

A Study on Buying Behaviour of Consumers towards Organic Food Products in Kanyakumari District

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ABSTRACT

The main aim of the study is to analyse the consumer buying behaviour towards organic food products in Kanyakumari District and know the reasons for selecting the organic food products. The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the buying behaviour and to gain insight into reasons for selecting the organic food products. Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites. It is identified that majority (49) sample respondents have purchased from organic food stores. The study demonstrates that the majority of the sample respondents i.e. 47 percent are using the organic food products for the period of 1-3 years followed by 20 percent of the sample respondents are using the organic food products for the period of 3-5 years. The marketers should give priority to market segmentation based on gender and the producers of organic food products should identify the taste and preference of consumers to meet the demand.

Key words: Buying behaviour, Organic food products, Organic food stores and Consumers

INTRODUCTION

Organic products have seen a sharp increase in popularity recently due to their purported health and environmental benefits. However, it has become crucial to have a solid system in place to guarantee the integrity and validity of these products due to the rise of organic claims. Organic food is produced using methods that support ecological harmony and preserve biodiversity. These food items don't include any industrial solvents or food additives. Growing health concerns brought on by increased chemical poisoning incidents worldwide drive demand for organic foods. Customers are getting more concerned about their health as a result of the detrimental effects of chemicals in food. Because of their toxicity, chemical pesticides found in food products have been linked to birth defects, cancer, and hormone imbalances. Organic food consumption is more likely to be higher among consumers who care about natural foods, food's sensory and emotional appeal, and green consumption habits. Consumer interest in organic food items has risen over the past few years. Organic food products are produced using only natural farming practices, devoid of synthetic fertilizers, pesticides, or other chemicals. These goods are considered more environmentally friendly and healthier than typically produced foods. As a result, there has been a noticeable hike in demand for organic food products in recent years. Demand for organic food items is significantly influenced by consumer perceptions of health. Several variables, including labelling, cost, accessibility, nutritional content, flavour, and environmental impact control consumer perception of health.

REVIEW OF LITERATURE

Tanveer Kaur (2020) conducted the study to analyse which factor impacts the most to the consumer on their decision making process of buying organic products. Market of Organic food is slowly shifting from a market for elitist to a market of healthy products for health conscious segment of society. At last robust market system should be in place in order to give strength and boost to production of organic products. For this both government and farmers should pay attention to farming of organic product.

Aarthi .M, Balusamy .S (2020) conducted the study which provides a better understanding of consumers' attitude, purchase intention and actual buying behaviour towards organic food products. For this purpose, a survey data were collected from 773 Coimbatore consumers through structured questionnaire. Statistical tools adopted to execute the results. And necessary findings provided with data interpretations.

Gunaseelaprabhu .K, Ramya .J (2019) conducted the study to understand the recent trends in consumer perception and behaviour towards organic food. The objective of this study is to learn about consumer perception and behaviour and to understand about the key factors that motivate the consumers to choose organic food. The study will also help to obtain knowledge about the purchase intention and attitude of the consumers. The findings of the present study would add insight to emerging organic food industry in India and worldwide and consumers interest and satisfaction towards it.

NEED FOR THE STUDY

In India, organic food market is in emerging stage has experienced steadfast growth in the past few years. The current growth in the organic market is driven by health factor and safe consumption. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Health issues are becoming consumer's priorities to purchase the products.

OBJECTIVES OF THE STUDY

1. To analyse the consumer buying behaviour towards organic food products in Kanyakumari District
2. To know the reasons for selecting the organic food products

METHODOLOGY

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the buying behaviour and to gain insight into reasons for selecting the organic food products. Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites.

SAMPLING DESIGN

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 100.

LIMITATIONS OF THE STUDY

- ❖ The analysis of the present study has been carried out based on the information has collected directly from the respondents
- ❖ The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- ❖ Due to time constrict only 100 numbers of respondents were considered.
- ❖ The result fully depends on the information given by the respondents which may be based.

ANALYSIS AND INTERPRETATION

Table 1

Place of Purchase organic food products

Sl. No	Place of Purchase	No. of Respondents	Percentage
1.	Super markets	13	13
2.	Organic food stores	49	49
3.	Health stores	20	20
4.	Local markets	13	13
5.	Farmers	5	5
	Total	100	100

Source: Primary data

Table 1 highlights that 13 percent of the sample respondents have purchased from super markets, 49 percent of the sample respondents have purchased from organic food stores, 20 percent of the sample respondents have purchased from health stores, 13 percent of the sample respondents have purchased from local markets and the remaining 5 percent of the sample respondents have purchased from farmers. Hence, it is identified that majority (49) sample respondents have purchased from organic food stores.

Table 2

Frequency of purchase organic food products

Sl. No	Frequency of purchase	No. of Respondents	Percentage
1.	Every day	11	11
2.	Weekly Once	26	26
3.	Weekly Twice	15	15
4.	Monthly Once	48	48
	Total	100	100

Source: Primary data

The frequency distribution reveals that the monthly once purchase is the most preferred category with 48 percent. The sample respondents involved in the study prefer to buy the organic food products monthly once, next major category is weekly once with 26 percent and the remaining 15 percent of the sample respondents prefer to buy the organic products weekly twice. The lowest of the responses from the sample respondents is registered in the daily category with 11 percent. The responses reveal that majority of the sample respondents buy the products monthly once for their consumption.

Table 3

Number of years purchasing organic food products

Sl. No	Number of years	No. of Respondents	Percentage
1.	Last six months	11	11
2.	Last one year	8	8

3.	1 year to 3 years	47	47
4.	3 years to 5 years	20	20
5.	Above 5 years	14	14
	Total	100	100

Source: Primary data

Table 3 clearly demonstrates that the majority of the sample respondents i.e. 47 percent are using the organic food products for the period of 1-3 years followed by 20 percent of the sample respondents are using the organic food products for the period of 3-5 years, 14 percent of the sample respondents are using the organic food products for the period of above 5 years, 11 percent of the sample respondents are using the organic food products for the period of last six months and the remaining 8 percent of the sample respondents are using the organic food products for the period of last one year.

Table 4

Amount spent for purchase of organic food products in a month

Sl. No	Amount spent	No. of Respondents	Percentage
1.	Below Rs.5,000	20	20
2.	Rs.5,001-10,000	29	29
3.	Rs.10,001-15,000	18	18
4.	Rs.15,001-20,000	20	20
5.	Above Rs.20,000	3	3
	Total	100	100

Source: Primary data

Table 4 explains that the majority of the respondents are able to buy organic food products for Rs.5,001-10,000 per month i.e. 29 percent. The next major category is buying organic food products for below Rs.5,000 i.e. 20 percent followed by those who buy for Rs.10,001-15,000 are 18 percent. Table further highlights that 20 percent of the sample respondents spend between Rs.15,001-20,000 to buy organic food products and the remaining 3 percent of the sample respondents spend above Rs.20,000 to buy organic food products. The majority of the sample respondents spend nearly Rs.5,001-10,000 per month in average for the purchase of organic food products.

Table 5

Reasons for selecting the Organic Food Products

Sl. No	Reasons	Total Score	Average Score	Rank
1.	Maintain good health	6256	62.56	I
2.	High safety	4122	41.22	VII
3.	Good taste	3589	35.89	VIII
4.	Quality of the product	5627	56.27	III
5.	Fresh and natural	5963	59.63	II

6.	Medicinal value	5328	53.28	IV
7.	Support local or Small farmers	4538	45.38	VI
8.	Environmental concern	4922	49.22	V

Source: Primary data

As per the ranking regarding the reasons for selecting the organic food products, Maintain good health has been selected as first rank with a mean score of (62.56) which is followed by Fresh and natural has been selected as second rank with a mean score of (59.63), Quality of the product has been selected as third rank with a mean score of (56.27), Medicinal value has been selected as fourth rank with a mean score of (53.28), Environmental concern has been selected as fifth rank with a mean score of (49.22), Support local or Small farmers has been selected as sixth rank with a mean score of (45.38), High safety has been selected as seventh rank with a mean score of (41.22) and Good taste has been selected as last rank with a mean score of (35.89).

The above table explains the various ranks obtained for the different reasons for organic food products are consumed. The ranking analysis reveals that the consumer of organic food product consume them for Maintaining the Good Health which ranks first followed by the Fresh and natural which ranks second and Quality of the product which ranks third based on their opinions. These three reasons hold the top three ranks for the usage of the organic food products in the study area based on the responses given by sample consumer.

Table 6

Health factor influencing to purchase organic food products

Sl. No	Health factor	Mean Score	SD	Rank
1.	High Nutrition Value	4.4640	.59785	I
2.	Rich in Vitamins and Minerals	4.0740	.61423	V
3.	Rich in Proteins	4.3540	.54523	II
4.	Natural Ingredients	4.1860	.69308	III
5.	Doctors Recommendation	4.1020	.75148	IV

Source: Computed data

Table 6 highlights the mean and standard deviation of the sample consumer with regard to health factor influencing the consumer to purchase organic food products. High nutrition value is the important health factor influencing the consumer to purchase organic food products and occupies the first rank with the mean score of 4.4640, Rich in proteins is the next important health factor influencing the consumer to purchase organic food products occupies the second rank with the mean score of 4.3540, Natural ingredients is another important health factor influencing the consumer to purchase organic food products and occupies third rank with the mean score of 4.1860 and Rich in Vitamins and Minerals is the last important health factor influencing the consumer to purchase organic food products and occupies the last rank with the mean score of 4.0740.

SUGGESTIONS

❖ The marketers should give priority to market segmentation based on gender and the producers of organic food products should identify the taste and preference of consumers to meet the demand.

- ❖ The government should take steps for increasing the trust level for buying organic food products through strengthening of certification procedures for farmers as well as the retailers, in order to avoid the fake products into the market and provide true certification for the perfect organic food products.
- ❖ The Government and Marketers should take necessary steps to create awareness to the peoples of the benefits of using organic food products through social media.

CONCLUSION

The consumers are willing to pay premium prices, if it's really organic product, because there are higher chances of the prevalence of duplicate products in the market. Awareness about the certification, fake product differentiation, benefits of organic food products can be increased by taking necessary steps by the government and also promotes organic farming as well as marketing. The numbers of organic shops are limited in Kanyakumari district. The marketers focuses to increase the more number of shops in the study area and should create the promotional activities, availability in terms of volume as well as more number of varieties and its required to become more successful in marketing of organic food products. The action provoked strategies based on the suggestions will further enhance the market share of the organic food products.

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