



A STUDY ON CONSUMER AWARENESS, ATTITUDES AND MOTIVATIONAL FACTORS TOWARDS PURCHASING ORGANIC PRODUCTS IN TIRUPUR DISTRICT

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Abstract

Organic agriculture is produced with an objective of producing healthy and quality foods without using synthetic chemical products. Thus, organic agriculture not only preserves the environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. Now a day, people become more sensitive about their nutrition, health and value of the food that they consume. Organic food is very safe for human body and contains much more vitamins, calcium and iron than non-organic one. This increasing awareness has caused shifting in consumers' taste and preferences which have led to the domestic demand for organic product. Since the future of organic products will largely depend on consumer demand, the present study examines to gain knowledge about consumer awareness, attitude and motivational factors towards organic food products. This study was based on both primary and secondary data. With a sample of 500 respondents the data obtained from the survey were analyzed with the help of convenience sampling method in Tirupur District of Tamil Nadu state of India.

Keywords: Organic Food, Health, Awareness, Consumer Attitude, Environmental Friendly, Motivation.

Introduction

Organic foods industry is one of the fastest growing sectors of the food industry. The global demand for organic food products is growing at a very rapid rate. Now a day, people become more sensitive about their nutrition, health and value of the food that they consume. Organic food is very safe for human body and contains much more vitamins, calcium and iron than non-organic one. Moreover organic food taste, smell and quality are richer than convenient product. Organic products refers to food items that are produced , processed and packaged without using chemicals synthetic fertilizers and pesticides. The market for organic food has increased considerably over the last decade due to consumer's increasing awareness of both health and environmental issues.

Now a days the food products which are produced by farmers are pesticides mixed products due to get more productivity. It caused to cancer, reproductive dysfunction, diabetes, autism, asthma, birth defects and Alzheimer's diseases and more. To free from those harmful diseases, organic food products are grown up. Organic food products are produced without pesticides, herbicides, inorganic fertilizers, antibiotics and growth hormones. Increase in knowledge made humans not only taking more care of themselves but also environment for healthy and safety purposes. Organic farming is produced in order to produce healthy and quality food without using of synthetic chemical products. Thus, the organic farming not only Maintains the environment but also it improves public health and bringing significant benefits both in the economy as well as to the social cohesion of rural areas.

Statement of the Problem

The pesticides mixed food product are caused to asthma, cancer, reproductive dysfunction, diabetes, autism, birth defect and more. Today the world requires new innovation which leads to the recovered life. The Organic food is as natural as can be, safer for the environment and usually tastes better too. But still people are not aware quietly. Even though organic food plays an vital role however some factors are influencing them at the time of purchase which has been given most priority and to know the consumers' future opinion is indispensable for the retailers and farmers.

Objectives of Study

- To determine the level of awareness and attitude about the organic products among consumers.
- To analyse the motivational factors that drive consumers towards purchasing organic products in Tirupur District.

Review of Literature

Kaufman(1999)¹ evident that a growing number of consumers actively seek environmentally friendly merchandise. **Maria K. Magnusson, Anne Arvola, Ulla-Kaisa Koivisto Hursti, Lars Aberg, Per-Olow Sjoden (2001)**² reported that the organic foods were perceived to be more expensive and healthier than conventionally produced so, consumption will not increase as long as important purchase criteria and perceived beliefs about organic foods do not match. **Tiziana de**



Magistris, Azucena Gracia (2008)³ consumers who try to follow a healthy diet and balanced life are likely to have more positive attitudes towards organic food products and towards the environment, inducing a more likely intention to purchase organic foods. **Sylwia Żakowska-Biemans(2011)**⁴ have articulated that the Consumers with convenience and price orientation in their food choices were less inclined to buy organic products while consumers open to novelties and willing to try new foods more often declared to buy organic products. **Fabian Buder , Corinna Feldmann , Ulrich Hamm(2014)**⁵ in their empirical work indicates that the most important reasons for not purchasing organic products among regular organic food consumers were price, insufficient availability, and the quality of the product. The results indicate that the relevance of reasons varies from product to product and according to shop types. **Katrin Zander, Susanne Padel, Raffaele Zanolì (2015)**⁶ research result showed that only about 15 percent of the respondents knew its meaning. Thus the consumer's knowledge of the organic product and the logo is very low.

Research Methodology

Sample Selection

The study was carried out in Tirupur District of Tamil Nadu state in India. For the purpose of the study, 500 respondents were selected using convenient random sampling technique. In convenient random sampling, each item or element of the population has an equal chance on of being chosen at each draw.

Area of the Study

The study was carried out in Tirupur District of Tamil Nadu state of India.

Period of the Study

The study covers recent six months i.e. from November 2015 to April 2016 for analysis of primary data relating to various aspects of consumer awareness, attitude and motivational factors towards organic products.

Research Design

A research design is the specification of methods and procedures for acquiring the information needed to structure or solve problem. The research design used in the study is descriptive research design.

Data collection

The study is mainly based on both primary and secondary data. The Primary data were collected from the respondents by means of a pre-tested questionnaire which was designed to obtain socio economic indices, information relates to consumer awareness, opinion about organic products and factors influencing to purchase organic products. The secondary data pertaining to the study was obtained from the various sources such as research study, newspapers, websites, internet, journals & magazines and also from the library sources.

Data Analysis

After the data collection, the entire data is coded and computerized in Excel format and the data were analyzed by the package named as Statistical Package for Social Sciences (SPSS 16).

Statistical tools to be used

To make the research work effectively and find the result fruitfully the data from the respondents were arranged systematic manner and tabulated well. The statistical tools like chi-square test and anova were applied.

Limitations of the Study

- The area was wide since it is confined only to Tirupur District so results cannot be universally accepted.
- As the few respondents did not co-operate well at the time of the questionnaire or interview schedule, the findings are based on the information given by the respondents. There may be a possibility of bias in the information provided by the respondents.
- The sample size chosen was 500 only. A larger sample would have been able to reveal more accurate data analysis.

HYPOTHESES OF THE STUDY

The main aim of the study is to test the following hypothesis:

H0: There is no significant difference between demographic factors and pesticide.

H0: There is no significant difference between demographic factors and Healthy product.



Data Analysis and Interpretation

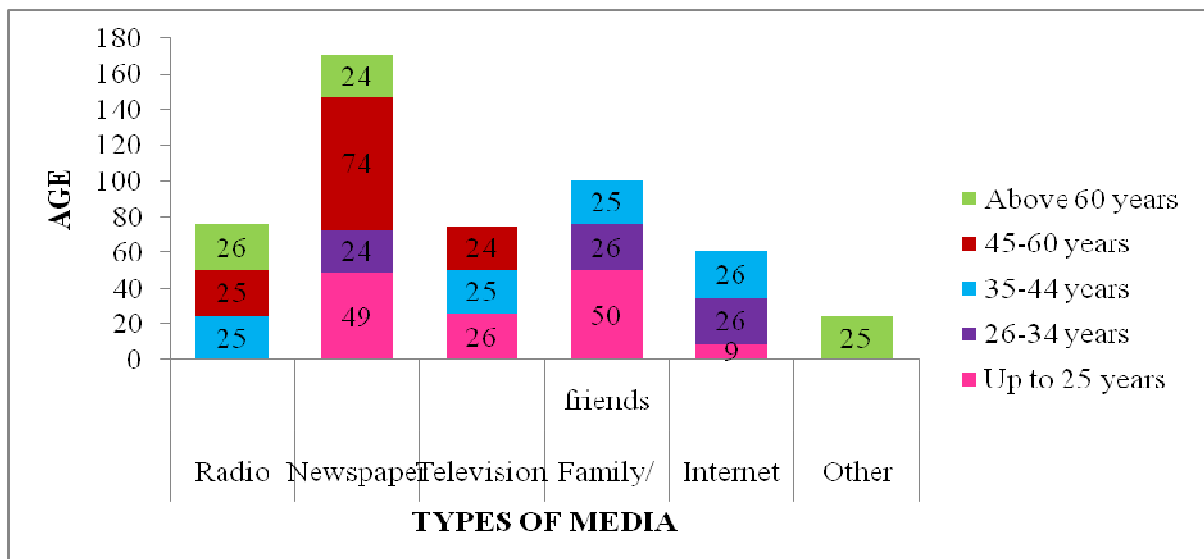
Table - 1 Age of The Respondents And Media Helped To Know About Organic Product

S.NO	Age	Media helped to know about organic product						Total
		Radio	News paper	Tele Vision	Family/ Friends	Internet	Other	
1.	Up to 25 years	0	49	26	50	09	0	134
2.	26-34 years	0	24	0	26	26	0	76
3.	35-44 years	25	0	25	25	17	0	92
4.	45-60 years	25	74	24	0	0	0	123
5.	Above 60 years	26	24	0	0	0	25	75
	Total	76	171	75	101	52	25	500

Source: Primary data

The above table highlights the media helped to know about organic product with regards to the age category. It was observed that 50 respondents from the age category of below 25 (youngsters) got awareness about organic products through the channel of word on mouth (family and friends), the age category between 26-34 aware through the media of Internet and their friends, the middle age respondents from 35-44 identifies through Radio, Television and friends, the age category between 45-60 awake through Newspaper and the rest of the aged respondents got awareness through the channel of Radio.

It is learnt from the above table that the youngsters /newly married couples are the one is affected with too many problems viz., no children, obesity, sugar, high pressure, stress and so on. When they consult the doctor, the doctor’s advice is to change the food pattern and life style. As the organic products gives adequate minerals, vitamins and supplementary nutrients the organic products are liked by the most of the young, middle and old couples.



The role of media is very strong now days. The selection of appropriate media itself fetches the success of the product. Thus the media helps the marketers in a greater extent. The above chart describes the form of media which have played a role in creating awareness for the organic products. From the chart it was revealed that the news paper has played a greater role in creating awareness about the organic product.

Null Hypotheses

H0: There is no significant difference between Demographic factors and pesticide



Table – 2, The association between demographic factors of the respondents regarding the pesticide

ANOVA						
Source of variance		Sum of Squares	Df	Mean Square	F	Sig.
Gender	Between Groups	.299	2	.150	.713	.491
	Within Groups	104.299	497	.210		
	Total	104.598	499			
Age range	Between Groups	6.097	2	3.049	1.535	.217
	Within Groups	987.285	497	1.986		
	Total	993.382	499			
Marital status	Between Groups	.267	2	.134	.644	.526
	Within Groups	103.101	497	.207		
	Total	103.368	499			
Education level	Between Groups	.235	2	.117	.122	.885
	Within Groups	476.363	497	.958		
	Total	476.598	499			
Occupation	Between Groups	6.529	2	3.264	1.453	.235
	Within Groups	1116.949	497	2.247		
	Total	1123.478	499			
Annual income	Between Groups	.235	2	.117	.122	.885
	Within Groups	476.363	497	.958		
	Total	476.598	499			
No. of people live in your household	Between Groups	4.508	2	2.254	2.367	.095
	Within Groups	473.194	497	.952		
	Total	477.702	499			

The ANOVA table identifies statements i.e. gender, age, marital, status, occupation and no. of people in your household the P value for the mean effect to the satisfaction of the respondents based on age group to the above said variables are not significant, hence we conclude that the average on the above variables are same, whereas with regard to the education level, and annual income the P value are significant and we can conclude that the mean of the above variables are not same in expressing their satisfaction level with regard to the above said variables. The last column in the table indicates that all the statements are significant at 0.05 levels (equivalent to 95% confidence level) as they have probability values less than 0.01.

Null Hypotheses

H0: There is no significant difference between Demographic factors and Healthy product

Table – 3, The Association Between the Demographic Factors regarding Healthy Products

ANOVA						
Source of variance		Sum of Squares	Df	Mean Square	F	Sig.
Gender	Between Groups	.147	2	.074	.350	.705
	Within Groups	104.451	497	.210		
	Total	104.598	499			
Age range	Between Groups	6.750	2	3.375	1.700	.184
	Within Groups	986.632	497	1.985		
	Total	993.382	499			
Marital status	Between Groups	.273	2	.137	.658	.518
	Within Groups	103.095	497	.207		
	Total	103.368	499			
Education level	Between Groups	.603	2	.301	.315	.730
	Within Groups	475.995	497	.958		
	Total	476.598	499			
Occupation	Between Groups	10.711	2	5.355	2.392	.093



	Within Groups	1112.767	497	2.239		
	Total	1123.478	499			
Annual income	Between Groups	.603	2	.301	.315	.730
	Within Groups	475.995	497	.958		
	Total	476.598	499			
No. of people live in your household	Between Groups	3.715	2	1.858	1.948	.144
	Within Groups	473.987	497	.954		
	Total	477.702	499			

The ANOVA table identifies statements i.e. age, marital, status, occupation and no. of people in your household the P value for the mean effect to the satisfaction of the respondents based on age group to the above said variables are not significant, hence we conclude that the average on the above variables are same, whereas with regard to the gender, education level, and annual income the P value are significant and we can conclude that the mean of the above variables are not same in expressing their satisfaction level with regard to the above said variables. The last column in the table indicates that all the statements are significant at 0.05 levels (equivalent to 95% confidence level) as they have probability values less than 0.01.

To determine the level of attitudes and awareness about the organic products among consumers.

Motivation to buy any product is the instinct which drives the consumer. The higher the motivation, the greater is the intention towards purchase. The table lists the various motivation of the consumer in purchasing organic products. The motivational factors include benefit, packing, price, taste, purity, and concern about health.

Table - 4 ,Most Important Motivational Factors to Buy Organic Foods

Particulars	Most Imp	Imp	Neutral	less Imp	Least Imp	Total score	Rank
Benefit	520	748	195	120	84	1667	I
Packing	490	540	246	180	95	1551	V
Price	505	536	246	178	94	1559	III
Taste/Quality	335	480	342	220	89	1466	VI
Purity	420	648	315	150	74	1607	II
Concern about health	505	536	246	178	94	1559	III

The above table presents the motivational factors for purchasing organic food products. From the table it was understood that there are various dimensions which has been motivating the consumers to purchase organic products viz., benefit, packaging, price, taste/quality, purity, concern about health. It is clear from the table that the benefit encountered from the consumption of organic product was the benefit which the consumers receive and has been ranked as the second and third rank was secured by purity, price and concern about health. The fifth, sixth ranks were secured by the factors of packaging and Taste and quality.

Findings

The finding shows that, from a demographic perspective, consumers who are young highly educated students are most likely to be regular purchasers of organic foods.

The association between gender, age, educational qualification and awareness level concluded that the female are more aware than male and educated people are more aware about organic products than uneducated.

It was understood that the educated people are quite aware about the reflection of inorganic products (using pesticides). The results shows income and education level from demographic factors positively influence the consumer's attitude towards health to buying organic food.

It Indicate that the consumer's motivation is primarily based on the benefit, purity, and concern about health.

Suggestions

After making an exhaustive study, survey and awareness regarding organic product, it is very clear that the present organic marketing strategy requires greater attention to deal a lot of changes. The recommendations for improving the awareness about organic product are as follows:



1. Awareness programmes and advertisement may be given for organic products by social organization to ensure health.
2. In the district of Tirupur there is low awareness among people but they are keen to know about organic food. We can create awareness among people through exhibitions and promotions of organic products.
3. Proper certification may be given to products as labeled “organic” to specify the “purity”.

Conclusion

This paper has established the awareness level of the consumer is not up to mark. Since they have an aware, some people are still non users for the reason of no trust on purity, High price and unavailability of organic food products. The study has helped the Organic product sellers to understand whether the customers are aware about the organic or not. If not what are the main reasons for dissatisfaction of customer towards the dealers and what are all the ways to improve the awareness level of customer towards the sellers. By the way supply can be increased. It may avoid high price and unavailability of the product. So, we can conclude that consumers are not very well informed about the benefits of organic Products. Proper labeled organic product can be increased the trust on organic. Result indicated that people do aware of what is happening to the surroundings with regards to the environment and ecology problems and most consumers perceived that organic food product is healthier.

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