



# A STUDY ON THE CONSUMER PERCEPTION ON MEDIA EXPOSURE FOR ORGANIC FOOD PRODUCTS

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## ABSTRACT

*Organic agriculture production and trade are becoming increasingly important in India and other developing countries as people become more concerned of their health. Organic food is farmed without or with little chemical fertilisers and pesticides, and no chemical, artificial colour, or flavouring is utilised as a processing aid or as an ingredient in its processing. Organic manures, bio-fertilizers, and bio-pesticides are used to grow these crops. Consumers and manufacturers alike perceive organic products as a natural choice. Growing knowledge of nutritious, flavorful, and healthful foods, as well as changing lifestyles, are driving increasing demand for organic food, notably in India's metro areas, where the market for organic foods has nearly quadrupled in the previous few years. A study of media exposure for organic food among consumers is included in this research project.*

**Key words:** Consumer, Organic Foods, Media Exposure, Media Coverage.

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## 1. INTRODUCTION

Sustainability is the most critical public health concern in the twenty-first century. Because consumer choices about the environment have an impact on the quality of life and health of future and present generations, the task of establishing healthier communities begins with environmental awareness and the coordinated implementation of eco-friendly behaviour.

Concerns about building a healthy and sustainable environment have sparked interest in environmental concerns among academics, corporations, the media, government, and non-governmental organisations in the current situation. The gravity of these challenges has prompted consumers to become more aware of their consumption habits, resulting in the green movement, practises, and actions. Understanding consumer concerns about the environment can have a big impact on public health.

Food production, trading, and consumption have all been identified as major contributors to a variety of environmental challenges. Green refers to food that has been grown naturally. Organic food purchases are motivated by the perception that organic foods are healthier, more nutritious, and taste better than non-organic ones. Organic agriculture attracts customers who value both social (environment) and personal (health) benefits from its products. Most of them believe that green food articles (ingestible products) such as snack food, frozen food, canned food, soft drink, cereals, juices, backed foods, coffee, chocolate, children's food, dairy products, sea food, fresh meat, and vegetables are of higher quality than conventional alternatives [7][8][9].

Various institutions and organisations have been established around the world, particularly in industrialised countries, to ensure food safety and public health. People are questioning current agriculture practises as their awareness of the environment grows, as well as their concerns about food safety. The obvious dangers of current agriculture techniques, such as the use of pesticides, chemicals, and their residues in food, appear to have a long-term relationship and undiscovered health impacts, which has resulted in a rise in demand for organically grown produce [10][11][12]. The primary motivation for the public to purchase organic food is the desire to improve or maintain their health. Organic food appeals to customers because of its lifestyle, environmental benefits, and health benefits. Because they have little faith in corporations, they prefer to buy from local producers (open markets) and occasionally from specialist stores or supermarkets [13][14]. However, with the help of label information and certificates, individuals can distinguish between organic and non-organic foods [15][6].

Nutrition and food quality and healthiness have become the most essential measure and quality criteria among food customers. They have favourable views on organic foods because they believe that organically grown goods are healthier and safer than conventionally developed meals [17].

## 2. REVIEW OF LITERATURE

David, Arokiaraj [1] The purpose of this article is to define customer behaviour when it comes to organic food purchases. Several research have demonstrated the benefits, issues, and significance of organic food. Organic or natural farming encourages customers to purchase organic food. The goal is to determine what factors influence customers' decisions to buy organic food and to discover the most compelling reasons to buy organic in a developing country.

Rao, Dasari Panduranga, Ramanjaneyulu Mogili, and Samala Nagaraj [2] The goal of this study is to see what variables inspire people to buy organic food and how those motivations influence people's intention to buy and actual purchase of organic food.

Das, Neel, et al [3] The goal of this study was to learn more about the perspectives and motives of Indian millennial organic food consumers, a large cohort that is driving organic food consumption in the country. This chapter begins by examining the embryonic but rapidly expanding Indian organic food sector, which may be reflective of organic consumers in emerging economies in general and for which less information exists than for Western markets.

Sharma, Nayana, and Ritu Singhvi [4] A study of customer perceptions of organic food could help the burgeoning organic food industry in India and around the world. The study

benefited greatly from a review of related literature in the field of the organic food market and customer perception. It has also guided the design of the current research. The desire for organic food products has been noticed by a number of researchers both globally and in India. Also addressed are the numerous aspects that influence customer perceptions of organic food items.

Pandey, Deepak, et al [5] This study provided a research model and used a semi-structured questionnaire on 200 organic clients. Confirmatory factor analysis (CFA) was employed in the data analysis, and it was discovered that all of the indicating variables reflected their underlying constructs. Following CFA, it is also determined if the measurement model has reflected the acceptable fit to the data. Path analysis was also utilised to verify the expected causal relationship between the latent constructs (structural model). The goal of mature organisations is to contribute to a sustainable environment. The proposed relationship model for purchase intention could be beneficial to organic food businesses.

Tandon, Anushree, et al [6] The moderating influence of food safety concerns and buying involvement is investigated in this study. The mediating role of reasons and attitudes is also investigated. According to the findings, value was positively connected with reasons (both for and against), whereas attitude and reasons (for) resulted in favourable purchase intentions. The relationship between value and attitude is totally mediated by reasons (for and against). Furthermore, attitude has a role in the relationship between reasons and buy intentions.

### 3. DATA COLLECTION

This confirmatory research study looks at how people react to organic products. The number of people who consumed organic products in the Tiruchirappalli District research area is difficult to quantify. For the research, both primary and secondary data were gathered. Primary data: To confirm the consumer buying behaviour items and determine the most affecting indicators, a structured questionnaire was created.

**Table 1** Socio-Demographic profile of Respondents

|                   |                    |     |
|-------------------|--------------------|-----|
| Gender            | Male               | 212 |
|                   | Female             | 132 |
| Age               | 0-19 Years         | 50  |
|                   | 20-39 Years        | 200 |
|                   | 40-59 Years        | 95  |
|                   | 60 Years and Above | 10  |
| Education         | Up to School       | 50  |
|                   | Under Graduate     | 180 |
|                   | Post Graduate      | 120 |
|                   | Other              | 8   |
| Employment Status | Full Time          | 50  |
|                   | Part Time          | 60  |
|                   | Unemployed         | 85  |
|                   | Retired            | 8   |
|                   | Self Employed      | 130 |
|                   | Other              | 5   |
| Income Group      | less than 30000    | 20  |
|                   | 30000-60000        | 43  |
|                   | 60000-90000        | 60  |
|                   | 90000-120000       | 5   |
| Area              | Urban              | 240 |
|                   | Rural              | 120 |

There are 31 questions in the structured questionnaire. There are 9 questions about the sample respondent's personal demographic information, and the remaining 22 questions are about the key topic of research, which is consumer buying behaviour. All 22 core questions are

assessed using the likert scale approach, which uses a five-point scale (1 = strongly disagree, 5 = strongly agree). Secondary data: To further comprehend the theoretical notion of consumer behaviour, the researcher gathered material from a variety of sources including journals, books, reports, magazines, and articles.

Table 1 illustrates the respondents' socio-demographic characteristics. Table 1 shows the respondents' Socio-Demographic profile in terms of Gender, Age, Education, Employment Status, Income, and Area, which has been further studied to gain a better knowledge of the sample under study.

#### 4. RESULT ON MEDIA EXPOSURE ON ORGANIC FOOD

The media is frequently used to communicate new research to customers and to affect public opinions and consumer behaviour about foods manufactured using new technologies. The impact of media coverage on public views and consumer behaviour was investigated in Section C. Consumers are bombarded with food information from a variety of media outlets, including websites, magazines, promotions and sales schemes, cell phones, television, and newspapers. 13 Likert Scale items were created to determine the media's influence in organic food, and responses were collected. Table 2 shows the response to media exposure for organic food on a Likert scale.

**Table 2** Responses on Likert scale for Media Exposer on Organic Food

| Statement Number | Statement                                                              | Strongly Agree | Agree | Un-decided | Disagree | Strongly Disagree |
|------------------|------------------------------------------------------------------------|----------------|-------|------------|----------|-------------------|
| 1                | I often visit websites with information on organic food                | 307            | 40    | 11         | 5        | 3                 |
| 2                | I am satisfied with the information I get on organic food              | 16             | 261   | 72         | 8        | 9                 |
| 3                | At least one meal in my day has an organic produce                     | 59             | 88    | 203        | 10       | 6                 |
| 4                | would like sales people to help me when buying organic food            | 70             | 65    | 79         | 141      | 11                |
| 5                | I read Newspaper everyday to get proper information about organic food | 83             | 78    | 51         | 27       | 127               |
| 6                | I watch T.V. every day because it gives more details                   | 67             | 83    | 88         | 120      | 8                 |
| 7                | I shop for organic products once in while                              | 76             | 85    | 174        | 20       | 10                |
| 8                | I am an occasional user of organic food                                | 70             | 168   | 91         | 26       | 11                |
| 9                | I read general interest magazines regularly                            | 168            | 95    | 59         | 32       | 12                |
| 10               | I would like to have source of information on organic food             | 215            | 40    | 65         | 30       | 16                |
| 11               | Organic food is not well promoted                                      | 83             | 83    | 167        | 21       | 12                |
| 12               | I have access to the internet throughout the day                       | 63             | 92    | 79         | 120      | 12                |
| 13               | I am a regular user of organic food                                    | 114            | 70    | 62         | 26       | 94                |

##### Statement 1:

According to the data in the table above, 347 out of 366 respondents strongly agree with the first statement, 11 respondents are undecided, and just 8% disagree with the statement. The

approval of visiting websites to obtain current knowledge and information on organic food is high, with 95% agreeing. Respondents are very interested in websites because they believe that websites deliver accurate and authentic information. Consumers want to know more about organic food production and processing, as well as how it varies from non-organic food production. Websites are an excellent source of information for these issues. Whereas 4% of respondents do not accept that they do not visit any websites to learn about organic farming.

#### **Statement 2:**

According to the results, 277 respondents agree with the aforementioned statement, 72 respondents are undecided, and 17 respondents disagree. Responses on organic food consumption and consumer behaviour are collected, demonstrating satisfaction with the green product as well as information gathered by respondents from various sources. Organic food is obviously free of pesticides, herbicides, and fungicides, which distinguishes it from other foods. Everyone wants to be healthy and have all of their nutrients; it's all about knowing how to use them and being content with organic food. Updated information is also available on the Internet, in published articles, on television, and in monthly magazines, which is valuable to consumers. According to the study, 76 percent of respondents agree with the collected data, while only 5% of respondents had no favourable assumptions about the data.

#### **Statement 3:**

According to the data collected, 147 respondents agree with the statement, 203 are undecided, and 16 disagree. The majority of undecided respondents indicate that their food product is uncertain. We want to make sure that when we eat one meal a day, we are getting the nutrition that our bodies require for overall wellness. 40% of respondents acknowledged that they have at least one organic product in their daily routine. It is apparent that these respondents are concerned about their health and are willing to spend a premium price for organic food. It is also clear that organic food is an important component of their daily lives in order to keep them healthy and active. On the other side, 4% of respondents disagree with the assertion, indicating that they are either opposed to organic or cannot afford it on a daily basis.

#### **Statement 4:**

According to the study, 135 people agree, 79 disagree, and 152 disagree. Organic food is in high demand; everyone wants to eat it, but they can't because of a lack of awareness and information. It should be widely publicised. Because there is a lack of knowledge, less awareness, improper training and support of the staff, less education, less visibility into problems, and unclear about the organic food products, 42 percent of respondents express a clear rejection of any sales or marketing person who will assist them in purchasing organic food. On the other side, 37 percent of respondents think it's a good idea to have salespeople present to help consumers choose and buy organic products since an employee has good knowledge.

#### **Statement 5:**

The results show that 161 people agree with the statement, 51 disagree with it, and 154 disagree with it. It demonstrates that there is little difference between those who agree and those who disagree. According to the report, newspapers have a considerably more complicated role in our lives. For many daily life concerns, newspapers were cited as the most relied-upon source or tied for the most relied-upon source among all adults. This reliance on newspapers for so many local topics distinguishes it from all other local news sources.

More than any other source, newspapers, according to 44% of respondents, are a location where they can turn for information on a wide range of local concerns. According to the survey, 42% of respondents do not consider their local newspaper to be a reliable source of local information.

#### **Statement 6:**

The above data shows that 150 respondents agree with statement no. 6, 88 are undecided, and 128 disagree that they watch television for organic food specifics. The study looked into the nature and scope of television's portrayal of food and eating, as well as young people's reactions to it. Food and eating are regularly depicted on television, according to 41% of respondents, and the "message" in programmes contrasts with good details in advertisements in terms of the nutritional composition of the foods depicted. This is evident in the testimonies of viewers' personal eating habits. In contrast, 35% of respondents do not rely on television for such information; they simply feel it is part of a sales push.

#### **Statement 7:**

The results revealed the respondents' purchasing power in relation to organic food. It reveals that 161 people agree with the statement, 174 people are undecided, and 30 people disagree with the statement. The benefits of organic food are clearly demonstrated by data, which is why there is a purchase trend. Education, health, finances, culture, advocacy, environmental issues, and much more impact organic consumers, according to 44% of respondents. Organic food is a consumer's first choice for a variety of reasons, including brand consumers, potential consumers, savvy (well-informed) consumers, and health-conscious consumers. Only 8% of respondents disagree and are opposed to organic food for various reasons.

#### **Statement 8:**

The results suggest that 238 respondents support the statement, 91 respondents are undecided, and 37 respondents disagree. The majority of 65 percent of replies indicate that organic food is infrequently consumed in their lives due to their limited financial resources. The main reason is that organic food is rarely consumed on a daily basis due to its exorbitant price, short shelf life, limited availability, poor quality, and unappealing appearance, all of which influence purchasing and consumption. Only around 10% of consumers are affected by such factors; they appear to be frequent users of organic food, can afford it, and will be willing to pay a higher price in the future.

There should be more and more awareness programmes about organic and green products, so that at least 10% of the population is aware of them. Organic food consumption is far too irregular, and considerable work is required in this area.

#### **Statement 9:**

The table shows the responses of 366 respondents on a likert scale, revealing that 263 respondents agree with the statement, 59 respondents are undecided, and 44 respondents disagree.

As we have seen from many sources of communication, there is a lot of useful and current information on organic food. Articles, amazing information, surveys, and public opinion may all be found in this source's regular and monthly magazine.

According to the study, 72 percent of respondents acquire their information from periodicals. It was also discovered that magazine reading is a personal, me-time activity in which people relax and unwind by reading content that is relevant and interesting to them.

On the other side, 12% of respondents either do not want to spend time with magazines or do not expect to receive them on a regular basis.

#### **Statement 10:**

The table shows the responses of 366 respondents on a likert scale, with 255 agreeing with the statement, 65 undecided, and 46 disagreeing, indicating that the statement is correct and the majority of respondents are in favour of it.

According to the findings, many respondents are both aware and unfamiliar of the word "organic." The data also suggests that a significant number of people buy organic food out of curiosity, fashion, or a recommendation from a friend. The majority of respondents (69%) said they desire accurate information and that they learn more about organic food through reputable sources and awareness programmes.

On the other hand, a research found that 13% of people believe the statement is false. They are content with their current understanding and do not wish to learn more about organics.

#### **Statement 11:**

The table shows that 166 respondents agree with the statement, 167 are indecisive, and 33 completely disagree with the statement, implying that the responses of Agree and Undecided respondents are nearly equal for the above-mentioned statement.

Organic food is, without a doubt, a necessity for today's generation. The media also plays a crucial role in disseminating information. Many people in Udaipur were unfamiliar with the phrase "organic" when the questionnaire was distributed. When we asked if they had any additional non-organic products, they were well aware.

Organic is very rarely available, there are fewer retailers, and no varieties, so farmers and the government should make greater efforts to make this product a success, according to 45 percent of those who filled out the survey. Who cares if it's promoted or not, according to 9 percent of respondents!

A promotion is the sole motivation. Which is required to promote organic and green grocery products.

#### **Statement 12:**

The table shows the responses to this statement: 155 out of 366 respondents agree, 79 are undecided, and 132 disagree.

We must also say that, as a result of the vast amount of information available on the Internet, we are becoming more open to various cultures just via exposure. Internet is one of the few things that binds many of our cultures together, according to 42 percent of respondents. It will undoubtedly make us more receptive to and aware of potential for multi-cultural relationships. It is advantageous to be informed of all upcoming and previous events, information, and nuances of cultural differences in relationship habits and expectations. Not only does the Internet expose us to other cultures, but it also facilitates cross-cultural conversation and partnerships. Whereas 36% said they don't require internet connection. They rely on other sources because their knowledge is limited.

#### **Statement 13:**

According to the study, 184 respondents are in favour, 366 are undecided, and 120 strongly disagree with the statement, indicating that around 50% of respondents have significant health awareness, which is the only justification for being a frequent consumer of organic food. The survey investigated organic customer preferences for various sorts of products using choice

experiments. We collected data on consumer opinions regarding food in following standardised face-to-face interviews, which could explain the observed preferences. Consumers favoured organic items and were less price sensitive in 50% of cases.

## 5. CONCLUSION

Because of rising health concerns, environmental protection, and increased understanding about pesticides used in food production, consumers around the world are changing their eating habits. Consumers are becoming increasingly concerned about the food they consume, and they want more nutritious food that is produced without the use of chemicals. Through various social media platforms, they are informed about the dangers of pesticides and chemicals to the environment and human health. It causes serious health problems in humans, ranging from minor headaches to life-threatening diseases such as cancer, and it also exploits agricultural land and the natural environment. As a result, customers have recently started shopping for organic meals. Because it is high in minerals, vitamins, anti-oxidants, and has a lower saturated fat content. As a result, customers began to purchase organic foods, and demand began to rise. This study focuses on consumer remarks and perceptions on media exposure of organic food products.

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