

CONSUMER BUYING BEHAVIOUR OF ORGANIC FOOD IN KANCHEEPURAM DISTRICT

¹Subhasri G, ²Dr.R.Mayakkannan, ³Dr.S. Chinnammai

¹Ph.D., Research Scholar, P.G and Research Department of Commerce, Sri Sankara Arts and Science College, Enathur, Kanchipuram -631561

²Ph.D., Research Scholar, Department of Economics, University of Madras, Chennai, Associate Professor and Research Supervisor, P.G and Research Department of Commerce, Sri Sankara Arts and Science College, Enathur, Kanchipuram -631561

³Professor and Head Department of Economics, University of Madras, Chennai

Abstract

Organic food market is not glowing and flourishing as it should have been because organic food products are exorbitant than non-organic food products. Organic food products are snobbish and selective not easily available in every grocery store. Companies are not spending much on marketing of these food products. As consumers are not aware about these organic products then how they will buy these products.

Introduction

The popularly used term advertising approach' in any advertising topic or business is a common man phrase now. Strategy comes from a Greek phrase Strategies, which means to be widespread. Advertising and marketing method is an ordinary plan of advertising movements you want to take which will accomplish a particular goal to your business enterprise. Hence a method is not anything, however, a universal course of action needed to win a battle. Smaller, exact movements are referred to as procedures.

Consumer buying behavior

The event of buys made via a purchaser is a multinational errand including several herbal and extraneous angles that lay an effect on clients shopping behaviour. Clients for the most elements do not supply an idea to objects with lesser fine which are purchased on power. Makers of these products must make astute preparations to steer the customers to spend their cash in getting power gadgets from them in preference to their competitive companions.

Research problem

"A research problem is a definite or clear expression [statement] about an area of concern, a condition to be improved upon, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or within existing practice those points to a need for meaningful understanding and deliberate investigation. A research problem does not state how to do something, offer a vague or broad proposition, or present a value question."

Research problems dealt with in this study include:

Organic food market is not glowing and flourishing as it should have been because organic food products are exorbitant (costly) than non-organic food products. Organic food products are snobbish and selective - not easily available in every grocery store. Companies are not spending much on marketing of these food products. As

consumers are not aware about these organic products then how they will buy these products.

Review of literature

Garibay, Salvador V. and Jyoti, Katke (2003) Organic farming gives employment prospects for agriculturalists in the developing and developed countries. This souk of unprocessed, unrefined, crude and raw items is anticipated to burgeon (grow) universally in the upcoming ages and high development charges above the moderate term (from 10-15 to 25-30 %) are anticipated. This augmentation of natural market makes it feasible for ranchers to procure the sumptuousness of a vocation with comparatively high cost premiums. Yet, this marketplace is not tremendously twigged (understood) by most ranchers, particularly persons existing in the emerging nations. Besides, data around this is not promptly obtainable to agriculturists in the emerging nations. The dearth of adequate specialized and market data and money related support additionally implies that many ranchers will deny changing their technique for cultivation. In developing nations it is hence essential for significant key players that they foster organic farming tending to have new-fangled data on the accessible prospects and proclivities of the organic market. One illustration is India, a nation with countless ranchers who still utilize conventional strategies and do agribusiness with dinky farming annexes. NGOs that advance natural cultivating and different associations bolster agriculturists in these viewpoints. An organic crusade is currently flowing in India on various levels. So diffusion the gen about the prognostications and snags for Indian organic items in the inland and global market is of major worry with a specific end goal to lead to the improvement and development of the organic agribusiness market ever-flowing in this nation.

Goswami (2012) examined the cost of tilling, human workforce usage, productivity and asset utilization proficiency of rice cultivating under tank inundated, waterway (canal) flooded and dry land situation in Gondia area, Maharashtra. Information was gathered from 150 rice ranchers, 75 having land holding more than 2 hectares (huge) and 75 having land under 2 hectares (little), from three towns having 25 little and 25 major from every cultivating circumstance in every town. The information was gathered for horticultural year 2008-09 by using probability proportional random sampling technique through interview method. Outlay of husbandry (cultivation), sagacious utilization of hominid staff and curativeness were analyses through conventional estimation procedure. Resource use efficiency was analysed by using Cobbouglas production function. Findings revealed that per hectare add up to cost of rice development was higher in little homesteads in all the three circumstances. Work prerequisite per hectare was likewise higher in little ranches of the three circumstances. The most elevated B:C proportion was assessed for huge ranches of channel hosed farmlands. Resource use efficiency investigation showed that the ranchers were bungling in usage of the considerable number of assets. Little agriculturists were seen to be more productive than the huge ranchers in utilizing accessible homestead assets. The elucidations demonstrated that there is requirement for injection of good quality compost, seeds, credit etc. which are both reasonable and affordable to the agriculturists in order to enhance proficiency. There is

additionally requirement for detailing strategies for developing substitute employment opportunities to divert the surfeit labour used in rice production in the study region.

Objectives of the study

1. To study marketing strategies and consumer buying behaviour about organic food.
2. To analyse relationship among buying behaviour factors for organic food and variables.
3. To suggest organic companies to improve sales and production.

Hypothesis of the Study

H₀₁: There is no significant relationship among selected buying behaviour factors of organic food and gender.

H₀₂: There is no significant relationship among selected buying behaviour factors of organic food and age.

Research design

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions. A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analysing data collected.

Data collection

In this study both primary data and secondary data has been collected. Primary data collected from the questionnaire and secondary data sources collected with the help of Books, Journals, Magazines, Newspapers, Websites and other published sources.

Table -1

Relationship between gender of the respondents and selected buying behaviour factors of organic food

Particulars	mean	SD	Sum of Squares		Mean Square	F	Sig.
Health benefits							
Between Groups			.496	1	.496	.378	.539
Male	2.8647	1.14006					
Female	2.9701	1.15431					
Within Groups			259.504	198	1.311		
High quality							
Between Groups			8.942	1	8.942	7.077	.008
Male	3.0301	1.07970					
Female	2.5821	1.20792					
Within Groups			250.178	198	1.264		
Great taste							
Between Groups			4.635	1	4.635	3.873	.050
Male	2.7820	1.09640					
Female	3.1045	1.08899					
Within Groups			236.945	198	1.197		
Variety							

Between Groups			.011	1	.011	.010	.920
Male	2.8797	1.00028					
Female	2.8955	1.12995					
Within Groups			216.344	198	1.093		
Innovation							
Between Groups			3.213	1	3.213	2.529	.113
Male	2.9850	1.10772					
Female	2.7164	1.16523					
Within Groups			251.582	198	1.271		
Reasonable price							
Between Groups			1.420	1	1.420	1.234	.268
Male	2.9248	1.06333					
Female	2.7463	1.09189					
Within Groups			227.935	198	1.151		

In above table relationship between gender of the respondents and selected buying behaviour factors of organic food has been tested by using one way ANOVA tool. The highest mean score of 2.9701 and the F value .539 indicates that female respondents give more importance to health benefits while purchasing organic foods. The highest mean score of 3.0301 indicates that male respondents expect high quality of organic foods than female respondents. The highest mean score of 3.1045 shows that female respondents expect great taste while purchasing organic foods. The highest mean score of 2.8955 indicates that female respondents expect variety of organic foods in market than male respondents. The highest mean score of 2.9850 indicates that male respondents need innovation while purchasing organic foods. The highest mean score of 2.9248 indicates that male respondents expect reasonable price for organic foods. The calculated significant value is higher than table value at 0.05 significant levels. Hence there is no significant association between gender of the respondents and selected buying behaviour factors of organic foods respectively.

Table -2
Relationship between age of the respondents and selected buying behaviour factors of organic food

Particulars	mean	SD	Sum of Squares		Mean Square	F	Sig.
Health benefits							
Between Groups			18.806	4	4.702	3.801	.005
15-25	2.5000	1.02151					
25-35	2.6066	1.11473					
35-45	3.0000	1.18970					
45-55	3.3636	1.05529					
Above 55 years	3.2500	1.00000					
Within Groups			241.194	195	1.237		
High quality							

Between Groups			10.331	4	2.583	2.024	.093
15-25	2.4167	1.24819					
25-35	2.7541	1.13513					
35-45	3.0152	1.22151					
45-55	3.1818	.91701					
Above 55 years	2.8750	.88506					
Within Groups			248.789	195	1.276		
Great taste							
Between Groups			8.026	4	2.007	1.675	.157
15-25	3.2500	1.18872					
25-35	3.0328	1.03227					
35-45	2.6667	1.08604					
45-55	2.7879	1.13901					
Above 55 years	2.9375	1.12361					
Within Groups			233.554	195	1.198		
Within Groups			211.104	195	1.083		
Variety							
Between Groups			33.355	4	8.339	8.886	.000
15-25	2.0417	.80645					
25-35	2.8689	1.04044					
35-45	2.7879	.73412					
45-55	3.4242	1.22552					
Above 55 years	3.5000	1.15470					
			183.000	195	.938		
Innovation							
Above 55 years			14.958	4	3.740	3.040	.018
15-25	2.5417	1.17877					
25-35	2.8852	1.18460					
35-45	2.8636	.87506					
45-55	2.8182	1.23629					
Above 55 years	3.7500	1.29099					
Within Groups			239.837	195	1.230		
Reasonable price							
Between Groups			4.234	4	1.059	.917	.455
15-25	3.0417	1.36666					
25-35	2.6557	.98124					
35-45	2.9697	1.14985					
45-55	2.8788	.92728					
Above 55 years	2.9375	.85391					
Within Groups			225.121	195	1.154		

In above table relationship between age of the respondents and selected buying behaviour factors of organic food has been tested by using one way ANOVA tool. The highest mean score of 3.3636 and the F value 3.801 indicates that respondents from the age group of 45-55 years give more importance to health benefits while purchasing organic foods. The highest mean score of 3.1818 indicates that respondents from the age group of 45-55 years expect high quality of organic foods than female respondents. The highest mean score of 3.2500 shows that respondents from the age group of 15-25 years expect great taste while purchasing organic foods. The highest mean score of 3.5000 indicates that respondents from the age group of above 55 years expect variety of organic foods in market than male respondents. The highest mean score of 3.7500 indicates that respondents from the age group of above 55 years need innovation while purchasing organic foods. The highest mean score of 3.0417 indicates that respondents from the age group of 15-25 years expect reasonable price for organic foods. The calculated significant value is lower than table value at 0.05 significant levels. Hence there is significant association between age of the respondents and selected buying behaviour factors of organic foods respectively.

Suggestions

All organic food production companies must emphasize more on advertisement and campaigning on organic food products only then will they become a common household name. All companies must explore the uncharted waters of internet and use it as their marketing tool. All companies should use social media as their marketing technique as it is cheaper than other marketing strategies. Majority of companies are using follow up from customers as their marketing tool. But it should be done by all companies, as customer feedback is a very helpful means for any business to develop, get better and flourish. Hiring cheap labour to work as farmers at a reasonable rate will help to reduce the cost of the products. Demand overwhelming supply is a prime cause behind the costly organic food products. The production of organic crops is very slow due to which the demand of market is not fulfilled which sometimes increase the price of organic food and sometimes not. Thus, appropriate measures should be undertaken to bridge this gap. All possible reasons for higher price of organic farm products must be identified and sorted out. The inventory handling cost of organic food is high and the food products spoil very soon because no preservative or chemicals are used. Due to this farmers get loss and it affects the cost of the product. Hence, other methods that is able to keep these items safe for longer durations must be made available to the farmers and wholesalers. The organic food certification process is costly and time taking. It must be made unanimous, quick and simple. The production of organic crops is very slow. And the farmers have to follow the rules of government to make the crop organic. It is very time taking and slow cultivation results in limited stock. So, all possible steps must be taken both by the government and the cultivators to reduce this time gap and grow more.

Limitations of the study

1. The results of the study are confined to the Kancheepuram only.
2. The time lag between questionnaire sending and actual response from customer may be large that affects actual decision making and analysis.

3. Consumers may have different perceptions regarding the different variables regarding organic food.
4. Time was a major factor, as a short period of time was not enough for conducting the research.
5. Some people may not be enough aware about organic food products, concept and benefits of organic food to fill the proposed questionnaire.

Conclusion

Present study concluded that natural farming is an approach, which includes cultivation of plant and rearing of animals in herbal methods. This manner includes the use of organic materials, warding off artificial materials to maintain soil fertility and ecological balance thereby minimizing pollutants and wastage. It is predicated on ecologically balanced agricultural principles like crop rotation, inexperienced manure, organic waste, organic pest control, mineral and rock components. Organic farming uses insecticides and fertilizers if they are considered natural and avoids the use of numerous petrochemical fertilizers and pesticides.

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