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A Study on Organic Farm Product Purchasing, in View of Organic Product Consumers

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Abstract---According to several research, the majority of customers choose organic farm products for health reasons. Organic agriculture production and commerce have evolved as a significant in recent years. The purpose of this study was to learn about customer attitudes about Consumption of organic farm product, to overview of organic farm product through related literatures, and consumer potential towards organic farm product. The findings of the study reveals that consumers are more aware of organic farm products. They show higher frequency of purchase of organic farm products, consumers are often purchase organic farm products. Majority of the respondents shows highest Willingness to buy organic farm products. The study used Convenience sampling technique in this research. The research consist of 200 sample size.

Keywords---Organic farm Products, Frequency of purchase, Consumer attitude, Health conscious, Willingness to buy.

Introduction

Environmental awareness and rising consumer interest in organic farm products, as well as their willingness to pay for organic characteristics, drive business interest in organic marketing, resulting in considerable developments and breakthroughs. Organic items are those that are grown without the use of fertilisers or pesticides. An environmentally conscious consumer is one who "understands that the creation, distribution, use, and disposal of items have external costs, and who judges such external costs negatively, attempting to minimise them by her/his own behaviour." Organic produce is thought to be

healthier than non-organic options. Previous research has showed that people recognise organic farm product as having a greater vitamin and mineral content than conventional items. According to several research, the majority of customers choose organic farm products for health reasons. Organic agriculture production and commerce have evolved as a significant industry in India. As in other regions of the developing world, it is seen as a vital approach for promoting long-term development. Organic production growth in India is gaining traction among cultivators, manufacturers, marketers and consumers.

Literature review

Gillian Turnbull (2000) by addressing the issue, the "Report on Consumer Behaviour in Purchasing Organic Food Products in Australia" increased understanding of organic product purchasing behaviour. The study's findings revealed how customers recognise organic products and the elements that impact their purchasing choice. Paul and Rana (2012) the degree of consumer happiness varies between organic and conventional products, with satisfaction tending to improve when the product is really organic.

Harrison Walker (2001) However, research on this link in the realm of organic goods is limited. In this study, WOM intention is defined as an informal contact between a people who not a salesman is executing his or her profession and another individual who might be referred to as a receiver. Pawl Bryla (2016) In Poland, young people are content with conventional food and find organic food unpleasant and bland, while elderly people cite high prices and a lack of information as major hurdles.

Singh (2017) Concerned about the potential health risks associated with conventional food consumption, the modern consumer has emerged as more vigilant towards the dietary, particularly on the origin of edibles, with a preference for those lacking harmful substances, such as excessive amounts of pesticides, fertilisers, antibiotics, and synthetic food additives for processed foods.

Objectives

- The purpose of this study was to learn about customer attitudes about Consumption of organic farm product.
- To overview of organic farm product through related literatures
- And consumer potential towards organic farm product.

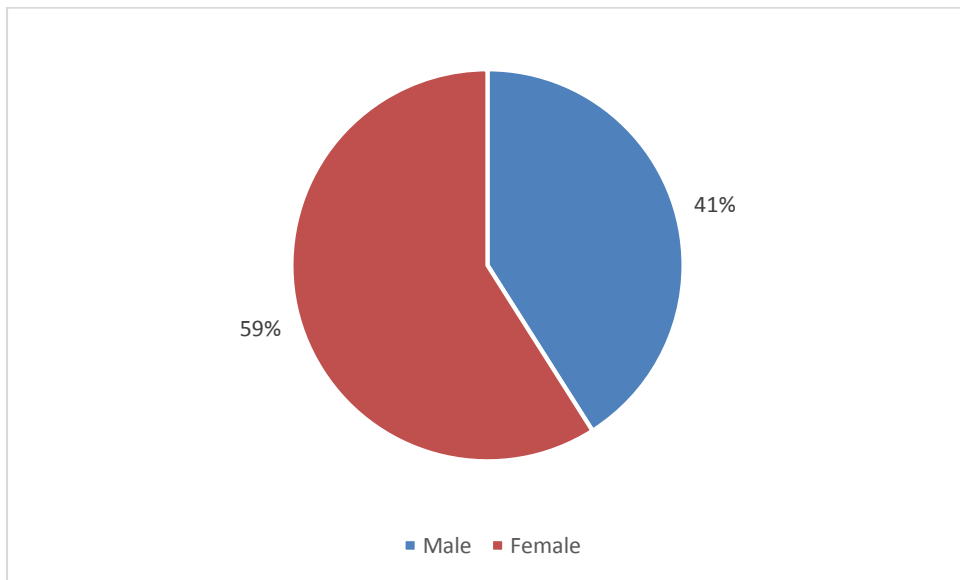
Methodology

Convenience sampling technique is used in this research. The data collected from the consumers who visit the organic farm product store. To comprehend the demand reasons for organic products as well as the consumer's impression of organic products, gathered primary data in Chennai city southern region, the following sample size would be employed.

s.no	Name of the Organic store	No.of.consumer
1	Pearl millet Organic store	50
2	Yavarum nalam Organic store	50
3	Ammi tharcharbu sandhai	50
4	Thalir nilam	50
Total		200

Results

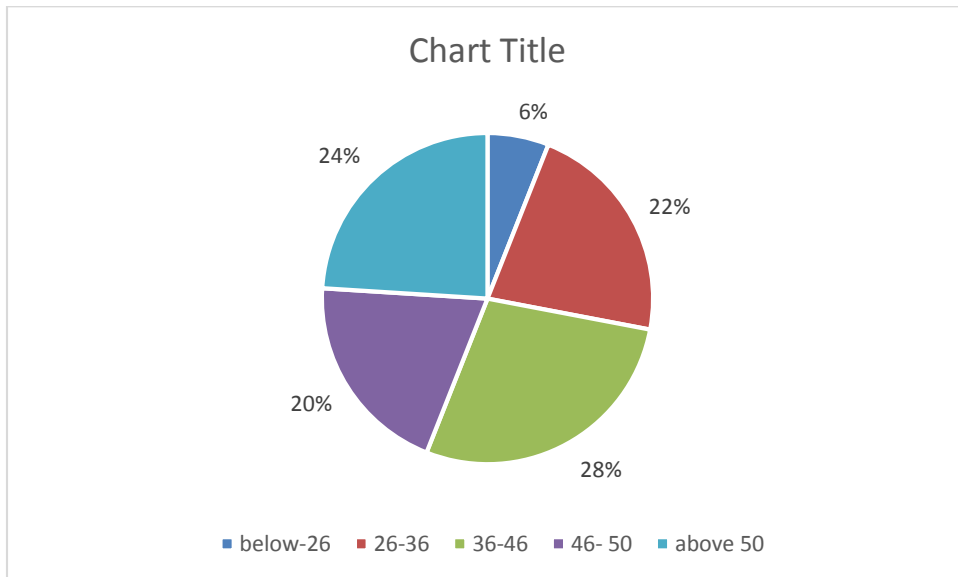
Gender of the respondents



MALE	82	41%
FEMALE	118	59%
TOTAL	200	100%

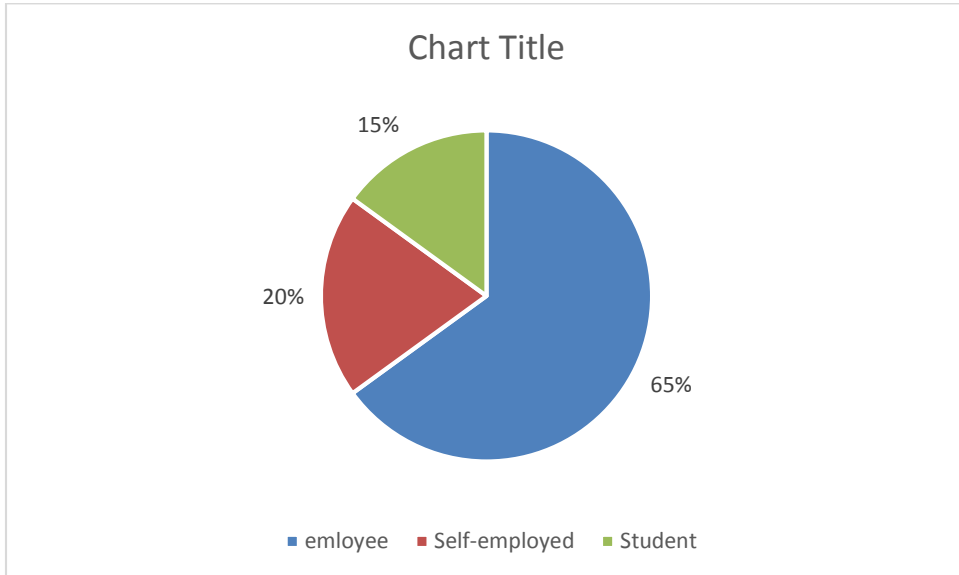
The above table reveals that the 41% of Respondents are Male, remaining of the 59% of the respondents were Female. Therefore majority of the respondents were Female.

Age of the respondents



below-26	12	6%
26-36	44	22%
36-46	56	23%
46- 50	40	20%
above 50	48	24%

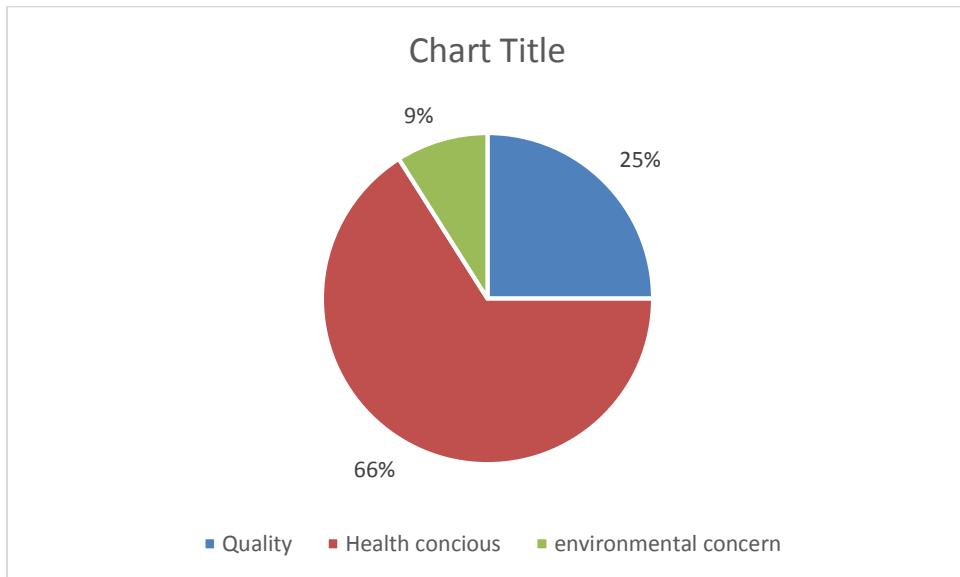
The above table shows that 6 percent of the respondents are in the Age below 26 Years, 22 percent of respondents are in age between 26-36 years, 23 percent of respondents are in between 36-46 years, 20 percent of respondents are in between 46-50 years and remaining 24 percent of respondents are Above 50 years old out of 200 Respondents.

Employment status

employee	130	65%
Self-employed	40	20%
Student	30	15%

The above table shows that 65% of respondents were employees, 20 % of respondents were Self-employed and 15% of respondents were Students out of 200 respondents.

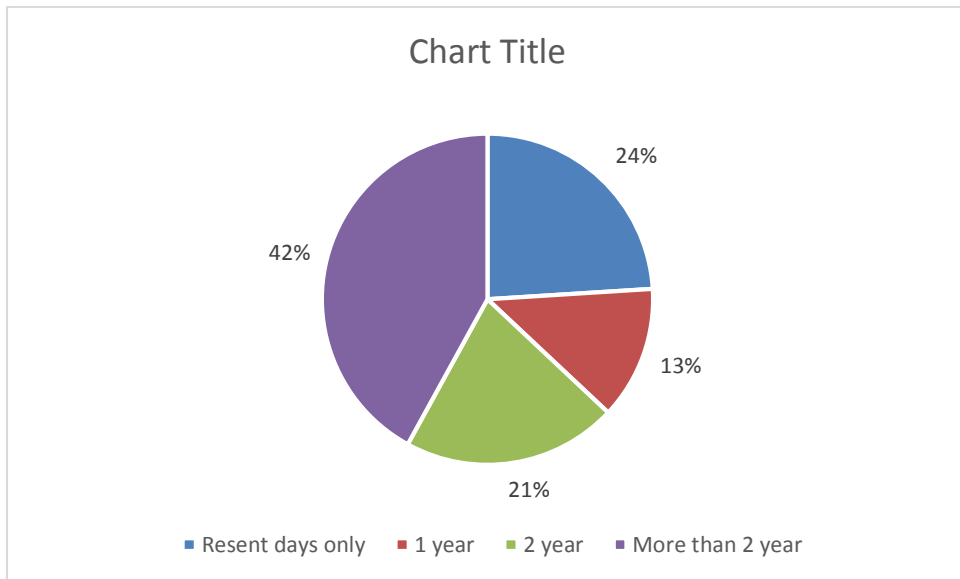
The Advantages of Buying Organic products



Quality	50	25%
Health conscious	132	66%
environmental concern	18	9%

The above table shows that the 66 percent of respondents prefer organic farm products to maintain good health, 25 percent of respondents for its quality and other 9 percent of respondents will prefer for environmental concern.

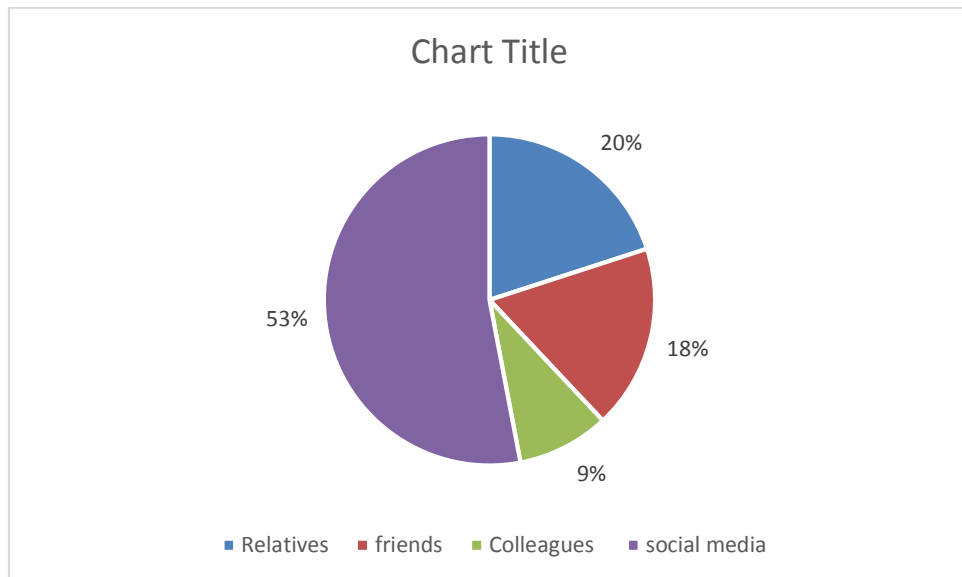
How Long Have You Been Engaged in Buying Organic Products



Recent days only	48	24%
1 year	26	13%
2 year	42	21%
More than 2 year	84	42%

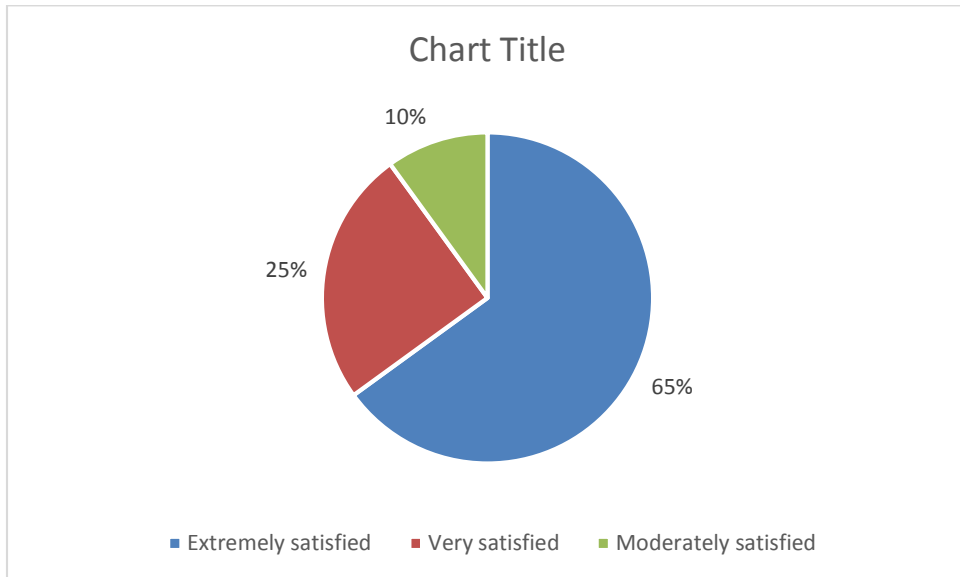
The above table shows the 24 percent of the respondents are purchasing organic farm product in recent days only, 13 percent of the respondents are using one year, 21 percent of respondent are using two years, and remaining 42 percent of respondent are using organic farm product more than two years.

Awareness towards organic farm products from



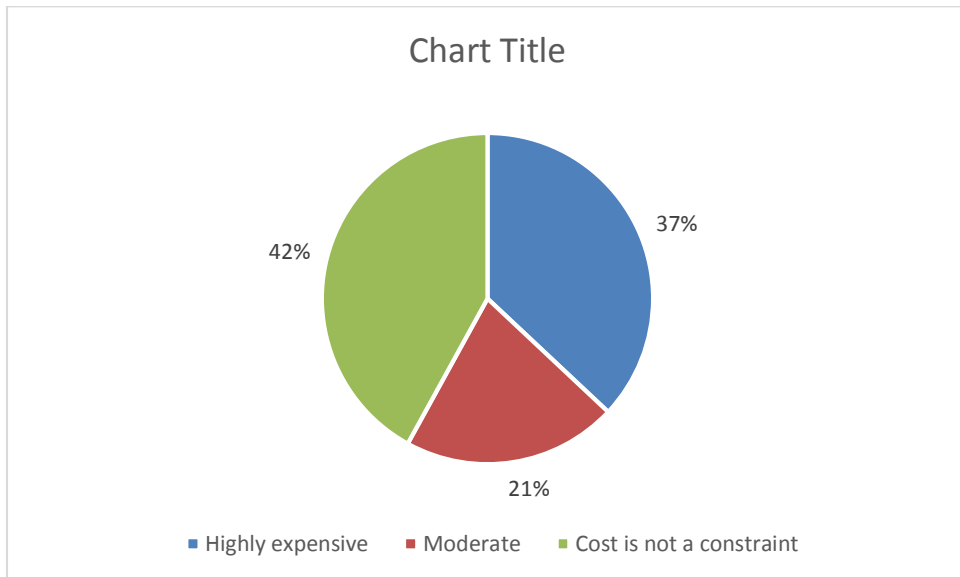
Relatives	40	20%
Friends	36	18%
Colleagues	18	9%
social media	106	53%

The above table shows that the awareness of organic farm products to respondent is more from social media i.e. 53% and second is Relatives i.e. 20%, 18% from Friends, 9% from Colleagues.

Satisfaction towards organic farm products

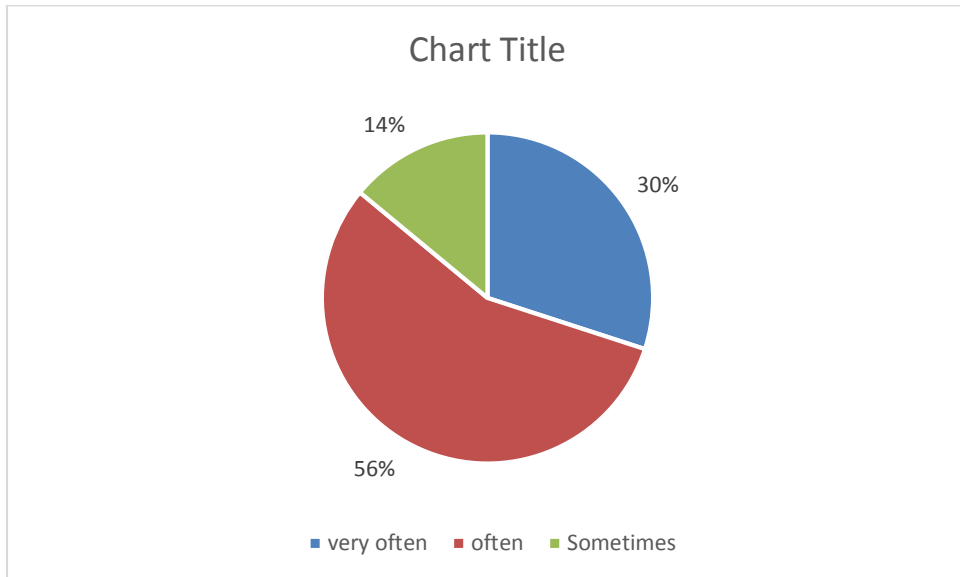
Extremely satisfied	130	65%
Very satisfied	50	25%
Moderately satisfied	20	10%

The above Table shows that majority of the respondent 65% extremely satisfied with organic farm product. 25% of consumer Very satisfied with organic farm product. 10% respondents moderately satisfied with organic farm products.

Opinion on cost of organic farm products

Highly expensive	74	37%
Moderate	42	21%
Cost is not a constraint	84	42%

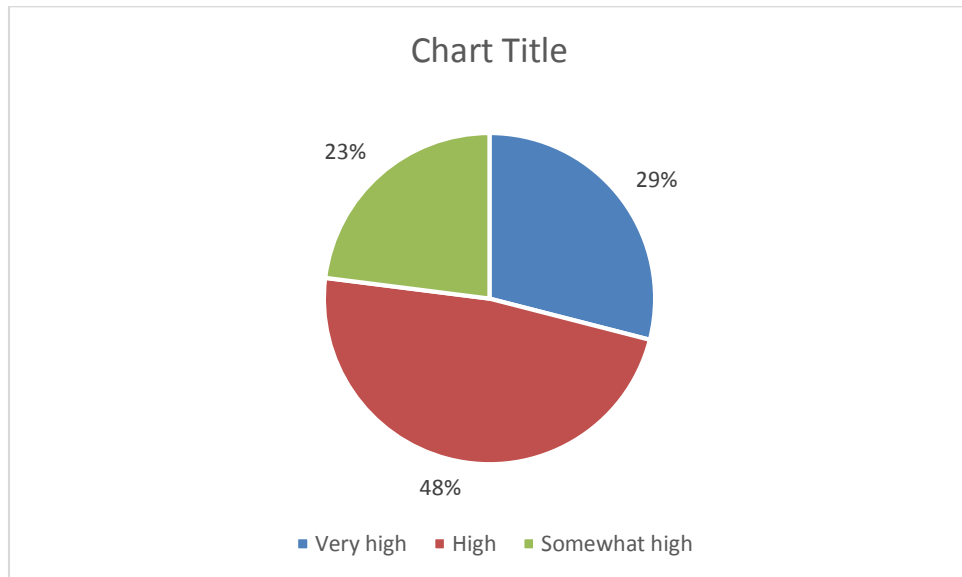
The above Table shows that 37% respondents says highly expensive, 21% respondents says Moderate and 42% says Cost is not a constraint.

Frequency of purchase of organic farm products

very often	60	30%
often	112	56%
Sometimes	28	14%

The above Table shows the Frequency of purchase of organic farm products 30% of the respondents says very often, 56% says often and 14% respondents says sometimes.

Willingness to buy organic farm products



Very high	58	29%
High	96	48%
Somewhat high	46	23%

The above Table shows the Willingness to buy organic farm products 48% of respondents says high, 29% of respondents says Very high and 23% somewhat high.

Findings

The findings of the study reveals that majority of the respondents of the study are female the study reveal that female are more concentrate on organic farm products. Majority of the respondent are in the age group of above 50 years the study reveals that older age people concentrate more in organic farm products. Majority of the respondent purchase organic farm products for health conscious. The consumers revels that the purchasing organic farm product more than two years. Majority of the respondent got awareness from social media. Majority of the respondent extremely satisfied with organic farm product. Majority of the respondents feel Cost is not a constraint for organic farm product however we have to consider 37% of respondents feel organic farm product are highly expensive. Frequency of purchase of organic farm products, consumers are oftenly purchase organic farm products. Majority of the respondents shows highest Willingness to buy organic farm products

Conclusion

The study reveals that consumers are highly aware of organic farm products in recent days because of their health conscious and awareness through social media especially after advent of smart phones consumers are engaging with social media. Consumer behaviour is important when purchasing any product, not only organic products. The organic product sellers are all on the rise. Consumer are having the frequency and willingness towards organic farm products.

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