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## *A study of Consumers Attitude towards Organic Products*

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*Abstract: The Indian organic product market is flooded with numerous brands. The interest and awareness of consumers have raised towards product safety, environment and animal concern. In this paper an attempt has been made to understand the consumer's attitude towards organic product. The data were collected with the help of a questionnaire from 30 respondents of Rohtak city. The consumers were asked to represent their attitude towards organic products on five point scale for eleven statements. Quality of organic products and health aspects represented the major reasons for their sales.*

*Keywords: Attitude, Organic Products.*

### I. INTRODUCTION

Day by day the environmental concern is increasing, consumers are focusing on the green aspect of the products, as well as their impact on the environment. The health issues are becoming the priorities of consumers in purchasing the products. These factors are appeared as the main driving force when it comes to the shopping of organic products.

The organic product can be explained as a product that does not contain artificial fertilizers, pesticides, livestock, growth regulators and poultry feed additives (Jia et al., 2002). The consumption patterns of consumer is changing especially in food consumption because of the perception that organic food is good for health and it's grows with use of organic manure and use natural resource, due to this consumer attitude is shifting towards organic food item. The quality and safety in organic products attract consumer interest as the organic food that is free from pesticides and chemical (Kumar S. and Chandrashekhar S.M., 2015). The environmental concern along with health , has led to the emergence of various groups of organic consumers, such as environmentalists, healthy eaters, humanists, welfare enthusiasts etc. (Davies et. al., 1994).The future of organic products depend on consumer demand and therefore a consumer-oriented approach is required to understand organic product market. Thus, it is not only important to understand consumers buying attitude, but also the consumers response to shifting market dynamics. From the marketing perspective, it is important to understand consumer decision-making regarding organically produced, and how this consumption can be promoted. Product development and marketing strategies for organic products are also affected and modified by consumer beliefs, attitudes and responses. Thus, a clear understanding of consumer attitudes and the buying motivations in responding to organically produced products is required.

### II. REVIEW OF LITERATURE

Attitude can be defined as a fixed way of thinking when it endures for a longer time. It includes assessments of the items referred to it proceed or not. Attitude develops through experiences may change when new experiences are obtained (Ajzen, 2001). There are many factors that have a direct influence on consumer attitude towards organic product. It was found that consumer health was strongly linked to the organic food and it was the strongest purchasing motive while purchasing organic products. Organic products were also perceived to have better taste than conventional food and it was also perceived to be more environmental-friendly (Aertsens et al., 2009). The positive attitude of organic products buyers is somewhere originated from

the belief that organic products are good for health and they can consume these products without any fear of harmful chemicals (Suh, et.al.2012).Moreover, with health consumers attitude is also influenced by knowledge regarding the product. Knowledge have a positive influence on the consumer attitude towards organic food (Stobbelaar, D.J, 2007). According to Chen (2007) consumers that are more inclined towards organic and environmental related issues, such as environmental protection have a positive attitude towards organic food and strong intention to purchase organic products. Gracia and de Magistris (2007) represented the positive relationship between consumer's attitude towards organic products and health and environmental benefits. The higher level education and income are also associated with organic food purchases intentions of customers. Woese et al. (1997) explored that consumer preference towards a particular product was based on attitudes toward available substitutes of that product. Therefore, if consumers were asked to indicate their responses regarding organically versus conventionally produced, such buyers compare their attitudes toward the methods of producing the goods, product characteristics etc, before stating their product preferences. Nevertheless, particular attitude is assumed to lead to specific type of behavior. Moreover, the attitude of customers towards organic product purchase is influenced more by product quality and other inherent health characteristics, than by price. However, lack of knowledge, information, awareness and product availability were the major inhibitors preventing non-buyers from purchasing organic product (Roddy et al., 1996). Hutchins and Gregory (2000) also found that consumers were willing to pay high price premium. Consumers were willing to pay higher price premiums for organic products even with a shorter shelf life, such as fruits and vegetables, compared to other conventional products. Moreover, there are several studies regarding the buying behavior of non-users of organic products trying to find out the reasons for non-consumption of organic products. Income and price are no longer the only barrier and environmental concern is not only the motive to buy organic products with that marketers should be aware regarding consumers preferences in the rapidly expanding market of organic products.

### III. RESEARCH METHODOLOGY

**Objective:** The objective of the study is to determine the factors impacting the consumer's attitude towards organic products.

**Sampling Technique:** The data is collected by adopting convenient sampling approach from the retail outlets of organic products.

**Data collection:** The study based on primary data collected with the help of a questionnaire. The data were collected from selected consumers from organic products retail outlets in Rohtak city, Haryana.

### IV. RESULTS AND DISCUSSION

The questionnaire was used to collect information about demographics on ordinal and nominal scale and the attitude regarding organic products is measured via Likert scale, ranged from 1-strongly disagree to 5-strongly agree.

Table: 1 Distribution showing gender of the respondents

Gender	Frequency	Percentage (%)
Male	19	38
Female	31	62
Total	50	100

It can be inferred from the above table that 62% of the respondents were female and remaining 38% were male customers buying the organic products. Therefore majority of the respondents were females purchasing organic products.

Table: 2 Distribution of respondents according to age

Age groups	Frequency	Percentage
20-30	19	38
30-40	16	32
40-50	9	18
Above 50	06	12
Total	50	100

The table 2 showed that 38 percent of the respondents were in the Age between 20-30, 32 percent of respondents were in the age between 30-40 years, 18 percent of respondents were between 40-50 years old age, 12 percent of respondents were above 50. The percentage of the respondents in the age group of 20-30 years showed that they were well aware about organic products.

Table: 3 Distribution showing reasons for the purchase of organic products

Reasons	Frequency	Percentage
Quality	13	26
Good health	21	42
Environmental concern	11	22
Price	05	10
Total	50	100

The table 3 showed that the 42 percent of respondents preferred organic products for the maintenance of good health, 26 percent of respondents were using these due to its quality and other 22 percent of respondents had environmental concern and remaining 10 percent of the respondents preferred these good due to their low price.

Table: 4 Distribution showing types of organic products

Category	Frequency	Percentage
Food products	21	42
Soft drinks (including tea and coffee)	14	28
Beauty and personal care	16	32
Clothes and textiles	05	10
Other	04	08
Total	50	100

The table 4 clearly indicated that the majority of the respondent (42 %) were purchasing food products because they are directly linked with the health of a person. 32 % purchased beauty related organic products, 28 percent of people purchased beverages representing cold drinks, tea and coffee etc., 10 percent were purchasing clothes and textiles and remaining 8 percent were other organic products as purchased by the respondents.

Table: 5 Respondents opinion towards the quality of organic products as compared to conventional products

Quality	Frequency	Percentage
Superior	32	64
Same	15	30
Low	03	06
Total	50	100

The table 5 indicated that the 64 percent of the respondents were having opinion that the organic products had high quality as compared to conventional products, 30 percent of respondents were expressed as same quality, and remaining 6 were having opinion that they had low quality.

Table: 6 Respondents attitude towards organic products

Statements	Mean	S D
Organic products can be used to maintain and promote good health	4.081	.328
Organic products have natural ingredients which make them safe	4.002	.398
Organic products are better than conventional products	3.453	.587
I think organic products have better quality	4.581	.356
Organic product represents good value for money	3.075	.629
Use of organic products promotes environment protection and sustainability	4.357	.298
One should go for expert advice before using organic products	2.783	.725
I think organic product tastes better	3.829	.584
Organic products represents good value for money	3.584	.738
I really don't know enough about organic products	3.683	.463
Organic label acts as excuse for high price	4.004	.582

The consumer's attitude towards organic products is measured with the help of five point likert scale, where 5 represents "strongly agree" and 1 represents "strongly disagree". The above table represented the values of mean and standard deviation for 11 statements showing the consumers attitude towards organic products. As it was inferred from the mean value of the statement "I think organic products have better quality" that consumers preferred organic products because of their better quality than conventional products. Another statement "Use of organic products promotes environment protection and sustainability" showed that the environment is not harmed by these products. Moreover, another very important reason for using organic product was health benefits. Overall, it can be inferred that organic products are beneficial for the environment as well to the consumers.

## V. CONCLUSION AND SUGGESTIONS

The demand for the organic products in the market is increasing day by day. The concern of consumers towards health and harmful effect of chemical products forcing them to use organic products. The quality characteristics of organic products constituted as a input into raising demand for these products. They were preferred for the improved human health and overall well-being. As it shown by the above statements that quality and health aspects acts as a major motivator for the buyer to buy organic products. Moreover, the environmental protection perspective further makes them more attractive to the consumers. The marketers of organic products need to be innovative and dynamic in order to complete with the changing purchase behavior in the organic products market.

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