

## **A STUDY ON CUSTOMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN CHENNAI**

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### **ABSTRACT**

This enquiry paper wear down a sway of demographic variable on customer behaviour towards organic food merchandise in Madras. This study throws light on however way the demographic variables like age, gender, instructional qualification, income, having AN influence on client preference towards shopping for of organic food merchandise in Madras. To spot the client behaviour a collection of questions were framed. The info were collected by exploitation convenience sampling from a hundred and twenty customers belong to Madras town. Using SPSS, a number of the relevant tests were applied like, proportion analysis, Correlation, ANOVA. Supportedthe analysis created numerous finding were derived that may be helpful, relevant and significant to see the client behaviour towards organic food merchandise in Chennai.

Key Words: client behaviour, Demographic variable, consumer durables –Organic food merchandise.

### **INTRODUCTION**

The term organic refers to AN overall system of farm management and food production that aims at property agriculture, prime quality merchandise and also the use of processes that don't hurt the atmosphere, or human, plant or animal health and welfare.

The global demand for organic food merchandise is growing at a really speedy rate. Ever since the environmentalists raised their concern relating to harmful result of increasing use of chemicals in farming, the shoppers have gotten acutely aware and selective regarding edible merchandise. This increasing awareness has caused shifts in consumers' tastes and preferences that have junction rectifier to the domestic similarly as world rise in demand for organic merchandise.

In India, the farmers have followed the trail for organic food production, but the share of Bharat within the world organic market is a smaller amount than one-hundredth. So as to spice up Indian agricultural merchandise and capture important share in world market, it is an imperative that Bharat focuses on organic merchandise that provides it competitive go up global market particularly organic cotton, spices, essential oils, medicinal, aromatic plants, contemporary fruits and vegetables. Organically full-grown foods aren't to be confused with foods sold as 'natural'. Within the use of America (USA) for instance, the term organic are often used for certified organic merchandise, whereas the label 'all-natural' is a wrongfully unregulated expression.

The substantial variability within the quality and style of studies that compare organic and conventional foodstuffs in terms of organic process, human health and environmental aspects makes it just about not possible to match findings and is that the main problem to providing a clear-cut answer to the present question. Thefinal read is that whereas the sustainable nature of organic farming is accepted and comparatively well understood, the health and organic process advantages of organic merchandise are still wide debated. Studies show that organic foods haven't any important distinction in v C, magnesium, potassium, calcium, Zn and copper compared to standard foods. in contrast, another study disclosed two hundredth to four-hundredth higher levels of antioxidants in organically grown crops, however it's still unclear whether or not antioxidants will improve human health.<sup>77</sup> The level of chemical residues was found to be

lower Amon produce however health and nutrition specialists stress that the endless discussion on the advantages of organic produce is simply a distraction from the \$64000 issue and a lot of pressing concern at hand, which is that a majority of Europeans don't eat enough fruits and vegetables to reach the recommendations of the globe Health Organization (WHO) of around 400g per day.

### **REVIEW OF LITERATURE:**

- In inexperienced consumption, Chen and Chai (2010)<sup>22</sup>, Suggests that supported Environment customers angle is commonly in shopping for call towards organic Food merchandise.

- Gotschi, E., Vogel, et al (2010)<sup>23</sup> the information plays a main role to influence customers attitudes and behaviours to shop for organic foods.
- Dagmar Kozelová, Martina Fikselová, et al (2013)<sup>12</sup>, To find out the % of organic patrons, searching frequency and monthly expenditure for constant. This analysis involves 271 subjects supported form survey.
- Basker, D. 1992. Comparison of style quality between organically and conventionally full-grown fruits and vegetables. yankee Journal of other Agriculture.
- Beharrell, B. and MacFie, J.H. 1991. Study supported shopper attitudes towards organic foods. British Food journal.
- Ekelund, L. 1990. Vegetable consumption and shopper attitudes towards organically full-grown vegetables – the case of Sweden. Acta husbandry.

### **RESEARCH METHODOLOGY**

Research methodology could be a blueprint of ways and techniques employed by researcher at totally different stages of analysis to accomplish the objectives of the study. A study while not higher coming up with might not offer desired results, thus analysis methodology is imperative for achieving the desired goals of the analysis. This chapter embraces analysis style, drawback statement, analysis objectives, hypotheses, sample style, information assortment instrument, applied mathematics techniques, limitations and chapter arrange of the study.

#### **Research Design:**

Extant analysis is explorative liquid body substance descriptive in nature. Explorative analysis provides insight and understanding of the topic. It assists in distinguishing and defining the analysis drawback, hypotheses development, planning information assortment instrument, and formulation of objectives. Descriptive analysis is conclusive in nature and deals with analysis of information to look at the perception and buy intention of sample units during this study.

### **SAMPLING TECHNIQUE**

The study could be a descriptive analysis supported survey technique. The respondents were selected through convenience sampling.

### **SAMPLING AREA**

The sampling has chosen a vicinity Madras.

### **SAMPLING SIZE**

The man of science includes a sample size of a hundred and twenty respondents.

**SAMPLING technique**

- Primary information needed was collected within the sort of well-structured Questionnaire.
- Secondary information was collected through numerous journals, newspapers and websites.

**SAMPLING TOOLS**

- Percentage analysis
- DiagrammaticRepresentation

**PERIOD OF STUDY**

The man of science started the analysis add the month of December 2020 to February 2021.

**Tools used**

Data was analysed exploitation applied mathematics techniques such a correlation and analysis of variance as per the need of information with the assistance of SPSS (Statistical Package for Social Science).

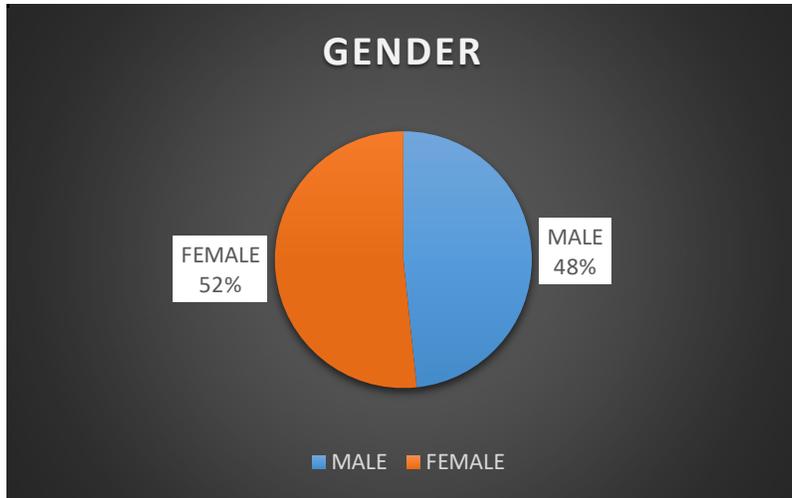
**OBJECTIVES OF THE STUDY**

- to check the role of client demographics (age, gender, education, etc.) in buying organic food merchandise in Madras.
- to check the shoppers purchase choices and shopping for behaviour of organic food merchandise.
- to investigate the influence of social, cultural and activity factors on shopping for organic food merchandise among thecustomers.
- To identify the customers attitude and buying intention towards organic food products.

**PERCENTAGE ANALYSIS****Table Showing Gender wise classification of respondents.**

<b>Options</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
Male	58	48.3
Female	62	51.7

**Source: primary data**



*Chart Showing Gender wise classification of respondents.*

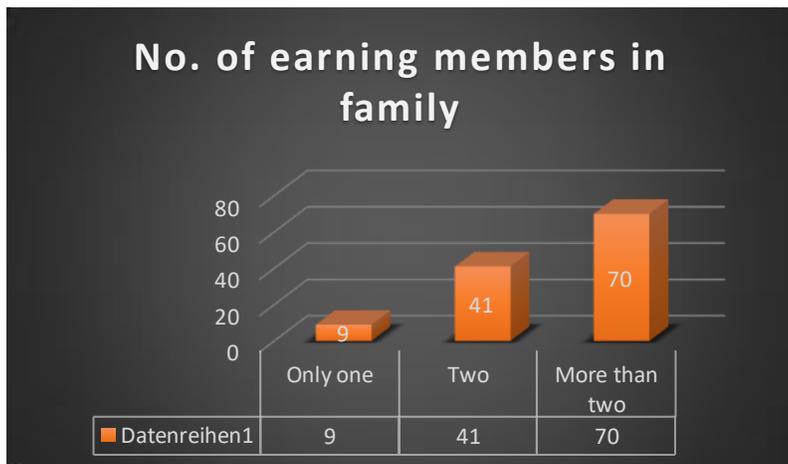
**INTERPRETATION:**

From the above table and chart it is understood that 52% of the respondents are female and 48% of the respondents are male and further it is concluded that majority (52%) of the respondents are female.

**Table showing No. of earning members in family wise classification of respondents.**

Options	No. Of Respondents	Percentage
Only one	9	7.5
Two	41	34.2
More than two	70	58.3

Source: primary data



*Chart showing No. of earning members in family wise classification of respondents.*

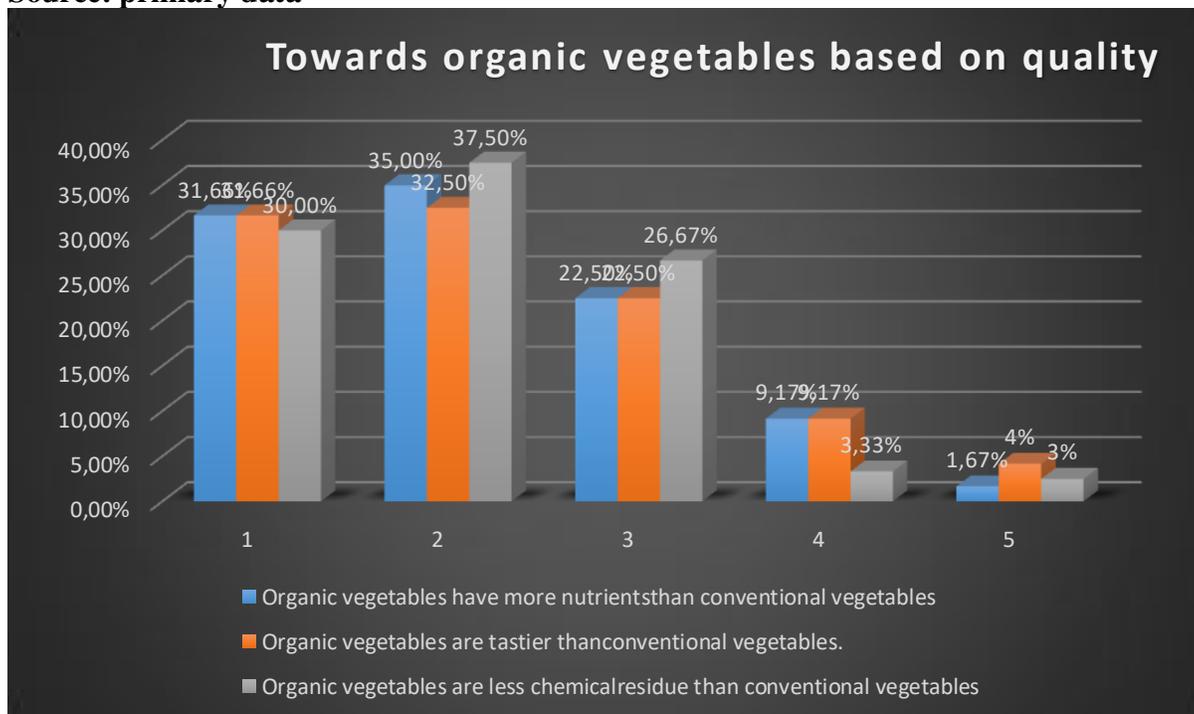
**INTERPRETATION:**

From the above table or chart it is understood that 7.5% of the respondents are only one, 34.2% of the respondents are two, 58.3% of the respondents are more than two and further it is concluded that majority (58.3%) are more than two.

**Table showing perception towards organic vegetables based on quality wise classification of respondents.**

Towards organic vegetables based on quality					
Options	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Organic vegetables have more nutrients than conventional vegetables	31.66%	35.00%	22.50%	9.17%	1.67%
Organic vegetables are tastier than conventional vegetables.	31.66%	32.50%	22.50%	9.17%	4%
Organic vegetables are less chemical residue than conventional vegetables	30.00%	37.50%	26.67%	3.33%	3%

Source: primary data



*Chart showing perception towards organic vegetables based on quality wise classification of respondents.*

**INTERPRETATION:**

From the above table or chart it is understood that majority of the respondents are (35%) Agree rating for organic vegetables have more nutrients than conventional vegetables, (32.50%) Agree rating for Organic

vegetables are tastier than conventional vegetables, (37.50%) Agree rating for Organic vegetables are less chemical residue than conventional vegetables.

**CORRELATION:**

**HYPOTHESIS:**

**H0 (Null hypothesis):** There is no significant difference between series of organic vegetables quality and what your priority towards organic food products is.

**H1 (Alternative Hypothesis):** There is a significant difference between series of organic vegetables quality and what your priority towards organic food products is.

**Table showing Descriptive Statistics of series of organic vegetables quality and what your priority towards organic food products.**

Descriptive Statistics			
	Mean	Std. Deviation	N
Please rank the series of organic vegetables quality	3.96	1.088	120
What is your priority towards organic food products	2.15	0.718	120

**Table showing Correlations of series of organic vegetables quality and what your priority towards organic food products is**

Correlations			
		Please rank the series of organic vegetables quality	What is your priority towards organic food products
Please rank the series of organic vegetables quality	Pearson Correlation	1	.202*
	Sig. (2-tailed)		0.027
	N	120	120
What is your priority towards organic food products	Pearson Correlation	.202*	1
	Sig. (2-tailed)	0.027	
	N	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:**

The p-value is 0.027 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between series of organic vegetables quality and what your priority towards organic food products.

**HYPOTHESIS:**

**H0 (Null hypothesis):** There is no significant difference between Organic vegetables attributes absence pesticide and more nutrients than conventional vegetables.

**H1 (Alternative Hypothesis):** There is a significant difference between Organic vegetables attributes absence pesticide and more nutrients than conventional vegetables.

**Table showing Descriptive Statistics of Organic vegetables attributes absence pesticide and more nutrients than conventional vegetables**

Descriptive Statistics			
	Mean	Std. Deviation	N
Organic vegetables attributes absence pesticide	3.5	1.145	120
More nutrients than conventional vegetables	2.57	1.308	120

**Table 4.2.4 showing Correlations of Organic vegetables attributes absence pesticide and more nutrients than conventional vegetables**

Correlations			
		Organic vegetables attributes absence pesticide	More nutrients than conventional vegetables
Organic vegetables attributes absence pesticide	Pearson Correlation	1	.202*
	Sig. (2-tailed)		0.027
	N	120	120
More nutrients than conventional vegetables	Pearson Correlation	.202*	1
	Sig. (2-tailed)	0.027	
	N	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:**

The p-value is 0.027 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Organic vegetables attributes absence pesticide and more nutrients than conventional vegetables.

**HYPOTHESIS:**

**H0 (Null hypothesis):** There is no significant difference between more nutrients than conventional vegetables and Tastier than conventional vegetables.

**H1 (Alternative Hypothesis):** There is a significant difference between more nutrients than conventional vegetables and Tastier than conventional vegetables.

**Table showing Descriptive Statistics of more nutrients than conventional vegetables and Tastier than conventional vegetables**

Descriptive Statistics			
	Mean	Std. Deviation	N
More nutrients than conventional vegetables	2.57	1.308	120
Tastier than conventional vegetables	2.68	1.328	120

**Table showing Correlations of more nutrients than conventional vegetables and Tastier than conventional vegetables**

Correlations			
		More nutrients than conventional vegetables	Tastier than conventional vegetables
More nutrients than conventional vegetables	Pearson Correlation	1	-.230*
	Sig. (2-tailed)		0.012
	N	120	120
Tastier than conventional vegetables	Pearson Correlation	-.230*	1
	Sig. (2-tailed)	0.012	
	N	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:**

The p-value is 0.012 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between more nutrients than conventional vegetables and Tastier than conventional vegetables.

**ANOVA:**

**HYPOTHESIS:**

**H0 (Null hypothesis):** There is no significant difference between more nutrients than conventional vegetables and how often do you purchase organic vegetables.

**H1 (Alternative Hypothesis):** There is a significant difference between more nutrients than conventional vegetables and how often do you purchase organic vegetables.

**Table showing Descriptive of more nutrients than more nutrients than conventional vegetables and how often do you purchase organic vegetables**

Descriptive statistics								
How often do you purchase organic vegetables								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	3	2	1	0.577	-0.48	4.48	1	3
2	16	2.44	0.629	0.157	2.1	2.77	1	3
3	32	2.31	0.738	0.13	2.05	2.58	1	3
4	31	1.97	0.706	0.127	1.71	2.23	1	3
5	38	2.47	0.647	0.105	2.26	2.69	1	3
Total	120	2.28	0.712	0.065	2.15	2.41	1	3

**Table showing ANOVA of more nutrients than more nutrients than conventional vegetables and how often do you purchase organic vegetables**

ANOVA					
How often do you purchase organic vegetables					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.113	4	1.278	2.66	0.036
Within Groups	55.254	115	0.48		

Total	60.367	119			
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## **INFERENCE:**

The p-value is 0.036 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between more nutrients than more nutrients than conventional vegetables and how often do you purchase organic vegetables.

## **FINDINGS:**

- The majority of the respondents (52%) are female.
- Majority of the respondents (51.7%) under the age category of 21 – 30 years.
- Most of the respondents (53.3%) fall under the Married category.
- It is found that (38%) of respondents are occupation is self-employed.
- Majority of the respondents are (58%) were joint family.
- Majority of the respondents (50.8%) are 5 – 6 (medium size) of their family size.
- Majority of the respondents (58.3%) earning of their family is more than two persons in each family.
- It is found that (57.5%) of respondents getting Rs.30,001 – 40,000 money per month.
- Majority of the respondents (51%) are living in rural place.
- It is found that (47.5%) respondents were price is the first priority towards organic food products.
- Most of the respondents (67.5%) are buy the organic products in specific organic store.
- Most of the respondents (43.3%) buys organic food products once in 15 days.
- It is found that (50%) of respondents are spend money more than 3,000 for organic food.
- It is found that majority of the respondents for attributes how important they are (38.30%) 5 rating for quality, (37.00%) 3 rating for price, (26.66%) 3 rating for availability, (30.83%) 4 rating for absence of pesticide residue, (29.16%) 5 rating for produced in an environmentally friendly way.
- Majority of the respondents for based on quality are (35%) Agree rating for organic vegetables have more nutrients than conventional vegetables, (32.50%) Agree rating for

Organic vegetables are tastier than conventional vegetables, (37.50%) Agree rating for Organic vegetables are less chemical residue than conventional vegetables.

- Majority of the respondents for price perceptions are (39.17%) Agree rating for organic vegetables is too expensive, (35%) Strongly agree rating for only customer with higher income can afford organic food, (35.83%) Agree rating for Organic vegetables is beyond my budget.
- Majority of the respondents for health benefits are (37.50%) Agree rating for organic vegetables have more vitamins and minerals, (41.67%) Neutral rating for growing food organically and naturally is good for health, (47.50%) Agree rating for organic vegetables are healthier than conventional food because it is produced without preservatives or artificial colour, (33.33%) Strongly agree rating for choosing organic vegetables are good to ensure our health.
- Majority of the respondents (41.67%) Agree rating for organic farming is friendliness to the environment, (35.83%) Neutral rating for Organic farming can prevent the contamination and pollution of soil, air, water, and food supply, (43.34%) Agree rating for Organic farming uses less energy, (35%) Agree rating for Organic farming protect the environment because it does not carry any harmful synthetic chemical pesticides and fertilizers.
- It is found that respondents for food safety are (35%) Agree rating for brand manufacturers should be inspected for food safety, (35.85%) Neutral rating for Government should ensure measures to prevent food contamination, (47.50%) Agree rating for Product differentiation shall be made available for customers during purchase of organic food products.
- Majority of the respondents for buying intention are (45%) Agree rating for I intend to my organic vegetables for my long term health benefits, (34.16%) Strongly agree rating for I intend to buy organic vegetables because they are more concerned about food safety, (40%) Agree rating for I intend to buy organic vegetables because they are more environmentally friendly, (41.67%) Agree rating for I would buy organic food products regularly in the near future.
- It is found that respondents for purchase behaviour are (37.50%) Agree rating for I buy organic vegetables because they are reasonable on price, (31.67%) Agree rating for I often buy organic vegetables on the regular basis, (31.67%) Agree rating for I buy organic

vegetables because they are safe to consume and good for health, (34.17%) Strongly agree rating for I often buy organic vegetables because they are more environmentally friendly.

## SUGGESTIONS

- Most of the customers are buying organic vegetables based on quality. So, providing quality vegetables are important to satisfy the customer.
- Price is expensive for organic vegetables compared to conventional vegetables. Decreasing the price for organic products may be easy to buy them for all types of customers.
- Health is the common factor that customers look on organic vegetables. So, always providing healthy organic products gives satisfaction to customer.
- Customers believe that organic vegetables and other organic products are environmentally friendly and good to use daily for their health benefits. Maintaining the organic farms environmentally friendly and avoiding harmful pesticides is good for organic farmers.
- Customer also believes that using of organic vegetables for their long term health benefits. So, providing chemical free, pollution free, additional health benefits on reasonable price to customers is necessary.

## CONCLUSION

- This study found that customers buy organic vegetables based on the quality and health. So, providing Customers healthy organic food products with no harmful pesticides is necessary. With all the suggestions listed above marketers could come up very well and could sustain in the longer run without much difficulties.

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