

A Study on Organic Consumers Awareness and Attitude of Organic Vegetables At Tirupur

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Abstract

Every human being are giving more importance to comfortable life, it is behind of their income. Cost of living is increase gradually the same affect their income, some time consumers demand more salary to meet out the cost of living. But the cost of living increase more than the income, so the consumers are running to earn more. Population influence the demand, it is great opportunity to manufacturer to increase production to earn more profits. There is more demand for agricultural products, so that research help to produce more agricultural products. Following are the objectives of the study (i) to present the socio economic factors of sample consumers. (ii) to find the variables of awareness and find the regular usage fruits and vegetable and (iii) to find the relationship between the socio economic factors and consumer attitude of organic vegetables. The study concluded that People are aware of organic products, but it not affordable for all income group, middle class people are also buy the organic products but very limited products. The neighbors has more influence for awareness, the farmers those are cultivating organic products has to create more awareness. The farmers should give real organic products to the consumers, it their business ethics. Because, many seller selling non organic products in the name of organic. So the consumes need more awareness to identify the organic products.

Keywords : Organic Vegetables, Awareness and Attitude of Organic Vegetables.

Introduction

Every human being are giving more importance to comfortable life, it is behind of their income. Cost of living is increase gradually the same affect their income, some time consumers demand more salary to meet out the cost of living. But the cost of living increase more than the income, so the consumers are running to earn more. Population influence the demand, it is great opportunity to manufacturer to increase production to earn more profits. There is more demand for agricultural products, so that research help to produce more agricultural products. The entire community aware of health, the entire people are in need of good health for our routine work where they are upper or lower. Whenever the changes in products feature and new products arrival the individuals are thinking about the products benefits, price and side effects. They are found that there are lot of issues in the existing products, the manufacturer are giving more output to face the demand with the available sources. The sources are not long lasting, nowadays they understand the shortage of sources, the research and past experiences helps individuals to understand the issues in the existing products. The durable products are valuable and the life also more, but the non durable products are less life the same time regular consumption. The human being are facing problems because of the regular consumption of food, the research give more pesticides to increase the output to face demand. The farmers understand that how the issues are comes, so that they go back the old system of cultivation i.e. organic. The fruits and vegetables are in need to survive, so that the individuals are comes to organic vegetables and fruits. The media and technologies are helps to get the awareness of organic products. The latest technologies help the information make more viral. The organic products are also gets more viral, to identify the organic products are also another issues to the individuals.

The awareness is important while the products and issue comes to the individuals, these awareness helps the individuals to be more attentive. Because of the media and viral of information individuals may not believe it. The individuals are expecting authentication news, so that they believe their circle. The researcher has list of sources to find which source is effective. the sources are (i) relatives, (ii) friends, (iii) neighbors, (iv) colleagues, (v) radio programme, television news and programs, (vi) news papers, books and magazines, (vii) social networking media, (viii) online advertisement and (ix) Banner and wall paintings.

Scope of the study

Manufacturers are trying to sell their products to maximize their profits, in this regards the regular advertisement, promotions and product development doing by them. But, the actual awareness and reasons for demand may not identified by the manufacturers. This study conducted to find the consumers awareness and attitude organic vegetables, the study result shows the actual source of awareness and the consumers' attitude in Tirupur. The study confined only in Tirupur, the result may be suite for some other city like Tirupur.

Objectives

Following are the objectives of the study

- To present the socio economic factors of sample consumers.
- To find the variables of awareness and find the regular usage of organic vegetables.
- To find the relationship between the socio economic factors and consumer attitude of organic vegetables.

Tools and techniques

The researchers applied percentage analysis to present the socio economic status of the samples, garret ranking techniques used to find the effective awareness variables from the available variables. The correlation used to find the relationship between the socio economic factors and attitude of the consumers regarding organic vegetables.

Sampling design

The researcher conducted study in Tirupur, Tirupur is called cotton city, all the industries based on cotton are functioning here. Lot of export companies are running here, they export all over the world. The people are here with good earning and are having good standard of living. The researcher used convenient sampling method to collect the data and collected at Tirupur city. The researcher collected the data at various organic food shops, because it is very difficult to find the consumers those are consuming organic products. One hundred and sixty samples were taken for this study.

Analysis and Discussion

The garret ranking method used to get the ranking of the above variables to find the effective source of awareness. The result will help the farmers or sellers to give more awareness, the selection of media or sources help to reduce the expenses and time.

Percentage Analysis

Sixty (38.00%) consumers are up to 30 years old. Fifty eight (36.25%) consumers are between 31 years to 45 years and remaining forty two (26.25%) consumers are above 45 years old. Ninety four (58.75%) consumers are male and remaining sixty six (41.25%) consumers are female. Nineteen (11.88%) consumers are studied up to +2, seventy one (44.38%) consumers are under graduates. Thirty nine (24.37%) consumers are post graduates and remaining thirteen (19.37%) consumers are did other degree courses.

Twenty three (14.38%) consumers' family members are upto 4, ninety one (56.88%) consumers' family members are 4 to 6 members and remaining forty six (28.74%) consumers' family members are above 6 members.

Fifty three (33.13%) consumers' are purchasing organic vegetables weekly twice. Sixty six (41.25%) consumers' are purchasing organic vegetables monthly twice and remaining forty one (25.62%) consumers' are purchasing organic vegetables monthly once.

Forty six (28.75%) consumers' family monthly income is up to Rs. 30,000. Seventy one (44.38%) consumers' family monthly income is between Rs. 30,001 and Rs. 60,000 and remaining forty three (26.88%) consumers' family monthly income is above Rs. 60,000.

Table 1 : Percentage Analysis

Variable		Number of consumers	Percentage	Variable		Number of consumers	Percentage
Age group	Up to 30 Years	60	37.50	Family members	Up to 4 members	23	14.38
	31 years to 45 years	58	36.25		4 to 6 members	91	56.88
	Above 45 years	42	26.25		Above 6 members	46	28.74
Gender	Male	94	58.75	Purchase of Organic vegetables	Weekly twice	53	33.13
	Female	66	41.25		Monthly twice	66	41.25
Educational qualification	Up to +2	19	11.88		Monthly once	41	25.62
	Under	71	44.38	Family	Up to Rs.	46	28.75

	Graduate			monthly Income	30,000		
	Post Graduate	39	24.37		Rs. 30,001 to Rs. 60,000	71	44.38
	Others	31	19.37		Above Rs. 60,000	43	26.88
Sample : 150 Consumers				Family Type	Joint	66	41.25
					Nuclear	94	58.75

Source : Primary data

Awareness of organic vegetables

The Garrett ranking techniques used to find the effective source of awareness of organic food products. The consumers were asked to rank the eleven variables, the variables are

(i) relatives, (ii) friends, (iii) neighbors, (iv) colleagues, (v) radio programme, television news and programs, (vi) news papers, books and magazines, (vii) social networking media, (viii) online advertisement and (ix) Banner and wall paintings.

Table 2: Source of Awareness

Sl. No.	Source of Awareness	Mean score	Rank
1.	Relatives	7.992	III
2.	Friends	8.004	II
3.	Neighbors	8.167	I
4.	Colleagues	7.628	IV
5.	Radio programme	6.103	XI
6.	News Papers	7.502	V
7.	Social Networking	7.448	VI
8.	Online Advertisements	6.248	X
9.	Radio	7.315	VII
10.	Books and Magazines	6.641	IX
11.	Banner, Articles and Wall Paintings	7.109	VIII

The consumers given first rank for the source of neighbors (mean score 8.167). The consumers are giving more importance to their neighbors. The second rank given to friends

(mean score 8.004), third rank for the source of relatives (mean score 7.992). The consumers are giving more importance to their relatives. Forth rank given to colleagues (mean score 7.628). Fifth rank given to new papers (mean score 7.502), sixth rank given to social networking, it helps to share the information, it is much viral than other networking, consumers could get information from unknown persons. So, the information is much useful to all. Seventh rank goes to radio, eighth rank goes to banner, articles and wall paintings. Ninth rank given to books and magazines. 10th rank goes to online advertisement and eleventh rank goes to radio programmes.

There are eighteen variables were formulated to find the consumer attitude of the sample consumers. The socio economic factors are compared with consumer attitude of organic products. The correlation used to find the relationship, the SPSS output shows 1% and 5% significant level. The following table shows the correlation of the variables.

The independent variables are (i) Age group ; (ii) Gender ; (iii) Educational qualification ; (iv) Family monthly income ; (v) Family type ; (vi) Family members ; (vii) Purchase of vegetables and (viii) Purchase of vegetables and dependent variable is consumer attitude.

Table 3 : Correlation between independent variables and dependent variables - Vegetables

Variable	Correlation value	P value	Number of Consumers	Result	Effect
Age group	0.852**	0.001	160	Significant	Positive
Gender	0.441*	0.002	160	Significant	Positive
Educational qualification	0.763**	0.001	160	Significant	Positive
Family monthly income	0.418	0.055	160	-	-
Family type	0.334	0.113	160	-	-
Family members	-0.451**	0.017	160	Significant	Negative

** significant at 1% level

* significant at 5% level

The age group (0.852) and educational qualification (0.763) has positive and significant correlation with consumer attitude at 1% significant level. It inferred that any change in the age group and educational qualification will be reflects in consumers attitude in the same positive way. The gender (0.441) is positive and significant correlation with consumer attitude at 5%

significant level. It inferred that changes in the gender i.e. the ratio change in male and female will be positive impact on consumer attitude. Number of family members (-0.451) is negative and significant correlation with consumer attitude of purchasing organic vegetables. It inferred that the any increase in number of family members will reflects as negative impact in purchase of organic vegetables. The age group alone has high positive relationship with consumers attitude of consumption of organic vegetables.

Relationship between awareness and consumer attitude

Table 4 : Correlation between the variables

		Awareness	Attitude
Awareness	Correlation	1	
	P value	-	
	Number of consumers	160**	
Attitude	Correlation	0.943	1
	P value	0.001	-
	Number of consumers	160	160

** significant at 1% level

The above table shows the correlation between awareness about the organic vegetables and consumers attitude. The analysis shows the highly positive correlation between the same. It inferred that if the awareness increase the consumer attitude will change and they will come for more purchase of organic vegetables.

Findings

The socio economic profile of the consumers shows in the table itself, the researcher presents the majority details here.

- Majority of the sample consumers are come under the age group of up to 30 years.
- Majority of the sample consumers are male
- Majority of the sample consumers are under graduates
- Majority of the sample consumers family members are between 4 to 6 members.
- Majority of the sample consumers purchasing organic vegetables monthly twice
- Majority of the sample consumers family monthly income is between Rs. 30,001 and Rs. 60,000.

Suggestions

The following are the suggestions given by the researcher based on the data collection and interaction with the consumers.

- ❖ The seller's duty is not only selling the products, it is their duty to convey the buyers requirement and market information to the producers. In this regard the organic products seller has to give adequate information to the farmers.
- ❖ The farmers have to think about their products value and try to create more awareness like manufacturing products. Marketing is common for all, so the farmers need the marketing techniques to sell their producers and get good returns.
- ❖ The buyers have to collect the details about hybrid and organic before buy the products, they are in need to identify the different. It will help them to buy right products and get the benefits for their money.

Conclusion

Peoples are searching quality and tasty food, sometime they addicted for tasty food. Tasty food production by the hotels is attracts the peoples to make profits. The study is important because it is time to aware of health, because of expenses for medicine and medical treatment is unpredictable. People are trying to avoid the health issues, so that they are searching healthy products. The road side sellers are also selling healthy product, there is good demand for it i.e. juice an coffee. People are aware of organic products, but it not affordable for all income group, middle class people are also buy the organic products but very limited products. The friends circle has more influence for awareness, the farmers those are cultivating organic products has to create more awareness. The farmers should give real organic products to the consumes, it their business ethics. Because, many seller selling non organic products in the name of organic. So the consumes need more awareness to identify the organic products.

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