

CUSTOMER PERCEPTION TOWARDS ORGANIC PRODUCTS - A STUDY WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

Organic is a growing market throughout the world, as more and more people understand the importance of consuming organic products. Organic products are produced without the use of any artificial chemical. Fertilizers, and pesticides. Consumers prefer organic food due to safety, human health, and environmental concern and also due to attributes like nutrition value, taste, freshness, and appearance of organic food matters a lot for consumers. The study aims at understanding the consumer perception towards organic product .the objectives are to examine the organic consciousness, awareness level, attitude, and respondents valuable suggestions. 300 respondents have been selected simple random methods. Tools used for the study are Percentage analysis, Weighted Average and Chi-Square Test.

Keywords - *Organic products, Organic consumerism, Environmental concern, Consumer's approach, Market Potential*

INTRODUCTION

There is no basic meaning of "natural" because of the way that various nations have a distinctive standard for items to be affirmed "natural". In the least difficult words, natural nourishments are negligibly prepared to keep up the uprightness of the sustenance without counterfeit fixings, additives or light. Natural items are acquired by procedures agreeable to the earth, by development systems that consider both the traits of the last item and the creative techniques. A wide scope of purchasers of natural sustenance and non-natural nourishment were tended to and investigated to acquire their perception and dreams towards natural sustenance. In this way, the measurable procedure guides us to grasp the connection and the model of the shopper conduct drifts in natural sustenance in India.

The Definition of "Natural", an environmental administration creation framework that advances and improves biodiversity, organic cycles, and soil organic action. It depends on the negligible utilization of off-ranch input and the executives down to earth that reestablishes, keep up and improve "biological agreement" (National Standards Boards of the US Department of Agriculture (USDA)).

Main organic agricultural products of India

Sl No	Products	Sl No	Products
1	Bajra-mustard-wheat	15	Dungarpur Pulses-cereals
2	Chilly	16	Bajra
3	Cereals-cereals	17	Mustard
4	Cereals-pulses	18	Til
5	Kholar	19	Wheat
6	Maize	20	Nagour Guar-cumin
7	Ginger	21	Guar-wheat
8	Soybean	22	Moong
9	Large cardamom	23	Mustard
10	Passion fruit	24	Ganganagar Cotton
11	Bhilwara Urd	25	Jaisalmer Bajra
12	Bharatpur Bajra	26	Jhunjhunu Pulses
13	Alwar Wheat and bajra	27	Banswara Maize
14	Cotton-grass	28	Jaipur Gua

Key features of Organic Farming:

Protecting soil quality utilizing natural material and empowering the organic movement.

Indirect arrangement of harvest supplements utilizing soil microorganisms.

Nitrogen obsession in soils utilizing vegetables

Weed and irritation control dependent on techniques like yield turn, organic decent variety, regular predators, natural fertilizers and reasonable compound, warm and natural mediation.

Rearing of animals, dealing with lodging, sustenance, wellbeing, raising and reproducing.

Care for the bigger condition and preservation of common living spaces and untamed life

Objectives of the study

1. To study the consumer perceptions towards purchase of organic products in Chennai,
2. To find out the factors influencing the consumers in making purchase decision of organic products and
3. To find out the barriers resisting free flow of the organic products in the market and offer suggestions.

Research Methodology**Research Design**

Research design is both descriptive and analytical.

Data Collection Methods and Sampling

The study is based on primary and secondary data. The primary data will be collected from selected consumers on Simple Random sampling techniques, with the help of questionnaires. A sample of 300 consumers of organic products in Chennai was selected among buyers available in Organic

Agriculture Food Producer Service, Organic Product Retail outlets at Chennai City to understand the demand factor in organic products and the consumers' perception towards it in Chennai City.

Hypotheses

The data was collected to test following hypotheses

Hypothesis: There is no significant relationship between the Income and Types of purchase

Research tool

Descriptive statistics (Mean, Percentile), chi-square test and liker scale technique

ANALYSIS AND INTERPRETATION OF DATA

Null Hypothesis: There is no significant relationship between the Income and Types of purchase

In order to find the relationship between the Income and type of purchase a chi square test is used and the result of the test is shown in the table 1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	138.161(a)	9	.000
Likelihood Ratio	116.377	9	.000
N of Valid Cases	300		

It is established from the above table that the calculated chi-square value is less than the table value and the result is not significant at 5per cent level of significance. Hence, the hypothesis "type of purchase and Income", does not hold well. From the Analysis, it is concluded that there is no significant relationship between types of purchase and Income. Hence null hypothesis is accepted.

FINDINGS

1. 52 per cent of the respondents are female.
2. 34.7 per cent of the respondents belong the age group of 41 -60.
3. 58.3 per cent of the respondents constitute Married persons.
4. 40.7 per cent of the respondents constituted Degree persons.
5. 29.7 per cent of the respondents have the monthly income level between 10,001 – 20, 000,
6. 41.3 per cent of the respondents constituted Salaries persons.
7. 47 per cent of the respondents are constituted total family members above - 7.
8. 72 per cent of the respondents are preference for organic products.
9. 34 per cent of the respondents are place of purchasing in organic products, local shop.
10. 39.3 per cent of the respondents are organic products buying dairy products.
11. 38.7 per cent of the respondents reasons for buying organic products Save to consumer.

12. 42 per cent of the respondents purchase organic products once in week.
13. 39.7 per cent of the respondents first decide to buy organic food Doctor's recommendation.
14. 40 per cent of the respondents influence you to continue to buy organic food in Child's welfare
15. 74.7 per cent of the respondents Recommendation to organic products yes.
16. 34 per cent of the respondents Grade of organic product Good.
17. 32 per cent of the respondents organic products are benefits in Agree.
18. 31.3 per cent of the respondents level of satisfaction in organic products in satisfied.

Suggestion:

1. Organic products have lost their demand become of less taste. Hence steps should be taken to improve the taste of products.
2. Cooking time is more for organic products. Therefore fast food is preferred by customers. Something should be done to speed up the cooking time of the organic products.
3. The variety aspect of organic products is low. Therefore the variety of items should be increased.
4. The rate of organic products is high, though it is reasonable. But the expectation of consumers is that price of organic products can be made competitive with normal terms.
5. Organic products are not yet popular among consumers. Hence, steps should be taken to popularize the organic products.

Conclusion

Majority of consumers were aware of organic food, its benefits, and problems associated with conventional food. However, this awareness was relatively more among educated respondents. However, still, the majority buy conventional food and not organic regularly due to some prominent reasons like –

1. The high price of goods
2. Lack of information related to where to buy.
3. Lack of easy as well as regular availability
4. Risk of getting cheated

So supply-side factors are more responsible for lack of Demand for organic food. Effective marketing structure and necessary support from the governmental agencies for organic food is required. It can also be done through NGOs and other Government agencies since it is safer and healthier food along with private sector participation. Improvement in supply chain management and production planning will solve issues like irregular supply, limited stocks. It is time for the Government to take an effective policy decision in association with the Agriculture Department to encourage farmers to produce and market organic products.

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