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Market Opportunities and Supply Chain Management of Organic Products in Mysore District – A Consumer Perspectives

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ABSTRACT

Organic products are foods which are produced through methods that do not involve modern synthetic inputs such as non-natural pesticides and chemical fertilizers. According to the researches, organic foods are not processed by irradiation, industrial solvents, or chemical food stabilizers and do not include any additive ingredients. Scientists also claimed that, organic foods do not have any side effects or risk of consumption. In addition, many studies also show that the level of important elements that are required for body such as vitamins, protein is higher in organic food. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behavior.

KEYWORDS: *Market opportunities; supply Chain, Management, Organic products*

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INTRODUCTION

Organic products are foods which are produced through methods that do not involve modern synthetic inputs such as non-natural pesticides and chemical fertilizers. According to the researches, organic foods are not processed by irradiation, industrial solvents, or chemical food stabilizers and do not include any additive ingredients. Scientists also claimed that, organic foods do not have any side effects or risk of consumption. In addition, many studies also show that the level of important elements that are required for body such as vitamins, protein is higher in organic food.

Nowadays, people become more sensitive and conscious about their nutrition, health and value of the food that they consume. Increase in knowledge made humans not only taking more care of themselves but also environment for healthy and safety purposes. Thus, the demand for organically developed goods has become greater than before. The world organic food consumption and development since the end of the nineteen century was about 20% each year. According to the statistical studies, the estimation about future global growth of organic food would be between 10 to 50% annually and it depends on the country. For example, the world organic food sales were raised from more than 20 billion dollars in 2002 to about more than 50 billion dollars in 2008.

The increase in organic sales is largely due to the increase of health and environment consciousness. With consumers' support in organic food purchase, many important benefits such as improved yields, energy efficiency, safety for consumers, improved soil levels and better protected environment will be fulfilled. Although the market for organic food is developing rapidly and over the past few years, there is still limited information on the purchase of organic product, including vegetables, food, milk products and cosmetic products. To make the organic food industry a success, consumer perspective and awareness of organic foods is the first step in developing demand for organic products. Given the potential importance of organics products, it is interesting to study the consumers' perception and to identify the critical factors that would affect the intention to buy the organic food in india and world. Since this industry in still growing at its infant stage, the scope of organic food in this study represents all sorts of organic food stuff, including vegetables, milk products, and any food.

IMPORTANCE OF THE STUDY

This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behavior. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behavior can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main agenda of this study.

OBJECTIVES OF THE STUDY.
1. To gain knowledge about consumer attitude towards organic products
2. To investigate the reasons that may influences the intention of buying organic products.
3. Determine the level of awareness about organic products
4. To analyze the constraints in marketing of organic products and to suggest suitable measures thereof.

METHODOLOGY
STUDY AREA: MYSORE CITY
DATA COLLECTION METHODS
The study is based on both primary and secondary data. The primary data had collected from selected consumers on Simple Random sampling techniques and Retail outlets of Organic products, Organic Products Marketing Agencies, by administering the structured questionnaires. The secondary data had collected from Department of Horticulture, Organic Farming Certification Agencies, APEDA, District Statistical Office in Mysore, NISARGA and NESARA Organic Products Marketing Agencies, and other agencies involved in production; and marketing of organic products in Mysore city. Apart from this, the secondary data will also be collected from published books, reports, journals, magazines, and internet.

Sample Design
In order to understand the demand factors in organic products and the producer and consumers perception of organic products in Mysore city the following sample size will be used to collect the primary data.

Sl. No.	Name of the Agency	No. of Consumers
1	NISARGA Organic Products Marketing Agency	60
2	NESARA Organic Products Retail outlets	60
	Total	**120**

Statistical Tool for Analysis:
The SPSS, simple percentage analysis / tabular analysis and will be adopted to analysis

The consumer's response towards organic product in Mysore city.

LIMITATION OF THE STUDY
The study has been confined to NISARGA and NESARA organic stores, Mysore City and organic products. The inference drawn purely on the responses obtained from the respondent in the study area

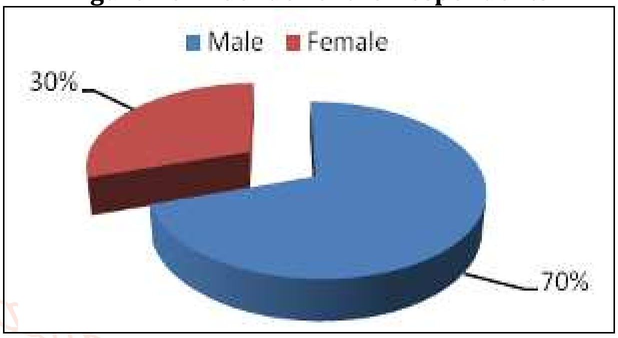
RESULTS AND DISCUSSIONS
This paper highlights the overall picture of the research study, the data obtained from the organic products consumers are classified and tabulated. The tabulated data are being analyzed using the statistical tools to draw the different conclusion. The result drawn the consumer perception towards the organic products in two organic outlets is NASERA and NISARGA in Mysore city

Table 1 Classification of Respondents Based on Gender

Gender	No of respondents	Percentage
Male	84	70
Female	36	30
Total	120	100

Source: Primary data-2019

Figure no: 1.Gender of the Respondents



The table 1 reveals that 70 percent of respondents were belonging to male category and remaining 30 percent of the respondents were female. This result states that majority of the male respondents were come to organic shops to purchased the organic products.

Table 2 Classification Of Respondents On Their Age

Age	No of Respondent	Percentage
15- 25	2	1.7
25-40	33	27.5
40-50	47	39.2
Above 50	38	31.7
Total	120	100

Source: Primary Data-2019

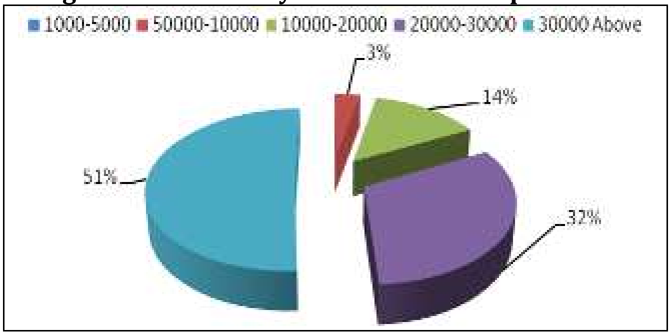
The table 4.2 revels that 2 percent of the respondents are in the Age between 15-25 Years old, 27 percent of respondents are in age between 25-40 years, 39 percent of respondents are in between 40-50 years old age and remaining 32 percent of respondents are Above 50 years old out of 120 Respondents. The age between 40-50 years is well aware about organic products, having good food consumption habit and conscious about their health.

Table 3 Monthly income of the respondents.

Monthly Income	No of Respondent	Percentage
1000-5000	0	0
50000-10000	4	3.3
10000-20000	17	14.2
20000-30000	38	31.7
30000 Above	61	50.8
Total	120	100

Source: Primary Data-2019

Figure no: 2.Monthly Income of the respondents.



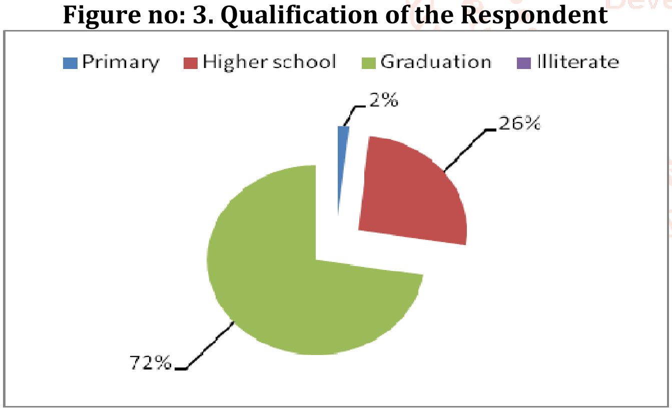
The above table 3 revels there is no consumer purchase organic products having below 5000 monthly income, 3% of respondents are purchase organic products having monthly income between Rs5000-10000, 14% of respondents are having income between Rs 10000-20000, 32% of respondents are having income between Rs 20000-30000 and rest 51 % of respondents are having income above Rs 30000 out of 120 respondents. This shows economically poor consumers are not buying organic products only high income group consumers ready to purchase organic products.

Table 4 Classification of respondents based on their Qualification

Education	No of Respondent	Percentage
Primary	2	1.7
Higher school	31	25.8
Graduation	87	72.5
Illiterate	0	0
Total	120	100

Source: Primary Data-2019

Figure no: 3. Qualification of the Respondent



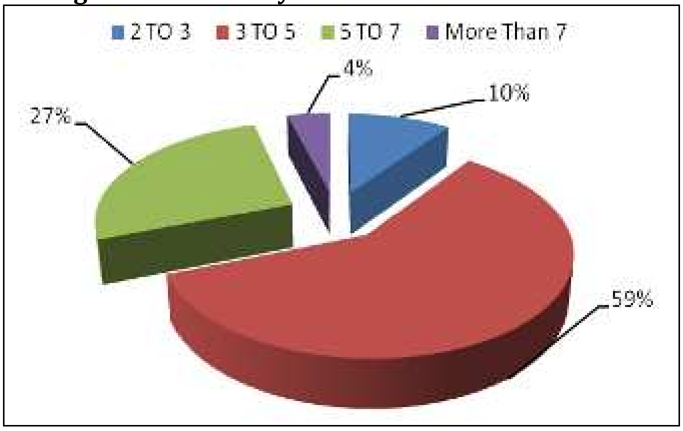
The table 4 revels that 72.5 percent of Respondents qualification is Graduate, 26 percent of Respondents are having Higher School education, 2 percent of respondents are primary education out of 120 respondents. There is no illiterate consumer come to buy organic products only educated consumer prefers to buy organic products.

Table 5 Classification of respondents based on Total Family Members in the House hold

Family size	No of Respondent	Percentage
2 TO 3	12	10
3 TO 5	71	59.2
5 TO 7	32	26.7
More Than 7	5	4.2
Total	120	100

Source: Primary Data-2019

Figure no: 4. Family Members in the House hold



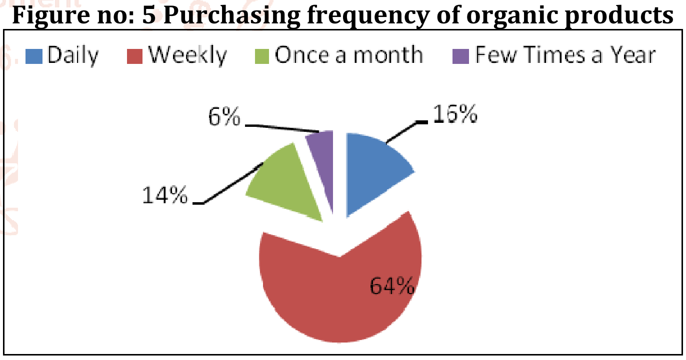
The table 4.5 shows that 10 percent of the respondents are having between 2-3 members in a family, 59% of respondents having 3-5 members, 27% of respondents having5-7 members and remaining 4% of respondents having more than 7members in a family out of 120 respondents in the study area. This results that small family group of consumers prefers to consume more organic products.

Table 6 Classification Respondents based on frequently purchase of products

Duration	No of Respondent	Percentage
Daily	19	15.8
Weekly	77	64.2
Once a month	17	14.2
Few Times a Year	7	5.8
TOTAL	120	100

Source: Primary data-2013

Figure no: 5 Purchasing frequency of organic products



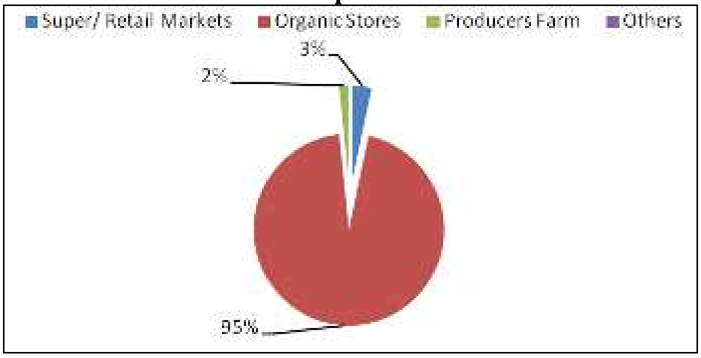
The table.6. shows that 16% of respondents are buying Daily an Organic products, 64% of Respondents are weekly once purchasing, remaining 14 % of respondents once a month and 6% of consumer few times a year out of 120 Respondents. This shows consumers are very choose in purchasing organic products because organic products are perishable in nature.

Table 7 Place of Purchase of organic products by the Respondents

Purchasing place	No of Respondents	Percentage
Super/ Retail Markets	4	3.3
Organic Stores	114	95
Producers Farm	2	1.7
Others	0	0
Total	120	100

Source: Primary Data-2019

Figure no: 7. Place of Purchase of organic products by the Respondents.



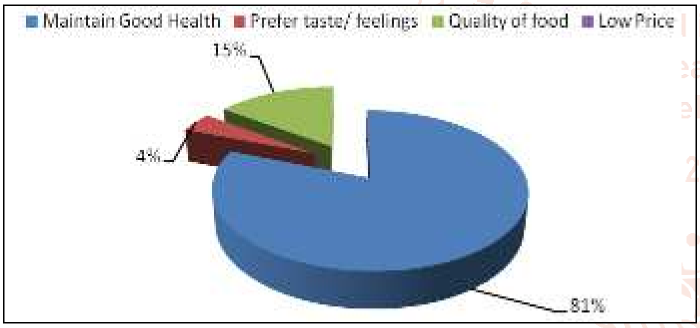
The table 7. clearly shows that 95 percent of the respondents purchase the organic products in organic stores because of quality, freshness, price and other factors;2 percent of consumers purchase producer farm and the rest of them go for super markets, retail shops and other shops.

Table 8 Reasons for purchase of the Organic Products

Reason	No of Respondents	Percentage
Maintain Good Health	97	80.8
Prefer taste/ feelings	5	4.2
Quality of food	18	15
Low Price	0	0
Total	120	100

Source: Primary Data-2019

Figure no: 8 Reasons for purchase of the Organic Products



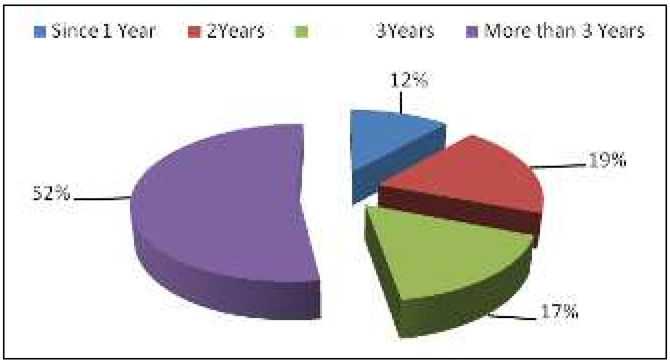
The table 8. describes that 81 percent of respondents prefer organic food to maintain good health, 4 percent of respondents prefers for its taste and other feelings, and remaining 15percent of respondents are prefers to Quality of food out of 120 respondent. This results most of all consumers prefers organic products because to maintain a good health.

Table 9 Time duration in Consumption of organic Products

Time Duration	No of Respondents	Percentage
Since 1 Year	14	11.7
2Years	23	19.2
3Years	20	16.7
More than 3 Years	63	52.5
Total	120	100

Source: Primary Data-2019

Figure no: 9 Time duration in Consumption of organic Products



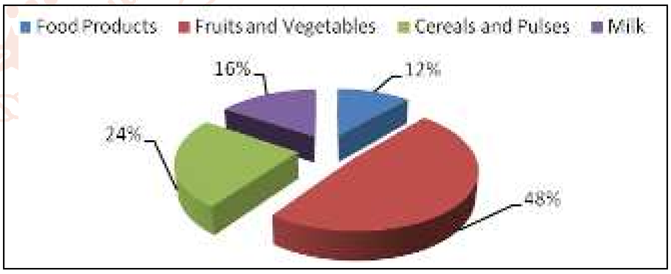
The figure 9.shows that 17 percent of the respondents are purchasing organic products from 3 years, 52 percent of respondents are purchasing more than 3 years, 19 percent of respondents are purchasing from 2 years and remaining 12 percent of respondents are purchasing organic products since 1 year. This clearly indicates once the consumer's starts to consume then they will continue to purchase for long time.

Table 10 Purchase of Different Kinds of Organic Products

SL NO	Types of Products	No of Respondents	Percentage
1	Food Products	14	11.7
2	Fruits and Vegetables	58	48.3
3	Cereals and Pulses	29	24.2
4	Milk	19	15.8
	Total	120	100

Source: Primary Data-2019

Figure no: 10 Purchase Different Kinds of Organic Products



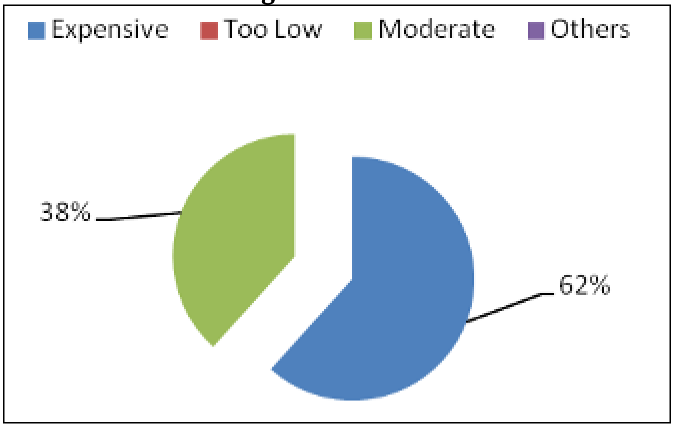
The table 10 clearly shows that the majority of the respondent(48%)are usually purchase of fruits and vegetables because of the fruits and vegetables are perishable in nature, 12 percent of people are using food products, and another 16 percent of people are purchasing milk and remaining 24 percent of respondents are using cereals and pulses.

Table 11 Respondents opinion towards Price of Organic Products

price of organic	No of Respondents	Percentage
Expensive	74	61.7
Too Low	0	0
Moderate	46	38.3
Others	0	0
Total	120	100

Source: Primary Data-2019

Figure no: 11 The Respondents opinion about Price of Organic Products



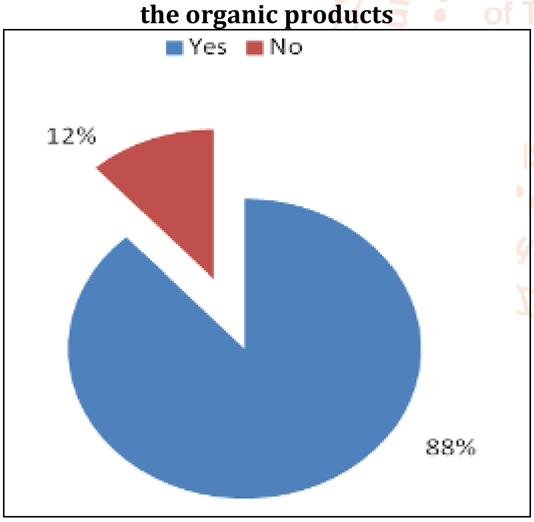
The table 11 indicates that the 62 percent of the respondents were opined that the organic products are very expensive because of inputs and procurement costs are more than conventional product, 38 percent of respondents were expressed as moderate out of 120 respondents.

Table 12 Respondents reaction if frequently price rise of the organic products

Reaction	No of Respondents	Percentage
Yes	106	88.3
No	14	11.7
Total	120	100

Source: Primary Data-201

Figure no: 12 The reaction if frequently price rise of the organic products



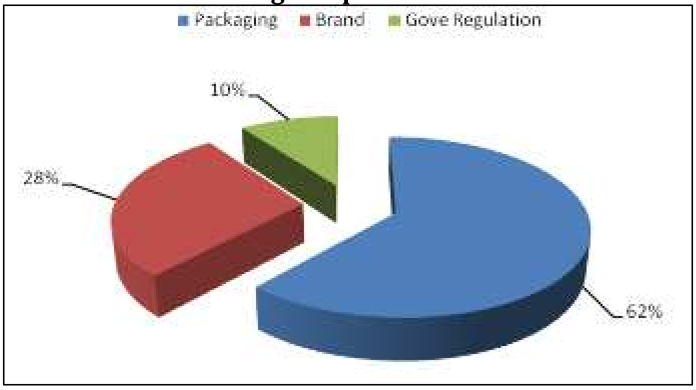
The table 12 clearly indicates that the 88 percent of the respondent are ready to purchase the organic product even frequently increasing price in the future, and remaining 12 percent of respondents are not ready to purchase a organic products while frequently increasing the price of organic products.

Table 13 consumer increase level of claiming organic products

Increase purchase	No of Respondents	Percentage
Packaging	74	61.7
Brand	34	28.3
Gove Regulation	12	10
Others	0	0
Total	120	100

Source: Primary Data-2019

Figure no: 13 consumer increase level of claiming organic products



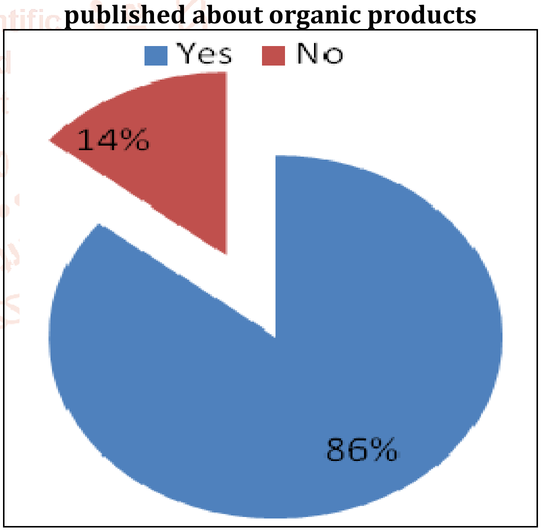
The table 13 clearly indicates that 62 percent of the respondents are increase level of calming organic products due to good packaging, 28percent of respondents are due to brand and remaining 10 percent of respondents due to government regulation.

Table 14 consumers believe the information published about organic products

Believe information published	No of Respondents	Percentag e
Yes	103	85.8
No	17	14.2
Total	120	100

Source: Primary Data-2019

Figure no: 14 consumers believe the information published about organic products



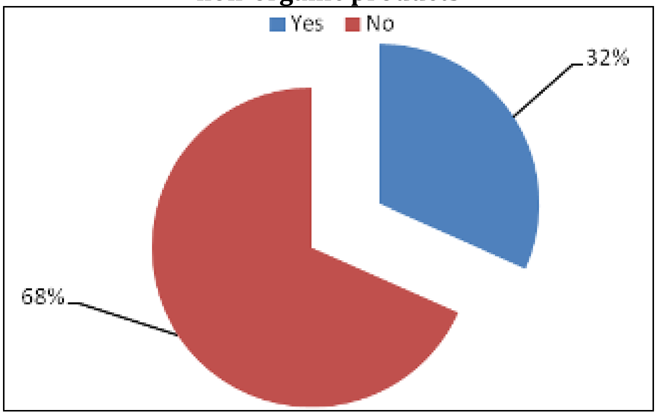
The table 14. clearly indicates that 86 percent of the respondents are believe the information published about organic products and remaining 14 percent of consumers are not believe in the information published about organic products because fake message and information publishing in media and printed materials .

Table 15 consumers are interested in purchasing non-organic products

Purchasing non-organic products	No of Respondents	Percentage
Yes	38	31.7
No	82	68.3
Total	120	100

Source: Primary Data-2019

Figure no: 15 consumers are interested in purchasing non-organic products



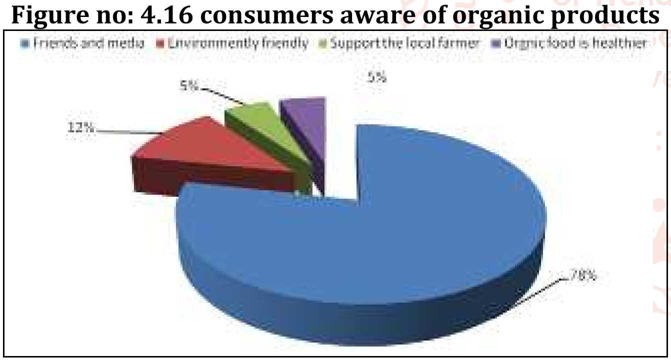
The table 15 revels that 68 percent of the respondents are not interested in purchasing non-organic products and remaining 32 percent the respondents are interested in purchasing non-organic products also because organic products are more costlier then the non-organic products.

Table 16 consumers aware of organic products

Aware of organic product	No of Respondents	Percentage
Friends and media	94	78.3
Environmentally friendly	14	11.7
Support the local farmer	6	5
Organic food is healthier	6	5
Total	120	100

Source: Primary Data-2019

Figure no: 4.16 consumers aware of organic products



The table 16. revels that 78 percent of the respondents are initially become aware of organic products through friends and media,12 percent of respondents are environmentally friendly,5percent of respondents are to support the local farmers and remaining 5 percent of respondents are due to organic food are healthier.

Table 17 sources of Supply of organic products

Source of organic product	No of Respondents	Percentage
Super markets	10	8.3
Direct Shops	13	10.8
Organic product shops	91	75.8
Producers farm	6	5
Total	120	100

Source: Primary Data-2019

Figure no: 17 sources of Supply of organic products

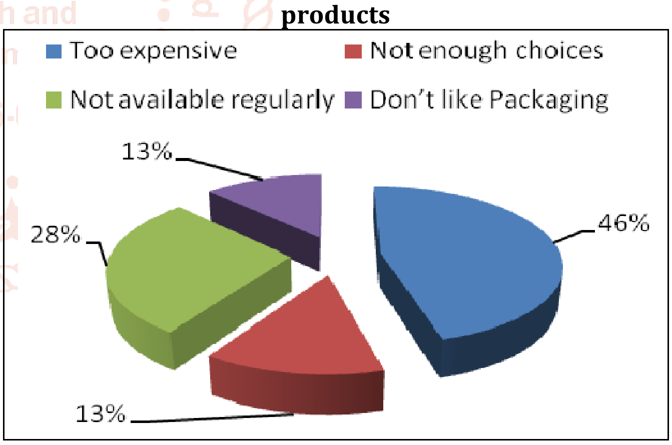
The table 17. Clearly states that the maximum number (76 percent) of the respondents were purchase organic products through organic products shops, 11 percent of the respondents were through direct shops, 5 percent of respondents were through producers farm and remaining 8 percent of respondents were purchase in the super market.

Table 18 Reasons for not purchasing the organic products.

Reason	No of Respondents	Percentage
Too expensive	55	45.8
Not enough choices	16	13.3
Not available regularly	34	28.3
Don't like Packaging	15	12.5
Total	120	100

Source: Primary Data-2019

Figure no: 18 Reason for not purchasing the organic products



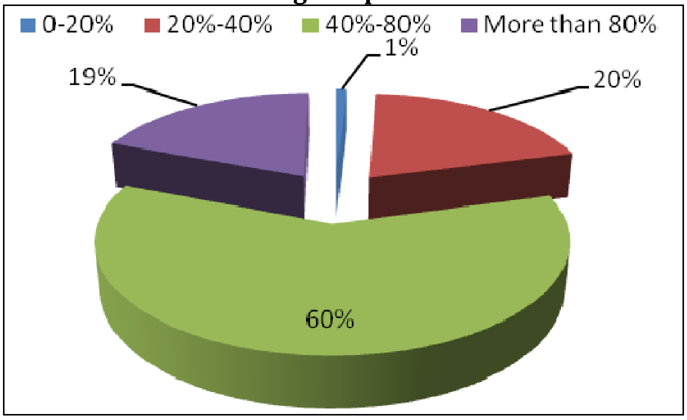
The table 18. shows that 46 percent of respondents were not purchase organic product because of too expensive.13 percent of respondents were not purchase organic product because of not enough choice. 28percent of respondents were not purchase organic product because of not available regularly. And remaining 13percent of respondents were not purchase because of low quality of packaging.

Table 19 Ready to purchase of organic product, when the price is hiked

Percentage	No of Respondents	Percentage
0-20%	1	0.8
20%-40%	24	20
40%-80%	72	60
More than 80%	23	19.2
Total	120	100

Source: Primary source-2019

Figure no 19 Percentage of cost raise when compare to non organic products



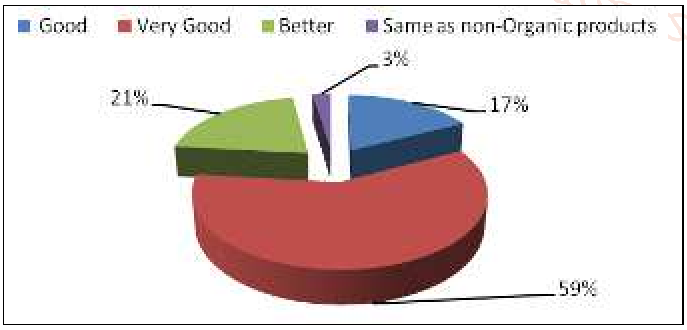
In the figure 19 shows that 1percent of respondents are increase to 20% when organic products price are roughly equivalent non organic products. 20percent of respondents are increase to 20%-40% when organic products price are roughly equivalent non organic products. 60percent of respondents are increase to 40%-80% when organic products price are roughly equivalent non organic products And remaining 19percent of respondents increase their purchase more than 80 percent.

Table 20 Respondents Ranking For Organic Products

SL NO	Rank of organic product	No of Respondents	Percentage
1	Good	21	17.5
2	Very Good	71	59.2
3	Better	25	20.8
4	Same as non-Organic products	3	2.5
	Total	120	100

Source: Primary Data-2019

Figure no: 20 RANKING OF ORGANIC PRODUCTS BY RESPONDENTS



The table 20 it shows that 17 percent of Respondents were agreed the organic products as good when compared of non-organic products regarding all the aspects, 59 of respondents were agreed organic products as very good, 21 percent of respondents were agreed better, and remaining 3 percent of respondents says same as non- organic products.

FINDINGS OF THE STUDY

The study reveals that a lot of problems are faced by respondents while purchasing the organic products in the markets.

The Findings of the study are as follows.

- From the findings, it is obvious that health consciousness has a positive impact on organic food intention. It indicates that people have intention to purchase organic products for its benefits in health growth.
- The main problems of organic consumers are irregular availability of organic products. Sometimes, the organic consumer would purchase non organic products in absent of organic products.
- The more number of organic products consumer are at the age between 40-50 accented for39 percent.
- The 87 percent of the organic products consumers are Graduates and High school education consumer are 31 percent
- Most of the Organic products consumers are high income group peoples.
- The organic products are too expensive than non organic products. So that the organic consumers are not to purchasing more quantity of products.
- 3-5 family sized consumers are consume 71 percent of organic products.
- The varieties of organic products which are available in the market are limited.
- There is a lack of awareness about organic products to consumers.
- The most of the organic products are not properly certified from any organic certified agency or authority.
- The organic products shops are limited in the city.
- There is a lack of technology for the procurement of organic products.
- The consumers are the convinced about higher price about organic products.
- In Mysore City, out of 120 consumers every one preferred organic products.
- The 15 percent of the consumers purchase the organic products daily and 77 percent of consumer purchase weekly.
- The organic products stores are very few in Mysore City, whereas, 95 percent of the consumers are purchased from organic stores,
- The consumer opined that organic products maintain good health (89 percent), the quality of food (15 percent) and good tastes (4 percent).
- The 58 percent of consumers preferred to organic fruits and vegetables followed by pulses with 29 percent in the study area.
- The 74 percent of the consumers expressed their opinion towards price as expensive for organic products.
- The 88 percent of the consumers are ready to purchase /consume the organic products, even the price is high only 12 percent of the consumers are not ready to consume.
- The study reveals that the main source of supply of organic products is organic products outlets/shops in the study area.

- The main reasons for not to consume the organic products by the consumers are not availability of organic products regularly and no choices are given in the organic products.
- The overall Ranking of organic products by the consumers as very good followed by good and better with 71 percent and 21 percent and 25 percent respectively.
- The advertisement of organic products is very low when compare to non- organic products.
- Education background of the consumers is one of the important variables which influence the purchase of the organic products. This result shows that there are no illiterate among the respondent and majority of the consumers are graduate.

SUGGESTIONS

The following are the suggestion made based on the results of the study.

- New norms are added to the organic farming norms and approved by government. These norms work act as government rules and policy. Everyone should apply it for the organic food production and marketing
- There is a need to open organic products marketing shops every extension areas in the Mysore city.
- The Creation of awareness of organic products is necessary among consumers.
- Sustained improvement in product features would lead to increase in consumption of organic food products.
- The increase frequency of viewing the advertisement of organic food products and better taste would influence the purchase organic food products. The influence of advertisement of organic food products with an increase in education found particularly among consumers.
- To persuade to buy organic good products, the variables like familiarity, personal ideology, social interaction and monitory cost and habits had greater influence in buying organic food products.
- The familiarity of the organic food products among customers depends on the promotional efforts of the marketers. The availability organic food products need wider advertisement.
- Allocation of separate shares for organic food products in departmental stores
- Positioning organic food products by their specific attributes
- Positioning organic food products by influencing consumer beliefs about the benefits they derive on consuming.
- Positioning by reputation for quality "only organic".
- The attitudes of "never buying" could be modified by educating consumers on the benefits of organic food products.
- The price premium is the major hindrance for non-buying of organic food products. The customers need motivation to buy even with a small price premium than to just avoid on one hand and the cost of cultivation and cost of marketing to be brought under check on the other hand.
- The products initially should be made available in prominent market places and also gradually, in all the shops.
- Education programme on Environment and the benefits of organic products and consumption of organic food products will make the consumers more environmentally conscious "Green Consumer".
- He agriculture marketing and co-operative departments to help farmers get a good price for organic produce.
- Ensuring quality of organic by farmers through certification by the Organic Certification Department, which help them to get a good price.
- Demand creation large-scale production and availability of organic food products should go hand in hand. According a more responsible advertisement can play a positive and beneficial role in bringing out a desirable among homemakers in Organic food products market.

CONCLUSION

Knowledge is identified as the most vital item that can predict the organic food intention. Many people like to join organic food consumers but they do not have enough knowledge about organic food and cannot distinguish the differences between organic and conventional food. Knowledge can help people to reach a better understanding about the new products that come to the market. People's decision to buy a product, depends on their knowledge about that specific product.

Consumer behavior plays a major role in Organic food products segment. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the Organic food products market among urban residents. The importance of organic food products was ignored for quite a long period. As results of environmental sustainability, importance is shifted towards Organic food products rather than conventional farming. The study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic food products. The respondent without doubt attracted towards Organic food products. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing organic food products.

Knowledge and awareness about organic products could affect attitudes and perceptions about the product and, ultimately, buying decisions of the consumers. Vegetables followed by fruits and beans are the most preferred and highly demanded the commodities at present and the price of vegetables specially the leafy ones are higher than other normal vegetables. But, quality characteristics affect consumers' preferences for organic products; with the most important including health and nutritional value, taste, and fresh and general appearance. Consumers' willingness to purchase is influenced by limited and erratic supply, higher price of the products and very limited access and information. This is the main reason why consumers complain about the dissimilarity of organic and conventional foods. Rise of knowledge can impact directly on organic food farming methods.

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