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A STUDY ON CONSUMER AWARENESS OF ORGANIC FOOD PRODUCTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT:

All human being are in need of basic things to survive in the world. Food is unavoidable one comparing other needs. Producers are increasing the productions to meet the demand, it is possible with their machines, materials, methods, money and men at their work place. Food products are possible to

produce by farmers. Food demand also important one to meet the population and demand. This study find the level of awareness of organic food, it offer suggestions to the consumers to find right organic foods. Following are the objectives of the study. (i) to present the socio economic factors of the sample consumers. (ii) to find the level of awareness of organic food products and (iii) to find the factors influence the level of awareness of organic food products and (iv) to offer suggestions to organic food consumers. Researcher conducted this study at Coimbatore city, selected 275 sample consumers, convenient sampling method adopted for this present study. Structure questionnaire framed to collected data from the sample organic food consumers. Before issue the questionnaire the sample consumers are ensured about organic products. Researchers concluded that Organic food products are costly than regular products, consumers need more income to face this expenses. Consumer's income, educational qualification, family types are highly influence of buying organic food products. This study concluded that there are awareness about organic food products, consumers should more aware of organic products and should be aware of organic food products logo, price and farmers.

KEYWORDS: Consumers awareness, organic food products and organic logo.

INTRODUCTION

All human being are in need of basic things to survive in the world. Food is unavoidable one comparing other needs. Producers are increasing the productions to meet the demand, it is possible with their machines, materials, methods, money and men at their work

place. Food products are possible to produce by farmers. Food demand also important one to meet the population and demand. Hybrid helps the farmers to produce more products with in short period, they get profits through this. Fertilizer helps the farmers to take output without insects and increase output. These fertilizer spoil and land and human being health, this awareness getting after long traveled of farmers

and consumers. Organic products were cultivated by the farmers, it is fertilizer free. It is good for health and same time, it takes more time to cultivate. Farmers increased the price to meet their expenses. Consumers are in need of healthy and tasty food, nowadays consumers are ready to pay more for organic food.

SCOPE OF THE STUDY

Organic food is not new to the consumers, which helps for good

health. Consumers are searching organic food, but they are in need of more knowledge about the availability of organic food. This study find the level of awareness of organic food, it offer suggestions to the consumers to find right organic foods.

OBJECTIVES

Following are the objectives of the study.

1. To present the socio economic factors of the sample consumers.
2. To find the level of awareness of organic food products
3. To find the factors influence the level of awareness of organic food products.
4. To offer suggestions to organic food consumers.

SAMPLING DESIGN

Researcher conducted this study at Coimbatore city, selected 275 sample consumers, convenient sampling method adopted for this present study. Structure questionnaire framed to collected data from the sample organic food consumers. Before issue the questionnaire the sample consumers are ensured about organic products.

HYPOTHESIS

The socio economic factors of the sample consumers do not significantly influence the level of awareness of organic food products.

ANALYSIS AND DISCUSSION

The following six tables are shows the socio economic factors of the sample consumers of organic food products. seventh table shows the level of awareness and eighth table shows the chi square test result. Researcher taken 5% significant level while testing hypothesis.

Table 1 : Gender of the sample consumers

Sl. No.	Gender	Number of sample consumers	Percentage
1	Male	157	57.09
2	Female	118	42.91
		275	100

Source : Survey data

The above table shows the gender of the sample consumers. one hundred and fifty seven (57.09%) sample consumers are male and remaining one hundred and eighteen (42.91%) sample consumers are female. Majority (57.09%) of the sample respondents are male.

Table 2 : Age group of the sample consumers

Sl. No.	Age group	Number of sample consumers	Percentage
1	Up to 30 years	36	13.09
2	31 years to 40 years	59	21.46
3	41 years to 50 years	95	34.55
4	Above 50 years	85	30.90
		275	100

Source : Survey data

The above table shows the age group of the sample consumers, thirty six (13.09%) sample consumers are come under the age group of upto 30 years. Fifty nine (21.46%) sample consumers are

come under the age group between 31 years and 40 years. Ninety five (34.55%) sample consumers are between the age group of 41 years and 50 years and remaining eighty five (30.90%) sample consumers are above 50 years old. Majority (34.55%) of the sample consumers are between the age group of 41 years and 50 years.

Table 3 : Educational details of the sample consumers

Sl. No.	Educational details	Number of sample consumers	Percentage
1	School level	44	16.00
2	Under graduate	88	32.00
3	Post graduate	102	37.09
4	Diploma and others	41	14.91
		275	100

Source : Survey data

The above table presents the educational details of the sample consumers. Forty four (16.00%) sample consumers are studied school level. Eighty eight (32.00%) sample consumers are under graduates. One hundred and two (37.09%) sample consumers are post graduates and remaining forty one (14.91%) sample consumers did diploma and other courses. Majority (37.09%) of the sample consumers are post graduates.

Table 4 : Occupation of the sample consumers

Sl. No.	Occupation	Number of sample consumers	Percentage
1	Government employees	26	9.45
2	Private employees	104	37.82
3	Business and Professions	73	26.55
4	Retired and Home makers	72	26.18
		275	100

Source : Survey data

The above table shows the occupation of the sample consumes. Twenty six (9.45%) sample consumers are government employees. One hundred and four (37.82%) sample consumers are working in private companies / organizations. Seventy three (26.55%) sample consumers are doing business or professions and remaining seventy two (26.18%) sample consumers are retired persons and home makers. Majority (37.82%) of the sample consumers are private employees.

Table 5 : Family type of the sample consumers

Sl. No.	Family type	Number of sample consumers	Percentage
1	Joint family	113	41.09
2	Nuclear family	162	58.91
		275	100

Source : Survey data

The above table shows the family type of the sample consumers. one hundred and thirteen (41.09%) sample consumers are joint family members and remaining one hundred and sixty two (58.91%) sample consumers are nuclear family members. Majority (58.91%) of the sample consumers are nuclear family members.

Table 6 : Number of family members of sample consumers

Sl. No.	Number of family members	Number of sample consumers	Percentage
1	Up to 3 members	64	23.27
2	4 members to 6 members	162	58.91
3	Above 6 members	49	17.82
		275	100

Source : Survey data

The above table shows the number of family members of the sample consumers. Sixty four (23.27%) sample consumer's number of family members are up to 3. One hundred and sixty two (58.91%) sample consumer's number of family members are between 4 members and 6 members. Forty nine (17.82%) sample consumer's number of family members are above 6. Majority (58.91%) of the sample consumer's number of family members are between 4 and 6.

Table 7 : Level of awareness of organic food products

Sl. No.	Level of awareness of organic food products	Number of sample consumers	Percentage
1	Low	48	17.46
2	Medium	118	42.91
3	High	109	39.63
		275	100

Source : Computed data

The above table shows the level of awareness of organic food products. Researcher formulated 10 variables to find the level of awareness of organic food. Likert five point scale used to find the total score, find out mean and standard deviation. the mean score is 42.957, SD is 2.667, based on the means and standard deviation the level of awareness of organic food were taken. Forty eight (17.46%) sample consumers are felt low level of awareness of organic food products. One hundred and eighteen (42.91%) sample consumers are felt medium level of awareness of organic food products and remaining one hundred and nine sample consumers are felt high level of organic food products. Majority of the sample consumers felt medium level of awareness of organic food products.

Chi square test

Chi square test applied to find which the socio economic factors influence the level of awareness of organic food products. Two way table prepared, all economic factors of the sample consumers were taken in row, level of awareness taken in column. Chi square value, p value were calculated and compared with standard value to test the hypothesis.

Hypothesis : socio economic factors do not significantly influence the level of awareness of the sample consumers.

Table 8 : Factors Influencing level of awareness

Sl. No.	Variables	Chi square value	DF	P value	Result
1	Gender	18.645	2	0.001	Significant
2	Age group	25.633	6	0.001	Significant
3	Educational details	21.115	6	0.001	Significant
4	Occupation	24.521	6	0.001	Significant
5	Family type	19.665	2	0.001	Significant
6	Number of family members	14.638	4	0.001	Significant

Source : Computed data

The above table shows the factor influencing level of awareness of the sample consumers. Gender (p value 0.001), age group (p value 0.001), educational details (p value 0.001), occupation (p value 0.001), family type (p value 0.001), number of family members (p value 0.001) were significantly influence the level of awareness. Hence, null hypothesis is rejected and alternative hypothesis is accepted at 5% significant level.

FINDINGS

The following are the findings of the study.

- Majority (57.09%) of the sample respondents are male.
- Majority (34.55%) of the sample consumers are between the age group of 41 years and 50 years.
- Majority (37.09%) of the sample consumers are post graduates.
- Majority (37.82%) of the sample consumers are private employees.
- Majority (58.91%) of the sample consumers are nuclear family members.
- Majority (58.91%) of the sample consumer's number of family members are between 4 and 6.
- Majority of the sample consumers felt medium level of awareness of organic food products. All the socio economic factors are influence the level of awareness of organic food products.

SUGGESTIONS

Following are the suggestions to the organic food consumers.

- Consumers are aware of organic products, but they are in need of more awareness about the organic food products.
- There are some different between the fertilizer food products and organic food products, consumers should know this to find the organic food products.
- Government has given logo for organic food products, consumers have to check it out while purchase the organic food products.
- Consumption level is more important than purchase of organic food products. Consumers have to lean the level of organic food products consumption after purchase.

CONCLUSION

Consumers are expecting good and healthy products, healthy products are costly than the other products. Food products are no exception for this, it result in organic food products. Farmers are trying to cultivate food through organic method, but consumers are having another questions in their mind, that the seeds are organic or regular. Government has given the organic logo for certified organic food. Consumers should understand the certified logo which printed over the wrapper before buying organic products. Organic food products are costly than regular products, consumers need more income to face this expenses. Consumer's income, educational qualification, family types are highly influence of buying organic food products. This study concluded that there are awareness about organic food products,

consumers should more aware of organic products and should be aware of organic food products logo, price and farmers.

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