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Consumers inclination towards the benefits of organic products

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Abstract

Fast development in the industrialization along with increasing population leads to increasing pressure on the agricultural production process to develop the better crop. Majority of the studies focuses on the usage of chemicals in the crop for increasing the yield of food. Consumers are now a day's become more aware regarding dangerous effect of chemical fertilizers on food. The option left in the hands of consumers is moving towards the usage of organic products. The present paper focuses on mainly two objectives: To determine the significant relationship between marital status and benefit of using Organic Products and secondly determining the significant relationship between place of purchase and benefit of using Organic Products. The study is based on the sample of 200 respondents from Hisar district of Haryana state. ANOVA has been used to calculate the significant difference between demographic variables i.e. marital status and place of purchase and statements related to benefits of using Organic products. The data was analysed using SPSS version 13.0. Organic products contributes in better health, customers generally prefer from online shopping as they get discount schemes and offers online than retail shops and local shops. Online customers were highly satisfied with organic product, as they are even ready to pay extra money to buy it. Married customers were more agreed towards using organic products whereas regarding paying extra payment to get organic product unmarried customers were agreed as compared to married customers.

Keywords: Industrialization, chemical fertilizers, organic products, ANOVA and online shopping

Introduction

Awareness regarding organic food is increasing day by day among consumers. The reason behind this is that consumers are becoming more careful towards their health and safety of food as well. We can see that increasing demand can be seen with the trend among farmers for growing organic food. Moreover, it is our responsibility towards improving the fertility and quality of soil by shifting to organic food. Organic food is defined as food which is produced, stored and processed without using any artificial fertilizers. Organic product which is refined through a process that is environment friendly. Organic products must be produced without the usage of gutter-slush fertilizer, artificial fertilizers and pesticides, genetic engineering, growth hormones for crops, radiation and antibiotics. Products that are considered as organic should pass through standards in the connection of production and certification by an industrial body (Lyons, *et al.*, 2001) [4]. Consumers are more aware about the effects on their health due to the eating habits as well as environmental factors. Consumer perception develops towards organic food as they get food during their lifetime. In the past decade organic food industry gain significantly in recent years on a global basis and become the topic for media attention over the last decade. It becomes the largest growing market in the food business and subsequently identifying the motives for using organic food is a need of an hour for society. The reason behind purchasing organic food is perceived as healthier and nourishing, no artificial substances are used and taste improved than conservative food. Furthermore organic products are considered as low health risk than their conventional corresponding item. Health becomes the criteria for a large number of consumers and becomes the main motivation for purchasing organic food. Moreover eating healthy is mainly affected by global inclinations in consumption. The belief behind using organic products is that people are more inclined towards the health of their family. The food that we are eating comprises more of pesticides and chemical based and ultimately leads to ill effects on health.

Review of literature

Even though a huge amount of literature depicts that health becomes the main concern for everyone towards purchasing organic food. Morkenberg and Porter (2001) ^[10] emphasized that, those doing organic farming trust it not because of scientific facts but based on individual knowledges and opinions. Food safety has getting increasing significance in the minds of consumer and marketing research as well (Padel *et al.* 2005, Zanolli & Naspetti, Michaelidou *et al.* 2008) ^[13, 8]. Tarkianen and Sundqvist (2005) ^[14], considered that health awareness is the slightest significant intention among the consumer that makes the attitude towards purchasing organic food. Saher, (2006) mentioned that organic food is good for the health has based on the perception rather than normal behaviour. Michaelidou *et al.* (2008) ^[8] concluded that health had the minimum encouragement towards purchasing purpose of organic food. Gogia (2012) ^[2] observed that organic products are accepted for the healthy environment and they are generally environment friendly as well as good for health. This paper aimed at the responsiveness of consumers towards the organic products, include the organic product in their purchase behaviour. Ozguven (2012) ^[10] summarised the influencing factors for purchasing organic products by the consumers in Izmir. Majority of the consumers wished to purchase organic vegetables, fruits and milk. The study concluded that quality and price of the organic product were more significant factors. These factors were considered more important than rest of the factors. Mohamed *et al.* (2012) ^[8] analysed that majority of the customers were considering health in their lifestyle as of utmost important while buying organic product and ready to pay. On the other hand higher price for organic product and suspicious about the authenticity of green product certification were considered as the main hurdles in the purchase of organic product consumers. Ling (2013) ^[3] examined the buying intentions of organic products to identify the hurdles and the regulating variable that persuades consumers to buy organic product. Mehra and Ratna (2014) ^[6], concluded that females were more concerned regarding the nutrition in the food and thought that intake of organic food would be better for health. Price of the product, information of the product, accessibility, trust of the customer on organic product, health benefit and responsiveness towards the product are the six significant factors identified in this paper. Pandurangarao *et al.*, (2017) ^[11] studied the factors regulating organic product i.e. approachability, health fears, accurately priced, atmosphere issues, trademark, brand campaign, harmless product and place of store. The study concluded that place of store, atmosphere

issues and harmless product were the major convincing factors for purchasing organic product.

Objectives of the study

1. To determine the significant relationship between marital status and benefit of using Organic Products
2. To determine the significant relationship between place of purchase and benefit of using Organic Products

Research methodology

Present study is an empirical research has two main objectives i.e. to determine the relationship between marital status and benefit of using Organic Products and secondly to determine the significant relationship between place of purchase and benefit of using Organic Products. The study is based on the sample of 200 respondents from Hisar district of Haryana state. Convenient sampling method is adopted for collecting the sample. The questionnaire is designed with two sections: section 1 captures demographic profile for the purpose of describing the sample and it consist of questions pertaining to gender, age, marital status, education level, employment status, income, place of buying organic product and frequency of buying, and ANOVA has been used to calculate the significant difference between demographic variables i.e. marital status and place of purchase and statements related to benefits of using like Organic products can contribute in better health, prefer organic products over non organic products, production of organic products is totally environment friendly, organic products and inorganic products are alike, manufacturing of organic products must be highly subsidized, sense of satisfaction, part of organic movement by using organic products, pay even extra price for environment friendly products to save our environment. All the 22 questions from section 2 of the questionnaire used a Likert scale ranging from 1= Strongly Agree to 5= Strongly Disagree. The data is analysed using SPSS version 13.0. Secondary data is collected through research papers, journals, websites and books. The demographic variables affect two factors differently. Hypotheses have been developed and tested:

H₀ (1): There is significant relationship between marital status and benefit of using Organic Products

H₁ (1): There is no significant relationship between marital status and benefit of using Organic Products

H₀ (2): There is significant relationship between place of purchase and benefit of using Organic Products

H₁ (2): There is no significant relationship between place of purchase and benefit of using Organic Products

Table 1: Demographic profile of respondents

S. No.	Demographic Profile	Frequency	Percent
Sex	Male	116	58.0
	Female	84	42.0
Age	18-25 year	78	39.0
	26-40 year	56	28.0
	41-55 year	52	26.0
	56 & above	14	7.0
Marital Status	Married	116	58.0
	Unmarried	84	42.0
Education Level	Under graduate	50	25.0
	Graduate	74	37.0
	Post graduate	70	35.0
	Doctorate	6	3.0
Employment Status	In service	80	40.0
	Own Business	46	23.0
	Student	74	37.0
Monthly Income	Less than 10000	72	36.0

	10001-25000	22	11.0
	25001-50000	30	15.0
	50001 & more	76	38.0
Place for buying organic products	Retail shops	44	22.0
	Local shops	30	15.0
	Online	126	63.0
Frequency of buying organic products	Once a week	34	17.0
	Once a month	140	70.0
	Once a year	26	13.0

The demographic characteristics of the respondents are summarized in Table 1. The table revealed that most of the respondents were male (58%) followed by female (42%). The sample customers are mostly in the age group of 18-25 (78%) followed by age group of 26-40 (28%). Further, a majority of the respondents (58%) were married. The respondents were predominantly graduates (37%) followed by post-graduates (35%) implying that sample comprises of high literate

respondents. With regard to the employment status, service and professionals have (40%) share implying that respondents are well placed in their career. The sample had a majority of respondents (38%) earning to Rs 50000 & more, followed by less than 10000 (36%). Customers use to buy online most of the time (63%) mostly they buy once in month (70%). Most of the customers use organic food (40%) as they believe in quality of organic food (64%).

Table 2: ANOVA between marital status and benefit of using organic products

Statements	Married	Unmarried	F	Sig.
Organic products can contribute in better health.	2.05	1.56	29.10	.00*
I prefer organic products over non organic products.	4.05	4.88	58.50	.56
Production of organic products is totally environment friendly.	3.52	2.32	65.33	.00*
Organic products and inorganic products are alike.	3.57	3.08	18.86	.00*
Manufacturing of organic products must be highly subsidized so that more companies can enter into manufacturing of organic products.	2.92	2.37	15.20	.00*
Using organic products gives a sense of satisfaction.	1.95	1.62	10.40	.00*
I want to be a part of organic movement by using organic products.	3.77	3.91	35.79	.47
I would agree to pay even extra price for environment friendly products to save our environment.	3.08	2.16	24.86	.00*

*represents significant at 1% level of significance

Table 2 displays that the null hypothesis H_0 (1) was rejected as it disclosed that two statements are insignificant reason being customers were not preferring organic products due to less availability, they were buying products which are easily available and corresponding mean value was 4.88 and 4.05 respectively. On the other hand most of the respondents were not ready to take part in campaign for enhancement of sales of organic products and corresponding mean value was 3.91 and 3.77 respectively. Except two all other statements were significant as users thought that organic products contribute to better health, moreover they found organic products as totally environment friendly. Customers reveal that, organic products resemble to inorganic products. On the other hand in their opinion manufacturing of organic products should be highly subsidized to encourage new entry in this sector. Users those were buying organic products were highly satisfied by using organic as they are even ready to pay extra money to buy organic products. Hence it can be concluded from the table 1,

married customers were more agreed towards using organic products whereas regarding paying extra payment to get organic product unmarried customers were agreed as compared to married customers and corresponding mean value was 2.16 and 3.08 respectively. Regarding production of organic product, unmarried customers were agreed whereas married were neutral and corresponding mean value was 2.32 and 3.52 respectively. Regarding preferring over non organic product unmarried customers were strongly agreed towards it whereas married customers were agreed and corresponding mean value was 1.88 and 2.05 respectively. On the other hand both married and unmarried customers were neutral towards the organic and inorganic products similar or alike and corresponding mean value was 3.57 and 3.08 respectively. Hence it can be concluded that married customers were more inclined towards using organic products as they are having family health responsibility. Moreover inorganic product usage leads to various health problems.

Table 3: ANOVA between place of purchase and benefit of using Organic Products

Statements	Retail shops	Local shops	Online	Sig.
Organic products can contribute in better health.	2.1633	1.9615	1.7200	.000
I prefer organic products over non organic products.	2.0816	2.1923	1.9040	.037
Production of organic products is totally environment friendly.	4.5102	3.1154	2.4560	.000
Organic products and inorganic products are alike.	3.9592	3.8077	3.0640	.000
Manufacturing of organic products must be highly subsidized so that more companies can enter into manufacturing of organic products.	3.5306	2.8077	2.3600	.000
Using organic products gives a sense of satisfaction.	2.5306	2.1154	1.4880	.000
I want to be a part of organic movement by using organic products.	1.6531	2.3462	1.7920	.022**
I would agree to pay even extra price for environment friendly products to save our environment.	4.0816	2.8846	2.1440	.000

*represents significant at 1% level of significance&

** represents significant at 5% level of significance

Table 3 displays that the null hypothesis H_0 (2) was rejected as it disclosed that one statement was not significant i.e. customers prefer organic over non organic products generally purchase online followed by retail shops and local shops and the corresponding mean value was 1.9040, 2.0816 and 2.1923 respectively. Regarding the contribution of organic products in better health, customers generally prefer from online shopping as they get discount schemes and offers online than retail shops and local shops and the corresponding mean value was 1.7200, 1.9615 and 2.1633 respectively. Regarding the production of organic products is environmental friendly; majority of the customers agreed towards online followed by local shops and retail shops and the corresponding mean value was 2.4560, 3.1154 and 4.5102 respectively. Manufacturing of organic products should be highly subsidized to encourage new entry in this sector, customers purchasing from online and local shops were agreed in this regards, whereas customers of retail shops were neutral in this regard and the corresponding mean value was 2.3600, 2.8077 and 3.5306 respectively. Hence it can be concluded that subsidized manufacturing of organic product leads to the reduction in the prices of organic products and encourage the new entrants and more variety would be there. Regarding the similarity of organic with inorganic products, Online, retail and local shop customers were neutral and the corresponding mean value was 3.0640, 3.8077 and 3.9592. The reason being was that until and unless the certification of products, nobody can differentiate between organic from non organic products. Online customers were more satisfied while using organic product followed by local shop and retail shop customers and corresponding mean value was 1.4880, 2.1154 and 2.5306 respectively. Retail shop customers were strongly agreed to be a part of organic movement by using organic products followed by online customers and local shops and the corresponding mean value was 1.6531, 1.7920 and 2.3462. The reason being was that majority of the customers were unaware regarding organic product and only the strong movement by users make it possible to create awareness. Online customers and local shop customers were agreed to pay even extra price for environment friendly products to save our environment and the corresponding mean value was 2.1440 and 4.0816. Hence it can be concluded from the table 3 that online customers were more aware about the organic product and its usage. More awareness movements can be possible with the joint efforts of retail shops and local shops, as organic products are very costly and not afforded by everyone.

Conclusion

Organic products contributes in better health, customers generally prefer from online shopping as they get discount schemes and offers online than retail shops and local shops. Online customers were highly satisfied with organic product, as they are even ready to pay extra money to buy it. Married customers were more agreed towards using organic products whereas regarding paying extra payment to get organic product unmarried customers were agreed as compared to married customers. Married customers were more inclined towards using organic products as they are having family health responsibility. Moreover inorganic product usage leads to various health problems. Subsidized manufacturing of organic product leads to the reduction in the prices of organic products and encourage the new entrants and more variety would be there. Online, retail and local shop customers were neutral regarding the similarity of organic with inorganic products. Majority of the customers were unaware regarding organic product and only the strong movement by users make it

possible to create awareness. Online customers and local shop customers were agreed to pay even extra price for environment friendly products to save our environment. Most of the customers use organic food (40%) as they believe in quality of organic food (64%).

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