

A Study on Consumer Preference towards Organic Food Products in Madurai City

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Abstract

Due to their natural ingredients, most consumers now view organic products as healthier. Pesticides, synthetic chemicals, and fertilisers are not used in the production of organic produce. Although it is still in its initial stage, India's organic food business is beginning to grow quickly. Customers like organic food for a variety of reasons, including safety, human health, and the environment. They also value qualities like nutritional content, flavour, freshness, and appearance. The nature of this study is descriptive. 50 respondents were interviewed using a well-structured questionnaire. Customers prefer to purchase organic foods, according to survey results. The preference for organic food among female respondents is influenced by a number of factors. Respondents who are better educated favour purchasing organic food. Because they enjoy fresh fruits and veggies, consumers prefer to purchase organic food. It was chosen since it is safe, tasty, healthful, environmentally friendly, etc.

Keywords: Consumer Preference, Organic food products, Environmental concern

Introduction

Organic farming is the contemporary term for India's traditional farming method. The sector of organic goods has expanded quickly over the last few decades, and a trend for organic products has been fuelled by rising awareness regarding quality, safety, health, and environmental issues. India is becoming the world's biggest exporter of organic goods. In contrast, organic products are becoming more and more popular in India. In order to prevent health issues, consumers are more interested in organically cultivated items that are devoid of chemical fertilisers and pesticides.

Objectives of the Study

- To analyse the demographic profile of the consumers.
- To study the reasons of buying towards organic food products.
- To study on consumer preferences for organic foods products.

Statement of the Problem

The home market for organic products from India is expanding. The tastes and preferences of consumers have changed as a result of growing awareness, which has raised the demand for organic products nationally as well as internationally. For a number of reasons, including health concerns, chemical-free products, and environmental effect, consumers favour organic over conventional products. Thus, the purpose of this survey is to learn more about the respondents' demographics and preferences for organic goods.

Review of Related Literature

R. Mohanasoundari & N. Sathya (2017) conducted a study on customer preference towards natural organic products in Tirupur city. Organic foods are also not processed using irradiation, industrial solvents or chemical food additives. Prevention of many illnesses, thus increasing our quality of life. The survey has been conducted for 300 respondents. The data obtained from the survey by the researcher were analysed using percentage, Rank analysis, Chi-square test. The availability of product information was also supporting the consumers' intention to purchase organic products. Knowing how consumer perceived organic products by understanding the reasons of buying would probably help the marketers of organic products to establish a proper communication and advertising strategies.

Mahadevappa and Mokshapathy (2015) assessed the Consumer Awareness and Preference towards Organic Vegetables. The researcher examined the consumer awareness on organic vegetables in Belagavi district of Karnataka. He collected the data from 60 organic vegetable consumers through structured questionnaire method, in this 90 % of the consumers exposed that organically grown vegetables protect the health, followed by 81.67 % of the consumer opined that organically grown vegetable more tastier than chemically grown vegetables. It is found that 86.67% of the consumer opined that organically grown vegetables have long shelf life. Cent % of the consumers opined that the statements as organic vegetables are healthier.

Research Methodology

Data Collection

Primary data is first hand information it was collected from the respondent by using a structural questionnaire. The researcher has got the primary data through survey method.

Secondary data are those which have been already collected by someone else and which have been passed through the statistical process. In this study data has been taken from various secondary sources like newspapers, internet, books, magazines, reports, publications and journals. The purpose of this study the data were collected from 50 respondents using random sampling technique

Data Analysis

The demographic profile is analysed with help of variables like gender, age, marital status, educational qualification, occupation, monthly income, family type and family size. The results of the analysis are discussed below.

Table: 1 Demographic Profile

Variables	No. of the Respondents	Percentage
Gender wise classification		
Male	19	38
Female	31	62
Age wise classification		
Below 25 years	4	8
25-35 years	21	42
35-45 years	17	34
Above 45 years	8	16
Educational qualification wise classification		
Illiterate	7	14
Under graduate	11	22
Post graduate	17	34
Professional	15	30
Occupation wise classification		
Professional	8	16
Private employee	9	18
Government employee	13	26
Own Business	9	18

Home Maker	11	22
Monthly income wise classification		
Below Rs.20,000	9	18
Rs.20,001 to Rs.40,000	13	26
Rs.40,001 – Rs.60,000	20	40
Above Rs.60,000	8	16
Family type wise classification		
Nuclear family	35	70
Joint family	15	30
Size of family members		
2-4 members	21	42
4-5 members	18	26
More than 5 members	11	22

Source: Primary data

The above table shows 38% of the respondents are male. 62% of the respondents are female. 8% of the respondents belong to the age groups below 25 years. 42% of the respondents belong to the age groups 25-35 years. 34% of the respondents belong to the age groups 35-45 years. 16% of the respondents belong to the age groups above 45 years. 14% of the respondents are illiterate. 22% of the respondents are under graduate. 34% of the respondents are post graduate. 30% of the respondents are professional. 16% of the respondents are occupation is professional. 18% of the respondents are private employee. 26% of the respondents are government employee. 18% of the respondents are own business. 22% of the respondents are home maker. 18% of the respondents are having below Rs.20,000. 26% of the respondents are having income Rs.20,001-40,000. 40% of the respondents are having Rs. 40,001-60,000. 16% of the respondents are having income level in above Rs.60,000. 70% of the respondents are nuclear family. 30% of the respondents are joint family. 42% of the respondents are having 2-4 family members. 26% of the respondent are 4-5 family member. 22% of the respondents are more than 5 family members.

Reason for Choosing Organic Food Products:

Table 2 Reason for choosing the organic products

Reason for choosing organic food products	No. of Respondents	Percentage
Quality	11	22

Price	9	18
Health	15	30
Taste	15	30
Total	50	100

Source: Primary data

Table 2 shows that out of 50 respondents, 15 (30%) respondents have choosing organic food products for the reason of health, 15 (30%) respondents have choosing organic food products for the reason of taste and safety, 11 (22%) and 9 (18%) respondents have choosing organic food products for the reason of quality and price.

Preference to Buy Organic Products:

Table: 3 Chi-Square Test

	Male	Female	Total
Fresh vegetables and fruits	2	3	5
Cereals and pulses	6	6	12
Edible oil	3	3	6
Milk and Milk Products	3	5	8
Dried fruits and nuts	5	5	10
Meat products	5	4	9
Total	24	26	50

Source: Primary data

The marketing and consuming pattern of consumer will be difference in their opinion and standard of living. In modern days, everyone is willing to follow the health diets. For healthier and safety diet organic products are useful. We all are preferring to be slim and fit with healthy food diet.

Frequency Test

	Male preferred products	Female preferred products
Significance	.667	.667
Df	3	3
Asymp significance	.881	.881

Source: Primary data

There is a difference of opinion about the preference of organic food products among male and female. The home maker or working women preference regarding the product is different. The mindset of male is different. Both the gender are having a same opinion for cereals and pulses and edible oil.

Findings

Most of the respondents are female.

21 (42%) of respondents are 25-35 years old.

17 (34%) of respondents have a college degree.

13 (26%) of the respondents are individual employees.

20 (40%) of the respondents have a monthly income between Rs.40,001 and Rs.60,000.

35 (70%) of the respondents are nuclear families.

21 (42%) of respondents are from two to four family members.

15 (30%) of respondents choose organic food for its health benefits and taste of the product.

Conclusion

It is clear that consumers prefer organic food, and there are many factors that influence their preferences, such as consumer demographics. Females have been observed to prefer organic foods to male respondents. A growing number of educated respondents prefer to buy organic food. The 35 to 45-year-old group prefers to buy organic food compared to other age groups. Also, 132 of the respondents have an income ranging from Rs 20,001 to Rs 40,000. Consumers prefer organic food based on their perception that organic food is healthy, safe and environmentally friendly. To get more consumers to buy organic food, marketers use Marketing Mix to give consumers easy access to organic products. Friedman test source that fresh Vegetables and Fruits is the most preferred organic food products followed by milk and milk products. There is an old one - good food brings good thoughts, good thoughts lead to good deeds. So by embracing organic foods, you can lay a strong foundation for reaching a better generation.

References

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