

A STUDY ON CUSTOMER AWARENESS AND ATTITUDE TOWARDS ORGANIC PRODUCTS WITH REFERENCE TO NEMMARA, PALAKKAD

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Abstract:

The study aims to customer awareness and attitude towards organic products with special reference to Nemmara, Palakkad The questionnaires were distributed to 125 respondents and taken 106 samples for this study. The findings of the study indicated that the Quality as the most dominant factors affecting respondents to go for organic products and followed by environmental concerns, safer to use than non-organic products, better feeling, brand image, packaging, convenience, durability, price and organic advertisement are attractive. Consumers are agree for using brandedorganic products helps me express my personality.

Key Words: Customer awareness, Organic products, brand, environmental concerns

Introduction:

As environmental concerns such as climate change, resource depletion, and pollution-become more pressing, consumers are increasingly prioritizing sustainability. Recognizing this shift, businesses are adapting by offering more eco-conscious products to meet the demands of environmentally aware customers. Today, issues like global warming and shrinking natural resources are among the most critical challenges facing the planet. As a result, people are seeking safer, high-quality organic products for their families, particularly in healthcare and daily essentials. This rising consumer awareness has led companies to develop greener alternatives that appeal to eco-minded shoppers. The concept of organic marketing encourages businesses to adopt ethical practices, not only in product offerings but also in dealings with suppliers, retailers, and employees. While organic lifestyles are more prevalent in developed nations, developing countries are also gradually embracing this trend. Today's market features a wide range of environmentally safe products, from organic food and clothing to biodegradable packaging and renewable energy solutions. This shift reflects a broader movement toward sustainability and responsible consumption.

Review of Literature:

Vanessa Vigar (2019), et.al, in their study *A Systematic Review of Organic Versus Conventional Food Consumption: Is There a Measurable Benefit on Human Health?* They reveals that the current review aims to systematically assess the evidence related to human health outcomes when an organic diet is consumed in comparison to its conventional counterpart. The current evidence base does not allow a definitive statement on the health benefits of organic dietary intake. However, a growing number of important findings are being reported from observational research linking demonstrable health benefits with organic food consumption. Future clinical research should focus on using long-term whole-diet substitution with certified organic interventions as this approach is more likely to determine whether or not true measurable health benefits exist.

Rosa Schleenbecker (2013) et.al, in their study "Consumers' perception of organic product characteristics. Consumer interest in organic products is growing alongside a

diversification of the supply. In order to serve consumers actual needs and wants regarding organic products, those involved in the market need to be informed about consumers' perception of organic products. Most studies are published on consumers' perception of organic products' design and labelling. A trend towards the so called 'organic-plus' positioning can be perceived, with many consumers expecting an extensive orientation towards sustainability. The diversity of product labels features prominently in related studies. The demand for reliable information, as well as the low degree of awareness of many labels amongst consumers becomes clear in these studies. To date, few results are available on consumers' perception of packaging and design of organic products, and even fewer for consumers' perception of range design. Both consumers' perception of organic product innovation and valued added services are untouched so far.

Objectives of the study:

- To know the level of awareness of organic products of the respondents.
- To study the factors affecting the respondents for purchase of organic products.
- To analyze the factors affecting respondents is they go for organic products.

Research methodology:

The data required for the study were collected from both the primary sources and secondary sources. The primary data has been collected by using the pre – defined well-structured questionnaire. Totally 125 samples were collected whereas 19 are rejected and taken 106 as final sample size. The various statistical tools applied to analyze the primary data are simple percentage analysis and Ranking. In order to interpret the data to arrive at findings from the study, for effective analysis and easy understanding, the data were tabulated. The secondary data were collected from the published journals, books and websites. Descriptive research is conducted to describe a situation.

6) Analysis and Interpretations:

Percentage Analysis:

Table 1: Analysis of various characteristics of the respondents

S. No	Characteristics	Sub Categories	No of respondents	%
1	Age	18-20	38	36
		20-22	31	29
		22 above	37	35
2	Gender	Male	47	44
		Female	59	56
3	Education Qualification	UG	69	65
		PG	21	20
		Others	16	15
4	Type of family	Nuclear family	89	84
		Joint family	17	16
5	Monthly income	10000-20000	23	22
		20000-30000	37	35
		30000-40000	29	27
		Above 40000	17	16

S. No	Characteristics	Sub Categories	No of respondents	%
6	Buying behaviour of organic products of the respondents	Rarely	15	14
		Frequently	59	56
		Very Frequently	21	20
		Do not shop	11	10
		Rarely	15	14
7	Source of Awareness	Friends	10	9
		Family	16	15
		Internet	53	50
		TV ad.	27	26
8	Willingness to pay more	Yes	87	82
		No	19	18
9	Marketing element	Promotion	22	21
		Products	38	36
		Packages	12	11
		All of the above	34	32
		Promotion	22	21
10	Recommendation of organic products	Definitely recommend	48	45
		Recommend	50	47
		Probably Recommend	6	6
		Definitely not Recommend	2	2

Interpretation:

From the above table it is easy to identify that out of 106 respondents 36 % of respondents are under the age group of 18 – 20, 56 % of the respondents are females, 65 % of the respondents having UG degree, 84 % are nuclear family members, 35 % of the respondents are having a monthly income of Rs 20,000 – 30,000, 55% of the respondents are frequently purchasing organic products, 50 % of the respondents are aware of these products is through internet, 82 % of the respondents are willing to pay more to buy organic products, 36 % of the respondents are attracted with the product, 47 % of the respondents will recommend others to use organic products.

Table 2: Level of awareness of organic products

Level of Awareness	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Just I Know	43(40%)	37(35%)	19(18%)	5(2%)	2(2%)
I Know all its features	40(38%)	39(37%)	14(13%)	7(6%)	6(6%)
I am having thorough understanding	37(35%)	28(26%)	25(24%)	10(9%)	6(6%)
I have expert knowledge	47(44%)	34(32%)	18(17%)	4(4%)	3(3%)
Not aware	4(4%)	7(7%)	13(12%)	44(41%)	38(36%)

It is found from the table that 43(20%) of the total respondents agree that they know about organic products, 40(38%) of the total respondents agree that they know all its features, 37(35%) of the total respondents agree that they having through understanding, 47(44%) of the total respondents agree that they have expert knowledge and 44(41%) of the total respondents disagree for not aware.

Table 3: Factors affect the purchase of organic products

Factors	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Product price	33(31%)	19(18%)	37(35%)	10(9%)	7(7%)
Awareness about organic products	30(28%)	41(39%)	27(25%)	4(4%)	4(4%)
Availability of organic products	55(52%)	30(28%)	17(16%)	3(3%)	1(1%)
Past experience	45(42%)	37(35%)	19(18%)	3(3%)	2(2%)
Information provided on product	49(46%)	44(42%)	10(9%)	2(2%)	1(1%)

It is found from the table that 37(35%) of the total respondents neutral for the product price of organic products, 41(39%) of the total respondents strongly agree for awareness about organic products, 55(52%) of the total respondents agree for the availability of organic products, 45(42%) of the total respondents agree for past experience and 49(46%) of the total respondents agree for information provided on product

Table 4: Factors based on attitude towards organic products

Factors	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
In general the price or cost of buying organic products is important	48 (45%)	33 (31%)	19 (18%)	4 (4%)	2 (2%)
I know that a new kind of organic product is likely to be more expensive than older ones	38 (36%)	45 (42%)	14 (13%)	6 (6%)	3 (3%)
I am less willing to buy a organic product if the price of organic products will be high	10 (9%)	1 3(12%)	34 (32%)	37 (35%)	12 (11%)
I don't mind paying more to try out a new organic product	25 (23%)	19 (18%)	23 (22%)	22 (21%)	17 (16%)
Believe different brands of organic products would give different amounts of satisfaction	35 (33%)	31 (29%)	21 (20%)	11 (10%)	8 (8%)
Using branded organic products helps me express my personality	42 (40%)	34 (32%)	26 (24%)	2 (2%)	2 (2%)
Organic products are safer to use than non-organic products	38 (36%)	46 (43%)	16 (15%)	3 (3%)	3 (3%)

It is found from the table that majority 48(45%) of the total respondents belong to the agree. In general the price or cost of buying organic products is important, majority 45(42%) of the total respondents belong to the strongly agree for know that a new kind of organic product is likely to be more expensive than older ones, majority 37(35%) of the total respondents belong to the disagree that less willing to buy a organic product if the price of organic products will be high, majority 25(23%) of the total respondents are agree for don't mind paying more to try out a new organic product, majority 35(33%) of the total respondents belong to the agree that they Believe different brands of organic products would give different amounts of satisfaction, majority 42(40%) of the total respondents belong to the agree for using branded organic products helps me express my personality and 46(43%) of the total respondents strongly agree for organic products are safer to use than non-organic products

Rank Analysis:

Table 5: Factors affecting respondents if they go for organic Products

Factors	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	Total	Rank
Price	23	18	16	12	13	9	7	3	4	1	773	9
Environmental Concerns	33	30	20	11	8	2	1	1	0	0	902	2
Quality	40	31	12	8	7	4	1	1	2	0	904	1
Brand image	32	24	21	13	5	5	3	0	2	1	867	5
Better feeling	29	26	22	13	9	3	2	1	1	0	873	4
Convenience	27	20	21	15	11	8	2	1	1	0	842	7
Durability	38	12	20	9	7	6	6	5	2	1	827	8
Packaging	35	19	17	12	10	7	4	2	0	0	858	6
Safer to use than non organic products	39	18	15	11	11	8	0	3	1	0	866	3
Advertisement are attractive	21	24	19	8	9	6	8	5	3	3	774	10

The above table shows respondents have ranked Quality as the most dominant factors affecting respondents to go for organic products and followed by environmental concerns, safer to use than non-organic products, better feeling, brand image, packaging, convenience, durability, price and organic advertisement are attractive.

Conclusion

The objectives of this study were to examine consumer's attitude towards organic product, to examine factors that influence organic purchasing intention and to examine scope of organic marketing in present and future. Result of the study indicate that the all of the respondents appeared to aware of the concept organic, though there were some differences as far as understanding of the concept organic was concerned. The next step is the promotion of these organic products. Therefore, to promote organic products and practices education campaigns needs to be designed keeping in mind the message content that should reflect importance of

safety, health and personnel benefits. Government should strengthen its effort in informing the public about safety issues and policies related with the concept organic by exploring mass and social media. Advertisement remains leading source of information for most of the respondents and should utilized more for reaching out to the consumers regarding organic products and practices. The overall perception towards the organic products are positive only, but needed more consumer in organic product over conventional products to protect to the environment., so that the marketers can come up with new organic products and communicate the benefits to the consumers and make sure the more availability of the organic products in the markets.

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