

Customer Awareness towards Organic Food Products in Chennai

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Abstract:

The term organic means the way in which the agricultural products are grown and processed. The food products which are grown in natural fertilizer and pure water in the fields are known as organic food. In organic method the food items have been cultivated without the use of pesticides, insecticides and no genetically modified methods. The objective of this study is understood that the customer awareness towards organic food products and for the health benefits of organic products. There were 1450 respondents. The tools used in this study were Chi-square, Independent sample t Test and ANOVA. The findings were there was an association between age and source of information about organic food and there has been significant difference between organic food products and gender and finally it has been found that there is no significant difference in the mean scores of factors for information about organic food among the educational qualifications groups. The conclusion is that there is no awareness about the organic food products among the respondents and it can be suggested that there should be more awareness created among the people regarding the consumption of organic products. As many health problems are created due to the traditional farming it is necessary to create awareness among the general public about organic farming which is useful to prevent many diseases and also for the health benefits.

Keywords: Organic products, Pesticide, Fertilizer, Health benefit.

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I. INTRODUCTION

Customer awareness is a part of a company's marketing and communication plan. It is a process that helps an entrepreneur educate customers about his / her company its performance and the products or services his/ her company delivers objectives of the customer awareness is to prepare an effective marketing and advertising plan to reach the target consumer segment and help customers to find products and services to convey a clear message explaining the strengths and benefits of the products. The word organic refers to the way farmers grow and process all agricultural products like fruits, vegetables, grains, dairy products and meat items. Organic food is food products by methods that comply with the standards of organic farming. Organic food products are usually grown naturally

without any use of chemical fertilizer. Since the organic product does not contain any harmful pesticides it is rich in protein, vitamins and other nutrients. Organization regulating organic products may restrict the use of certain pesticides and fertilizers in farming. Organic food production is a self-regulated industry with government oversight in some countries, distinct from private gardening. Organic foods are grown without the use of synthetic pesticides, insecticides and herbicides and no genetically modified products are used.

Objectives

- To understand the customer awareness towards organic food products
- To analyse the association between the source of organic food products

- To rate the level of mean source of information of organic products
- To examine the difference between opinion on organic product and gender
- To find out the health benefits of organic food among the married women

II. LITERATURE REVIEW

Venkatakrishnan The author exhibited that healthy lifestyle is a basic need for human beings. The objective of the author is to find the awareness on organic products among the people. A survey was conducted in Tirupur district and there were 100 respondents it was taken by chi- square. It results showed that gender, age, educational qualifications played a vital role for the respondent's awareness regarding organic products. Baisakhi Mukherjee (2017) The objective of the author was to exhibit the consumer insight on organic products which rises the trend of consumerism. The researcher surveyed 100 consumers online using social media and primary data has been collected through research tools. The author has concluded that it will be useful for organic marketers to evaluate their marketing strategy. Rock.B, Puhalethi. K., Vishnupriya.S., Pavithra .R, Supriya.As, Gayathri.K (2017), The researcher's objective is to access the consumer awareness on organic food products. The author surveyed 300 respondents through a cross sectional questionnaire. The results were 76%, 73%, 62% have purchased organic food and 38% consume the organic products regularly. The author concluded that awareness level encourages people to develop their own garden which is essential for the consumption of organic products. Anish .k, DR. KK Ramachandran (2016) The author revealed the importance of consuming organic products in this study. The objective of the researcher has been considered as the level of awareness, consciousness, attitude and preferences of the consumer regarding the organic products. The author surveyed 16 well organized product stores in the city and it resulted in 214 respondents. The author surveyed through

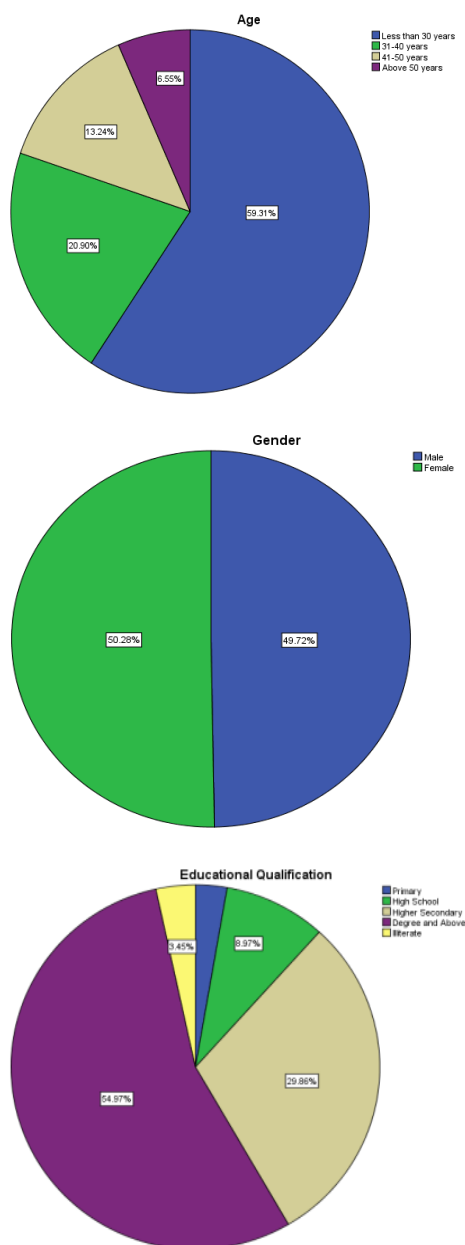
percentage analysis, weighted and Chi- square test. Uma .R, DR.V Selvam (2016) The author has revealed the importance of the safety of food among the present population in this study . The objective of the researcher is to analyse the awareness about the organic food of the population in vellore city. The researcher conducted a qualitative questionnaire from the people in the city. The author has concluded that the attempt to explore the level of awareness on organic food products among the consumers was of the consideration with the Indian organic industry. NilimaVarma (2016) The author has found that there is an increasing demand in the market for organic products. The objective of the researcher in this study is to identify the perception of the consumer towards organic food products. The researcher conducted a survey on 100 respondents through which environmentally friendly and healthy was the essential reason for the purchase of organic products. The author concluded that consumer information is essential to increase organic food products SafdarMuhammad ,EihabFatheIrahman , Rafi Ullah , TasbihUllah (2016) The author has found that important element for marketing agencies is consumer awareness. The objective of the researcher is to find the benefits of organic food in UAE. The author surveyed using sample data and ordinary least square techniques which resulted as the essentiality of socioeconomic which determines the awareness on organic products in UAE. The author also exhibited influence on awareness of organic food plays a vital role in gender, income, occupation etc. M. Jayanthi (2015) The author has identified the essentials of organic food products for the nutritional safety in the environment in this study. The objective of the researcher is to find the amount of awareness about the organic food products among the people in Coimbatore District. The author surveyed 550 respondents through random sampling method. The results were 40.5%&38.4% people are aware and 14% of people were highly aware about the organic products. The author has concluded that to Change the attitude of consumer towards organic products is necessary to

create awareness. Sathyendra Kumar AD, H.M Chandrasekar (2015) The researcher's objective is to understand the consumer perception on organic marketing in Mysore city. The author has also revealed the reason for less supply of organic product such as lack of awareness, less shops etc. The researcher concluded the people in urban areas prefer organic products. The author has also said that there will be good marketing systems in Karnataka by rising the interest towards organic farming. SV Ramesh, M Diviy (2015) The objective of the researcher is to exhibit the satisfaction of the consumer towards organic food products. The author surveyed 120 respondents and the result showed that essential reason for buying organic products is for healthy and environmentally friendly production. The author concluded that consumer's information is essential to arise the market share of organic products.

III. METHODOLOGY

Descriptive research has been used for this study and convenient sampling method is used. There are 1450 samples. The independent variables are age, gender and educational qualifications. The dependent variables are the source of information of organic food products, opinion on organic products, mean sources of information of organic products. The statistics tools used in this study were chi-square, ANOVA and Independent sample t Test

IV. ANALYSIS AND DISCUSSION



Hypothesis 1: Source of information about organic food products differs based on age of the respondents

Table 1: Cross Tabulation - Age and source of information about organic food products

Cross Tabulation - Age and Source of information about organic food products									
			Source of information about organic food products						Total
			TV	Radio	Print Media	Famil y	Frien ds	Physic ian	
Age	Less than 30 years	Count	234	129	202	168	86	41	860
		% within Age	27.2%	15.0%	23.5%	19.5%	10.0%	4.8%	100.0 %

	31-40 years	Count	59	67	100	42	23	12	303
		% within Age	19.5%	22.1%	33.0%	13.9%	7.6%	4.0%	100.0 %
	41-50 years	Count	30	36	60	37	20	9	192
		% within Age	15.6%	18.8%	31.2%	19.3%	10.4%	4.7%	100.0 %
	Above 50 years	Count	20	15	35	18	5	2	95
		% within Age	21.1%	15.8%	36.8%	18.9%	5.3%	2.1%	100.0 %
Total		Count	343	247	397	265	134	64	1450
		% within Age	23.7%	17.0%	27.4%	18.3%	9.2%	4.4%	100.0 %

Table 2

Chi-Square – Age and Source of information about organic food products

	Value	df	p-value
Pearson Chi-Square	40.859	15	0.000

Using Chi-square analysis, it is tested whether the age and source of information about organic food products are associated. The results shows that there is association between age and source of information about organic food products

Hypothesis 2: Opinions about usage of organic products depends on the gender

Table 3 : Independent t Test - gender and opinion about organic products

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	721	2.44	1.062	.040
Female	729	2.58	1.006	.037

Table 4: Independent sample t test and gender - Opinion about Organic Products

	Value	df	p-value
Independent Sample t test	2.639	1448	0.008

Using Independent sample t Test, it was found that there is difference between opinion about organic food products and gender. Male and Female opinion differs regarding usage of organic products.

Hypothesis 3: Level of awareness towards information about organic products among the educational qualification groups

Table 5: Anova - Information about organic food products - Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.
Local Standards for organic products	Between Groups	2.221	4	.555	.418	.796
	Within Groups	1918.816	1445	1.328		
	Total	1921.037	1449			
Organic certification body	Between Groups	4.374	4	1.094	1.372	.241
	Within Groups	1151.337	1445	.797		
	Total	1155.711	1449			
Organic products are identified by a logo	Between Groups	3.725	4	.931	.898	.465
	Within Groups	1499.191	1445	1.038		
	Total	1502.917	1449			
Various brands for organic products	Between Groups	6.923	4	1.731	1.654	.158
	Within Groups	1511.671	1445	1.046		
	Total	1518.594	1449			
Organic Products are available in all variety of foods	Between Groups	5.471	4	1.368	1.258	.285
	Within Groups	1571.095	1445	1.087		
	Total	1576.566	1449			
Health benefits of organic products	Between Groups	14.929	4	3.732	3.205	.012
	Within Groups	1682.774	1445	1.165		
	Total	1697.703	1449			

ANOVA was done to study whether there exists significant difference in the mean scores of information on organic food products among the educational qualifications groups. Significant value for all the factors is greater than 0.05 which shows that there is no significant difference in the mean scores of information about organic food among the educational qualifications groups except the health benefits. There is no awareness about the organic food products among the respondents irrespective of educational qualification.

CONCLUSION

Organic food products has been grown in natural manner without adding pesticides, insecticides and other chemicals by using chi square, Independent t Test and Anova it is found that there is an association between age and source of information about organic food and there is significant difference between opinion about organic food products and gender. But there is no significant difference between the mean scores of information about organic products and the educational qualifications. It is concluded that there has been no awareness about the organic food products among the respondents. The conclusion is that there is no awareness about the organic food products among the respondents and it can be suggested that there should be more awareness programs created among the people regarding the consumption of organic products. As many health problems are created due to the traditional farming it is necessary to create awareness among the general public about organic farming which is useful to prevent many diseases and also for the health benefits.

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