



BUYING PREFERENCE OF ORGANIC RICE IN THE RICE BOWL OF TAMILNADU

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ABSTRACT

This article aimed to analyse the user's perceptions towards organic rice in the study area. In this consumer centered marketing, manufacturers are influenced by the consumers those who highly aware about organic foods and consumers are take diversion from inorganic products. So, the main purpose of the research work is to understanding the preferences of rice and why they choosing organic rice instead of traditional one. In this context, of the researcher framed the questionnaire and circulated in the study area. 120 respondents were randomly chosen as sample size. Descriptive and inferential statistics were performed to analyze the collected data from the respondents and two hypotheses were framed and tested using analysis of variance (ANOVA). Based on the analyzed results some suggestion and conclusion were given.

Key words: Buying Preference, Eco-Friendly, Awareness, Chemical Free.

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1. INTRODUCTION

Tamil Nadu is a large state with a diverse, geographical, environment and culture. Rice plays an vital role in the diet people of Tamil Nadu. Rice provides vitamins, minerals, carbohydrates and essential nutrients for the body such as a variety of proteins, fats and curbs. To providing hoarded food to the people during the growing seasons is a change. Chemical fertilizers such as herbicides and pesticides are not used in organic rice. The analysis revealed that 'health' is main attributes preferred by the consumers for shifting to organic rice consumption followed by the 'nutritional status' organic food preference for 'managing illness' and 'ecofriendly' nature of organic rice production [7][8][9][10][11].

In this civilized world all elements of earth were polluted and modified. According to the convenience of the people past 4 decades computer starts to rule the world and people are not ready to stay tuned, people immediate need and urge induce manufactures to perform faster nature. So, the agriculturist is also go with the world they use fertilizers and pesticides for better yield [12][13][14][15]. They unknowingly adding a bit of poison to the soil and the product they produced (rice). Now, the time for renovating the world of agricultural produces by without using fertilizers and pesticides. People are well aware about the organic food and eco-friendly products. The non-consumable products are produced with the thumb rule of eco-consciousness. People are having the buying preferences organic rice only compare than convention and inorganic rice. Now a days consumers are aware and prefer to buy organic products particularly organic rice.

2. REVIEW OF LITERATURE

Lakkana Ruekkasaem and Montalee Sasananan (2017)¹ [1] The purpose of this study was to examine consumer behaviour and the elements that influence rice purchasing decisions and awareness of organic rice in order to provide suggestions for organic rice entrepreneurs in satisfying consumer demand. Field data was obtained from 433 individuals in supermarkets and organic product exhibitions throughout the Bangkok Metropolitan Area, Thailand, using an E-survey (Google form). The differences between categories of respondents, decisions to purchase rice, and awareness of organic rice were tested using a 2 test (at a 5% level of significance). The study discovered that consumers prefer the same variety of rice without variation when making rice purchasing decisions (37 percent). Flavour was the most important factor in deciding whether or not to buy rice (46 percent), followed by nutritional value. (30 percent). Furthermore, 230 people (53.1%) were aware of organic rice. Organic rice was favoured by 52 percent of those polled for health reasons and 16 percent for environmental reasons. Those who were unaware of organic rice said it was due to a lack of public awareness (77.8 percent). The article goes into further information. This data is valuable for educating rice producers and merchants on urban rice consumption and attitudes in order to develop a better understanding of how to meet customer demand [5] [6].

S.A.M.H.Senarath & Samaraweera(2019)² [2] Rice is a staple of Sri Lankan cuisine. Rice comes in a variety of varieties for human consumption, and rice kinds are linked to rice consumption in Sri Lanka. Rice types are classified primarily by their qualitative attributes, physical characteristics, and chemical properties. As a result, this study was done in the Hambantota district of Sri Lanka to evaluate consumer preference for rice kind. For this investigation, three physical parameters and two rice types were used. The study took into account physical characteristics of rice such as colour, grain size, and milling degree. Raw rice and parboiled rice were the main rice kinds studied. Raw rice and parboiled rice were the main rice kinds studied. A questionnaire study of rice choice was conducted using a purposively sample of 100 consumers in the Hambantota administrative complex, taking into account the ease of access to respondents from various occupation groups. Preference ranking algorithms were used to analyse the data. Furthermore, the Chi-square test was employed to determine whether characters were significant. Red rice was shown to be the most popular rice colour

¹ Lakkana Ruekkasaem and Montalee Sasananan (2017). The Factors Affecting Decisions to Purchase Rice and Consumer Perception of Organic Rice in Bangkok, Thailand. 6th International Conference on Biological, Chemical & Environmental Sciences (BCES-2017) Jan. 18-19, 2017 Phuket (Thailand)

² Samaraweera, S.A.M.H.Senarath. (2019) "Determine Consumer Preference for Rice Types in Hambantota District, Sri Lanka. Determine Consumer Preference for Rice Types in Hambantota District, Sri Lanka,

among customers. The long slender (Basmati) rice grain size was the most popular. The majority of customers (75%) favoured partially milled rice. Raw rice was preferred over cooked rice. As a result, the most preferred rice kinds in the current study were long slender (Basmati) rice and partially milled red colour raw rice.

Nilawati Nasti¹ et al., (2020)³ [3] The goal of this study is to look at the impact of the Theory of Planned Behaviour (TPB) on Indonesian organic rice consumption. This research employs a quantitative technique and a positivist research paradigm. Families who eat organic rice in Indonesia make up the study's sample. Up to 250 people are expected to attend. Structural Equation Modeling (SEM) was employed as the analytical device, and it was controlled by the AMOS v 24.0 programme. This study can be used to modify TPB by adding knowledge and money as factors that influence attitudes to the constructs of knowledge and income. Payment has no direct effect on organic assuming intention or consumption behaviour in this study.

Wijesinghe A. G. K, Nazreen A.H.P, KJM (2020)⁴ [4] Consumer willingness to pay is a dynamic phenomenon that is significantly influenced by the views and attitudes of customers. The idea that organic rice is safer, healthier, and more ecologically friendly than conventionally produced alternatives has led to a surge in organic rice purchases in recent years. Consumer willingness to pay for organic rice, consumer perceptions of willingness to pay for organic rice, and the effect of socio demographic variables on willingness to pay for organic rice in Sri Lanka were all investigated in this study. A questionnaire study was done with 100 customers in Kurunegala area, which is extremely sensitive to agrochemical-based diseases in Sri Lanka, using a multi-stage sample technique. The Contingent Valuation Method and Ordered Probit Regression analysis were used to analyse the data. According to the study, 100 percent of consumers chose organic rice at the same bid price, while 96 percent consented to spend a higher price for organic rice. Monthly income, education level, and favourable attitudes about organic rice all contribute to increased readiness to pay for organic rice and price premiums. Consumers who believe organic rice has fewer pesticide residues, more nutrients, and better quality than non-organic rice are more likely to spend a higher price. The primary motive for consumers to choose organic rice is health concerns. Policymakers can choose the range of price increases for such organic rice without harming existing demand, and new marketing tactics to expand the market are urgently needed [16][17][18][19].

3. STATEMENT OF THE PROBLEM

In this fast and furious decade, all elements of the world are polluted and genetically modified for the convenient of the farmers. In this fast-going world, farmers and distributors are highly concentrate on the yield and return to their investment. Normally, the farmers are highly aware about the fertilizers and pesticides available in the market due to high usage of chemical fertilizers decrease the fertility of the soil. High usage of chemical fertilizers the human health is also affected. Increase of diseases will make us to remind the old days without chemical fertilizers. So, the consumers are preferring to buy organic products. Thus, the study intended to establish, the various preferences among users of organic rice in the study area.

³ Nilawati Nasti¹ et al, Consumption Behavior of Organic Rice in Indonesia: Review of Modified Theory of Planned Behaviour European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.12, No.30, 2020 40

⁴ Wijesinghe A. G. K, Nazreen A.H.P, KJM (2020), Consumer Willingness to Pay for Organic Rice: With reference to Kurunegala District in Sri Lanka, Kelaniya Journal of Management | 2020 | Vol. 09 | Issue 01 | Page 35.

4. OBJECTIVE OF THE STUDY

To study the buying preference of organic rice and analyse the using pattern of organic rice varieties.

5. RESEARCH METHODOLOGY

Sources of Data

The study fully based on both primary and secondary data. The primary data have been collected through a well-structured questionnaire and directly administered to the respondents in the study area. The secondary data have been collected through published text books, journals, reports, magazines and websites etc.

Sampling Technique

The researcher has used Simple Random Sampling Method to collect primary data from the respondents in the study area of Thanjavur District. 120 respondents were chosen as sample size for this research work.

Geographical Area

Based on the research work Thanjavur District is more meaning for the study. Thanjavur District also called as Rice Bowl of Tamil Nadu for the better result the researcher wants her research work in the selected district of Tamil Nadu.

Statistical Techniques

In this research work, simple percentage, Mean, Standard Deviation and ANOVA were used to improve the analytical quality of this research work.

6. RESULTS AND ANALYSIS

Hypotheses

H₀₁ – There is no association between demographic variables and cooking of organic rice preferred by respondents

H₀₂ – There is no association between demographic variables and using of organic rice varieties

Table 1 describes that, checking the association between demographic characteristics with organic rice prefer for cooking. Based on the result, gender does not an influencer while selecting the organic rice prefer for cooking. The significant value (.249) is greater than (0.05). So, the null hypothesis is accepted. Hence, it is proved there is no significant relationship between gender and organic rice prefer for cooking.

According to given result, age does not an influencer while selecting the organic rice prefer for cooking. The significant value (.018) is greater than (0.05). So, the null hypothesis is accepted. Hence, it is concluded there is no significant relationship between age and organic rice prefer for cooking. It is also found that marital status an influencer while selecting the organic rice prefer for cooking. The significant value (.000) is less than (0.05). so the null hypotheses is rejected. Hence, it is proved there is a significant relationship between marital status and organic rice prefer for cooking.

Table 1 Association between demographic variables and organic rice prefer for cooking

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Gender					
Between Groups	3.469	6	.578	1.332	.249 (NS)
Within Groups	49.031	113	.434		
Total	52.500	119			
Age					
Between Groups	12.820	6	2.137	2.687	.018 (NS)
Within Groups	89.847	113	.795		
Total	102.667	119			
Marital Status					
Between Groups	7.357	6	1.226	7.057	.000 (S)
Within Groups	19.635	113	.174		
Total	26.992	119			
Education Qualification					
Between Groups	27.950	6	4.658	1.572	.162 (NS)
Within Groups	334.842	113	2.963		
Total	362.792	119			
Occupational Pattern					
Between Groups	42.162	6	7.027	2.034	.067 (NS)
Within Groups	390.338	113	3.454		
Total	432.500	119			
Annual Income					
Between Groups	61.209	6	10.202	5.327	.000 (S)
Within Groups	216.382	113	1.915		
Total	277.592	119			
Family Type					
Between Groups	1.391	6	.232	1.000	.429 (NS)
Within Groups	26.201	113	.232		
Total	27.592	119			
Residential Place					
Between Groups	5.090	6	.848	1.280	.272 (NS)
Within Groups	74.877	113	.663		
Total	79.967	119			

Source: Primary Data

Results from the computed data, educational qualification does not an influencer while selecting the organic rice prefer for cooking. The significant value (.018) is greater than (0.05). so the null hypotheses is accepted. Hence, it is proved there is no significant relationship between educational qualification and organic rice prefer for cooking. In terms of occupational pattern does not an influencer while selecting the organic rice prefer for cooking. The significant value (.067) is greater than (0.05). so the null hypotheses is accepted. Hence, it is proved there is no significant relationship between occupational pattern and organic rice prefer for cooking. It is also clearly show that the annual income an influencer while selecting the organic rice prefer for cooking. The significant value (.000) is less than (0.05). so the null hypotheses is rejected. Hence, it is proved there is a significant relationship between annual income and organic rice prefer for cooking.

Depend on the result, family type does not an influencer while selecting the organic rice prefer for cooking. The significant value (.429) is greater than (0.05). so, the null hypotheses is accepted. Hence, it is proved there is no significant relationship between family type and organic rice prefer for cooking. Residential place does not an influencer while selecting the

organic rice prefer for cooking. The significant value (.272) is greater than (0.05). so the null hypotheses is accepted. Hence, it is proved there is no significant relationship between residential place and organic rice prefer for cooking.

Association between demographic characteristics with varieties of organic rice used by the respondents are shown in Table 2. Based on the result, gender does not an influencer while selecting the varieties of organic rice. The significant value (.508) is greater than (0.05). So, the null hypothesis is accepted. Hence, it is proved there is no significant relationship between gender and varieties of organic rice using.

Table 2 Association between demographic variables and using of organic rice varieties

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Gender					
Between Groups	4.130	10	.413	.931	.508 (NS)
Within Groups	48.370	109	.444		
Total	52.500	119			
Age					
Between Groups	27.180	10	2.718	3.925	.000 (S)
Within Groups	75.487	109	.693		
Total	102.667	119			
Marital Status					
Between Groups	6.277	10	.628	3.303	.001 (S)
Within Groups	20.714	109	.190		
Total	26.992	119			
Education Qualification					
Between Groups	115.314	10	11.531	5.079	.000 (S)
Within Groups	247.477	109	2.270		
Total	362.792	119			
Occupational Pattern					
Between Groups	52.919	10	5.292	1.520	.142 (NS)
Within Groups	379.581	109	3.482		
Total	432.500	119			
Annual Income					
Between Groups	49.779	10	4.978	2.382	.014 (S)
Within Groups	227.812	109	2.090		
Total	277.592	119			
Family Type					
Between Groups	3.588	10	.359	1.630	.108 (NS)
Within Groups	24.003	109	.220		
Total	27.592	119			
Residential Place					
Between Groups	14.095	10	1.409	2.332	.016 (S)
Within Groups	65.872	109	.604		
Total	79.967	119			

Source: Primary Data

According to the given result, age is an influencer while selecting the varieties of organic rice. The significant value (.000) is less than (0.05). So, the null hypothesis is rejected. Hence, it is proved there is a significant relationship between age and varieties of organic rice using. Marital status an influencer while selecting the varieties of organic rice. The significant value (.001) is less than (0.05). So, the null hypothesis is rejected. Hence, it is proved there is a significant relationship between marital status and varieties of organic rice using. Educational qualification of respondents are influenced while selecting the varieties of an organic rice. The significant value (.000) is less than (0.05). so the null hypotheses is rejected. Hence, it is proved

there is an significant relationship between educational qualification and varieties of organic rice using. Based on the result, occupational pattern does not an influencer while selecting the varieties of organic rice. The significant value (.142) is greater than (0.05). so the null hypotheses is accepted. Hence, it is proved there is no significant relationship between occupational pattern and varieties of organic rice using.

Annual income an impact while selecting the varieties of an organic rice. The significant value (.014) is less than (0.05). Therefore, the null hypotheses is rejected. Hence, it is proved there is an significant relationship between annual income and varieties of organic rice using. Family type of the respondents does not an effect while selecting the varieties of organic rice. The significant value (.108) is greater than (0.05). so the null hypotheses is accepted. Hence, it is proved there is no significant relationship between family type and varieties of organic rice using. Residential place an inducer while selecting the varieties of organic rice. The significant value (.016) is less than (0.05). so the null hypotheses is rejected. Hence, it is proved there is an significant relationship between residential place and varieties of organic rice using.

7. FINDINGS

From the above discussion, the researcher has brought out the following are the findings of the study. After accepting LPG concept in India, the entire consumption pattern drastically changed from traditional food to westernized food items. Nowadays, from children to age old consumers, they are given preference to consume western food item only compare than our traditional foods. Consumption pattern of westernized food items like fast-food and Junk food, it leads to numerous numbers of deceases and issues faced by the Indian like obesity, sugar, hypertension, indigestion and issue fertility and etc., The Study area selected by the researcher completely dependent on agriculture sector particularly paddy production. It was obtained that residential status and income pattern of the respondents have influenced the buying preference of organic rice in the study area, the other demographical factor never influenced to the buying preference of organic rice.

8. CONCLUSION

Consumption pattern of Indian consumers are slowly changed eating habits from westernized food to traditional food. Indian traditional food product from organic rice is playing an important role in each Indian dining table. This Organic Rice has rich nutrient and medicinal value particularly, it is controlling the blood circulation of human body, reduce the obesity, sugar free, medicine for hypertension and etc., Almost 90 percentage farmers are produced and involved in Paddy production. In the present era; most of farmers are given preference to produce organic paddy compare convention and inorganic Rice. In this context, the respondents of this study are also slowly changing their consumption pattern from inorganic rice/convention rice to organic Rice. It will lead to disease free India, particularly; Sugar, Obesity, Hypertension may gradually go down.

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