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Consumer Perception's Towards Organic Products in Bangalore City

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Abstract: ***A natural product is made from materials produced by using natural agriculture. There are one-of-a-kind types of natural merchandise. However natural product is more acknowledged for food gadgets like organic grocery, natural vegetables, and natural certified meals and so on. The study focuses on the consumer perceptions regarding organic product and the changing trend of the consumers towards organic products. Conveyance sampling technique is used to collect the data and the data is analysed by using chi square and ANOVA.***
Key words: Organic products, perception, environment and forming.

I. INTRODUCTION

A. Organic

The term "organic" refers to the way agricultural products are processed and produced. While the regulations change from country to country, in the U.S., organic crops must be grown without the use of synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers.

In other words, Organic produce and other ingredients are grown without the use of sewage sludge, genetically modified organisms pesticides, synthetic fertilizers, or ionizing radiation. Animals that do not take antibiotics or growth hormones produce meat, poultry, eggs, and dairy products are considered to be organic.

Organic livestock rose for meat, eggs, and dairy products must have access to the outdoors and be given organic feed. They should not be given antibiotics, growth hormones. Food produced without the use of pesticides, chemical fertilizers, or other artificial chemicals are said to be organic. It is basically derived from living matter.

B. History Of Organic Products

The concept of organic farming was started by the ancient farmers 1000 years back for cultivation, near the river belt totally dependent on the natural resources. Its roots is very strong as it was widely spread in different villages and farming communities and then the legacy continued, though with a crest and trough ride but yet continued. The concept of organic farming is mentioned in many ancient literatures like Rig-Veda, Ramayana, Mahabharata and Kautilya Arthasashthra.

However, people supporting organic food did not stay quiet completely. In fact, the modern organic movement started as well as industrial agriculture became popular. The movement started in Europe and Australia when a team of food consumers and growers together searched for ways to combat industrialized agriculture. They practiced organic farming techniques and even promoted it and started to demand safer food production methods and to decrease the risk of health which occurs due industrial agriculture. The years moved on and organic farming still continues and played a significant role in making lifestyle of people healthy and active.

II. RESEARCH METHODOLOGY

Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. Consumer interest in organic products is growing alongside a diversification of the supply.

There is an increasing emphasis on understanding the consumer's motives for the choice of food types. Meanwhile, an individual's food-related personal traits are suspected of playing a moderating role in influencing personal food choice. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. The study aims to know about customer perception about organic products and also the changing trend of users of organic product.

The data is collected with the help of the survey conducted using a research instrument that is a questionnaire which was monitored with general users of organic products.

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1) *Sampling Unit:* Sampling unit for the study are the users of the organic product. Data is collected from 50 respondents who are the users of organic products. Convenience sampling technique is used to collect the data.
2) *Data Analysis Technique:* The collected data is tabulated, edited and analysed with the help of statistical tool like chi-square and ANOVA.

III. RESULT AND DISCUSSION

Table 1: Demographics of the respondents

Demographics					
Age	20-29 25(50%)	30-39 15(30%)	40-49 5(10%)	50 & above 5(10%)	---
Gender	Male 23(46%)	Female 27(54%)	---	---	---
Qualification	Post Graduate 20(40%)	Graduate 14(28%)	Higher Secondary 8(16%)	Secondary 7(14%)	Below 10^{th} 1(2%)
Occupation	Professionals 15(30%)	Employee 0	Business 0	Student 15(30%)	Others 20(40%)
Marital Status	Married 27(54%)	Unmarried 23(46%)			

Table 1 shows the demographics of the respondents, 54% of the respondents are females followed by 46% males. Females are more dominated than males, proving to the fact that female user give more importance to the health and skincare as they want to get attracted by others.

50% of the respondents fall under the age group of 20-29 years, this group gives more emphasis on health and they are more health conscious which is followed by 30% (30-39 years), 10% (40-49 and Above 50 years).

40% of the respondents are post graduates, which reveals that, these people cares more for the health as they are more knowledgeable and aware of the benefits of organic products, followed by 28% graduates, 16% higher secondary, 14% secondary and 2% below 10^{th}.

40% of the respondents are home makers, this group of people give more importance to the use of organic products. As they are more prone to become obese, followed by professional and students each (30%).

Married (54%)as the people are mature and knowledgeable enough to use organic products and it's still in trend so un married (46%) people are also in good number making it a cumulative response.

Table 2: Source of information to buy organic products

Source	Print Media 8(16%)	Social Media 17(34%)	Electronic Media10(20%)	Friends and family members 15(30%)

Social Media (34%) having the wide range of users gaining information about organic products later followed by friends and family members sharing and exchanging information and suggesting organic products. The print media and electronic media come in a phase of last providing information to fewer users.

Table 3: Availability of Organic Products

Availability	Retailer(26%)	Organic Store(60%)	Online(12%)	Farm(2%)

Organic Products are widely available and usually customers prefer buying it in organic stores (60%) only on the account of being genuine and reliability and then retailers(26%) are also considered if near and later online (12%) products if a regular user of any product. Some purchase from Farms (2%) directly.

Table 4: Frequency of Purchase of Organic Products

Frequency	Daily(22%)	Once a week(64%)	Once a month(8%)	Few times a year(6%)

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Majority of the respondents buy organic products on weekly (64%) basis especially perishable goods which proves organic products having a long shelf life, rest buy it on a day to day(22%) basis usually fruits in less quantity. Respondents buy soaps and grains on monthly (8%) basis and tonics are bought on yearly (6%) basis.

Table 5: Perception of Consumers on Organic Food being Healthy

Perception	Healthy(100%)	Unhealthy(0%)

All the respondents have agreed to Organic Food being healthier and better for the lifestyle and a healthy and anti-illness life, after the entire struggle of making people understand the health benefits of Traditional Food, people have now understood that Organic Food are healthier.

Table 6: Price of the Organic Products

Price	Value of Money ((42%)	Over priced (58%)

There is a mixed response from the Respondents some agree to the fact that it is value for price(42%) but rest say it is over-priced (58%). Government should find measures to reduce the price of it for making it feasible for middle class to bring it to daily use. The farmers can also be in relief if the products price will be reduced.

Table 7: Effect on Purchase of Organic Products if Price Increased

Effect	Still Purchase(68%)	Will not Purchase(8%)	Not Sure (24%)

Majority of the respondents (68%) have stated that they continue to purchase organic products even if there is increase price. The purchasing power of the consumers will decrease as price increases so (24%) of the respondents are not sure regarding the purchase of the product, we can witness a change in the purchase where the middle class will switch back to modern and less costly products for their daily life and 8% are not sure about the purchase behaviour.

Table 8: Start of Usage of Organic Products

Usage	Recently(10%)	Months Ago(22%)	Been a year(30%)	More than a year(38%)

Majority of the respondents have been using Organic Products for years and more(38%), than some months (22%) depicting it to be a good way of lifestyle with enhanced growth of it people have started adapting it more into their life, followed by a year(30%) and recently (10%)

Table 9: Reasons to prefer organic products

Reasons	Ethical Reasons 12%)	Concern for Environment (8%)	Quality of products (24%)	Health Concern(56%)

Majority of the consumers are using it for Health Concerns (56%) and Quality of the products (24%) this depicts a lot about the consumer where personal choice is mainly considered making it a priority and keeping environment (8%) and ethics (12%) along too.

Table 10: Products mostly purchased by consumers.

Products	Vegetable(28%)	Fruits(28%)	Grains(24%)	Jucies(8%)	Dairy Products(12%)

Majority of people prefer purchasing vegetable (28%) and fruits (28%) for its quality and less adulterants. Roadside fruits and vegetable vendors do not realise the content of magnesium in fruits and vegetable & the staple grains (24%) which are available. Juices (8%) and Dairy Products (12%) are preferred to be made at home or get from nearby retailers.

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Table 11 : Effect of Organic Products on Lifestyle of Consumer

Effect	Balance Diet (30%)	Good Health (56%)	Concern for Environment (10%)	Boosting Self Image (4%)

Majority of the respondents have stated that Organic food evidently help them to gain good health (56%) and mainly highlighting the balance diet (30%) which needs to be followed and it helps in maintaining it to the fullest along with being eco-friendly (10%) and boosting confidence(4%) and contentment in a consumers giving full satisfaction.

Table 12 : Favourable Changes faced by the Consumers.

Changes	Activeness (20%)	Weight Loss(16%)	Stress Relief (18%)	Reduced Illness (20%)	Proper Digestion (26%)

There is a mixed response from the respondents being it a favourable change and people have faced proper digestion (26%) and making it more feasible for the body and better for the people and environment followed by reduced illness(20%), Stress relief (18%), Weight loss (16%) and Activeness (20%).

TABLE 13: Side Effects of organic products

Effects	Side Effects (0%)	No Side Effects (100%)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Side Effect	0	0
No Side Effect	50	100
Total TOTAL	50 50	100 100%

All the respondents have agreed that are no side effects by using organic products.

A. Chi Square Test to Test the Hypothesis

1) H_0: No association exists between age and preference of organic products

2) H_1: An association exists between age and preference of organic products

Age	Ethical Reasons	Concern for Environment	Quality of Product	Health Concern	Total
Below 19	0	0	0	0	0
20-29	3	2	4	16	25
30-39	2	2	4	7	15
40-49	0	0	2	3	5
50 & Above	1	0	2	2	5
Total	6	4	12	28	50

Chi square analysis is conducted to test the hypothesis. Calculated chi square value is 4.157. Since the calculated value is less than the table value at 95% significance for 9 degree of freedom. So we accept null hypothesis ie., No association exists between age and preference of organic products.

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We can infer that there is no relationship between age and preference of organic product. Organic product can be preferred by any age group.

a) $H_{0:}$ No association exists between age and effect of organic products on lifestyle of consumers
b) H_{1}*:* An association exists between age and effect of organic products on lifestyle of consumers

Age	Balance Diet	Good Health	Concern for Envt	Boosting Self Image	Total
Below 19	0	0	0	0	0
20-29	5	16	2	2	25
30-39	6	7	2	0	15
40-49	2	3	0	0	5
50 & Above	2	2	1	0	5
Total	15	28	5	2	50

Chi square analysis is conducted to test the hypothesis. Calculated chi square value is 5.695. Since the calculated value is less than the table value at 95% significance for 9 degree of freedom. So we accept null hypothesis ie., No association exists between age and effect of organic products on lifestyle of consumers.
We can infer that there is no relationship between age and effect of organic product on lifestyle of consumers.

B. Demand For Organic Products And Age Of The Customer

Age (Years)/ Demand	<19	20-29	30-39	40-49	>50	Total
Daily	0	8	2	1	0	11
Once a Week	0	13	11	3	5	32
Once a Month	0	2	1	1	0	04
Few Times a Year	0	2	1	0	0	03
0Total	0	25	15	5	5	50

1) H_{0}*:* Demand for organic product is the same across all age groups
2) $H_{1:}$ Demand for organic product is not the same across all groups.
The result of one way ANOVA is shown in the table below. The ANOVA table shows that the F value is 5.9526 and calculated value of F is 0.898. Since the calculated value is less than the table value we reject H_1 and accept the H_0. Demand for organic product is almost similar across all different age groups.

Anova Table

	Sum of the Squares	d.f	Mean Square	F	Sig
Between groups	80	4	20	5.9526	0.898
Within Groups	268	12	22.33		
Total	348	16			

IV. CONCLUSION

Consumers have a very good image of organic products being it very healthy and essential for body and lifestyle. Usually the consumers buy products from registered organic stores and retail store. The consumers have noticed proper balanced diet and proper digestion when using pure organic food.
Fruits and Vegetable are more in purchased as compared to juices and dairy products.
Organic food is healthier and suitable for the body to make healthier and contentment spread on a national level and not just within the city. Many elderly people have been consuming it for a year now and they realise the main value of having organic material rather than consuming in-organic food. After proper consumption they experienced activeness and proper weight loss along with stress relief, it comes with no side effect which becomes very advantageous for it to consume.

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Organic meals regularly have more useful vitamins, together with antioxidants, than their conventionally-grown opposite numbers and those with hypersensitive reactions to ingredients, chemicals, or preservatives often discover their signs and symptoms lessen or depart once they devour best organic meals.

Price of the products can be reduced and government can bring reforms to the price and availability of the products. The study involved only the consumers of organic products who gave their opinion on the product and its policy stating that government should come up with some aids to the farmers which would help them grow and sustain as well as it will reduce the price of the products and make it more available reducing the cost of transporting the products.

V. SUGGESTIONS

A. There should be proper reforms from the government to reduce the price of the products to make it more accessible for the middle class people.

B. Government on the other hand should take certain steps to develop the farmer so they are also at ease and we can also avail Organic Products.

C. There should be drives and events taken place to highlight and enlighten people about the benefits of consuming Organic Products and how it benefits people in long run.

D. School kids and children at home should be given lessons about the benefits and use of organic products and harmful effect of conventional farming and products.

E. Price of the products can be reduced and made available to all the sectors of society.

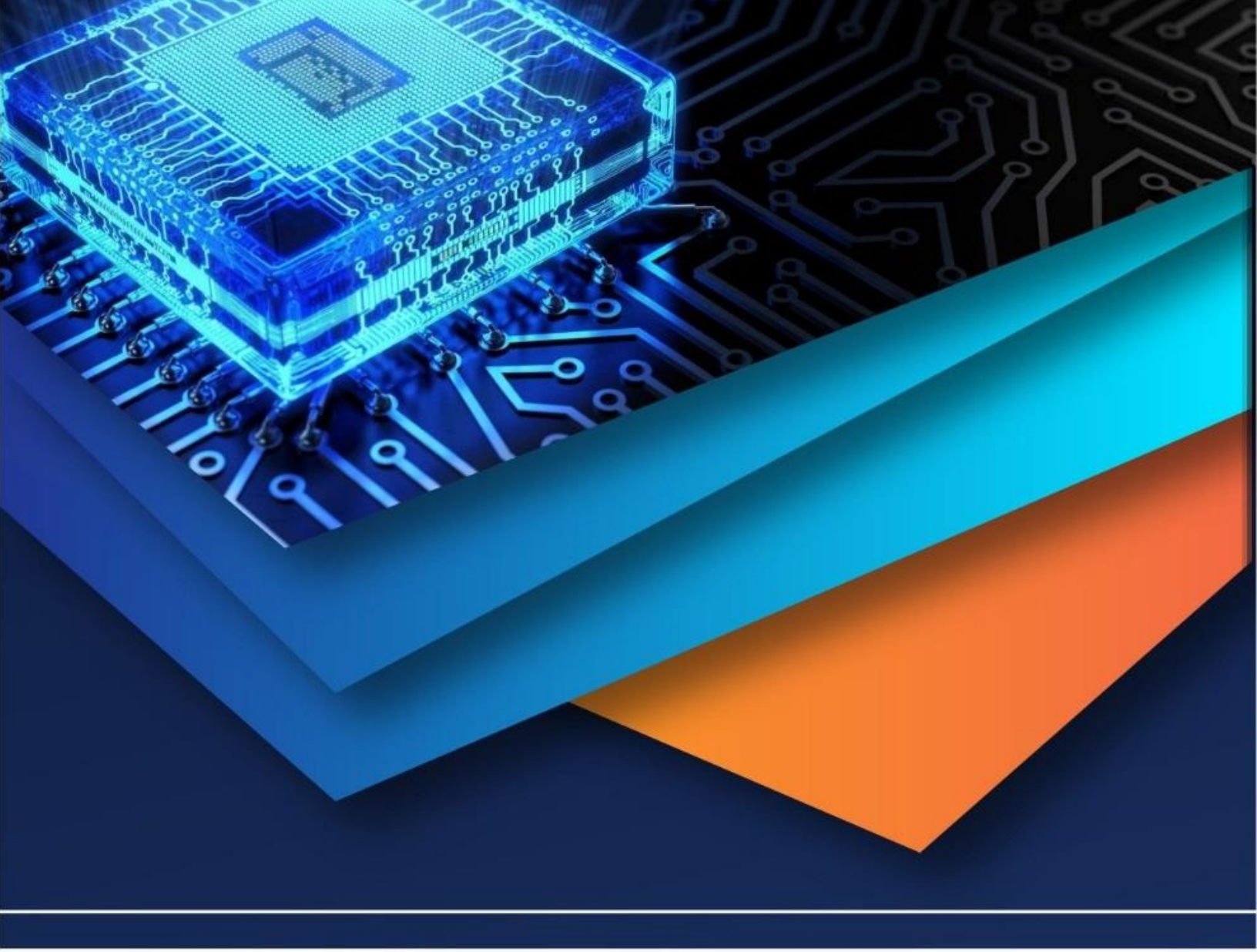
F. Some benefits should be given to the retailers as well, to enhance the sale and availability of the Organic Products

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