

A Study on Consumer Awareness about the Organic Products in Chennai City among Students and Executives

Miss Parinaz R. Masalawala and Mansi Joshi

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra
parinazmasalawala89@gmail.com

Abstract: *The present age is at higher gamble over corpulence and heart sicknesses. Indeed, even kids are presented to the corpulence because of progress in way of life and food propensities. Fundamental reasons being the flare for the garbage and debased food items. Accordingly this study is led to figure out the level mindfulness towards natural items. Shoppers ought to be instructed that following through on significant expense for natural items today is a venture for the upcoming great wellbeing. The principal objective of this study is to figure out the degree of mindfulness about the natural items among understudies and chiefs. This study is an unmistakable report where direct data is been gathered through poll from understudies and chiefs. In this study it is observed that there is a connection between control of the respondents and acquisition of natural item however there is no connection between yearly pay of the respondents and acquisition of natural item. Larger part of respondents give most inclination to quality while buying. With the assistance of these discoveries we can recommend that making mindfulness in regards to the advantages of natural items from school level itself by remembering it for the schedule and understudies ought to be gone on to outing to agrarian field and test natural items ought to be appropriated in stores so clients can encounter the nature of natural items too*

Keywords: Organic Products, Mindfulness, Quality, Great Wellbeing

I. INTRODUCTION

The present age is at higher gamble over stoutness and heart infections. Indeed, even kids are presented to the corpulence because of progress in way of life and food propensities. Fundamental reasons being the flare for the garbage and debased food items. Accordingly this study is led to figure out the level mindfulness towards natural items. Since today isn't tied in with taking precaution measure or saving climate or safeguarding ozone layer yet today is tied in with dealing with your own wellbeing and the ages to come. Presently the interest for the subjective and sound horticultural items is expanding quickly because of the expanded mindfulness in regards to one's own wellbeing. The negative connection between the developments of populace over the accessibility of per capita cultivable land represents the test for the horticultural items. Measures ought to be taken to build the efficiency of horticultural land by utilizing natural cultivating through natural composts and manures to improve the enhancement of soil efficiency with practically no hurtful effect on climate to fulfill the interest for agrarian items. Natural cultivating chips away at the guideline of "Anything that you take from the mother earth give it back to the mother earth" accordingly holding the dirt quality after development, expanding the efficiency with no terrible impact on climate.

There are considerably more explanations behind shoppers to interest for natural food today than in past as this safeguards their wellbeing and assists with safeguarding the climate. Buyers ought to be instructed about the benefits of consuming natural items and the purchasers who feel that cost of natural items are superior they ought to likewise think about the gamble of consuming perilous items and subsequently apportioning colossal sum for medical care. Addressing significant expense for natural items today is a speculation for the upcoming great wellbeing. Making mindfulness in regards to natural items ought to be remembered for the instructive projects which point in teaching the youngsters. The cutting edge ought to comprehend the advantages of eating sound and safe food sources which in future would prompt a better labor force and subsequently adds to a higher efficiency in the creation cycle.

The Public authority of India has executed the Public Program for Natural Creation (NPOP). The public program includes the authorization program for affirmation bodies, standards for natural creation, advancement of natural cultivating and so on. The NPOP principles for creation and license framework have been perceived by European Commission and Switzerland as comparable to their nation guidelines. Additionally, USDA has perceived NPOP similarity evaluation strategies of authorization as identical to that of US. With these acknowledgments, Indian natural items appropriately ensured by the certify confirmation groups of India are acknowledged by the bringing in nations. India is presented with parcel of potential to create all assortments of natural items because of its different agro climatic locales. In a few pieces of the country, the acquired custom of natural cultivating is an additional benefit. This holds guarantee for the natural makers to tap the market which is filling consistently in the homegrown market connected with the product market.

II. REVIEW OF LITERATURE

In an examination directed by **Loureiro et al., 2001, Nair, 2005; Briz and Ward, 2009** found that the interest for harmless to the ecosystem items, for example, natural food varieties has altogether expanded because of expanding mindfulness on wellbeing, sanitation and ecological worries. Ottman in her book referenced that Green food varieties comprise of two gatherings. The main gathering of green food sources considers the utilization of a specific restriction of synthetic substances yet the subsequent gathering alludes to natural food sources. In this manner, the main gathering establishes a decent groundwork to foster the subsequent gathering. Purchasers eat green food sources or green items when their requirements and needs for quality, accessibility, comfort, execution and reasonableness are met and when customers understand that green food sources and items can assist with tackling climate issues.

AnneliesVerdurme, et al, (2002) observed that there are three shopper fragments: the adversaries; the advocates; what's more, the neutrals. The adversaries, reject the utilization of hereditary change in natural food creation. The neutrals are neither against nor for hereditary change food, while the defenders support hereditary alteration in food creation. Other than disposition towards hereditary change food, the advocates contrast from the other two sections concerning convictions, general perspectives and buy expectations.

Freeland-Graves and Nitzke, (2002) Soler et al., (2008) accept that mindfulness and information has become basic calculate changing the demeanor and conduct of buyers towards natural food sources, which thusly is supposed to drive the development in the natural food markets. While Assistants, 2001 contended that the purchaser mindfulness and information as well as utilization of natural food sources are essentially higher in evolved nations when contrasted with agricultural nations. In nations like India, where natural food markets are still in the beginning stage of its development, nearly have low degree of mindfulness.

Chinnici et al., (2002); Harper and Makatouni, (2002); O'Donovan and McCarthy, (2002); Radman, (2005) found that in general, shoppers have uplifting outlooks towards natural items and saw as more grounded than conventional alternatives.

O'Donovan and McCarthy, (2002); Slope and Lynchehaun, (2002); Magnusson et al., (2001); Stefanic et al., (2001); Gilet al., (2000) contend that market size for natural food sources stayed low because of both organic market side oblige

Suganya and Aravinth, (2014) in their examination paper viewed that as however individuals know about natural items and its benefits, there is a general doubt about the item among the overall population. This combined with greater cost of the organic products prevent the conceivable offer of something similar.

Objectives of the Study

To figure out the degree of mindfulness about the natural items among understudies and leaders

To comprehend the connection among occupation and the goal to buy natural items.

To comprehend the connection between yearly pay and the expectation to buy natural items.

To grasp the shopper perspectives and inclinations while purchasing natural items.

Need of the Study

The natural cultivating idea in spite of the fact that isn't new yet isn't crude as engaged. In any case, there is need on account of the reasons;

The nutritive worth working on the nature of produce

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Maintainable and eco cordial

Shield the customer's wellbeing

Physical, compound and organic wellbeing of soil is worked on by its deliberate exertion

Limit contamination and wellbeing hazard □ Promote sound utilization of regular assets

Reliance on marked composts and pesticides pays off ranchers obligation accordingly no reason for ranchers self destruction rather profitable and gets unfamiliar trade

Natural cultivating is valid option for negligible ranchers since it offers elective market where merchants order the cost of the ware

No anxiety toward bother resurgence rather advances biotic control for crop bugs which don't have wellbeing risks

Scope of the Study

Natural cultivating deals with the guideline of "Anything you take from the life-giving force of earth give it back to the mother earth" hence it holds the dirt quality after development, expands the efficiency and it affects climate moreover. Natural cultivating is the strategy for cultivating in which crop remaining, cow compost, tree leaves, food wastages and other natural materials has been utilized as manure for keeping up with the dirt wellbeing, crops wellbeing without influencing the regular environment and keep away from the use of compound and engineered manures. Thusly the requests for natural items are expanding day by day. This study endeavors to figure out the degree of mindfulness about natural items among understudies and leaders. The fundamental guideline of the review is to comprehend whether the training and pay assumes a significant part in acquisition of natural items. Nonetheless, prior to making any moves to change the situation with respect to natural items whether one unquestionable requirement comprehend the present status of natural items on the lookout and what steps can be taken to change the situation will be the primary plan of this review.

III. RESEARCH METHODOLOGY

Research Design: Spellbinding plan was been utilized in this exploration.

Area of the Study: The review was directed in Chennai city.

Sources of Data

The review depended on essential information. The information had been gathered for the most part from understudies and leaders. The optional information was gathered from the articles, diaries, papers and different sites.

Sampling Design of the Study

The examining procedure utilized in this study was helpful testing. The example size contains understudies and leaders who were utilizing natural food items. An example of 50 respondents was considered for tracking down their purposes for the natural food items.

Tools for Analysis

Coming up next were the devices applied on the reactions given by the respondents to investigate and to show up on any end:

- Chi-square analysis
- Spearman's Ranking Correlation

Limitations of the Study

- The review was bound to the reactions of understudies and chiefs.
- The example size was little to make the ends generally acknowledged.
- Plausibility of inclination would be there since helpful inspecting through poll was utilized for assortment of information.

IV. ANALYSIS AND INTERPRETATION

I. Chi Square Analysis

1. Chi Square Analysis

H0: There is no connection between control of the respondents and acquisition of Natural items.

H1: There is a connection between control of the respondents and acquisition of Natural items.

Table 1, Table Regarding Chi Square Analysis

	Students	Executives	Marginal Row Total
Bought	6	20	26
Never bought	16	8	24
Marginal Column Total	22	28	50

The chi square measurement is 9.6237. The P esteem is 0.001921. Importance level $P < 0.05$ According to the chi square computation, invalid speculation (H0) has been dismissed and there is a connection between control of the respondents and acquisition of natural item.

2. Chi Square Analysis

H0: There is no connection between yearly pay of the respondents and acquisition of Natural items.

H1: There is a connection between yearly pay of the respondents and acquisition of Natural items.

Table - 2, Table Regarding Chi Square Analysis

	2 - 4 (in Lacs)	6 - 8 (in Lacs)	8 - 10 (in Lacs)	Marginal Row Total
Bought	3	6	11	20
Never bought	2	2	4	8
Marginal Column Total	5	8	15	28

The chi square measurement is 0.3967. The P esteem is 0.820096. Importance level $P < 0.05$ As per the chi square computation, invalid speculation (H0) has been acknowledged, there is no connection between yearly pay of the respondents and acquisition of natural item.

3. Chi Square Analysis

H0: There is no connection between orientation of the respondents and acquisition of Natural items.

H1: There is a connection between orientation of the respondents and acquisition of Natural items.

Table 3, Table Regarding Chi Square Analysis

	Male	Female	Marginal Row Total
Bought	11	13	24
Never bought	21	5	26
Marginal Column Total	32	18	50

The chi square measurement is 6.6111. The P esteem is 0.010134. Importance level $P < 0.05$ As per the chi square estimation, invalid speculation (H0) has been dismissed, there is a connection between orientation of the respondents and acquisition of natural item.

II. Average Ranking Analysis

Table 4, Ranking the factors while shopping

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Mean	Rank
	5	4	3	2	1			
Price	11	20	5	9	5	50	3.46	2
Score	55	80	15	18	5	173		
Quality	20	16	5	4	5	50	3.84	1
Score	100	64	15	8	5	192		
Brand	7	11	16	9	7	50	3.04	3
Score	35	44	48	18	7	152		
Availability	2	4	26	5	13	50	2.54	4
Score	10	16	78	10	13	127		
Environmental Impact	7	5	2	22	14	50	2.38	5
Score	35	20	6	44	14	119		

The above table uncovers that the respondents have given the most inclinations to the nature of the items while buy and close to cost then, at that point, brand and least inclination to the ecological effect Larger part of respondents have given the most inclinations to the quality after buying.

III. Spearman's Rank Correlation

At the point when you go for shopping what is your inclinations. Rank it from 1 to 5 (Generally favored 1 to least favored 5)

Table 5: Table regarding Spearman's Rank Correlation

	Price	Quality	Brand	Availability	Environmental Impact
1	11	20	7	2	7
2	20	16	11	4	5
3	5	5	16	26	2
4	9	4	9	5	22
5	5	5	7	13	14

To compute the Spearman's Position Relationship coefficient various matches from the above table were thought of.

$$R = 1 - \frac{6 \sum di^2}{n(n^2-1)}$$

n(n²-1)

d = Difference between two ranks

n = Number of respondents

1. Brand and Environmental impact

Table 5.1

Brand	Environmental Impact
7	7
11	5
16	2
9	22
7	14

The worth of R is - 0.625. This was a moderate negative connection, and that implies assuming one purchases a superior brand the natural effect would be less. In the event that brand scores higher, the natural effect score would be less.

2. Price and Environmental impact

Table 5.2

Price	Environmental Impact
11	7
20	5
5	2
9	22
5	14

The worth of R is - 0.025. Albeit in fact a negative connection, the connection between factors was powerless. Consequently there is no connection among cost and ecological effect.

3. Price and Quality

Table 5.3

Price	Quality
11	20
20	16
5	5
9	4
5	5

The worth of R is 0.6. This shows the moderate positive relationship, and that implies client anticipates better for costly items. On the off chance that cost factor builds, the quality variable would likewise increment.

V. FINDINGS

There is a connection between control of the respondents and acquisition of natural item.

There is no connection between yearly pay of the respondents and acquisition of natural item.

There is a connection between orientation of the respondents and acquisition of natural item.

Greater part of respondents give most inclination to quality while buying.

There is a moderate negative connection among's image and natural effect, on the off chance that the brand is higher, the ecological effect will be lesser.

There is no connection among cost and natural effect.

There is a moderate positive connection among's quality and cost. In the event that cost factor expands, the quality element will likewise increment.

VI. SUGGESTIONS

Making mindfulness in regards to the advantages of natural items from school level itself by remembering it for the syllabus and understudies ought to be gone on to outing to rural field.

Test natural items ought to be disseminated in stores with the goal that clients can encounter the quality of organic items moreover.

The accessibility of natural items ought to be expanded by expanding the quantity of shops. Entryway conveyance option should additionally be presented.

VII. CONCLUSION

In this day and age offering more consideration towards natural items is significant than any other time, since today isn't about taking preventative measure or saving climate or safeguarding ozone layer yet today is tied in with dealing with your own wellbeing and the ages to come. With the expansion in mindfulness in regards to wellbeing, the interest of subjective and sound agricultural products expanded quickly. To fulfill the interest of rural items, increment the efficiency of horticultural land by using natural cultivating in view of natural composts and manures are answerable for enhancement of soil efficiency without any unsafe effect on climate. More mindfulness ought to be made in all level, among individuals with various educational qualification and occupation. More outlets ought to be opened; government ought to help ranchers developing natural items.

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