A Consumer Opinion Impacts Analysis of Organic Products with Relevance to Coimbatore City

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Abstract

Organic food products are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach. There are many benefits involving organic food products. Organic foods contain fewer pesticides. This means that things such as insecticide that is used in most agricultural practices are eliminated. People are concerned with these chemicals that are used to preserve foods are then being consumed by the people who purchase them. The main characteristic of the organic agricultural production system is that all artificial synthetic materials such as pesticides, fertilizers, growth regulators, feed additives, and gene engineering products are not allowed to use. The overall impacts of organic agriculture are beneficial to the environment. Certified organic production methods prohibit the use of synthetic fertilizers and pesticides, thus reducing chemical runoff and the pollution of soils and watersheds. Smaller-scale organic farming often is associated with significant environmental benefits, owing to the use of on-farm inputs, such as fertilizers derived from compost created on-site. By comparison, large-scale organic farms often require inputs generated off-site and may not employ integrated farming methods. These operations may buy specific allowable inputs, such as fish emulsion or blood meal to use as fertilizer rather than working within the farm to increase soil fertility.

Keywords: Customer perception, organic products

Introduction

A wide range of consumers of organic products and non-organic products were addressed and scrutinized to obtain their observations and visions towards organic products. One of the main reasons that deter people from organic products is costs. In 2015, on average, organic products were 47 percent more expensive. Organic products can vary a lot in price. According to a study performed by consumerreports.org, organic products compared to non-organic products ranged anywhere from 13 percent cheaper to 303 percent more expensive. The reason why organic products cost so much more on average is the production process. Many factors contribute to this cost. First, the demand for an organic product is larger than the number of organic products available. Without synthetic pesticides, quantities of foods will be smaller. This smaller production of organic food means an increased cost. Also, the amount of labour per unit of food is larger compared to the mass production of non-organic products. The price and availability of the organic products is the prime barriers towards its purchase, so the marketers need to focus on such barriers for penetrating the market of organic products in India Eco-friendly products like organic products are gaining popular among consumers and it also increases the awareness of their health and the environment. Organic food sector is widespread and the consumers are becoming more interested in organic products.

Statement of the Problem

In India, organic product market is in new stage has experienced immediately fast growth in the past few years. The current growth in the organic market is striving to achieve by health factor and safe consumption. In observational studies, a specific challenge is the fact that consumers who regularly buy organic food tend to choose more vegetables, fruit, wholegrain products and less meat, and tend to have overall healthier dietary patterns. Each of these dietary characteristics is associated with a decreased risk for mortality from or incidence of certain chronic diseases. Consumers who regularly buy organic food are also more physically active and less likely to smoke. Every day the environmental concern is increasing, consumers are focused. This research study has been undertaken in Coimbatore Corporation and to focus the consumer perception towards organic products Coimbatore city, surrounded by many villages is an interesting example in which the availability of organic products varies and to test whether consumer perceptions of organic food products undergo chance with their income level.

Objectives of the Study

1. To provide updated and efficient review of organic market.
2. To study various research aspect widespread in the ground of consumer perceptions of organic products.
3. To analyze the potential markets for organic products.

Research Methodology

The present study is based on 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. Analysis done by percentage analysis and chi-square test.

Sample Design

The sample chosen for the study covers organic product consumers in different segments of Coimbatore district, this district having 10 taluks 38 blocks respectively. Totally 600 organic product consumers were selected in 38 blocks, each blocks 15 organic product consumers were chosen under simple random sampling method in Coimbatore district. The questionnaire with covering letter was handed over personally to each and every responds

Limitations of the Study

Any study on consumer buying behavior is beset with limitations and the study is no exemptions to this phenomenon. However, the researcher has taken all possible efforts to avoid the statistical discrepancy and reliability of data supplied at the time of data collection.

1. The study is confined to the geographical region of Coimbatore Corporation
2. The results of the study may not cover other urban, semi-urban regions of the district and hence the findings of the study may not be generalized.
3. The inference drawn purely on the responses obtained from the sample respondents in the study area.

Review of Literature

Gracia, A., and De Magistris, T. (2007) [1], "Explored about the factors influencing the organic food purchases of urban consumers in south Italy. The results indicated that consumers are willing to buy more organic food products in large quantity. The purchase pattern depends on attitudes and knowledge about the products. Finally, awareness about the products and income disposal influences the final decision to buy organic food products.

Elisabeth Gotschi et al., (2007) [2], "conducted in Vienna by focusing on the age group between 14 and 29 years of high school students and it determines social norms, attitude towards organic products that influence consumption of organic products. It also explores the complex decisions and action towards the shopping behaviour of high school students in buying organic products. The findings include that importance of primary socialization over secondary socialization in social norms and shaping behaviour. There is no significant relation between organic products knowledge and actual behaviour. While shopping organic products, cultural orientations are being the good analysts for attitudes as well as for behaviour towards buying organic products.

Renee Shaw Hughner et al., (2007) [3], identified the various rationales used by consumers while deciding to purchase organic food. It indicates that the organic foods consumers are not homogeneous in demographic or in beliefs. Hence, further research could help in better description of various constituencies that are taken together as organic food consumers. The organic and food industries must better understand perceptions, motivations and attitudes that consumer hold regarding organic foods and their consumptions.

Data Analysis and Interpretations
Demographic Factors

Table 1: Demographic Factors

Particulars	Factors	Frequency	Percentage
Gender	Male	69	82.1
	Female	15	17.9
	Total	84	100
Age	Under 18	3	3.6
	18-35	78	92.9
	35-55	2	2.4
	Above 55	1	1.2
	Total	84	100
Occupation	Private service	44	62
	Business	25	35.2
	House wife	1	1.4
	Retired	1	1.4
	Total	71	100
Aware of organic products	Yes	79	94
	No	5	6
	Total	84	100
Using organic products since	Less a year	32	38.1
	1-3 years	21	25
	3-6 years	10	11.9
	6 and above	6	7.1
	Never used	15	17.9
	Total	84	100

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Source of awareness about organic product	Friends/relatives	52	62.7
	Tv ads	18	21.7
	News	6	7.2
	Not sure	7	8.4
	Total	83	100
Organic Products often being brought	Clothings	12	14.5
	Personal care Products	33	39.8
	Food Products	38	45.8
	Total	83	100

Source: Primary data

Interpretation

From the above table, it is analyzed that {82.1%} of respondents are male, the majority (92.9%) of respondents belong to age between 18-35, (62%) of respondents have their occupation as private service, (94%) of respondents were aware of organic products, {38.1%} of respondents were using organic products less than a year, (62.7%) of respondents were came to know about organic products by their friends and relatives, [45.8%] of respondents were buying organic food products frequently

Would you buy more organic products if it is sold at lower price?

Table 2: Purchases of organic products lower price

Particulars	Frequency	Percentage
Yes	58	69
No	8	9.5
May be	18	21.4
Total	84	100

Source: Primary data

Interpretation

From the above table, (69%) of respondents would buy more organic products if it sold at lower price.

Considering Their Complete Experience with Organic Farming, How likely are they to Recommend It to Their Family and Friends

Table 3: Experience with Organic Farming and Recommendation

	Frequency	Percentage
1	15	18.1
2	14	16.9
3	26	31.3
4	18	21.7
5	10	12
Total	84	100

Source: Primary data

Interpretation

From the above table, (31.3%) of respondents were rated "3" as likely they recommend it to their family and friends.

Opinion of People for the Following

Table 4: Opinion of people on Organic Products

S. No.		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Awareness amongst people id average	16	42	25	0	1	84
2	TV ads, print media helps in raising awareness	20	39	20	2	2	83
3	Healthy and safe due to low or no harmful chemical used	17	41	21	4	0	83
4	Varieties are limited	15	36	24	7	1	83
5	Organic food products taste better	27	48	62	2	0	83
6	Quality is better than non-organic food	29	36	16	2	1	84
7	High prices reduces buying interest	22	39	19	4	0	84
8	Not available in abundance	14	44	20	4	1	83

Source: Primary data

Interpretation

From the above table, (50%) of respondents agree the phase "awareness amongst people is average, (47%) of respondents agree the phase "Tv ads, print media helps in raising awareness, (49.4%) of respondents agree to phrase " healthy and safe due to low or no harmful chemical used, (43.4%) of respondents agree the phase " varieties are limited, (57.8%) of respondents agree the phase " quality is better than the non-organic products, (46.4%) of respondents agree the phase " high prices reduces buying interest, (53%) of respondents agree the phase " not available in abundance.

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Comparison of Age and type of Organic Product being bought by Respondents

Table 5: Comparison of Age and type of Organic Product being purchased

			Types of organic product			Total
			Clothing's	Personal Care Products	Food Products	
Age	18-35	Count	11	30	37	78
		Expected	12.1	30.6	35.3	78.0
	Under 18	Count	2	1	.0	3
		Expected	.5	1.2	1.4	3.0
	35-55	Count	0	.2	0	2
		Expected	.3	.8	.9	2.0
	Above 55	Count	0	0	1	1
		Expected	.2	4	.5	1.0
Total		Count	13	33	38	84
		Expected	13.0	33.0	38.0	84.0

Source: Primary data

Chi Square Test			
Particulars	Value	dr	Asymp sig (2-sided)
Pearson chi square	10.957^a	6	.090
Likelihood ratio	11.030	6	.087
Linear by linear association	.396	1	.529
N of valid cases	84		

A .9 cells (75.0%) have expected count less than 5. The minimum expected count is 0.15

Interpretation
Since the calculated significant value is lesser than the table value. HO is accepted and the alternative hypothesis is rejected. Therefore, there is no significant relationship between age and type of product being bought.

Comparison Age and source of Awareness those Respondents came to know about Organic Products

Table 6: Comparison of Age and source of Awareness about Organic Products

Particulars			Source of awareness				Total
			Friends and Relatives	Tv Ads	News	Not Sure	
Age	18-35	Count	48	18	6	6	78
		Expected	48.3	16.7	5.6	7.4	78.0
	Under 18	Count	2	0	0	1	3
		Expected	1.9	6	.2	.3	3.0
	35-55	Count	2	0	0	0	2
		Expected	1.2	.4	.1	.2	2.0
	Above 55	Count	0	0	0	1	1
		Expected	.6	.2	.1	.1	1.0
Total		Count	52	18	6	8	84
		Expected	52.0	18.0	6.0	8.0	84.0

Particulars	Value	df	Asymp Sig (2-sided)
Pearson chi square	13.793^a	9	.130
Likelihood ratio	9.848	9	.363
Linear by linear association	1.728	1	.189
N of valid cases	84		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is 0.07

Interpretation
Since the calculated significant value is higher than the table value. HO is rejected and the alternative hypothesis is accepted. Therefore, there is significant relationship between age and source of awareness that respondents came to know about organic products.

Comparison between Occupation and Levels of Respondent's Desire to Recommend Organic Products to Others

Table 7: Comparison between Occupation and Levels

Particulars			Levels of Respondent's Desire to Recommend Organic Products to Others					Total
			1st	2nd	3rd	4th	5th	
Occupation	Private service	Count	9	9	11	8	8	45
		Expected	8.1	7.6	14.1	9.8	5.4	45.0
	Business	Count	5	4	10	10	2	31
		Expected	5.6	5.2	9.7	6.7	3.7	31.0
	House wife	Count	1	1	4	0	0	6
		Expected	1.1	1.0	1.9	1.3	.7	6.0
	Retired	Count	0	0	1	0	0	1
		Expected	.2	.2	.3	.2	.1	1.0
Total		Count	15	14	26	18	10	83
		Expected	15.0	14.0	26.	18.0	10.0	83.0

Particulars	Value	Df	Asymp sig (2-sided)
Pearson chi square	11.959^a	12	0.449
Likelihood ratio	13.405	12	0.340
Linear by linear association	0.116	1	0.734
N of valid cases	83		

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a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 0.12 Interpretation

Since the calculated significant value is lesser than the table value. HO is accepted and the alternative hypothesis is rejected. Therefore, there is no significant relationship between occupation and levels of respondent's desire to recommend organic products to others.

Findings of the Study

1. Most of the respondents are male
2. Maximum of the respondents were aged between 18-35
3. Most of the respondent's occupation was a private service
4. Most of the respondents were aware of organic products
5. Most of the respondents were using organic products less than a year
6. Most of the respondents came to know about the organic products by their friends and relatives
7. Most of the respondents were buying food products as organic.
8. Most of the respondents would buy more organic products if it is sold at low prices
9. Most of respondents were rated "3" as likely they recommend it to their family and friends

Suggestions of the Study

The long-term goal of developing sustainable food systems is considered a high priority by several intergovernmental organisations. Different agricultural management systems may have an impact on the sustainability of food systems, as they may affect human health as well as animal wellbeing, food security and environmental sustainability.

1. Government must provide financial support to farmers to undertake organic cultivation in a traditional method by way of special grants, bounties, free seeds, power supply and generation of water supply, for all the organic farmers, promptly at regular intervals.
2. The government should regularly monitor the process of cultivation by follow up methods after the financial grants.
3. Steps should be taken by the government to give more awareness on the present market conditions, excess training programs should be conducted for organic farming and also to prepare natural fertilizers like vermin compost, panchakavya etc.

Conclusion

In conclusion, the link between organic food consumption and health remains insufficiently documented in epidemiological studies. Thus, well-designed studies characterized by prospective design, long-term duration and sufficient sample size permitting high statistical power are needed. These must include detailed and accurate data especially for exposure assessment concerning dietary consumption and sources (i.e. conventional or organic) the products have captivated the attention of the consumers focusing to increase the purchase behaviour of the consumers, to buy the product for its traditional value. Today the consumption of organic products are increasing and thereby the buying behaviour of the consumers have drastically changed due to the regular purchase of these fast moving organic products which has been consumed to eradicate health complexities like diabetics, cholesterol, weight gain and weight loss etc. In future there is a high expectation that the demand for organic products driven by consumer perception will be high and there will be a positive growth towards the same products for its eco-friendly and health benefits.

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