Consumer Awareness towards Organic Food Products: A study of kaithal and kurukshtetra District

Ekta Pardhan
M.Phil. Scholar
Department of commerce,
Kurukshetra University, kurukshetra

Abstract: This paper is essentially tries to analyze consumer buying behavior towards organic food products in kurukshtetra and kaithal districts. According to recent report by Techsci Research, “India organic food market, by product type competition Forecast and opportunities, 2011-2021”, the Indian organic food market is anticipated to grow at CAGR of over 25% from 2016-2021. There is no common definition of organic,” due to the fact that different countries have different standard for organic product. As the people are growing more health conscious and rising disposable incomes and support from Indian government organic food products will surely a permanent place in Indian household. In India Sikkim is the first 100% organic state. Now other states of India including Harayana state government is taking steps to increase organic farming in India.oe promoting organic farming in Haryana, the state government is planning to set up a training centre in Gurukul, kurukshtetra. The government is planning to bring 10 per cent of total cultivated area. For this study primary data is collected from 110 people of kurukshtetra and kaithal district through a questionnaire made by Google forms.

Keywords: organic food, perception, attitude, subjective knowledge, health conscious

Introduction: with the growing awareness about organic food and other products, consumers are even ready to pay little more for such products. Organic products are not a new concept in India. At the beginning of the 19th century, Sir Albert Howard most important pioneer of organic farming worked on soil-plant interaction and developed composting method.co-founder and CEO of organic Gold, senthil kumar soundaryarajan tells, seeing the down trodden condition of farmers, we started this organic brand and work with the them. Now 35+ age group buy most organic food products from us. They understand the importance of healthy and safe products for themselves and their families. Now a day people are more conscious about their health and they are more likely to buy organic food products. As a conventional food, which involve use of fertilizers, chemical and pesticides but on the contrary organic products are manufactured through natural products. Many studies shows that organic farming can improve the soil fertility and can give same or more yield than the conventional farming. (Rupela et. Al,2006 and Singh et.al 2007).The National center for organic Farming ( NCOE) promote organic farming through various schemes as pramaparagat krishi vikas yojana(PKVV), which is partnership with state government under this scheme subsidies are given to farmers for promoting organic farming through cluster based approach. Until 2016 state government has set up 7186 organic cluster under this scheme. Due to unsustainable lifestyle in past many environmental problems arise, some of the studies indicate that around 30 to 40 percent environmental problem arise due to our consumption habit in the past (Grunert, 1995).consumer buy organic food due to their lifestyle, health benefit and environment ((Leila H.M and Mehdi zahaf 2012).The organic food market has grown rapidly in the past decade, but the total share of organic food is less as compared with the total food market.

Literature Review: the following literature review is available on organic food products.

Thogersen,(Europe,2009) consumer attitude ,consumer decision - making regarding organic food products in 8 countries, Denmark, Germany, Italy,Sweden, UK,Greece and spain and result shows that if people feels uncertain about organic food products they are less like to make a decision about buying these products. in spite of positive attitude and beliefs the same is true of consumer believe that it is difficult to obtain organic food products.

Stolz et.al. Germany, 2010) consumer attitude towards organic, conventional plus and conventional products. The study reveals that organic consumer is heterogeneous in their preference. Some consumer are more price sensitive and prefer conventional products and other are less price sensitive and prefer organic products.

Shafie and Rannie, Malaysia, 2009) consumer perception and willingness towards organic food , the result reveals that the premium price continuous to hold back organic consumption . it is difficult to justify the premium price because health benefits obtain by organic food are difficult to measure.

Fotopoulos et. al.2001) investigating purchases of consumer familiar with organic food products focus must be on psychological and socio- economic factors determining their purchasing attitude.

Makatouni and Aikaterinii (2002) the aim of overall study was to understand in depth and behavioural process of the parents with respect to organic food and its main objective were to find: beliefs on organic food of parents who buy or not buy organic food. Positive attitude and negative attitude towards organic food of those who buy and not buy organic food.
Pieniak (2010) subjective and objective knowledge about organic food products, study focused on objective and subjective knowledge of the organic vegetable consumption. The result shows that consumers were very well informed about organic vegetable practices though their subjective knowledge was on moderate rather than low level. Attitude towards organic vegetable have a direct positive relationship with organic vegetable consumption.

Ishaswini and Dutta (2011) pro – environmental concern, environmental knowledge. The result shows that consumer’s pro-environmental concern affects their green buying behavior. Consumers are willing to buy eco – friendly products many are ready to pay more for such products.

Schiffman, Kanuk, Henson (2008) A decision- making model for organic food which assume that organic consumers are highly involved in their purchase decision. Due to high motivational power, consumers are presented with an information processor who actively searches for products that satisfy their needs.


Inferences and perception about organic food: Baadsgaard, Grunert, madson(1996)

The total food quality model makes several assumptions about consumer’s perception of quality of food products. It is views quality as an abstract construct, inferred from informational cues and own experience, which is an instrument for the attainment of purchase motives (Fjord& Grunert 2002,pp11-12). Consumers tend to perceive both expected and experienced quality along four major factors, health, convenience, process characteristics,taste and appearance. For large number of consumers sensorial experience, reflected in taste and appearance and small, presents a main dimension in the perception of food quality.

(Harper & Makatouni 2002, Hughner et.al. 2007) Understanding the term ‘organic’: Research has investigated what consumers link with the term ‘organic’. many consumers, especially in Europe and north America, have heard of organic food and aware of its main characteristics, but other are not familiar with the standards and procedure underlying organic practices, thus buying of organic food is based on subjective perception and experience . Consumers make various types of inferences from the organic label, also towards feature which has no relationship.
3. Methodology:

Objectives:

i) To identify consumers attitude towards organic food products in study area.

ii) To examine the factors that affect buying behavior for organic food products of consumers

iii) To check the awareness and knowledge of consumers on organic food products in research area

Data Collection: Both primary and secondary data are collected for the purpose of study.

Secondary data is collected from various journal, magazines, book, and government sites. The qualitative data is used for research study. A questionnaire is construct through google form and and link is shared with 110 people.

Sample Size:

The primary data is collected from 110 people of kaithal and kurukshetra district through a questionnaire. The questions included in questionnaire is about gender, age, income level and education qualification and awareness, opinion, satisfaction, of sample respondent towards of organic food products.

4. Limitation of the study: the area of the study is limited to the two district of kaithal and kurukshetra of Haryana state. The inferences draw from the answer given by the respondent only.

5. Analysis and Interpretation:

Fig. 1. Classification of respondents on the basis of Gender.

The following pie – chart shows that 63.3% Respondents were males and 36.7% were females who have given their response on organic food

Source: primary survey march 2019

Fig.2. Classification of respondent on their education level.

The figure shows that the highest respondents have done their schooling which is 35.8% and very low percentage of people has higher than the graduation. And 30.3% have completed graduation. And 22.9% are post graduate.

Fig.3 classification of respondent on income level.
The figure shows that the income level of most of respondent is nil. 22% are of between Rs. 10000-20000 category. 14.7% comes under Rs 20000-40000. The incomes level of the people is less in research area.

Fig. 4 The opinion of respondent about organic food products.

The figure shows that 39.5% peoples say that organic food products are natural. And 38.5% people have the opinion that these products are healthier. Very less 9.2% people say that it is chemical free.

Fig. 5 Motive of using organic food products by respondents

The pie chart reveal that 64.2% people using organic products because of concern for health and 17.4% respondents used this products for using better quality products. 13.8% people used because of concern for the environment.

Fig. 6 how frequently responds are using organic products
The diagram shows that organic food products are used by the people of Kurukshetra and Kaithal district monthly once because of non-availability of organic food products. 24.5% people using weekly once and 19.3% people using organic food products everyday.

Fig. 7 Why respondents are not using organic food products.

The pie chart shows that 37.6% people say that they are not using organic food products because of non-availability of organic food products in these areas. And 23.9% people not used because of lack of knowledge about organic food products and 22% not trust that the product is chemical-free.

Fig. 8 Willingness of respondents to recommend organic food products to other people or friends.

The pie chart reveals that 48.6% people are neutral to recommend organic food products to their friends and family and 22% are willing to recommend organic food products. Only 11.9% are very much willing for recommendation of food products.
6. Findings and conclusion: on the basis of primary data collected from 110 people of kurukshestra and kaithal district we can say that in this area availability of organic food products is less and people’s are very much interested to buy organic food products because of their concern for health so in these area is very big potential for organic food products companies of organic food products like organic India, down to earth, organic tattva, down to earth to open their outlet in (guhla cheeka, ismailabad, shahbad, thaneser) so that people can buy these products this is an opportunity for the farmers of this area can earn more profit so the potential of organic food products in research area of kurukshestra and kaithal district of Haryana.

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