal Education	4.1	0.4	
4	Occupational Status			
	Business	3.4	0.4	16.524*
	Govt. Employee	3.9	0.6	
	Private Employees	3.6	0.4	
	Professional	3.5	0.3	
	Others (Student, Housewife, etc)	3.5	0.4	
5	Family Monthly Income			
	Up to Rs.20,000	3.7	0.3	12.223*
	Rs.20,001-40,000	4.3	0.4	
	Rs. 40,001- 60,000	4.0	0.4	
	Above Rs.60,000	3.9	0.4	
6	Marital Status			
	Married	4.2	0.5	17.555*
	Unmarried	3.8	0.4	

Note : * - Sig. at 1% level

From the Above Table, It Is Identified That The Buying Behavior of the Respondents Is Discussed As Follows

1. Below 20 years aged respondents got mean score 3.8, 20-30 years aged respondents got mean score 3.1, 31-40 years aged respondents got mean score 4.2 and above 40 years aged respondents got mean score 4.0.
2. Male respondents got mean score 4.3 and female respondents got mean score 4.1.
3. School level respondents got mean score of 3.7, college level got mean score of 4.2, professionals got mean score of 3.6 and no formal education got mean score of 4.1.
4. Business respondents got mean score of 3.4, government employee got mean score of 3.9, private employee got mean score of 3.6, professionals got mean score of 3.5 and other category of the respondents got mean score of 3.5.
5. Upto Rs.20,000 income respondents got mean score of 3.7, Rs.20001-Rs.40000 income respondents got mean score of 4.3, Rs.40001-Rs.60000 income respondents got mean score of 4.0 and above Rs.60000 income respondents got mean score of 3.9.
6. Married respondents got mean score of 4.2 and unmarried respondents got mean score of 3.8.
7. F test analysis found that all the respondents got different buying behavior in Tirupur district with regard to age, gender, educational qualification, occupational status, family monthly income and marital status.

Findings and Conclusion

1. Majority of the respondents belongs to 31-40 years aged, male, college level educated, private employee, Rs.40001-60000 family monthly income category and married.
2. Majority of the respondents are having highly level of attitude who belongs to 31-40 years aged, male, college level educated, government employee, Rs.20001 to 40000 family monthly income category and married.
3. From the 'F' test analysis, it is found that all the respondents got different buying behavior in Tirupur district with regard to age, gender, educational qualification, occupational status, family monthly income and marital status.
4. Consumer needs to be made more aware about the merits of Organic products. It is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.
5. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Organic Marketing campaign and advertising is good step toward it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative.
6. The study focuses on examining the buying behavior of organic products in Tirupur district. Based on the results of buying behavior, factors that influence consumers using organic products highly. However, it felt that if the suggestions are taken into consideration with due care by the authorities, it will help to enhance the awareness, attitude and attitude of organic products among consumers that will help the human beings to live in pollution-free environment in the near present and for the future generations.



References

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