



A STUDY ON CONSUMER'S ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS IN PATTAMBI MUNICIPALITY

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INTRODUCTION



Organic food products are kinds of green product produced by a farming system which do not use any kind of chemical fertilizers, pesticides, growth regulators etc. The livestock, which produces meat, eggs, dairy products etc. are not treated with any kinds of hormones or antibiotics. Consumption of organic products reduces environmental pollution and allow to conserve for future generation.

STATEMENT OF THE PROBLEM

Today, a lot of awareness on organic food products is made among the customers through advertisements, magazines, social media etc. Different kinds of organic products are available in the markets also. Specialized shops only for organic products can also be seen in the consumer market. But it is to be examined that whether the customers are really aware of organic food products and also their attitude towards these products. This study deals with the consumer's attitude towards organic products in Pattambi Municipality.



OBJECTIVES OF THE STUDY

- To study the awareness of consumers with respect to organic food products.
- To study the attitude of consumers towards organic food products.
- To analyse the relationship of income and education qualification with consumption pattern of organic food products.



HYPOTHESES

❖H0: there is no significant association between gender and awareness level of respondents towards organic food products.

H1: there is significant association between gender and awareness level of respondents towards organic food products.

❖H0: there is no significant association between education qualification and consumption of organic food products

H1: there is significant association between education qualification and consumption of organic products.

❖H0: there is no significant association between income level and consumption of organic food products.

H1: there is significant association between income level and consumption of organic food products.

RESEARCH METHODOLOGY

Nature of the study: Analytical and Descriptive

Types of data:

Primary data- Questionnaire

Secondary data- Books, Journals and Web sites

Area of study: Pattambi Municipality

Sample size: 150

Sampling method: Simple random sampling

Tools used for data analysis: Simple percentage analysis & Chi square test

ANALYSIS

Demographic profile of the respondents

Table showing age of respondents

Age	No of respondents	Percentage
Up to 20	30	20
20-30	38	26
30-40	42	28
40-50	26	17
Above 50	14	9
Total	150	100

The above table shows more than half the of respondents (54%) are in between 20 – 40 , 28% in 20 – 30 age group and 26% in 30 – 40 age group.

Table showing gender of respondents

Gender	No of respondents	Percentage
Male	64	43
Female	86	57
Total	150	100

It is clear from the table that 57% of respondents were female and 43% of respondents were male

Table showing education qualification of respondents

Education qualification	No of respondents	Percentage
Upto SSLC	19	13
Plus two	49	33
Graduation	39	26
Post graduation	26	17
Professionals	17	11
Total	150	100

The higher qualification for one third of the respondents (33%) is plus two followed by graduates (26%).

Table showing occupation of respondents

Occupation	No of respondents	Percentage
Agriculture	22	15
Business	43	29
Professionals	20	13
Home maker	60	40
Unemployed	5	3
Total	150	100

40% of the respondents were home makers and 29% of the respondents were business persons.

Table showing annual income of the respondents

Annual income	No of respondents	Percentage
Below 2.5 lakhs	33	22
2.5 lakhs – 5 lakhs	54	36
5 lakhs – 7.5 lakhs	43	29
Above 7.5 lakhs	20	13
Total	150	100

The highest number of respondents (36%) have an annual income of 2.5 lakhs to 5 lakhs which is followed by 5 lakhs to 7.5 lakhs (29%).

Level of agreement towards different aspects regarding organic food products.

Statements	Level of agreement									
	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	No*	%	No	%	No	%	No	%	No	%
Organic food products are healthy	38	25	86	58	18	12	6	4	2	1
Organic food products are free from any kind of chemical fertilizers and pesticides	30	20	52	35	56	37	10	7	12	8
Organic food products are produced with eco friendly techniques	8	5	67	45	37	24	22	15	16	11
Organic food products available in the market are truly organic	3	2	34	23	39	26	49	33	25	16
Organic food products reduces environmental pollution	18	12	72	48	38	25	14	10	8	5
Organic food products are tastier than non organic products	20	13	43	29	28	19	48	32	11	7
Prices of organic products are comparatively higher	24	16	82	55	32	21	8	5	4	3
It is fashionable to use organic food products	16	11	57	38	34	22	40	27	3	2

It is clear from the table that majority of the respondents (83%) consider organic food products as healthy. Half of the respondents believe that organic products are free from chemical fertilizers and pesticides and are produced by means of eco – friendly techniques. Only one fourth of the respondents have the opinion that all organic products available in the market are truly organic. 58% of the respondents do not have a positive opinion on the taste of organic products. 71% agree that organic food products are comparatively high priced and nearly half of the respondents agree that its fashionable to use organic food products.

Testing of hypotheses

Hypotheses	Test result
There is no significant association between gender and awareness level of respondents towards organic food products.	Rejected
There is no significant association between education qualification and consumption of organic food products	Accepted
There is no significant association between income level and consumption of organic food products.	Accepted

FINDINGS

- The customer's awareness level on organic product is moderate.
- The awareness level of females are higher than males.
- The consumers believe that organic products are healthy and eco friendly
- Consumers are aware that prices of organic products are comparatively higher, but still have a positive attitude towards these products.
- Price of the product, income level of consumers and education qualification of consumers do not have relation with the consumption pattern of organic products.

CONCLUSION

- The overall awareness on organic food products among the public is increasing and their attitude towards these products is positive.
- The reasons for consumption of organic products are varied and the primary motives include health factors and concern about environment.
- Unlike conventional products, price of products, education level of customers, annual income of customers etc. does not have much role in determining the consumption pattern of organic products.
- It can be assumed that in the coming future organic products will take over the markets of non organic products.

SUGGESTIONS

- A higher level of awareness should be created among the customers regarding the benefits of organic products to consumers.
- Switching to organic products is a good strategy for business units to promote their sales.
- Self employment groups like kudumbasree units may be encouraged to do organic farming by providing them with adequate facilities.
- An awareness can be given to students both in school and college levels and can be motivated to develop an organic garden in the school/college compound.
- Government could take initiative to open specialised shops for the distribution of organic products which will be very beneficial to both producers and consumers.
- Measures like certification etc. could be taken to make sure that the products available in the market are truly organic

THANK YOU