

CONSUMERS PERCEPTION TOWARDS ORGANIC FOOD: A STUDY

Dr. Akankshya Patnaik,

Assistant Professor, National Institute of Science & Technology, Berhampur, Odisha, India

ABSTRACT-Today 'Physical & Mental fitness' with 'Climatic Aggravation' are responsible for raising the buzzer in the society. This climatic catastrophe and health issues enhances concern among the government, NGOs, researchers, academicians, scientists, etc. Today's world rightly understood the real wealth is health. Growing health consciousness gave birth to a beautiful & an evergreen concept called "Organic". As we know food is the most important medium which affect our health largely. So, organic clothing, organic farming like business practices raise their heads. This Paper is a minor attempt to show the burgeoning green trend and its astonishing effect on consumer lifestyle through organic food. "Organic food or organically produced food is the product of a farming system which avoids the use of man-made fertilizers, pesticides, growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation". This paper basically highlights the corporate endeavor towards environmental asylum and also emphasis on the inimitable strategy of the agri-business practices which directly affects the health of customer & climate overall. This paper intensifies the perception of general customer towards this organic concept especially for food. Organic strategy proved to be one of the best competitive strategies in this aggressive global platform. It Lavish corporate spoor which become prolific in amplifying common consumer to green consumer and lead them to a standard green & healthy life style. Simply the motto of this paper is to give a hand to this green revolution to counteract the growing climatic & health dilemma.

Keynote: Health dilemma, Climatic Intricacy, Organic Food, Consumer Perception

INTRODUCTION

The term "organic" can be broadly described as food grown without the assistance of man-made chemicals. The term "organic farming" was coined by Lord Northbourne in 1940. The commencement of the organic movement can be traced back to the beginning of the 1800s. The organic movement broadly refers to the organizations and individuals involved worldwide in the promotion of organic farming and other organic products. No doubt organic farming is an old concept but it gains its acceptance recently. Organic production and marketing have grown at a fast pace. Today, organic foods stores have captured a significant share of the grocery shopping market.

Over the last few decades the organic food market has grown unremittingly but, the total share of organic food is still less compared with the total food market. Even in countries with matured organic sectors such as Switzerland, Austria and Denmark, organic food consumption is barely more than 5 per cent of total food consumption (Willer & Kilcher, 2011). In order to promote organically produced products, a cohesive marketing strategy is needed, which depends on a better and fuller understanding of food consumers and their purchase behavior. To achieve sustainable development, efforts should go beyond cleaner production to sustainable consumption (Narayanawamy & Stone, 2007). Sustainable consumption only includes buyer behavior for greener products that bring less pollution during production (OECD, 2002).

MAIN ORGANIC AGRICULTURAL PRODUCTS OF INDIA

- Bajra-mustard-wheat
- Dungarpur Pulses-cereals
- Chilly
- Bajra
- Cereals-cereals
- Mustard
- Cereals-pulses
- Til
- Kholar
- Wheat
- Maize
- Nagour Guar-cumin
- Ginger
- Guar-wheat
- Soybean
- Moong
- Large cardamom
- Mustard
- Passion fruit
- Ganganagar Cotton
- Bhilwara Urd
- Jaisalmer Bajra
- Bharatpur Bajra
- Jhunjhunu Pulses
- Alwar
- Wheat and bajra
- Banswara Maize
- Cotton-grass
- Jaipur Guar

ORGANIC FOOD BRANDS IN INDIA

- Down to Earth. Green Sense. Arya Farm. Abali Organic.
- Chamong. Aum fresh. Conscious Food. Vision Fresh. ...
- Devbhumi. Naturally Yours. Eco Fresh. Sattvic.
- Nature's Power Organics. Marson Coffee. Nature N Me. Sunrise. ...
- The Organic Kitchen. Organicana. Nature Organic.
- Organic LRM. Anupam. Jodhpur. ...
- Nourish You. Nutriorg. Orna Foods.
- Eco Fresh. Sattvic. Nature's Power Organics...

OBJECTIVES

- To know the consumer perception towards Organic food products.
- To find out the various factors facilitating the purchase of organic food.

METHODOLOGY

The study is based on primary and secondary data. The primary data had collected from selected consumers and Retail outlets selling Organic products basically from Hyderabad. Structured questionnaires has been formed to know the perception of customer towards organic food and to find out various facilitating & obstructing constructs in organic food usage. About 60 customers and sales person of 10 retail outlet are considered for survey. This survey also covers discussions on related topic with some customers & salesperson to crosscheck the validity of data given by them. The secondary data was collected from published books, reports, journals, magazines, and internet.

DATA ANALYSIS & INTERPRETATION**Demographic Factors****GENDER:**

Gender	Percentage
Female	57
Male	43

Interpretation: Female are more conscious towards organic products than male.

AGE GROUP:

Age Group	Percentage
18-24	15
25-35	24
36-50	22
51-60	23
Above 60	16

Interpretation: 25- 60 age group are more conscious about organic food products.

MARITAL STATUS:

Marital Status	Percentage
Married	56
Single	44

Interpretation: Married respondents are more conscious about use of organic products.

QUALIFICATION:

Qualification	Percentage
High School	12
Graduate	17
Post-Graduate	27
Professionals	44

Interpretation: Professionals are highly inclined towards organic food products followed by post-graduate students.

WORKING STATUS:

Working Status	Percentage
Non-working	39
Working	61

Interpretation: Working persons are more aware and conscious about use of organic food in their day today life.

MONTHLY FAMILY INCOME:

Monthly family income	Percentage
Less than 50,000	6
50,000-1,00,000	27
1,00,000- 2,00,000	38
2,00,000 above	29

Interpretation: Respondents getting monthly income with in 1, 00,000 -2, 00,000 are more conscious about organic food followed by the respondents getting above 2, 00,000.

Factors affecting Consumer Perception towards their Health & Health Conscious Food Product

S.no	Statement	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree
PRODUCT						
1.	I always consume fresh food.	33%	43%	--	24%	--
2.	I avoid food containing preservatives.	13%	46%	13%	28%	—
3.	If I don't know about a food I never try it.	10%	46%	—	41%	3%
4.	I am very conscious about my health & buy product as per that	9%	54%	---	22%	19%
5.	I am aware about food safety standards & regulations of products what I consume.	10%	32%	7%	41%	10%
6.	I gain complete information about food product before I buy.	13%	49%	---	30%	8%
7.	Branded food gives me quality assurance	30%	42%	---	28%	--
LABELLING & PACKAGING						
8.	I love to use those foods which have assured labeling.	36%	54%	---	9%	1%
9.	I trust food logo, labeling.	23%	37%	---	32%	8%
PROMOTION						
10.	I consider peer reference for health product.	12%	43%	--	39%	6%
11.	I usually see internet & search for customer feedback if any.	13%	36%	--	31%	20%
PRICE						
12.	I am willing to pay high for green product.	19%	36%	--	39%	6%
13.	Price plays a key role in buying items.	23%	42%	--	26%	9%
PLACE						
14.	I buy product which are easily available in stores.	27%	43%	--	27%	3%
15.	I give extra effort to search for the products which are really eco-friendly or healthier.	12%	31%	--	50%	7%

Interpretation:

PRODUCT

As per the survey about 76% of consumers always consume fresh food. About 60% consumers avoid preservatives in food item. More than 50% of consumers never try a food product they don't know. More than 60% of consumers today buy food products considering its health affect. More than 50% of consumers are not aware about food safety standards & regulations of products. 60% of consumers collect complete information about food product before they buy. More than 70% of customer believes that branded food gives quality assurance.

LABELLING & PACKAGING

90% of customers love to use those foods which have assured labeling. 60% customer trust logo & labeling of food items.

PROMOTION

More than 50% of customers consider peer reference for health product. Less than 50% of the customer search for customer feedback of products before purchasing.

PRICE

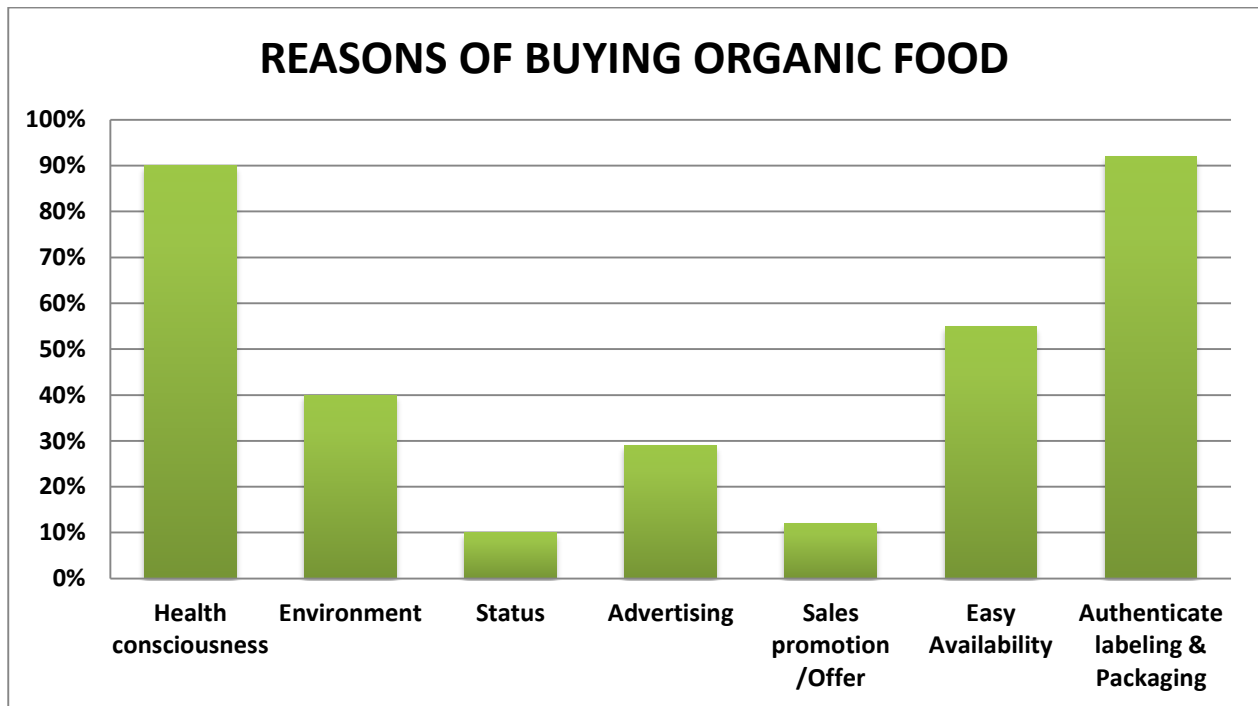
Less than 50% of customers are willing to pay high for green product. About 65% of customers say price plays an important role in buying items.

PLACE

70% of customers say they buy items which are easily available. Less than 50% of the customers are ready to pay extra effort for the products which are really eco-friendly or healthier.

What make you to buy organic Product?

S.N	Determinate	Percentage
1.	Health consciousness	90%
2.	Environment	40%
3.	Status	10%
4.	Advertising	29%
5.	Sales promotion /Offer	12%
6.	Easy Availability	55%
7.	Authenticate labeling & Packaging	92%



Interpretation:

As Per the respondents Health and Authenticate labeling and packaging are the two major factors which persuade a customer to buy organic products.

CONSUMER PERCEPTION TOWARDS ORGANIC FOOD

S.no	Statement	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree
1.	Organic food are environment friendly	20%	47%	5%	26%	2%
2.	They are healthier	15%	53%	11%	19%	2%
3.	They are superior in quality.	14%	56%	3%	23%	4%
4.	Most of organic foods don't justify their name.	12%	34%	2%	35%	17%
5.	Organic foods are equal to other available food.	3%	17%	14%	47%	19%
6.	Organic foods are lower than other available food.	-	6%	15%	49%	30%
7.	They have no harmful effect.	23%	60%	15%	2%	-
8.	Some Organic products are just named to attract the customer.	16%	32%	-	42%	10%
9.	They are very costly.	37%	43%	-	17%	3%
10.	They don't have enough variety/taste.	28%	46%	-	22%	4%

Interpretation: About 67% of respondents agree that organic products are environmental friendly. About 68% customers agree that organic products are healthier product. 70% of respondents say those organic products are having superior quality. It is pity to find from the survey that about 46% of consumers believe that many organic products don't justify its name. 79% of consumers perceive that these organic food products are not lower than other general food products. 83% of respondents says that these products have no harmful effect. 48% of customers believe that some organic products are just named to attract the customer. About 80% of customer says that organic foods are very costly. 74% of customer believes that they lack variety and taste. So many can't say clearly shows that many customers are unaware about organic food products or fact related to organic food products.

FINDINGS

As per the survey researcher finds that consumer mostly perceive organic product as Eco-friendly & Healthier. They also agree with the fact that these products are of superior quality than the general food product. They are also in the notion that they are harmless products. But one important thing was noticed from the survey that some of these products are not really organic as per the customer perception. Some customers also perceive that they take the advantage of the name organic to uniquely distinct their products. Customer also says these organic food product are very costlier & lack variety/taste. Current survey also shows that Health & environment are the two basic factors which drove a customer for purchasing green product. The conditions which act as a facilitator are labeling & packaging, easy availability & marginal pricing.

CONCLUSION

Today in the modern era environmental sustainability is growing in faster pace. Where the terms like sustainability, organic, green created buzz in the society. As India is always an agricultural hub so organic farming is much crucial for India today. Where the society very excitedly welcomes these concepts and people are in a path to change their lifestyle, food habit. Still it is pity to know that where one group of people rushing up to change their whole lifestyle to organic there we can note that there is no pint-sized sift in their food habit for the other group. People still lack basic knowledge about organic food, clothing and so on. No doubt researcher has received some what a positive feedback from our sample respondents through questionnaire. But, from the discussion with salesperson & customer could show some horrified picture. Just at last after a keen survey upon organic food products researcher could find that lack of authenticated labeling creates distrust among the customer. High pricing for some organic product is out of reach of common man. Least variety creates dissatisfaction among the customer. Customer ignorance about its availability. Last but not least lack of awareness of the organic products. So, it is prime time to buzz the alarm and make every one alert about the upcoming danger of health issues and walk forward to create a healthy tomorrow for one & all.

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