

Consumer's Perception about Organic Food Products – An Analytical Study of Consumer in Selected Cities of Rajasthan (Jaipur, Udaipur and Kota)

Dr.Pooja¹ Dr.Amanpreet Kaur²
^{1,2}Guru Kashi University, Talwandi Sabo

Article Info

Volume 83

Page Number: 72 – 76

Publication Issue:

September/October 2020

ABSTRACT

Consumers are becoming more aware of the detrimental impacts of chemicals found in food. People are becoming more interested in buying organic food. Consumer preferences for organic foods are influenced by food safety, human health, and environmental concerns, as well as sensory aspects such as nutritional content, taste, freshness, and appearance. Organic Consumers may be defined by demographic characteristics, however the association is not particularly strong. Organic food is also associated with natural processes, environmental and animal welfare, and the absence of pesticides and fertilisers, according to consumers. Understanding the factors that contribute to rising levels of organic food consumption, such as motivation, is crucial to determining if organic food has the potential to become a true mainstream industry.

Keywords: - Organic food, Consumer perceptions, Quality, Purchase Intention.

Article History

Article Received: 4 June 2020

Revised: 18 July 2020

Accepted: 20 August 2020

Publication: 15 September 2020

I. INTRODUCTION OF ORGANIC FOOD MARKET

The organic food market as increasing continuously over the past decade but, total

share of organic food products is less compared with the total organic food market. For promoting organically produced products, a purposeful marketing strategy is needed, which depends on a better understanding of food consumers. Knowledge changes the consumers perception either they have positive attitude or negative attitude. It is very important people should know about the benefits of organic food products. Consumer generally act based on the knowledge they perceive. Organic food is good for health and Environment. Organic food consumption patterns are changing as a result of health and environmental issues. Interest of organically produced food is increasing day by day all over the world. Concerns about environmental and health hazards related with food production are driving an increase in organic food consumption. The rise in customer interest in organic food items has been ascribed to a growing need for food free of pesticides and chemical residues, among other factors. The major reasons people buy organic food are for health and environmental reasons, as well as to support local or small farms. Consumer impressions appeared to be influenced by age, family size, children in the household, and educational level. The availability of information and customer awareness are the two biggest barriers to organic food market share. When consumers are given information on organic foods, they think they are more educated, and this knowledge influences their judgments.

II. CONSUMER PERCEPTION OF ORGANIC FOOD PRODUCTS

Because various countries have varying standards for goods to retain the integrity of

food without artificial components, there is no universal definition of organic food. Both the manufacturing method and the final product are qualities of organic products created through environmentally acceptable procedures. The term "organic" is used to describe a method rather than a product. Regardless of the method claim, organic goods are seen by customers as having an ecologically benign mode of production as well as certain inherent quality and safety characteristics. Consumer attitudes and opinions have a direct impact on their purchase decisions. Attitudes and perceptions are not the same thing. Likes and dislikes are expressed through attitudes. Organic food items elicit a variety of reactions from consumers, both favourable and negative. Beliefs and perceptions are linked. A buyer's perceptions of certain items are called perceptions.

Consumers typically believe that the private benefits of organic farming (health and safe food) outweigh any societal benefits (more environmental friendly production). Consumer opinions about organic farming, on the other hand, are difficult to generalise. This is due to the fact that most research are focused on a certain set of customers, organic goods, specific locations, or specific grocery shops. Consumer opinions of organic food quality are favourable, and they have positive attitudes about organic food items. Organic food preferences are linked to consumer opinions that organically cultivated food is superior to conventionally farmed food. Buyer preferences are influenced by their beliefs about organic food's food safety, health, and environmental characteristics, as well as product characteristics like taste, freshness,

appearance, colour, and other sensory characteristics (Bourn. and Prescott, J. (2002) A Comparison of the Nutritional Value, Sensory Qualities, and Food Safety of Organically and Conventionally Produced Foods.

III. OBJECTIVES OF THE STUDY

The proposed study aims to deal with following objectives:

- [1] To investigate customer attitudes concerning organic food purchases.
- [2] To assess the potential market in Rajasthan for organic food items.
- [3].The purpose of this study is to look at the elements that impact people's intentions to buy organic food.
- [4] To investigate customer perceptions of organic foods.
- [5].A questionnaire will be used to perform the analytical survey.

Hypothesis

- [1]. H1: Consumer perceptions of organic food will be significantly influenced by food safety
- [2]. H2: The price of organic food will have a substantial influence on customer perceptions of it
- [3]. H3: Nutrition will have a big influence on whether or not people buy organic food
- [4]. H4: Consumer perceptions of organic food will be influenced by sensory qualities
- [5]. H5: Consumer perceptions of organic food will be influenced by environmental friendliness.

IV. RESEARCH METHODOLOGY

The term "research" refers to a quest for information. Scientific exploration is the art of research. A thorough examination or inquiry

into any domain of knowledge, specifically via the quest for new facts, is known as research. It is a unique contribution to the current body of knowledge that contributes to its expansion. Simply said, research is the process of sifting through existing facts in order to change a certain finding or idea. Research, according to Clifford Woody, entails defining and redefining problems, formulating hypotheses or suggested solutions, collecting, organising, and evaluating data, making deductions and searching conclusions, and finally carefully testing the conclusions to see if they fit the formulating hypothesis.

Various types of Research:-

- Basic research
- Applied Research
- Problem oriented Research
- Problem solving
- Quantitative Research
- Qualitative Research

Type of Research

An exploratory & Descriptive research design and a Quantitative research have undertaken in this Research study. The Research method involves specific situation using Research tools like survey Questionnaire, Observations, one to one interaction.

Research Technique: Survey Method

Survey Type: Face to face interaction

Research Instrument: Questionnaire

Area of study

The area of study is in Rajasthan (Jaipur, Udaipur, and Kota).

Sources of Data

Sources of data based on two sources:-

- Primary Data and
- Secondary Data.

The study is based on primary data collection. The data will collect from the consumers on Simple Random Sampling and Retail outlets of organic food products and also prepared a Questionnaire for collecting the required primary data.

Secondary data will be collect from the articles, newspapers, journals, books, and various websites.

V. SAMPLING DESIGN

The Sampling technique in this project is Simple Random Sampling. The Sample Size comprises of different types of perception about organic food products. A sample of 300 Respondents will take into account for finding their perception about organic food products. Hundred (50 Retail outlets and 50 consumer) in a one city is a ratio of collecting the Data.

Sample Extent: Rajasthan (Jaipur, Udaipur, Kota).

Sample Size: 300 Respondents

Sample Time: 2 years

Sampling Technique: Simple Random Sampling

3 cities we have chosen which we can bifurcate the rural and urban area according to my convenience.

VI. SCOPE OF THE STUDY

Organic food maintains a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and pesticides and maintains the best quality of food. This also prevents excess use of artificial and harmful ingredients. This study attempted to gain knowledge about consumer attitude towards the organic food product consumption and what the consumer thinks and to see whether there is any potential this might have

for changing their behavior. Therefore consumer's perception, attitude towards organic food products, willingness to pay and intention to purchase of organic food products will be the main agenda of this study.

VII. CONCLUSION

Demographic variable such as age, income and education may define organic consumers but the correlation is not very significant. It is complicated to justify the premium because the health benefits asserted to organic food are often difficult to quantify. Therefore, more transparency in the organic food production and farm-gate price can be advantageous to the society. The determinants of increasing levels of organic food consumption such as motivation, behavior, beliefs and demographic variables are most critical in understanding the potential of organic market to keep up the increasing growth and become genuinely a mainstream market. A growing interest in organic food has prompted many studies comparing aspects of organic against conventional food because human health, food safety and environmental concern along with other sensory attributes such as nutritive value, taste freshness and appearance. Consumer perception about organic food is highly subjective. It is also worth noting that such perceptions may not be their actual behavior in purchasing. The advantages of consuming organic food may help shift consumers perception.

REFERENCES

- [1.] Laroche, M., Bergeron, J. and Barbaro-Forleo, G., (2001), "Targeting Consumers Who Are Willing to Pay More For Environmentally

- Friendly products”, Journal of Consumer Marketing.
- [2.] (Bourn,D. and Prescott, J. (2002) A Comparison of the Nutritional Value, Sensory Qualities, and Food Safety of Organically and Conventionally Produced Foods. Critical Review in Food Science and Nutrition, 42, 1-34).
- [3.] Harper, G.C. and Makatouni, A. (2002), “Consumer Perception of Orgnaic food productions and farm Animal Welfare”.
- [4.] Magkos, F., Arvaniti, F. and Zampelas, A. (2003) Organic food: nutritious food or food for thought? A review of the evidence, International Journal of Food Science and Nutrition.
- [5.] Willer, H. M. Yussefi-Menzler, and N. Sorensen. 2009. The world of Organic Agriculture: Statistics and Emerging Trends 2008. IFOAM and Research Institute of Organic Agriculture (FiBL). <http://en.wikipedia.org>