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A Study on Consumers Behavior towards Organic Food in Chandigarh

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Abstract

Availability of organic input and output is critical for improve of organic forming in the country. Development of efficient marketing system is the need of the hour for strengthening the organic production in India. This paper made a humble attempt to understanding the consumer perception about organic product and marketing in Chandigarh. The results concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are organic producer are low, adequate market facility is not there, few number of shops, lack of awareness, and so on. Therefore if farmers as well as government give interest to organic farming then it would easily enhance better marketing system for organic food products in Chandigarh.

Keywords: *Organic products, price, attitude, Health consciousness, consumer satisfaction*

INTRODUCTION

Over the past decade consumption patterns of consumer has been changed especially in food consumption because most of the consumer are shifting towards organic food because of the his/her perception is to

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consume the organic food is good for health and it grows with use of organic manual and use of natural resources, because of which consumer's behavior got shifted towards organic food products, and quality and safety in food attract consumer interest in organic food that is free from pesticides and chemical residues. Organic agriculture is produced with an objective to produce healthy and quality foods without using synthetic chemical products. Thus, organic agriculture not only preserves the environment but it also improves public health, ringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment. The organic food market has grown continuously over the past decade, but, the total share of organic food is still small compared with the total food market. Even in countries with matured organic sectors such as Switzerland, Austria and Denmark, organic food consumption is barely more than 5 per cent of total food consumption (Willer & Kilcher,2011). Several past studies provided evidence that consumer attitudes towards organic food significantly influence consumer choice (Magistris & Gracia, 2007). In order to promote organically produced products, a cohesive marketing strategy is needed, which depends on a better and complete understanding of food consumers and their purchase behavior. To achieve sustainable development, efforts should go beyond cleaner production to sustainable consumption (Narayana swamy & Stone, 2007). Sustainable consumption only includes buyer behavior for greener products that bring less pollution during production (OECD, 2002). Organic farm production and trade has emerged as an important sector in India. As in other parts of the developing world, and is seen as an important strategy of facilitating sustainable development. The development of organic agriculture in India is receiving increased attention among the farmer/ Producers, processors, trader, exporters and consumers.

IMPORTANCE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and

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chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behavior. The rationale for carrying out this study is that consideration for the environment could come only from well informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behavior can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main agenda of this study.

OBJECTIVES OF STUDY

- This study attempted to gain knowledge about consumer attitude towards organic food products.
- Consumption and potential market in study area for organic food products.
- To analyze the constraints in marketing of organic products and to suggest suitable measures accordingly.

METHODOLOGY

The study based on primary data. The primary data had collected from selected consumers on Simple Random Sampling Techniques by administering the structured questionnaires.

Sample Design

In order to understand the demand factors in organic products and the consumer's perception of organic products in Chandigarh city the following sample size will be used to collect the primary data.

Limitation Of Study

The study confined to organic products market shops in Chandigarh City and to organic food product. The inference drawn purely on the basis of respondent responses in the study area.

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RESULTS AND DISCUSSION

Table 1: The Classification of Respondents Based on Gender

S. No	Gender	No of Respondents	Percentage
1	Male	23	56
2	Female	27	54
Total		50	100

Source: Primary survey 2017

The above table 1 reveals that the 46% of Respondents were belonging to Male, remaining of the 54% of the respondents were Female. Therefore majority of the male respondents were purchased organic products.

Table 2: The classification of Respondents on their Age

S. No	Age	No of Respondents	Percentage
1	15-25	3	6
2	25-35	11	22
3	35-45	14	28
4	45-55	10	20
5	55 and above	12	24
	Total	50	100

Source: Primary survey 2017

The table 2 shows that 6 percent of the respondents are in the Age between 15-25 Years old, 22 percent of respondents are in age between 25-35 years, 28 percent of respondents are in between 35-45 years old age, 20 percent of respondents are in between 45-55 years old age and remaining 24 percent of respondents are Above 55 years old out of 50 Respondents. The ages between 35-45 years are well aware about organic products, so that they purchase more in the study area.

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The table 3 shows that 20 % of self-employed, 24 % of House wife, 48 % of Professional, 8% of Students out of 50 respondents while buying organic product respectively in study area, so we observe that table and figure it says that more professional peoples are prefers organic food product.

Table 3: The classification of Respondents on their occupation

S. No	Occupation	No of Respondents	Percentage
1	Self-employed	10	20
2	House wife	12	24
3	Professional	24	48
4	Student	4	8
	Total	50	100

Source: primary survey 2017

Table 4: Reasons for purchase of the Organic Food Products

S. No	Important Factors	No of Respondents	Percentage
1	Maintain Good Health	30	60
2	Quality	10	20
3	Low Price	2	4
4	Service	8	16
	Total	50	100

Source: primary survey 2017

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The table 4 shows that the 60 percent of respondents prefer organic food to maintain good health, 20 percent of respondents for its quality and other 4 percent of respondents to Low Price and remaining 16 percent of the respondent were prefers as good service provided by organic shop out of 50 respondents.

The table 5 describes the 24 percent of the respondents are purchasing organic food product from one year, 12 percent of the respondents are using since two years, 20 percent of respondent are using three years, and remaining 44 percent of respondent are using organic food product more than three years.

Table 5: How Long Interested in Consumption of Organic Food Products

S. No	Duration	No of Respondents	Percentage
1	Since 1 year	12	24
2	2 year	6	12
3	3 year	10	20
4	More than 3 year	22	44
	Total	50	100

Source: primary survey 2017

Table 6: Purchase of Different Kinds of Organic Food Products

S. No	Types of Food Products	No of Respondents	Percentage
1	Fruits and Vegetables	19	38
2	Cereals and Pulses	7	14
3	Milk	6	12
4	All organic product	18	36
	Total	50	100

Source: primary survey 2017

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The table 5 clearly shows that the majority of the respondent (38 %) are usually purchase of fruits and vegetables because of the fruits and vegetables are perishable in nature, 36 percent of people are using all organic products, 14 percent of people are purchasing Cereals and Pulses remaining 12 percent of respondents are using milk.

The table 6 shows that information about organic shops to respondent is more from friends/family i.e. 62 percent and second is Direct mailers i.e. 22 percent, 8 percent from Reference websites, 6 percent Press advertisement, and finally only 2 percent T.V advertisement.

So the information will be flow about organic shops only by a friends/ Family is more when compared to other information sources.

Table 7: Information about organic product shops to respondent

S. No	Information centers	No of Respondents	Percentage
1	By friends/ Family	31	62
2	Direct mailers	11	22
3	Press advertisement	3	6
4	Reference websites	4	8
5	T.V. advertisement	1	2
	Total	50	100

Source: primary survey 2017

Table 8: Respondent preferences for quality while buying organic product

S. No	Qualities	No of Respondents	Percentage
1	Intermediaries	4	8
2	Standard	31	62
3	Latest/Advanced	15	30
	Total	50	100

Source: primary survey 2017

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The Table 8 clearly shows that the majority of the respondent (62 percent) while prefer stander quality of organic product, 30 percent of respondent referees Latest/Advanced organic products and remaining 8 percent of respondents prefers intermediaries organic products respectively.

The Table 8 says that majority of the respondent (96%) quality of organic produce is satisfied. But only few (4%) of consumer not satisfied of organic product majority of organic product not preserve more months.

Table 9: Consumer responses about satisfaction about quality of organic product

S. No	Reactions	No of Respondents	Percentage
1	Yes	48	96
2	No	2	4
	Total	50	100

Source: primary survey 2017

Table 10: Respondents opinion towards Price of Organic Products compared to other organic shops

S. No	Reactions	No of Respondents	Percentage
1	Very good	4	8
2	High	31	62
3	Average	11	22
4	Same	4	8
	Total	50	100

Source: primary survey 2017

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The table 10 indicates that the 62 percent of the respondents were opinion that the organic products prices are high because of inputs and procurement costs are more than conventional product, 22 percent of respondents were expressed as Average, 8 percent opinion that its same compare to other organic products and reaming 8% were expressed very good in the study area.

The table 11 shows that the 60 % of respondents are buying weekly Organic products, 30 % of Respondents are Daily purchasing, 6 % occasionally buy and remaining 4 % of respondents once a month a purchasing of an organic products out of 50 Respondents.

Table 11: The classification Respondents based on frequently purchase of Organic products

S. No	Duration	No of Respondents	Percentage
1	Daily	15	30
2	Monthly	2	4
3	Weekly	30	60
4	Occasionally	3	6
	Total	50	100

Source: primary survey 2017

Table 12: Respondents ranking for organic products

S. No	Opinions	No of Respondents	Percentage
1	Outstanding	3	6
2	Excellent	10	20
3	Good	31	62
4	Average	6	12
	Total	50	100

Source: primary survey 2017

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The table 12 indicates majority of the respondent (62%) opinion about organic product is good, because those people view is it is a good for health, and remaining 20 percent respondent opinion that excellent, 12 percent of respondent opinion its average and remaining 6 percent of respondent opinion about organic product is Outstanding.

FINDINGS OF THE STUDY

The study reveals that a lot of problems are faced by respondents while purchasing the organic products in the markets. The Findings of the study are as follows.

1. Irregular availability of organic product in shop. Because fruits and vegetables is supplied weekly once in shop.

2. There is no good packaging system of product.

3. More number of farmer is not grow the organic commodities so organic product is no available throughout the week.

4. Lot of problem while preserving / storing organic product. Because there no use of chemicals pesticides while growing and all so storing. So it is highly perishable in the nature.

5. Cost of the organic product is very high so it is all so affected to consumer to buy the commodity. Because Price of the product should not meet the normal people.

6. There is a lack of awareness about organic products to consumers.

7. The organic products shops are limited in the city.

8. The advertisement of organic products is very low when compare to non-organic products.

9. Education background of the consumers is one of the important variables which influence the purchase of the organic products. The result is show that there are no illiterate among the respondent and majority of the consumers are graduate.

10. More number of consumers says to satisfy the product and all so suggest it healthy in nature.

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SUGGESTIONS

1. Awareness and training program to farmer: Because more number of farmers is not growing without use of chemicals. Because farmer are go only production of high yield commercial crops so he will use more chemical fertilizer and pesticides. But some majority of farmer success in organic farming.

2. Government support: Government is all so support to grow of organic farming and all so farmer through good organic product market facilities, financial support and so on.

3. Infrastructure facilities: Give to sport to post-harvesting facilities for organic forming. Because possible to decline in yield during the conversion period, there is need to provide some form of incentives to affected farmer.

4. Package of product: Provide a good packing facility to specific product.

5. Development of marketing: There is all very important is to develop more marketing area. Because there is no regulated market facility in organic product.

6. Regulated market is all so give separate price facility and market facility in yard only. Because more number of consumer prefer organic product. But there no farmer, so it stimulate the farmer to grow the organic products.

7. Give free certification facilities: The increase frequency of viewing the advertisement of organic food products and better taste would influence the purchase organic food products. The influence of advertisement of organic food products with an increase in education found particularly among consumers.

CONCLUSION

India has tremendous potential, largely untapped, for a major breakthrough in organic agriculture. With the effort of government to streamline regulatory mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. And all give assistant to farmer to grow the organic product. Consumer behavior is playing the major role while buying not only organic product any product. So the organic shops and product supply is limited but demand for it is more so farmer and all

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so government are think to improve or increasing production of organic product as well as good packaging, quality and market system it helps to improve the standard of living farmer and all it healthy to environment and all so it helps to government. The sellers of the organic product are all so increase. The marketers of organic foods need to be innovative and dynamic in order to compete with the changing purchase behavior in the Organic food products market among urban residents.

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