

# A Study on Consumers Perception Towards Organic Products: In Mysore City

Dr.H.M.Chandrashekar<sup>1</sup>, Palaksha G<sup>2</sup>

<sup>1</sup>Director & Associate Professor, Agribusiness Management, Institute of Development Studies, University of Mysore, Manasagangotri, Mysuru

<sup>2</sup>Research Scholar, Agribusiness Management, Institute of Development Studies, University of Mysore, Manasagangotri Mysuru

**Abstract - The Organic Product availability of input and output is critical for improve of organic forming in the country. Development of efficient marketing system is the need of the hour for strengthening the organic production in India. This paper made a humble attempt to understanding the consumer perception about organic product and marketing in Mysore city. The results concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are organic producer are low, adequate market facility is not there, few number of shops, lack of awareness, and so on. Therefore, if farmer as well as government give interest to organic farming easily enhancing good marketing system in Karnataka.**

**Index Terms - Organic products, price, attitude, Health consciousness, consumer satisfaction.**

## INTRODUCTION

Organic Farming was introduced by Sir Albert Howard, recognized as the Father of Organic Farming. It is a practice of cultivating crops that involves various methods that are eco-friendly in nature. It is a form of agriculture that depends on techniques such as crop rotation, green manure, compost and biological pest control. It promotes the sustainable health and productivity of the ecosystem like soil, plants, animals and human. The supreme goal of organic production is to develop enterprises that are sustainable and amicable with the environment. In this method, the inorganic products such as chemical fertilizers, insecticides, fungicides and pesticides are not used. At present organic farming is being practiced across the world in a large scale.

## A. Origin of Organic Farming (1920-1960)

Alternative agriculture as a concept and idea has developed in the West during the 1920s when individuals in Europe and the United States were concerned about the growth path of agricultural development. The practice of the Humus farming by farmers has contributed to the birth of organic and biodynamic farming. In 1924, Rudolf Steiner introduced biodynamic farming in Austria, which had its base within the humus farming principles.

Table 1.1. Main organic agricultural products of India

Sl No	Products	Sl No	Products
1	Bajra-mustard-wheat	15	Dungarpur Pulses-cereals
2	Chilly	16	Bajra
3	Cereals-cereals	17	Mustard
4	Cereals-pulses	18	Til
5	Kholar	19	Wheat
6	Maize	20	Nagour Guar-cumin
7	Ginger	21	Guar-wheat
8	Soybean	22	Moong
9	Large cardamom	23	Mustard
10	Passion fruit	24	Ganganagar Cotton
11	Bhilwara Urd	25	Jaisalmer Bajra
12	Bharatpur Bajra	26	Jhunjhunu Pulses
13	Alwar Wheat and bajra	27	Banswara Maize
14	Cotton-grass	28	Jaipur Guar

## Scope and importance of the study

The present study essential to understand the consumer Perception towards Organic Food products and it helps to the consumers for purchase of food products in the study area. Therefore consumer's

perception, attitude, Preference towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main agenda of this study.

**OBJECTIVES OF THE STUDY**

- To Examine the Consumers Perception towards organic products in the study area.
- To Analyze the Marketing of organic products in the Study area.
- To Study the Problems Faced by the Consumers for Purchasing of Organic Products with Suitable Remedies.

**METHODOLOGY**

The study based on primary data. The primary data had collected from selected consumers on Simple Random sampling techniques and Retail outlets of Organic products, Organic Products Marketing Agencies, by administering the structured questionnaire.

**SAMPLE DESIGN**

In order to understand the demand factors in organic products and the Consumers Perception of organic products in Mysore city the following sample size will be used to collect the primary data.

Sl No	Name of the Agency	No. of Respondents
1	NISARGA Organic Products Marketing Agency	10
2	HASIRU Organic Products Retail outlets	10
3	Generic super markets/	10
4	Organic stores	10
	Total	40

**LIMITATION OF THE STUDY**

The study has been confined to NISARGA Organic Products Marketing Agency, HASIRU Organic Products Retail outlets, Generic Super Markets, and Organic stores, in Mysore City. The inference drawn purely on the responses obtained from the respondent in the study area.

**RESULTS AND DISCUSSIONS**

Table 1. The Classification of Respondents Based on Gender

Sl No	Gender	No of respondents	Percentage
1	Male	25	62.5
2	Female	15	37.5
Total		40	100

Source: - Primary Data – 2021

The table1 reveals that the 62.5 % of Respondents were belonging to Male, remaining of the 37.5 % of the respondents were Female. Majority of the male respondents were purchased organic products.

Table 2. The classification of Respondents on their Age

Sl No	Age	No of Respondent	Percentage
1	15- 25 years	5	12.5
2	25-40	10	25
3	40-50	15	37.5
4	Above 50	10	25
Total		40	100

Source: - Primary Data – 2021

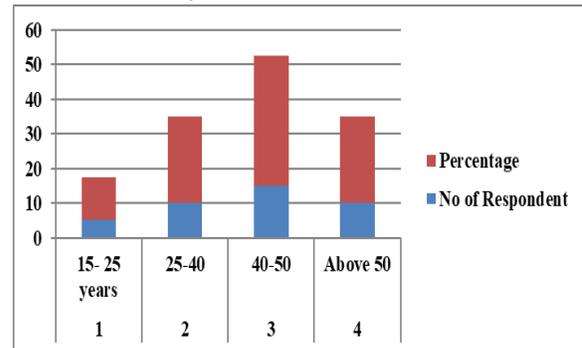


Figure 2. The classification of Respondents on their Age

The table: and Figure 2 shows that 12.5 percent of the respondents are in the Age between 15-25 Years old, 25 %of respondents are in age between 25-40 years, 37.5%of respondents are in between 40-50 years old age and remaining 25% of respondents are Above 50 years old out of 40 Respondents in the Study area.

Table 3. Preference for Organic products, among respondents

Sl No	Preference	No of Respondents	Percentage
1	Yes	40	100
2	No	0	0
	Total	40	100

Source: - Primary Data – 2021

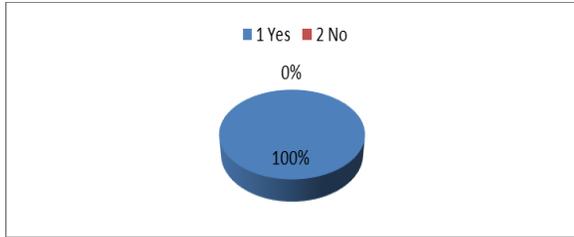


Figure 3. Preference for Organic products, among respondents

The table and Figure 3 shows that preferences for organic products among respondents in the study area. All the respondents preferred organic products and they are consuming the same, in the opinion that using of organic products, maintenance of good health.

Table 4. Place of Purchase of organic products by the Respondents.

SL No	Purchasing Place	No of Respondents	Percentage
1	Super/ Retail Markets	11	27.5
2	Organic Stores	16	40
3	Producers Farm	13	32.5
4	Others	0	0
Total		40	100

Source: - Primary Data – 2021

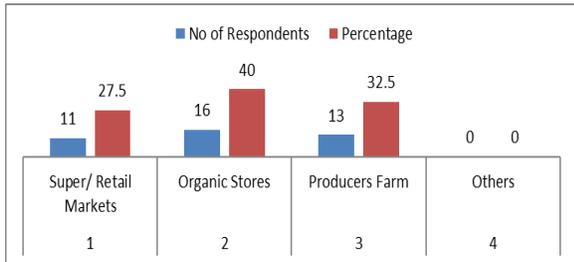


Figure 4. Place of Purchase of organic products by the Respondents

The Table and figure 4 clearly shows that 40% of the respondents purchase the organic products in organic stores, 32.5% of the respondents purchase Producers Farm, 27.5% of the Respondents purchase Super / Retail Markets in the Study area.

Table 5.Reasons for purchase of the Organic Products.

SL No	Reasons	No of Respondents	Percentage
1	Maintain Good Health	18	45
2	Prefer taste/ feelings	4	10
3	Quality of food	16	40
4	Low Price	2	5
Total		40	100

Source: - Primary Data – 2021

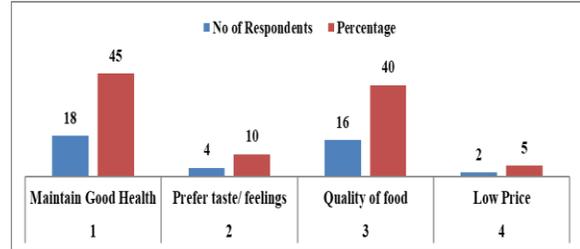


Figure 5.Reasons for purchase of the Organic Products The table and Figure 5 describes that the 45 % of respondents prefer organic food to maintain good health , 40 % of respondents prefers for its taste and other feelings ,and 10 % of respondents are prefers to Quality of food and remaining 5 % of the respondents were prefers as low price out of 40 respondents.

Table 6. Respondents opinion towards Price of Organic Products.

SL No	The price of organic products	No of Respondents	Percentage
1	Expensive	19	47.5
2	Too Low	3	7.5
3	Moderate	18	45
4	Others	0	0
Total		40	100

Source: - Primary Data – 2021

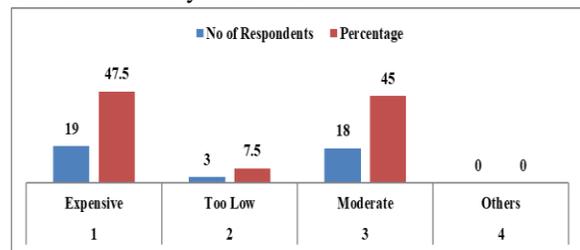


Figure 6. Respondents opinion towards Price of Organic Products

The table 6 indicates that the 47.5 % of the respondents were opined that the organic products are very expensive because of inputs and procurement costs are more than conventional product ,45 % of respondents were expressed as moderate and remaining 7.5 % of the Respondents were opined that its very low compare to non-organic products in the study area.

Table 7. Reasons for not purchasing the organic products

SL No	Reasons	No of Respondent	Percentage
1	Too expensive	12	30
2	Not enough choices	8	20
3	Not available regularly	19	47.5
4	Don't like Packaging	1	2.5
Total		40	100

Source: - Primary Data – 2021

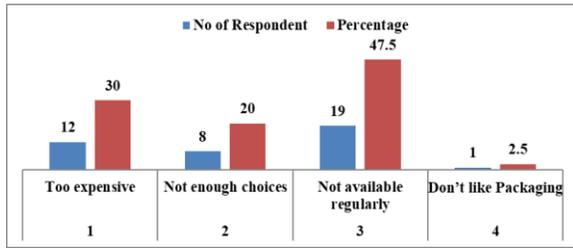


Figure 7. Reasons for not purchasing the organic products

The Table and figure 7 shows that the 47.5 % of the respondents were could not purchase the organic products because of the supply of organic products was not available regular, 30 % of respondents were rejected to because too expensive price of organic products, 20% of the Respondents are Rejected to Not enough Choices, and remaining 2.5 5 of respondents were reject to because Don't like Packaging of organic products in the Study area.

Table 8. Respondents ranking for organic products.

SL No	Rank of organic products	No of Respondent	Percentage
1	Good	8	20
2	Very Good	26	65
3	Better	3	7.5
4	Same as non-Organic products	3	7.5
Total		40	100

Source: - Primary Data – 2021

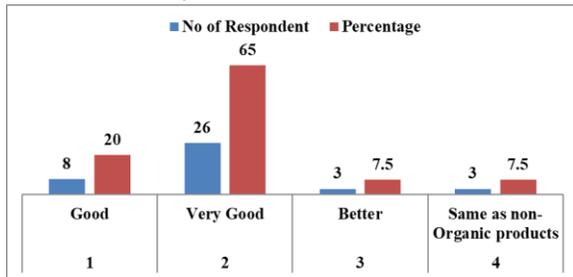


Figure 8. Respondents ranking for organic products. The Table and Figure 8 it shows that the 65 % of Respondents were agreed the organic products as very good when compared of non-organic products regarding all the aspects, 20% of respondents were agreed organic products as good, 7.5 % of respondents were agreed better place compared to no- organic products and remaining 7.5 % of respondents were agreed there is no difference between organic and non-organic products in the Study area.

### FINDINGS OF THE STUDY

The study reveals that a lot of problems are faced by respondents while purchasing the organic products in the markets. The Findings of the study are as follows.

- Irregular availability of organic product in shop. Because fruits and vegetables is supplied weekly once in shop.
- There is no good packaging system of product
- More number of farmer is not grow the organic commodities so organic product is no available throughout the week.
- Cost of the organic product is very high so it is all so affected to consumer to buy the commodity. Because Price of the product should not meet the normal people
- There is a lack of awareness about organic products to consumers.
- The organic products shops are limited in the city.
- The advertisement of organic products is very low when compare to non- organic products

### SUGGESTIONS

- Awareness and training program to farmer: Because more number of farmer is not grow without use of chemicals. Because farmer are go only production of high yield commercial crops so he will use more chemical fertilizer and pesticides. But some majority of farmer success in organic farming.
- Government support: Government is all so support to grow of organic farming and all so farmer through good organic product market facilities, financial support and so on
- Infrastructure facilities: Give to sport to post-harvesting facilities for organic forming.
- Because possible to decline in yield during the conversion period, there is need to provide some form of incentives to affected farmer.
- Package of product: Provide a good packing facility to specific product.

### CONCLUSION

India has tremendous potential, largely untapped, for a major breakthrough in organic agriculture. With the effort of government to streamline regulatory

mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. and all give assistant to farmer to grow the organic product. Consumer behaviour is playing the major role while buying not only organic product any product. So the organic shops and product supply is limited but demand for it is more so farmer and all so government are think to improve or increasing production of organic et system it helps to improve the standard of living farmer and all it healthy to environment and all so it helps to government. The seller of the organic product is all so increase. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behaviour in the Organic food products market among urban residents.

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