

PROBLEM FACED BY ORGANIC CONSUMERS IN PALAYAMKOTTAI

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Abstract

Now-a- days, consumers are more tending towards a healthy lifestyle. They understand the quality of food consumption directly affects their health. Consuming organic food is a good option available to them. India being a big producer of organic food has started showing interest towards consumption of organic food. Understanding of consumer is very important for marketers for the wide-ranging growth of organic food market. The aim of this study is problem faced by organic consumer for consuming organic food products in Palayamkottai. This study has used a semi-structured questionnaire on 150 organic consumers. The data analysis has used percentage and weighted Average Method was used to analyze the available data.

Introduction

Organic Production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily. Various terms such as 'bio', 'eco' and 'organic' are used to refer to organic products. The term 'bio/biological' prevails in Latin and Germanic languages. English-speaking countries mostly use the term 'organic'. Organically grown foods are indeed not to be confused with foods sold as 'natural'. In the United States of America (USA) for example, the term 'organic' can be used for certified organic products, while the label 'all-natural' is a legally unregulated expression. Organic agricultural practice is environmentally sustainable by nature. Soil-building techniques such as crop rotation and minimum tillage preserve soil fauna and flora, improve soil formation and structure, and avoid soil erosion. Many management practices used by organic agriculture increase the return of carbon to the soil, raising productivity and favoring carbon storage. The more organic carbon is retained in the soil, the higher the climate-change mitigation potential of agriculture. The use of organic fertilizers and greater biodiversity (in terms of species cultivated and permanent vegetation) also enhance soil structure and water infiltration which, in turn, reduce the risk of groundwater pollution.

Statement of the Problem

The organic farm product idea has progressed, and customer behavior has get rid in favor of maintaining their health. In the Indian economy, there look to be a variety of organic agriculture products. The Indian government has increased its efforts and raised public awareness in order to check and reduce numerous illnesses. As a result, the consumer understood that the majority of illnesses and diseases in society are caused by unhygienic foods. By purchasing organic farm products for their families, consumer behavior has moved towards organic farm products. As a result, the study focuses on customer expectations and problem faced by organic consumer.

Objective of the Study

- ❖ To study the expectations of organic consumers in Palayamkottai.
- ❖ To analyze the problem faced by organic consumers in Palayamkottai.

RESEARCH METHODOLOGY

- ❖ **Primary data:** A well-structured questionnaire was prepared and distributed to the consumers in Palayamkottai
- ❖ **Secondary data:** The various secondary sources used in journals, magazines and also include website of organic farm product.
- ❖ **Statistical tools used:** The collected data was analyzed through percentage analysis, weighted average method and Chi-square method.
- ❖ **Sampling Design:** The study covers only the selected consumer (the user of organic farm product). In this study simple random sampling method has been used and 150 respondents were selected for collecting data.

Limitation of the Study:

- The consumers may hesitant to provide the necessary information
- Only 150 respondents were selected for sampling

RESULTS AND DISCUSSION

Table 1: Demographic Profile of the Respondents

S.No	Demographics	Respondents	Percentage
01.	Age		
	Less than 20	6	4
	21-30	28	19
	31-40	20	13
	41-50	60	40
	Above 51	36	24
	Total	150	100
02.	Gender		
	Male	40	27
	Female	110	73
	Total	150	100
03.	Marital Status		
	Married	80	53

	Unmarried	70	47
	Total	150	100
04.	Educational Qualification		
	SSLC	10	7
	HSC	16	11
	Diploma	36	24
	UG	30	20
	PG	20	13
	Professional	24	16
	Others	14	9
	Total	150	100
05.	Occupation		
	Employee	26	17
	Profession	50	33
	Business	28	19
	Agriculturist	24	16
	Others	22	15
	Total	150	100
06.	Income		
	BelowRs.10,000	18	12
	Rs.10001 to 20000	28	18
	20001 to 30000	16	11
	Rs30001to 40000	22	15
	Rs.40001 to Rs.50000	32	21
	Above Rs.50000	34	23
	Total	150	100

From Table: 1 Most of the respondents are under the age group of 41-50, Female, married and professional respondents are most preferring organic food product.

Table: 2 Problems Faced by Organic Consumer

S.No	List of Problems	No.of Respondents	Percentage	Rank
1	Too expensive	16	11	V
2	Non Availability of Product varieties	44	29	I
3	Not Available Regularly	20	13	IV
4	Not Available in all places	12	8	VI
5	Adulteration	34	23	II
6	Lack of market Information	24	16	III
Total		150	100	

From Table:2 Most of the respondents faced problem on non- availability of product varieties followed by adulteration then lack of market information .These are the leading three ranks.

Table:3 Expectation of organic consumer

S.No	Expectation	SA	A	N	DA	SDA	Mean Score	Rank
1	Reduce Price of the Product	80	56	63	50	12	261	VII
2	Products Certification and Label	90	52	66	48	11	267	VI
3	More Accessibility in the Market	70	84	78	40	17	239	VIII
4	More Assortment Availability	65	104	60	44	19	292	II
5	Quality Preparation Methods	105	88	45	38	22	298	I
6	More Seasonal Products	110	80	36	35	25	286	V
7	Easy and Hygienic Packaging System	130	64	48	24	24	290	III
8	More Products from my local	100	72	54	22	20	288	IV

From Table: 3 Expectation of the respondents are explained first they are expecting quality preparation method second rank for more assortment availability, third rank for Easy and hygienic packing system.

Suggestion

- Government should take necessary step for organic foods are available in all places
- Retailers and wholesalers must plan to sell organic food product in reasonable price means middle class people also consume organic products.

Conclusion

Because of their health concerns, the majority of consumers were aware of organic agricultural products. For a long time, the relevance of organic agricultural products was ignored. As a result, consumers are increasingly falling toward organic agricultural products. Consumers are prepared to pay a higher price for organic agricultural products, which may be considered an investment in human health. information and understanding

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