

## A study on consumer awareness towards organic food products in Coimbatore city

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### Abstract

Food plays a vital position in everyone's lives. Organic food refers to crops or livestock that are grown on the farm without the application of synthetic fertilizers or pesticides, and without using genetically modified organisms. It also requires Organic certification. Because the organic food industry is relatively small and new, it is important that consumers become aware of its claims, limitations, and potential benefits. Consumer surveys indicate that the public is concerned about the awareness of the organic food products and safety of the produce that they purchase in stores due to possible pesticide contamination. A well-structured survey of 550 respondents covering the Coimbatore city, Tamil Nadu. Suitable statistical tools have followed for analysis on consumer awareness.

**Keyword:** organic food, genetically modified, organic certification

### 1. Introduction

Food plays a vital position in everyone's lives. Organic food refers to crops or livestock that are grown on the farm without the application of synthetic fertilizers or pesticides, and without using genetically modified organisms. Consumer surveys indicate that the public is concerned about the awareness of the organic food products and safety of the produce that they purchase in stores due to possible pesticide contamination. An organic product is made from organic raw materials. It also requires Organic certification. Because the organic food industry is relatively small and new, it is important that consumers become aware of its claims, limitations, and potential benefits. In order to better protect the consumer, organic certification programs were created in many parts of the world to develop a label for organic food. An organic certification label makes a claim as to the production process used to grow a crop, but the label makes no claims concerning either the quality or the chemical composition of the product itself. Thus, an organic label does not claim that a particular product is more nutritious, pesticide-free, or tastier – it only indicates that the product was grown following a defined set of organic practices as certified by an accredited state, federal, or international certifying agency.

### 2. Review of Literature

Dr. Nilima Varma (2016) <sup>[1]</sup> the main reasons for purchasing organic food products are an expectation of a healthier and environmentally friendly means of production. Organic buyers tend to be older and higher educated than those who do not buy them.

K. Sudhalakshmi and K.M. Chinnadorai (2014) <sup>[2]</sup> the growing awareness about the implication of global warming, non-bio degradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources.

S.Suganya and Dr. S.Aravinth (2014) <sup>[3]</sup> the people do aware of what is happening to the surroundings with regards to the

environment and ecology problems and most consumers perceived that organic food product is healthier.

Mithilesh Verma and V.K. Verma, (2013) <sup>[4]</sup> the consumer thought that organic food products are good for the environment as well as good for the human health but there is lack of more awareness between consumers about organic food products.

M. Gomathi and Dr. Kalyani (2013) <sup>[5]</sup> the awareness among the public about organic products are less than 50%.

Golnaz Rezai, Phuah Kit Teng, Zainalabidin Mohamed and Mad Nasir Shamsudin (2012) <sup>[6]</sup> the respondents were aware of the green concept which is a strong indicator of consumers' intention to go green in food consumption.

### 3. Statement of the Problem

Information about consumers' awareness is an essential element for farmers and marketing agencies to successfully plan production that can capture a greater market share. Awareness about negative externalities generated by conventional farming is gaining momentum with consumers around the world, opting for alternatively, namely organically, produced food products. Awareness of organic food is growing due to people have started to accepting the fact that today non-organic items carries contamination of chemicals. This study attempted to gain knowledge about consumer attitude towards organic food products in the Coimbatore city.

### 4. Objectives

1. To ascertain consumer awareness towards organic food products.
2. To suggest suitable measures.

### 5. Methodology

#### 5.1 Sources of data

- The primary data have been collected from the respondents using through the questionnaire.
- The secondary data have been collected from journals, Magazines and websites.

**5.2 Area of the study**

- The area of the study is confined to Coimbatore city

**5.3 Sampling design of the study**

- Convenient Sampling technique was used.

**5.4 Tools for analysis**

- Friedman Rank Test

**6. Analysis and Interpretation**

To ascertain which type of organic food is highly aware among customers on organic foods, Friedman Rank test is employed.

**Table 1:** Awareness on Organic Foods

	Products	HA	A	NA	Total	Mean Score	Rank
<b>Food Products</b>	Fruits	284	255	11	550	28.70	1
		51.60	46.40	2.00	(100.0)		
	Vegetables	272	264	14	550	28.26	2
		49.50	48.00	2.50	(100.0)		
	Dairy Products	262	254	34	550	27.32	5
		47.60	46.20	6.20	(100.0)		
	Coffee	257	250	43	550	26.75	11
		46.70	45.50	7.80	(100.0)		
	Tea	267	234	49	550	26.95	8
		48.50	42.50	8.90	(100.0)		
	Oil and Ghee	260	253	37	550	27.05	7
		47.30	46.00	6.70	(100.0)		
	Millets	261	255	34	550	27.21	6
		47.50	46.40	6.20	(100.0)		
	Pulses and Beans	263	263	24	550	27.52	4
		47.80	47.80	4.40	(100.0)		
	Cereals (Grains, Wheat, Rice)	271	250	29	550	27.58	3
		49.30	45.50	5.30	(100.0)		
	Snacks	242	276	32	550	26.43	12
		44.00	50.20	5.80	(100.0)		
Nuts, Seeds and Dry Fruits	256	256	38	550	26.80	10	
	46.50	46.50	6.90	(100.0)			
Beverages	257	258	35	550	26.90	9	
	46.70	46.90	6.40	(100.0)			
Processed Food	246	256	48	550	26.23	13	
	44.70	46.50	8.70	(100.0)			
Spices	229	255	66	550	25.12	14	
	41.60	46.40	12.00	(100.0)			
Masala Mixes	220	249	81	550	24.35	15	
	40.00	45.30	14.70	(100.0)			
Organic Condiments	214	260	76	550	24.26	16	
	38.90	47.30	13.80	(100.0)			
Sauce and Butter	211	257	82	550	23.84	17	
	38.40	46.70	14.90	(100.0)			
Baking Ingredient	197	265	88	550	23.18	19	
	35.80	48.20	16.00	(100.0)			
<b>Health</b>	Herbs	194	276	80	550	23.28	18
		35.30	50.20	14.50	(100.0)		
	Medicines	168	312	70	550	22.54	21
		30.50	56.70	12.70	(100.0)		
	Body Health Care	166	315	69	550	22.62	20
		30.20	57.30	12.50	(100.0)		
	Vitamins	160	308	82	550	22.03	23
		29.10	56.00	14.90	(100.0)		
	Diet & Weight Management	163	285	102	550	21.53	32
		29.60	51.80	18.50	(100.0)		
<b>Cosmetics</b>	Facial Care	162	288	100	550	21.30	38
		29.50	52.40	18.20	(100.0)		
	Baby and Kid Care	166	277	107	550	21.42	34
		30.20	50.40	19.50	(100.0)		
	Hair Care	176	290	84	550	22.40	22
		32.00	52.70	15.30	(100.0)		
	Pet Care	173	280	97	550	21.88	26
		31.50	50.90	17.60	(100.0)		
	Aromatherapy	167	293	90	550	22.03	23
		30.40	53.30	16.40	(100.0)		

	Perfume	180	270	100	550	22.00	24
		32.70	49.10	18.20	(100.0)		
<b>Home</b>	Bed Sheet	177	267	106	550	21.78	29
		32.20	48.50	19.30	(100.0)		
<b>Bathroom</b>	Bathroom Towels	178	269	103	550	21.93	25
		32.40	48.90	18.70	(100.0)		
	Bathrobe	167	267	116	550	21.26	39
		30.40	48.50	21.10	(100.0)		
<b>Laundry</b>	Laundry Soaps	185	255	110	550	22.00	24
		33.60	46.40	20.00	(100.0)		
<b>Household supplies</b>	Floor Cleaner	173	269	108	550	21.77	30
		31.50	48.90	19.60	(100.0)		
	Repellents	178	267	105	550	21.82	27
		32.40	48.50	19.10	(100.0)		
<b>Accessories</b>	Air Fresheners	181	259	110	550	21.81	28
		32.90	47.10	20.00	(100.0)		
	Agarbathi	171	266	113	550	21.51	33
		31.10	48.40	20.50	(100.0)		
<b>Clothing</b>	Men	167	257	126	550	20.90	42
		30.40	46.70	22.90	(100.0)		
	Women	155	263	132	550	20.30	44
		28.20	47.80	24.00	(100.0)		
	Boys and Infant	158	272	120	550	20.73	43
		28.70	49.50	21.80	(100.0)		
	Girls and Infant	174	261	115	550	21.32	36
	31.60	47.50	20.90	(100.0)			
	Winter Collection	165	268	117	550	21.01	41
		30.00	48.70	21.30	(100.0)		
	Yoga Clothes	163	275	112	550	21.14	40
		29.60	50.00	20.40	(100.0)		
	Summer Collection	173	261	116	550	21.31	37
		31.50	47.50	21.10	(100.0)		
<b>Special Product</b>	Holi ke Rang	173	268	109	550	21.58	31
		31.50	48.70	19.80	(100.0)		
	Yoga Mats	169	268	113	550	21.36	35
		30.70	48.70	20.50	(100.0)		

From the Friedman rank test, it is inferred that most of the consumers are highly aware on Fruits, Vegetables, Cereals and the like.

### 7. Suggestions

- Lack of awareness is the reason for low consumption of organic foods. More advertisement and awareness program is needed.
- Consumers suggested that if the price get reduce, the consumption level will increase. So, the government should take necessary steps.

### 8. Conclusion

Consumers must give equal importance as much as they consume fundamental food items like fruits, vegetables and cereals, and give importance to other items of organic food products. More amount of organic cultivation will lead to increase the consumption level of consumers. Most of the consumers do not aware of the availability of varieties of organic products in the market. Price is the factor that reduces the consumption of organic food. The awareness should be given to the ultimate consumers about that how the organic foods are healthy and how it safe for the future generation.

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