

CONSUMERS ATTITUDE TOWARDS ORGANIC FOOD IN ALANGULAM

R.SIVARANJANI

Ph.D. Research Scholar

Department of Commerce

C.S.I. Jayaraj Annapackiam College, Nallur - 627 853

Dr. I. PREM ROSE THAYAMMAL

HEAD & Research Centre for Commerce

Department of Commerce

C.S.I. Jayaraj Annapackiam College, Nallur - 627 853

ABSTRACT

The purpose of this research was to be told more about people's opinions on organic food. Organic foods have become more popular among consumers. It is important to research to search out what motivates people to shop for organic products. Environmental concerns, health and lifestyle considerations, product quality, subjective norms, and perceived behavior are just some of the main factors that influence organic food purchases. The buying intentions of shoppers for organic foods are investigated during this empirical study. Consumer purchase intention is estimated to use the results of things like environmental concerns, health hazards, lifestyle, product quality, and subjective norms on attitudes toward food products, in step with the study. The study's findings reveal that product quality, environmental concerns, health concerns, and other factors all play a task. For the study, 120 samples are wont to understand the consumers' attitude towards organic food in Alangulam. It's analyzed by using percentage analysis and the weighted average method.

INTRODUCTION

There is no uniform definition of "organic" because different countries have varied requirements for what qualifies as "organic." Organic foods are minimally processed to retain the purity of food by avoiding the employment of artificial additives, preservatives, or irradiation. Organic products are created in environmentally friendly ways. Consumers are more tuned in to the health risks related to these highly pollutant-affected products. As another to the present, more people are turning to organic food products. Organic food is defined as agricultural food that has not been treated with chemical fertilizers, pesticides, herbicides, or other synthetic chemical components during its production, processing, or storage. Furthermore, organic food items don't contain genetically modified elements, to achieve a sustainable agricultural system. Organic breeding avoids the utilization of growth hormones, antibiotics, and other chemicals to spice up growth. Because of increased knowledge, the expansion and consumption of organic food items have increased dramatically in recent years.

OBJECTIVES:

To achieve a higher understanding of the preferences of consumers for a range of organic products.

To find out what proportion of people are responsive to organic products.

The purpose of this study was to seem into the connection between environmental concerns and views toward organic foods.

METHODOLOGY:

The research was conducted using both primary and secondary data. The primary data was collected from a sample of 120 respondents from the specified area using a questionnaire method. Non-probability sampling was used to acquire the sample, which is a convenient sampling strategy. The sample was used to do further research. Secondary data is gathered from articles, journals, and magazines, among other sources.

REVIEW OF LITERATURE

1) Subbulakshmi et al., (2012) examine the awareness, attitudes, and knowledge related to food safety among rural consumers who have primary responsibility for food preparation at home in their article titled, 'Awareness and Attitudes of Food Safety Copyrights @Kalahari Journals

Vol. 6 (Special Issue, Nov.-Dec. 2021)

Knowledge and Practices: Its Impact on Practical Execution of Food Safety.' Home interviews were done with 529 randomly selected house owners from two districts in Tamil Nadu's southern area. The majority of those polled were aware of the spoiled food. The majority of those polled had no idea what the proper refrigerator temperature was. They discovered that there is no discernible variation in food safety knowledge among consumers of various educational levels.

Kumar, P., &Choudhary, H. (2017) Organic products are grown using an environmentally and socially responsible farming strategy that avoids the use of chemical fertilizers and pesticides. This is a technique of organic farming that works at the grass-roots level, conserving the soil's reproductive and regenerative potential, healthy plant nutrition, and healthy soil consumers.

Data Analysis:

AGE WISE CLASSIFICATION

S. No	Age	No of Respondent	Percentage
1	Below 25	13	10.84
2	25-35	22	18.33
3	35-45	41	34.17
4	45-55	28	23.33
	Above 55	16	13.33
S. No	Total	120	100
1	Male	36	30
2	Female	77	64.17
3	Transgender	7	5.83
	Total	120	100
S. No	Qualification	No. of respondents	Percentage
1	Illiterates	15	12.5
2	Higher secondary	23	19.16
3	Graduates	47	39.17
4	Professionals	35	29.17
5	Total	120	100

Source: Primary data

According to this the above table, out of 120 respondents, 34.17 percent belong to the age group of 35-45 years, 23.33 percent belong to the age group of 45-55 years, 18.33 percent belong to the age group of 25-35 years, 13.33 percent belong to the age group of above 55 years, and 10.84 percent belong to the age group of below 25 years. The majority of respondents are female, with 64.17 percent being female and 30 and 5.83 percent being male and transgender, respectively. The bulk of respondents (39.17 percent) are graduates, 29.17 percent are professionals, 19.16 percent are higher secondary school students, and 12.5 percent are illiterates.

2. AWARENESS FOR BUYING ORGANIC PRODUCTS:

The main reason why people choose organic products is that they are aware of them. Customers only buy things based on their health, the environment, and the brands. The following table shows the typical awareness score values for buying organic products.

S. No	Statements	Mean score	Rank
1	I am aware of the health benefits of organic products	4.83	I
2	I am aware of the benefits of organic products for the environment	4.75	II
3	I am aware of the point of purchase for organic products	4.18	IV
4	I am aware of various brands offering organic products	4.27	III

As can be seen from the table above, the first and foremost reason for purchasing organic products is that I am aware of the health benefits of organic products, followed by the environmental benefits of organic products. I am aware of numerous brands that sell organic products, as well as the point of purchase for organic items, which places me in the third and fourth positions.

3. CONSIDERATION OF OTHER ASPECTS AS ENVIRONMENTALLY FRIENDLY

S. No	Particulars	No. of Respondents	Percentage
1	Yes	106	88.33
2	No	14	11.67
	Total	120	100

Source: Primary data

From the above table, the majority is 88.33 percent of the respondents are aspects as environmentally friendly Yes, 11.67 percentage of the respondents are No.

FINDINGS:

34.17 percent of the respondents are between the ages of 35 and 45.

64.17 percent of the respondents are Female

39.17 percent of the respondents are Graduates.

The majority of respondents purchase organic items in I am aware of the health benefits of organic products.

88.33% of respondents consider themselves to be environmentally friendly in some way.

CONCLUSION:

Organic food is well-known among customers, and I am aware of the health benefits of organic products. Educated responders, on the other hand, were more aware of this. Organic food requires an effective marketing framework as well as appropriate government assistance. Issues such as erratic supply and restricted supplies will be resolved by improving supply chain management and production planning. Quality of products, environmental concern, health concern, and lifestyle are the most widely mentioned reasons for choosing organic foods, according to the study's findings.

REFERENCE

1. G. Subbulakshmi, Dr. S. Rameshkumar, and Dr. G.Padma Parvathy (2012), "Awareness and Attitudes of Food Safety Knowledge and Practices: Its Impact on Practical execution of Food Safety", The international journal's research journal of economics and Business Studies, Volume: 02, Number: 02, Page 42- 46.
2. Kumar, P., & Choudhary, H. (2017, March 02). An Analytical Study of Factors Influencing the purchase of organic products in Indore City. Retrieved from http://papers.ssrn.com/13/papers.cfm?abstract_id=25744852.

WEBSITITES:

www.google.com

www.inflibjet.ac.in

www.researchgate.in

www.shodhgana.in