



CONSUMER ATTITUDE TOWARDS ORGANIC FOOD IN TRICHY

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ABSTRACT

The high growth of population and life expectancies during the twentieth century increased demand for the food suppliers in India. The growth of the organic food sector is not upto the mark in India due to lack of awareness among consumers. thus, the study analyzed the consumer attitude towards organic food products in Trichy district. the respondents were surveyed by using a questionnaire, thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

Keywords: Organic Foods, Consumer Attitude.

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1. INTRODUCTION

The twentieth century has been a witness to the most technological agricultural revolution changes the high growth of population and life expectancies increased demand for food supplies (Kavitha & Gopinath, 2020). To meet this demand, the technical green revolution has been the corner stone of India's agricultural achievement which transformed India from a food –deficient to a self –sufficient country.

Organic agriculture in India was practiced long back in 1900 by SIR ALBERT HOWARD, agronomist, in a local village of north India, and he is often referred to as the “Father of modern organic agriculture” Organic farming and its food products balance both the sustainable livelihood of the farmers as well as safeguard the consumers health (Gopinath & Kalpana, 2019a). It promotes the healthy use of natural resources, Improves soil fertility preserves biodiversity, and minimizes all forms of pollution. It aims to produce a food product which gives long term benefit to both the environment and health of future generations (Gopinath, 2019a)

2. NEED FOR THE STUDY

Several studies have been conducted to understand the factors that positively contribute towards consumers attitude towards organic food. Most of these studies were restricted to European countries, America, and some south East Asian countries (Gopinath, 2019b). Very few research studies have been conducted with an attempted to focus in detail on the various factors that influence consumer attitude towards organic food in India (Bhawiya Roopaa & Gopinath, 2020) Having reviewed several studies and having identified the gap we felt an imperative need to undertake this present investigation.

2. STATEMENT OF THE PROBLEM

Green revolution, industrial advances, food products produced with synthetic pesticides and chemicals are engrossing the major portion of everyone’s consumption pattern of human life. the increased negative cause of the food products produced with help synthetic pesticides and chemical fertilizers had a thoughtful effect on consumer behavior, which ensures the world wide growth of organic food products at a remarkable rate.

3. OBJECTIVES OF THE STUDY

- 1.The measure the consumers food .purchasing attitude towards food safety.
- 2.To analyze the consumers level of attitude about organic food products.

4. REVIEW OF LITERATURE

Dhanalskshmi (2011) measured the attitude about organic products among non-organic product consume results showed that 74.8% of the respondents were very well aware about the organic products, and only 25.2% the respondents did not have any idea about organic products.

Nandi *et al.* (2014) stated that the market for organic products in India is still in infancy and knowledge about organic consumers in the country is definitely under researched.

5. RESEARCH METHODOLOGY

Research type: this type of research is quantitative. Area of the study: in Tamilnadu Trichy has been selected area of the study. Tools used for data collection. The questionnaire has specifically designed for the purpose of this study. Sample size: The researcher has selected three taluk from the Trichy district Srirangam, Thuraiyur, Manappari based on the research plan only 55 respondents have been selected using of this study.

6. FORMULATION OF HYPOTHESIS

There is no significant association between personal factors of the respondents and their level of attitude organic food products.

There is no significant relationship between personal factors like age, educational status, occupation status, family size, economic status, and residential area of the respondents and their level of attitude out various facts related to organic food products.

7. ANALYSIS AND INTERPRETATION

S.no	Level of importance	Frequency	Percent
1	very important	417	75.8
2	important	127	23.1
3	not very important	6	1.1
	Total	550	100

The table1 it is clear that 75.8% of the respondents opined that is very important to buy food product without synthetic pesticides and chemical fertilizers for safety health,23.1% opined that it is important and 1.1% the respondents opined that it is not very important.

Duration of attitude level

S.no	Opined about price range	Frequency	percent
1	high	460	83.6
2	same	61	11.1
3	low	29	5.3
4	Total	550	100

It is clear 83.6% of the respondents have opined that price of the organic food products is high compared to convention food products ,11.1% opined that price is same and 5.3% opined that price of the organic food products is low compared to convention food products.

8. FINDINGS

75.8% of the respondents opined that is very important to buy food product without synthetic pesticides and chemical fertilizers for safety health (Gopinath & Kalpana, 2019 b).

83.6% of the respondents have opined that price of the organic food products is high compared to convention food products (Karthick *et al.*, 2020 a).

Organic products are more expensive than non-organic products. So organic consumers do not buy large quantities of products.

The types of organic products available in the market are limited. Customers are not aware of organic products (Karthick *et al.*, 2020 b).

Organic products are not properly certified by any organic certified agency or authority. The organic products shops are limited in the city. There is a lack of technologie for the procurement of organic products.

9. SUGGESTIONS

There is a need to open organic products marketing shops every addition areas in the Trichy. The formation of awareness of organic products is necessary among consumers. Constant improvement in product features would lead to increase in consumption of organic food products. The increase frequency of screening the advertisement of organic food products and better taste would influence the purchase organic food products. The authority of advertisement of organic food products with an improve in education found particularly among consumers (Gopinath, 2019c). To encourage to buy organic good products, the variables like familiarity, personal ideology, social interaction ,habits had greater influence in buying organic food products. The knowledge of the organic food products among customers depends on the promotional efforts of the marketers. The accessibility organic food products need wider advertisement (Gopinath, 2011).

Allocation of separate shares for organic food products in departmental stores Positioning organic food products by their specific attribute Positioning organic food products by influencing consumer beliefs about the benefits they get on consuming. Positioning by reputation for quality “only organic”.

10. CONCLUSION

Green revolution transformed India from a food –deficient to a self –sufficient country. But more usage pesticides and chemical fertilizers, various ill effects have been observed. the whole world is now need to move a new concept called “Ever green revolution” for the benefit of environment and present need to move future mankind. the famous Tamil quote says that” Food itself a medicine” therefore in a country like India where many children are nourished and people who spend a major chunk of their income for health treatment, organic food products at the potentially of bringing a positive change in the concept in the health status of the country. The future of organic food or in india seems to be very bright and the concept of an organic life style is here to stay.

11. SCOPE FOR FURTHER RESEARCH

This study is based on the responses obtained from the respondents in the trichy corporation only and is based on the assumption that all the responses given by the respondents were true the study on attitude towards of organic food even in rural and semi urban areas may be conducted and the level of satisfaction derived by the consumer

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