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A Study on Awareness of Organic Food Trends and Opportunities at Erode

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ABSTRACT: The paper's goal is to ascertain Erode's degree of knowledge regarding organic food products (OFP). A structured questionnaire is used in conjunction with a quantitative technique to gather data on consumer awareness of organic food items. 120 respondents made up the sample size that was chosen using the judgmental sampling technique. In this study, chi-square, correlation, and Anova are the statistical methods used for data analysis. The awareness level is assessed as aware, slightly aware, and oblivious for study convenience. The study also focuses on demographic variables that affect an individual's level of awareness. The study's conclusions show that demographic factors including age, family income, and education are correlated with one another's knowledge of organic food items. This article aids in understanding Erode's OFP customers' awareness level. Higher income, older, and more educated consumers are reported to have a much higher degree of awareness regarding conventional and organic agricultural practices. The study's conclusion thus recommends that organic food producers educate their consumers about OFP.

KEYWORDS: Awareness level, Customer's Awareness, Organic Farming, Organic Food, Organic Food Products

I. INTRODUCTION

The growing consumer awareness of environmental and health problems has led to a major growth in the worldwide organic foods market in recent decades. Organic food is produced with the use of natural agricultural practices that are preferred over artificial chemicals, genetically modified organisms (GMOs), and antibiotics. This article looks at the current state of the organic food industry, highlighting significant trends, challenges, and future prospects. The main driver of this market's growth in India is the country's growing health consciousness. The policies underlying the rise in the market for organic food include, but are not limited to, increased income levels, rising living standards, and supportive governments. Because they are safer for their health, customers are switching to organic products these days instead of conventional ones.

Consumer Awareness

A key component of contemporary business is consumer awareness, which is the degree to which people comprehend and are aware of their position as consumers in the marketplace. It emphasizes the value of making well-informed decisions and extends beyond the act of mere purchase. Knowledgeable customers are able to choose from a wide range of goods and services by taking into account several aspects including cost, quality, and safety. This information gives people the power to demand respect and value for their money, protecting them from companies who take advantage of them.

Need For Consumer Awareness

- Protection from Exploitation
- Informed Decision-Making
- Market Accountability
- Healthy Competition
- Reduction of Fraud



II. STATEMENT OF THE PROBLEM

Consumer awareness has increased due to issues with food safety and quality, and individuals are starting to have doubts about typical items. Furthermore, the health of their children is a major concern for today's educated culture, which favors high-quality, nutrient-dense meals, low-fat supplements, and more that are produced using organic practices. Furthermore, people are becoming more picky when purchasing meat and dairy products due to the moral movement that is still widely prevalent in industrialized nations that concerns the health and welfare of farm animals.

III. OBJECTIVES OF THE STUDY

1. To analyze the factors influencing consumer awareness of organic food, including health concerns, environmental sustainability, ethical considerations, and personal values.
2. To assess the influence of price and accessibility on consumer perception of organic food.

IV. RESEARCH METHODOLOGY

By using a variety of research approaches and the problem's underlying logic, research methodology is a methodical approach to solving research problems. Research methodology is used to answer research difficulties by examining the many approaches the researcher took to explore the issue at hand.

SIZE OF THE SAMPLE

- Sample Size Determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample.
- The Sample size is 120.

TOOLS USED

The Tools used in the Study,

1. Chi-square analysis
2. Anova

V. REVIEW OF LITERATURE

Uma and Selvam (2017) performed research on the subject of "Analysis of Consumer Awareness Regarding Organic Food Products: With Reference to Vellore Organic Consumers Perspective." The purpose of this study is to examine consumer knowledge of organic food items in relation to Tamilnadu's Vellore City. The study's conclusion indicates that growing worries about food items' effects on the environment and human health are driving up the usage of organic foods. As organic food items overcome obstacles and issues related to the agricultural market's implementation in India, they will continue to rise.

Anish(2017) Globally, there is a rising market for organic products. Despite the fact that consumers' awareness of their health and wellness is expanding. They don't know what organic food goods are. Most consumers find it challenging to distinguish between organic and conventional food items on the market. The degree of customer desire for organic food items serves as a proxy for consumer awareness and attitude. This study aims to ascertain the impact of organic knowledge. This study attempts to quantify the influence of organic production expertise regarding product quality and cost consciousness.

Sundari (2020) The study aimed to investigate consumer perceptions and awareness regarding the consumption of organic food products, as well as the relationship between socioeconomic characteristics and consumer decision-making regarding the purchase of organic items. Organic goods are made without the use of artificial fertilizers or hazardous pesticides, just with natural components. Due to consumers' growing health concern, knowledge of organic products is growing quickly these days.

Rahul (2021) The green marketing strategies used by the firms have an impact on the aspects and problems of the green marketing mix, which in turn affects consumer purchase decisions and buying behavior. And the difficulties businesses have when pursuing green marketing initiatives to get a competitive edge in the marketplace; they must seek out these chances and seize them.



(Varma. N. et al., 2022) The best strategy for growing their market share may involve raising consumer knowledge of organic labeling, boosting their level of confidence in organic labels, and expanding the selection and accessibility of organic food items. claimed that developed countries have slightly higher purchase patterns, knowledge, and awareness than developing ones; he added that low awareness levels in places like India are a major factor in the organic product market's continued development. intended to show that industrialized countries' purchasing habits, levels of knowledge, and awareness are somewhat higher than those of underdeveloped nations.

CHI-SQUARE TEST

Table 1

NULL HYPOTHESIS

H₀: There is no significance relationship between educational qualification of the respondents and organically produced foods are more nutritious.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between educational qualification of the respondents and organically produced foods are more nutritious.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Per cent	N	Per cent	N	Per cent
Educational qualification of the respondents * organically produced foods are more nutritious	120	100.0%	0	.0%	120	100.0%

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS * ORGANICALLY PRODUCED FOODS ARE MORE NUTRITIOUS

Cross tabulation

Count	ORGANICALLY PRODUCED FOODS ARE MORE NUTRITIOUS					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS HSC	14	0	0	0	0	14
Diploma	29	0	0	0	0	29
UG	7	29	7	0	0	43
PG	0	0	9	14	11	34
Total	50	29	16	14	11	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.815E2 ^a	12	.000
Likelihood Ratio	199.853	12	.000
Linear-by-Linear Association	84.412	1	.000
N of Valid Cases	120		



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.815E2 ^a	12	.000
Likelihood Ratio	199.853	12	.000
Linear-by-Linear Association	84.412	1	.000

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.28.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	34.647	.000
Measure of Agreement	Kappa	. ^c			
N of Valid Cases		120			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Kappa statistics cannot be computed. They require a symmetric 2-way table in which the values of the first variable match the values of the second variable.

INTERPRETATION

From the output through the Chi-square text, it is obtained that the asymptotic significance is 0.000 which is less than 0.05 (i.e., $0.00 < 0.05$) describes that there is no relationship between educational qualification of the respondents and organically produced foods are more nutritious. The value is obtained is less than 0.05 interpreted that null hypothesis (H₀) is accepted.

ANOVA

Table 2

NULL HYPOTHESIS

H₀: There is no significance relationship between monthly income of the respondents and price of organic products.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between monthly income of the respondents and price of organic products.

Descriptives

Monthly income of the respondents	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Expensive	52	1.73	.448	.062	1.61	1.86	1	2	
Too low	38	2.87	.578	.094	2.68	3.06	2	4	



Moderate	19	4.00	.000	.000	4.00	4.00	4	4
Poor	11	4.00	.000	.000	4.00	4.00	4	4
Total	120	2.66	1.017	.093	2.47	2.84	1	4
Model								
Fixed Effects			.441	.040	2.58	2.74		
Random Effects				.629	.66	4.66		1.226

Test of Homogeneity of Variances

MONTHLY INCOME OF THE RESPONDENTS

Levene Statistic	df1	df2	Sig.
17.326	3	116	.000

ANOVA

MONTHLY INCOME OF THE RESPONDENTS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	100.419	3	33.473	172.014	.000
Linear Term	58.897	1	58.897	302.667	.000
Unweighted Weighted	93.505	1	93.505	480.516	.000
Deviation	6.913	2	3.457	17.764	.000
Within Groups	22.573	116	.195		
Total	122.992	119			

HOMOGENEOUS

MONTHLY INCOME OF THE RESPONDENTS

PRICE OF ORGANIC PRODUCTS		N	Subset for alpha = 0.05		
			1	2	3
Student-Newman-Keuls ^a	Expensive	52	1.73		
	Too low	38		2.87	
	Moderate	19			4.00
	Poor	11			4.00
	Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 21.154

INTERPRETATION

From the above analysis, we find that calculated value of the F-value is a positive 172.014 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between monthly income of the respondents and price of organic products. The results are significant at 4% level



VI. CONCLUSION

Globally, the demand for and consumption of organic food items are steadily increasing. There is a tiny knowledge gap between consumers and organic food items. Customers are learning through digital media and adopting preventative measures to stay healthy on the one hand, while farmers are not getting enough demand to grow organic food crops on the other. Urban consumers must to be informed about the production and handling of organic food, as well as its health advantages, environmental sustainability, and use of hazardous and chemical ingredients. The study comes to the conclusion that customer knowledge is a key factor in figuring out the buying behavior involved in choosing organic food goods. Increased demand for OFP from consumers who are aware of organic food will eventually influence farmers' farming practices to boost the production of organic food. Trade shows, government-sponsored organic stores, and mass media advertisements are some ways to raise awareness of OFP.

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