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Organic farm products and socio demography: A study special reference with Tiruvannamalai District

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Abstract---The literature highlights the growing consumers wish to purchase products produced organic. They believe that it is healthy and concerned about their environment. This way of consumers, which leads to willingness in purchase decision on products produced organic. The present study focuses on examining the relationship among various demographic factors and consumer willingness to buy Organic farm Products. To collect a primary data from respondent's survey method is used. The study consists of 100 samples a non-probability convenience sampling technique is used. Further, one way-ANOVA were used to predict the relationship among demographic factors and consumer willingness to buy Organic farm Products. For statistical analysis, version 20 of SPSS is used. The study found that gender and consumer willingness to buy Organic farm Products, age and consumer willingness to buy Organic farm Products, educational qualification and consumer willingness to buy Organic farm Products and employment status and consumer willingness to buy Organic farm Products have a significant relationships. However the study test other demographic character marital status, this characters don't have a relationship with willingness to buy Organic farm Products.

Keywords---Organic farm Products, Demographic characters, Consumer attitude, Health conscious, Willingness to buy.

Introduction

Organic agriculture is a suitable alternative agriculture. One of its advantages is that it has a lower environmental footprint; as a result, it promotes ecologically sustainable development in terms of food quality and safety, environmental preservation, and animal welfare (Lukas Kilcher, 2007). Quality and safety concerns influence purchasing behaviour and pique consumer interest. This has resulted in an increase in problems related to health hazards and environmental concerns. The levels of hazardous chemicals used in production, as well as safety incidents, have been evidenced. Organic farm product is becoming more popular as people become more concerned about their health and the environment. Environmental concerns, consumer willingness to purchase, and increased consumer interest in organic farm products have prompted producers to become interested in productivity and growth, launching major changes and improving innovations (Moisander and Pesonen 2002). As a matter of fact, there has been an increase in the production and consumption of organically produced products over the last few decades. Almost every country in the world practises organic farming, and the proportion of farm and agricultural land is growing (Gabriela et al. 2019). The reason for this increase is that organic products are thought to be less harmful to the environment and healthier than conventionally grown food products, which is attracting more customers (Du et al. 2017). Environmental and health concerns are major motivators for organic perceptions, attitudes, and consumption. However, there are very few studies that investigate actual purchase behaviour in the context of organic farm products.

Literature Review

Kim (2018) the purchase intention for organic products is defined as consumers' preference to purchase these products over conventional products. Consumers' environmental concerns lead them to have favourable attitudes toward organic products as environmentally friendly, which leads them to purchase them due to the benefits they provide.

Marco Costanigro et al. (2014) Positive willingness to pay (WTP) for differentiating labels has been estimated for a vast number of product-label combinations and recently researchers have become interested in studying how two or more distinct label criteria may interact in determining WTP and consumer food choices. This study found higher willingness-to-pay values for organic apples compared with locally grown apples.

Taufique et al. (2017) it is possible that satisfaction has a greater influence on behavioural intentions in people who are more aware of their surroundings. Finally, trust in organic products (ex,via eco-labels) can influence consumer behaviour in favour of the environment.

Scalco et al. (2017) Despite the fact that the aforementioned factors are frequently regarded as major barriers to organic food consumption, Scalco et al. discovered that the intention to purchase organic food is primarily influenced by personal attitude, followed by subjective norms, and perceived barriers come in third place.

Arokiaraj david et al. (2020) approach of farming activities at the ground level to increase the propagative capacity of the soil and another aspect of farming to produce nutritious, rich food in vitality that can increase resistance to plant diseases.

Urena et al. (2008) Socio-demographic factors frequently influence how respondents perceive organic food products. It was discovered that, in general, women are more likely than men to purchase organic food products, even if men are willing to pay higher prices for organic food.

Bryla (2016) Young people are satisfied with conventional food and find organic food unappealing and tasteless, whereas older people cite high prices and a lack of knowledge as major barriers.

Vapa Tankosi et al. (2018) Young people are unwilling to pay more for organic food due to personal financial circumstances, whereas the adult segment of Serbian respondents is very different, as willingness to pay more for organic food increases with age. It was also discovered that the purchasing propensity of the Serbian population increases with the level of urbanisation.

Long and Murray (2013) expected to give what has already been stated, organic quinoa is a paradigmatic example of a sustainable food whose consumption may be linked to additional attributes such as environmental, health-related, social, and political benefits that extend beyond its nutritional function.

Jarossov (2014) in comparison to CSR, the food sector faces unique challenges. Because it is dependent on natural, human, and physical resources, the food industry has a significant impact. As a result, specific requirements must be met throughout the value chain to ensure safe cultivation methods, animal welfare, and proper environmental, social, and labour conditions in production processes, as well as product quality, healthiness, and safety.

Objectives of the study

- 1) This research aims to study the willingness to buy Organic farm Products over related literatures.
- 2) To ascertain the relationship between socio-Demography and willingness to buy Organic farm Products.

Hypothesis developed Based on the literatures



- H11: Gender and willingness to buy Organic farm Products have a significant relationship
- H12: Age and willingness to buy Organic farm Products have a significant relationship
- H13: Educational qualification and willingness to buy Organic farm Products have a significant relationship
- H14: Employment status and willingness to buy Organic farm Products have a significant relationship
- H15: Marital status and willingness to buy Organic farm Products have a significant relationship

Need for the study

Consumers concerns about their health and lifestyle are growing, which has prompted them to consume organic products. Food products free of fertilisers, synthetic chemicals, and pesticides have gained popularity in the eyes of consumers. Organic food contributes to the preservation of the creatures, other living organisms', and the natural world's balance. It also ensures that no artificial preservatives are used and that the product remains fresh. This prevents the overuse of dangerous ingredients and, as a result, protects public health. The importance of this study is that graciousness for the environment can only come from a conscious society that is fully committed to human rights to good health and the environment. However, determining the current state of consumer understanding and knowledge is critical. As a result, the main goal of this study

is to increase customer awareness and the consumer willingness to buy for organic farm products.

Research Methodology

The study relies on both primary and secondary data sources. A well-structured questionnaire. Which consist of demographic characters such as gender, age, educational qualification, employment status and marital status. And to measure willingness to buy Organic farm Products “My willingness to buy the organic farm product is”, “I like it when i have a chance to buy organic farm products during shopping”, and “The organic farm products are higher in quality”. These items has measured by using a Five Point Likert scale ranging from (5) strongly agree to (1) strongly disagree. Convenience sampling techniques is used in this study. Data was collected from 100 customers who used organic farm products and purchased them from organic product stores, retail stores, or online. The research was carried out in Tiruvannamalai District. Percentage analysis and One way-ANOVA were used SPSS version 20 is used to analyse the data.

Results

Percentage Analysis of Demographic Factors

Table 1
Percentage analysis for Gender

Gender	Male	40	40%
	Female	60	60%

The above table shows that majority of the respondent ware female of 60%

Table 2
Percentage analysis for Age

Age	18-25 year	27	27%
	26-40 year	39	39%
	41-55 year	24	24%
	56 & above	10	10%

From the above table it shows that majority of the respondent ware in the age group of 26-40 years.

Table 3
Percentage analysis for Marital Status

Marital Status	Married	70	70%
	Unmarried	30	30%

For marital status the above table it shows that majority of the respondent were Married of 70%.

Table 4
Percentage analysis for Educational Qualification

Educational status	Below +2	10	10%
	Under graduate	36	36%
	Post graduate	54	54%

The above table shows that majority of the respondent were post graduate of 60%

Table 5
Percentage analysis for Employment status

Employment Status	Employee	42	42%
	Employer	22	22%
	Student	36	36%

From the above table it shows that majority of the respondent were employee of 42%.

One Way Anova

One way analysis of variance to ascertain the relationship between socio-Demography and willingness to buy Organic farm Products.

Gender and willingness to buy Organic farm Products

ANOVA

Gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.186	29	.489	3.178	.000
Within Groups	10.774	70	.154		
Total	24.960	99			

The value of significance level is < 0.05 . Significant relationship can be observed between Gender and willingness to buy Organic farm Products. That means consumers Gender and willingness to buy Organic farm Products have a relationship.

Age and willingness to buy Organic farm Products**ANOVA**

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.616	29	1.263	1.818	.022
Within Groups	48.624	70	.695		
Total	85.240	99			

The value of significance level is < 0.05 . Significant relationship can be observed between Age and willingness to buy Organic farm Products. That means consumers Age and willingness to buy Organic farm Products have a relationship.

Educational Qualification and willingness to buy Organic farm Products**ANOVA**

Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.772	29	.578	1.481	.043
Within Groups	27.338	70	.391		
Total	44.110	99			

The value of significance level is < 0.05 . Significant relationship can be observed between Educational Qualification and willingness to buy Organic farm Products. That means consumers Educational Qualification and willingness to buy Organic farm Products have a relationship.

Employment status and willingness to buy Organic farm Products**ANOVA**

Employment status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.528	29	.398	1.462	.100
Within Groups	19.032	70	.272		
Total	30.560	99			

The value of significance level is > 0.05 . No significant relationship can therefore be observed between Employment status and willingness to buy Organic farm Products. That means consumers Employment and willingness to buy Organic farm Products are unrelated.

Marital Status and willingness to buy Organic farm Products ANOVA

Marital status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.043	29	.243	1.218	.248
Within Groups	13.957	70	.199		
Total	21.000	99			

The value of significance level is < 0.05 . Significant relationship can be observed between Marital status and willingness to buy Organic farm Products. That means consumers marital status and willingness to buy Organic farm Products have a relationship.

Findings

The study finds a relationship among gender and willingness to buy Organic farm Products because the significance Value is < 0.05 . Therefore H_{11} is accepted. This research supports that Female respondent's show higher willingness to buy Organic farm Products than male respondents. This may be because Females are more aware and cautious than Males. This study finds that age and willingness to buy Organic farm Products are significantly related. Level of significance indicates < 0.05 . Therefore H_{12} is accepted. Hence Age and willingness to buy Organic farm Products related to each other. This study finds that Educational Qualification and willingness to buy Organic farm Products are significantly related. Level of significance indicates < 0.05 . Therefore H_{13} is accepted. Hence Educational Qualification and willingness to buy Organic farm Products related to each other. This study finds no relationship exists among Employment status and willingness to buy Organic farm Products. The significant value shows > 0.05 . Therefore H_{14} is rejected. And also the study finds no relationship exists between marital status and willingness to buy Organic farm Products. The significant value shows > 0.05 . Therefore H_{15} is rejected.

Conclusion

The current study aimed to shed significant light on the level of awareness and satisfaction of organic consumers regarding organic farm products and the willingness to buy organic farm products with reference to Tiruvannamalai District. The findings of the study are unequivocal that. The study clearly reflects the choosing of organic farm product for health concerns, product quality, and feeling. The study finds that gender, age, educational qualification and employment status have a relationship with willingness to buy Organic farm Products. The study test other demographic characters marital status. This character haven't relationship with willingness to buy Organic farm Products. The study is limited to Tiruvannamalai District, Tamil Nadu. The finding of this study may not be generalized to the whole country. Other cities in India may also be included in future studies. The present study investigated willingness to buy Organic farm Products and demographic variables relationship only. Many

previous studies have shown an investigations in various countries found the relationship between political factor, the economic factor, consumer lifestyles and nationalism. These should be investigated in Indian perspective.

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