

“Consumer’s Perception about Organic Food Products – An analytical study of Consumer in selected cities of Rajasthan (Jaipur, Udaipur and kota)”

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ABSTRACT

The awareness on the harmful effects of chemicals present in food is increasing among the consumers. The trends towards purchasing organic food is growing among people .Food safety, human health and environmental concern along with sensory attributes such as nutritive value, taste, Freshness and appearance influence organic food consumer preferences. Demographic variables may define organic Consumers but the correlation is not very significant. Consumers also associate organic food with natural process, Care for the environment and animal welfare and the non-use of pesticides and fertilizers. Understanding the grounds of increasing level of organic food consumption such as motivation are most critical in understanding the potential of the organic food to become a genuinely mainstream market.

Keywords: - *Organic food, Consumer perceptions, Quality, Purchase Intention.*

I. INTRODUCTION OF ORGANIC FOOD MARKET

The organic food market as increasing continuously over the past decade but, total share of organic food products is less compared with the total organic food market. For promoting organically produced products, a purposeful marketing strategy is needed, which depends on a better understanding of food consumers. Knowledge changes the consumers perception either they have positive attitude or negative attitude. It is very important people should know about the benefits of organic food products. Consumer generally act based on the knowledge they perceive. Organic food is good for health and Environment. Organic food consumption patterns are changing as a result of health and environmental issues. Interest of organically produced food is increasing day by day all over the world. Organic food consumption is increasing because of concerns over environmental and health issues associated with food production. The increase in consumers’ interest in organic food products has been attributed among other issues to the growing demand for food free from pesticides and chemical residues. The main motives to purchase organic food products are health and environmental benefits, plus support for local or small farmers. However, age, household size, children in household, and education level seemed to have an effect on the perceptions of consumers. The main barrier of organic foods market share is the information available and consumer awareness. Consumers believe they are more informed if information on organic food is provided and the information affects their perceptions.

II. CONSUMER PERCEPTION OF ORGANIC FOOD PRODUCTS

There is no common definition of organic food due to reason different country have different standard for products to maintain the integrity of food without artificial ingredients. Organic product obtained by the eco friendly techniques both attributes the production method and the final product. The term organic is referred to as a process claim, not a product claim. Despite the process claim, consumers perceive organic products as presenting environmentally friendly mode of production as well as having certain intrinsic quality and safety characteristic. It is a simple fact that consumer's attitudes and perceptions influence their purchasing decisions. There is a different between attitudes and perceptions. Attitudes relate to like or dislikes. Consumers have different feelings it is positive or negative about the organic food products. Perceptions are related to beliefs. Perceptions are what a buyer thinks about specific products.

Consumers usually feel that their private benefits (health and safe food products) are higher than any social benefits of organic farming (more environmental friendly production). However, it is difficult to generalize about consumer attitudes about organic farming. This is because the studies that have been conducted are usually related to specific group of consumers and organic products, specific regions or food stores. Consumer perceptions of organic food quality of organic food products are positive- they have positive feelings about organic food products. Consumer preferences for organic food products are related to beliefs that organically grown food is better than conventional. Buyer preferences are influenced by what they believe about the food safety, health and Environmental characteristics of organic, as well as by product characteristics such as taste, freshness, appearance, color and other sensory characteristics (Bourn. and Prescott, J. (2002) A Comparison of the Nutritional Value, Sensory Qualities, and Food Safety of Organically and Conventionally Produced Foods. Critical Review in Food Science and Nutrition,).

III. OBJECTIVES OF THE STUDY

The proposed study aims to deal with following objectives:

- To study the consumer attitude towards buying organic food products.
- To analyze the potential market for organic food products in Rajasthan.
- To examine the factors that influence purchase intention of organic food among consumers.
- To examine the consumer perception about organic food.
- Analytical survey will be conducted in the form of questionnaire.

Hypothesis

- H1: Food Safety will have a significant impact on consumer perception to buy organic food
- H2: Price will have a significant impact on consumer perception to buy organic food
- H3: Nutrition will have a significant impact on consumer perception to buy organic food
- H4: Sensory attributes will have a significant impact on consumer perception to buy organic food
- H5: Environmental friendly will have a significant impact on consumer perception to buy organic food.

IV. RESEARCH METHODOLOGY

Research in common parlance refers to a search for knowledge. Research is an art of scientific investigation. Research is a careful investigation or inquiry specifically through search for new facts in any branch of knowledge. It is an original contribution to the existing stock of knowledge making for its advancement. Research can simply be defined a task of searching from available data to modify a certain result or theory.

According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data, making deductions and searching conclusions and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

Various types of Research:-

- Basic research
- Applied Research
- Problem oriented Research
- Problem solving
- Quantitative Research
- Qualitative Research

My research is based on this type of Research:

Type of Research

An exploratory & Descriptive research design and a Quantitative research have undertaken in this Research study. The Research method involves specific situation using Research tools like survey Questionnaire, Observations, one to one interaction.

Research Technique: Survey Method

Survey Type: Face to face interaction

Research Instrument: Questionnaire

Area of study

The area of study is in Rajasthan (Jaipur, Udaipur, and Kota).

Sources of Data

Sources of data based on two sources:-

- Primary Data and
- Secondary Data.

The study is based on primary data collection. The data will collect from the consumers on Simple Random Sampling and Retail outlets of organic food products and also prepared a Questionnaire for collecting the required primary data.

Secondary data will be collect from the articles, newspapers, journals, books, and various websites.

V. SAMPLING DESIGN

The Sampling technique in this project is Simple Random Sampling. The Sample Size comprises of different types of perception about organic food products. A sample of 300 Respondents will take into account for finding their perception about organic food products. Hundred (50 Retail outlets and 50 consumer) in a one city is a ratio of collecting the Data.

Sample Extent: Rajasthan (Jaipur, Udaipur, Kota).

Sample Size: 300 Respondents

Sample Time: 2 years

Sampling Technique: Simple Random Sampling

3 cities we have chosen which we can bifurcate the rural and urban area according to my convenience.

VI. SCOPE OF THE STUDY

Organic food maintains a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and pesticides and maintains the best quality of food. This also prevents excess use of artificial and harmful ingredients. This study attempted to gain knowledge about consumer attitude towards the organic food product consumption and what the consumer thinks and to see whether there is any potential this might have for changing their behavior. Therefore consumer's perception, attitude towards organic food products, willingness to pay and intention to purchase of organic food products will be the main agenda of this study.

VII. CONCLUSION

Demographic variable such as age, income and education may define organic consumers but the correlation is not very significant. It is complicated to justify the premium because the health benefits asserted to organic food are often difficult to quantify. Therefore, more transparency in the organic food production and farm-gate price can be advantageous to the society. The determinants of increasing levels of organic food consumption such as motivation, behavior, beliefs and demographic variables are most critical in understanding the potential of organic market to keep up the increasing growth and become genuinely a mainstream market. A growing interest in organic food has prompted many studies comparing aspects of organic against conventional food because human health, food safety and environmental concern along with other sensory attributes such as nutritive value, taste freshness and appearance. Consumer perception about organic food is highly subjective. It is also worth noting that such perceptions may not be their actual behavior in purchasing. The advantages of consuming organic food may help shift consumers perception.

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