

# A STUDY ON CONSUMERS' ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS IN SALEM DISTRICT

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## ABSTRACT

*This paper investigates the consumer's attitude on organic food products in Salem district. The trend in the direction of purchasing organic food products is increasing amongst human beings. The consumer attitude is essentially focused on organic food products which are good for health. Knowledge on the risky impacts of substance composites in food is expanding among the consumers. There have been significant alterations in the Attitude of consumers towards food healthy, ecological concern and quality, price of natural food products. The current study concentrated on the consumer attitude towards of natural food products in Salem city with a sample size of 150 respondents. This research used two research instrument tools for the study. Simple Average, Chi-square test was also used. The elements impacting the consumers to purchase some product could be family friends, health consciousness, quality, and price, easy availability of the product etc. In this research a detailed review of natural food products and its impact in present life is examined.*

**Key words :** Consumer, Attitude. Purchase, Behavior. Organic food product

## Introduction

An assessment to find what really makes consumers turn towards organic food is necessary. A part of the important reason or aspect to buy organic foods includes health condition, ecological condition, and way of life, item for consumption value abstract standards. Attitude is a major component of human psychology. In the area of marketing also, set of research has been carried out to study how attitudes are created and how they vary over time. Consumer approach is a combination of a consumer's feeling, belief about, and Physiological purpose toward something inside the selling, usually a brand or retail store.

Consumer's feeling → Belief ↔ Perspective

The intention in completing this investigation is that idea for the environment could come clearly from very much knowledgeable householders who are attentive of and totally dedicated to their privileges to quality well-being and environment. Accordingly, the purchaser's viewpoint towards normal food items, preparation to pay for organic food items and change in the way to buy organic food will be the primary plan of this investigation.

## Review of Literature

1. Farah Ayuni Shafie et al (2012) examined consumer perception towards organic food. Human health, safety and environment is discussed all along with sensory feature for example, healthful taste and value, greenness, look impact organic foods products, purchasers desire. They found that social-economic factors might characterize natural shoppers however the relationship isn't vital. Customers also associated organic food with ordinary process, care for the environment friendliness and animal welfare and the non-utilization of insect killers and composts. Best cost maintains to repress organic food use.

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2. Nihan Ozguven (2012) identified the stimulus reasons of purchasing organic foods in consumers. Buyers were approached for the period of their food shopping in retail chain in Izmir.
3. Jessica Aschemann-Witzel et al (2013) investigated organic customers decision to buy is influenced by nutrition and health claims rather than health related information.
4. Tina Vukasovic (2015) analyzed attitude toward organic fruits and vegetables among European Union (EU) regulars. She found that organic purchasers tend to be youthful and higher educated than those who do not purchase them. In addition, consumers' belief in the genuineness of the goods and cost are also problems. She initiated that producers will be to provide the consumers with information of what a organic product is and how to differentiate it in the market place. Through the informed and literate consumers, utilization could be raised on one more level.
5. Corinna Hempel et al (2016) investigated the dissimilarity in view and readiness -to-pay value between regulars who think the organic making of food is (very) vital and those who consider it less vital.
6. Cranfield and Magnusson (2003) described the consumers' eagerness to-pay for chemical free food products and have indicated that individuals, having a place with high level salary group, have a solid inclination to purchase natural food items. It is on the grounds that by and large natural food items are seen as exorbitant when contrasted with customary food items.
7. Hyun-Joo Lee et al (2015) examined how consumers identify organic food characteristics, which in turn impacts their utility, pleasure seeker attitudes and intentions to buy organic food.

#### Scope of the study

These organic foods are more accepted in several urban communities in India. Organic food products support

an equilibration, other living life form and nature. This study tries to get knowledge about consumers' attitude towards organic food.

#### Objectives of the study

- ❖ To assess the knowledge and awareness of consumers towards organic food products.
- ❖ To analyse the prevailing consumers attitude towards organic food products.
- ❖ To measure the influence of demographic variable of consumers on consumer attitude factors.

#### Research Methodology

This study is analytically organized and systematically analyzes the data. The descriptive method is to be used to derive results.

#### Research Aim

The examiner has used communicative research design and inquiry concerned with exact estimate, by relating facts and attributes concerning human beings, groups or conditions.

#### Sampling plan and Technique

Sample respondents for this research will be chosen during probability sampling approach, Applied Simple Random Methods were used. Respondants who were willing to participate in the Survey, formed the trial respondents.

#### Sources of Data Collection

The Research is to be based on primary and secondary data.

#### Research Study Area

The study area chosen is Salem District, Salem has a sparkling culture dating back to the ancient Kongu Nadu.

#### Statistical Tools to be Used for Data Analysis

Simple average methods  
Chi square test

**Hypothesis**

The following hypothesis were formulated based on the research objectives.

1. There is no significant relation between gender and age.
2. There is no significant relation between gender and food habits.
3. There is no significant relation between Gender and health consciousness, quality, price, availability, variety buying attitude towards organic food

**Analysis and Interpretation**

**Table -1**  
**Demographic profile of the consumers**

Particulars	Variables	Frequency	%
Gender	Male	70	46.67
	Female	80	53.33
Age(Years)	25 Years above	24	16
	23-35 Years	35	23.33
	36-45 Years	45	30
	46-55 Years	25	16.67
	above 56	21	14
Marital Status	Married	95	63.33
	Single	55	36.67
Educational Qualification	School level	15	10
	Undergraduate	25	16.67
	Postgraduate	30	20
	Professional	60	40
	Others	20	13.33
Occupation	Salaried individual	68	45.33
	Business	52	34.67
	House wife	25	16.67
	Others	5	3.33
Monthly income	Less than Rs.10,000	25	16.67
	Rs.10,001 to Rs.20,000	30	20
	Rs.20,001 to Rs.30,000	21	14
	Rs.30,001 to Rs.40,000	22	14.67
	Rs.40,001 to Rs.50,000	30	20
	Above Rs.50,000	22	14.67

Tables -1 show the demographic of the consumers. Male respondents were 46.67 % while 53.33% were Female. The highest age groups of respondents were

between 36-45 age groups. Married respondents were 63.33% while the remaining 36.67% were Single, Qualification of respondents up to school level was 10%, Under graduate 16.67%, postgraduate 20%, and professional educational level topped with 40% and 13.33% of others. Occupation of respondents of those who were salaried individuals was 45.33% and business 34.67%, House wife respondents were 16.67% remaining 3.33% of respondents were others. Monthly income of respondents of less than Rs.10,000 was 16.67%, 20% had an income of Rs 10001 – Rs 20000

14% had their income range between Rs.20001 to Rs.30000, 14.67% of their income was between Rs.30001 to Rs.40000, 20% between Rs.40001 to Rs.50000 and remaining respondents of 14.67% had an income above Rs.50,000.

**Table – 2**  
**Show significant relationship among Genders and age the buying attitude towards organic**

Observed Value	Expected value	Observed Value - Expected	(Observed Value - Expected) <sup>2</sup>	(Observed Value - Expected) <sup>2</sup> / Expected
10	11.2	-1.2	1.44	0.1286
15	11.6	3.4	11.56	0.9966
20	21	-1	1	0.0476
15	11.6	3.4	11.56	0.9966
10	9.8	0.2	0.04	0.0041
14	12.8	1.2	1.44	0.1125
20	13.33	6.67	44.4889	3.3375
25	24	1	1	0.0417
10	13.33	-3.33	11.0889	0.8319
11	11.2	-0.2	0.4	0.0357
<b>Total</b>				<b>6.5326</b>

The stand value is greater than calculated value therefore the null hypothesis has been rejected.

Reject null hypothesis, and accept alternative hypothesis.

Alternative hypothesis, there is significant relation between the gender and age.

**Table – 3**

**Show significant relationship among Genders and food habits buying attitude towards organic food**

Observed Value	Expected value	Observed Value - Expected	(Observed Value - Expected) <sup>2</sup>	(Observed Value - Expected) <sup>2</sup> / Expected
37	38.27	-1.27	1.6129	0.0421
33	31.73	1.27	1.6129	0.0508
45	43.73	1.27	1.6129	0.0369
35	36.27	-1.27	1.6129	0.0445
<b>Total</b>				<b>0.1743</b>

Degrees of freedom = (2-1) x (2-1)  
= 1x1 =1

Significance value = 0.05

Calculated value Chi-square value = 0.1743

Table value Chi-square value = 0.00393

The table value is greater than calculated value therefore the null hypothesis has been reject.

We reject Null hypothesis, and accept alternative hypothesis.

Alternative hypothesis: There is significant relation between the genders and food habits.

**Table – 4**

**Show significant relationship among Genders and health consciousness, quality, price, availability, variety buying attitude towards organic food**

Observed Value	Expected value	Observed Value - Expected	(Observed Value - Expected) <sup>2</sup>	(Observed Value - Expected) <sup>2</sup> / Expected
25	25.67	-0.67	0.4489	0.01749
20	18.67	1.33	1.7689	0.09475
10	11.67	-1.67	2.7889	0.23898
10	7	3	9	1.28571
5	7	-2	4	0.57143
30	29.33	0.67	0.4489	0.01531
20	21.33	-1.33	1.7689	0.08293
15	13.33	1.67	2.7889	0.20922
5	8	-3	9	1.125
10	8	2	4	0.5
<b>Total</b>				<b>4.14081</b>

Degrees of freedom = (5-1) x (2-1)  
= 4x1 =4

Significance value = 0.05

Calculated value Chi-square value = 4.14081

Table value Chi-square value = 3.357

The stand value is greater than calculated value therefore the Null hypothesis has been rejected.

We reject null hypothesis, and accept alternative hypothesis.

Alternative hypothesis: There is significant relation between the Genders and health consciousness, quality, price, availability, variety buying attitude towards organic food.

**Finding and Suggestion**

The demographic attributes of the example of the review are presented in Table 1 the orientation of the example comprises of male 46.67%and female 53.33% consumers. Larger part of the sample was married to about 63.33%. The buying goal for these products was found to be reasonably sure. Notwithstanding, it was additionally found during the review and assortment of essential information that a ton of respondents were unconscious about the accessibility of these items in Salem. Thus, the suggestion for marketers for organic food products would have to create knowledge on the availability of organic food products in the market.

**Conclusion**

The impulse behind this research is to study the Salem consumers’ attitude towards organic food products in five attributes. Furthermore, this study also would like to identify each consumer’s approach to purchase natural nourishment. The result of this study shows that Salem consumers understand health consciousness and opt for organic foods in the 1st place. Consumer has a positive attitude and favors purchasing and consuming organic food as they are healthier, they are of a superior quality and are environment friendly, Purchaser has a negative attitude or doesn't lean toward purchasing natural food as they are of greater costs than non natural food. The investigation of buyer fulfillment has made various advantages to the shopper for inviting

consumers to communicate their idea and also chances to invite the consumers to study new information about the services and products. When the consumers are satisfied in purchasing, he or she buys again and again.



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