



# REASONS FOR USING OF ORGANIC RICE IN RICE BOWL OF TAMIL NADU

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## ABSTRACT

*This research article has purely based on the reason for using organic rice. People of India have good traditional habits and beliefs about natural environment, particularly they portrait value of natural food consumption. This study mainly focused in causes to consume of organic rice regularly than conventional one. simple random sampling method has adopted to collect the data from the respondents in the study area, for the purpose of the study 120 samples have chosen in the Cauvery basin. The data were collected with the help of well-structured questionnaire prepared and administered to the respondents. Hypothesis was framed for analysing the relationship between demographic factors with reason to use organic rice. These hypotheses were tested with chi-square analysis and normal ranking used by causes to consume organic rice. Finally, conclusion given by the researcher based on the findings.*

**Key words:** consumer purchase decision, consumer awareness, using pattern.

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## 1. INTRODUCTION

People of India have good traditional habits and beliefs about natural environment, particularly they portrait value of nature and value of natural food consumption. Nowadays, the consumption pattern of traditional oriented food items drastically replaced by the arrival of westernised fast food, junk food particularly noodles; pizza, burger and tinned food items consumption are leads to numerous health issues and decease from childhood to age old. Food consumption before 1990 totally dependent local products but the acceptances of LPG, multi hybrid products are also produce with technological updating and genetic changed hybrid production of agricultural related products. Organic rice is becoming highly sought after as the

worldwide population embraces the importance of healthier food and environmental sustainability. By utilizing bio-fertilizers and other organic nutrient sources, the resultant rice crop is healthier and more nutrients such as fibre, photochemical, and essential minerals while lower in calories. Not only do whole grains promote good digestion and healthy weight management, but they may help reduce the risk of heart disease and certain cancers. This research paper highlights the various reasons for using organic rice in the rice bowl of Tamil Nadu. Conventionally grown food crops, organic foods contain less pesticides and food additives, minimizing our exposure to harmful chemicals. Whole grain rice includes the outer husk of the rice and retains the maximum fibre content. Various reasons are address here for using organic rice like, it is more delicious and it has lot of health benefits like, regulate blood sugar, keeps human bones always healthy, provides energy to the body, improves digestive system, reduce the risk of metabolic syndrome, helps in weight loss. This paper also explored another important reason of using organic rice, organic rice is always locally available in the study area.

## 2. REVIEW OF LITERATURE

**Vijayalakshmi. R and Dr. S. Hanuman Kennedy, (2020)** Organic is one of the fastest expanding agricultural sectors, owing to customer concerns about their own health and the environment, as well as reported food safety and environmental crises and emergencies around the world in recent decades. It has now become a viable option for a growing number of consumers concerned about the environmental repercussions of chemical-intensive manufacturing methods. Consumer awareness of the detrimental consequences of conventional farming is prompting them to choose organically grown or manufactured products all around the world. Various variables that led in a significant shift in consumer behaviour toward organic products have been examined in this research. To fully understand the potential of organic products, it's necessary to understand how consumers select daily items based on quality and system. The purpose of this article is to investigate in depth client preferences for organic products.

**M. Ramkumar (2020)** Organic foods are produced without the use of synthetic materials like pesticides, antibiotics, or chemical fertilisers. Organic fruits, vegetables, dairy products, organic rice, pulses, oil, beauty items, and even ready-to-eat foods are all produced in an environmentally responsible manner. Synthetics are used in the manufacturing of non-organic food products. Pesticides and fertilisers are examples of synthetics. On a molecular or genetic level, producers can introduce changes to non-organic food products. This study compared organic and non-organic food products to assess consumer preferences. The conclusion reached as a result of the findings. Nowadays, many consumers prefer organic food items to non-organic food products, and their use has expanded to the point where it contributes to a cleaner environment. Aside from health, the environment, and food, additional factors such as taste, freshness, nutrition, and appearance influence consumers' preferences for organic foods.

**Bo Chen and Sayed Saghaian (2017)**, study examine about consumer preference for organic food can affect choice of retailing format in California. Thus the study findings are based on regular organic user are households and are more likely to support organic specialty store and discount store. Whereas they shop less in warehouse club and convenience store. This has strong managerial implication for retailers.

**Dr. Geetika Sharma & Dr. Rakhee Dewan (2016)**, conducted a study on the topic of “Factors Influencing Consumer Buying Behavior & Awareness towards Organic Food: A Study of Chandigarh & Panchkula Consumers”. The study will focus and to determine the Awareness of Organic Food Products & the purchase behavior, preference & factors affecting towards organic food of the selected location. This study was based on primary survey of 100

respondents living in the Chandigarh & Panchkula. The questionnaire was designed to record the responses on food safety concerns, frequency of buying behavior, from where they buy the products, awareness, attitude, factors effecting buying behavior, price effect on purchasing, behaviors towards organic food and effectiveness of sources for organic information. This study will help to create awareness amongst consumers about organic food by the organic companies.

**Uma.R & Dr.V.Selvam(2016)**, conducted a study on the topic of “Analysis of Awareness among Consumers towards Organic Food Products: With Reference to Vellore Organic Consumers Perspective”. The aim of this study is to analyse consumer awareness on organic food products with reference to Vellore City, TamilNadu. The study will be based on the data collected from the organic consumers in Vellore city, Tamil Nadu, India. A survey questionnaire will be developed to collect qualitative questionnaire from the consumers of the study. In this backdrop, the present research work is an attempt to explore basically on consumers level of awareness on organic food products with the consideration of Indian Organic industry. The finding of the study shows that organic food consumption is increasing due to environmental and health concerns associated with food products. The organic food products will expand to grow by overcoming the hindrances and also problems on implementing agricultural market in India.

### **3. OBJECTIVES OF THE STUDY**

- To identify the reason to choose organic rice
- To analyse the purpose of using organic rice
- To find out the position of organic rice in human health

### **4. METHODOLOGY**

In this research work based on both primary and secondary data but the study mainly based on primary data. Primary data have been collected through a well-structured questionnaire prepared and directly administered to the consumers of rice bowl of Tamil Nadu. Secondary data have been used in the research work for enrichment and fruitfulness of the assigned task. Necessary secondary data collected from sources like various journals, books, magazines, websites, newspapers, and websites.

#### **Sampling**

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 Chi-square test and ANOVA were used to improve the analytical quality of this research work.

#### **Research hypotheses**

**H<sub>0</sub>** – there is no significant difference between demographic variables and reason for using organic rice

# Reasons for Using of Organic Rice in Rice Bowl of Tamil Nadu

**Table 1** Various Reasons for Using Organic Rice in the Study Area

| Variables              |                 | Organic Rice Using Reason |              |               |               |               |              | Chi-square value                 | Results |
|------------------------|-----------------|---------------------------|--------------|---------------|---------------|---------------|--------------|----------------------------------|---------|
|                        |                 | Healthier one             | Taste        | Doctor Advice | Natural One   | Traditionally | Quality      |                                  |         |
| Gender                 | Male            | 12<br>(28.6%)             | 4<br>(80%)   | 6<br>(30%)    | 7<br>(31.8%)  | 11<br>(61.1%) | 5<br>(38.5%) | 20.204*<br>d.f = 10<br>p = 0.027 | *S      |
|                        | Female          | 25<br>(59.5%)             | 1<br>(20%)   | 8<br>(40%)    | 15<br>(68.2%) | 5<br>(27.8%)  | 6<br>(46.2%) |                                  |         |
|                        | Transgender     | 5<br>(11.5%)              | --           | 6<br>(30%)    | --            | 2<br>(11.2%)  | 2<br>(15.4%) |                                  |         |
| Age (in years)         | 15 – 30         | 19<br>(45.2%)             | 3<br>(60.0%) | 7<br>(35.0%)  | 11<br>(50.0%) | 6<br>(33.3%)  | 6<br>(46.2%) | 18.799*<br>d.f = 15<br>p = 0.223 | NS      |
|                        | 31 – 45         | 19<br>(45.2%)             | 1<br>(20.0%) | 6<br>(30.0%)  | 10<br>(45.5%) | 7<br>(38.9%)  | 4<br>(30.8%) |                                  |         |
|                        | 46 – 60         | 3<br>(7.1%)               | 1<br>(20.0%) | 2<br>(10.0%)  | 1<br>(4.5%)   | 1<br>(5.6%)   | 2<br>(15.4%) |                                  |         |
|                        | Above 60        | 1<br>(2.4%)               | 0<br>(.0%)   | 5<br>(25.0%)  | 0<br>(.0%)    | 4<br>(22.2%)  | 1<br>(7.7%)  |                                  |         |
| Marital status         | Married         | 27<br>(64.3%)             | 2<br>(40.0%) | 17<br>(85.0%) | 12<br>(54.5%) | 13<br>(72.2%) | 8<br>(61.5%) | 6.474 *<br>Df = 5<br>P = 0.263   | NS      |
|                        | Unmarried       | 15<br>(35.7%)             | 3<br>(60.0%) | 3<br>(15.0%)  | 10<br>(45.5%) | 5<br>(27.8%)  | 5<br>(38.5%) |                                  |         |
| Educational status     | Literate        | 8<br>(19.0%)              | 3<br>(60.0%) | 0<br>(.0%)    | 3<br>(13.6%)  | 4<br>(22.2%)  | 0<br>(.0%)   | 64.839 *<br>Df = 25<br>P = 0.000 | **S     |
|                        | SSLC            | 3<br>(7.1%)               | 0<br>(.0%)   | 5<br>(25.0%)  | 1<br>(4.5%)   | 1<br>(5.6%)   | 1<br>(7.7%)  |                                  |         |
|                        | HSC             | 1<br>(2.4%)               | 1<br>(20.0%) | 4<br>(20.0%)  | 0<br>(.0%)    | 1<br>(5.6%)   | 3<br>(23.1%) |                                  |         |
|                        | UG              | 4<br>(9.5%)               | 0<br>(.0%)   | 5<br>(25.0%)  | 1<br>(4.5%)   | 4<br>(22.2%)  | 4<br>(30.8%) |                                  |         |
|                        | PG              | 11<br>(26.2%)             | 0<br>(.0%)   | 4<br>(20.0%)  | 15<br>(68.2%) | 1<br>(5.6%)   | 4<br>(30.8%) |                                  |         |
|                        | Professional    | 15<br>(35.7%)             | 1<br>(20.0%) | 2<br>(10.0%)  | 2<br>(9.1%)   | 7<br>(38.9%)  | 1<br>(7.7%)  |                                  |         |
| Occupational pattern   | Agri. Farmers   | 1<br>(2.4%)               | 0<br>(.0%)   | 3<br>(15.0%)  | 3<br>(13.6%)  | 3<br>(16.7%)  | 1<br>(7.7%)  | 48.382 *<br>Df = 30<br>P = 0.018 | *S      |
|                        | Employed        | 15<br>(35.7%)             | 2<br>(40.0%) | 4<br>(20.0%)  | 9<br>(40.9%)  | 2<br>(11.1%)  | 4<br>(30.8%) |                                  |         |
|                        | Business        | 5<br>(11.9%)              | 0<br>(.0%)   | 2<br>(10.0%)  | 4<br>(18.2%)  | 2<br>(11.1%)  | 1<br>(7.7%)  |                                  |         |
|                        | Agri. Labourers | 4<br>(9.5%)               | 2<br>(40.0%) | 0<br>(.0%)    | 0<br>(.0%)    | 0<br>(.0%)    | 2<br>(15.4%) |                                  |         |
|                        | Professional    | 9<br>(21.4%)              | 1<br>(20.0%) | 3<br>(15.0%)  | 4<br>(18.2%)  | 5<br>(27.8%)  | 0<br>(.0%)   |                                  |         |
|                        | Home – makers   | 7<br>(16.7%)              | 0<br>(.0%)   | 4<br>(20.0%)  | 2<br>(9.1%)   | 2<br>(11.1%)  | 5<br>(38.5%) |                                  |         |
|                        | Retired         | 1<br>(2.4%)               | 0<br>(.0%)   | 4<br>(20.0%)  | 0<br>(.0%)    | 4<br>(22.2%)  | 0<br>(.0%)   |                                  |         |
| Annual income (in Rs.) | Below 2 lakh    | 27<br>(64.3%)             | 4<br>(80.0%) | 9<br>(45.0%)  | 15<br>(68.2%) | 7<br>(38.9%)  | 6<br>(46.2%) | 28.467 *<br>Df = 20<br>P = 0.099 | NS      |
|                        | 2 – 3 lakh      | 7<br>(16.7%)              | 0<br>(.0%)   | 2<br>(10.0%)  | 1<br>(4.5%)   | 6<br>(33.3%)  | 1<br>(7.7%)  |                                  |         |
|                        | 3 – 4 lakh      | 1<br>(2.4%)               | 1<br>(20.0%) | 3<br>(15.0%)  | 0<br>(.0%)    | 0<br>(.0%)    | 3<br>(23.1%) |                                  |         |
|                        | 4 – 5 lakh      | 2<br>(4.8%)               | 0<br>(.0%)   | 3<br>(15.0%)  | 1<br>(4.5%)   | 1<br>(5.6%)   | 1<br>(7.7%)  |                                  |         |
|                        | Above 5 lakh    | 5<br>(11.9%)              | 0<br>(.0%)   | 3<br>(15.0%)  | 5<br>(22.7%)  | 4<br>(22.2%)  | 2<br>(15.4%) |                                  |         |

**Source:** Computed from Primary Data

Various reasons and factors influencing to use organic rice in the study area of Composite District of Thanjyur have shown in the table 1. Various reasons of using of organic Rice has clubbed into six factors such as Healthier one, Tastier one, traditionally used, for Doctor

Advice, Natural Gift and Quality. The above said factor are analysed with the demographical variables of the respondent and analysed.

### **Gender vs. Reasons for Using Organic Rice**

As presented in the table, it is found that p value (0.027) is less than 0.05. The null hypothesis is rejected. Hence, there is a significant relationship between gender pattern and reason for using organic rice by the respondents.

### **Age vs. Reasons for Using Organic Rice**

According the computed data, it is found that p value (0.223) is greater than 0.05. The null hypothesis is accepted. Hence, there is a no significant relationship between age wise classification and reason for using organic rice in the study area.

### **Marital status vs. Reasons for Using Organic Rice**

From the perusal of the table, it is found that p value (0.263) is greater than 0.05. The null hypothesis is accepted. Hence, there is a no significant relationship between marital status and reason for using organic rice.

### **Educational status vs. Reasons for Using Organic Rice**

As shown in the table, it is found that p value (0.000) is less than 0.05. The null hypothesis is rejected. Hence, there is a significant relationship between educational status and reason for using organic rice.

### **Occupational pattern vs. Reasons for Using Organic Rice**

As can be observed from the table, it is found that p value (0.018) is less than 0.05. The null hypothesis is rejected. Hence, there is a significant relationship between occupational pattern and reason for using organic rice in the composite Thanjavur District.

### **Annual income vs. Reasons for Using Organic Rice**

It can be noted from the table is found that p value (0.099) is greater than 0.05. The null hypothesis is accepted. Hence, there is a no significant relationship between annual income and reason for using organic rice.

**Table 2** Causes and Remedies of Using Organic Rice Compare than Conventional Rice

| S.No | Factors                                                       | Total Score | Average Ranks | Rank |
|------|---------------------------------------------------------------|-------------|---------------|------|
| 1    | Existing Rich of Fiber Content compare than conventional Rice | 451.00      | 3.7583        | 12   |
| 2    | Reduce the Risk of Asthma                                     | 596.00      | 4.9667        | 11   |
| 3    | Prevention and Reduce Diabetes                                | 629.00      | 5.2417        | 10   |
| 4    | Prevent and Control Hyper tension                             | 755.00      | 6.2917        | 9    |
| 5    | Control and Reduce the Cholesterol                            | 835.00      | 6.9583        | 5    |
| 6    | Prevention of Cancer                                          | 782.00      | 6.5167        | 7    |
| 7    | Improve the Digestive system of human body                    | 781.00      | 6.5083        | 8    |
| 8    | Enhance Hair Growth and increase eye sight                    | 956.00      | 7.9667        | 2    |
| 9    | Increase the Hemoglobin of the Human body                     | 7.9667      | 956.00        | 1    |
| 10   | Exist Vitamin B Complex                                       | 917.00      | 7.6417        | 3    |
| 11   | Prevent from Paralysis                                        | 895.00      | 7.4583        | 4    |
| 12   | Increase the immune system of human body.                     | 807.00      | 6.7250        | 6    |

**Source:** Computed from Primary Data

## Using Organic Rice Compare than Conventional Rice

Table 2 clearly shows that various remedies and causes for consuming organic rice regularly compare than conventional one by the respondents. Similarly, factors regarding the causes and remedies of consumption organic rice have majorly classified into 12 categories according to the researcher convenience. It was observed that the factor of Increasing Haemoglobin in the human body has occupied the 1<sup>st</sup> Rank out of assigned 12 ranks by the respondents. It is due to the importance consuming organic rice compare than conventional rice as well as the important factor of increasing haemoglobin in the human body has also create more awareness on the consumer minds compare than other factor.

Regarding the important Reduce Risk of Asthma, Prevention of Diabetes and Reduce the control Hypertension have placed last three positions like 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> Rank out of assigned ranks in the User minds. In the cause and reason of using Organic Rice, the factors of Increase Hair Growth & Eye sight and Exist Vitamin B Complex have occupied 2<sup>nd</sup> and 3<sup>rd</sup> Rank from the assigned ranks of the respondents in the study area. Regarding the consuming organic rice compare than convention rice, the factor of prevent from Paralyse & Control and reduce the cholesterol of the human body have placed 4<sup>th</sup> and 5<sup>th</sup> rank respectively.

## 5. FINDINGS

From the above analyses, the researcher has brought out the following findings of the study.

Using pattern of consumers of India, conventional food items of the Indian are replaced by westernised food like fast food, junk food, fried items and etc., are due to the impact of globalisation and the Indian food market segment also open to multinational corporation.

It was observed that the reasons for using pattern of various kinds rice made food and food items has gradually replaced from conventional to organic.

In the consumption pattern rice also gradually changed from conventional Rice to Organic Rice in the study area as well as the rice eaters of Tamil Nadu. In the demographical variables of the Gender, Education and occupational pattern only influence the reason for using organic rice.

## 6. CONCLUSION

Consumption pattern foods have drastically changed after the arrival of international food products particularly, after acceptance LPG in India. Even the rural outlet of India, the entire kitchen and show case fully replaced by international products instead of India traditional items and home-made products as well as consumption habits of Indian. In the arrival of tinned and branded international products like Fast Food, Junk Food and Fried items have created number of health problem like Obesity, Diabetes, Hypertension and various kinds of health issue. Now days, causes and reasons for using food items gradually changed from westernised food products to Indian traditional food products due to the negative effect of fast, Junk, fried, tinned, and branded international food products. The respondents have also changed the using pattern of conventional rice to Organic rice evidenced by data and it is due to the importance and positive side of organic rice consumption.

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