

A Study on Consumers Behavior towards Organic Food Products in Coimbatore City

Dr. C S Senthilkumar

Associate Professor, PG and Research Department of Commerce IB,
Hindusthan College of Arts and Science, Coimbatore, Tamil Nadu, India

ABSTRACT

The availability of organic inputs and outputs is crucial for the country's organic formation to improve. The development of an effective marketing structure is critical for India's organic production to thrive. This paper was a modest attempt to comprehend consumer behaviour regarding organic products and marketing in the city of Coimbatore. The findings revealed that the majority of consumers, particularly in urban areas, prefer organic food products. Because organic product marketing is so poor in the research area, demand for organic products is increasing but supply is quite low. The main reasons include a lack of organic producers, a lack of suitable market facilities, a lack of outlets, a lack of awareness, and so on. According to the findings, 52% of respondents have a moderate degree of consumer behaviour toward organic food goods, 35% have a high level of consumer behaviour toward organic food products, and 13% have no consumer behaviour toward organic food products.

KEYWORDS: *Organic products, price, attitude, Health consciousness, consumer behaviour*

INTRODUCTION

Over the last decade, consumer consumption patterns have changed, particularly in the area of food consumption, because all consumers believe that eating organic food is good for their health and that it grows with the use of organic manual labour and natural resources, so consumer behaviour will shift to organic food items, and consumer interest in organic food that is free of pesticides and chemical residues is increasing.

Organic farming aims to produce healthy, high-quality meals without the use of synthetic chemicals. Organic agriculture thus promotes both the economy and the social cohesion of rural regions while also preserving the environment. In response to consumer concerns, consumers and public institutions have become more interested in organically grown foods, primarily in industrialized countries.

The organic food business has been steadily expanding over the last decade, but its overall percentage of the total food market remains small. Organic food consumption is slightly more than 5%

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of overall food consumption in nations with mature organic sectors, such as Switzerland, Austria, and Denmark (Willer & Kilcher, 2011). Several previous researches have shown that customer sentiments toward organic food have a major impact on consumer choice (Magistris & Gracia, 2007). A comprehensive marketing plan is required to promote organically produced products, which is dependent on a deeper and more complete understanding of food consumers and their purchasing habits. Sustainable development requires more than just cleaner manufacturing; it also requires sustainable consumption (Narayanaswamy & Stone, 2007).

DEFINITION

Consumer behaviour

Consumer behaviour is the look at of individuals, groups, or agencies and all of the sports related to the purchase, use and disposal of products and services. Consumer behaviour includes how the consumer's emotions, attitudes and options have an effect on shopping for behaviour.

Organic food

Organic food is food produced with the aid of using strategies complying with the requirements of natural farming. Standards range worldwide; however natural farming functions practices that cycle resources, sell ecological balance, and preserve biodiversity.

STATEMENT OF THE PROBLEM

The present look at verify that a look at on customers conduct in the direction of natural food merchandise in Coimbatore city. Organic farm manufacturing and alternate has emerged as a vital zone in India As in different components of the growing world, and is visible as a vital approach of facilitating sustainable improvement. The improvement of natural agriculture in India is receiving growing interest the various farmer/ Producers, processors, trader, exporters and customers. This look at tried to benefit know-how approximately customer mindset in the direction of natural meals merchandise intake and marketplace capability of natural food product in look at area.

REVIEW OF LITERATURE

Krystallis, 2002; Wier and Calverly, 2002;). Generally, the most vital explanation behind acquiring and expending Organic food gives off an impression of well being concerns (Hutchins and Greenhalgh, 1997; Squires et al., 2001), while research directed on customers' ecological worries as a reason for expending natural nourishment are blended (Kristensen and Grunert, 1991).

Coddington (1993) specified the adjustment in the point of view of the customers. Purchasers we reconverted over the effect of environmental degradation on their well being and safety. Their nervousness constrained the marketers to join environment issue in their decision making. Many saw additional regarding advantages quality issues related to consumption, it is of critical enthusiasm to

reveal customers' inspirations and trust introductions concerning.

METHODOLOGY OF THE STUDY

Objectives of the Study

- To find out personal profile of the respondents
- To assess the level of consumers behaviour towards organic food products.
- To find out the gain knowledge about consumer attitude towards organic food products consumption.
- To assess the market potential of organic food product in study area.
- To valuable suggestion about consumers behaviour towards organic food products of the respondents.

Research design: The analyst followed enlightening examination plan for the investigation.

Universe of the study: The universe of the current examination is the Coimbatore locale.

Sampling: 60 Respondents were chosen for information assortment the inspecting technique embraced for the current investigation is non-likelihood examining. For the current examination the specialist utilize purposive inspecting technique to gather information from more seasoned ages.

Tools for data collection: The study based on primary data. The primary data had collected from selected consumers on purposive sampling techniques and Retail outlets of Organic products, Organic Products Marketing Agencies, by administering the structured questionnaires.

The information were broke down utilizing different factual apparatuses like basic rate, free t-test, and ANOVA.

FINDS OF THE STUDY

Factors	MEDIUM	FREQUENCY	PERCENTAGE
Age	25-35	37	62%
Gender	Female	36	60%
Occupation	Professional	28	47%
Type of family	Nuclear	32	53%
Family income	Rs.35,001-Rs.45,000	27	45%
Types of Food Products	Fruits and Vegetables	36	60%
Important Factors	Maintain Good Health	33	55%
Duration	More than 3 year	40	67%
Information centers	By friends/ Family	51	85%
Qualities	Standard	42	70%

SIMPLE PERCENTAGE ANALYSIS

- Majority (62%) of the respondents is in the age group between 25-35 years.
- Majority (60%) of the respondents are female.

- Less than half (47%) of the respondents are occupation is professional.
- Nearly (53%) of the respondents are nuclear family.
- Less than half (45%) of the respondents are family income Rs. 35,001-Rs.45, 000.
- More than half (60%) of the respondents are usually purchase of fruits and vegetables.
- More than half (55%) of respondents prefer organic food to maintain good health.
- Majority (67%) of respondents are using organic food product more than three years.
- Majority (85%) of respondents is usually purchase of fruits and vegetables because of the fruits and vegetables are perishable in nature.
- Majority (70%) of respondents while prefer stander quality of organic product.

DISTRIBUTION OF THE RESPONDENTS BY LEVEL OF CONSUMERS BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

S. No	Consumers Behaviour towards Organic Food Products	No. of Respondents	Percentage (%)
1	Good	21	35
2	Moderate	31	52
3	Poor	08	13
TOTAL		60	100

INTERPRETATION

According to the above table, 52 percent of respondents have a moderate level of consumers behaviour towards organic food products, 35% of respondents have a high level of consumers behaviour towards organic food products, and 13 percent of respondents have a low level of consumers behaviour towards organic food products.

INFLUENCE OF PERSONAL PROFILE FACTORS AND LEVEL OF CONSUMERS BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

Variables	Statistical tool	Value	Result
Age and consumers behaviour towards organic food products.	ANOVA	F= .040 T<0.05	Significant
Gender and consumers behaviour towards organic food products.	t-test	t = 1.051 p>0.05	Not-Significant
Family income and consumers behaviour towards organic food products	ANOVA	F= .040 T<0.05	Significant
Occupation and consumers behaviour towards organic food products	ANOVA	F= .040 T<0.05	Significant
Type of family and consumers behaviour towards organic food products.	t-test	t = 1.051 p>0.05	Not-Significant
Duration and consumers behaviour towards organic food products.	ANOVA	F= 5.040 T>0.05	Not- Significant
Qualities and consumers behaviour towards organic food products.	ANOVA	F= .040 T<0.05	Significant

- There is significant difference in the age and level of consumer's behaviour towards organic food products.
- There is no significant difference in the gender and level of consumer's behaviour towards organic food products.
- There is significant difference in the family income and level of consumer's behaviour towards organic food products.
- There is significant difference in the occupation and level of consumer's behaviour towards organic food products.
- There is no significant difference in the type of family and level of consumer's behaviour towards organic food products.
- There is no significant difference in the duration and level of consumer's behaviour towards organic food products.

- There is significant difference in the qualities and level of consumer's behaviour towards organic food products.

SUGGESTIONS AND RECOMMENDATIONS

1. Awareness and training request to farmer: Because extra quantity of farmers isn't always developing without use of chemicals.
2. Because farmer goes handiest manufacturing of excessive yield business plants so he's going to use extra chemical fertilizer and pesticides.
3. Government help: Government is all so help to develop of natural farming and all so farmer thru precise natural product marketplace centers, monetary help and so forth
4. Infrastructure centers: Give to game to post-harvesting centers for natural forming. Because feasible to say no in yield throughout the conversion period, there's want to offer a few shape of incentives to affected farmer.
5. Package of product: Provide a very good packing centers to precise product
6. Development of advertising: There is all very vital is to broaden extra advertising area. Because there's no regulated marketplace facility in natural product.
7. Regulated marketplace is all so supply separate charge facility and marketplace facility in backyard handiest. Because extra quantity of customer decide on natural product.
8. Give loose certification centers: The boom frequency of viewing the commercial of natural meals merchandise and higher flavor might affect the acquisition natural meals merchandise.
9. The affect of commercial of natural meals merchandise with a boom in schooling determined mainly amongst consumers.

CONCLUSION

India has super potential, in large part untapped, for a chief leap forward in natural agriculture. With the attempt of presidency to streamline regulatory mechanisms for enhance of natural produce and attention amongst nearby customer for home intake will pave manner for quicker improvement of natural farming. And all supply assistant to farmer to develop the natural product. Consumer behaviour is gambling the essential function whilst shopping for now no longer simplest natural product any product. So the natural stores and product deliver is constrained however call for its far extra so farmer and all so authorities are suppose to enhance or growing manufacturing of natural product in addition to top

packaging, excellent and marketplace device it enables to enhance the same old of dwelling farmer and all it healthful to surroundings and all so it enables to authorities. The dealers of the natural product are all so increase. The entrepreneurs of natural ingredients want to be modern and dynamic so as to finish with the converting buy behaviour with inside the Organic food merchandise marketplace amongst city residents. The present day discoveries infer that fifty two percentage of respondents have a mild stage of customer's conduct toward natural food merchandise, 35% of respondents have a high level of consumers behaviour towards organic food products, and 13 percent of respondents have a low level of consumers behaviour towards organic food products.

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