

Consumer Buying Behaviour on Organic Foods in Tirupathi, Chittoor district, Andhra Pradesh State, India

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ABSTRACT

Now a day's the trend shifted to conventional to organic most of the consumers are giving importance to Organic foods compare to the conventional foods. Every human-being run with technology for better life style. Food is the basic need of every living organism. In olden days we are using traditional methods to produce the food items and using natural fertilisers but now a days due to environmental changes the farmers are using chemicals to produce more quantity of crop output with this all the human beings facing so many health issues as well as it causes for environmental sustainability. Due to lack of time to cook they are going and purchasing readily available packaged food. The population is increased over the period of time the producers are also using chemicals and fertilisers to yield more crops to meet the demand of supply with this the consumers facing lot of health issues. At present days, the consumers required of healthy food are increased comparing to the last decade. In this research paper, the Researcher made an attempt to know the consumers opinion on Organic foods in Tirupathi Chittor district. For this purpose, first hand information was collected from 100 sample respondents and the collected data was analysed with the help of stastical tool such as Chi-Square.

Key words: Organic food, Consumers, chi-square, Sustainability, conventional.

INTRODUCTION

The present millennium is mainly focused on sustainability on public health. The challenges are to building healthier communities with environmental approach and then choice made by the consumers towards environment has impact on quality of life and health for both future and current generations, for that purpose the human beings accustomed eco friendly behaviour.

India with a diverse country having strong culture, values, ethics maintained by a significant segment of population having advanced degrees but suffering with poverty & illiteracy.

Being as a world's largest democracy & now India moving forward a tremendous economic development. So there is a problem on stress on air, water, energy and other resources become uncertain. Since a decade there is an increase interest among organic foods, health awareness, global environmental issues, busy lifestyle, advanced methods in food technology a given scope for awareness on organic foods both developed & developing countries. Now a day's consumers

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looking what they eat & look for its production process, and its safety (IFOAM 2012). In today's world food market is organic food market it is developed as a fastest growing area being as a niche market it evolved in to the mainstream products. The study on organic foods pays attention to scholars, government, policymakers & so many research studies done by in developed countries. In this connection studying the opinion on organic foods particularly in Tirupathi, Chittoor District of Andhrapradesh state will help the decision-makers to understand the importance of organic food in their life style.

Statement of the Problem

This study is an attempt to know the opinion of the consumers on the organic foods in Tirupathi Chittoor District. Present study mainly aimed to identify the age and gender influence on the opinion and knowledge of organic foods. This study focuses on to know the opinion, knowledge on organic foods and suggest the measures for better healthy organic life style.

Review of literature

Atteeq Rahman, Marin Aafzal, Nasir Mahmood, Danish Habib (2015)², analysed that environmental and appearance consciousness brings lot of variations in the attitude of consumers than health consciousness. The authors also found that the attitude acts as the important predictor in purchase intention of a consumer followed by subjective norm and the last one with less important predictor is perceived behavioral control. The result also shows that the past experience of the consumer has not have any significant impact on purchase intention towards organic products.

Padmavathy and saraswathy (2016)³ analysed the consumers buying behaviour towards organic food products. Through the statistical tools like Regression analysis, ANOVA, it has been proved that relationship exist between income of the respondents and consumer behaviour and significant relationship doesn't exist between gender and buying behaviour, marital status and buying behaviour. With all the results the author concluded that Consumers' buying behavior acts as a predictor and have a direct influence on the decision process when purchasing of organic food products.

Objectives of the study

Based on the above, the following are the objectives of the study:

1. To study the Gender, Age profile of the consumers of Organic foods in Tirupati, Chittoor District.
2. To know the age impact on consumer opinion and knowledge on organic foods in the study area.
3. To identify the gender influence on consumer opinion and knowledge on organic foods in the study area.

² . Atteeq Rahman, Marin Aafzal, Nasir Mahmood and Danish Habib. (2015). "Consumer's Psychology Towards The Purchase Of Organic Food Products: An Empirical Investigation". Abhinav National Monthly Refereed Journal of Research in Commerce & Management, 4(8), 1 – 10.

³ Padmavathy and R.Saraswathy. (2016). "A Study on the Consumers' Buying Behavior Towards Organic Food Products In Thanjavur District Intercontinental Journal Of Marketing Research Review, 4(2), 42-49.

4. To study the preference of organic food items in the study area.
4. To suggest the measures for better healthy organic life style in the study area.

Methodology

The research validity is based on the convenience sampling method of data collection and analysis. The pertinent data was collected using questionnaire from the 100 sample respondents in Tirupati, Chittoor District. The respondents were selected by using convenience sampling method.

Data Analysis

Data analysis carried out using primary data collected using a structured questionnaire from the study area were analyzed using cross-tabulation and chi-square analysis between the select independent variables (age and gender of the respondents) and dependent variable (opinion on organic food).

1. Gender wise Distribution of respondent consumers of organic food items.

Table: 1.1 Gender wise distribution of respondent consumers.

Factor	Frequency	Percent
Male	59	59.00
Female	41	41.00
Total	100	100.00

The Table 1.1 explains that the sample consist 59% respondents are belonged to male category and 41% respondents belonged to female category

1.2. Age Wise distribution of consumers of Organic Food Items

Table 1.2.1 Age wise distribution of consumers of Organic Food Items

Years	No of Respondents	Percent
20 to 30 Years	9	9.00
31 to 40 Years	22	22.00
41 to 50 Years	43	43.00
51 to 60 Years	15	15.00
above 60 Years	11	11.00
Total	100	100.00

The Table 1.2.1 explains that the age wise analysis of Consumer Buying behavior of Organic Food Items. The majority of respondents 43% of the age group between 41 years to 50years, 22% are age group between 31 to 40 years, 15% are between 51 to 60 years, 11% are above 60 years and 9% age group are between 20years to 30 years.

Table 1.2.2 Mean and Standard Deviation of Age of the consumer

Factor	Mean	Std. Deviation
Age	45.84	11.415

The table1.2.2 Age wise analysis tells that average age is 45.84 years with standard deviation is +/- 11.415. That means most of the respondents are buying age between 34 years to 56 years.

2. Age of the Respondents and Opinion, knowledge on Organic Food:

Table No.: 3.1

Age of the Respondents and Opinion and knowledge on Organic Food (Two-Way Table)

Age of the Respondents (in Years)	Opinion & knowledge on Organic Food						Total	
	Disagree		Neutral		Agree			
	No. Resp.	%	No. Resp.	%	No. Resp.	%	No. Resp.	%
20-30 years	0	0	6	12.80	3	05.70	9	09.00
31-40 years	0	0	8	17.00	13	24.50	21	21.00
41-50 years	0	0	17	36.20	27	50.90	44	44.00
51-60 years	0	0	8	17.00	7	13.20	15	15.00
Above 60 years	0	0	8	17.00	3	05.70	11	11.00
Total	0	0	47	100.00	53	100.00	100	100.00

Source: Primary Data

It is found from the above table that, in neutral opinion and knowledge on organic food 17 (36.20 %) of the respondents are between 41 and 50 years age group category. 27 (50.90 %) respondents from the age group between 41 and 50 years category agree with organic food in their daily use at home.

It is concluded from the above analysis that the age group between 41 and 50 years category respondents are having good opinion and knowledge on organic food than other age group respondents in the study area.

To test the significant relationship associated between age of the respondents and their opinion on organic food is given below;

H₀ : There is no relationship between age of the respondents and their opinion and knowledge on organic food

H₁ : There is a close relationship between age of the respondents and their opinion and knowledge on organic food

To test the above hypothesis chi-square test was performed and the results are furnished below;

Table No.: 2.2

**Age of the Respondents and Opinion, knowledge on Organic Food
(Chi-Square Test)**

Socio-economic factor	Calculated Chi-Square value	Table value @		Degrees of freedom	Remarks
		5% Significance Level	1% Significance Level		
Age	6.466	9.490	13.280	4	Not Significant

Source: Primary Data

Dependent Variable: Opinion on Organic Food

From the above analysis it is found that the calculated chi-square value (6.466) is less than the table (9.490) at 5% level of significance and (13.280) at 1 % level of significance. Hence it is proved that there is no significant relationship between age of the respondents and their opinion on organic food in the study area. Further, the null hypothesis is accepted and the alternative hypothesis is rejected.

3. Gender of the Respondents and Opinion, knowledge on Organic Food:

Table No.: 3.1

**Gender of the Respondents and Opinion, knowledge on Organic Food
(Two-Way Table)**

Gender of the Respondents	Opinion, knowledge on Organic Food						Total	
	Disagree		Neutral		Agree			
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Male	0	0	29	61.70	30	56.60	59	59.00
Female	0	0	18	38.30	23	43.40	41	41.00
Total	0	0	47	100.00	53	100.00	100	100.00

Source: Primary Data

It is found from the above table that, in neutral opinion, knowledge on organic food 29 (61.70%) of the respondents are male gender category. Only 23 (43.40 %) female respondents agree with organic food in their daily use at home.

It is concluded from the above analysis that male respondents are having good opinion, knowledge on organic food than female respondents in the study area.

To test the significant relationship associated between gender of the respondents and their opinion on organic food is given below;

H₀ : There is no relationship between gender of the respondents and their opinion on organic food

H₁ : There is a close relationship between gender of the respondents and their opinion on organic food

To test the above hypothesis chi-square test was performed and the results are furnished below;

Table No.: 3.2

Gender of the Respondents and Opinion, knowledge on Organic Food (Chi-Square Test)

Socio-economic factor	Calculated Chi-Square value	Table value @		Degrees of freedom	Remarks
		5% Significance Level	1% Significance Level		
Gender	0.268	3.841	06.665	1	Significant

Source: Primary Data

Dependent Variable: Opinion on Organic Food

From the above analysis it is found that the calculated chi-square value (0.268) is less than the table (3.841) at 5% level of significance and 06.665) at 1 % level of significance. Hence it is proved that there is no significant relationship between gender of the respondents and their opinion on organic food in the study area. Further, the null hypothesis is accepted and the alternative hypothesis is rejected.

4. Preference of organic food items

Table no.4.1 Consumers preference on organic foods

factor	Fruits		vegetables		grains		pulses		Oils		meat		Eggs		nuts		millets		Flour	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%

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no	32	32.0	18	18.0	24	24.0	19	19.0	23	23.0	81	81.0	68	68.0	53	53.0	17	17.0	39	39.0
yes	68	68.0	82	82.0	76	76.0	81	81.0	77	77.0	19	19.0	32	32.0	47	47.0	83	83.0	61	61.0
Total	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0	100	100.0

The table shows that 83% of the respondents prefers to buy millets, 82% buy vegetables, 81% buy pulses, 77% buy oils, 76% buy grains, 68% buy fruits, 61% prefers to buy flour, 47% buy nuts, least preference to eggs & meat.

SUGGESTIONS

- Organic buyers need awareness about the product originality.
- As the prices of conventional products are having high impact on the organic products, the price of the organic foods should be reduced as it was showing its high impact on the consumer buying behaviour.
- Organic products save the future resources so its duty of the society & government to create health awareness with the specifications of nutrition and other beneficiaries in organic foods.
- To promote organic foods, organic farming is also one of the reasons where fertile land is more needed with biodegradable nature to avoid soil pollution

Discussions and Conclusion

It is concluded that the organic food is get renovation among the middle aged and male respondents in the study area. In general, organic food is better than modern food and Chinese variety and it keeps good health to the humans. The same is proved in this study by conducting a field survey using a structured questionnaire in the study area.

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