

# A Study on Factors Influencing Consumer Preference towards Organic Products in Coimbatore City

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## ABSTRACT:

*Since the last decade organic market has been growing. Many of the people were understood the importance and need of gripping the organic products. Using natural fertilizers organic products are generated. Consumers started to select organic food health concern and environmental concern and also due to attributes like nutrition value, taste, freshness. This study aims to analyze the factor influencing the consumers to buy the organic products. The main goals are to examine the attitude, preference of the respondents and their valuable suggestions. This study is based on the purely original collected data. The data were collected on the basis of questionnaire method from 50 respondents. SPSS statistical tools like percentage, ANNOVA, T-Test were used to check the reliability of data which was collected. Thus, this study analyzed the consumer's preference towards organic products in Coimbatore District.*

**Keywords:** *Organic product, Preference and factors.*

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## I. INTRODUCTION

In India from the ancient days itself peoples were practiced agriculture. Technology developments in machines and weather prognosis have reformed the sector of agriculture. Without any consideration of environmental and people's health many of the chemical fertilizers and pesticides have increased for monetary benefits. Now-a-day's making use of fertilizers by farmers is common activity.

A group of people, who felt strongly about the long term effects of these tampered food, started to grow and lead to what is called organic food. Food which is produced without using pesticides can be labeled as organic food. "In terms of food that comes from living animals – meat, eggs and dairy products, the animal must not be fed antibiotics or growth hormones" – Organic Foods Production Act, 1990.

The main motive of this research is to know about the factors influencing consumer preference towards organic products in Coimbatore City.

## II. SIGNIFICANCE OF THE STUDY

This study was conducted in the context of factors affecting consumer preference towards organic products. Demographic variables (age, gender, education level and income level) and non-demographic variables (health conscious, taste, environmental concern, nutritional value, chemical free, price, helping the organic farmers) deeply investigated to see whether these variables will have a relationship with the organic product's consumption level.

## III. STATEMENT OF THE PROBLEM

Today's scenario many of the peoples are consuming organic products and having good opinion towards organic products. Consumers are well known about that organic products bring benefit in terms of refreshing the human health and provide energy to the user. Even though organic products are so much beneficial to the human body, there are still less purchasers of organic products in the market in comparison with developed countries especially in India. Several researches have been done by researchers in recent years on the purchase intention of organic products. In this study, I am going to find out various determinants influencing buying behavior of consumer towards organic products.

## IV. REVIEW OF LITERATURE

**Jan P. Voon. et.al., (2011)**, study enquired about the determinants incentive to purchase organic food products among consumers in a Malaysian city. Thus the study reveals the efforts to promote consumption should focus on influencing consumer attitudes.

**Tah Poh Leong and Laily Paim (2015)**, research investigates about factors affecting Chinese college students and their intention to consume organic products in Malaysia. Through online questionnaire method they collected 500 samples. Thus the study reveals that increase the local availability of organic food products in Malaysia.

**Mr. Sathis Kumar and Dr. E. Muthukumar (2016)** found out that consumers in Nilgiri district gave more importance to factors like health, environmental safety, knowledge and culture where organic food was concerned. However, they were indifferent towards attributes of organic food like taste, colour of the food etc.

**Esna, Seval and Nuri (2016)** examine factors affecting demand of consumers for organic food in city of Ankara, Cankaya district, Turkey. From their study they found that most of the Married, graduated consumers without children were buying organic products. The study indicated awareness about benefits of organic food in Turkey is more among educated, financially secured people

**Bo Chen and Sayed Saghaian (2017)**, conducted research about consumer preference towards organic food can affect choice of retailing format in California. From that study they founded that organic users are giving more support to organic specialty stores and discount stores. This has strong managerial implication for retailers.

## **V. OBJECTIVE OF THE STUDY**

The overall objective of the study is a study on factors influencing consumer preference towards organic products in Coimbatore district. The specific objectives are

- To study about the demographic conditions of the consumers.
- To analyze the factors influencing consumer perception towards organic products.

## **VI. HYPOTHESIS OF THE STUDY**

H<sub>0</sub>: There is no significant relationship among consumer perception towards organic products.

## **VII. SAMPLE DESIGN**

Primary data will be collected using the simple random sampling method and a self-administered questionnaire distributed to the respondent. This sampling method is chosen for its easiness and cost efficiency to collect responses using a sample.

## **VIII. SOURCES OF DATA**

The present study is based on both primary and secondary data. The primary data will be collected from consumers of various organic shops with the help of questionnaire. The secondary data were collected from various Journals, Books, Dailies, Past Thesis works, Libraries and also from various Websites.

## **IX. SAMPLE SIZE**

The data were collected using questionnaire method from 50 respondents. Since the study period is very short.

## **X. SCOPE OF THE STUDY**

The study was confined in Coimbatore district of Tamil Nadu

## **XI. DATA ANALYSIS AND INTERPRETATION**

**Table -1 Demographics of the Respondents**

Gender	Gender	No. of Respondents	Percentage
	Male	17	34.0
	Female	33	66.0
	Total	50	100.0
Age of the Respondents	Age	No. of Respondents	Percentage
	18-25	16	32.0
	25-35	6	12.0
	35-45	22	44.0
	Above 45	6	12.0
	Total	50	100.0
Marital Status of the Respondents	Marital Status	No. of Respondents	Percentage
	Married	8	16.0
	Unmarried	42	84.0
	Total	50	100.0
Education Level of the Respondents	Education	No. of Respondents	Percentage
	Higher Secondary	12	24.0
	Under Graduate	21	42.0
	Post Graduate	17	34.0
	Total	50	100.0
Monthly Income of the Respondents	Monthly Income	No. of Respondents	Percentage
	Below Rs.50000	14	28.0

	50000 to 100000	26	52.0
	100000 to 200000	3	6.0
	Above 200000	7	14.0
	Total	50	100.0

**Source: Primary Data**

The above table shows that females have more preference for organic products as compared to male respondents. More number of educated respondents prefers to buy organic food products. Age group of 35-45 prefers to buy organic food as compared to other age groups. Also people of earning income group from 100000 to 200000 prefer to buy organic food.

**TABLE 2- Univariate Analysis Between Factors Influencing Consumer Preferences**

		Value Label	N
NATURAL	1.00	Strongly Agree	23
	2.00	Agree	27
CHEMICAL FREE	1.00	Strongly Agree	41
	2.00	Agree	9
TASTE	1.00	Strongly Agree	43
	2.00	Agree	4
	3.00	Neutral	3
NO PRESERVATIVES	1.00	Strongly Agree	38
	2.00	Agree	11
	3.00	Neutral	1

HEALTH CONSIIOUS	1.00	Strongly Agree	28
	2.00	Agree	14
	3.00	Neutral	3
	5.00	Strongly Disagree	5
EXPENSIVE	1.00	Strongly agree	25
	3.00	Neutral	8
	4.00	Disagree	3
	5.00	Strongly disagree	14

Source: Primary Data

The above table shows that univariate analysis between factors influencing consumer preferences.

**TABLE-3 One Way Anova Test Between Age And Factors**

		Sum of Squares	df	Mean Square	F	Sig.
NATURAL	Between Groups	5.596	3	1.865	12.858	.000
	Within Groups	6.383	44	.145		
	Total	11.979	47			
CHEMICAL FREE	Between Groups	1.293	3	.431	3.150	.034
	Within Groups	6.019	44	.137		
	Total	7.313	47			
TASTE	Between Groups	.589	3	.196	.715	.548

NO PRESERVATIVES	Within Groups	12.078	44	.274		
	Total	12.667	47			
EXPENSIVE	Between Groups	2.265	3	.755	3.605	.021
	Within Groups	9.214	44	.209		
TO SUPPORT LOCAL FARMERS	Total	11.479	47			
	Between Groups	92.334	3	30.778	22.897	.000
	Within Groups	59.145	44	1.344		
	Total	151.479	47			
	Between Groups	21.899	3	7.300	14.330	.000
	Within Groups	22.413	44	.509		
	Total	44.313	47			

Source: Primary Data

Table-4 T-Test

	HEALTH CONSIIOUS	N	Mean	Std. Deviation	Std. Error Mean
GENDER	Strongly Agree	28	1.6786	.47559	.08988
	Strongly Disagree	5	1.8000	.44721	.20000

Source: Primary Data

## XII. CONCLUSION

Organic products are becoming more familiar nowadays, change in the habits of food consumption. Consumers willing to consume organic products because the products are produce with using natural pesticides and are healthier too. This study reveals that consumer's perception towards organic products relates to its health aspects. It was also identified that consumers were aware and also have positive behavior towards purchasing organic products. But the consumers were lack of awareness about the organic products. Therefore, the research also suggests that marketers have to promote the availability of the organic products in order to increase the market size of products and at the same time consumers shall be informative regarding the product benefits.



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