Consumer Awareness towards Organic Food Products in Udumalpet Taluk

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Abstract- **In this competitive world. Organic food plays a major role. Nowadays the people are likely to give more importance to their health more than money. There are many organic companies providing food products, in this study, commonly i take organic food products. The consumers have get Awareness on organic products stared to buy and utilizing their regular consumption. This induced the researcher to know the is level of Awareness on the organic foods? What factors influence their level of Awareness?**

Index Terms- **Customer Awareness, Organic foods, Food products**

1. INTRODUCTION

India is the origin of organic farming. Organic food is foods produced by organic farming. Organic food is grown as nature originally intended, without the use of without the use of artificial flavors and grown without chemical fertilizers and pesticides. Currently the European Union. The United States, Canada, Mexico, Japan and many other countries require producers to obtain special certification in order to market food as organic within their border. Organic food is the product of a farming system which avoids the use of manmade fertilizers, pesticides, growth regulators and live stock feed additives. Irradiation and the use of genetically monitored organisms (GMOs) or GMOs are generally prohibited by organic legislation.

Organic food has always been viewed as the healthy option, but only in recent years has the notion become a nationwide phenomenon. In the past, organic food was somewhat of a fad and although the principles were practiced, it was by no means main stream.

2. OBJECTIVES OF THE STUDY

➢ The following are the objectives of the study

➢ To study the reason for selecting organic food product.
➢ To assess the level of Awareness on the organic food product.
➢ To determine the factors influencing their level of Awareness.

3. RESEARCH METHODOLOGY

3.1 Source of Data

The study basically depends upon primary data collected through interview schedule from one hundred and twenty organic customers in udumalpet taluk by adopting convenient sampling technique. World health organization reports Annual reports of the company, Articles in the magazines, journals and websites form the secondary sources.

3.2 Frame Work Analysis

The data is presented in tabular form representing the different responses given by the Organic Food customers. The analysis is done using simple percentage and Chi-square test.

3.3 Sample Design

One hundred and twenty Organic Food customer of udumalpet taluk were selected using convenient sampling technique to express their optimum on the awareness of the customers regarding Organic food.

3.4 Indices Used

Awareness is computed. The index scores are calculated an follows:

Index score = Total score of Respondents/ Maximum Score × 100

The simple percentage and mean and standard were computed. The index score is categorized are Low, Medium, High depending upon mean plus or minus standard deviation. The mean minus standard

deviation is classified as low, the score mean plus standard deviation are classified are classified as high. The mean score between high and low are classified as medium.

3.5 Profile of the Study Area

Tamil Nadu is the eleventh largest state in India by area and the sixth most populous state in India. The state was ranked sixth among states in India according to the Human Development Index in 2011 and the second largest state economy in India with Rs.4789 billion (US$72 billion) in gross domestic product. The state has the highest number (10.56 per cent) of business enterprises and stands second in total employment (9.97 per cent) in India, compared to the population share of about 6 per cent.

4. ANALYSIS AND INTERPRETATION

Objective: Factors Influencing the Awareness of Organic Food Product Customers

4.1 Area of Residence and Awareness

In order to find out the awareness between the area of residence and the degree of awareness on the organic food product customers the following hypothesis is formulated.

H0: there exists no association between are of residence and degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Area of Resident	Rural	14(21.9)	41(64.1)	9(14.1)	64	2.149	0.708
	Semi Urban	7(24.1)	19(65.5)	3(10.3)	29		
	Urban	7(25.9)	19(70.4)	1(3.7)	27		

Source: Primary Data

Interpretation

Among 120 Organic Food Product Customers 64 of them are residing in rural, and among them majority of 41 (64.1 per cent) Organic Food Product Customers are with medium level of awareness 14 (21.9 per cent) respondents are with low level of awareness 9 (14.1 per cent) of the Organic Food Product Customers are with high level of awareness. Out of 29 respondent residing in semi urban area, the majority of 19 (65.5 per cent) Organic Food Product Customers are with medium level of awareness, 7 (24.1 per cent) respondents are with low level of awareness 3(10.3 per cent) respondents are with high level of awareness. Among 27 respondents residing in urban area, the majority 19 (70.4 per cent) Organic Food Product Customers have medium level of awareness. 7 (25.9 per cent) customer have low level of awareness. 1 (3.7 per cent) respondents have high level of awareness.

The calculated $\chi 2$ value is 2.149 and P value is greater than0.708, the null hypothesis is accepted. Hence, it is inferred that there exists no association between area of accepted and the degree of awareness.

4.2 Gender

In order to ascertain the association between the gender and the degree of awareness on the Organic Food Product customers, the following hypothesis formulated.

H0: There exists no association between gender and degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Gender	Male	15(31.9)	28(59.6)	4(8.5)	47	3.283	0.194
	Female	13(17.8)	51(69.9)	9(12.3)	73		

Interpretation

Among 120 Organic Food Product customers, 47 respondents are male, out of them the majority of 28 (59.6 per cent) respondents are with medium level of awareness, 15 (31.9 per cent) respondents are with low level of awareness and 4 (8.5 per cent) respondents are with high level of awareness. Out of 73 female respondents the majority of 51 (69.9 per cent) respondents are with medium level of awareness, 13 (17.8 per cent) respondents are with low level of and 9 (12.3 per cent) respondents are with high level of awareness.

The calculated $\chi 2$ value is 3.283 and P value 0.194. As the P value is greater than 0.05, the null hypothesis is accepted. Hence, it is inferred that

there is no association between gender and the degree of awareness.

4.3 Age:

In order to find out the association between the age and the degree of awareness on the organic food product customers, the following hypothesis is formulated.

H0: There exists no relationship between age and the degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Age	Up to 18	2 (25.0)	5 (62.5)	1(12.5)	8	4.351	0.361
	19-40	25(26.9)	58(62.4)	10(40.8)	93		
	41andAbove	1 (5.3)	16(84.2)	2(10.5)	19		

Source: Primary Data

Among 120 Organic Food Product customers, 8 respondents belongs to up to18 age group, out of them, the majority of 5 (62.5 per cent) respondents are having medium level of awareness, 1 (12.5 per cent) respondents are having high level of awareness and 2 (25.0 per cent) respondents are having low level of awareness. Among 93 respondents belonging to 19-40 age group, 58 (62.4 per cent) respondents are with medium level of awareness, 25 (26.9 per cent) respondents are with low level of awareness and 10 (40.8per cent) respondents are with high level of awareness. Among 19 respondents belonging to 41 and above age group, 16 (84.2 per cent) respondents are medium level of awareness, 2 (10.5 per cent) respondents are with high level of awareness and 1 (5.3 per cent) respondents are with low level of awareness.

The calculated χ^2 value is 4.351 and P value 0.361. As the P value is greater than 0.05, the null hypothesis is accepted. Hence, there is no association between age and he degree of awareness.

4.4 Marital Status

In order to ascertain the association between the marital status and the degree of awareness on the Organic Food Product customers and the following hypothesis is formulated.

H0: The exists no association between the marital status and the degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Marital Status	Married	13(22.0)	37 (62.7)	9(15.3)	59	2.350	0.309
	Un Married	15(24.6)	42 (68.9)	4 (6.6)	61		

Among 120 Organic Food Product customers, 59 respondents are married. Out of the majority of 37 (62.7 per cent) respondents have medium level of awareness, 13 (22.0 per cent) respondents have low level of awareness and 9(15.3 per cent) respondents have high level of awareness. Out of 61 unmarried respondents majority of 42 (68.9 per cent) respondents have medium level of awareness, 4 (6.6 per cent) respondents have high level of awareness and 15 (24.6 per cent) respondents have low level of awareness.

The calculated χ^2 value is 2.350 and P value 0.309. As P value is greater than 0.05, the null hypothesis is accepted. Hence, it is inferred that there is no association between marital status and the degree of awareness.

4.5 Type of Family

In order to ascertain the association between the marital status and the degree of awareness on the Organic Food Product customers and the following hypothesis is formulated.

H0: There exists no association between the marital status and the degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n= 28	Medium n=79	High n=13			
Type of Family	Nuclear	16(32.0)	27(54.0)	7(14.0)	50	5.376	0.068
	Joint	12(17.1)	52(74.3)	6(8.6)	70		

Source: Primary Data

Among 120 Organic Food Product customers, 70 of them are living in joint family and the majority of 52 (74.3 per cent) respondents have medium level of awareness, 12 (17.1 per cent) respondents have low level of awareness and 6 (8.6 per cent) respondents have high level of awareness. Among 50 respondents are living in nuclear family majority of 27 (54.0 per cent) respondents have medium level of awareness, 16 (32.0 per cent) respondents have low level of

awareness and 7 (14.0 per cent) respondents have high level of awareness.

The calculated χ^2 value is 5.376 P value is 0.068. As the P value is greater than 0.05, the null hypothesis is accepted. Hence, that there exists no association between type of family and the degree of awareness.

4.6 Members in the family

In order to find out the association between the members in the family and the degree of awareness on the Organic Food Product customers, the following table is formulated.

H0: There exists no association between number of members in the family and the degree of awareness.

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n= 28	Medium n=79	High n=13			
Members in the family	Up to 3	8 (25.8)	23 (74.2)	0(0)	31	12.669	0.013*
	4 to 6	14(18.2)	50(64.9)	13 (16.9)	77		
	7 and above	6 (50.0)	6(50.0)	0 (0)	12		

Sources: Primary Data

Among 120 Organic Food Product customers, 31 of them are having up to 3 members in their family and out of them the majority of 23 (74.2 per cent) respondents are with medium level of awareness, 0 (0 per cent) respondents are with high level of awareness and 8 (25.8 per cent) respondents are with low level of awareness. Among 77 have 4 – 6 members in the family, the majority of 50 (64.9 per cent) respondents are with medium level of awareness, 14 (18.2 per cent) respondents are with low level of awareness and 13 (16.9 per cent) respondents are with high level of awareness. 12 of the respondents are having 7 and above members in the family. Out of them he majority of 6 (50.0 per cent) respondents are with medium level of awareness, 6(50.0 per cent) respondents are with low level of awareness and 0 (0 per cent) respondents are with high level of awareness.

The Calculated χ^2 Value is 12.669 P Value is 0.013.As The P Value is less than 0.05,the null hypothesis is rejected. Hence, it is inferred that there is association between the members in the family and the degree awareness.

4.2.7 Earning members in your Family

In order to find out the association between the earning members in the family and the degree of awareness on the organic food product customers, the following hypothesis is formulated.

H0: There is no relationship between earning members in the family and the degree of awareness.

Variables		Level of Awareness			N= 120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Earning member in the Family	Up to1	9(24.3)	27(73.0)	1(2.7)	37	13.967	0.007 *
	Two	8(14.5)	41(74.5)	6(10.9)	55		
	3 and above	11(39.3)	11(39.3)	6(21.4)	28		

Out of 120 respondents, 37 of them have one earning member in their family and among them the majority of 27 (73.0 per cent) respondents have medium level of awareness, 9 (24.3 per cent) respondents have low level of awareness and 1 (2.7 per cent) respondents have high level of awareness. Out of 55 respondents having two earning members in their family, the majority of 41 (74.5 per cent) respondents have medium level of awareness and 8 (14.5 per cent) respondents have low level of awareness, 6 (10.9 per cent) respondents have high level of awareness and Among the respondents, 28 of them have three and above earning members in their family and the majority of 11 (39.3 per cent) respondents have medium level of awareness, 6 (21.4 per cent) respondents have high level of awareness and 11 (39.3 per cent) respondents have low level of awareness.

The calculated χ^2 value is 13.967 and P value 0.007 is less than 0.05, the null hypothesis is rejected. Hence, there is association between earning members in the family and the degree awareness.

4.2.8 Educational qualification

In order to ascertain the relationship between educational qualification and the degree of awareness on the organic food product customers, the following table is formulated.

H0: There exists no association between educational qualification and the degree of awareness.

Source: Primary Data

Variables		Level of Awareness			N=120	Chi square Value	'P' Value
		Low n=28	Medium n=79	High n=13			
Educational Qualification	No formal Education	0 (0)	15(93.8)	1(6.3)	16	18.550	0.100
	Up to HSC	1(20.0)	3(60.0)	1(20.0)	5		
	Diploma	4(30.8)	9 (69.2)	0(0)	13		
	Under Graduate	14(38.9)	17(47.2)	5(13.9)	36		
	Post Graduate	8 (18.6)	31(72.1)	4(9.3)	43		
	professional	1 (33.3)	1 (33.3)	1(33.3)	3		
	Others (specify)	0 (0)	3 (75.0)	1(25.0)	4		

Among 120 organic food product customers, 16 of them are no formal education. Out of them majority of 15(93.8 per cent) respondents are with medium level of awareness, 0 (0 per cent) respondents are with low level of awareness and 1 (6.3 per cent) respondents with high level of awareness. Among the respondents, 5 of them are having the educational qualification of up to higher secondary level. Out of them the majority of 3 (60.0 per cent) respondents are with medium level of awareness, 1(20.0 per cent) respondents are with high level of awareness and 1 (20.0 per cent) respondents are with low level of awareness. Among 13 diploma holders, the majority 9 (69.2 percent) respondents are with medium level of awareness, 0 (0 per cent) respondents are with high level of awareness and 4 (30.8 per cent) respondent is with low level of awareness. Among 36 under graduates, 17 (47.2 per cent) respondents are with medium level of awareness, 14 (38.9 per cent) respondents are with low level of awareness and 5 (13.9 per cent) respondents are with high level of awareness. Among 43 post graduates , 31 (72.1 per cent) respondents are with medium level of awareness 8 (18.6 per cent) respondents are with low level of awareness and 4 (9.3 per cent) respondents are with high level of awareness. Among 3 professional,1 (33.3 per cent) respondents are with medium level of awareness, 1 (33.3 per cent) respondents are with low level of awareness and 1 (33.3 per cent) respondents are with high level of awareness. Among 4 other specify, 3 (75.0 per cent) respondents are with medium level of awareness, 0 (0 per cent) respondents are with low level of awareness and 1 (25.0 per cent) respondents are with high level of awareness.

The calculated χ^2 value is the 18.550 and P value is 0.100. As the P value is greater than 0.05, the null hypothesis is accepted. Hence, it is inferred that there no exists association between educational qualification and the degree of awareness.

5. FINDINGS

- Majority of the respondents 64 (53 .00 per cent) are residing in rural
- Majority of the 73 (61.00 Per cent) female respondents preferred Organic Food customers
- Majority of the respondents in the 93 (77.00 per cent) age group of 19-40 years give more Preference to Organic Food customers
- Most 61 (51.00 per cent) of the Organic Food customers are unmarried
- Majority 70 (58.00 per cent) of the respondents are from nuclear family.
- Majority of the respondents 77 (64.00 per cent) are from the strength of 4-6 members
- Majority of the respondents 55 (46.00 per cent) are from earning for two members in the Family.
- Majority 43 (36.00 per cent) of the Organic Food customers are post graduates.
- Most 42 (35.00 per cent) of the Organic Food customers are students.
- Most 107 (89.00 per cent) of the respondents each Rs. 3012-66955 only.

6. SUGGESTIONS

1. The exits an association between select personal variable - members in the family. Earning members in the family, and Respondents Monthly Income and the level of awareness on the Organic Food Customers.
2. There does not exist an association between select personal variables - Area of residence, Gender, Age (in year), Marital Status, Type of Family, Educational Qualification, Occupation and level of awareness on the Organic Food Customers.

7. CONCLUSION

Organic Food Consumption is increasing because of concerns over environmental and health issues associated with food production. The increase in consumers inters in organic food products has been attributed among other issues to the growing demand for food frees from pesticides and chemical residues.

Once the consumers are awareness about the product then they continuously using those products, because of their health issues with the effort of government to stream line regulators mechanisms for improve the organic producers. The present study reveals that the majority of the responds are with medium level of awareness on the organic food products. There exist a positive association between the select variable – members in the family, earning members in the family and the level of awareness on the organic food products. Further researcher may be intimated by expanding the geographical area as well as considering another food product.

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