

# A Descriptive Study on Consumer Opinion and Expectations: ORGANIC FOOD MARKETING

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## Abstract:

The main goal of organic farming and organic food is to integrate biological, cultural and mechanical practices that encourage the development of cycling of resources, conserve bio diversity and promote ecological balance. These organic foods are sold to the customers without adding any food enhancers and preservatives. Organic foods may not be completely chemical free. The land used for cultivating organic food may be previously used for cultivating non organic foods. Chemicals may retain in the land due to the previous use of non organic cultivation. However chemical level in the food will be considerable lower than the other non organic foods.

**Key words :** Organic marketing, Organic food,

## MEANING

Organic food is the purest form of food which is grown without the use of any chemicals pesticides or artificial fertilizers. The main goal of organic farming and organic food is to integrate biological, cultural and mechanical practices that encourage the development of cycling of resources, conserve bio diversity and promote ecological balance. These organic foods are sold to the customers without adding any food enhancers and preservatives. This is also an alternative health care. These organic foods are safer, healthier and more nutritious than the non organic foods. The organic food will also include animal products like eggs, meat etc.

Organic foods may not be completely chemical free. The land used for cultivating organic food may be previously used for cultivating non organic foods. Chemicals may retain in the land due to the previous use of non organic cultivation. However chemical level in the food will be considerable lower than the other non organic foods. There are lots of naturally occurring pesticides like pyrethrums, copper, light oil and sulpher. The organic food is certified only after the 3 years of operation. However the purpose of the word organic is not regulated so it is necessary that the product that we consume comes from certified producer.

## Objectives of the study

- To study the consumers opinion about organic food products
- To identify marketing gap lies in organic food sector
- To provide road map to ecopreneurs and agripreneurs about the market expectations and conditions.

## Review of Literature

Egoistic and Altruistic considerations for purchasing organic food and their implications for advertising strategists Ioannis Kareklas, Jeffrey R. Carlson & Darrel D. Muehling. (05 Feb 2014). This study reveals altruistic and egoistic consideration simultaneously predict consumers organic attitude and purchase intention. This also indicates that societal considerations play a more influential role of green / organic products. Test advertising treatment utilizing egoistic and altruistic claim. Consumption behavior regarding organic food from a marketing perspective. Sarah Hemmerling, Ulrich Hamm, Achim Spiller (19 Mar 2015). This topic gives overview of research in marketing the organic food consumption, this enabling the identification of research deficits and strength. The structure of the review was extracted from the method of the consumers-oriented marketing, taking from consumer benefits and value, price for the consumers, communication and information requires and convenience and distribution. Comparison of consumer perceptions and preference toward organic versus conventionally produced food. Emmanuel K. Yiridoe, Samuel Bonti-Ankomah and Ralph C.Martin. (01 Feb 2007). The economic definition of organically development in food for the requirement of the consumer. Attributes that producers consider most when comparing organic food with conventionally grown food products. Level and characteristics of consumers knowledge and awareness about organic food. Nutritional quality and safety of organic food. Denis Lairon (07 Jan 2011). Industrialized production methods have clearly shown severe limitations such as a worldwide contamination of the food chain and water be persistent pesticide residues, and reduced nutrient and flavor contents through low cost intensive food production and processing. Consumers grouping of organic and conventional food products- implications for marketing of organics. Sigrid Denver and Tove Christensen (27 jun 2014). A detailed account of the way consumers choose to group different varieties of organic and conventional food produce might have practical implications in terms of improved space management in super markets and better targeted promotions of organic products. The results presented here were obtained in a case study using a web based questionnaire and 849 Danish consumer. The impacts of personal consumption values and beliefs on organic food purchase behavior. James E. Finch (08 sept 2008). The study examines the nature of the consumption values that differentiate organic food buyers from non-organic food buyers. Specific functional economic values and ideological social values appear to play important roles in shaping individual retail food buying behavior. Of specific interest is the extent to which the composite set of values that characterizes organic food purchasers differs from the values sets of non-organic buyers. Environment and health components in consumer perception of organic products: Estimation of Willingness to pay. Gianni Cicia, Teresa Del Giudice and Ilaria Ramunno. (26 jun 2009). An increasing number of farms in Italy are converting to organic farming. In the slow process of shifting from a “niche” to broader consumption, consumer attitudes to organic produce appear complex as they involve both socio economic and psychometric characteristics. However, understanding the development of consumer preferences for organic products in of great importance to bring the organic sector out of its niche. Consumer motivations in the purchase of organic food: a means-end approach. Raffaele Zanolli, university of ancona Italy. (2002) The paper presents partial results from an Italian study on consumer perception and knowledge of organic food and related behavior. Uses the means-end chain model to link attributes of products to the needs of consumers. In order to provide insights into consumer motivation in purchasing organic products, 60 respondents were interviewed using “hard” laddering approach to the measurement of means end chains.

## HISTORY

Organic food is not a new concept our ancestors are grouped up only by eating organic foods but now organic food became a trend in fooding. Before the World War 2 the crops are grown in organic way only. Farmers produce it in natural way. They use the natural method for the production of food these methods

include synthetic pesticides. They also use the natural method for nurture the soil and also for the control of the pests. During the 2nd world war the researchers revealed that the chemical used as the nerve gas is the same chemical that kills the insets in the soil and the crops. The long range effect that occurs due to the breathing of the toxic chemicals from the industrialized way of the farming. There is a worry among that people that the impacts of these toxic chemicals will affect the environment. This is the healthier and the better solution for all the organic problems. Everywhere there will be a problem. There was a protest against the new method of farming. Then the industrial method of farming started continuing. The industrial farming method started emerging in many places as the agriculture operation. The voice that was promoting the organic food was not at the complete silent stage. Whereas the modern organic movement also got started during the same period where the industrialized agriculture started emerging. Then the organic farming technique started emerging because the people started to demand for the safest food product for which the safest food production method is needed. The safest food production leads to the minimization of the health hazards which is caused y the chemical that is added in the industrial production method. Information books played will play a vital role in spreading the needs of the organic farming practice all over the world. In 1944, first organization for farming got started in Sydney which was names as the Australian organization farming. In 1960 and 1970 many people focused the attention on the health, nutrition and their safety. This farming produces food that doesn't contain any pesticides, fertilizers or generally modified organisms. Organic food products are found in many displays in many large chain supermarkets in the nations. Some small farms grow their organic products using the organic farming practice with or without the permission or without getting the certificates and they get consumer monitored.

## HEALTH AND NUTRITION

The scientific evidence of harm or benefit to human health from a diet high in organic food and demonstrating an experiment is very difficult on the subject. The retainment of the chemicals in the food have an effect on the health of the human being. All the food production that is available in market will have some amount of pesticides, growth hormones, antibiotics and some other chemicals which is been used during the process of production is said to be safe. The improvement of organic food is mainly focused on the residue of pesticides. The possible increased risk to the safety form the food intake review has found that they may be increased risk due to the contamination of the fertilizer because of increased manure like E. coli during the organic product production.

## BENEFITS

- Organic food has various nutritious benefits like antioxidants.
- People who are allergies to chemical foods or preservatives find organic food as a lesser or as a remedy to overcome those allergies.
- Organic food are fresher because they doesn't contain any preservatives which helps the food to stay longer.
- Organic farming helps in reducing pollution, increase soil fertility and makes soil less through it consume less energy and conserve water.
- Animals, birds and people who lived near the farm feel good because of the farming without pesticides in cultivation.
- Organically grown animal doesn't have any antibiotics.
- Animals which is feed be the product have a mad cow disease research says those antibiotics lead to various strains of bacteria. Organically raised doesn't have those antibiotics from one space to another and it will access more outdoor that will help them to be healthy.
- Organic foods are rich in nutrient like organic meat and milk have high components of nutrients.

## Health improvement factors:

Consuming organically grown foods reduces exposure to the containments that have been normally found in the foods. Containments have been normally found in the foods. Containments not only deal with pesticides it has been classified as potential cancer. Thus the organic foods are highly nutritious so it decreased the containment in the food we are in taking.

## TYPES OF ORGANIC FOODS

- Vegetables and fruits
- Grains
- Legumes
- Nuts and seeds
- Eggs and dairy products
- Livestock
- Meats and poultry

## ORGANIC FOOD IN INDIA

In India, the organic food benefits are realized by collective and it is been increasingly adopted by them. 62% householders in upper-end preferring organically grown foods now a day. Organic Food Consumption in India is on the increasing trend, Though 50% of the organic food production in India is targeted towards exports, there are many who look towards organic food for domestic consumption. ACNielsen, a leading market research firm, recently surveyed about 21,000 regular Internet users in 38 countries to find their preference for functional foods – foods that have additional health benefits. The survey revealed that India was among the top ten countries where health food, including organic food, was demanded by the consumers. Organic food consumption is increasing in India and this is evident from the fact that many organic food stores are spurring up in India. As of 2006, every supermarket had an organic food store and every large city in India has numerous organic food stores and restaurants. This is a huge change considering that the first organic food store in Mumbai was started in 1997.

## TOP 10 ORGANIC FOODS IN INDIA

### 1. Vegetables:

Vegetables like potato, cauliflower, spinach, bittergourd, tomatoes, capsicum, carrot, green chili, brinjal are having 68% of consumption so it hit the list as nominal one.

### 2. Fruits:

Organic fruits consumption is 52% and it stands second at phones, pomegranates, peaches, mangoes, bananas, apples are the most organic plant bought product we can taste the sweetness of the fruit to the core unlike chemical grown one.

### 3. Organic pulses:

Organic pulses takes third place by making 51% of consumption by Indians pulses are urad, masonry, archer, cantor, kidney bean. These pulses are enriched with nutritional elements.

**4. Fruit juices:**

Fruit juices also contain 51% consumption by the Indian consumers. The organic fruit juices like the apple juice, coconut water, amla, aloe Vera juice, pineapple juice, etc.

**5. Food grains:**

50% consumption of organic grains like corn, millet, wheat, maize, rice instead of synthetic nitrogen organic fertilizer are used with the concept of cow dung.

**6. Milk:**

45% for organic milk cows are feeded 100% naturally without any treatment.

**7. Meat:**

Meat that have been taken from animals without any treatment or feeding. They have been feeded by grains, grass, seeds, berries and green plant organic meat consist of omeg-

**8. Tea:**

Indians are food of organic tea because they are rich in flavor and nutrition's. They are hard weeded and to get rid of insect urine of cow is used.

**9. Eggs:**

Organic chicken produce organic egg. Here chicken will not be locked up they are free to feed naturally grown plants. We can see and slightly orange colour in the egg yolk.

**10. Beverages:**

Organic beverages includes jaljeera, coffee, agama pane, tulsi, green tea, nimbupani, sugarcane juice, patanjali, 24 mautra, amira, genera, organic India, aum fresh, the organic kitchen, assamica agro. These companies are promoting an trending organic food and making a brand in India.

**MARKET SHARE**

Indian economy is reliable on agriculture and it provide nearly 14% of country's GDP and almost 60% population will be dependent on agriculture. The organic food that was started in the process of development region like North America and Europe is expected is expecting for the developing countries like China and India. Europe and America are the countries which consume largest of the organic food, whereas in Asia the organic food market is likely to increase for the higher growth rate for the next 5 years. The organic food is widely acceptable in the rapidly growing countries like China and India. The organic food market growth of India will be attributed to increase awareness among organically growing product which will be free from the pesticides. The salary of the organic product have been reached 47 billion in 2016 form the salary of 43.3 billion in 2015 with is 8% more than the overall growth. 60% of the organic business employees have been movie from part time to full time jobs in the same organic field in the year 2016. Then in 2017 they are planning to increase their fulltime working staff. Organic farmers are now just expanding their growth. There are lots of facilities that are being opened. Organic suppliers are creating jobs for the suppliers and handling them across the country. A specific type of organic consumer is difficult to be pointed out. The price of the organic product is continued to be high in the market as the demand of these organic product is high. The information about the industrial sources say



that some countries does not have the statistics of the retail sales of the organic product. The organic food has initiated to retain the products for 3 decades. The top selling products of the organic growing food will be the fresh vegetables and fruits. The products are still being there in the outselling categories of the other foods. According to the organic trade association the more organic product re sold through the natural food and conventional food supermarkets and their chains. This also estimates the sales occur through the farmers, marketing channels and other food services. They even happen through the retail stores. The use of organic food market is same as the use of the direct markets.

## **ORGANIC PRICE PREMIUM REMAINS HIGH**

The agriculture marketing service has increased the wholesale prices that are reporting for organic foods. An agriculture market service is publishing the price of the vegetables crops and the fruits in the terminal market. Terminal market is the place where the prices will be collected. ERS is the comparison of the prices of Conventional and organic food during the year 1999 till the year 2013. The news in the market is reporting the weekly prices of the organic poultry and the price of the eggs to the organic poultry. They also calculate the wholesale average price of the broilers and the eggs in the year 2004 till the year 2013.

## **SURVEY REPORT**

- The sample size of the survey is 50.

## **DEMOGRAPHIC VARIABLE**

### **FINDINGS:**

- ✓ **56% of the respondents are aged between 15-25**
- ✓ **18% of the respondents are aged between 25-35**
- ✓ **14% of the respondents are aged between 35-45**
- ✓ **12% of the respondents are aged above 45**
- ✓ **66% of the respondents are male**
- ✓ **34% of the respondents are female**
- ✓ **32% of the respondents have the income level between 1-2 lacks**
- ✓ **36% of the respondents have the income level between 2-3 lacks**
- ✓ **32% of the respondents have the income level of above 3 lacks**
- ✓ **38% of the respondents are located in north Chennai**
- ✓ **20% of the respondents are located in south Chennai**
- ✓ **18% of the respondents are located in central Chennai**
- ✓ **24% of the respondents are located other than Chennai**

## **STATISTICAL TOOLS USED:**

H TEST

CORRELATION

MULTIPLE CORRELATION

MANN WHITNEY U TEST

## People

Statistics

	i love organic food	organic food is the healthiest one	organic food needs innovation in design,packaging etc	organic food consumption need awareness	organic food sales is not easy	trainig is needed for organic entrepreneur	taste is main challenging facts in sellingg of organic food
N Valid	50	50	50	50	50	50	50
N Missing	0	0	0	0	0	0	0
Mean	1.44	1.26	2.30	1.58	2.10	1.96	1.92
Median	1.00	1.00	2.00	1.00	2.00	2.00	2.00
Mode	1	1	1	1	2	1	2
Variance	.333	.196	1.316	.534	.786	.896	.851

The above weighted average factors taken for the analysis and the variables taken for analysis are 1, 2, 3, 4, 5, 6 and 7. Among those factors it is clear that organic food needs innovation in design, packaging, etc. It plays a significant role in developing the product. Many of the customers feel that the organic food packages and design can be improved.

## Price

Statistics

	i am completely satisfied with the price	paying for organic food is good	organic food is not so good in marketing	organic food is costly	organic food is yet to be top branded
N Valid	50	50	50	50	50
N Missing	0	0	0	0	0
Mean	2.32	1.60	2.58	2.40	2.08
Median	2.00	1.50	2.00	2.00	2.00
Mode	2	1	2	2 <sup>a</sup>	1
Variance	.916	.490	1.351	1.143	1.136

a. Multiple modes exist. The smallest value is shown

The above weighted average factors taken for analysis and the variables taken for analysis are 1, 2, 3, 4 and 5 for measuring the dimension. Among those factors it is clear that organic food is not so good in marketing. And the organic food is costly. So most of the customers felt that the price is not matched up with organic food marketing strategies. Still majority of the customers felt that it is to be marketed.

**Place**

**Statistics**

		i am completely satisfied with the availability of organic food	availability at door step is the biggest challenge	small scale entrepreanour	organic food stall	channel of distribution	farm to fork
N	Valid	50	50	50	50	50	50
	Missing	0	0	0	0	0	0
Mean		2.74	2.30	2.02	1.70	2.22	2.34
Median		2.00	2.00	2.00	2.00	2.00	2.00
Mode		4	2	2	2	2	2
Variance		1.666	.990	.591	.622	.951	.678

The above weighted average factors taken for analysis are 1, 2, 3, 4, 5 and 6. The most influencing variable is satisfied with the availability of the organic food. The market is satisfied with the organic food centre.

**Promotion**

**Statistics**

		Offers	awareness program	Cini celebrities	organic cartoon	satisfied service centre
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		2.16	1.86	2.20	1.72	2.88
Median		2.00	2.00	2.00	2.00	3.00
Mode		2	2	1	1	2
Variance		.831	.735	1.306	.736	1.047

The above weighted average factors taken for analysis are 1, 2, 3, 4 and 5. The most influencing variable is the customers satisfied with the service centres in their area. So it is imminent sector to many of the enterprises wants to develop their market in our huge competitive market.

**People**

**Statistics**

		young graduates	sales rep
N	Valid	50	50
	Missing	0	0
Mean		1.74	2.06
Median		2.00	2.00
Mode		2	2
Variance		.564	.874



The above weighted average factors taken for analysis are 1 and 2. The most influencing variable is the well groomed people can be used as the sales representative to attract top economic class in society.

**Process**

**Statistics**

		transparency in manufacturing	good licensing agent
N	Valid	50	50
	Missing	0	0
Mean		2.06	1.78
Median		2.00	2.00
Mode		2	2
Variance		.996	.542

The above weighted averages taken for analysis are 1 and 2. The most influencing variable is the transparency is needed in the manufacturing process. Here most of the consumers prefer transparency. The doctrine of indoor management operate the still the transparency is needed.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 <sup>a</sup>	.253	.149	.532

a. Predictors: (Constant), transparency in manufacturing, organic food needs innovation in design, packaging etc, organic food is not so good in marketing, i am completely satisfied with the availability of organic food, sales rep, satisfied service centre

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.132	6	.689	2.430	.041 <sup>b</sup>
	Residual	12.188	43	.283		
	Total	16.320	49			

a. Dependent Variable: i love organic food

b. Predictors: (Constant), transparency in manufacturing, organic food needs innovation in design, packaging etc, organic food is not so good in marketing, i am completely satisfied with the availability of organic food, sales rep, satisfied service centre

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.122	.379		2.961	.005
organic food needs innovation in design,packaging etc	-.096	.067	-.191	-1.432	.159
organic food is not so good in marketing	.145	.067	.291	2.144	.038
i am completely satisfied with the availability of organic food	.183	.064	.410	2.865	.006
satisfied service centre	-.115	.082	-.203	-1.390	.172
sales rep	.016	.084	.025	.187	.852
traperency in manufacturing	-.019	.080	-.033	-.236	.814

a. Dependent Variable: i love organic food

### MANN WHITNEY U TEST

**Ranks**

	gender	N	Mean Rank	Sum of Ranks
paying for organic food is good	Male	31	27.79	861.50
	female	18	20.19	363.50
	Total	49		

**Test Statistics<sup>a</sup>**

	paying for organic food is good
Mann-Whitney U	192.500
Wilcoxon W	363.500
Z	-2.001
Asymp. Sig. (2-tailed)	.045

a. Grouping Variable: gender

### U TEST

Ranks				
	gender	N	Mean Rank	Sum of Ranks
organic food is costly	Male	31	27.03	838.00
	female	18	21.50	387.00
	Total	49		

Test Statistics <sup>a</sup>	
	organic food is costly
Mann-Whitney U	216.000
Wilcoxon W	387.000
Z	-1.354
Asymp. Sig. (2-tailed)	?.176

a. Grouping Variable: gender

In the above analysis, the value of P is 0.0176 which is less than 0.05 it indicates strong evidence to reject null hypothesis, So there is significant difference between Men and women about the cost of the Organic food.

### H TEST

Ranks			
	income level	N	Mean Rank
organic food is costly	1-2 lak	16	27.19
	2-3 lak	19	24.45
	3 lak above	15	25.03
	Total	50	

Test Statistics <sup>a,b</sup>	
	organic food is costly
Chi-Square	.354
Df	2
Asymp. Sig.	.838

a. Kruskal Wallis Test

b. Grouping Variable: income level

In the above analysis the value of P is more than 0.05 so we can accept null hypothesis, implied the level of income is neutral with the cost of the Organic food.

**RELIABILITY STATISTICS**

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.671	.689	31

The variables taken for analysis are product, process, price, place, promotion and people.

The dependent variable is the customer satisfaction about organic food. The correlation value is 0.503 which indicates the positive correlation that exist between independent variable and the dependent variable.

The regression equation is

$$Y = 1.12 + 0.96(\text{product}) + 0.145(\text{price}) + 0.183(\text{place}) + 0.115(\text{promotion}) + 0.016(\text{people}) + 0.019(\text{process})$$

**ANALYSIS AND FINDINGS**

- In the PRODUCT analysis, it is noted that organic food needs innovation in packaging. It opens the other market, might be green marketing for supporting this organic food market.
- In the PRICE analysis it was found that in organic food marketing the price is not upto the customer expected level. Many of the customer opines that organic food is costly compared to other normal goods.
- 3rd P in the marketing mix is PLACE the most influencing variable is the consumers market is satisfied with organic food centers in the market
- 4<sup>th</sup> P in the Mix is PROMOTIONAL strategy, here many of the customers opines that they are satisfied with the service center's in the market but still promotional strategy is expected in this huge promotional market
- Regarding PEOPLE in the Marketing Mix the customer feels that they can be well groomed to attract the top economic class in the society
- In the PROCESS factor consumers expecting transparency in the process even though doctrine of indoor management operates but still transparency is expected or needed.
- The variables taken for analysis are product, process, price, place, promotion and people. The dependent variable is the customer satisfaction about organic food. The correlation value is 0.503 which indicates the positive correlation that exist between independent variable and the dependent variable.  
The regression equation is

$$Y = 1.12 + 0.96(\text{product}) + 0.145(\text{price}) + 0.183(\text{place}) + 0.115(\text{promotion}) + 0.016(\text{people}) + 0.019(\text{process})$$

The most influencing variable is found to be PRODUCT. Manipulate the product into innovation and design which may affect consumer satisfaction.

## CONCLUSION

Increasing market demand for organic food and rising health and cost consciousness among the people in the present scenario led the researcher to study about the behavior of consumer towards the organic products, its pricing, awareness of consumers towards organic products etc in a more intensive way. Rianto Heru (2015), explained that Organic food promotes a balance of human, other living organisms and the nature, it also promotes no artificial preservations and maintain the originality of food. People with allergies to food, chemicals often find their symptoms lessen or go away when they eat only organic food. We can conclude that so many market gaps are still in the market which provide a way new firms or to the existing firms. Out of seven marketing P's the most influencing thing is Product, if the firms try to focus more on uniqueness/ product differentiation leads to sustainability in the market.

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