

Health Concern is the Prime Motive for Buying Organic Food Products

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Abstract

This research paper analyzed the impacts of organic food on the health of consumers. In present scenario health condition is very poor in India most of the people facing health issues like diabetic, blood pressure, cancer, obesity etc. Therefore organic food play a major role to solved the health related problems of consumers. The main objective of this research paper to analysis of impacts of organic food on the health of consumer. The method used for data collection was a structured questiontionnaire with close ended questions. In total 700 respondents were participate in both the city Kanpur and Varanasi. For data analysis, It was decided to use frequency distribution, percentage analysis, mean and standard deviation. The result of this research reveals that buying of organic foods have the great impact on health. This study suggested that the consumer can purchase organic food for improving their health condition and marketers can develop effective marketing strategies to influence the consumers buying behaviour.

Keywords-Consumer buying behaviour, organic food, India, health issues.

Introduction

In few years, the growing awareness of health problems together with issues regarding food safety has led customers to question recent agricultural practices. Organic food is outlined as "a chemical or manure: created from natural substances, sometimes while not the addition of chemicals" in the Oxford English dictionary (Oxford English dictionary, 2007). In answer to an open-ended question asking respondents to provide their interpretations of the term "organic farming", customers have replied that it suggests that "without chemicals". additionally, other terms given were "without growth hormones", "not intensively" and "naturally". Thus, customers are largely correct in their interpretation in keeping with this definition. (Hutchins and

Greenhalgh, 1997). This has been mirrored in an increasing demand for organic product, that is perceived as less damaging to the atmosphere and to be healthier than conventionally full-grown foods (Hamm and Michelsen, 1996). Food safety among customers is incredibly high at the instant, because, within the past, Kimchi (a ancient hard cabbage dish) containing parasites was sold-out, and plenty of issues associated with food safety have conjointly occurred, like Bovine Spongiform neurological disease (BSE), rotten dumpling and bird influenza (Food bank, 2005). though the Korean government has tried to line customers comfy regarding their diet, as an example, prohibiting the import of Kimchi from China and beef from U. S. A, customers still have a concern of food safety. korean consumers' concern regarding healthy food has become terribly high (Ko and Ko, 2005). With increasing health issues, Korean customers became fascinated by organic food. Mass media (TV and radio) informs audiences of the advantages and effects of organic food, and most department stores and super stores have special sale points for organic product (Seoul Economy, 2006; Suh, 2008). In 1981, Pulmuone (Ltd.), the primary organic food product producing company, sold-out organic processed food together with bean curd and sprout. There are 5 massive enterprises manufacturing organic processed food, and 'Marche', a family eating place, has offered an organic bar since 2000. there have been over 50 on-line organic food stores in 2007 (Food in Korea, 2008; Jung, 2006; Marche, 2008; Pulmuone, 2008). On a broader read purpose, the conception of organic food implies that nature is seemed to be over simply the separate individual parts into that it's going to be split. Its principles are found in ecology that could be a science involved with the repose relationship of living organisms and their environments. In sensible terms, this implies that organic farmers notice their motivation and learn from natural environment. Farmers try to imitate at farm level the basic characteristics of relevant eco-systems, for example by working towards the maximal use and recycling of on-farm resources including fodder, manure, and organic waste (International Trade Centre, 1999). Organic food is the output of organic farming techniques or ecological agriculture methods. The organic farming technique is an agricultural method where by crops is cultivated using organic matter, without using agriculture medicines or chemical fertilizers, thus reducing environmental pollution (Vin digni et al., 2002).

Literature Review

In general, it may be same that a lot of favorable health and environmental attitudes customers have, the additional possible they might obtain organic food product and with higher intensity. specifically, a number of the studies have found that each attitudes influences organic food purchase (Millock et al., 2003; Durham and Andrade, 2005; Padel and Foster, 2005) however the health attitudes are additional influential than the environmental ones in consumers' purchases of organic foods except for Durham and Andrade (2005) World Health Organization found, for USA customers, that surroundings is additional influential than health in consumers' organic purchase decision]. Moreover, some studies have found that whether or not organic food product is regionally made conjointly influences customers call to get organic foods (Torjusen et al., 2001; Padel and Foster, 2005; and Onyango et al., 2006). Environmental issues are found to be a serious determinant of buying organic food. A growing range of studies have incontestable a good interest in health connected aspects of food. The developments within the demand of food with higher quality and safety standards are connected each to higher incomes and also the inflated awareness of the importance of a healthy diet (Bellia,1987; Carra Á , 1999). Additional two vital attitudes, i.e. confidence in food and health consciousness have emerged as main attractions for the customers towards organic food. This consciousness towards health is growing bit by bit with the rise aged. Even Germany isn't so much behind with relevance the angle towards organic food (Von Alvensleben, 1998). Moreover, Nigerian customers also are aware in addition as agree that organic food is healthier, tastier, has no harmful effects and is of higher quality than the inorganic food (Dipeolu et al., 2009). Customers obtain organic food in the main attributable to health advantages (Shepherd et al., 2005). Effective campaigns play eminent role in making awareness within the minds of customers and that they square measure able to pay more cash for green product (García-Gallego and Georgantzi's, 2011).

Hypothesis

H₀: There is no significant relationship between consumer's health and purchasing of organic food products.

H₁: There is a significant relationship between consumer's health and purchasing of organic food products.

OBJECTIVE OF THE STUDY

1. To study the impact of organic foods on consumers buying behaviour.
2. To study the impact of organic foods on the health of the consumers.

Research Methodology

Area of the study- This study is confined to the Kanpur and Varanasi district only.

Sampling design -The sampling technique selected for the study is simple convenient sampling.

Sampling unit -The sample unit is the consumers of organic foods in Kanpur and Varanasi.

Sample size- The sample size is 700.

Source of data -The data for this study has been collected from primary sources by means of structured close ended questionnaire.

Statistical tools- The statistical tools applied for the analysis of data are Frequency Distribution, Percentage Analysis, Mean, Standard Deviation and Bar chart.

Data analysis and interpretations

Health concern is the prime motive for buying organic foods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	47	6.7	6.7	6.7
	Neutral	114	16.3	16.3	23.0
	Agree	434	62.0	62.0	85.0
	Strongly Agree	105	15.0	15.0	100.0
	Total	700	100.0	100.0	

Table-1

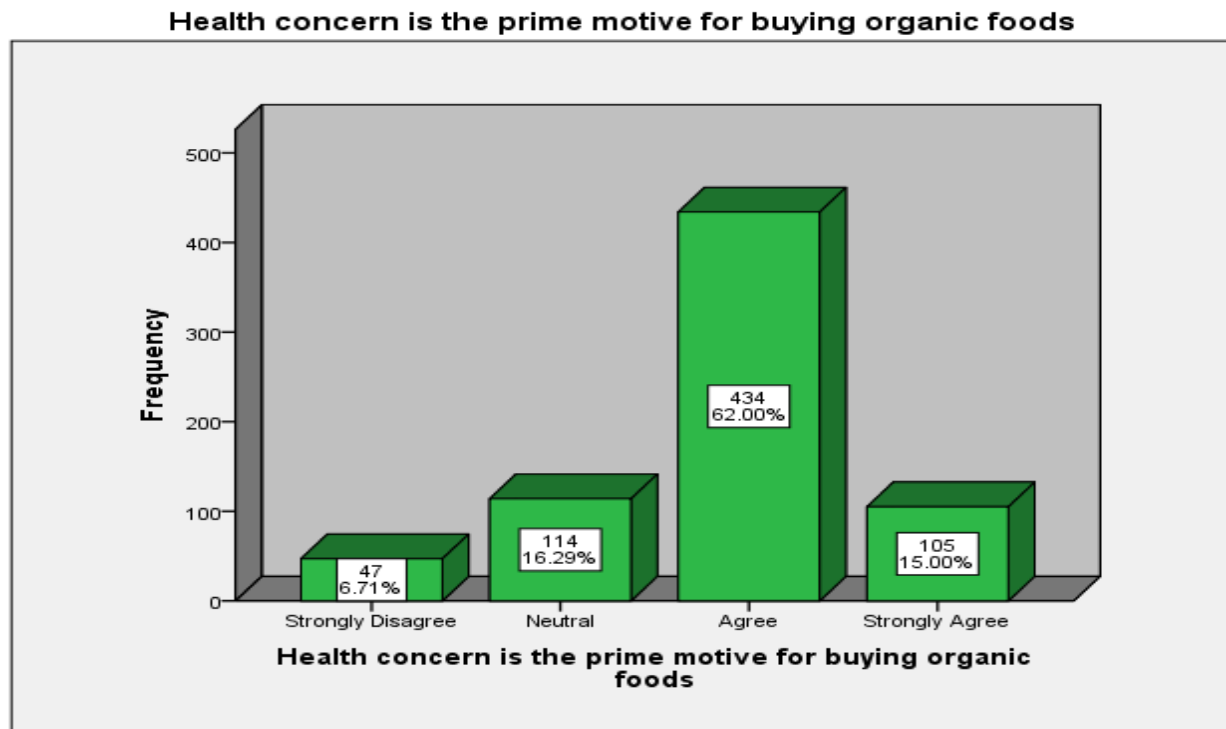


Fig-1

From the above fig-1 the bar chart, clearly show that 6.71% respondents were strongly disagreed, 16.29% respondents were neutral, 62.00% respondents agreed and 15.00% respondents strongly agreed for the statement “Health concern is the prime motive for buying organic food products.” Therefore, it can be concluded that most of the respondents agreed for the above statement, hence most of the consumers agreed for the statement “Health concern is the prime motive for buying organic food products.” with respect to organic food products.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Health concern is the prime motive for buying organic foods	700	1	5	3.79	.934
Valid N (listwise)	700				

Table-2

From the above table-2 descriptive statistics table, the mean score of the respondent's opinion about the statement "Health concern is the prime motive for buying organic food products." was 3.79 near to 4 points Likert scale, therefore it could be concluded that the opinion of consumers for the statement "Health concern is the prime motive for buying organic food products." was near to agree range, hence consumers agreed for the above statement.

Discussion

This paper reveals that the purchasers were terribly pleased with organic food product for a variety of reasons. Healthy organic food content came first in mind of consumers over environmentally safe, satisfies dynamic style, angle of the purchasers, and helps in maintaining status within the society. Customers purchase organic food for the foremost half as a result of medical benefits (Shepherd et al., 2005). Quality of the product was conjointly a awfully necessary issue for customers, of organic food. The developments within the demand of food with higher quality and safety standards are connected each to higher incomes and also the increased awareness of the importance of a healthy diet (Bellia, 1987; CarraÁ, 1999). The customers satisfaction of organic food was high than ancient food. meaning customers of this food were quite pleased with the food. Customers imagine that organic food is unconscionable. And however they trust that costlier rate will be bought the sound substance and eco-accommodating of the item. patrons weren't adhering to the natural nourishment purchase because it were. They purchase inorganic food in mix with natural sustenance. It tends to be gathered that the Marketers got to section their market cautiously and description their promoting system to steer these potential patrons with success.

Managerial implications

This research paper have to compelled to offer guidance and suggestions for the marketers World Health Organization sales organic food to the customers. Besides this, the paper also can be useful for the organic food retailers to find their target customers to influence of buying behavior on organic food purchase. The marketers of organic food products will segment their market and may build their promoting strategy in step with customers' wants. It are often offer a valuable insight for them by

indicating health advantages is that the most significant problems among the users of organic food. Marketers will focus on health problems in their marketing strategy. The results of this paper conjointly have an effect on the intention to buy organic food thus marketers will merge these factors in their promoting strategy. they ought to make sure the timely accessibility of organic food merchandise to their shoppers at the market place through correct channels. The results of this study propose that patrons are desperate to pay more value for natural nourishment but retailers ought to persuade them for its benefits. more two vital attitudes, i.e. confidence in food and health consciousness have emerged as main attractions for the customers towards organic food. This consciousness towards health is growing step by step with the rise mature. more the examination recommends that organic food merchandise retailers might pull the attentions of the patrons by giving information with relevance completely different benefits like quality, style freshness and ecological benefits too.

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