



BUYER'S PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS DURING POST COVID

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ABSTRACT

Globally, the Buyer's consume conventional foods to feed their families to satisfy their basic needs. During the time of pandemic, the buyer's believe that the conventional food does not give a healthy life. The buyer's decided to change the food habits which might help to improve the immune system. Therefore the buyer's prefer organic food products because of more nutritious, natural, and environmentally friendly. In every family, Spouse makes the decision for preferring the food products therefore the homemaker's perception has changed drastically towards organic food products and gradually changed their food habits into naturally harvested foods. Especially the high benefits of organic food products stimulate the perception of the homemaker's to give best to their families. The perception of the buyer's got transformation due to the factors like Price, Availability, Environmental concern, Health benefits and the like. Hence, the article focuses on Buyer's Perception towards Organic Food Products during Post Covid

Key words: *Pandemic, Organic, Perception, Environmental concern*

INTRODUCTION

In recent days, the usage of organic food products drastically increased since it helps to improve the immune system of the human being. Due to the influence of pandemic the buyer's turned their attention towards the organic food products. Especially the home maker plays a prominent role in feeding their families with naturally harvested food to make healthy family. Post Covid influenced the buyer's to seek alternative naturally harvested food than regular conventional foods.

STATEMENT OF THE PROBLEMS

The post Covid insisted the buyer's to have a healthy life to prevent from various diseases. The home maker plays a significant role in feeding a healthy diet to their families to boost immune system. Due to this the buyer's perception has changed to accept naturally harvested foods. Thus, this study has been undertaken in Madurai city and it focuses on the perception of the Buyer's towards organic food products.

REVIEW OF LITERATURE

(Chaturvedi, 2021) In the article revealed that, knowing the buyer's attitude towards organic food is key to success in the market. Some demographic factors, which can affect the buying attitude of buyer's like age, gender, income, education, marital status etc. In India the big part of buyer's are changing their eating behavior completely as organic.

(Selvan) In the article stated that, the organic food market in India is growing at 25- 30%, but the awareness about organic food is still low and is limited to buyer's in metro cities. The right to safe, healthy, affordable and sustainable food is a fundamental human right.

OBJECTIVES

- To find most preferable organic food during post Covid in the study area
- To study the factors influencing the perception of the buyer's during post Covid in the study area

METHODOLOGY:

SAMPLE DESIGN

Primary data will be collected using with simple random sampling method and a self-administered questionnaire was send to the respondent through Google forms. The study is based on both primary and secondary data. To carry out the Primary data collection, a self-structure questionnaire was developed based on research objectives. Secondary data required for the study undertaken were collected through Web Sites, Magazines, Reviews, Journals and etc.

SAMPLE SIZE

The data were collected using questionnaire method from 100 respondents. Since the study period is very short.

TOOLS FOR ANALYSIS:

- Garrett Ranking Techniques
- Factor Analysis

BUYER'S ORGANIC FOOD PREFERENCE DURING POST COVID

TABLE 1

BUYER'S ORGANIC FOOD PREFERENCE DURING POST COVID

PARTICULARS	GARRETT MEAN SCORE	RANK
Fruits	63	1
Vegetables	59	2
Grains and Millets	47	3

Dairy Food Products	45	4
Snacks Items	42	5

Source: Primary data

Table 1 reveals that, the fruits have been selected as first rank with the mean score of 63. Vegetables have been selected as second rank with the mean score of 59. Consumption of fruits is a key to fighting various infections. During the post Covid, the most of the buyer's prefer organic fruits to improve their immune system hence it's reflected in this study.

KMO AND BARTLETT'S TEST**TABLE 2**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.122
Bartlett's Test of Sphericity	Approx. Chi-Square	3.442E3
	df	300
	Sig.	.000

The value of KMO should be close than 0.5 for a satisfactory factor analysis to proceed. The value of test statistic is given in Table 2 as 0.122 which means the factor analysis for the selected variables is found to be appropriate to the data.

Bartlett's test is another indication of the strength of the relationship among variables. This test, test the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are close to 0. From the Table, the Bartlett's Test of Sphericity test value is 3.442E3 at Degrees of freedom 300. That significant level is less than 0.05. In fact, it is actually 0.000, i.e. the significance level is small enough to reject the null hypothesis ($p < 0.05$). This means that correlation matrix is not an identity matrix (there exists' correlations between the variables).

Total variance explained of the factor should be more than 50%. Thus, the eight factors explained 84.274% variance between the factors of homogeneous variables with Eigen value more than 1.

ROTATED COMPONENT MATRIX^A

STATEMENTS	COMPONENT							
	1	2	3	4	5	6	7	8
I prefer to buy organic food products only in specialty shops.	.908	.031	.095	-.075	.033	-.098	-.057	.098
Real organic products can only be bought in supermarkets, department stores or organic food stores	.893	.087	.078	.184	.105	.045	-.007	.193
Organic producers have a wide collection of products available.	.806	-.074	.200	-.278	.191	-.105	-.009	-.112
I recommend the organic products to friends if widely & easily available	.736	.078	-.050	.232	-.427	.160	.207	.135
Growth hormones are not used in the production of organic food	.692	.055	-.490	.141	.383	-.065	-.060	.001

Organic food requires more accessibility in market.	.655	.129	.025	-.010	-.065	.331	.484	-.110
Organic foods can command a higher price because they contain no chemicals or pesticide residues	.030	.847	.274	.109	.172	.084	.131	.157
Eating organic food keeps me healthy for a long time	.088	.775	-.123	.083	.298	-.153	-.115	.350
Eating organic food could enrich my nutrition level	.126	.734	.211	.225	-.095	.273	-.180	-.343
Organic foods can be sold at a premium price since they are more nutritional, safe, and delicious	-.046	.611	.172	.211	.309	-.473	.042	-.233
Eating organic food is effective in avoiding health irregularity	.194	.525	.370	.041	.433	.252	-.154	-.097
An organic food helps to improve our immune system.	-.394	.471	-.268	.345	-.032	.010	.071	-.037
Organic farming aids in the reduction of pollution in the land and water	.057	.008	.867	.090	.082	.014	-.021	-.065
Organic products are avoided by consumers due to their high cost	.166	.361	.783	.041	.128	-.010	-.153	.071
it is less detrimental to the environment	.027	.063	.635	.389	.425	-.163	.316	-.082
Organic farming is done in harmony with nature	-.049	.148	.590	.451	-.228	-.022	-.076	-.488
Consumption of organic foods leads healthy life	.051	.241	.146	.838	.157	.015	-.101	.186
Consumers are willing to pay a higher premium for environmentally friendly products in order to save the environment	.034	.121	.308	.671	.126	.297	-.036	-.407
Artificial colors, additives, and flavors are not found in organic foods	.205	.352	.182	.098	.752	-.029	.035	-.032
Organic foods include fewer chemicals and pesticides than conventional foods	-.040	.197	.026	.556	.656	.224	.092	.117
consumers aware of the health and environment benefits offered by organic products	-.215	-.026	-.139	.214	.026	.849	.140	.099
Organic product manufacturing/production is completely environmentally friendly	.322	.165	.218	.003	.112	.723	-.391	-.120
When a discount is offered, customers choose to prefer organic products	.473	.165	.106	-.033	.169	-.120	.774	-.038
Consumers compare the prices of organic and traditional products before purchasing organic	.254	.382	.246	.090	.084	-.014	-.715	.253
Organic foods are usually healthy and fresh	.165	.099	-.024	.079	-.053	.076	-.182	.928

The rotated component matrix (Table) shows the association between the factors and the variables taken for the study with the help of values ascertained by the variables. These variables together constitute factor 1, which can be termed as “**Awareness**”, the variable representing the factor 2, which can be termed as “**Health Conscious**”, the variable representing the factor 3, which can be termed as “**Environmental consciousness**”, the variable representing the factor 4, which can be termed as “**Price**”, the variable representing the factor 5, which can be termed as “**Availability**” the variable representing the factor 6, which can be termed as “**No pesticides**” the variable representing the factor 7, which can be termed as “**chemical free**” the variable representing the factor 8,

which can be termed as “ **Preservatives**”. The health factor is a significant factor in the perception of buyer’s during the post Covid since the organic food products helps to improve the immune system of the buyer’s.

Conclusion:

Especially the high benefits of organic food products stimulate the perception of the homemaker’s to give best to their families since the home makers play a dominant role to feed their families . The health factor is a significant factor in the perception of buyer’s during the post Covid hence the organic food products helps to improve the immune system of the buyer’s. The consumption of fruits is the most preferable organic food products during post Covid, hence it contains more vitamins and minerals to boost their immunity. Finally, the perception of the buyer’s got transformation due to the factors like Price, Availability, Environmental concern, Health benefits and the like.

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