

A Study On Affordability Of Organic Food Products With Reference To Coimbatore

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Abstract

Population is increasing day by day, the entire world need of more food products. The hybrid products are cultivate to fulfill the needs and wants. Whenever the requirements arise in the world the researcher giving revolution, revolution for milk, fruits, vegetable and etc. are to meet the high demand. These hybrid products are not harm to human health, it will be health issues after long years. This study is important to find the level of affordability, researcher had designed various dimensions to find the level of affordability of organic food products. The following are the objectives of the study. (i) to present the socio economic factors of the sample respondents ; (ii) to find the dimensions of affordability of organic food products ; (iii) to find the factors influencing the affordability of organic food products and (iv) to offer suggestions to the organic food consumers. It concluded that the consumers should carefully select the organic food products, high income group people could buy the products at high price, but lower and middle class consumers could not buy all organic food products. They could buy selected organic food products. Consumers have to select the organic food products according to their budget allocated for monthly expenses for organic food products.

Keywords : Organic products, affordability, price, preference and availability.

Introduction

Population is increasing day by day, the entire world need of more food products. The hybrid products are cultivate to fulfill the needs and wants. Whenever the requirements arise

in the world the researcher giving revolution, revolution for milk, fruits, vegetable and etc. are to meet the high demand. These hybrid products are not harm to human health, it will be health issues after long years. Organic food products are old system of cultivation, the production will be slow and same yield available in agri. In a year total cultivation reduce to 50%, the same time no fertilizer expenses and other related expenses in organic cultivation. Farmers are in the position to sell the products at high price, its affect the buying capacity of the consumers. Consumers are apprehensive about their buying capacity of the organic food products. Organic food products should be in their monthly budget, this study find the affordability of organic food products and which factors influencing the organic food products.

Importance of the study

This study is important to find the level of affordability, researcher had designed various dimensions to find the level of affordability of organic food products. This study is important to find the level of various dimensions of affordability of organic food products.

Objectives

The following are the objectives of the study.

1. To present the socio economic factors of the sample respondents.
2. To find the dimensions of affordability of organic food products.
3. To find the factors influencing the affordability of organic food products.
4. To offer suggestions to the organic food consumers.

Scope of the study

The aim of the articles is to find the affordability of organic food products, affordable is must study by the producers. Normally producers having target group to sell their products, according to the target group income and their behaviour producers design the products and fix the price. But agricultural products differ from that; agricultural products are must to live. So to study the affordability of organic food products is important.

Research Gap

There many studies conducted by the researchers regarding the organic food products, organic vegetables, organic fruits and other organic products. But so far no study conducted in this study area by any researchers especially affordability of organic food products. Researcher has taken this chance to conduct this study to find the affordability of organic products.

Sampling Techniques

Researcher conducted this present study at Coimbatore, adopted convenient sampling techniques. Researcher collected data at organic food shops, while consumers coming for purchase of organic food products. Distributed 200 questionnaire to the respondents, and collected back all the questionnaires. While tabulating the data researcher found that 12 questionnaire were unfiled all the questions which given. Researcher disqualified the 12 questionnaire finally 188 questionnaires were taken for this study.

Tools and analysis

Researcher adopted two tools in this study, i.e. percentage analysis and chi square test. Percentage analysis help to represent the socio economic profile of the sample respondents, chi square adopted to find the factors influencing the affordability of organic food products.

Percentage analysis**Table 1 : Gender of the respondents**

Sl. No.	Gender	Number of respondents	Percentage
1	Male	106	56.38
2	Female	82	43.62
Total		188	100

Source : Survey data

The above table shows the gender of the sample respondents, out of one hundred and eighty eight sample respondents, one hundred and six (56.38%) sample respondents are male and remaining eight two (43.62%) sample respondents are female. Majority (56.38%) of the sample respondents are male.

Table 2 : Age group of the respondents

Sl. No.	Age group	Number of respondents	Percentage
1	Less than 25 years	19	10.11
2	26 years to 40 years	38	20.21
3	41 years to 55 years	71	37.77
4	Above 55 years	60	31.91
Total		188	100

Source : Survey data

The above table shows the age group of the sample respondents. Out of one hundred and eighty eight sample respondents, nineteen (10.11%) sample respondents are come under the age group of less than 25 years. Thirty eight (20.21%) sample respondents are come under the age group of 26 years to 40 years. Seventy one (37.77%) sample respondents are come under the age group of 41 years to 55 years and remaining sixty (31.91%) sample respondents are come under the age group of above 55 years. Majority (37.77%) of the sample respondents are come under the age group of 41 years to 55 years.

Table 3 : Number of family members of the respondents

Sl. No.	Number of family members	Number of respondents	Percentage
1	Up to 3	42	22.34
2	4 members to 5 members	127	67.55
3	Above 5 members	19	10.11
Total		188	100

Source : Survey data

The above table shows the number of family members of the sample respondents. forty two (22.34%) sample respondents are having up to 3 members in their family. One hundred and twenty seven (67.55%) sample respondents are having 4 members to 5 members in their family and remaining nineteen (10.11%) sample respondents are having above 5 members in their family. Majority (67.55%) of the sample respondents' family members are 4 to 5 members.

Table 4 : Family type of the respondents

Sl. No.	Family type	Number of respondents	Percentage
1	Joint family	71	37.77
2	Nuclear family	117	62.23
Total		188	100

Source : Survey data

The above table shows the family type of the sample respondents, seventy one (37.77%) sample respondents are joint family members and remaining one hundred and seventeen (62.23%) sample respondents are nuclear family members. Majority (62.23%) of the sample respondents are nuclear family members.

Table 5 : Residence of the respondents

Sl. No.	Residence	Number of respondents	Percentage
1	Urban	96	51.06
2	Semi urban	63	33.51
3	Rural	29	15.43
Total		188	100

Source : Survey data

The above table presents the residence of the sample respondents, out of one hundred and eighty eight sample respondents, ninety six (51.06%) sample respondents are residing at urban. Sixty three (33.51%) sample respondents are residing at semi urban and remaining twenty nine (15.43%) sample respondents are residing at rural areas. Majority (51.06%) of the sample respondents are residing in urban areas.

Table 6 : Educational qualification of the respondents

Sl. No.	Educational qualification	Number of respondents	Percentage
1	School level	19	10.11
2	Under graduate	116	61.70
3	Post graduate	53	28.19
Total		188	100

Source : Survey data

The above table shows the educational qualification of the sample respondents. Nineteen (10.11%) sample respondents are studied school level. One hundred and sixteen (61.70%) sample respondents are under graduates and remaining fifty three (28.19%) sample respondents are post graduates. Majority (61.70%) sample respondents are under graduates.

Table 7 : Monthly family income of the respondents

Sl. No.	Monthly family income	Number of respondents	Percentage
1	Less than Rs. 25,000	29	15.43
2	Rs. 25,001 to Rs. 40,000	43	22.87
3	Above Rs. 40,000	116	61.70
Total		188	100

Source : Survey data

The above table shows the monthly family income of the sample respondents, twenty nine (15.43%) sample respondents' monthly family income is less than Rs. 25,000. Forty

three (22.87%) sample respondents' monthly family income is between Rs. 25,001 and Rs. 40,000 and remaining one hundred and sixteen (61.70%) sample respondents' monthly family income is above Rs. 40,000. Majority (61.70%) of the sample respondents' monthly family income is above Rs. 40,000.

Table 8 : Expenses for organic food products of the respondents

Sl. No.	Expenses for organic food products	Number of respondents	Percentage
1	Less than Rs. 2,000	37	19.69
2	Rs. 2,001 to Rs. 3,000	65	34.57
3	Above Rs. 3,000	86	45.74
Total		188	100

Source : Survey data

The above table shows the monthly expenses of the sample respondents' families. Thirty seven (19.69%) sample respondents are spending less than Rs. 2,000. Sixty five (34.57%) sample respondents are spending Rs. 2,001 to Rs. 3,000 for organic food consumption per month and remaining eighty six (45.74%). Majority (45.74%) of the sample respondents are spending above Rs. 3,000 per month for organic food products.

Table 9 : Level of affordability

	Price	Availability	Preference	Suitability
Low	145	26	13	7
Medium	29	94	22	39
High	14	68	153	142
	188	188	188	188

The above table presents the level of affordability of price, availability, preference and suitability of organic food products.

Affordability

The researcher had developed four dimensions to measure the affordability of the sample respondents. The dimensions are (i) price ; (ii) availability ; (iii) preference and (iv) suitability. All dimensions are having five variables each. The likert five point scale adopted to measure the low medium and high level of price of organic food products. According to the chi square value, degree of freedom and p value at 5% significant level.

Dimension - Price**Table 10 : Socio economic profile and Price of organic food products**

Variables	Chi square value	DF	P value	Result
Gender	18.652	2	0.001	Significant
Age group	28.507	6	0.001	Significant
Number of family members	2.668	4	0.419	Not Significant
Family type	28.772	2	0.001	Significant
Residence	13.604	4	0.001	Significant
Educational qualification	29.665	4	0.001	Significant

Source : Analyzed Data

The p value were calculated based on the chi square value and df, it shows that the gender (0.001) ; age group (0.001) ; family type (0.001) ; residence (0.001) and educational qualification (0.001) are significantly influence the level of price of organic food products and the number of family members is do not significantly influence the level of price of organic food products at 5% significant level.

Dimension - Availability**Table 11 : Socio economic profile and organic food products availability**

Variables	Chi square value	DF	P value	Result
Gender	22.651	2	0.001	Significant
Age group	1.541	6	0.551	Not Significant
Number of family members	11.632	4	0.001	Significant
Family type	51.214	2	0.001	Significant
Residence	28.633	4	0.001	Significant
Educational qualification	19.371	4	0.001	Significant

Source : Analyzed Data

The p value were calculated based on the chi square value and df, it shows that the gender (0.001) ; number of family members (0.001) ; family type (0.001) ; residence (0.001)

and educational qualification (0.001) are significantly influence the level of availability of organic food products and the age group (0.551) is do not significantly influence the level of price of organic food products at 5% significant level.

Dimension – preference

Table 12 : Socio economic profile and consumer preference of organic food products

Variables	Chi square value	DF	P value	Result
Gender	23.637	2	0.001	Significant
Age group	19.608	6	0.001	Significant
Number of family members	12.641	4	0.001	Significant
Family type	25.630	2	0.001	Significant
Residence	15.508	4	0.001	Significant
Educational qualification	22.451	4	0.001	Significant

Source : Analyzed Data

The p value were calculated based on the chi square value and df, it shows that the gender (0.001) ; age group (0.001) ; number of family members (0.001) ; family type (0.001) ; residence (0.001) and educational qualification (0.001) are significantly influence the level of availability of organic food products at 5% significant level.

Dimension – Suitability

Table 13 : Socio economic profile and Suitability of organic food products

Variables	Chi square value	DF	P value	Result
Gender	26.304	2	0.001	Significant
Age group	13.816	6	0.001	Significant
Number of family members	28.881	4	0.001	Not Significant
Family type	34.665	2	0.001	Significant
Residence	1.335	4	0.654	Significant
Educational qualification	2.345		0.457	Significant

Source : Analyzed Data

The p value were calculated based on the chi square value and df, it shows that the gender (0.001) ; age group (0.001) ; number of family members (0.001) ; family type (0.001) educational qualification (0.001) are significantly influence the level of suitability of organic food products and the residence (0.654) is do not significantly influence the level of price of organic food products at 5% significant level.

Findings

The following are the findings of the socio economic factors of the sample respondents. The majority of the each socio economic variables are presented under.

1. Majority (56.38%) of the sample respondents are male.
2. Majority (37.77%) of the sample respondents are come under the age group of 41 years to 55 years.
3. Majority (67.55%) of the sample respondents' family members are 4 to 5 members.
4. Majority (62.23%) of the sample respondents are nuclear family members.
5. Majority (51.06%) of the sample respondents are residing in urban areas.
6. Majority (61.70%) sample respondents are under graduates.
7. Majority (61.70%) of the sample respondents' monthly family income is above Rs. 40,000.
8. Majority (45.74%) of the sample respondents are spending above Rs. 3,000 per month for organic food products.

Suggestions

The following are the suggestions given by the researcher.

1. India is a wide market place to the entire world, hybrid products are cultivate and selling to face the food demand, now only the awareness about organic products. Many sellers are selling the hybrid products in the name of organic, so the consumer should be able to identify the organic food products.
2. Organic food products are expensive while comparing the hybrid products, all income level people might not switch over to organic products. according to their income and regular consumption of food products they could switch over to organic food products.
3. Consumers should interact with the sellers about the products cultivation and packing process while purchase. It is effective way to identify the organic products from the hybrid products.

Conclusion

This study conducted to find the affordability of organic food products in Coimbatore. Four dimensions were designed by the researcher to find the level of affordability of organic food products. Results were given in findings; suggestions were given by the researcher to the organic food consumers. It concluded that the consumers should carefully select the organic food products, high income group people could buy the products at high price, but lower and middle class consumers could not buy all organic food products. They could buy selected organic food products. Consumers have to select the organic food products according to their budget allocated for monthly expenses for organic food products.

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