

CUSTOMER WILLINGNESS TO PAY FOR ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:

Expendiency of biological input and output is critical for improve of organic farming in the country. Development of competent marketing system is the need of the hour for establishment the organic production in India. Health is wealth, is a statement which signifies the importance of health. In order to overcome this problem people must eat and use organic products which is grown or manufactured without use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic food consumption has become the trend of the time, owing to the multiple health benefits that it offers. Organic food is absolutely natural and is packed with load of vital nutrients which is required by the body. This paper made a humble attempt to understanding the consumer perception about organic product and marketing in Coimbatore city. The results concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are organic producer are low, adequate market facility is not there, few number of shops, lack of consciousness, and so on. Therefore if farmer as well as government give interest to organic farming easily enhancing good marketing system in Tamil Nadu.

Key Words: Organic Products, Price, Attitude, Health Consciousness & Consumer Willingness.

INTRODUCTION

Organic products are grown under a system of agriculture without use of chemicals, pesticides and fertilizers. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition and sound soil management, produces nutritious food

rich in vitality which has resistance to diseases. India is bestowed with lot of potential to produce all varieties of agro products due to its agro climate regions. This holds promise for the organic producers to tap the market which growing steadily in domestic market related to the export market. The government of India has implemented the national programme for organic production (NPOP). The national programme involves the accreditation programme for certification bodies, norms for organic production, promotion of organic farming etc. The NPOP standards for production & accreditation system have been recognized by European commission and Switzerland as to their country standards. With these recognitions Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

REVIEW OF LITERATURE

Ms. R. Sangeetha(2018) “*A Study on Consumer Preference towards Organic Products in Tirupur*” examine Now a day’s people lack in health because of eating an unhealthy, adulterated food products. In order to overcome this problem people must eat and use organic products which is grown or manufactured without use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic food consumption has become the trend of the time, owing to the multiple health benefits that it offers. Organic food is absolutely natural and is packed with load of vital nutrients which is required by the body. Hence, an attempt has been made to reveal the consumer preference towards organic products in Tirupur.

K. Ratheesh Kumar(2017) “*a study on consumer satisfaction towards organic food products with special eference to coimbatore city*” The study results concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are organic producer are low, adequate market facility is not there, few number of shops, lack of awareness, and so on. Therefore if farmer as well as government give interest to organic farming easily enhancing good marketing system in Tamilnadu.

Giannakas (2002) consumers may not detect the presence or absence of organic characteristics even after purchase and use. Consumers may only know that the product is organic when they are informed. lthough the attributes associated with organic food may be difficult to identify by visual inspection alone, must consumers purchase organic products because of perception that these products have unique attributes compared to conventionally grown alternatives.

STATEMENT OF THE PROBLEM

Organic farm production and trade has emerged as an important sector in India As in other parts of the developing world, and is seen as an important strategy of facilitating sustainable development. The development of organic agriculture in India is receiving increasing attention among the farmer/ Producers, processors, trader, exporters and consumers. Over the past decade consumption patterns of consumer will be

change especially in food consumption because all consumer to eat organic food because of the perception is to eat the organic food is good for health and it's grows with use of organic manual and use natural resource, so consumer behaviour will be shift to organic food item, and quality and safety in food attract consumer interest in organic food. Hence the researcher selects the topic customer willingness towards organic product in Coimbatore city.

OBJECTIVES OF THE STUDY

- To find the relationship between the variables that affect consumers' willingness to pay for organic food products.
- To examine the factors that affect consumers 'buying behaviours for organic food products.

METHODOLOGY

Sample Design

The area of the study refers to Coimbatore city. The study used both primary data as well as secondary data. The data was collected from 50 consumers by questionnaire method. The study based on primary data. The primary data had collected from selected consumers on Simple Random sampling techniques and Retail outlets of Organic products, Organic Products Marketing Agencies and other source.

Tools Used

For analysing the data, the researcher has used

- Simple percentage Analysis
- Chi-square Analysis.
- ANOVA

SIMPLE PERCENTAGE ANALYSIS

Table 1.1

S.No	Source	Factors	No. of Respondents	percentage
1.	Gender	Male	15	30
		Female	35	70
		total	50	100
2.	Classification on Age Group	Up to 20 years	12	24
		21 to 30 years	18	36

		31 to 40 years	9	18
		Above 40 years	11	22
		total	50	100
3.	Monthly Income	Below Rs 10000	9	18
		Rs 10001 to 20000	16	32
		Rs 20001 to 40000	16	32
		Above RS. 40001	9	18
		total	50	100
4.	Marital status	Married	34	68
		Unmarried	16	32
		Total	50	100
5.	Occupation	Employee	8	16
		Housewife	24	48
		Business	10	20
		Professional	8	16
		Total	50	100
6.	Source of Awareness	Television	11	22
		News paper	12	24
		Magazine	8	16
		Friends and relatives	19	38
		Total	50	100
7.	Type of Products	Fruits	10	20
		Vegetables	34	68
		Medicine	2	4
		Grocery	3	6
		Others	1	2
		Total	50	100
8.	Reason to Prefer the Product	Protect environment	14	28
		Prefer taste	9	18
		Ethical reason	4	8
		Quality of product	8	16
		Protect health	15	30
		Total	50	100

9.	Purchasing Organic Product	Several time	9	18
		Once in a week	16	32
		Once in a month	16	32
		Few times a year	9	18
		Total	50	100

The above table shows the demographic profiles of the 50 respondents 70% of the respondents are female. 36% of the respondents are their age group up to “21 to 30years”. Majority 68% of them are married. 48% of the respondents are housewives. 38% of the respondents came to know the product through friends and relatives. 68% of them are using vegetables.30% of the respondents prefer for protection health. Majority 50% of the respondents have very good opinion regarding the organic products. Among respondents 32% of the respondents purchase organic product once in a week and month.

CHISQUARE ANALYSIS

Table 1.2

Hypothesis: There is no relationship between personal factors and Consumers ‘buying behaviour

Level of Satisfaction				
S.No	Personal Factors	Calculated value	Table Value	Result
1	Gender	4.24	9.48	Rejected
2	Monthly Income	5.37	9.48	Rejected
3	Occupation status	17.00	21.02	Accepted
4	Age	21.61	21.02	Rejected

The calculated value of chi-square is more than the table value at5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between personal factors and Consumers ‘buying behaviour. The calculated value of chi-square is less than the table value at5% level of significance. So the null hypothesis is accepted. Hence there is a relationship between Occupation status and Consumers ‘buying behaviour.

ANOVA

Table 1.3

Hypothesis: There is no relationship between Educational qualifications and Consumers 'buying behaviour.

<i>Source of Variation</i>	<i>Sum of square</i>	<i>df</i>	<i>Mean square</i>	<i>F</i>	<i>P-value</i>
Between Groups	32.43346	1	32.43346	12.5997	0.000875
Within Groups	123.559	48	2.574146		
Total	155.9924	49			

The above table shows that there is relationship between Educational qualifications the factors determining consumer willingness. It is clear that the p-value is LESS than 0.05 for the above factor so ($p < .05$), the null hypothesis is rejected.

ANOVA

Table 1.4

Hypothesis: There is no relationship between marital statuses and Consumers 'buying behaviour

<i>Source of Variation</i>	<i>Sum of square</i>	<i>df</i>	<i>Mean square</i>	<i>F</i>	<i>P-value</i>
Between Groups	25.60417	1	25.60417	9.371903	0.003603
Within Groups	131.1367	48	2.732014		
Total	156.7408	49			

The above table shows that there is relationship between marital statuses the factors determining consumer willingness. It is clear that the p-value is LESS than 0.05 for the above factor so ($p < .05$), the null hypothesis is rejected.

CONCLUSION

The demand for Indian organic food products is on constant increase world-wide as India exported organic products worth \$ 515 million in financial year 2017-18, from \$ 370 million in 2016-17, say officials from Agricultural and Processed Food Products Export Development Authority (APEDA). Registering an increase of 39%, the total volume of export during 2017-18 was 4.58 lakh tonne, they added. "The major demands under the organic product category are for oil seeds, cereals & millets, sugar, fruit juice concentrates,

tea, spices, pulses, dry fruits, medicinal plant products etc. India has tremendous potential, largely untapped, for a major breakthrough in organic agriculture. With the effort of government to streamline regulatory mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. And all give assistant to farmer to grow the organic product. Consumer behaviour is playing the major role while buying not only organic product any product. So the organic shops and product supply is limited but demand for it is more so farmer and all so government are think to improve or increasing production of organic product as well as good packaging, quality and market system it helps to improve the standard of living farmer and all it healthy to environment and all so it helps to government.

Health is an important aspect in our life. Without health we cannot perform any action. So health is necessary. Nowadays people are not healthy due to eating of adulterated and poisonous food. So we must go to organic products to maintain health. Nowadays many people are aware of organic products and usage has been increased to an extent which helps to provide unpolluted environment. Apart from health, food and environmental considerations, several other characteristics such as nutritive value, taste, freshness and appearance influence consumer preference.

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