
CONSUMER PERCEPTION AND SWOT ANALYSIS OF ORGANIC FOOD PRODUCTS

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ABSTRACT

The development in the populace and the futures in the twentieth century has expanded the use of natural nourishment items. Customers' mindfulness is worried to item attributes investigation and acknowledgment by buyers. Numerous customers see natural nourishments to be of better quality, more advantageous and more nutritious than nourishment created utilizing traditional techniques, however convincing examination on potential impacts on a creature and human wellbeing is deficient. The Organic nourishment area is frail because of specific reasons such as, absence of reach, wrong dispersion channels, absence of retail arrangement, and so forth. Cleanliness, human prosperity and common stress close by material properties, for instance, nutritive worth, taste, freshness and appearance sway normal sustenance client tendencies. Measurement variables may portray normal clients, yet the association isn't incredibly basic. Clients similarly accomplice normal sustenance with basic technique, care for the earth and animal welfare and the non-use of pesticides and manures. The superior worth continues covering common sustenance usage. Understanding the grounds of extending the degree of characteristic sustenance usage, for instance, motivation is most fundamental in understanding the ability of the regular sustenance to transform into a truly standard market. This paper dissects the total investigation about the mindfulness among the buyers in Rajapalayam Taluk. The analyst has utilized Chi – Square Test, Percentage Analysis to decide the degree of buyer mindfulness. Through this investigation, it is found that customers are having a superior discernment about natural nourishment items. The interest in natural nourishment items are expanding step by step on an exceptionally huge scale as individuals are getting progressively cognizant about well-being and the earth. India is a developing business sector on account of natural nourishments and the interest for natural items is quickly expanding. Natural cultivating is one of the most significant and inclining sections in cultivating in India during this time.

Keywords: Organic Agriculture, Organic Food, Fewer Pesticides, Weather Conditions

Introduction

Natural Food Products are described in light of the fact that a thing from an adapting structure which keeps up a vital separation beginning the use of designed manures and pesticides. Securing of Organic sustenance can be seen as an action moved by feelings about the beneficial outcome of the earth and welfare of aged animals. Thusly, clients need clear, definite and strong information about anticipated staple. Common Product feature, by 2018, normal nourishment sources have loosened up to grow markets, with help and for the most part quick advancement being clear and these are basically a direct result of extending bookings for: general prosperity,

the earth, and a creating consideration regarding the exceptional features of normally made sustenances lead (Taufique and Vaithianathan (2018) and Chakrabarti (2010)). Fine nature of normal sustenance at viable expense may pull in logically fast approaching buyer just as do trustworthiness to our adolescence as the pesticide significance is immaterial. Along these lines, conscious exertion from all social affairs, especially the lawmaking body in propelling the compensation of exceptional common sustenance may help change customers' direct (Farah Ayuni Shafiea and Denise Rennie, (2012))

Natural Food Products Considered for the level of practical concern sway the nature of regular usage, correspondence attempts should underline the organic similarly as social and fiscal reimbursement related to the creation and use of normal sustenance (Annunziata Azzurra, et al (2019). Regular Agriculture can be a period structure that keeps up a key section from or for the central half keeps up a vital good way from the utilization of creation fertilizers, pesticides and improvement controllers. The real motivation driving standard agribusiness is to show gone before with favored position, normal affirmation and making open sustenance and eatable thing raised with none wisely built substances. It looks like way requires Organic accreditation. A trademark thing is set up from ordinary grungy materials. Commonplace causing will to be on all things considered the extensive creation official creature that copies and redesigns agro-condition flourishing extra as bio-collected strategy, typical cycles and soil trademark work out. They have transformed into a central issue in a sustenance industry that is developing rapidly, as buyers search for elective sustenance sources to the present standard things. Regular sustenance has ended up being synonymous with brilliant eating less junk food and security for the customer (Connor, et al 2001)). Nonattendance of trust is accepted to be one of the most tremendous impediments to the use of regular sustenance, which is a critical part of supportable direct (Vega-Zamora, 2019). The significance of the natural nourishment showcase is molded by the way that it empowers makers for better comprehension of clients' needs filling the need of better addressing their needs and it additionally empowers shoppers to acknowledge better natural items supply. Characterizing the primary element of natural farming and its significance is the beginning stage for the reasonable foundation of natural agribusiness. Social media aids to the current era in these days the E-advancing expect an essential occupation in recovering the organic products in the market (Nedumaran, 2019). Green advertising joins a wide scope of the exercises beginning of change of item and bundling. In straightforward terms, it alludes to the way toward selling items and administrations dependent on ecological advantages; such an item might be natural, cordial in itself or delivered along these lines (Manida, 2015). Green advancement is firmly associated with the society. It was compelling usage on social familiarity with the entire advertising (Nedumaran 2019).

The current assessment way to consider the purchaser's decision towards the natural nourishment items, the reasons adding to the acquisition of natural food items, issues looked by the shoppers of natural nourishment items and their degree of fulfillment with the acquisition of natural nourishment items. Subsequently, natural agriculture supports human prosperity, the organic framework and the earth (Chekima et al., 2017). Characteristic Agriculture grown-up and set away or oversaw without the utilization of wrongly passed on structuring substances or composts, herbicides, pesticides, Fungicides, improvement hormones and controllers or nonexclusive change. Produce must be grown around for quite a while

without the use of fake engineered substances and pesticides before the item can be named Norma. Normal sustenances are generally recognized to be sustenances without fake tints, flavors or other Petro-blend included substances and have been presented to the immaterial taking care of, however common sustenance can encounter getting ready and is "created without most phony fertilizers and pesticides" (Ministry of Agriculture, Fisheries and Food, 1998). Emphasizing how common developing can give positive externalities on natural security just as on monetary and social viewpoints, concerning case openings for work and provincial progression. In particular, energy for normal things could be updated by attesting extra administrative characteristics, (for instance, animal welfare, close by beginning stage or respect of human rights) starting at now proposed by other research (Zander and Hamm, 2010). Natural agribusiness shows plenteous benefits, as it diminishes a considerable lot of the ecological effects of ordinary horticulture, it can build productivity in little ranchers' fields, and it lessens dependence on exorbitant outer data sources, and ensures cost premiums for natural items (Nedumaran 2018).

Review of Literature

Amudha, Kanagarathinam (2017), in their paper entitled "study on consumer awareness towards organic food products in Coimbatore city" Concluded that Consumers must give equal importance as much as they consume fundamental food items like fruits, vegetables and cereals, and give importance to other items of organic food products. More amount of organic cultivation will lead to increase the consumption level of consumers. Most of the consumers do not aware of the availability of varieties of organic products in the market.

Rock Puhalethi et al (2017) in their paper entitled "A study on awareness of organic food products in Trichy district" introduced that Organic food promotes no artificial preservatives and best maintain the originality of food. This prevents excess use of harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behavior. Organic food, farming continued in small family run. Large scale organic farming was begun by farmers and scientist, as a mark of protest to the agricultural industrialization. Now organic food is widely available and has become very popular with soaring sales. Awareness of organic food products among student population is about 76% with the greater awareness level among the urban population.

Venkatakrishnan (2017) in his paper entitled "A Study on Consumers Awareness towards Organic Food Products with Special Reference to Tirupur District" Introduced that Organic food is fresher because it doesn't contain preservatives that make it last longer. Organic farming is better for the environment. Organic farming practices reduce pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods.

Abisha, Kannan (2018), in their paper entitled "Consumer awareness and satisfaction towards organic products in Palakkad district-Kerala" explained that Organic certification is a

certification process for producers of organic food and other organic Agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers and Restaurants. Certified organic producers are also subject to the same agricultural, food safety and other government regulations that apply to non-certified producers.

Chaitra Bharath, Chandrashekar (2018), in their article entitled “Study on the Consumer Awareness of Organic Certification of Food Products in Mysore City” Observed that the premium price is still the hurdle for the Organic Food industry in India. The stakeholders of this study are the Organic farmers, Organic Brand Marketers and the Consumers themselves. In the light of such increase in demand for Organic food, many bogus Organic brands have also mushroomed. The consumers of organic food need to update their knowledge regarding the certification of the organic products for which they are paying a premium price. The collective certification model has many advantages, including dissemination of important information, skill building and collective resource sharing (Mubarak, 2019).

Farah Ayuni Shafiea, Denise Rennie, (2012) in their article entitled “Consumer Perceptions towards Organic Food” observed that Consumers also connect organic food with usual process, concern for the environment and animal welfare and the non-use of pesticides and fertilizers. Quality price continues to suppress organic food consumption. It is important to know how consumers narrate to food quality and food organism issues in order to explore the potentials of organic agriculture. Knowledge and public understanding influence the consumer valuation of food. A growing interest in organic food has prompted many studies comparing aspects of organic against conventional food because human health, food safety and ecological concern along with other sensory attributes such as nutritive value, taste, freshness and appearance.

Ripal Patel, Gautam Donga (2018), in their article entitled “Consumers’ Awareness and Consumption: A Study of Organic Product” Explained the study was conducted to examine the awareness level of consumers towards organic product and to identify the impact of various demographic factors on usage of organic food. There were many respondents aware about organic product, but very few out of them purchase it. The majority of them purchase an organic product with the reason of either protecting health of the environment or of oneself. Living with teenagers seems to be an important factor which brings a positive attitude towards the consumption of organic product.

Mohamed Bilal Basha, David Lal, (2018), in their paper entitled “Indian consumers’ attitudes towards purchasing organically produced foods” Observed that Indian market is likely to be subjected to typical global concerns about environmental pollution, food safety, food additives, and a growing awareness of the populace on the relationship between food and health-related issues. Organic food production generally causes significantly less harm to the environment than non-organic production. Consequently, there has been a tendency for consumers to become more environmentally conscious, which leads towards a greater willingness to contribute to protect the environment.

G. Nedumaran & Manida (2018), in their paper entitled “Green Marketing on Customer Behaviour towards Usage of Green Products” concluded that such endeavors to realize the buyers' authority ordinary concerns, mindfulness and knowledge about a condition related

issues, effect on their purchasing conduct to slant toward and acquire eco-accommodating items and pay a top groove cost for such items. As is exposed from the script audit there is a great deal of fissure in inquiries about on this focus. The expected part manages 'Green Marketing.

Statement of the problem

Late field of Organic food passed on contrasting energetic improvement in manufacturing the natural based production of that food. A customer in exceedingly required for standard sustenance but regular sustenance creation industry move lower. Purchaser needs of trademark sustenance are exceedingly more. At the hour of creator of Organic farm produce the ordinary sustenance things in specific fragments of inorganic sub things are consolidating the trademark things. Another kind of properties' customer based conventional things produce the farm worker. Most of the homes are definitely part of making manifestations sets to the substance for trademark sustenance. Makes the pieces of manufactured substances in like way sustenance are influencing the buyers.

Objectives

- To study on Characteristics of organic food products in Rajapalayam Taluk.
- To examine the SWOT Analysis in organic food products in Rajapalayam Taluk.
- To analysis the Customer Perception on Organic Food Products in Rajapalayam Taluk.

Research Methodology

Both Primary and Secondary data have been collected for this study. Primary data have collected through Questionnaire and secondary data has been collected through various journals, articles, magazines, etc., The study is restricted to the selected sample of Rajapalayam Taluk and hence the result of the study cannot be generalized. The statistical methods and used to analyze the data have their own limitation. All the limitations of primary data are applicable to this study.

Characteristics of organic foods

Some of the few characteristics of organic foods include,

- Comprising less pesticides
Built substances, for example, fungicides, herbicides, and bug showers are widely utilized in standard agribusiness and stores stay on (and in) the sustenance we eat.
- Grown by Nature
Trademark sustenance's are ending up being normally utilized the seeds and made in a legitimate way.
- Unpackaged things
Customary sustenance is discharged and are sold to purchasers to demonstrate their quality.
- Organic sustenance is better for the earth.

Customary making practices rot undermining, moderate water, decay soil breaking down, increase soil accessibility, and use less centrality. Making without pesticides is in like manner better for close-by winged creatures and animals what's more people who live close properties.

- Trust in thing accreditation

The normal sustenance thing was exceedingly trust in thing accreditation on close-by things. No packaged thing and there are no compound including the things are used for the customer at the time completely guarantee the achievement.

- Accessibility of the Organic Foods

Nowadays ordinary sustenance's are being enabled and it has been a preference for obtaining. So now the typical things and sustenance's are available over the outlets and its age has been extended. Thusly, it is adequately available to the customers.

SWOT Analysis in Organic Food Products

I. STRENGTH

- Uniqueness
- Made for contiguous
- Highly in demand
- Normal Cost of Production
- Diversify supply of Organic sustenance
- Good Distribution System
- Eco-Friendly Nature

II. WEAKNESS

- Seasonality
- Not Widely Available
- Lack of Reputation
- Storage and Transportation
- Construction Time
- Perishability of Products
- Higher Price
- Unauthorized vender

III. OPPORTUNITIES

- Customer Loyalty
- Changing Customer Tastes/Needs
- Growing natural Concern
- Growing prosperity Concern
- Fast lifting of market

IV. THREATS

- Certification Issues
- Adverse Weather Conditions

- Competition
- Price Fluctuation
- Input Supply

Educational Qualification and Level of Buying Behavior of Organic Food Products

Null hypothesis H₀: There is no significant relationship between Education qualification and level of buying behavior of organic food products.

Alternative hypothesis H₁: There is a significant relationship between Education qualification and level of buying behavior of organic food products.

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Total}}$$

Total Frequency

Table.1 Educational qualification of buying behavior towards Organic Food Products

Educational qualification	High	Medium	Low	Total
Up to 12 th	11	6	1	18
Graduate	14	10	0	26
Postgraduate	30	12	0	32
Professional	18	7	1	24
Total	63	35	2	100

Source: Primary Data

Above Table 1 makes it clear that a majority of 30 respondent of the consumer postgraduate in this research of customer perception in organic food products in Rajapalayam Taluk

Table. 2 CHI-SQUARE TEST

O_i	E_i	$\frac{E(O_i - E_i)}{E_i}$
11	11.34	0.0102
6	6.3	0.0143
1	11.2	9.29
14	16.38	0.346
10	9.1	0.089
0	0.52	0.52
30	20.16	4.80
12	11.2	0.0571
0	0.64	0.64
18	15.12	0.549
7	8.4	0.233
1	0.48	0.563
		17.1119

Source: Primary data

Table value: $\chi^2 = (r-1) (c-1) d.f = (4-1) (3-1) d.f = (3) (2) d.f = 6 d.f = 12.592$

Inference: χ^2 calculated value is greater than the χ^2 tabulated value. So we reject null hypothesis H_0 .

H1: There is a significant relationship is mentioned the analysis of Educational qualifications and level of buying behavior of organic food products.

It is clear from the above table 2, that more consumers are aware about organic food products. This trend is visible across all categories of educational level. From the different categories of educational qualification graduates and post graduates show an awareness level of 26 % and 32% respectively.

Perception of Customers about Organic Food Products

The below Table. 3 describe the perception about the organic food products in Rajapalayam Taluk. Perception about the organic food products has been collected through various factors and are discussed in detail below.

Table.3 Perception of Customers Towards Organic Food Products

Factors	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Pesticides / Chemical / Fungus/ Insecticide Free	32	32.0	32.0	32.0
Environment Friendly	21	21.0	21.0	53.0
Nutritional value	37	37.0	37.0	90.0
Value	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Source: Primary Data

Above Table 3 makes it clear that a majority of 37 per cent of the consumer perception had been nutritional value towards the usage of organic food products in Rajapalayam Taluk. It is understood that 32% respondents have given the opinion organic food are Pesticides Free, Environment friendly (21%), and value (10%). So, from this we can say that consumers are having a better perception about organic food products.

Conclusion

Measurable factors, for instance, age, pay and preparing may portray common customers yet the association isn't uncommonly tremendous. The superior worth continues to hold down normal sustenance use. It is tangled to legitimize the premium since restorative focal points, expressed to regular sustenance are oftentimes difficult to gauge. As such, more straightforwardness in the normal sustenance age and residence door cost can be important to the overall population. Checking the private stock of normal sustenance may be the best approach to diminish the worth gap. Seeing unequivocally the determinants of extending levels of normal sustenance usage, for instance, motivate, direct, feelings and measurement factors

are increasingly essential in perception the capacity of the characteristic market to keep up the growing advancement and become really a standard advert. A creating eagerness for characteristic sustenance has instigated various assessments taking a gander at parts of normal against ordinary sustenance since human prosperity, sanitation and environmental stress close by other unmistakable properties, for instance, nutritive regard, taste, freshness and appearance. Client observations about normal sustenance are significantly enthusiastic. This assessment has helped us to know the impression of customers towards regular things, it furthermore helped us to appreciate the basic inspiration driving why people were into buying common sustenance things and the article besides fathoms the key reasons why people are not obtaining normal items.

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