

Review Article

A Study on Consumer Awareness of Organic Food Products and Practices with Reference to Select Organic Stores in Hyderabad City

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Abstract - Organic Foods is a rapidly growing market throughout the world and as well as in India, as more and more people understand the significance of consuming organic products. The term Organic refers to vegetables, cereals, pulses that are produced through the use of natural fertilizers and eliminating health hazing ingredients. Even though there is a growing consciousness for health, well-being, consumers are still hesitant to consume organic products as they are not aware of the availability of organic food products and the belief that organic products are high priced and not aware rightly of purely organic products. The study aims at understanding the consumer awareness towards organic food products and practices of select organic stores in Hyderabad. The objectives are to examine the level of awareness and determine the green practices of the respondents and their valuable suggestions. 5 well-established and organized food products stores in Hyderabad are taken for the study. 100 respondents have been selected purposively based on convenient sampling. Tools used for the study are Frequencies and Descriptive analysis, One-Sample T-Test.

Keywords - Organic Foods, Consumer Awareness, Green Marketing, Organic Food Practices.

I. INTRODUCTION

Green Marketing is that the promoting of merchandise that is plausible to be environmentally safe. Therefore inexperienced promoting incorporates a broad vary of activities, together with product modification, changes to the assembly method, property packaging, in addition as modifying advertising. Nevertheless, process inexperienced promoting isn't an easy task wherever many meanings cross associate degreed contradict every other; an example of this can be the existence of variable social, environmental, and retail definitions connected to the current term. Alternative similar terms used are environmental promoting and ecological promoting. Organic farming is a method of crop and livestock production that involves much more than choosing not to use pesticides, fertilizers, genetically modified organisms, antibiotics, and growth hormones. Organic production is a holistic system designed to optimize the productivity and

fitness of diverse communities within the agro-ecosystem, including soil organisms, plants, livestock, and people. The principal goal of organic production is to develop enterprises that are sustainable and harmonious with the environment. In organic production, farmers select not to use a number of the convenient chemical tools obtainable to different farmers. Style and management of the assembly system area unit vital to the success of the farm. Choose enterprises that complement one another and select crop rotation and tillage practices to avoid or cut back crop issues. Yields of every organic crop vary, looking at the success of the manager. Throughout the transition from typical to organic, production yields area units below typical levels. However, once a 3 to 5-year transition amount, the organic yields usually increase.

II. REVIEW OF LITERATURE

Sundari (2020), The study attempted to gain knowledge about consumer awareness and perception towards organic food product consumption and how socio-economic variables related to consumer decision making concerning the purchase of organic goods Organic products are produced using natural ingredients, without harmful pesticides and chemical fertilizers. Nowadays, awareness about organic products is increasing rapidly due to the increased health consciousness of the consumers.

Manika (2019), The results imply that the precondition for price comparisons and evaluations, i.e., noticing prices, is met for most products in all consumer groups. Regular and occasional organic consumers pay attention to the prices of organic and conventional products despite their organic 'predisposition'.

Demirtas (2018) Reducing consumption obstacles, along with efforts to increase the organic food knowledge of consumers, will increase organic demand. While trying to increase the supply of organic products, especially in regions where consumers are concentrated, the food production sector should also focus on informing, raising awareness, and promoting.

Anish (2016).The organic is a growing market throughout the world. Even though there is a growing



consciousness for health wellbeing for the consumers. They are not aware of organic food products. The most of the customers are difficult in identifying the organic food products in the market. The awareness and attitude of the consumers are measured based on the level of the preferences for the organic food products.

Ravi Nandi (2016), the consumers confronted with increasing environmental problems, food safety issues, and health problems desire to have healthier and more natural foods grown in an eco-friendly manner. The consumers indicate that high prices, lack of availability, narrow arrangements, and irregular supplies are the major barriers for them to buy these products. The policies for the promotion of organic food production and reaching the target public.

Sana Batool (2016) The main aim is to determine the impact of green on consumer purchase behavior and the effects of eco-literacy and environmental concern on consumer buying behavior providing the information about products and their influence in the society There is a strong and positive relation between green advertising and consumer purchase the consumers are willing to pay more for green products.

Shashikiran (2015) Socio-economic factor is one of the major factors determining the purchase behavior of organic food products. The organic foods are made according to certain production standards. The consumers who are attracted to organic food marketers can create the promotions. The variety is required to become successful in organic food products.

Wong Fuitang (2015) the environmental issues the government and society has started to be more aware of those issues this leads to the trend of green marketing. The eco-label is one of the important green marketing tools used on eco-friendly products.

Geetika Sharma (2014) In today's society, organic foods are becoming more important. The people are becoming more and more health-conscious. The organic food is grown, processed, and packaged without using artificial fertilizers. The consumers are looking for the healthy foods, and they are willing to pay a 5-7% premium on organic food due to safety reasons are willing to pay even higher prices because of it is beneficial for health.

Somdech (2014) the purpose of this research is to study of consumer perception and understanding consumer buying behavior. The result shows the reason to decision buying motivates is fresh products of organic vegetables is the most significant factor. The important element in this is the study of consumers on how to preview a product and perform the decision.

Rahul (2014) The challenges impact and elements of green marketing mix on the consumer buying behavior and the consumer purchasing decisions are influenced by the green marketing practices undertaken by the companies .

And the challenges faced by the companies while pursuing green marketing activities to achieve competitive advantage in the markets and try to locate these opportunities and must take advantage of them.

Mohammad Yunus (2014) the green business which considers environmental protection as an essential component for their long term both by promoting eco-efficient and by marketing sustainable products. The green should consider the strategies like water conservation, energy conservation, and pollution prevention.

Armin Shamsollahi (2013) the organic food intentions among consumers in the food industry. The organic food producers to improve the personal health and environment. In this study, health consciousness, knowledge, and education. The government support and policy perceived value are mentioned are the strongest factors of intention to buy consumers.

Carlos Peixeria Marques (2013) the effect of special attitudinal constructs on the frequency of green purchase behavior. By a path model hypothesizing both direct and mediated effects. This seeks to more fully the concept of confidence competence and effectiveness. The particular attention is to be given to verifying the extent to which the effects of green purchasing behavior.

Zeinab Sayed Saluki (2012) the goal of this study is to determine the influence of organic knowledge. This research tries to estimate the impact of knowledge of organic production about the quality and price consciousness about the results of the product. The majority of the users are concerned about the vital of quality in food production, and this is related to the organic food.

Sushil Kumar (2011) the study aims at analyzing the factors affecting the awareness level of consumers on organic food products. In this environment, the recent decade has increased demand for organic foods products across the world. In this, the organic food can be grouped into five categories. Humanists, Food phobic Healthy Eaters, Environmentalists, and Hedonists.

Somnath Chakrabarthy (2010) the main aim of the article is an expert survey in the organic food category in India. Consumers are increasingly concerned about the nutrition, health, and quality of their food. Indians are the amongst the top 10 buyers of healthy food. Marketer for awareness generation among purchasers. Marketer's actions for creating affective commitment among regular buyers. The important methods for creating awareness by advertising and events for creating the effective commitment among the regular buyers include better price.

Gracia, T.Magistris (2007) the factors that influence organic food products and the level of organic knowledge. The organic culture not only preserves the environment but also improves the public health. The promotion of organic

agriculture constitutes an important option not only for producers but also to respond to consumers.

III. RESEARCH METHODOLOGY

The research methodology of the study is presented in the below table.

Element	Description
Research Nature	Descriptive Study
Location	Hyderabad City of Telangana State
Total Population	Not defined clearly (Infinite Population)
Sample Size	100 Customers
Data Sources	Primary and Secondary Data
Sample Selection Technique	Convenient Non-Random Sampling
Data Collection Technique	Structured Questionnaire & Direct Contact and Mall Intercept Method
Measuring Scale	5 Point Rating Scale
Data Analysis Techniques	Descriptive Analysis, One-Sample T-Test

Reliability test is applied to constructs of consumer awareness.

Variable	Cronbach's Alpha	N of Items
Awareness	.788	5

As per Cronbach's alpha Criteria, The reliability statistics of consumer awareness Cronbach's alpha is .788. It is accepted.

IV. OBJECTIVES

- To study the organic food practices of select organic stores in Hyderabad City.
- To examine the consumer awareness towards organic food practices in Hyderabad City.

V. HYPOTHESES

H₀: There is no significant level of consumer awareness towards organic food products and practices in Hyderabad City.

H₁: There is a significant level of consumer awareness towards organic food products and practices in Hyderabad City.

VI. DATA ANALYSIS AND INTERPRETATIONS

A. Table - Demographic Profile of Sample:

Factors	Frequency	Percent
Male	56	56%
Female	44	44%
>20 Years	20	20%
20 – 40 Years	48	48%
<40 Years	32	32%
Below 25,000	12	12%
25,000 – 50,000	48	48%
Above 50,000	40	40%

Student	20	20%
Employee	40	40%
Business	29	29%
Others	11	11%
Total	100	100%

The evidence from this bar chart shows that 56% Male Respondents and 44% Female respondents are taken for the study. It is clear from the information given in the table and the bar chart that the ages of 20-40 Years respondents are more than the other ages like >20 years and <40 years. It is clear from the above table and bar chart that the Family Income of Rs. 25,000-50,000 people are more Responded than the other Income levels like below 25,000 and above 50,000. It is clear from the information given in this Bar Graph that the Employees are more responded than the business people, Studying People and others.

B. Tables - Descriptive Statistics:

Questions	N	Mini.	Max.	Sum	Mean	S.D.
Knowing organic foods	100	2	4	259	2.59	.683
Organic foods improve health	100	1	3	174	1.74	.597

It is clear from the information that Agrees respondents are higher than any other respondents about the organic foods. It is clear from the information that Agrees respondents are higher than any other respondents, about the organic foods are really improving health condition.

Items of Consumer Awareness	N	Sum	Mean	S.D.
People are well aware of Organic Products	100	318	3.18	.657
Lot of literature in the market is available to raise the awareness level about "Organic Products."	100	328	3.28	.668
Lot of TV ads and other programs are raising the awareness level of the general public about "Organic Food Products".	100	376	3.76	.588
I understand all the materials of organic products.	100	361	3.61	3.104
I identify organic food products easily.	100	241	2.41	.637
I prefer buying "Organic Food Products".	100	472	4.72	.451

I recommend organic food products to others	100	470	4.70	.461
I am happy with the performance of organic food products.	100	473	4.73	.446
I will continue to buy organic food products.	100	490	4.90	.302
I change my buying preference to organic food.	100	488	4.88	.327

From the above table, it is revealed that most of the consumers are agreed to continue to buy organic food products with a mean of 4.90. It is also revealed that most of the consumers are agreed to change their buying preference to organic food with a mean of 4.88. Most of the consumers are feeling difficulty in identifying organic food products with a mean of 2.41.

C. Tables - Hypothesis Testing

H₀: There is no significant level of consumer awareness towards organic food products and practices in Hyderabad City.

	N	Mean	Std. Deviation	Std. Error Mean
Consumer Awareness	100	4.24	0.3115	.3115

The mean value of consumer awareness is 4.24. The standard deviation is 0.3115. Mean value is almost near to the upper value of the mean, i.e., 5.

One-Sample Test of Consumer Awareness

Test Value = 3					
T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
42.512	99	0.000	1.24	12.622	13.858

In SPSS, the calculated significant value (p-value) is 0.000 of one-sample t-test. It is lesser than the significant p-value, i.e., 0.05; hence, there is evidence to reject the null hypothesis and accept the alternative hypothesis. Therefore, there is a significant level of consumer awareness exhibited towards organic food products and practices in Hyderabad City.

VII. FINDINGS

Research finding of the study from the Descriptives and Hypotheses testing is presented below:

- The study reveals that a lot of problems are faced by respondents while purchasing the organic products in the markets.

- Irregular availability of an organic product in the shop. Because fruits and vegetables are supplied weekly once in the shop, there is no good packaging system for organic food products.
- The cost of organic products is very high, so it effected to the consumer to buy the organic foods because the Price of the product should not meet the normal people.
- There is a high level of awareness about organic products to consumers.
- The organic products shops are limited in the Hyderabad.
- The advertisement of organic products is much lower when compared to non-organic products.
- More number of consumers say that satisfies the product, and all so suggests it healthy in nature. The Government is spending high costs on the creating awareness towards these products to the people.
- Working respondents have high information about these products than compared to study respondents.
- High-income level people are more responsive than compared to other income levels.
- Television, Cinemas, Social Media plays a very important role in creating the awareness towards organic food products.
- The advertisements of this product will have an impact on the sales of the organic food products.
- Government is giving advertisements for increasing the consumption of organic food products.

VIII. SUGGESTIONS AND CONCLUSION

- Government: Government is all thus support to sell the organic food merchandise and everyone thus farmer through sensible organic product market facilities, backing so on.
- Package of food product: offer a decent packing facility for specific food merchandise.
- Development of food selling: there's all vital is to develop a lot of marketing space. As a result of there's no regular market facility to shop for the organic food merchandise.
- Infrastructure facilities: provide a support to the gathering facilities for organic farming. As a result of attainable to say no in yield throughout the conversion amount, there's have to be compelled to offer some style of incentives to affected customers.
- Regulated market is all thus offered separate value facility and market facility in yard solely as a result of a lot of variety of client like organic food merchandise. Government will improve the contents shown in the advertisements of organic food products.
- Our India has tremendous potential, mostly untapped, for a significant breakthrough the organic foodstuff.
- With the trouble of presidency to the restrictive mechanisms for improvement of organic food turn out and awareness among native customers for the domestic consumption.
- Government can pave the means for quicker development of organic food merchandise. There is an Income perceptual gap between the consumers for buying the organic food products.

- The marketers of organic foods need to be innovative and dynamic in order to compete with the changing purchase behavior in the Organic food products.

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