

# Consumer Awareness On Consumption Of Organic Food

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## Abstract

The adoption of organic production and usage is highly strong-minded by market demand. Therefore, this is reflected in consumers' awareness towards organic food products. There is a society hope in every country that food must be safe, in general for most of the people and most of the time, this expectancy is not met. The safety of food at all times cannot be controlled through strict legislation and systems. Much of the accountability for food safety lies with the agricultural sector and the processed food industry to ensure that reliable procedures are being practiced to produce over and over again safe primary produce and processed foods. Against this backdrop, an attempt has been made in this paper to study the consumer awareness with regard to consumption of organic food and also the sources of awareness about organic food product.

**Key Words:** Organic Food Products, Awareness, Safety

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## Introduction

Organic production is an overall system of farm management and food production that combines best environmental practices. The Indian consumer is becoming more and more conscious about their health; the Indian market in contribution increasing possible for health friendly food segments such as that of organic food. Health consciousness plays essential role in the attitude and preference of consumers towards organic food products generally. The food-related decision-making process is influenced by the following factors: a) economic b) personal c) social d) psychological. While the sustainable nature of organic farming is generally accepted, its health and nutritional benefits are still widely debated. Due to the revolution of technology, the common knowledge of food product has simplified worldwide. Common people in the

society is now well aware of the health issues arising in the day to day life due to the effects of the products i.e. non-natural farming available in the market. The change based on awareness among the consumers is happening on a slow pace.

### **Objectives of the Study:**

- a) To study the demographic factors of the respondents in the study area.
- b) To analyze the level of awareness of the consumers towards organic food products.
- c) To identify the sources of awareness about organic food product.
- d) To contribute valuable suggestions for policy implications.

### **Scope of the Study:**

Eco-friendly products concept is embryonic around the world that has come into continuation due to the turbulence caused by the pollutants. This has significant outcome in the health of the people who tolerate with ailments that forcefully affect their natural system. Hence, the eco-friendly consumption which forms the healthy side of life through Organic products that replaces the reproduction maturing that causes immeasurable side effects in the body of the children and the grown-up as well. Organic support, thereby, helps in shielding the environment and the physical condition of the people. The present study attempts to examine the consumer awareness towards Organic Food Products, which helps to understand the consumer's point of view towards the organic products.

### **Research Methodology**

#### **Data Collection Methods**

The study is based on primary and secondary data. Primary data was collected with use of structured questionnaire. The study was conducted among 75 consumers in Tenkasi taluk to identify the awareness level of consumer towards organic food purchase. Apart from this, the secondary data will also be collected from published books, reports, journals, magazines, and internet. Percentage and Weighted average method has been used for analysis.

**LIMITATION OF THE STUDY:** The inference drawn purely on the responses obtained from the respondent in the study area.

**Table 1: Demographics of the Respondents**

S.no	Demographics	Respondents (75 Nos.)	Percentage (100%)
01.	<b>Age</b>		
	Less than 20 years	7	10
	21 to 30 years	9	12
	31 to 40 years	20	27
	41 to 50 years	35	46
	Above 51 years	4	5
	<b>Total</b>	<b>75</b>	<b>100</b>
02.	<b>Gender</b>		
	Male	35	47
	Female	40	53
	<b>Total</b>	<b>75</b>	<b>100</b>
03.	<b>Marital Status</b>		
	Married	49	65
	Unmarried	26	35
	<b>Total</b>	<b>75</b>	<b>100</b>
04.	<b>Educational Qualification</b>		
	SSLC	10	13
	HSC	12	16
	Diploma	8	11
	UG	20	27
	PG	14	19
	Professional	6	8
	Others	5	6
	<b>Total</b>	<b>75</b>	<b>100</b>
05	<b>Occupation</b>		
	Employee	20	27
	Profession	13	17
	Business	14	19
	Agriculturist	12	16
	Others	16	21
	<b>Total</b>	<b>75</b>	<b>100</b>
07	<b>Economic Status</b>		
	Below Rs.10000	15	20
	Rs.10001 to 20000	18	24
	Rs.20001 to 30000	16	21
	Rs.30001 to 40000	10	13
	Rs.40001 to Rs.50000	4	6
	Above Rs.50000	12	16
	<b>Total</b>	<b>75</b>	<b>100</b>
08	<b>Decision Maker</b>		
	Self	20	27
	Spouse	24	32
	Parent	31	42
	<b>Total</b>	<b>75</b>	<b>100</b>

**Table:1** Shows Majority of the respondents are under the age group of 31-40 years, 53 per cent of the female members are aware about organic food, most of the respondents are married, employees are aware about organic food, most of the respondents are earn Rs. 10001-20000, mostly parents are take decision to purchase organic food product.

**Table 2: Awareness of organic food product among consumers**

S.no	Organic food product	Respondent	Percentage
01.	<b>Item of food product</b>		
	Vegetarian	41	55
	Both (Veg. & Non-Veg.)	34	45
	<b>Total</b>	<b>75</b>	<b>100</b>
02.	<b>Level of Awareness</b>		
	Highly Aware	11	14
	Aware	30	40
	Moderately aware	14	19
	Less Aware	12	16
	No aware	8	11
	<b>Total</b>	<b>75</b>	<b>100</b>
03.	<b>Sources of awareness</b>		
	Television	13	17
	Newspaper, Magazines	12	16
	Nutritionist	16	21
	Friends, colleagues	20	27
	Others (Doctor, Seminar and conference)	14	19
	<b>Total</b>	<b>75</b>	<b>100</b>
04.	<b>Duration of purchase of organic food product</b>		
	Less than 1 year	22	29
	1 to 2 years	8	11
	2-3 years	7	9
	3-4 years	13	17
	4-5 years	14	19
	Above 5 years	11	15
	<b>Total</b>	<b>75</b>	<b>100</b>

Table:2 Reveals that, Most of the respondents are prefer organic food for vegetarian, 40 percent of the respondents are aware about organic food product, most of the respondents are having awareness by their friends and their colleagues, majority of the respondents are using organic food product is less than one year.

## WEIGHTED AVERAGE RESULT OF AWARENESS ABOUT ORGANIC FOOD PRODUCT AMONG CONSUMERS

The five selected sources were analyzed and presented in the below table by value of weighted average given to them by the sample respondents.

**Table: 3 weighted average about organic food product among consumers**

Factors	Weighted Total	Weighted average	Rank
Television	187	12.46	V
Newspaper	218	14.53	III
Nutritionist	255	17	II
Friends and colleagues	289	19.26	I
Others(Doctors, seminars and conference)	195	13	IV

From the above table, it was identified most of the respondents having awareness by their friends and colleagues.

### Suggestions:

The following are the suggestions made based on the results of the study. The creation of awareness of organic products is necessary among consumers. Sustained improvement in product features would lead to increase in consumption of organic food products. The increase in frequency of viewing the advertisement of organic food products and better taste would influence the purchase of organic food products. The influence of advertisement of organic food products with an increase in education found particularly among consumers. To persuade to buy organic food products, the variables like familiarity, personal ideology, social interaction and monetary cost and habits had greater influence in buying organic food products. The familiarity of the organic food products among customers depends on the promotional efforts of the marketers.

## Conclusions

Organic food consumption is mounting because of concerns over environmental and health issues associated with food production. The enhance in consumers' interest in organic food products has been recognized among other issues to the growing demand for food free from pesticides and chemical residues of Organic food. To conclude this, the organic food products will expand to grow by overcoming the hindrances and also problems on implementing agricultural market.

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