



## Consumer's Attitude towards Organic Products – A study in Mangaluru City.

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### ABSTRACT

Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. The organic food market in India is growing after people realized the importance of being healthy and carrying a healthy lifestyle. Today people don't prefer to spend on medical treatments instead want to eat healthy and spend on healthy food. Indian market is very fresh for the organic segment and there are very few companies, who are ruling right now, thus there is opportunity for startups as well as franchisees to try their hands on and grab the opportunity. Since India's food market size is wide a good number of business and brands in organic sector have fair chances to gain more. This paper makes an attempt to study the consumer perception about the organic products in Mangaluru city. Using a survey method, self-completed questionnaires were collected from 30 customers around Mangaluru city. Findings indicate good scope for organic products and effort should be made by the suppliers and producers to grab this opportunity.

**Key words:** Organic products, opportunity, healthy life style, consumer perception.

### Introduction

Indian farm produce was always well-regarded, valued and cultivated with the understanding towards sustainability of bio-network, the planet and future generations. However, the face of the Indian agriculture has changed with chemical fertilizers and pesticides to achieve early and abundant produce. Though by virtue of chemical fertilizers the production and productivity of crops has increased, the chemical fertilizers and pesticides used over a long period of time have adverse toxic effects on the production potential of the land and the ultimate consumers of the products.

The increased consciousness towards healthy lifestyle has seen organic farm production and trade emerging as an important sector in India. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily. Organic food is grown with nil or minimal use of chemical fertilizers and pesticides and in its processing no chemical, artificial colour or flavouring is used either as processing aid or as additive. These foods are cultivated using organic manures, bio-fertilizers and bio-pesticides. Organic products are being seen as a natural choice by consumers and producers.

### Objectives:

The study is conducted to achieve the following objectives:

- To study perception of customers towards organic products.
- To identify motivating factors that influence the purchase of organic products.
- To study the purchase intention of consumers.
- To analyse the consumer attitude towards organic products in Mangaluru city.

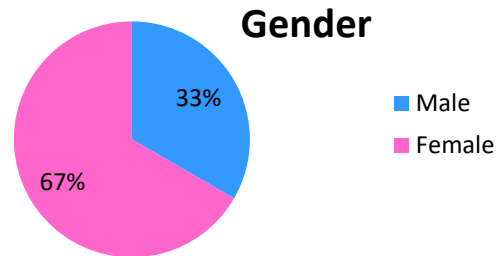
## Methodology

It is an exploratory study. A structured questionnaire is prepared to achieve the objectives of the study. All the respondents were in the customers of organic products. 30 customers participated in the survey. A purposive sampling method was adopted for the study.

## Data analysis

### 1. Gender wise distribution of respondents:

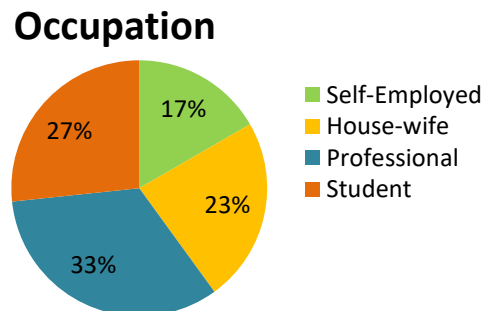
Gender	Respondents	Percentage
Male	10	33
Female	20	67
Total	30	100



Analysis: Above table and chart indicates 67 percent of respondents are female and 33 percent respondents are male.

### 2. Occupation wise distribution of respondents:

Occupation	Respondents	Percentage
Self-Employed	5	17
House-wife	7	23
Professional	10	33
Student	8	27
Total	30	100

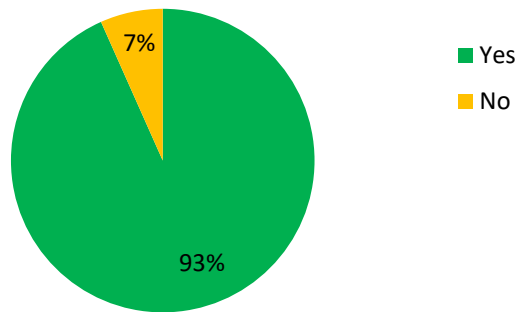


Analysis: Above table and chart indicates 33 percent of respondents are professionals, 27 percent of respondents are students, and 23 percent of respondents are house-wives and 17 percent respondents self-employed.

**3. Respondents on the knowledge about organic products:**

Knowledge of organic products	Respondents	Percentage
Yes	28	93
No	2	7
Total	30	100

**Knowledge of Organic Products**

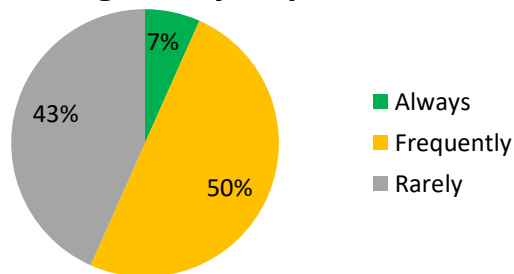


Analysis: Above table and chart indicates 93 percent of respondents have knowledge of organic products and 7 percent respondents do not have knowledge of organic products.

**4. Regularity of the purchase of organic products:**

Regularity of purchase	Respondents	Percentage
Always	2	7
Frequently	15	50
Rarely	13	43
Total	30	100

**Regularity of purchase**

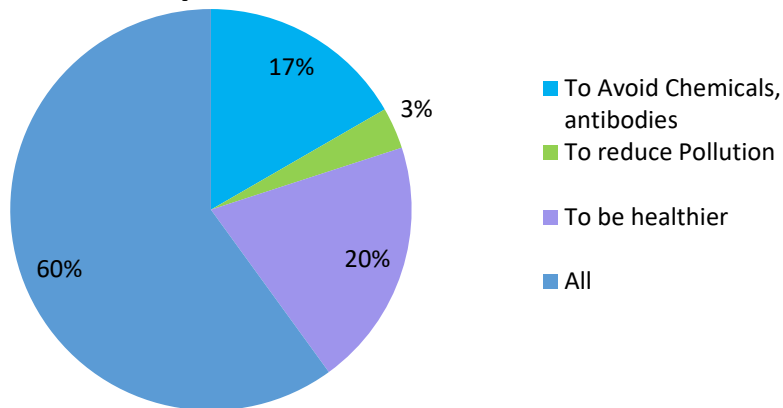


Analysis: Study reveals that 50 percent of respondents purchase organic products frequently, 43 percent of respondents purchase organic products rarely and 7 percent respondents purchase organic products always.

##### 5. Reason for purchase of organic products:

Reason for purchase	Respondents	Percentage
To Avoid Chemicals, antibodies	5	17
To reduce Pollution	1	3
To be healthier	6	20
All	18	60
Total	30	100

### Reason for purchase

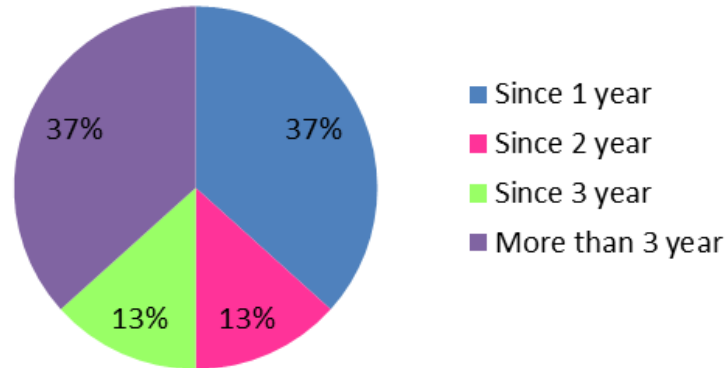


Analysis: Study reveals that 60 percent of respondents purchase organic products for all the good qualities of them, 20 percent of respondents purchase organic products to be healthy, 17 percent respondents purchase organic products to avoid chemicals and antibodies and 3 percent respondents purchase organic products to reduce pollution.

##### 6. Duration of consumption of organic products:

Duration	Respondents	Percentage
Since 1 year	11	37
Since 2 year	4	13
Since 3 year	4	13
More than 3 year	11	37
Total	30	100

## Duration of consumption

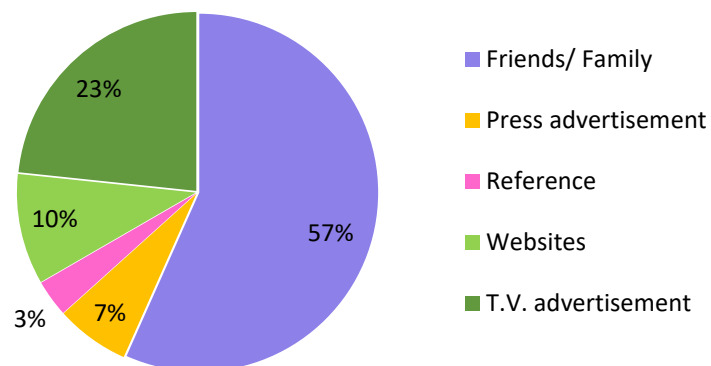


Analysis: Above table and chart describes that 37 percent of respondents were purchasing organic products since one year and for more than three years each, whereas 13 percent respondents were purchasing organic products since two and three years.

### 7. Information centers of organic products:

Source of information	Respondents	Percentage
Friends/ Family	17	57
Press advertisement	2	7
Reference	1	3
Websites	3	10
T.V. advertisement	7	23
Total	30	100

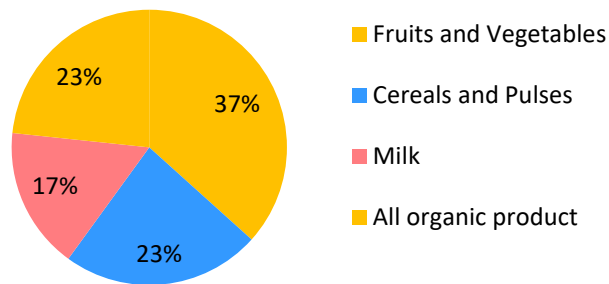
## Source of information



Analysis: Above table and chart describes that 57 percent of respondents got information from friends and family, 23 percent of respondents get information from T.V. advertisements, 10 percent from websites, 7 percent from press advertisements and 3 percent from references.

**8. Purchase of kind of organic products:**

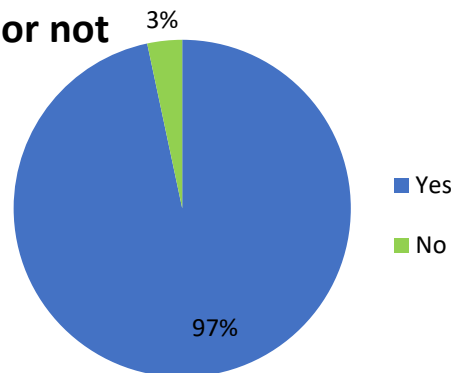
Product purchased	Respondents	Percentage
Fruits and Vegetables	11	37
Cereals and Pulses	7	23
Milk	5	17
All organic product	7	23
Total	30	100

**Product purchased**

Analysis: Above table and chart indicates that 37 percent of respondents purchase organic fruits and vegetables, 23 percent of respondents buy cereals and pulses and all organic products, 17 percent purchase organic milk.

**9. Consumers response about satisfaction of organic product:**

Satisfaction	Respondents	Percentage
Yes	29	97
No	1	3
Total	30	100

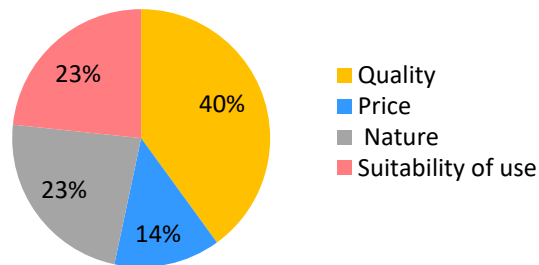
**Satisfied or not**

Analysis: Above table and chart indicates that 97 percent of respondents are satisfied with the organic products whereas 3 percent of respondents are not satisfied about organic products.

#### 10. Factors considered while purchasing organic product:

Factors	Respondents	Percentage
Quality	12	40
Price	4	13
Nature	7	23
Suitability of use	7	23
Total	30	100

#### Factors for purchase

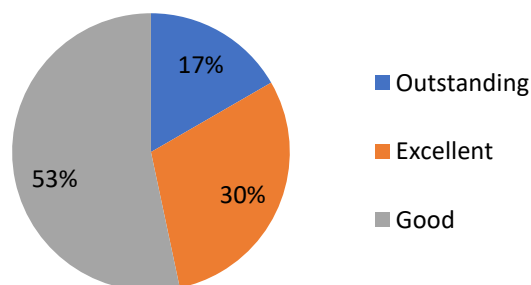


Analysis: Study reveals that 40 percent of respondents consider quality of organic product while purchasing, 23 percent of respondents consider nature and suitability of use and 13 percent respondents consider price while purchasing organic products.

#### 11. Ranking for organic product:

Rating	Respondents	Percentage
Outstanding	5	17
Excellent	9	30
Good	16	53
Total	30	100

#### Rating of products

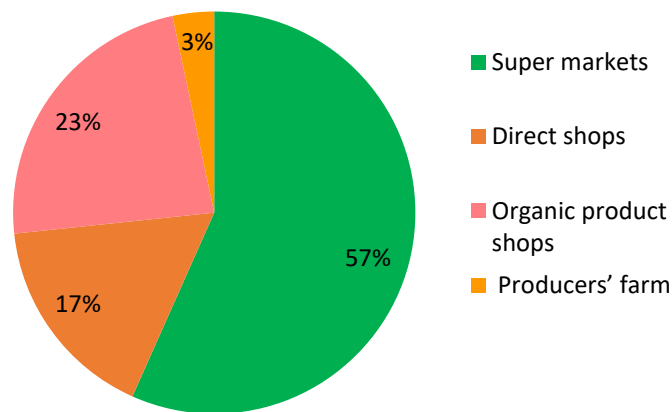


Analysis: Above table and chart indicates that 53 percent of respondents rated organic product as good, 30 percent of respondents rated it as excellent and 17 percent respondents rated it as outstanding.

### 12. Respondents preference place of purchase:

Place of purchase	Respondents	Percentage
Super markets	17	57
Direct shops	5	17
Organic product shops	7	23
Producers' farm	1	3
Total	30	100

### Preferred place of purchase



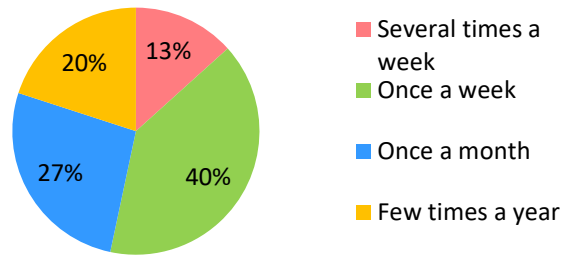
Analysis: Study reveals that 57 percent of respondents would like purchase organic product from super market, 23 percent from organic product shops, 17 percent from direct shops and 3 percent purchase from producers' farm.

### 13. Respondents frequency of purchase:

Frequency of purchase	Respondents	Percentage
Several times a week	4	13
Once a week	12	40
Once a month	8	27
Few times a year	6	20
Total	30	100



## Frequency of purchase

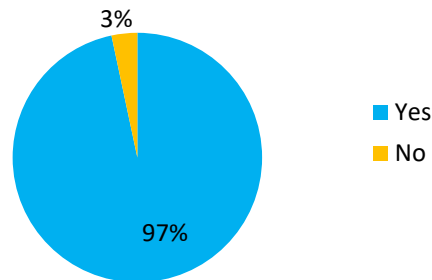


Analysis: Study reveals that 40 percent of respondents purchase organic product once in a week, 27 percent purchase once in a month, 20 percent purchase few times a year and 13 percent of respondents purchase several times a week.

### 14. Respondents response about recommendation to others:

Recommendation	Respondents	Percentage
Yes	29	97
No	1	3
Total	30	100

## Recommendation to others



Analysis: Study reveals that 97 percent of respondents would recommend purchase organic product to others whereas 3 percent respondents stated that they will not recommend it to others.

## Findings and Discussions

- Majority of the respondents are female. This indicates that most of customers of organic product are female. More awareness should be created among male customers as they also influence purchase decisions.
- Majority of the customers are professionals followed by students and housewives. This indicates that professionals and students are more aware of the benefits of organic products. Producers can concentrate more on house-wives to expand their market.
- Study reveals that family and friends are the major source information. Therefore more efforts should made by producers and retailers to create awareness through other sources like T.V. advertisement, direct mail, websites, outlet display, press advertisements etc.
- Though large numbers of respondents are aware of organic products, they rarely purchase it as it is not easily available.
- Majority of the respondents purchase organic products from super markets. Points of sale for organic products are limited in the city. More efforts can be made to displaying organic products in the market and other places where it is easy for customers to notice.

- Majority of the respondents give priority to quality, suitability of use and nature of the product over its price. This indicates that price is the secondary factor which influences the purchase decision. There is a good scope for the start-ups as well as franchisees of organic product sector in Mangaluru city.
- The study reveals that majority of the respondents are consuming the products for more than three years, which indicates the loyalty among the customers towards the product. At the same time to increase customer retention percentage producers and suppliers need to improve their marketing strategies.
- The study reveals that most of the customers purchase fruits and vegetables on a weekly basis. This indicates other organic products lacks popularity among customers. This calls for providing additional awareness about other organic products, better packaging and storing.
- Majority of the respondents purchase organic product as they are well aware of the goodness of it. As they have rated the product as good and ready to recommend the same for others it shows that producers and supplier are able to create goodwill among the customers which should be sustained in future.

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**Conclusion:**

According to the findings customers are aware and satisfied about the benefits of organic products. Though the demand for organic products have seen a rise, limited availability act as a barrier. Aggressive marketing strategies may be needed to capture the growing trend towards healthy life style.

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