

A study on students' awareness about organic food products and purchase behaviour with special reference to tirupur city

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ABSTRACT

This study is focused on the awareness among the students about organic products, buying behavior and attitude towards the organic products. The research design adopted in the study was descriptive design. This study is based on the primary data and the data has been collected from the students employing a structured questionnaire. The sampling technique used in this study is convenient sampling method where the sample size comprises of different types of students in order to test their awareness about organic products. A sample of 118 respondents was taken for the study. The tools applied to analyze the data included simple percentage analysis, chi-square test and average ranking analysis.

Keywords: Organic Marketing, Organic Products, Students Awareness, Buying Behaviour, Students attitude, Attitude towards Organic Products.

1. INTRODUCTION

This study hopes to discover the degree of the students' familiarity with Organic Products. The study is based mainly to test whether the students trust Organic Products to be more nutritious, more secure, or better for the earth. For instance, pesticides have been thought by customers to be related with several ailments that affect the human society in modern times. The study is a preliminary to a wider range of objectives which are aimed at understanding the organic food market. A study on the awareness level of the students is essential as they are the future market and future consumers. This study is a starting point to understand the general trends in the organic products market. There is a growing awareness among the literate segment of the market about the harmful effects of pesticides used in safeguarding the food from pests. This investigation hopes to discover how the students' awareness and knowledge about the organic products impact their purchasing propensities for such items. The data gathered about the students' awareness and knowledge of organic products will lend significant data to organic food marketers and producers as well. The general opinion is that the organic products are high priced in comparison with the other products. The study will bring out the students' purchasing choices and by understanding what they think about organic products, agriculturists and farmers can better serve their requirements. Interest for natural products consumption keeps on expanding although at a slow pace. By investigating students' awareness and knowledge about the organic products, agriculturists and farmers will have the capacity to better meet the market's requests. Students form a great chunk of the consumer market which is a big statistic that will soon have families and in this way a great potential. Understanding what impacts the students' awareness and knowledge about the organic products, will give data to agriculturists impart all the more successfully about their items and ideally keep requests met while helping horticulture to remain a solid, practical industry.

2. LITERATURE REVIEW

Casimir, et al (2007). In their article entitled "Adolescents' attitudes towards organic food: a survey of 15-to 16-year old school children" have stated that the teenagers are the purchasers of tomorrow; along these lines arrangements went for expanding Organic Food utilization should

address the necessities of this gathering. To find their dispositions towards Organic Food and their insight into the subject, a study among right around 700 school kids matured 15– 16 years was directed. Young people's information of Organic Products, dispositions, regardless of whether they purchased Organic Products and the Knowledge impacts they applied on the purchasing examples of their folks. From the study it can be presumed that young people's demeanors towards Organic Products are certain, however their insight into and their readiness to get it are low. Crusades went for empowering the acquiring of Organic Food focused at youths ought to especially underline those attributes of Organic Products that they can identify with their interests and moral inclinations, for instance, creature welfare and ecological contemplations.

Vogel, et al (2009). In their study entitled “The part of learning, social standards, and demeanors toward organic products and shopping conduct” In 2005 a review was utilized to explore social standards and dispositions of Viennese secondary school understudies (14– 20 years, n = 340) toward organic products. Youngsters, who as of now take part in family unit choices and consume organic products, have not yet been perceived adequately in examine. The Theory of Reasoned Action and discriminate examination are utilized to investigate relations of various factors and the unpredictable field of variables affecting Viennese secondary school understudies' shopping conduct when looking for organic products. Key discoveries incorporate the significance of essential socialization in framing social standards and forming conduct. Shockingly, learning of organic products does not clarify understudies' self-detailed shopping conduct when looking for organic products. Social examples appear to be significantly more helpful to anticipate conduct and states of mind toward organic products.

Samonte, et al (2009). In this study entitled “Organic foods: do eco-friendly attitudes predict eco-friendly behaviors?” have stated that the reason for this investigation was to decide if understudy mindfulness and states of mind about organic products would foresee their practices as to organic products utilization and other solid way of life rehearses. An optional intention was to decide if mentalities about comparable eco-accommodating practices would bring about socially cognizant practices. Numerous understudies (49%) had accurate learning about organic products. Increasingly (64%) felt emphatically about having organic products alternatives

accessible to them both on grounds and somewhere else. Taste and cost most affected the buy of such nourishments. Demeanors were critical indicators of utilization practices and solid practices. Inspirational mentalities toward organic products and other earth agreeable practices altogether anticipated comparable practices.

Parr & Trexler (2011) in their article “Students’ experiential learning and use of student farms in organic agriculture education” have reported that the Understudy farming, grew to a great extent out of understudy endeavors, have filled in as habitats for the advancement of experiential learning and reasonable agribusiness and products frameworks instructive exercises ashore give schools of farming admirably before most formal supportable agriculture and organic products frameworks programs were proposed. This examination investigated understudies' points of view with respect to powerful learning approaches in manageable agriculture and organic products frameworks (SAFS) instruction, how their encounters on understudy farming were incorporated into their formal instructive projects, and their inspirations for interest in understudy farming. Center gatherings were led with understudies who worked and learned at understudy farming (SF) situated at three geologically different lands-allow schools. Understudies were persuaded by the strengthening they encountered when useful adapting specifically lined up with, and in a few occasions was an augmentation of, their qualities, standards, and more profound feeling of reason. Discoveries propose understudy ranches are rich areas for supporting experiential learning exercises as a major aspect of land-allow universities of farming educational module.

3. OBJECTIVES OF THE STUDY

- To study the awareness about the organic products among the college students.
- To study the students buying behavior the organic products.
- To study the students attitude towards the organic products.

4. RESEARCH METHODOLOGY

The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data.

4.1 Area of the study

The Study was carried out in Tirupur city.

4.2 Period of the study

The study was conducted for a period of six months

4.3 Sources of data

The study is based on primary data. The data have been collected from the students in the chosen area.

The secondary data was collected from the articles, journals, newspapers and various websites.

4.4 Tool for primary data collection

A well framed Questionnaire was employed for the primary data collection.

4.5 Sampling design of the study

The sampling technique in this project is convenient sampling. The sample size comprises of different types of users who are using organic food products. A sample of 118 respondents was taken into account for finding their uses for the organic food products.

4.6 Tools for analysis

The following are the tools employed to analyze data.

- Simple percentage Analysis
- Chi- square test
- Average Ranking analysis

5. LIMITATIONS OF THE STUDY

1. The area was confined to Tirupur city so results cannot be universally applied.
2. The study is limited to the sample size of 118 respondents only. So this cannot be a “fool proof”.
3. The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

6. DATA ANALYSIS AND INTERPRETATION

6.1 Simple Percentage

Table No. 1: Demographic Details

| S.No | Variable | Category | Frequency | Percentage |
|------|------------|---------------------|-----------|------------|
| 1 | Gender | Male | 61 | 52% |
| | | Female | 57 | 48% |
| 2 | Age | Below 17 | 2 | 02% |
| | | 18 years – 20 years | 20 | 17% |
| | | 21 years – 24 years | 95 | 81% |
| | | Above 25 | 01 | 01% |
| 3 | Course | Arts | 89 | 75% |
| | | Science | 30 | 25% |
| 4 | Graduation | Schoolings | 0 | 0% |
| | | Under Graduation | 109 | 92% |
| | | Post Graduation | 08 | 07% |
| | | Research Scholar | 01 | 01% |
| 5 | Location | Rural | 48 | 40% |
| | | Urban | 71 | 60% |
| 6 | Income | Below 2 Lakhs | 103 | 87% |
| | | 2 Lakhs – 3 Lakhs | 15 | 13% |
| | | 4 Lakhs – 5 Lakhs | 0 | 0% |
| | | Above 5 Lakhs | 0 | 0% |

Source: Primary Data

6.1.1 Interpretation for Demographic Details

1. It is seen that 52 percentage of the respondents belong to the Male gender and 48 percentage of the respondents belong to the Female gender.
2. It is clear that the 2 percentage of the respondents belong to the age group of Below 17, 17 percentage of the respondents belong to the age group of 18years – 20 years, 81 percentage of the respondents belong to the age group of 21years – 24 years and 1 percentage of the respondents belong to the age group Above 25.
3. The study revealed that the 75 percentage of the respondents belong to the Arts Course and 25 percentage of the respondents belong the Science Course.
4. None of the respondents are from school graduation, 92 percentage of the respondents are from Under Graduation, 7 percentage respondents are from Post Graduation and 1 percentage respondent are Research Scholars.
5. The study showed that the 60 percentage of the respondents belong to the Urban Area and 40 percentage of the respondents belong the Rural Area.
6. It is clear that the 87 percentage of the respondents belong to the Income group of Below 2 Lakhs, 13 percentage of the respondents belong to the Income group of 2 Lakhs – 3 Lakhs and none are belong to the Income group from the 4 Lakhs – 5 Lakhs and Above.

Table No. 2
Purchase Behaviour

| S.No | Variable | Category | Frequency | Percentage |
|------|---------------------|---------------------|-----------|------------|
| 1 | Awareness | Aware | 106 | 90% |
| | | Not Aware | 12 | 10% |
| 2 | Aware Of Purchasing | Well Aware | 29 | 26% |
| | | Due to Health Issue | 35 | 32% |
| | | Media | 18 | 16% |
| | | Referred by Friends | 28 | 25% |

| | | | | |
|---|----------------------------|-------------------------|----|-----|
| 3 | Stores Visited | Visited | 66 | 57% |
| | | Not Visited | 49 | 43% |
| 4 | Purchased Organic Products | Purchased | 83 | 70% |
| | | Not Purchased | 35 | 30% |
| 5 | Quality | Good | 58 | 67% |
| | | Fair | 08 | 09% |
| | | Normal | 19 | 22% |
| | | Poor | 01 | 01% |
| 6 | Freshness | Always Fresh | 11 | 13% |
| | | Sometimes Fresh | 67 | 79% |
| | | Not Always Fresh | 06 | 07% |
| | | Never Fresh | 01 | 01% |
| 7 | Demand | Always in Demand | 13 | 15% |
| | | Rarely in Demand | 62 | 74% |
| | | Not always in Demand | 08 | 10% |
| | | Never in Demand | 01 | 01% |
| 8 | Purchased By Family | Purchased by Family | 73 | 86% |
| | | Not Purchased by Family | 12 | 14% |
| 9 | Purchase Decision | Self | 12 | 16% |
| | | By Parents | 54 | 74% |

| | | | | |
|----|-------------------------------------|----------------------|----|-----|
| | | By Elderly | 07 | 10% |
| 10 | Price | Very High | 13 | 11% |
| | | High | 54 | 45% |
| | | Normal | 45 | 38% |
| | | Reasonable | 07 | 06% |
| | | Low Price | 0 | 0% |
| 11 | Increase Of Price And Prefer To Buy | Prefer to Buy | 67 | 56% |
| | | Not Prefer to Buy | 52 | 44% |
| 12 | High Price & Hesitation To Buy | Hesitation to Buy | 43 | 36% |
| | | No Hesitation to Buy | 76 | 64% |

Source: Primary Data

6.1.2 Interpretation for Purchase Behaviour

1. It can be understood that the 90 percentage of the respondents are aware of the organic products and 10 percentage of the respondents are no aware of the organic products.
2. It is clear that the 26 percentage of the respondents belong to the Well Aware group, 32 percentage of the respondents belong to the Due to Health issues group, 16 percentage of the respondents belong to the Media group and 25 percentage of the respondents belong to the Referred by friends group.
3. It can be understood that the 57 percentage of the respondents have visited the Organic Stores and 43 percentage of the respondents are not visited the Organic Stores.
4. It is clear that the 70 percentage of the respondents have purchased the Organic Products and 30 percentage of the respondents have not purchased the Organic Products.
5. The study showed that the 67 percentage of the respondents referred the Organic Products is Good, 09 percentage of the respondents referred the Organic Products is Fair,

- 22 percentage of the respondents referred the Organic Products is Normal and 01 percentage of the respondents referred the Organic Products is Poor.
6. The study revealed that the 13 percentage of the respondents referred the Organic Products is Always Fresh, 79 percentage of the respondents referred the Organic Products is Sometimes Fresh, 07 percentage of the respondents referred the Organic Products is Not Always Fresh and 01 percentage of the respondents referred the Organic Products is Never Fresh.
 7. It is clear that the 15 percentage of the respondents referred the Organic Products is Always available according to their Demand, 74 percentage of the respondents referred the Organic Products is Rarely available according to their Demand, 10 percentage of the respondents referred the Organic Products is Not Always available according to their Demand and 01 percentage of the respondents referred the Organic Products is Never available according to their Demand.
 8. It seen that the 86 percentage of the respondents the Organic Products is Purchased by their Family and 14 percentage of the respondents the Organic Products is not purchased by their Family.
 9. It is observed that 16 percentage of the respondents the Organic Products is Purchased by their own, 74 percentage of the respondents the Organic Products is purchased by their Parents and 10 percentage of the respondents the Organic Products is purchased by their Elders.
 10. The study showed that the 11 percentage of the respondents referred the Organic Products price is very high, 45 percentage of the respondents referred the Organic Products price is high, 38 percentage of the respondents referred the Organic Products price is normal, 06 percentage of the respondents referred the Organic Products price is Reasonable, None of the respondents referred the Organic Products price is Low.
 11. It is observed that 56 percentage of the respondents prefer to buy the Organic Products if price increases and 44 percentage of the respondents does not prefer to buy the Organic Products if price increases.
 12. It is seen that 36 percentage of the respondents remains same every time of their purchase and 64 percentage of the respondents hesitates to buy the organic products.

6.2 Chi Square Test

Table No. 3
Awareness and Demographic Factors

| S.No | Variables | Calculated Value | Table Value | D.F | Remarks |
|------|---------------------|------------------|-------------|-----|---------------------------|
| 1 | Gender | 0.14 | 3.84 | 1 | H ₀ – Accepted |
| 2 | Age | 201.66 | 7.81 | 3 | H ₀ – Rejected |
| 3 | Discipline of Study | 175.36 | 7.81 | 3 | H ₀ – Rejected |
| 4 | Graduation | 286.95 | 7.81 | 3 | H ₀ – Rejected |
| 5 | Location | 4.88 | 3.84 | 1 | H ₀ – Rejected |
| 6 | Family Income | 255.28 | 7.81 | 3 | H ₀ – Rejected |

Source: Primary Data

H₀ – There is no significant association between Gender, Age, Stream of Education, Graduation, Area, Family Income and Awareness about the Organic Products.

H₁ – There is significant association between Gender, Age, Stream of Education, Graduation, Area, Family Income and Awareness about the Organic Products.

6.2.1 Interpretation

- From the above table it can be seen that the calculated value is lesser than the table value and it is significant at the 5% level. So, we accept the null hypothesis and hence it can be concluded that there is no significant association between **Gender and Awareness**.
- From the above table it can be seen that the calculated value is higher than the table value and it is no significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between the **Age and Awareness**.

- From the above table it can be seen that the calculated value is higher than the table value and it is no significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between the **Discipline of study and Awareness**.
- From the above table it can be seen that the calculated value is higher than the table value and it is no significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between the **Graduation and Awareness**.
- From the above table it can be seen that the calculated value is higher than the table value and it is no significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between the **Location and Awareness**.
- From the above table it can be seen that the calculated value is higher than the table value and it is no significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between the **Family Income and Awareness**.

6.3 Average ranking

Table no. 4: Knowledge source

| Variables | I | II | III | IV | V | Total Score | Mean | Rank |
|--------------------|-----|-----|-----|----|----|-------------|------|------|
| | 5 | 4 | 3 | 2 | 1 | | | |
| Advertisement | 59 | 22 | 19 | 05 | 14 | 119 | 3.90 | 1 |
| Score | 295 | 88 | 57 | 10 | 14 | 464 | | |
| Door-Step Delivery | 16 | 11 | 36 | 33 | 23 | 119 | 2.70 | 3 |
| Score | 80 | 44 | 108 | 66 | 23 | 321 | | |
| Road-Side Stalls | 17 | 38 | 26 | 24 | 14 | 119 | 3.17 | 2 |
| Score | 85 | 152 | 78 | 48 | 14 | 377 | | |
| Free Seminars | 17 | 25 | 09 | 19 | 49 | 119 | 2.15 | 4 |
| Score | 85 | 100 | 27 | 38 | 49 | 299 | | |
| Issue Of Notice | 9 | 23 | 30 | 37 | 20 | 119 | 2.70 | 3 |
| Score | 45 | 92 | 90 | 74 | 20 | 321 | | |

Source: Primary Data

6.3.1 Interpretation

The above table gives details of the source of awareness of the respondents. It can be seen that advertisement were ranked 1st with a total score of 464 point. Roadside stalls ranked 2nd with the score of 337 points. Door step delivery and Notice both ranked 3rd with the total score of 321 points each. Finally, Free Seminars ranked 4th with a total score of 299 points.

7. FINDINGS

1. It is observed that the 90 percentage of the respondents are aware of the organic products and 10 percentage of the respondents are no aware of the organic products.
2. It is seen that the 26 percentage of the respondents belong to the Well Aware group, 32 percentage of the respondents belong to the Due to Health issues group, 16 percentage of the respondents belong to the Media group and 25 percentage of the respondents belong to the Referred by friends group.
3. The study shows that the 57 percentage of the respondents have visited the Organic Stores and 43 percentage of the respondents are not visited the Organic Stores.
4. The study revealed that the 70 percentage of the respondents have purchased the Organic Products and 30 percentage of the respondents have not purchased the Organic Products.
5. It can be that the 67 percentage of the respondents referred the Organic Products is Good, 09 percentage of the respondents referred the Organic Products is Fair, 22 percentage of the respondents referred the Organic Products is Normal and 01 percentage of the respondents referred the Organic Products is Poor.
6. It can be seen that the calculated value is lesser than the table value and it is significant at the 5% level. So, we accept the null hypothesis and hence it can be concluded that there is no significant association between Gender and Awareness about the Organic Products.
7. It is showed that the calculated value is greater than the table value and it is significant at the 5% level. So, we reject the null hypothesis and hence it can be concluded that there is significant association between Age, Stream of Education, Graduation, Area, Family Income and Awareness about the Organic Products.
8. It gives the details of the source of awareness of the respondents. It can be seen that advertisement were ranked 1st with a total score of 464 point. Roadside stalls ranked 2nd

with the score of 337 points. Door step delivery and Notice both ranked 3rd with the total score of 321 points each. Finally, Free Seminars ranked 4th with a total score of 299 points.

8. SUGGESTIONS

1. Majority of the respondents are aware of the organic products but still awareness must be improved and efforts must be taken to achieve and to bring knowledge about the organic products.
2. There is association between awareness and age, education, place where they live and their income so the marketers must give attention to younger market segment .
3. Respondents using organic products are those who are health conscious but still general usage must be encouraged.
4. Advertisement is the strongest platform to create awareness of organic products. So it is must to concentrate on less familiar platforms such as Free Seminars, Conferences and knowledge based programs to create awareness about the organic products.
5. To create more demand people have to consume more and more of organic products so that demand also can be created by the farmers and marketers of organic products.
6. Younger generations have to be taught more about the benefits of the organic products because they are the future of the market.

9. DISCUSSION

The major objectives of this study are to know the awareness and knowledge about the organic products among the college students, their buying behaviour and their attitude. This is based on the primary data collection using questionnaire and convenient sampling has been used. To analysis the data and to derive result three simple tools have been used. The male respondents were more aware of the organic products. Variable age, there is a significant relationship between the age and awareness and hence respondents are more likely aware of organic products are between the age group of 21 years to 24 years. The students from the arts stream have more awareness and knowledge about the organic products than the science students and hence there is significant relationship between the course and the awareness about the organic products. This study is limited to the sample size of 118 respondents only so, with these respondents we can assume that the most of respondents are aware and knowledge are from the

under graduation and there is a significant relationship between the graduation and awareness about the organic products. More over the students from the urban area are more familiar about the Organic Products with 60 percent of the total respondents whereas the remaining 40 percentage are from the rural area and hence there is significant relationship between the students location and the awareness about the organic products. The income level of the respondent's family is not greater than four lakhs. The lower income category people are more aware of the organic products with the 87 percentage of students are aware of the organic products but still their family income seems to be low. Then there is significant relationship between the income level of the student's family and awareness of the organic products. Overall 90 percent of the respondents are aware of the organic products. 36 percent of the respondents are willing to pay any cost even if the price changes or increases every time they purchase and 64 percent hesitate to buy for the same reason. A vast percentage of the respondents get their awareness from advertisements which ranked first among the list. In the 2nd position would be road side stalls with the overall score of 377. Door step delivery and issues of notice are in the 3rd position with the overall score of 321 which is a tool they can reach people directly. Very few have been encouraging free seminar which gets 4th position and overall score of 299.

10. CONCLUSION

In order to study the awareness about organic products, a study was developed and several interesting facts were witnessed. This study will help them to gain knowledge about the students how they are aware of the organic products and the importance of the organic products helps in their health improvement. It's very important to teach the students to use the organic products and educate others about the benefits of these organic products. When the organic products are purchased regularly, the increase in consumption of the organic products the price of the organic products might get cheaper when compared to current increase of price. If the demand of organic products increases, automatically production of the organic products will also increase. In future, organic products will be produced and consumed by everyone like in the olden days this is possible only with the help of the future generations are active in using the organic products. This studies future scope is that if we create more awareness about the organic products then the future generations can be saved from developing new diseases. Thus this study deals with the student's awareness and knowledge about the organic products.

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11.1 Web Sites

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- 4) <http://www.shoporganic.com/index.htm>
- 5) <http://www.oranicfoodsandcafe.com/index.html>
