

CONSUMER ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS IN COIMBATORE CITY

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ABSTRACT

The term “Organic Food” is foods that are produced in the methods and standards of organic farming. Various methods and standards are followed in different countries on their economic basis. In general, organic farming features, practices and resources promote ecological balance and to conserve biodiversity. Constantly, using of pesticides and fertilizers are strictly restricted for producing organic products. Organic foods are not usually produced and farmed by using irradiation, industrial solvents, and synthetic food additives etc. The current study focused on consumer attitude towards organic food products that are carried in Coimbatore city with a sample size of 150 household respondents who are familiar in organic food products by adopting multistage sampling technique.

Keywords: Organic Food, Products, Organic Farming etc.

LIST OF ORGANIC STORES TAKEN FOR THE STUDY.

1. Bio Basics - Vadavalli, Coimbatore.
2. **Bonville Organic International** - Edayarpalayam Coimbatore.
3. **Sri Ayyappa Ghee Stores** - RS Puram, Coimbatore.
4. **Genius Nature Herbs Pvt Ltd** - Madhampatti Coimbatore.
5. **Aram Organic Store** - Saibaba Colony, Coimbatore.
6. Go Nature Organic Foods - Srivalli Bus Stop, Coimbatore.
7. **OTR Organic Farm Products** - Saibaba Colony, Coimbatore.
8. **Senthur Organic Product** - Nesavaalar Colony, Coimbatore.
9. **Sugam Organic Food Store** - Peelamedu, Coimbatore.
10. **Multi Organic Foods** - Papanaicken Palayam, Coimbatore.

INTRODUCTION

Food consuming pattern and attitude is changing rapidly among consumers and they are concentrated in preferring healthy and safety food products. There are strictly avoiding food items consisting of fertilizers, pesticides and synthetic chemicals which are not suitable for their health and environment. Organic products

are lower productivity, which leads with high market price of organic products. Organic farming is an ancient method of farming in India. An organic method of farming is used to produce quality and healthy food without any use of chemical fertilizers. Now a days, the attitude of the consumers are changing rapidly. Consumers are highly concentrating in health factor and safety factor. Eco- friendly farming food products are gaining popular among consumers and it also attracts in creating the awareness of their health and safety. Organic food farming created more interest among consumers towards organic products. Thus, this research attempts to understand the consumer's attitude towards organic products in Coimbatore city.

STATEMENT OF THE PROBLEM

The consumers are using inorganic products which are very harmful to their health, which causes various health issues. Now a days, organic products is emerged as a fast growing food market which has healthy and safe food consumption. Consumers are much aware about health consciousness. They are focussing on green aspects to maintain green environment. Thus, this research study has been undertaken in Coimbatore city and to focus on consumer attitude towards organic food products.

OBJECTIVES OF THE STUDY

- * To study the demographic profile of the consumers related to the study.
- * To find the awareness of organic products among consumer in Coimbatore city.

REVIEW OF LITERATURE

1. **Lucimar Santiago de Abreu. et.al (2008)**, The purpose was to confirm that what level the consumer behaviour shows cultural and economic values with reference to current ecological culture. To understand the cultural dynamics of each and every expenditure process can give meaningful to the current circumstance of local relations and global exchanges.
2. **Dr.S.Chandrashekar (2014)**, To identify the awareness of organic products among consumers. The advertisement of organic food products and better taste would influence the purchase organic food products.
3. **Shashikiran and Madhavaiah (2014)**, Impact on marketing organic food products and brand value among consumers. Marketing organic products with standard packaging and a logo or statement confirming the organic status adds to the value of the products in terms of quality and social benefits, etc.
4. **Tah Poh Leong and Laily Paim (2015)**, It focused on the analysis of the factors that affect college students of Chinese and their intention to use organic food. It assist to increase the local availability of organic food products in Malaysia.

5. **Tatiana Abusuniva (2016)**, The study focuses on increasing consumer awareness about organic foods among Australia. It is based on demographic profile that support for the research hypothesis by revealing positive and significant effects of the Healthiest, hedonism and trust on consumer purchase intention.

LIMITATIONS OF THE STUDY

- ✓ The Study is limited to only 150 respondents.
- ✓ The survey is conducted only in Coimbatore city.
- ✓ The study has also the limitation of time, place and resources.

RESEARCH METHODOLOGY

DATA COLLECTION: The present study is based on primary data which was collected using questionnaire method.

SAMPLE SIZE: 150 respondents were selected from Coimbatore city.

STATISTICAL TOOLS: Simple Percentage and Chi Square test.

AREA OF THE STUDY: Coimbatore city is selected as the study area.

SAMPLING METHOD: Random sampling method is used for data collection.

S.No.	Particulars	Factors	Respondents	%	Total
1	Gender	Male	90	60	150
		Female	60	40	
2	Age	Below 25	30	20	150
		26-35	50	33	
		36-45	46	31	
3	Education	Above 45	24	16	150
		School Level	36	24	
		Degree Level	34	23	
		Post-Graduation Level	50	33	
4	Monthly Income	Professionals	30	20	150
		Up to ₹ 10000	45	30	
		₹ 10001 to ₹ 20000	55	37	
5	Savings	More than ₹ 20000	50	33	150
		Up to ₹ 5000	53	35	
		₹ 5000 to ₹ 15000	51	34	
6	Occupation	More than ₹ 15000	46	31	150
		Agriculture	35	23	
		Self Employed	34	23	
		Private Employee	50	33	
7	Number of years have been purchasing for organic products	Government Employee	31	21	150
		Below 1 year	63	42	
		1-2 years	51	34	
		Above 2 years	36	24	

8	Frequently of purchase organic products	Weekly	70	47	150
		Monthly	30	20	
		Half yearly	23	15	
		Occasionally	27	18	
9	Spend for organic products in a month	Less than ₹ 5000	65	43	150
		₹5000-10000	54	36	
		Above ₹10000	31	21	
10	Purchase of organic products from	Organic outlets	35	23	150
		Super market	60	40	
		Departmental stores	45	30	
		Others	10	7	

FINDINGS

Simple Percentage

- ✓ 60 % of the respondents are Male.
- ✓ 33 % of the respondents are in the Age category of 26 -35.
- ✓ 33 % of the respondents are educated up to Post Graduation Level.
- ✓ 37 % of the respondents are in the ₹10001 – ₹20000 Income group.
- ✓ 35 % of the respondents are saving up to ₹5000.
- ✓ 33 % of the respondents are Private employees.
- ✓ 42% of the respondents purchase organic products under 1-year category.
- ✓ 47 % of the respondents purchase frequently in week basis.
- ✓ 43 % of the respondents prefer organic product in below ₹5000.
- ✓ 40 % of the respondents purchase organic products from super market.

Chi – Square Test

HYPOTHESIS

H₀: Monthly income is independent towards expenses on the basis of the respondents.

H₁: Monthly income is dependent towards expenses on the basis of the respondents.

The chi- square value was 16.6952381 and it was found to be significant at 5% level as the significance value is 0.000, hence we reject the null hypothesis and conclude that there is a significant relationship between monthly income and expenses.

H₀: Age is independent towards purchase of organic products of the respondents.

H₁: Age is dependent towards purchase of organic products of the respondents.

The chi- square value was 16.695 and it was found to be significant at 5% level as the significance value is 0.054. Hence, we reject the null hypothesis and conclude that there is a significant relationship between respondent age and purchase of organic products.

SUGGESTIONS

Organic products concept is developing around the world, it was identified that the further steps to be taken to increase the awareness among consumers. It illustrates that consumers are sighting towards healthy and safe consumption and they are ready to spare few portions of income to purchase organic products.

Organic goods are normally, purchased in the super markets, it also suggested improving the availability of organic products in more number of outlets for the consumer convenience. It also proved that consumer are not health and safe consciousness but also they prefer towards green environment.

CONCLUSION

Organic products relate with green environment and eco-friendly nature. It is identified that consumer purchase organic by their various beliefs. Consumers are aware about organic products from seeking the information from newspapers, magazines etc. It is very clear that consumers have positive attitude in purchasing of organic products. Therefore, the researcher suggests the marketers to give some more awareness about the organic products in order to market size, product availability, so that consumers prefer shop from exclusive outlets and of course they love green environment and nature.

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