



# A STUDY ON CONSUMER'S PERCEPTION TOWARDS ORGANIC FARM PRODUCTS WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

**Dr. P. Pavithra**

*Assistant Professor in Commerce, Terf's Academy College of Arts and Science, Tirupur, Tamil Nadu, India*

**Dr. C. Naveena Jasmine**

*Assistant Professor in Commerce, Terf's Academy College of Arts and Science, Tirupur, Tamil Nadu, India*

## ABSTRACT

**KEYWORDS:**  
*Organic Farm Products,  
Health, Multivariate  
Techniques, Production*

*In India, organic farm industry has been developing with new marketing strategy and enduring for creating healthy environment. The organic agriculture in production concept with an objective to produce healthy and quality foods without using pesticides and synthetic chemical products. The objective of the study is to assess the consumer's perception and knowledge towards using an organic farm products in Tirupur district. The researcher has been chosen convenient sampling method for the present study. For the purpose of analysis, the data has been collected from one thousand respondents who were using organic farm products in selected shops of Tirupur District. The present study provides intention to buy organic farm products to protect health from other illness problems. It includes the consumer preference towards organic food purchases from the concerned shops and impacting factors to the use of organic farm products. The researcher has used more tools and multivariate techniques to study the consumers' perception and satisfaction towards organic farm products in Tirupur District.*

## 1. INTRODUCTION

In India, organic farm industry has been developing with new marketing strategy and enduring for creating healthy environment. The organic agriculture in production concept with an objective to produce healthy and quality foods without using pesticides and synthetic chemical products. India produces processed and unprocessed organic foods and the interests of people and public institutions in organically produced foods have increased, mainly in developed countries economy, in response to consumer's anxiety about food safety, health and the social environment. The development of organic food agriculture is also increasing awareness among the agriculture related persons like farmer, processors, trader, exporters and consumers. Over the past decade, consumption patterns of consumer has been changed especially in food consumption because all consumer like to eat organic food because of the consumers perception, that the organic food is good for health and it has higher growth with use of organic manual and use natural resource, so consumer behavior has been shifted to organic food item, and quality and safety in food attract consumer interest in organic food that is free from pesticides and chemical residues. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment. The present study provides

intention to buy organic farm products to protect health from other illness problems. It includes the consumer preference towards organic food purchases from the concerned shops and impacting factors to the use of organic farm products. The researcher has used more tools and multivariate techniques to study the consumers' perception and satisfaction towards organic farm products in Tirupur District.

## 2. REVIEW OF LITERATURE

In the present study, the researcher has taken more reviews from existing earlier studies related to consumer perception towards organic farm products. **Parichard et.al. (2012)** had studied about the adoption of organic production and processing is highly determined by market demand. This research draws on a survey of 390 respondents and the study concluded that the organic products were produced and consumed for the health consciousness. **Chiew et.al. (2014)** have investigated about the green concept and the emergent of organic food are still in the infant stage in Malaysia. The study found that the consumers are mostly purchase the organic items willingly. **Manoranjan et. al. (2014)** have studied that consumers' are alert of the fact that the food we eat is adulterated and contaminated. The data was collected from 100 respondents from Odisha state and there are changes in the attitude and behavior through the usage of organic foods..

Ramesh & Divya (2015) have examined about the adoption of organic production and processing is highly determined by market demand. The data was collected from 120 respondents by using convenient sampling techniques. Results indicated that the main causes for purchasing organic food products is an expectation of a healthier and environmentally affable means of production.

### 3. STATEMENT OF THE PROBLEM

In India, the organic farming is a growing sector which is encouraged by the government and many private initiatives. The organic farm product concept has been developing and the consumer behavior is always changed towards to maintain their health. The organic farming concept is old concept, but the marketing point of view that is new one to people. The organic farm products are selling and buying by the online purchasing services with innovation. The people who are facing more problems towards the organic products by more factors in the study area. The consumer's behaviors have been changed towards the organic farm products by the purchase for their family. Hence, the researcher has chosen and willingly to study the consumers perceptions towards organic farm products in Tirupur District. This study contributes more information about organic farm service and consumers satisfaction.

### 4. OBJECTIVES OF THE STUDY

1. To show the theoretical aspects of growth and developments of organic farm products in India.
2. To assess the consumer's perception and knowledge towards using an organic farm products in Tirupur district.
3. To describe the perceptual changes by the consumption of organic farm products.

### 5. SIGNIFICANCE OF THE STUDY

The present study covers the key factor which influences to the purchase of organic farm products and other benefits related to consumer preference. The people who are living in Tirupur District are mostly using general market and other super markets to fulfill their personal needs and requirements of foods. The consumers' preferences differ from the situation and their lifestyle. The present study provides more details about the awareness about organic foods and importance to the society. Hence, the present study focuses on consumers' perception towards organic farm products in Tirupur District.

### 6. METHODOLOGY

The population size of the organic farm product users is unknown in the study area. So, the researcher has been chosen convenient sampling method for the present study. The present study has included the primary data and secondary data for the analytical purpose. This study is an empirical and descriptive study in nature, which the methodical tables have been used to portray the results. The present study contains an empirical and descriptive approach for exploring the results by the researcher. For the purpose of analysis, the data has been collected from one thousand respondents who were using organic farm products in selected shops of Tirupur District. The study period from the year 2015 to 2017 and the level of consumer perception on organic farm products are measured by the responses of the sample respondents through structured questionnaire. The present study contains required tools and techniques are used like Descriptive and Simple Percentage Method, Crosstabs, ANOVA, Chi-square Test, Correlation Analysis, Regression Analysis and Factor Analysis.

### 7. ORGANIC FARM PRODUCT SERVICES IN TIRUPUR DISTRICT

The Tirupur is textile industry based district and it contains more taluk areas, village panjayats like Dharapuram, Kangayem, Palladam, Avinashi, Managalam, etc. The organic farming culture has been developing in Tirupur District. The buying and selling of organic and inorganic farm products are mostly by the retailers and wholesalers in Tirupur and other areas. The National Programme for Organic Production (NPOP) explained about organic products and it has branch office for training to farmers in Coimbatore nearby Tirupur District. More than 65 organic farm shops and super markets are selling organic products including other area namely Dharapuram, Kangayem, Palladam, Avinashi, and Managalam have more than 250 organic farm product distribution shops and agriculture direct selling outlets, organically produced items business for avoiding diseases and enhancing human health. It is providing more revenue and people needs are easily satisfied by the farmers and vendors in Tirupur District.

### 8. ANALYSIS AND INTERPRETATION

The consumer perception is concentrating to get nutrition and healthy from their intake of organic products. In the Tirupur district, the respondent's aware about the organic farm product service is good and it is providing quality service with price discounts and offers in the organic farms.

**Table - 1 Consumer's Perception towards Organic Farm Products in Tirupur**

		No. of Respondents	Mean Score	Range
Gender	Male	320 (32.00%)	67.70	16.00 to 96.00
	Female	680 (68.00%)	<b>75.78</b>	45.00 to 98.00
Age Group	21-30 Years	424 (42.40%)	68.65	45.00 to 87.00
	31-40 years	499 (49.90%)	75.93	16.00 to 98.00
	Above 40 years	77 (7.70%)	<b>80.44</b>	63.00 to 98.00

Marital Status	Married	787 (78.70%)	<b>73.88</b>	16.00 to 98.00
	Unmarried	213 (21.30%)	70.66	52.00 to 87.00
Family Type	Joint	444 (44.40%)	<b>76.86</b>	62.00 to 98.00
	Nuclear	556 (55.60%)	70.26	16.00 to 96.00
Family Size	1-2 Members	73 (7.30%)	53.92	45.00 to 92.00
	3-4 Members	426 (42.60%)	72.76	16.00 to 97.00
	4-5 Members	329 (32.90%)	74.77	61.00 to 86.00
	Above 5 Members	172 (17.20%)	<b>79.42</b>	63.00 to 98.00
Monthly Income	Below Rs.10,000	62 (6.20%)	63.42	52.00 to 65.00
	Rs.10,000 - Rs.30,000	666 (66.60%)	74.20	16.00 to 98.00
	Rs.30,001 - Rs.50,000	167 (16.70%)	71.65	62.00 to 87.00
	Above Rs.50,000	105 (10.50%)	<b>75.02</b>	63.00 to 97.00
Literacy Level	Schooling	91 (9.10%)	65.92	41.00 to 97.00
	Graduation	226 (22.60%)	70.37	59.00 to 79.00
	Post Graduation	315 (31.50%)	74.65	45.00 to 89.00
	Professional degree	335 (33.50%)	<b>75.80</b>	16.00 to 98.00
	Others	33 (3.30%)	72.12	52.00 to 74.00
Occupational Status	Student	40 (4.00%)	69.20	65.00 to 72.00
	Employed	676 (67.60%)	74.19	16.00 to 98.00
	Business	226 (22.60%)	70.97	41.00 to 81.00
	Retired	26 (2.60%)	63.00	63.00 to 63.00
	Others	32 (3.20%)	<b>81.00</b>	65.00 to 97.00
Area of Residence	Rural	381 (38.10%)	70.64	45.00 to 98.00
	Urban	335 (33.50%)	<b>75.77</b>	16.00 to 97.00
	Semi-urban	284 (28.40%)	73.58	41.00 to 97.00
Awareness about Organic Products	Advertisement	123 (12.30%)	76.10	62.00 to 85.00
	Shop Display	159 (15.90%)	80.53	41.00 to 98.00
	Friends and Relatives	579 (57.90%)	70.87	45.00 to 92.00
	Magazines	16 (1.6%)	<b>86.00</b>	16.00 to 96.00
	Doctors	64 (6.40%)	70.56	52.00 to 74.00
	Shop Keeper	59 (5.90%)	69.51	64.00 to 73.00

Place for Purchasing Products	Organic Stores	483 (48.30%)	76.94	16.00 to 98.00
	Shopping Malls	45 (4.50%)	62.42	61.00 to 65.00
	Departmental Stores	406 (40.60%)	69.79	41.00 to 92.00
	Special Stores	50 (5.00%)	<b>76.96</b>	52.00 to 97.00
	Local Purchase	16 (1.60%)	65.00	65.00 to 65.00
Reason for using Organic Products	Health Consciousness	767 (76.70%)	<b>75.07</b>	16.00 to 98.00
	Doctors Advice	90 (9.00%)	68.91	52.00 to 74.00
	For Taste	99 (9.90%)	68.43	61.00 to 97.00
	Others	44 (4.40%)	59.91	45.00 to 98.00
	<b>Total</b>	<b>1000 (100%)</b>	<b>73.19</b>	<b>16.00 to 98.00</b>

Source: Survey data

The above table-1 shows that the mean perception score and ranges of the organic farm product users. The range of the perception score is between 16.00 percent and 98.00 percent in the present study. The perception mean score of the respondents revealed that the respondents who fall under the following categories derived higher level of consumer perception on the services of the organic farms. The overall average mean score is 73.19 and the highest mean score from

the demographic factors are Female respondents, Above 40 years respondents, Married respondents, Joint family members, Above 5 members including family respondents, Above Rs.50,000 monthly income group, Professional degree studied respondents, Other occupational status of the respondents, Urban area residence respondents, Special stores for the organic products, Health conscious of the respondents and awareness created by the magazines about organic products.

**Table - 2: Consumer's Perception on the Organic Farm Products in Tirupur**

Level of Quality service	No. of Respondents	Percentage
Poor	142	14.20
Fair	258	25.80
Good	600	60.00
<b>Total</b>	<b>1000</b>	<b>100.00</b>

Source: Survey Data

The above table-2 reveals that out of five hundred sample respondents, one hundred and forty two respondents (14.20%) perceived that the organic farm product services offered by the organic farms as 'poor' level, two hundred and fifty eight respondents (25.80%) perceived with that the services at the level of "fair" and the remaining six hundred respondents (60.00%) perceived that the quality of organic farm product services offered by these organic farms at the

level as "good". The perception level of whole respondent of the study was based on the organic farm product services and the attitude changes through selling service of organic farms in Tirupur. In the Tirupur district, the respondent's aware about the organic farm product service is good and it is providing quality service with price discounts and offers in the organic farms.

**Table - 3 ANOVA - Perception Changes in the Usage of Organic Farm Products**

Variables	Sources of Variation	Sum of Squares	D.F	Mean score	'F' Value	P Value
Opinion about Organic Products	Between Groups	5221.885	2	2610.942	16.575	.000
	Within Groups	157046.634	997	157.519		
	Total	162268.519	999			

The Table-3 shows that the result of Analysis of Variance (ANOVA) designates the significant variations between the mean scores among the above perception factors to organic farm product services of organic farms in Tirupur District. In the present study, the demographic variables of sample respondents are significant changes in usage of organic farm products in Tirupur District.

## 9. CONCLUSION

In India, organic production is a holistic system designed to optimize the productivity and fitness of diverse communities within the agro-ecosystem, including soil organisms, plants, livestock and people. In Tirupur district, the respondent's aware about the organic farm product services is good and it is providing quality service with price

discounts and offers in the organic farms. In the present study, most of the people are using these types of organic products for medicinal value and protecting from the diseases. The consumer's who are perceived the organic products services with the high level of satisfaction. The consumer perception towards quality service is important aspects in each and every business including organic farm shops also. The perceptions of the consumers have significant changes towards the organic farm product services provided by the organic farms in the present study. The organic farms should maintain the quality of service through their product quality assurance in the production of agricultural products like rice, fruits and vegetable, etc. The organic farms are gratifying their consumers' requirements by their quality products and services in Tirupur District.

**REFERENCE**

1. Parichard Sangkumchaliang and Wen-Chi Huang, "Consumers' Perceptions and Attitudes of Organic Food Products in Northern Thailand", *International Food and Agribusiness Management Review*, vol. no 15(1), pg. no 87-102, 2012.
2. Chiew Shi Wee, Mohd Shoki Bin Md. Ariff, Norhayati Zakuan, Muhammad Naquib Mohd Tajudin, Khalid Ismail & Nawawi Ishak, "Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products", *Review of Integrative Business & Economics Research*, vol. no 3(2) pg. no 378-397, 2014.
3. Manoranjan Dash, Alaka Samantaray & Dr.Madhusmita Dash, "Consumer's Perception towards Organic Food Products", *International Journal of Engineering and Management Research*, vol. no 4(3), pg. no. 110-113, 2014.
4. Ramesh S.V. & Divya M., "A study on consumers' awareness attitude and satisfaction towards select organic food products with reference to Coimbatore", *International Journal of Interdisciplinary and Multidisciplinary Studies*, vol. no 2(4), pg. no 81-84, 2015.
5. Vijay.P, "Impact Study on Entrepreneurs Growth and Challenges of Selected Firms in Tirupur Distirct", *International Journal of Asian Economic Light (JAEL)*, Vol. No. 5 (1), pp. 29-36, 2016.
6. Bharathi B, Ananthnag K & G.N.Nagaraja, "Buying Behaviour of Urban Residents towards Organically Produced Food Products", *International Journal of Research in Applied, Natural and Social Sciences*, vol. no 2(2), pg. no33-38, 2014.
7. Manoranjan Dash, Alaka Samantaray & Dr.Madhusmita Dash, "Consumer's Perception towards Organic Food Products", *International Journal of Engineering and Management Research*, vol. no 4(3), pg. no. 110-113, 2014.
8. Rushdi Ahmed, Khadiza Rahman, "Understanding the Consumer Behaviour towards Organic Food: A Study of the Bangladesh Market", *Journal of Business and Management*, vol. no 17(4), pg. no 49-64, 2015.
9. Vijay.P, "Customers' Perception towards GST with Special Reference to Insurance and Automobile Industry in Tirupur District", *International Journal Of Research In Commerce & Management, Volume 9 (2)*, pp. 22-24, 2018.
10. Mohamed Bilal Basha, Cordelia Mason, Mohd Farid Shamsudin, Hafezali Iqbal Hussain, Milad Abdelnabi Salem, Azlan Ali, "Consumer Acceptance towards Organic Food", *Global Journal of Interdisciplinary Social Sciences*, vol. no 4(3), pg. no 29-32, 2015.