



A STUDY ON CONSUMER PREFERENCE TOWARDS

ORGANIC PRODUCTS AT BALLARI CITY

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ABSTRACT

Health is wealth is a statement which denotes the importance of health. Nowadays people lack health because of eating unhealthy, adulterated food products. In order to overcome this problem people must eat and use organic products which are grown or manufactured without use of fertilizers, pesticides and chemicals. So we must go organic farming to protect the environment and ourselves. Organic food consumption has become the trend of the time, owing to the multiple health benefits that it offers. Organic food is absolutely natural and is packed with loads of vital nutrients which are required by the body. Hence, an attempt has been made to reveal the consumer preference towards organic products.

Keywords: *Consumer, Health, Nutrition, Organic and Products*

INTRODUCTION

Natural items are developed below an agrarian framework without the consumption of synthetics, insecticides and manures. This is a system for developing the works at grass root level shielding silicon concept and regenerative breaking point extraordinary plant substance and sound soil the board, making good food well off in significance that is security from diseases. India has a ton of potential to make all collections of agro things due to its agro climate regions. This holds the guarantee that natural makers will take advantage of the market, which is consistently filling in the home-grown market connected to the fare market. The public program incorporates an accreditation program for confirmation bodies, natural creation guidelines, advancement of natural cultivating and so forth the NPOP guidelines for

creation and accreditation framework have been perceived by the European commission and Switzerland in agreement. With their nation guidelines. With these acknowledgements, bringing in regions acknowledge Indian natural items that have been properly affirmed by licensed affirmation bodies in India. The overall discernment among purchasers is that natural items have more alluring qualities than expectedly developed other options. Aside from well being food and natural contemplations, a few different attributes like nutritive worth, taste, newness, appearance, colours and other tactile qualities impact shopper inclination.

LITERATURE REVIEWS:

- **Anna Saba (2002)**

In her article she has finished a questionnaires' evaluating the job of trust on view of hazard and advantage related with the pesticides on food sources. They had an uplifting outlook towards eating products of the soil created by natural horticulture. The disposition was discovered to be a huge prediction of expectation and a positive effect on apparent advantages and hazards related with natural leafy foods, not so much danger but rather more advantages related with pesticides.

- **Christina Boutsuki (2008)**

The point of this paper is to recognize purchasers' inclination towards natural items in Greece. Greek purchasers appear to be educated about the dietary benefit of food and request more items liberated from substance deposits. The outcomes show that most customers partner natural utilization basically with foods grown from the ground, despite the fact that socioeconomics appears to influence demeanor towards organics, their worth in clarifying real conduct is reliable.

- **Rozhan Abu Dardak (2009)**

The point of the examination was to know the consciousness of the natural items in Malaysia. The examination uncovered that over 90% of the respondents knew about the natural items. They believed that organic food products like fruits and vegetables have more protein. Factors had influenced respondents to consume organic products and it was safe and good for health, with higher quality. The customers were all the

while willing to buy natural item even the cost was 25% higher than the traditional one

- **Velmurugan G (2017):**

The point of the examination is to survey the client's discernment towards natural food items and their degree of fulfillment. The investigation further endeavors to recognize the elements affecting the shoppers to buy natural food items and discover which natural item is bought by the client all the more often in Vellore, Tamil nadu.

- **Camelia F Oroian (2017):**

This article took a look at the discernment and perspective of natural food buyers from the northwest improvement area of Romania. Purchaser impressions of natural food items have been estimated utilizing multiple times. Information was gathered from 568 respondents and broke down utilizing elucidating and inferential insights. The discovery expressed that well-being concerns tactile allure, economical utilization and weighted concerns are the justification devouring natural items.

- **Sooraj S Narayan (2018)**

One of the key topics discussed in this article is the growing knowledge of health risk and environmental protection. The interest for natural food items is developing for an enormous scope as individuals become more worried about their wellbeing and the environment. India is a rapidly rising market, with a growing demand for organic goods. In this we took into account factors such as health, safety and price. This article discusses price as a key variable since it is the single most important factor in determining whether or not to buy organic food. The study's aim is to learn how different consumers feel about organic products.

- **N. Prakash S Gurusamy (2019):**

The article researches the client's insight and mentality towards natural items. The information was gathered from 200 respondents' utilizing questionnaires' and dissected by expressive and inferential statistics. The discovery uncovered that the willingness of customers to purchase natural items was affected by limit and flighty stock, greater cost and item and extremely restricted admittance and data.

- **Silvia Cacher Martinez (2020)**

The pandemic brought about by COVID-19 has altered the mentality of numerous buyers. The COVID-19 has sped up the utilization of natural nourishment for health emergencies. In this setting the goal of the exploration was to analyse the connection between demeanor, trust, and goal towards natural items and an overview managed a study where 195 customers show the trust and impacted by the fulfillment and disposition of forward naturalitem.

- **Dr. S Raji (2020):**

The study focused on consumer perception of organic products and was conducted with the sample size of 150 respondents who are familiar with organic products. The information gathered was examined utilizing engaging statistics. Initially delivered food has higher dietary properties which would almost certainly bring about more elevated levels of general wellbeing, if natural cultivating were to occur. Farming to be devoured in a similar amount as normally developed horticulture is presently burned through.

RESEARCH GAP:

Where most of the studies have been conducted on consumer preference. But this paper aims to know the need of natural food products and its importance to adopt in day to day life. The natural products are consumed by the consumer because of the freshness and it is healthier and better tasting to seek knowledge of consumer satisfaction of organic food products.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

Normal natural food enjoys numerous benefits contrasted with non-natural food prepared with counterfeit additives and synthetic compounds. Setting up these food varieties for every day plans can truly guarantee medical advantages, since they are on the whole normal and there are no destructive impacts of pesticides and different synthetics. Environment mindfulness, expanded client premium in natural items and eagerness to pay for



natural highlights have added to corporate premium in natural showcasing, prompting huge changes and advancements.

NEED OF THE STUDY

The current examination is needed to relate to the buyer's inclination of natural items. Natural food sources are not hereditarily altered and don't contain any substance food added substances or solvents, notwithstanding not burning-through artificial materials during the assembling interaction. Therefore, natural food contrasts from private cultivating or regular food varieties. The expression "natural" alludes to both the food and the food fabricating measure used to make the completed food item. There are many individuals who are persuaded that natural food varieties have a great deal of benefits.

OBJECTIVE FOR THE STUDY

- To decide the elements that impact buyers to buy natural items.
- To know the kind of natural items liked by the clients.
- To distinguish the buy recurrence of natural items.
- To distinguish the issues while utilizing the natural food items.

SCOPE OF THE STUDY:

This study seeks to gain knowledge of consumer satisfaction with organic food products consumption. With expanding worries about medical problems and sanitation, numerous shoppers have turned their destinations to natural food items. Expanded customer insight interest in natural food has been credited, in addition to other things to developing interest for food liberated from pesticides and compound deposits, natural food advances the harmony between people, other living organic entities and nature.

RESEARCH METHODOLOGY

Descriptive research

Descriptive study explains a variety of aspects of the occurrence. In its standard set-up, expressive study is used to explain skin texture of sample population. Descriptive study is very much connected with observational study, other than they are not restricted by way of

observation data collection method, and case study, as well as surveys can also be specific as all the rage data collection methods used with expressiveschoolwork.

➤ **Research design:**

Graphic research a Quantitative is helped through study strategy,

➤ **ResearchType:**

Descriptive type of research is used for this study.

➤ **Area of Sampling:**

The area chosen for this study is Ballari District.

➤ **SampleSize:**

The example of 100 respondents was selected to collect the information,

➤ **SamplingTechnique:**

Sampling Random Sampling technique has been used.

➤ **Sources of Data:**

The data used for the study is collected from two different sources they are

❖ **PrimaryData**

Data collected from investigators for the first time. Tools used for this data were collected through personal interview and personal interaction.

➤ **Tools for data collection**

Personal interview, observation method, survey through tables and graphs.

➤ **Limitations**

- The time limit is less to gather the total information.
- We can gather the information simply by essential exploration that is through surveys

DATA ANALYSIS AND INTERPRETATION

- From analysis we conclude that 62% are male respondents and 38% are Female respondents.
- From the demographic profile of 100 respondents' in which 87% of respondents

belong to the 18-25 years of age group, 10% belong to the 25-35 years age group, 2% of respondents have a place with the 45-55years age group and 1% have a place with long term old enough gathering.

- The study reveals that 50% of people are postgraduate students and 32% are undergraduate , 11% are from PUC and 2% are SSLC students and 5%are any other graduates.
- The Study indicates 80% of respondents are pursuing their education and 20% are being educated.
- The survey reveals that 82% of respondents are students, 18% people are employees.
- The survey shows that 92% of the respondents know about natural food items accessible on the lookout and 8% of individuals don't know about the natural food items.
- The study disclosed that 7% of the respondents get the source of information of organic products through television advertisements and 26% get through other sources and 33% of people get to know through their friends and 34% of the people get to know from the various Newspapers and magazines.
- The data interpretation shows that part of individuals thinks that naturally grown food products are safe and 23% of people think it is best and 17%of people think it is
- The survey indicates that 41% of the respondents use organic food products for 1-3 years, 37% of the people used less than a year,12% of respondents used more than 3-6 years, remaining 10% of respondents using since 6-9 years.
- The interpretation shows that 62% of respondents concur that natural food costs more than non-natural food, 19% respondents likewise firmly concur and 16% of respondents dis concur 3% of respondents unequivocally dis concur.
- The survey shows that 72% of the respondents consume organic food products, 14% of respondents do not consume organic food products and 14% of respondents may use or may not.
- The vast majority of the respondents 77% know about the significance of burning through natural items and 16% of respondents know some what might be said about the natural items and 78% of respondents don't have the foggiest idea about the

significance of natural items.

- The study reveals that most of the 56% of respondents feel that they eat healthy foods and 30% feel that they maybe eat healthy foods and 8% feel they not at all eat healthy foods, 6% feel that they do not eat healthy foods.
- The interpretation reveals that the greater part of the respondents 33% agrees that organic food is healthy and more nutritious, 27% of respondents strongly agree to the point. 9% strongly disagree and 8% disagree with the abovepoint.
- The study shows that 64% of respondents feel natural food is costlier,17% of respondents feel pet foods are costly, 12% feel that any other type of foods is more expensive and 7% feel that non-organic foods are more expensive.
- The study disclosed that most of the 38% of respondents feel organic foods are both healthier and better tasting, 36% respondents feel that it is healthier, 20% feel it is better tasting, 6% feel it is not healthier or better tasting.
- The study indicates that 28% of respondents feel 10-25% portion of a food must be organic food to a food maker to use the label made with organic ingredient, 27% think it must be 25-55%, 21% think it must be 60-90% and 10% of respondents feel it must be more than90%.
- Most of the respondents 46% feel that dangerous bacteria can contaminate organic and non-organic food, 33% of respondents feel it can contaminate only non-organic food only, 21% feel that bacteria can contaminate organic food.
- The research disclosed that 40% of respondents feel that organic label contents lets you know that organic foods are both better tasting and healthier, 39% of respondents feel that it is healthier, 15% feel that it is better tasting and 6% feel that it is neither A or B.

Most of the respondents 94% feel that it is necessary to require the manufacturing and expiry date for organic products and 6% of the respondents feel that it is not required.

FINDINGS

- 62% of the respondents are male and 38% are female.
- Majority of 87% of respondents has a place with 18-25 age classification, 10% of them has a place with 25-35 age class, 2% of the respondents has a place with the 45-55 or

more age class and 1% have a place with 35-45 age class.

- 80% of the respondents are pursuing their education and 20% have completed their education.
- Majority 73% of respondents are students, 18% of respondents are employees and 6% are businessmen and 3% are self-employed.
- 92% of respondents know about the natural food items accessible on the lookout and 8% of respondents don't know about natural items.
- 34% of respondents prefer television advertisement as the source of information on organic products.
- 47% of respondents feel safe on naturally grown food products.
- Majority of 41% of respondents are utilizing the natural food items for 1-3 years.
- 62% of respondents feel that organic food cost more than non-organic foods
- Majority of 72% of respondents purchase and consume organic foods.
- 77% of respondents are aware about the importance of consuming organic products.
- Majority 56% of respondents feel that they eat healthy foods.
- Majority of 33% of respondents agree that organic food is healthy and more nutritious. 27% of respondents strongly agree.
- There is a critical relationship between purchasing conduct factors like Health advantages and Quality.
- 64% of respondents feel organic food is more expensive.
- 38% of respondents feel that organic food is healthier and better tasting.
- Most of the respondents think that dangerous bacteria can contaminate organic and non-organic foods.
- Most of the respondents 94% think it is necessary to require manufacturing date and expiry date for the organic products

CONCLUSION:

This examination inspected buyer's insight towards natural food in the BALLARI region. This article broke down with the assistance of an organized survey coordinated to natural food purchases in BALLARI, KARNATAKA. This examination can give a general



thought regarding precisely what is shopper inclination, natural food items, and the purpose for burning-through natural food items. Here I talk about the most significant natural food items liked by customers in those chosen places. Most of them incline toward natural leafy foods. Most natural food buyers accept that natural food items are better and free of pesticides and nutritious.

SUGGESTION:

To improve consumer's positive attitude towards organic foods following suggestions have been put:

- Organic foods may be offered at cheaper prices. Organic foods may be distributed through fair price shops
- Awareness programmes about the benefits using organic goods are to be organized by the government.
- Price of the natural items can be diminished to energize morebuy.



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