

Consumer's Buying Behaviour Towards Organic Food Products: A Study in Tamilnadu

¹Mrs. K. Renuga Devi, ²Dr. M.Ramya

¹Assistant Professor, Department of Commerce (PA and AF) Hindusthan College of Arts & Science, Coimbatore

²Assistant Professor & Research Guide, PG and Research Department of Commerce (IB) Hindusthan College of Arts & Science, Coimbatore

Abstract - Increasing demand for organic food and rising health consciousness among the people in the present scenario led the researcher to learn about the behavior of buyer towards the organic products, its evaluating, awareness of consumers towards organic products and so forth in a more intensive manner. Tamilnadu, is one of the potential states for organic products, greater part of the farms of the state develop the conventional path without or least utilization of composts and plant assurance chemicals. A portion of the real food crops produced organically in Tamilnadu and having good market demand are ginger, jackfruit, fenugreek, mango, tamarind and amla and so on. Consumers are additionally preferred to purchase numerous organic food products item, especially in huge cities. In any case, because of shameful market linkage, absence of awareness of the people about organic produce, no item separations amongst organic and inorganic products and so on came about into price advantage (premium price) to the organic foods produced in the state. The present paper investigations the buyer behavior towards organic products including readiness to pay for the item, inclination for different item, for example, fruits, vegetables, cereals and so on to comprehend the perception of the consumers towards organic products better way.

Keywords: Organic food products, Consumer Buying Behavior, Consumer preference

I. INTRODUCTION

Demand for organic food products and awareness level on organic foods is expanding rapidly around the developed world. Consumers in developed countries and furthermore in few developing countries have turned out to be more health conscious and they have begun spending on greener, healthy and characteristic foodstuffs. Be that as it may, the market development in the Asian countries is in a nascent stage. Scanty information is accessible for Indian organic food showcase and the consumer conduct towards these products. Mostly the organic foods in our nation are produced targeting the export demand in the business sectors of developed world. Alongside the expansion in production, advertising of the organic products, awareness level of the consumer at last impacts the value premium for the organic deliver. Study on the conduct of the consumers towards the organic product is one of the critical angles for breaking down the future demand of the organic agriculture. From the advertising viewpoint, it is critical to understand human conception of consumer decision-production with respect to organically produced food and how the consumption can be advanced. Beside this, awareness and knowledge level of consumers about organically produced foods are also crucial. The present

study depended on the primary data gathered from Tamilnadu which is said to be, all things considered, organic as a matter of course or the agriculturists of this locale are de facto organic makers. The Government of India team on organic cultivating and a couple of various analysts likewise have distinguished rainfed territories and areas in south as more sensible for organic cultivating in context of the low information utilize.

Above all else, there is only a small measure of scientific evidence to demonstrate that organic nourishment is preferred in quality over conventional sustenance. Scientific research led up to this point on different organic nourishment items has not possessed the capacity to give strong evidence about the superiority of organic sustenance over non-organic nourishment. This is all the more so in light of the fact that a bulk of scientific research depends on funding gave by the governments and industry.

Consumers are unique in themselves; they have needs and wants which are moved and grouped from each other; and they have unmistakable consumption cases and consumption lead. Subsequently, even the FDA and the USDA plainly specify that non-organic nourishment is as healthy as organic sustenance. In any case, there are some

scientific studies that have demonstrated organic milk and organic tomatoes to be superior to the non-organic varieties. Studies are likewise continuous about an assortment of different sorts of organic sustenance that may have additional health benefits compared to the non-organic varieties.

The marketer fulfills these needs and wants through product and administration offerings. For a firm to survive, contend and develop, it is fundamental that the marketer recognizes these needs and wants, and gives product offerings more effectively and efficiently than different competitors. A far reaching yet meticulous knowledge of consumers and their consumption conduct is basic for a firm to succeed. Thus, lies the embodiment of Consumer Behavior, an interdisciplinary subject, that rose as a different field of study in the 1960s.

Consumer behavior includes a befuddled mental process and also physical improvement (buy choice). Consumer lead is a choice procedure and physical improvement people partake in while surveying, securing, utilizing or engineering of products and enterprises.

Consumer Behavior may be characterized as "the transaction of powers that takes put in the midst of an utilization procedure, inside a consumers' self and his condition. - this collaboration takes put between three components viz. learning, influence and behavior; - it proceeds through pre-buy development to the post buy understanding; - it incorporates the phases of evaluating, obtaining, utilizing and discarding merchandise and ventures". The "consumer" incorporates both individual consumers and business/modern/authoritative consumers. Consumer coordinate clarifies the reasons and rationale that underlie obtaining choices and utilization designs; it clarifies the procedures through which purchasers choose.

Organic food products available in Market

- ❖ Organic fruits & vegetables
- ❖ Grains
- ❖ Pulses & Cereals
- ❖ Cooking oil
- ❖ Coffee & Tea
- ❖ Spices
- ❖ Poha & wheat

Reason for buying Organic food products

1. **Organic create contains fewer pesticides.** Chemicals, for example, fungicides, herbicides, and insecticides are widely utilized as a part of conventional agriculture and residues stay on (and in) the nourishment we eat.
2. **Organic nourishment is often fresher** since it doesn't contain preservatives that make it last longer. Organic deliver is often (however not

generally, so watch where it is from) created on smaller farms close where it is sold.

3. **Organic cultivating is better for the environment.** Organic cultivating rehearses decrease pollution, conserve water, **lessen soil erosion**, increment soil fertility, and utilize less energy. Cultivating without pesticides is additionally better for close-by birds and animals and in addition individuals who live near farms.
4. **Organically raised animals are NOT given anti-microbials, development hormones, or fed creature byproducts.** Feeding livestock creature byproducts expands the danger of distraught dairy animals ailment (BSE) and the utilization of anti-infection agents can create anti-infection safe strains of bacteria. Organically-raised animals are given more space to move around and access to the outdoors, which help to keep them healthy.
5. **Wildlife benefits**
6. **Strong support to farmers**
7. **Health benefits**
8. **Environment health benefits & Great taste**

II. REVIEW OF LITERATURE

Consumers incorporate diverse kinds of foods in their shopping containers that may incorporate nourishment that is healthy to sustenance that is liberal; nourishment that is expensive to nourishment that is cheap; or food that is customary to sustenance that offers some additional health benefits. Health and Wellness foods are by and large incorporated into the diets of individuals who see these to give health benefits past essential nutrition. Researchers have been striving for long to understand the nourishment choices of individuals and their perceptions and attitudes towards health and wellness food products.

Haomom Ramananda Singh (2002) analyzed customer market and shopper buying behaviour towards durable and non-durable goods. Consumers have high brand awareness. Two vital sources of data are public sources and personal sources. Essential marketing factors which impact consumers are item benefits and advertising. Greater part of the consumers are brand loyal. Consumers display complex buying behaviour.

The most widely recognized definitions of an organically produced food underline the technology or production practices and principles used, or potentially the 'natural philosophy' (e.g., **Bourn and Prescott, 2002; FAO, 1999; Klosky and Tourte, 1998; Goldman and Hylton, 1972**). Therefore, while a few definitions feature measurements, for example, 'biological' or 'common production frameworks' (e.g., Klosky and Tourte, 1998) and 'green' or 'ecological friendliness' (e.g., Goldman and Hylton, 1972), others underline the constrained use of artificial synthetic concoctions in natural production (e.g., FAO, 1999), or its

general philosophy (e.g., Torjusen, Nyberg and Wandel, 1999).

According to **Cottigham (2012)**, however the more prominent numbers of natural food are purchased in the supermarkets, most recent two years saw an ascent in direct selling of natural food. It is higher than the average development; 16.2 for each penny compared to 10 for every penny on average. In spite of the fact that the development has been littler in the course of the most recent two years, retailers still compensate for 80 for every penny of the natural food sales and remain the most crucial source of organic food for customers. Stores in the created countries market and stock shifted a scope of natural food, while this trend isn't as solid in different parts of the world

Organic food is distinguished from non organic sustenance dependent on the techniques for generation and process as opposed to by observable or testable characteristics (Lohr, 2001). On the opposite side numerous individuals are unaware of the contrasts between the organic what more, traditional practices is. The beneath table uncover the essential contrasts between the two techniques for cultivation.

Statement of the problem

Organic foods often have more beneficial nutrients, for example, antioxidants, than their traditionally developed partners and individuals with allergies to foods, chemicals, or preservatives often discover their symptoms decrease or leave when they eat just organic nourishment. Organic sustenance is extremely popular and everybody needs to think about its benefits. The sweeping public opinion that organic sustenance is healthier than conventional nourishment is quite strong and is the primary reason for the expansion in its demand in the course of the last 5-6 years. Organic Facts is a strong proponent of organic nourishment.

This article will clarify what organic nourishment is, the manner by which it is beneficial, Consumer purchasing conduct towards it and what are the measures for the same. This is to substantiate that organic nourishment is useful for health.

Objectives of the Study

The study was carried out with the following objectives:

- To know consumer’s buying behavior towards Organic food products.
- To find out the product preference of consumers for variety of organic food.

III. RESEARCH METHODOLOGY

The study is confined to Tamilnadu state only. The present study used both primary as well as secondary data. Structured questionnaire was used to collect the primary data from the 200 respondents from major Urban cities in

Tamilnadu such as Coimbatore, Chennai, Madurai and Thiruchirappalli. The questionnaire is for organic food consumers to know the buying behavior of consumer towards Organic food products. Secondary data has been collected through books, journals, magazines, websites and other published sources. For analyzing the data, simple statistical tools like Percentage analysis and Mann Whitney U test were used.

Hypothesis

H01: There is no association between selected buying behavior factors of Organic food across categories of Income.

Ha1: There is an association between selected buying behavior factors of Organic food across categories of Income.

H02: There is no association between selected varieties of organic good on the basis of Gender.

Ha2: There is an association between selected varieties of organic good on the basis of Gender.

IV. DATA ANALYSIS AND INTERPRETATION

Demographic analysis of consumers Table 1

Factor	Option	Respondents	Percentage
Age	Below 20	20	10
	20 – 30	75	37.5
	30 – 40	60	30
	Above 40	45	22.5
	TOTAL	200	100
Gender	Male	65	32.5
	Female	135	67.5
	TOTAL	200	100
Marital status	Single	60	30
	Married	140	70
	TOTAL	200	100
Occupation	Govt employee	35	17.5
	Private employee	42	21
	House maker	93	46.5
	Student	30	15
	TOTAL	200	100
Income per month	Below 10000	32	16
	10000-20000	97	48.5
	Above 20000	71	35.5
	TOTAL	200	100

Interpretation : Out of 200 respondents 75 belongs to 20 - 30 age group. Majority of the respondents are Female category that is 67.5%. If we observe the marital status of the respondents 140 of them belongs to married category. The occupation category 46.5 belongs to house maker category and 21% belongs to private employee. About

48.5% of the respondents drop under 10K-20K income category.

Table 2 Buying Preference of Consumer's

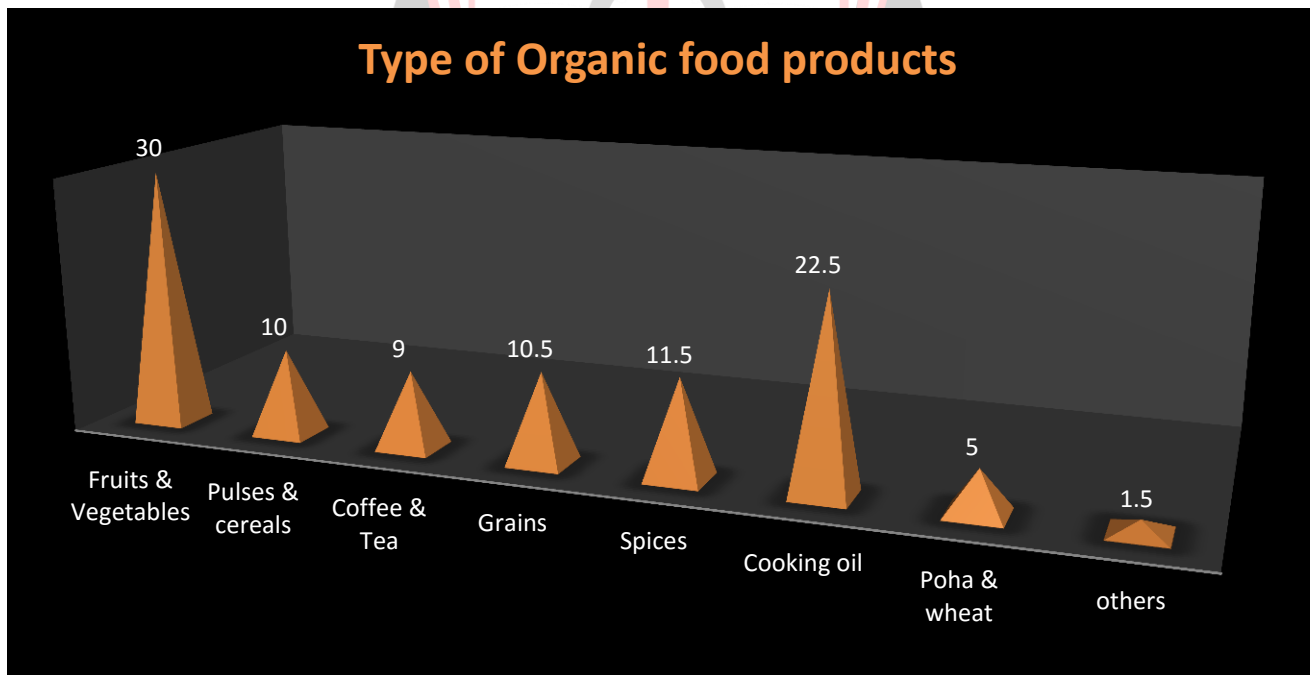
FACTOR S	OPTIO N	RESPONDEN TS	PERCENTA GE
Media preferenc e	Televisio n	45	22.5
	News paper	64	32
	Internet	55	27.5
	Others	36	18
	TOTAL	200	100
	Mode of payment	Cash	95
Credit		105	52.5
TOTAL		200	100

Interpretation: Majority of 32% prefer news paper as the media to get information about organic food products. Then Consumers prefer Internet as the source of media towards organic product awareness. Thirdly television is the next media of preference by consumers. Majority(52.5) prefer credit payment option for the purchase of the product.

Table 3 Type of organic food product prefer by Consumer's

Factor	Options FOOD ITEMS	RESPONDEN TS	PERCENTA GE
Preferen ce towards Organic food products	Fruits & Vegetabl es	60	30
	Pulses & cereals	20	10
	Coffee & Tea	18	9
	Grains	21	10.5
	Spices	23	11.5
	Cooking oil	45	22.5
	Poha & wheat	10	5
	Others	3	1.5
	Total	200	100

Chart 1



Interpretation: From the above chart shows that majority of the consumers prefer Organic Fruits & Vegetables. Then 22.5% of consumers prefer organic cooking oil. And Consumers prefer Spices, Grains, Pulses and cereals with 11.5%, 10.5%, 10% respectively.

H01: There is no association between selected buying behavior factors of Organic food across categories of Income.

Ha1: There is an association between selected buying behavior factors of Organic food across categories of Income.

Hypothesis Testing

Table 4

Sl No	Organic food	Sig. value	Decision
1	Health benefits	0.890	Accept the null hypothesis
2	Pesticides & Fertilizers free	0.000	Reject the null hypothesis
3	Outstanding flavor	0.004	Reject the null hypothesis
4	Quality	0.069	Accept the null hypothesis
5	Easily available	0.025	Reject the null hypothesis
6	Freshness	0.043	Reject the null hypothesis
7	Others	0.000	Reject the null hypothesis

The significant level is 0.05.

Interpretation: The above table displays the output of Man Whitney U Test. From the selected factors of consumer buying behavior of organic food uncovers that Health benefits and Quality factors null hypothesis have been accepted as sig. value is greater than 0.05 demonstrates that the reasons to buy organic food by consumers crosswise over Income isn't significantly different for the buying behavior factors. And rest of the selected factors, null hypothesis have not been accepted as sig. value is less than 0.05 which demonstrates that the reasons to buy organic food by consumers crosswise over Income is significantly different for the buying behavior factors.

H02: There is no association between selected varieties of organic good on the basis of Gender.

Ha2: There is an association between selected varieties of organic good on the basis of Gender.

Table 5

Sl No	Organic food Product	Sig. Value	Decision
1	Fruits & Vegetables	0.094	Null hypothesis Accepted
2	Pulses & cereals	0.069	Null hypothesis Accepted
3	Coffee & Tea	0.140	Null hypothesis Accepted
4	Grains	0.890	Null hypothesis Accepted
5	Spices	0.004	Null hypothesis rejected
6	Cooking oil	0.009	Null hypothesis rejected
7	Milk products	0.150	Null hypothesis Accepted
8	Poha & wheat	0.000	Null hypothesis rejected

The level of significance 0.05

Interpretation: The above table displays the output of Man Whitney U Test. From the selected varieties of organic

food, the result shows that Fruits & Vegetables, Pulses & cereals, Coffee & Tea, Grains and Milk products, null hypothesis have been accepted as sig. value is greater than 0.05 demonstrates that the preference of consumer to buy organic food products across gender is not significantly different. And rest of the selected factors, null hypothesis have not been accepted as sig. value is less than 0.05.

V. FINDINGS

- ✓ Majority of 37.5% of the respondents belongs to 20-30 age category, 30% them belongs to 30-40 age category, 22.5% of the respondents belongs to 40 and above age and 10% of them belongs to 20 below age.
- ✓ 67.5% of the respondents are female and 32.5 are male.
- ✓ Majority(70%) of the respondents are married category and rest of them are single.
- ✓ 46.5% of the respondents belongs to House maker, 21% of them belongs to private employees.
- ✓ Majority(48.5%) belongs to the income level of 10K-20K.
- ✓ 32% of the respondents prefer news paper as the source of media.
- ✓ Majority(52.5%) opt credit payment system.
- ✓ Majority(30%) prefer organic Fruits & vegetables, 22.5% prefer organic cooking oil, 11.5% prefer organic spices and 10.5% prefer organic grains.
- ✓ There is a significant association between Buying behavior factors like Health benefits & Quality across category of Income.
- ✓ There is no significant association between Buying behavior factors like Pesticides & Fertilizers free, Outstanding flavor, Easily available Freshness and others across Income category.
- ✓ The null hypothesis has been accepted five varieties of Organic Food products like Fruits & vegetables, Pulses & cereals, Coffee & Tea, Milk products and grains across Gender Category.

VI. CONCLUSION

In this article examined Consumer's buying behavior towards Organic food product in major cities of Tamilnadu. This article analyse with the help of structured questionnaire directed to Organic food buyers in Chennai, Coimbatore, Thiruchirapalli and Madurai. This research can give an overall idea about exactly what is Consumer behavior, Organic food products and Reasons behind buying organic food products. Here I discuss with most important organic food products preferred by consumers in those selected places. Majority of them prefer Organic Fruits & Vegetables. The majority of the organic food consumers believes that Organic food products are healthier and pesticide free. And there is a significant association between Buying behavior factors like Health benefits &

Quality across category of Income. It was also found that the organic food consumers had a high influence on buying behavior towards Organic food products.

VII. REFERENCES

- [1] Haomom Ramananda Singh (2002) Consumer Market and Consumer Buying Behaviour-A Case Study of Manipur with Special Reference to Consumer Durable Goods(TV) and Consumer Non Durable Goods(Toilet Soap). PhD Thesis, Manipur University, Kanchipur, Imphal.
- [2] Cottingham, M. (2012). Organic Market Report 2012. Soil Association. Retrieved from <http://www.soilassociation.org/marketreport>.
- [3] Goldman, M.C. and Hylton, W. 1972. The Basic Book of Organically Grown Foods. Erasmus, Pennsylvania, Rodale Press.
- [4] Bourn, D. and Prescott, J. 2002 An examination of the nutritional value, tactile qualities and food security of naturally and customarily created foods. Basic Reviews in Food Science and Nutrition. 42(1): 1-34.
- [5] B. Krishnakumare and S. Niranjana, 2017. Consumers' Buying Behaviour towards Organic Food Products in Tamil Nadu, Agricultural Economics Research Review Vol. 30 (No.1) January-June 2017 pp 133-138 DOI: 10.5958/0974-0279.2017.00012.X
- [6] Lohr, L. (2001). Factors affecting international demand and trade in organic food products. Changing structure of global food consumption and trade, 67-79.
- [7] Agricultural and processed food products export development authority <http://apeda.gov.in/apedawebsite/index.html>
- [8] American public health association
- [9] <https://www.apha.org/>
- [10] Ecoworld, Organic farming in India
- [11] <http://www.ecoworld.com/atmosphere/effects/organic-farming-in-india.html>
- [12] Esther Lok, History of the Organic Movement, retrieved from <http://theorganicsinstitute.com/organic/history-of-the-organic-movement/>