

Consumer Awareness towards Organic Food in Trichy

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Abstract: Organic food is popular across Europe and United States of America. Asia is not far behind with India being a famous player. The concept of organic food is not new to Indian farmers. However, there is not much of a consumption taking place locally despite the fact that India is one of the top 10 players in the world when it comes to the number of farmers engaged in organic cultivation. This study was conducted to find the facts of consumer Awareness towards organic food in Trichy Corporation.

Keywords: Awareness towards organic food, organic cultivation, Indian farmers.

INTRODUCTION

India is one of the Asian countries that have the largest land under organic cultivation. Local markets have sprung in many of the big cities of India. Delhi, Bangalore, Chennai and Pune are some of the Indian cities which are witnessing increased internal consumption of organic food (Kavitha & Gopinath, 2020). The Indian organic food market is expected to grow at a compounded annual growth rate of 19%. The organic food in India has come into existence and is beginning to display potential signs of growth. Country-specific research undertaken by Nielsen in 2006 has indicated that Indians are among the top 10 buyers of food with health supplements, but lack access to organic food (Usharani & Gopinath, 2020 a).

NEED FOR THE STUDY

Several studies have been conducted to understand the factors that positively contribute towards consumer awareness towards organic food (Usharani & Gopinath, 2020 b). Most of these studies were restricted to European countries, America, and some south East Asian countries. Very few research studies have been conducted with an attempt to focus in detail on the various factors that influence consumer awareness towards organic food in India (Gopinath, 2019c). Having reviewed

several studies and having identified the gap we felt an imperative need to undertake this present investigation (Jaya & Gopinath, 2020).

Statement of the problem

The current growth in organic market is striving to achieve by health factor and safe consumption. Every day the environmental concern is increasing consumers are focused. This research study has been undertaken in Trichy corporation and to focus the consumer awareness towards organic food. The major portion of every ones act of eating pattern of human life in India has become of the limited awareness .Hence this study plans to contribute consumers as environmentally friendly, this is more attention given by consumers to organic farming. The consumer awareness of organic farming may be related to the availability of organic food in specific area

OBJECTIVES OF THE STUDY

- ❖ To understand the demographic profile of consumers of organic food .
- ❖ To extract the factors of consumer awareness towards organic food .

REVIEW OF LITERATURE

Atulkar and Kesari(2016), identified that a study of consumer shopping experience was pertinent to identify feeling and measure customer perceptions towards purchase of products in retail environment thus ,it is imperative that retailers generate a positive shopping experience for consumers using tangible and intangible benefits to induce purchase and consumption of organic food products.

Saleki *et al.*(2012), in their study conducted in Iran, identified that purchase of organic food is determined by the influence of knowledge, quality, price consciousness, subjective norms and attitude . This study applied the theory of planned behavior to search about organic buying behavior of purchasers in Iran. In this study, a sample of 150 respondents was chosen by simple random sampling technique. The results of regression analysis from this study indicated that knowledge ,quality, price consciousness, and attitude had a positive and significant impact on purchase decision expected for subjective norms influence on organic buying behaviors.

RESEARCH METHODOLOGY

Primary data for this study was collected using structured questionnaires from consumers who visited retail outlets from various parts of Trichy city. Secondary data from published materials was collected from various journals, reports, and magazines. This study attempted to extract the factors of consumer Awareness towards organic food and understand the association of demography and factors of awareness.

- 1) **Instrument:** For the present study, questionnaires were distributed to around 600 respondents, from whom 400 correctly completed questionnaires were obtained, yielding a response rate 77.5%; 135 questionnaires were incomplete or partially filled and hence could not be considered for analysis. Questionnaires were distributed personally to all respondents.
- 2) **Data Analysis tools:** Data collected from the respondents was tested with adequate statistical techniques. Demographic background of the respondents was examined using percentage analysis.
- 3) **Limitations of the study**
The study is purely based on the responses made by the respondents.
The data collection has been only Trichy corporation only

HYPOTHESES

- There is no significant difference between gender and awareness of healthy part of organic food among the respondents.
- There is no significant difference between gender and consumer system of social beliefs towards consumption of organic food .

RESULTS AND DISCUSSION

The demographic profile of the respondents was obtained by using four parameters namely gender, agegroup ,monthly household income,and average spend on organic food per month. Table1 Demographic profile of the respondents

Descriptive Statistics		Frequency	%
Gender	Male	160	40.0
	Female	240	60.0
	Total	400	100
Age Group	Less than 30 Years	154	38.5
	30-50	156	39.0
	Above 50	90	22.5
	Total	400	100
Monthly Household Income	Less than 30000	184	46.0
	30000-50000	98	24.5
	More than 50000	118	29.5
	Total	400	100
Average Spend Per Month	Less than 500	170	42.5
	500-1000	120	30.0
	Morethan1000	110	27.5
	Total	400	100

Table 1

It is seen that males (40%) constituted majority of the respondents in the sample data when compared to females (60%) .Most of the respondents belonged to the age groups of the less than 30 years of age (38.5) while respondents above 50 years of age were the least (22.5%) it is also observed that majority of the respondents in the sample had a monthly household income 30000-50000(24.5) while the average spend per month on organic food products belonged to that category of 500-1000(30.0)

TESTING OF HYPOTHESES

From the table 2 ,it is seen that the factors health benefits and free from chemicals are not statistically significant with the gender of the respondents towards purchase of organic food products as the significance of F value is greater than 0.05 .However ,both male &female respondents did not the same opinion towards the factor consumer ideology as the significance of F value is less than 0.05 .We can therefore conclude that both male and female respondents did have same opinion on the factors health benefits and free from chemicals with respect to their consumption of organic food .

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H0 Statistically, there is no significant difference between gender and awareness of healthy component of organic food among the respondents a $p > 0.05$ of 0.969. Therefore, we accept the null hypothesis.

		Sum Of Squares	Df	Mean Square	F	Sig
Health Benefits	Between Groups	.001	7	.001	.001	.969
	Within Groups	202.009	393	.436		
	Total	202.010	400			
Consumer Ideology	Between Groups	1.908	7	.908	4.061	.044
	Within Groups	217.498	393	.470		
	Total	219.406	400			
Free From Chemicals	Between Groups	0.35	7	.035	.078	.780
	Within Groups	208.686	393	.451		
	Total	208.722	400			

FINDINGS

Majority of the respondents are females. Major variables constituting this factor included a growing concern for environment, availability of variety to pay premium, balanced diet and taste. The factors –health benefits and consumer ideology are not affected by monthly household income of the respondents and their purchase of organic food products.

SUGGESTION

The most successful consumer information and awareness initiatives can be done or marketers are delivering the message about organic food repetitively and consistently through various modes of communication such as websites, advertising in magazines and stores providing sponsorship the Consumer ideology (Gopinath, 2019b) .

CONCLUSION

Health benefits emerged as the most important determinant of the factors affecting consumer awareness towards purchase of organic food (Unnamali & Gopinath, 2020). Major variables constituting this factor included health, safety, rich in nutrients, natural and food free from contamination (Karthick *et al.*, 2020 a). Consumer ideology towards the concept of organic food was identified to be the second most important factors affecting the awareness towards purchase of organic food (Karthick *et al.*, 2020 b). Free from chemicals aspects of organic food is third most important factors affecting the awareness towards purchase of organic foods (Gopinath, 2019 a). Major variables constituting this factor included no-additives, unadulterated and non-toxic.

Hence , the study revealed that consumer's overall awareness for purchase of organic food is primarily determined by two factors of perception that have emerged from the study. Overall Awareness = Taste+ Chemical-free.

SCOPE FOR FURTHER RESEARCH

This study is based on the responses obtained from the respondents in the Trichy corporation only and is based on the assumption that all the responses given by the respondents were true The

study on awareness level of consumption of organic food even in rural and semi urban areas may be conducted and the level of satisfaction derived by the consumer.

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