

A STUDY ON AWARENESS TOWARDS ORGANIC PRODUCTS AMONG THE GENERAL PUBLIC IN ERODE CITY

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ABSTRACT

This study helps to understand the Awareness Towards Organic Products Among the General Public in Erode City. The main objective of this study is to analysis the awareness towards organic products among the general public. The convenient sampling method has been used in this study. A well-structured questionnaire was designed and collect sample of 125 respondents from general public. The necessary statistical tools such as percentage analysis and chi-square have been used to interpret the data. The major findings of this study exposes that there is a significant relationship between age group of the respondents and awareness level of organic products and there is no significant relationship between Family monthly income and Amount spend for purchase of organic products. Finally, this study concluded that the main source of awareness of an organic product among the general public in Erode city through the social media and public promotion and advertisement of organic shops.

Keywords: Organic products, Awareness, General public, Social media and Promotion.

INTRODUCTION

Sir Albert Howard (1873-1947) is a father of organic farming and he observed the method of cultivation and he adopted techniques by the local farmers in India and later he learned that composting method gives nutrients to soil. He made a documents and develop organic farming techniques and spread the knowledge of organic farming to UK based Soil association. The organic farming was practiced in India since thousands of years. During 1950s and 1960s due to increase of the population in India and natural calamities it leads to a severe food scarcity in India. M.S. Swaminathan implemented the green revolution in 1960s, in that large amount of land brought for cultivation and started their project of increase the wheat,

paddy and food grains. After this green revolution all the method of techniques and cultivation process is increased to meet the food supply to the peoples in India and to avoid the food scarcity.

The organic farming is one of the fastest growing sectors in India. Agricultural is one of the backbone of Indian economy. The years went the people are suffered from many diseases and more plants are developed with GMO's, pesticide with preservation. With the help of RTI Rights to Information Act, consumer protection Act helps the people to understand about that products. The consumers are aware with the problems of pesticide products and engaged into more awareness program relating to that. In the present, most of the people aware about the problem of non-organic food and they turned to traditional food as organic food. Now we can see that FMCGs products dropped and its turnover is low. Because the consumer aware about the packed foods and its preservatives. So, they moving towards the organic products.

SIGNIFICANCE OF THE STUDY

Most of the peoples change their attitude from fast foods to organic foods because of the rising of health issue and safety consumption. The organic food product does not encourage a pesticide food, preservation foods and Genetically Modified Organism foods. Nowadays famers are converting their land into organic farm, supermarkets are adding the organic food options, in online shopping also added the organic products and stand-alone organic shops doors are opened. Therefore, this research to gain valuable information of consumer's awareness and attitude of organic products from general public.

STATEMENT OF PROBLEM

In India, organic food produce market has persistent growth in the past few years. Nowadays the consumer moved the organic produce for the health and safe consumption of food. All people are focusing on the green feature products and wish move on eco-friendly products. Because they know the information from social media and they learn what problems going on related to health. Based on this main reason they view point on organic products. This research has undertaken among general public and mainly focused their awareness and attitudes towards organic products.

OBJECTIVES OF THE STUDY

1. To study the socio-economic status of the consumers.
2. To analysis the awareness towards organic products among the general public.

REVIEW OF LITERATURE

Shayista Akhtar and Gazala nisar (2016) aims to study the awareness towards organic foods: a comparative study amongst adolescents with Srinagar district of Kashmir. The main scope this study made an attempt on awareness of organic food among the adolescents. The major findings of this study was adolescents having awareness about organic foods. However, adolescents' girls were more aware than adolescents' boys.

S.Priya and M. Parameswari (2016) revealed consumer attitude towards organic products. The main objective of the study to find out the awareness of consumer about the organic product. The major findings of the study revealed that awareness about organic food is among the people and their intention to buy organic food is perfectly shaped by the beliefs. Finally, they concluded that strong intent and attitude values towards the benefits of the organic product.

K.Sundaresh and Dr. S. Babu (2017) conducted a study on college student's awareness and attitude towards organic food products on Coimbatore city. The major finding of the study was male respondent more interested in using the organic product. Finally, they inferred that the undergrad is well conscious with organic foodstuffs.

S.Amudha and Dr.M.Kanagarathinam (2017) focused to study on consumer awareness towards organic food products in Coimbatore city. The main objective of this study to ascertain the consumer awareness towards organic foods products. The major findings of this study was most of the consumers do not aware of availability of product in market.

R.Ayswarya and Dr.S.Vansathi (2018) analyses the consumer perception towards organic products in Tiruchirappallai Corporation. The main objective of this study to examine the consumer perception towards organic product which relate to demographic profile of the consumer. The major findings of this study towards organic products relates to eco-friendly and health benefits.

Chaitra Bharath and H.M.Chandrashekar (2018) focused study on the consumer awareness of organic certification of food products in Mysore city. Objectives of the study to evaluate the awareness among the organic food consumers regarding the certification of organic food. The major findings of this study was lag in adoption of organic food and lack of awareness on premium price has be charged on the organic food products.

RESEARCH METHODOLOGY

This study based on convenient sampling method. Both primary and secondary data are collected for purpose of this study. Primary data are collected through questionnaire. Secondary data was collected through journals and websites. This research adopted simple random sampling method and the sample size is 125. Erode city chosen as a study area. The statistical tools were used as Percentage analysis and Chi-square test.

ANALYSIS AND INTERPRETATION

Table No 1: Demographic Variables

Variables	Classification	Frequency	Percentage
gender	Male	59	47.2
	Female	66	52.8
	Total	125	100
Age in years	Below 20 years	31	24.8
	21-23 years	54	43.2
	24-26 years	17	13.6
	Above 26 years	23	18.4
	Total	125	100
Educational qualification	Up to school level	17	13.6
	Diploma	20	16.0
	Graduates	67	53.6
	Professional	21	16.8
	Total	125	100
Family monthly income	Below Rs. 10000	14	11.2
	Rs.10001 to Rs.20000	37	29.6
	Rs. 20001 to Rs.30000	48	38.4
	Above Rs. 30000	26	20.8
	Total	125	100
Come to know about	Social media	47	37.6
	Friends / Relative	22	17.6
	Tv News or News paper	32	25.6
	Awareness program	24	19.2
	Total	125	100

Source: Primary Data

From above table reveals that out of 125 respondents were 52.8% are female, 43.2% of the respondents are belongs to the age group of 21-23 years, 53.6 % of the respondents are

graduate, 38.4% of the respondent's family monthly income was Rs.20001 to Rs.30000, 37.6% of the respondents are come to know about the organic food products is social media.

Table no 2: Age * Awareness level of organic products Cross tabulation

Age	Awareness level of organic products			Total
	Highly Aware	Aware	Not Aware	
Below 20 years	4 (12.3%)	27 (87.1%)	0 (0.0%)	31 (100.0%)
21-23 years	10 (18.5%)	40 (74.1%)	4 (7.4%)	54 (100.0%)
24-26 years	5 (29.4%)	12 (70.6%)	0 (0.0%)	14 (100.0%)
Above 26 years	0 (0.0%)	19 (82.6%)	4 (7.4%)	23 (100.0%)
Total	19 (15.2%)	98 (78.4%)	8 (6.4%)	125 (100.0%)

Source: Primary data

From above the table reveals that 87.1% of the respondents belongs to the age group of below 20 years, 74.1% of the respondents belongs to the age group of 21-23 years, 70.6% of the respondents belongs to the age group of 24-26 years and 82.6% of the respondents belongs to the age group of above 26 years.

CHI-SQUARE TEST

Hypothesis:

H0: *There is no significant relationship between age group of the respondents and awareness level of organic products.*

H1: *There is significant relationship between age group of the respondents and awareness level of organic product.*

Table No 3: Age and awareness level about organic products

Factor	Chi-Square	Df	P Value	Remark
Pearson Chi-Square	14.365 ^a	6	.026	Significant

Source: Primary Data

The above table reveals that P value (0.026) is less than significant value (0.05). Hence the null hypothesis is rejected. So, there is significant relationship between age group of the respondents and awareness level of organic products.

Table no 4: Family monthly income * Amount spend for purchase Cross tabulation

Family Monthly Income	Amount spend for purchase				Total
	Less than Rs.1,000	Rs.1,001 to Rs.1,500	Rs.1,501 to Rs.2,000	Above Rs.2,000	
Below Rs. 10000	2 (14.3%)	7 (50.0%)	4 (28.6%)	1 (7.1%)	14 (100.0%)
Rs.10001 to Rs.20000	12 (32.4%)	23 (62.2%)	1 (2.7%)	1 (2.7%)	37 (100.0%)
Rs. 20001 to Rs.30000	13 (27.1%)	18 (37.5%)	16 (33.3%)	1 (2.1%)	48 (100.0%)
Above Rs. 30000	7 (26.9%)	14 (53.8%)	5 (19.2%)	0 (.0%)	26 (100.0%)
Total	34 (27.2%)	62 (49.6%)	26 (20.8%)	3 (2.4%)	125 (100.0%)

Source: Primary data

From above the table reveals that 50.0% of the respondents spend amount for purchase is less than Rs.1000, 62.3% of the respondents spend amount for purchase is Rs.1,001 to Rs.1,500, 37.5% of the respondents spend amount for purchase is Rs.1,501 to Rs.2,000 and 53.8% of the respondents spend amount for purchase is Above Rs.2,000.

CHI-SQUARE TEST

Hypothesis:

H0: *There is no significant relationship between Family monthly income and Amount spend for purchase of organic products.*

H1: *There is significant relationship between Family monthly income and Amount spend for purchase of organic products.*

Table No 5

Family monthly income and Amount spend for purchase of organic products

Factor	Chi-Square	Df	P Value	Remark
Pearson Chi-Square	15.779 ^a	9	.072	No Significant

Source: Primary Data

The above table reveals that P value (0.072) is greater than significant value (0.05). Hence the null hypothesis is accepted. So, there is no significant relationship between Family monthly income and Amount spend for purchase of organic product.

FINDINGS

- ❖ 52.8% of the respondents are female, 43.2% of the respondents are belongs to the age group of 21-23 years and 53.6% of the respondents are graduates.
- ❖ 38.4% of the respondent's family monthly income were Rs.20001 to Rs.30000 and 37.6% of the respondents are came to know about organic food product through the source of social media.
- ❖ Chi-Square proves that there is a significant relationship between age group of the respondents and awareness level of organic products.
- ❖ Chi-Square proves that there is no significant relationship between Family monthly income and Amount spend for purchase of organic products.

CONCLUSION

The organic products are becoming very popular among the peoples. They wish to found the regular usage product in the market as the organic quality. They are well aware about the health and safety consciousness. So this result from this present research study as the general people are aware about the organic product. The main source of getting awareness through social media. The social media plays a vital role for awareness of organic products. There is more number organic shop located in Erode City, through the promotion of that shop the general people are got some knowledge thoughts about the organic products. The peoples started search on organic products benefits and its usage from social media. The main source of awareness of organic products among the general public through social media and public promotion.

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