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**A STUDY ON CONSUMERS' ATTITUDE TOWARDS ORGANIC PRODUCTS**

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**ABSTRACT**

*The world is running behind the targets and goals with lots of stress, pollution and unhealthy fast foods. From recent past people are turning into more health conscious, as a result the organic food products have started to enter into the market. This study had been conducted in Chennai city on consumer attitude towards organic food products. The research work has also used statistical tools to measure the associations between variables.*

**KEYWORDS**

organic food products, attitude, satisfaction, repurchase intentions.

**1. INTRODUCTION**

'Organic' is the term which is used frequently, now-a-days by the consumers all over the world. The growth of organic food market in India shows that, it's no longer an exception and at the same time when compare to developed countries like USA, UK and other European countries the awareness and availability of organic food products in India is very limited. In India the traditional method of farming was nothing but the organic farming. After green revolution the agricultural industry has made tremendous change in farming for achieving the aim of food for everyone.

**1.1 ORGANIC FOOD**

The meaning of organic food is, obtaining agricultural produce without using manmade fertilizers and pesticides and without harming the environment. Food products obtained by organic farming is called Organic Food Products. As these food products are environmental friendly, the food products are fresh, hygienic and healthy.

**2. REVIEW OF LITERATURE****2.1 AWARENESS**

Samuel K. Ndungu (2006), opined that the awareness level about organic foods is very low in the study area. The unaware people are belonging to the lower income group and in east Africa majority of the population are lower income group hence the percentage of awareness remains at the very low level. As the awareness level stayed at lower level the consumption also remained at the lower level and half of the sample have never consumed nor had an idea of consuming it in future.

Maria Raquel Lucas (2008). The respondents agreed that they possess average knowledge about the organic food products. Lisbon people are more aware than Berlin people. The respondents have positive attitude towards organic like they believed that the organic products are good for health, tastier, better quality than conventional foods. Even the non-buyers of organic food products were approached and the major reason they feel were the price is more for organic products and the limited availability of organic products. The authors also analysed the willingness to pay for OFP by respondents and they found that upto 25% increase of price is accepted and the preference order of OFP is fruits and vegetables then eggs, poultry and meat followed by milk, olive oil etc.,

Mohammad Altarawneh (2013), The results of the Logistics analysis study conducted by the authors in Amman city in Jordan, indicates that the potential Jordanian consumers' awareness of organic food is deeply and significantly affected by factors like education, occupation, marital status, income, desire, promotion, quality, health issues, and product source. The awareness is not affected by factors like gender, age and Trademark.

**2.2 ATTITUDE**

According to Chiew Shi the intention of Malaysian respondents was to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors and animal welfare etc., In this study the authors found that the perception of quality is not significantly related with purchase intention of organic food products which was considered as a contradict one with the previous research findings.

Justin Paul conducted a study to understand the behavior of ecological consumers and their intention in buying organic food products in US, and found that the respondents attitude towards organic food products are influenced by the health factor, availability of organic food products and the education level. The authors also identified that the respondents of study area are highly satisfied with the organic food product when compare to inorganic food products.

Heru Irianto (2015) the study was conducted to find out the intending factor for the respondents to purchase organic factor. The research has used structural equation model for analyzing the results. The findings show that, health & environmental consciousness acts as the major factor of creating the intention to buy organic products. The author also finds that the gender's intention also differs in buying the organic product. Female are more conscious towards health & environment than male.

**3. NEED OF THE STUDY**

Problems faced by peoples of today's world are work tension, stress, pollution which leads to various health issues. For past few years' people has become more health conscious and started approaching dietitian, nutritionist, gym etc., People's perception is hygienic and nutritional food will give good result for health issues. Now people started buying organic food products. So this study is necessary to identify the consumers' attitude towards organic food products.

**4. STATEMENT OF THE PROBLEM**

A study on Organic products are analysed by various authors with different perception. The awareness level of consumers towards organic food products are analysed by the authors and found that the awareness is not sufficient for the consumers in the study area Samuel K. Ndungu (2006), Maria Raquel Lucas (2008), Mohammad Altarawneh (2013). The perception satisfaction level has been analysed by various authors. The review helped to identify the repurchase intention of organic food products consumer as the problem area in the study

## 5. OBJECTIVES

1. To know the consumers awareness towards organic food products
2. To understand the consumers attitude on organic food products.
3. To study the consumers satisfaction and repurchase intention towards organic food products.

## 6. HYPOTHESES

1.  $H_0$  – There is no association between gender and satisfaction of consumers
2.  $H_0$  – There is no association between age and the awareness level among consumers
3.  $H_0$  – There is no association between satisfaction and repurchase intention of consumers

## 7. RESEARCH METHODOLOGY

### 7.1 DATA COLLECTION METHODS

The study is based on primary and secondary data. The primary data has been collected by distributing questionnaire to the organic food product consumers. Questionnaire had been divided into four parts namely; demographic, awareness, satisfaction and repurchase intention. It contains multiple choice and five point likert scale questions. The secondary data had collected from various books, journals, internet, articles, magazine and reports.

### 7.2 SAMPLE DESIGN

The questionnaire has been distributed to 50 respondents in Chennai city. The questionnaire was distributed only to consumers of organic food products. Convenience sampling is adopted in this study.

## 8. RESULTS & DISCUSSION

1.  $H_0$  – There is no association between gender and satisfaction of consumers

CHI-SQUARE TESTS			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.976 <sup>a</sup>	9	.123
Likelihood Ratio	17.336	9	.044
Linear-by-Linear Association	.425	1	.514
N of Valid Cases	50		

The above table shows the result of the chi-square test and the Asymp. Sig. (2-sided) P value is.123 which is greater than.05. The hypothesis is rejected which shows that there is an association between gender and the satisfaction level of consumers.

2.  $H_0$  – There is no association between age and the awareness level among consumers

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.682 <sup>a</sup>	40	.102
Likelihood Ratio	46.870	40	.211
Linear-by-Linear Association	.153	1	.696
N of Valid Cases	50		

The above table shows the result of the chi-square test and the Asymp. Sig. (2-sided) P value is.102 which is greater than.05. The hypothesis is rejected which shows that there is an association between age and the awareness level among consumers.

3.  $H_0$  – There is no association between satisfaction and repurchase intention of consumers

Correlations			
		SATISFACTION TOWARDS ORGANIC	REPURCHASE INTENTION TOWARDS ORGANIC
SATISFACTION TOWARDS ORGANIC	Pearson Correlation	1	.707**
	Sig. (2-tailed)		.000
	N	50	50
REPURCHASE INTENTION TOWARDS ORGANIC	Pearson Correlation	.707**	1
	Sig. (2-tailed)	.000	
	N	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation between satisfaction and purchase intention towards organic food products are significant. Both are positively correlated and tends to increase in the same direction.

## 9. FINDINGS

The study reveals the following results which includes problems as well as positive points about the organic food products.

- Nearly 90% of the respondents accepted that the organic food products are healthier safer and contains nutritional values
- The purchase of organic food products is maximum preferred by females but the knowledge about organic food product is possessed more by male.
- The problem which the consumers feels was the price and short supply of organic food products.
- 80% of the respondents are not aware of organic certification in India.
- The various statistical tools show that customer satisfaction and repurchase intention are positively correlated.

## 10. RECOMMENDATIONS

- The Government and Marketers should take some effective steps regarding the awareness and promotions for organic food products.
- The short supply is also a big head ache and this also makes the consumers to switch over to conventional food products.
- Pricing method can analysed deeply to reduce.
- Government has to make some measure or can provide any subsidy for farmers who puts effort in convert inorganic land into organic land

## 11. CONCLUSION

Organic food product is been accepted as a nutritional food and keeps human healthy in spite of busy work schedule, stress and pollution. The short supply and premium price disturbs the growth of consumption rate. The farmers also show dis-interest towards converting the inorganic into organic farms, because it takes

nearly 3 years to convert and the government is not providing any subsidy or any type of motivation. In spite of few problems the organic food product market is gradually increasing.

## 12. LIMITATION

The study area is restricted to Chennai city. The number of respondents also fixed as 50. The study is based on the views of ultimate consumers of organic food products

## 13. SCOPE FOR FURTHER RESEARCH REFERENCES

The further research can be done with larger section of people. The farmer's problems can be analysed in a separate study as they are facing problems in converting the farm land from inorganic to organic.

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