

PURCHASING PATTERNS OF CONSUMERS TOWARDS ORGANIC PRODUCTS

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ABSTRACT

The study examined the consumer buyer behaviour towards organic food product in Chennai. The researcher has applied stratified random sampling method to collect the questionnaire. Hence, the sample of this study consist 248 respondents. Data have been collected from individuals through personal survey. The Cronbach's reliability test has been found to be in the range of 0.814 and 0.942. Further, Mean & Std. deviation was applied. It is found that Organic food is environment friendly, healthier, quality, equal to other available food, lower than other available food and no harmful effect are high level buyer behaviour towards the organic foods.

Keywords: Consumer buyer behaviour, organic food and Chennai.

INTRODUCTION

Organic food is the crucial part of day-to-day life. Now days, the traders sell the food products are chemical mixed or harmful chemical used product. Singh & Rachna (2017) the consumption of Organic food products should become a habit of life among the people. The proper awareness about the health benefits of the organic food products and the harmful consequences of consuming inorganic food products must be made popular among the people. Consumer purchase an organic food is very High Price and Less availability among the market. Atulkar & Kesari (2016) one of the main reasons for the high price is limited supply in relation to the demand for the organic food in the market. Shireesha & Rao (2018)

The government should take necessary steps to promote the organic foods and increase the production of organic food cultivation. Kuhar & Juvancic (2008) there should be more number of organic food shops to increase the availability of organic food products. Organic food sector is large distance spread and the consumers are becoming more interested in organic products. Chandrashekar, H.M. (2005) the industrial and technological advances food products with used to kill pests and chemicals are the major portion of everyone's act of eating pattern of human life.

Objectives of the study

- To examine the customers buyer behaviour towards the organic food
- To analyse the product of the organic food
- To test the price of the organic food
- To examine the place of the organic food
- To evaluate the promotion of the organic food
- To analyse the Labelling & Packaging of the organic food

RESEARCH METHODOLOGY

A research design specifies the methods and procedures for conducting a research work. The study used the consumer buyer behaviour towards organic food product to estimate proportion of the population uses at an approximate 95% confidence level. The researcher has applied stratified random sampling method to collect the questionnaire. Hence, the sample of this study consist 248 respondents. Data have been collected from individuals through personal survey. The Cronbach's reliability test has been found to be in the range of 0.814 and 0.942. Since, the value is more than 0.70 as suggested by Nunnally (1978), reliability has been established. Further, Mean & Std. deviation was applied.

ANALYSIS AND INTERPRETATION

Table-1 Customers buyer behaviour Towards the Organic Food

CONSUMER BUYER BEHAVIOUR	MEAN	SD
Organic food is environment friendly	4.60	0.656
Healthier	4.37	0.646
Superior in quality	4.26	0.618
Don't justify their name	4.33	0.652
Equal to other available food	4.21	0.583
Lower than other available food	4.19	0.693
No harmful effect	3.64	0.738
Just named to attract the customer	3.32	0.796
Very costly	3.86	0.588
Don't have enough variety/taste.	4.51	0.713

Source: primary data

The customers buyer behaviour about the organic foods product such as organic food is environment friendly, they are healthier, they are superior in quality, most of organic foods don't justify their name, organic foods are equal to other available food, organic foods are lower than other available food, they have no harmful effect, some organic products are just named to attract the customer, they are very costly and they don't have enough variety/taste. The Customers Perception towards the Organic Food is displayed in the table-1. Mean and standard deviation value are calculated. The calculated mean values are indicating that the Organic food is environment friendly (4.60), they are healthier (4.37), they are superior in quality (4.26), most of organic foods don't justify their name. (4.33), Organic foods are equal to other available food (4.21), Organic foods are lower than other available food (4.19), they have no harmful effect (3.64), Some Organic products are just named to attract the customer (3.32), they are very costly (3.86), and they don't have enough variety/taste (4.51). It is found that Organic food is environment friendly, healthier, quality, equal to other available food, lower than other available food and no harmful effect are high level buyer behaviour towards the organic foods.

Table-2 Product of the Organic Food

PRODUCT	MEAN	SD
Consume fresh food	4.17	0.659
Avoid food containing preservatives	4.16	0.603

Don't know about a food I never try it	2.03	0.695
Very conscious about my health & buy product	4.18	0.729
Aware about safety standards & regulations of products	4.08	0.692
Gain complete information about food product before I buy	4.27	0.574
Branded food gives me quality assurance	4.25	0.607

Source: primary data

Certification of organic food products helps to generate more confidence and trust in organic food products. Table-2 explains the product of the organic food. Mean and standard deviation value are calculated.

The researcher has measure five-point scales. It is measured seven statements for consumer buyer of the product of the organic foods such as I always consume fresh food, I avoid food containing preservatives, If I don't know about a food, I never try it, I am very conscious about my health & buy product, I am aware about food safety standards & regulations of products what I consume, I gain complete information about food product before I buy, and Branded food gives me quality assurance.

The mean values are they always consume fresh food (4.17), they avoid food containing preservatives (4.16), they don't know about a food they never try it (2.03), they very conscious about my health & buy product (4.18), they aware about food safety standards & regulations of products what they consume (4.08), they gain complete information about food product before they buy (4.27), and Branded food gives them quality assurance (4.25). It is inferred that quality assurance, complete information, safety standards, food containing, preservatives and consume fresh food are strongly opinion towards the buying the organic product.

Table-3 Price of the Organic Food

PRICE	MEAN	SD
Willing to pay high for green product	4.11	0.676
Price plays a key role in buying items	4.02	0.624

Source: primary data.

Table-3 explain the price of the organic food. Price of the organic foods product is very costly because of lack of availability of the organic product. Here, the customers buying the product of the organic food is measured of two items such as willing to pay high for green product and Price plays a key role in buying items. Mean and standard deviation value are calculated.

The computed mean value of willing to pay high for green product is 4.11 and corresponding standard deviation value is 0.676.

The computed mean value of Price plays a key role in buying items is 4.02 and corresponding standard deviation value is 0.624.

It is found that the willing to pay high for green product and Price plays a key role in buying items are high level reason for buying the organic food product in the market place. Hence, the government must concentrate the organic cultivation and give more subsidiaries for those farmers are cultivating the organic food product.

Table-4 Place of the Organic Food

PLACE	MEAN	SD
Buy product which are easily available in stores	3.12	0.626

Give extra effort to search for the products which are really eco-friendly or healthier	4.06	0.555
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Source: primary data

Place of the Organic Food displayed in the table-4. Mean and standard deviation value are calculated. Here, the customers buying the place of the organic food is measured of two items such as buy product which are easily available in stores and give extra effort to search for the products which are really eco-friendly or healthier.

The computed mean value of buy product are easily available in stores is 3.12 and corresponding standard deviation value is 0.626.

The computed mean value of give extra effort to search for the products which are really eco-friendly or healthier is 4.06 and corresponding standard deviation value is 0.555.

It is found that the product available in stores is very low. Hence, the trade creates awareness among the farmer to cultivate the organic foods.

Table-5 Promotion of the Organic Food

PROMOTION	MEAN	SD
Consider peer reference for health product	4.11	.648
Usually see internet & search for customer feedback	4.14	.610

Source: primary data

Table-5 revealed that the promotion of the organic food. Mean and standard deviation value are calculated. Here, the customers buying the promotion of the organic food is measured of two items such as consider peer reference for health product and usually see internet & search for customer feedback.

The computed mean value of consider peer reference for health product is 4.11 and corresponding standard deviation value is 0.648.

The computed mean value of usually see internet & search for customer feedback is 4.14 and corresponding standard deviation value is 0.610.

The result revealed that consider peer reference for health product and usually see internet & search for customer feedback are influence the buying of organic food by customers.

Table-6 Labelling & Packaging of the organic food

LABELLING & PACKAGING	MEAN	SD
Love to use those foods which have assured labelling	4.22	.542
Trust food logo & labelling	4.23	.590

Source: primary data

In addition to this, certification and labelling of organic food products must be made mandatory for safeguard the quality and safety and authenticity of organic food products. Labelling & packaging of the organic food displayed in the table-6. Mean and standard deviation value are calculated. Here, the customers buying the Labelling & Packaging of the organic food is measured of two items such as love to use those foods which have assured labelling and trust food logo, labelling.

The computed mean value of love to use those foods which have assured labelling is 4.22 and corresponding standard deviation value is 0.542.

The computed mean value of trust food logo, labelling is 4.23 and corresponding standard deviation value is 0.590.

It is found that love to use those foods which have assured labelling and trust food logo, labelling is influence the consumer buying behaviour in market place.

CONCLUSION

Today in the modern era environmental sustainability is growing in faster pace. As India is always an agricultural hub so organic farming is much crucial for India today. Where the society very excitedly welcomes these concepts and people is in a path to alteration their lifestyle, food habit. Natarajan (2004) still it is shame to know that where one group of people rushing up to change their whole lifestyle to organic there, we can note that there is no pint-sized sift in their food habit for the other group. People still lack basic knowledge about organic food, clothing and so on. High pricing for some organic product is out of reach of common man. It is found that the willing to pay high for green product and Price plays a key role in buying items are high level reason for buying the organic food product in the market place. Hence, the government must concentrate the organic cultivation and give more subsidiaries for those farmers are cultivating the organic food product.

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