

A Study on Consumer Performance to Organic Products

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ABSTRACT

Organic food is generally looked upon as an alternative to conventional food for consumers who are concerned about food safety and quality. An attempt has been made to examine the factors that affect the buying behaviours of the consumers towards organic product. Convenience sampling method was used to select 200 respondents living in the city and who make purchases for the products. Consumer behavior is playing the major role while buying not only organic product but any product. We see that there are very few shops that provide organic product at the same time the demand for it is more. Proper steps must be taken to ensure there is organic product availability with good package system, which will help in turn to improve the standards of living.(healthy life style). It was also identified that consumers have positive behavior towards purchasing organic food products. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the organic food products market among urban residents.

1. INTRODUCTION

Organic food is generally looked upon as an alternative to conventional food for consumers who are concerned about food safety and quality. An attempt has been made to examine the factors that affect the buying behaviours of the consumers towards organic product. Convenience sampling method was used to select 200 respondents living in the city and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed ended questionnaires. In pursuance of the study's stated objectives, the formulated hypotheses were subjected to ANOVA, MEAN SCORE and CHI - SQUARE analyzes. The findings of the study reveal that there is significant relationship between the variables which affects consumers 'buying behaviour towards organic products. Similarly, the factors affecting the consumers 'buying behaviour have major implications on purchasing decisions

2. REVIEW OF LITERATURE

Consumer purchase intention has been an important concept in marketing literature. Previous studies have exposed that consumer with intention to buy products exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying (**Brown, 2003**). **Blackwell et al. (2001)** also support this by indicating that purchase intentions represent what consumers think they will buy. Furthermore, behavior towards a particular object is approximated by an intention to perform that behavior (**Malhotra and Mccort 2001**).

Attitude towards organic food and its consumption has been found to be influenced by many factors such as – health consciousness (Magnusson et al., 2001; Padel and Foster, 2005); concern for nutrition (Squires et al., 2001); healthy lifestyle (Chen, 2009) concern for environment (Schifferstein et al., 1998; Williams and Hammit, 2001); sensory appeal (Dimitri and Greene, 2000); food safety and ethical concerns (Chinnici et al., 2002; Magnusson et al., 2003; Baker et al., 2004; Lockie et al., 2004). While health, taste and environmental benefits are important considerations in the choice of organic foods by consumers, price and availability are barriers (Lockie et al., 2002; McEachern and McClean, 2002). Indian consumers were found to be aware of the ‘wealth of health’ and wished to stay healthy (Chaudhary et al., 2011).

3. OBJECTIVE OF THE STUDY

- To study the consumer behavior towards organic food products.
- To study the demographic characteristics on consumer behaviour towards organic food products.
- To identify the factors that influence consumer behaviour towards organic food products

HYPOTHESIS

- H1:** There is a significant association between age and interest toward organic food products.
- H2:** There is a significant difference between income level of the respondents and factors influencing to buy organic food products.
- H3:** There is a significant difference between employment status of a respondents and factors influencing to buy organic food products.

4. FINDINGS

CHI – SQUARE TEST

Based on the results of chi – square, there is significant association between age and interested towards organic food products. , as it is statistically at ($p < 0.05$). The above table shows that the chi square value of 38.331 and is significant at ($p < 0.05$). This shows that there is a significant association between age and interest towards organic food products.

ANOVA TEST

- The results in the above table shows that there is significant difference between income level of the customer and the factors influencing to buy organic food products at $F = 6.797$ and $p < 0.05$. This finding supports the hypothesis and there is a significant difference between income level of the customer and factors influencing to buy organic food products.
- The results in the above table shows that there is significant difference between employment status of a customer and the factors influencing to buy organic food products at $F = 4.696$ and $p < 0.05$. This finding supports the hypothesis and there is a

significant difference between employment status of a customer and the factors influencing to buy organic food products.

- The results in the above table shows that there is significant difference between frequency of purchase of organic food products and motivating factors for purchase of organic food products at $F = 8.973$ and $p < 0.05$. This finding supports the hypothesis and there is a significant difference between frequently purchase of organic food products and motivating factors for purchase of organic food products.

MEAN SCORE METHOD

- The results in the above table shows that there is positive perception towards motivating factors for purchase of organic food products at $MSV = 4.156$. This finding supports the hypothesis and there is a positive perception towards motivating factors for purchase of organic food products.
- The results in the above table shows that there is positive perception towards factors influencing to buy organic food products at $MSV = 3.75$. This finding supports the hypothesis and there is a positive perception towards factors influencing to buy organic food products.

5. SUGGESTIONS

- Demand for the product is more than the supply, hence the government should take initiative in production of organic farming to meet the demand for the product and also the government should support the farmers in the organic farming.
- Most of the organic products are priced high, hence high income level groups find it affordable to purchase such products and low income category group will find it difficult to purchase. Therefore effort should be taken to reduce the price of organic products by increasing the supply of the organic products.
- Organic products are mostly available in departmental stores. If it can be made available in all retail outlet shops, all income group levels will be able to buy.
- Most of the respondents gave a suggestion that there could be more promotional and innovative schemes for the product so as to attract more customers.
- The study showed that the customers were not satisfied with the packaging system of the product hence the packaging system must be given much care.
- Importance should be given to develop a regulated market for organic product. There is a positive response towards organic food products, so the farmer and the government can concentrate more on production of the organic products.

6. CONCLUSION

This study was conducted to find out the relationship between the variables that affect consumer's buying behaviors for organic food products. The results suggest that a large number of consumers in the selected areas value the environment and have a typical buying behavior. Consumer behavior is playing the major role while buying not only organic product but any product. We see that there are very few shops that provide organic product at the same time the demand for it is more. Proper steps must be taken to ensure there is organic product availability with good package system, which will help in turn to improve the standards of living.(healthy life style)

It was also identified that consumers have positive behavior towards purchasing organic food products. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the organic food products market among urban residents.

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