

# A Study on Dererminants of the Consumers to Prefer Organic Food Products in Erode District of Tamil Nadu

Dr.C.Gowthamiselvi

*Assistant Professor in Commerce, Gobi Arts & Science College, Gobichettipalayam, Erode-638453, Tamil Nadu*

**Abstract-** Now-a-days, people are very cautious about their health conditions. Due to this, while purchase all commodities, particularly food products, there are so many factors are involving in purchase decision making. Particularly, in the marketing aspect, due to heavy competition all marketers are trying their level best to persuade the consumers. But actual decisions are being taken by the consumers. Of course, the consumers' decision may be mainly depend on their health condition, standard of living, etc., but organic food products there are so many factors are determining the purchase decision of the consumers. For this study, primary data was collected from 78 sample respondents by using a well-structured questionnaire. Convenient sampling method was used in this study. Such collected data was analysed with the help of Garrett's Ranking Technique and Kendall's Co-efficient of Concordance Test ('W'). The study concludes with findings and suitable suggestions.

**Keyword:** organic food, determinants, consumers and health condition

## INTRODUCTION

Food consumption patterns are rapidly changing now-a-days as a result of environmental issues, concern about the nutritional value of food and health issues. Issues such as quality and safety in food attract consumer interest in organic food are free pesticides and chemical residues.

Organic agriculture is very old concept to India and inhabitant to this land. According to American Public Health Association sustainability was considered as the most significant public health issue during the past

twenty first century. Currently, the urge to create a healthy as well as sustainable environment has initiated the interest in generating awareness among the consumers to be sensible about their consumption behavior. By keeping all these in mind, this study is an attempt to find out the determinants of the consumers to prefer organic food products. While data collection, the consumers have been asked to rank each factor on the basis of their opinion. Each sample consumer has been instructed to indicate their opinion of the factors by giving rank one to the most significant factor influenced them, rank two to the second important factors and so on. Such collected data have been analyzed with the help of Garrett's Ranking Technique and Kendall's Co-efficient of Concordance Test ('W').

## REVIEW OF THE LITERATURE

By realising the significance of the review of the previous study, the following reviews have been made. Jan Voon et al.<sup>1</sup> (2011) made a study to investigate the determinants incentive to purchase organic food products among consumers in a Malaysian city, using a survey. They found that health and environmental factors were influencing the Malaysian consumers to go far buy organic food products.

Mohammed et al.<sup>2</sup> (2012) identified that determinant of consumption of organic products in Egypt. For their study, they have collected data from sample respondents through a well-structured Questionnaire. Such collected data have been analysed with various statistical tools like frequencies, percentages, linear

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<sup>1</sup>Jan P. Voon, Kwang Sing Ngui and Anand Agrawal, (2011), "Determinants of willingness to purchase organic food: An exploratory study using structural equation modelling", International food and agribusiness management review, Vol: 14, Issue: 2, February, pp.103-120.

<sup>2</sup>Mohammed, M.A., Chymis, A. and Shelaby, A.A., (2012), "Determinants of organic food consumptions in Egypt", International Journal of Economics and Business Modeling, Vol.3, Issue: 3, August, pp.183-191.

regression and chi-square test. They found that the determinants of consumption of organic food are ranked as follows: health problems, safety of organic foods and the belief that organic foods contribute to the ecological system.

Armin Shamsollahi et al.<sup>3</sup> (2013) conducted a study on Factors Influencing on Purchasing Behaviour of Organic Foods in Malaysian consumers. They found that health consciousness plays a major role and has a positive influence on organic food intention.

Ihsan Effendi et al.<sup>4</sup> (2015) made a study to determining of the purchasing behavior of organic food consumers in the province of North Sumatra. For their study, they have collected data from 70 consumers. Such collected data have been analysed with the help of various statistical tools like Reliability test, Factor analysis and Structural Equation Modelling. They found that environmental knowledge, price, availability, Culture, and food attributes were not significantly influence the attitude towards organic food.

Mohammed Ghaffari<sup>5</sup> (2018) conducted a study on factors affecting intention to purchase organic food products among Iranian consumers. For his study, the data were collected from sample respondents through a well-structured Questionnaire. The collected data have been tested with the help of statistical tools like chi-square test and percentage analysis. He found that the family is the first socially influential group, organic producers must target the family with the promotion of their products and marketers step forward by using social pressures to strengthen their intent to purchase organic products.

Xuchi wang et al.<sup>6</sup> (2019) made a study in China on factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. For their study, they have collected data from 50 sample respondents through a well-structured Questionnaire. Such collected data have been analysed with the SPSS and Analysis of Moment Structure (AMOS). They found that organic foods are considered healthier than conventional foods because it is produced without pesticides, synthetic chemicals, fertilisers and additives.

Hamide Ranjbarshamsi et al.<sup>7</sup> (2016) conducted a study on factors influencing consumers' attitudes towards organic agricultural products. They recommend educational initiatives to increase knowledge, awareness and consumption habits about organic food products.

Nirushan<sup>8</sup> (2017) made a study on factors influence on purchase intention of organic food products. The study was based on primary data. Such primary data have been collected from 47 customers with a well structure questionnaire. He found that customers have shown high level of attitudes regards about organic food product. Health consciousness is more influencing factor by the consumers to go far purchase of organic food products.

Kamalachandra Nirushan<sup>9</sup> (2017) made a study on factors influence on purchase intention of organic food products. The study was based on primary data. The required primary data have been collected from 80 sample respondents through a well-structured Questionnaire. Such collected data have been analysed with the help of statistical tools like Univariate,

<sup>3</sup>Armin Shamsollahi, Chin Wei Chong and Neda Nahid, (2013), "Factors Influencing on Purchasing Behaviour of Organic Foods: A study in Malaysia", Human and Social Science Research, Vol. 1, Issue: 2, September, pp. 93-104.

<sup>4</sup>Ihsan Effendi, Paham Ginting, Arlina Nurbaity Lubis and Khaira Amalia Fachruddin, (2015), "Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia", Journal of Business and Management, Vol.4, Issue: 1, April, pp. 44-58.

<sup>5</sup> Mohammed Ghaffari, (2018), "Factors Affecting Intention to Purchase Organic Food Products among Iranian Consumers", Academy of Marketing Studies Journal, Vol. 22, Issue: 3, May, pp.1-6.

<sup>6</sup> Xuhui Wang, Frida Pacho, Jia Liu and Redempta Kajungiro, (2019), "Factors Influencing Organic Food Purchase Intention in Developing Countries and the

Moderating Role of Knowledge- A study in China", Sustainability, Vol. 11, Issue: 209, January, pp.1-18.

<sup>7</sup> Hamide Ranjbarshamsi, Maryam Omidi Najafabadi and Hosseini, (2016), "Factors Influencing Consumers' Attitudes towards Organic Agricultural Products", Journal of Agricultural and Food Informaion, Vol. 17, Issue: 2-3, July, pp.110-119.

<sup>8</sup> Nirushan K., (2017), "Factors Influence on Purchase Intention of Organic Food Products in Trincomalee District", International Journal of Research, Vol. 4, Issue: 5, April, pp.708-718.

<sup>9</sup> Kamalachandra Nirushan, (2017), "Factors Influence on Purchase Intention of Organic Food Products in Trincomalee District", International Journal of Research, Vol. 4, Issue: 5, April, pp.708-718.

Bivariate and Multivariate analyses. He identified that health consciousness, consumer knowledge and environmental concern regarding to the consumption of organic food products have positive relationship with the purchase intention of organic food products.

**OBJECTIVES OF THE STUDY**

The present study is undertaken with the following specific objectives:

1. To identify the determinants of the consumers to prefer organic food products.
2. To offer suitable suggestions.

**METHODOLOGY AND TOOLS**

To attain the framed objective, the required primary data have been collected from the 78 sample respondents by using convenience sampling technique. In Erode district, there are ten taluks. Of them, Gobichettipalayam it has been purposively selected. Block wise the sample consumers have been selected. The required primary data have been collected by using a well-structured pre-tested interview schedule. Such collected data have been analysed with the help of Garrett’s Ranking Technique and Kendall’s Co-efficient of Concordance Test (‘W’).

**DATA ANALYSIS AND INTERPRETATION**

It is clear from the Table 1 that the main factor felt by the sample consumers is the Health Consciousness. Because this factor has been ranked as first by the sample consumers. Other factors are in the following order: Chemical free, Advertisement, Taste/ Flavour, Doctors’ advice, Recommendation of retailers, Snob appeal, Availability, Recommendation of friends & relatives and Reasonable price.

To identify the important determinants to prefer the organic food products by the consumers, statistical tools like Garrett’s Ranking Technique and Kendall’s Co-efficient of Concordance (‘W’) test have been applied. Accordingly, it is found that the main factor felt by the consumers is the health consciousness proves to be the most significant factor, this is followed by Chemical free, Advertisement, Taste/ Flavour, Doctors’ advice, Recommendation of retailers, Snob appeal, Availability, Recommendation of friends & relatives and the least importance is given to Reasonable price to their buying decision. It is concluded that Health consciousness is an important factor to influence the consumers to prefer organic food products. The same result has been obtained by using Kendall’s Co-efficient of Concordance.

**TABLE 1- DETERMINANTS TO PREFER ORGANIC FOOD PRODUCTS: KENDALL’S CO-EFFICIENT OF CONCORDANCE (‘W’)**

Factors	TS	MS	Rank	Kendals's (‘W’)
Doctors’ advice	3839	5.62	V	0.0143
Recommendation of friends & relatives	4965	7.27	IX	
Advertisement	3401	4.98	III	
Health consciousness	2951	4.32	I	
Taste/ Flavour	3422	5.01	IV	
Snob appeal	4112	6.02	VII	
Availability	4529	6.63	VIII	
Reasonable price	5459	7.99	X	
Chemical free	3087	4.52	II	
Recommendation of retailers	4050	5.93	VI	

Table 1 reveals that the mean score for the determinants of the consumers to prefer organic food products varies between the score of 4.32 and 7.99. The Kendall’s ‘W’ is calculated for the above factors which is found to be 0.0143. It shows that there is less similarity among the sample consumers in assigning the ranks to the determinants of the consumers to prefer organic food products. Looking at the mean score, it is understood that the highest preference has been given to Health consciousness

(lower the mean score and higher the priority) constituting the mean score 4.32 and the lowest preference is given to Reasonable price. The moderate preference is given to Chemical free (4.52), Advertisement (4.98), Taste/ Flavour (5.01), Doctors’ advice (5.62), Recommendation of retailers (5.93), Snob appeal (6.02), Availability (6.63), Recommendation of friends & relatives (7.27) and Reasonable price (7.99).

It is identified that the calculated value of ‘W’ is 0.0143 which is closer to ‘0’. Thus, it can be concluded that there is a low similarity among the

sample consumers in assigning the ranks to the various determinants of them to prefer organic food products.

TABLE 2- DETERMINANTS TO PREFER ORGANIC FOOD PRODUCTS: GARRETT’S RANKING TECHNIQUE

Factors	Rank	I	II	III	IV	V	VI	VII	VIII	IX	X	Total	TS	MS	Rank
	Scores (x)	82	70	63	58	52	48	42	36	29	18				
Doctors’ advice	F	18	32	50	104	142	78	92	78	58	31	683	32938	48.23	V
	Fx	1476	2240	3150	6032	7384	3744	3864	2808	1682	558				
Recommendation of friends & relatives	F	22	28	38	50	49	95	56	68	122	155	683	27294	39.96	IX
	Fx	1804	1960	2394	2900	2548	4560	2352	2448	3538	2790				
Advertisement	F	86	148	91	52	78	56	48	52	44	28	683	38501	56.37	III
	Fx	7052	1360	5733	3016	4056	2688	9016	3800	1276	504				
Health consciousness	F	248	180	95	61	36	25	11	19	5	3	683	46876	68.63	I
	Fx	2336	12600	5985	3538	11872	1200	462	684	8145	54				
Taste/ Flavour	F	50	62	93	95	94	140	69	28	30	22	683	36589	53.57	IV
	Fx	4100	4340	5859	5510	4888	6720	2898	1008	870	396				
Snob appeal	F	20	24	51	69	50	83	58	128	98	102	683	28841	42.23	VII
	Fx	1640	1680	3213	4002	2600	3984	2436	4608	2842	1836				
Availability	F	21	19	32	72	30	61	90	125	113	120	683	27449	40.19	VIII
	Fx	1722	1330	2016	4176	1560	2928	3780	4500	3277	2160				
Reasonable price	F	14	26	28	20	46	88	121	119	120	101	683	24040	35.21	X
	Fx	1148	1820	1764	1260	2392	4124	5082	4284	348	1818				
Chemical free	F	201	112	104	96	76	33	11	20	18	12	683	43898	64.27	II
	Fx	16482	7840	6552	5668	3852	1584	462	720	522	216				
Recommendation of retailers	F	3	52	101	64	82	24	127	46	75	109	683	30504	44.66	VI
	Fx	246	3640	6363	3712	4264	1170	5334	1656	2157	1962				
TOTAL	Σf	683	683	683	683	683	683	683	683	683	683				

Source: Primary Data. Note: x = Scale value, f = No. of consumers, fx = Score value, TS= Total score and MS= Mean Score; Figures in Parentheses are Rank

It is clear from the Table 2 that the main factor felt by the sample consumers is the Health Consciousness. Because, this factor has been ranked as first by the sample consumers. Other factors are in the following order: Chemical free, Advertisement, Taste/ Flavour, Doctors’ advice, Recommendation of retailers, Snob appeal, Availability, Recommendation of friends & relatives and Reasonable price.

ranked as tenth by the sample consumers. It shows that price is playing an insignificant role to prefer the organic food products. This scenario can be changed if manufactures of organic food products and retailers are coming forward to take various price reducing mechanism for the satisfaction of the consumers, undoubtedly number of consumers using organic food products will increase.

CONCLUSION

SUGGESTION AND CONCLUSION

Suggestions

In this study, by using both Garret Ranking Technique and Kendall’s Co-efficient of Concordance (‘W’) test, it is found that the factor of reasonable price has been

It is known fact that price of the organic food product is costly than non-organic products. By considering health point of view, it is necessary to prefer the organic food products by the consumers.

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