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Consumer's awareness and attitude towards organic food products in Coimbatore City

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Abstract
Organic is a growing market throughout the world, 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. 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 purely organic. The study aims at understanding the consumer awareness and attitude towards organic food products. The objectives are to examine the organic consciousness, level of awareness, attitude, preference of the respondents and their valuable suggestions. 16 well established and organized food products stores in Coimbatore are taken for the study. 214 respondents have been selected purposively. Tools used for the study are Percentage analysis, Weighted Average and Chi-Square Test.

Keywords: Organic, awareness, attitude, preference

Introduction

Consumer Awareness

Consumer awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Brand recall and consumer recognition are the two components comprising brand awareness. Brand awareness is an essential part of brand development, helping the brand stand out from competitors, since brand awareness play a major role in consumer buying decisions, brand awareness influences company sales and profits.

Consumer Attitude

Consumer attitudes is a composite of three elements: cognitive information, affective information and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behaviors or intentions towards a particular thing, which in this case is usually a good or service. For example, you may have a very positive view of a particular sports car (for example, you believe it performs better than most), it makes you feel good, and you intend to buy it.

Organic Foods

Organic foods are produced using methods of organic farming. Currently, the European Union, the United States, Canada, Mexico, Japan and many other countries require producers to obtain special certification in order to market food as organic within their borders. In the context of these regulations, organic food is food produced in a way that complies with organic standards set by national governments and international organizations. Organic food production is a heavily regulated industry, distinct from private gardening. While the "organic" standard is defined differently in different jurisdictions, in general organic farming responds to site-specific farming and crop conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Synthetic pesticides and chemical fertilizers are not allowed, although certain organically approved pesticides may be used under limited conditions. In general, organic foods are also not processed using irradiation, industrial solvents, or chemical food additives. Evidence on substantial differences between organic food and conventional food is insufficient to make claims that organic food is safer or healthier than conventional food. Claims that organic food tastes better are also not supported by evidence.

Organic Farming

Organic farming is a form of agriculture that relies on techniques such as crop rotation, green manure, compost, and biological pest control. Organic farming uses fertilizers and pesticides (which include herbicides, insecticides and fungicides) if they are considered natural (such as bone meal from animals or pyrethrin from flowers), but it excludes or strictly limits the use of various methods (including synthetic petrochemical fertilizers and pesticides; plant growth regulators such as hormones; antibiotic use in livestock; genetically modified organisms;[1] human sewage sludge; and nanomaterials.) for reasons including sustainability, openness, independence, health, and safety.

Organic agricultural methods are internationally regulated and legally enforced by many nations, based in large part on the standards set by the International Federation of Organic Agriculture Movements (IFOAM), an international umbrella organization for organic farming organizations established in 1972. The USDA National Organic Standards Board (NOSB) definition as of April 1995 is:

"Organic agriculture is an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain and enhance ecological harmony."

Since 1990 the market for organic food and other products has

grown rapidly, reaching $63 billion worldwide in 2012. This demand has driven a similar increase in organically managed farmland which has grown over the years 2001-2011 at a compounding rate of 8.9% per annum. As of 2011, approximately 37,000,000 hectares (91,000,000 acres) worldwide were farmed organically, representing approximately 0.9 percent of total world farmland (2009).

Traditional farming (of many kinds) was the original type of agriculture, and has been practiced for thousands of years. Forest gardening, a traditional food production system which dates from prehistoric times, is thought to be the world's oldest and most resilient agroecosystem.

Artificial fertilizers had been created during the 18th century, initially with superphosphates and then ammonia-based fertilizers mass-produced using the Haber-Bosch process developed during World War I. These early fertilizers were cheap, powerful, and easy to transport in bulk. Similar advances occurred in chemical pesticides in the 1940s, leading to the decade being referred to as the 'pesticide era'. But these new agricultural techniques, while beneficial in the short term, had serious longer term side effects such as soil compaction, erosion, and declines in overall soil fertility, along with health concerns about toxic chemicals entering the food supply.

Salimonu, Falusi, (2009) [1], in their study identified the sources of risk and the management strategies employed by the food crop farmers. Data from 165 respondents were used for the analysis. Sources of risk in the last three years were market failure, 54.5%; price fluctuation, 46.1%; drought, 32.7%; pest and diseases attack, 33.9% and erratic rainfall, 39.4%. Majority of the food crop farmers in the study area (Nigeria) were in the medium risk category. Finally they concluded that the investment in irrigation projects by the government would also save the farmers from drought and erratic rainfall while farmers are encouraged to benefit from the services of the agricultural insurance industry.

De Janvry, Sadoulet (2010) [2] made a study on World Poverty and the Role of Agricultural Technology: Direct and Indirect Effects. In this study they have found that the agricultural technology can help reduce poverty through direct and indirect effects. Conceptualizing and measuring these effects is highly complex, yet is needed for each region if technology is to be used as an effective instrument for poverty reduction. We propose a methodology for doing this in the context of computable general equilibrium modelling and apply it to archetype models for Africa, Asia, and Latin America. Results show that the dominant effect of technology on poverty is through direct effects in Africa, indirect agricultural employment effects in Asia, and linkage effects through the rest of the economy in Latin America. In each case, increasing the poverty reduction effect through the targeting of technology across crops and through complementary rural development programmes is also explored.

Senthilkumar (2011) [3] in his report discuss Labour Absorption in agriculture, employment generation is one of the major objective of the developed and developing countries. The studies conducted in the past have broadly concluded that technological progress based on seed, fertilizer and irrigation is generally labour-using in nature whereas mechanization via tractors, pump sets, harvesters and threshers is usually labour –saving in nature. However, usually these two aspects of the technological progress are complementary in nature and as such there is no consensus regarding the total effect of technological progress on labour absorption. In this context, both dry land and wet land technologies have been considered to assess labour absorption in Salem District, Tamil Nadu

Tholkappian and Rukmani devi (2013) [4], conducted "A study on economic analysis of organic and conventional turmeric cultivation of Erode district in Tamil Nadu" has focused on (i)the social background of organic and conventional turmeric cultivation in study area. And (ii) Economic viability of organic and conventional turmeric cultivation in study area. They concluded that organic turmeric is important in achieving the goal of sustainable agriculture. It has been suggested that organic farming should receive prime attention from all the stakeholders to realize its full potential in increasing profitability and providing the much sought after sustainability of agriculture

Statement of the Problem

Awareness about organic products are growing day-by-day. The adoption and cultivation based on chemical fertilizers are gradually and marginally declining because of the level of awareness among consumers that enhanced the cultivating habits among farmers which itself is a good sign for the growth of the organic food products in the era of chemical revolution. The knowledge and attitude to prefer the organic products are at the other end that leads towards consumption of these products. Hence, the study focuses on examining the level of awareness about the critical factors that has significant impact in the health situation of the consumers due to use of non-organic food products and their level of awareness, preference and rating about the organic food products are taken as the main focus of the study taking few consumers in Coimbatore District. This will in turn helps the researcher to understand the level of adoption by the consumers in future inspite of its cost, availability and other aspects which are considered to be the negative factors that will have higher impact among the respondents. Hence, it is necessary to study the factual situation for organic products and to contribute valuable suggestions for the growth of nature and the organic food market.

Objectives of the Study

- to study the demographic variables and organic consciousness of the respondents
- to analyse the level of awareness of the consumers towards organic food products
- To find the attitude of the respondents towards organic food products.
- To evaluate the level of preference in opting for the organic food products.
- To contribute valuable suggestions for policy implications.

Framework of Hypothesis

There is no significant relationship between category of the users and their level of awareness about facts of organic food products.

Scope of the Study

Eco-friendly products concept is evolving around the world that has come into existence due to the disturbances caused by the pollutants. This has significant effect in the health of the people who suffer with ailments that vigorously affect their

natural system. Hence, the eco-friendly consumption which form the healthy side of life through Organic products, that replaces the artificial manuring that causes innumerable side effects in the body of the children and the grown-up as well. Organic promotion, thereby, helps in protecting the environment and the health of the people. The present study attempts to examine the consumer awareness and attitude towards Organic Products, which helps to understand the consumer's point of view / perception towards the organic products in the City.

Methodology

The researcher used descriptive type of research. This research design deals with describing the characteristics of a particular individual or of groups. Descriptive research describes the state of affairs as it exit at present. Descriptive research includes surveys and fact finding inquires of different kind. In this study the research is analyzing the consumer's awareness and attitude towards organic food products in coimbatore district. So, the descriptive is selected for this study. The organic food stores particularly in and around Coimbatore are taken for the study are called as sampling units. A list containing all such sampling units is known as sampling frame. There are about 16 well established and organized food products stores in Coimbatore District. Considering the consumers attitude towards organic food products the stores were selected randomly covering all the geographically locations in all directions viz. east, west, north and south. The sample size of this study consists of 214 respondents. The researcher used stratified random sampling method taking only 11% of the total consumers for the study. From the above table, it is found that out of total population 1930, the researcher restricted the samples to 11% from each organic store at random for primary data collection. The researcher used primary and secondary data to collect the details from the respondents. For analyzing the data, the researcher transformed the data into Master Table and calculations were done using Percentage Method, Garrett Ranking Method and Chi-Square Test.

Results of the Analysis

The study analyzed the demographics of the respondents, Organic Consciousness Awareness about the Impact of Non-organic food products, Source of Awareness and Duration of Purchase of Organic Products, Opinion about ease of finding organic food products, Level of Awareness about the facts on organic food products, Garrett Ranking : Reasons for Preferring Organic Food Products and finally, the hypothesis testing using Chi-square test to find the relationship between category of the users and awareness about the facts of organic food products.

Demographics

It is observed from the table that the respondents categorized based on their demographics such as age, gender, marital status, educational qualification, occupation, family size, economic status, decision maker in the family and finally, place of living of the respondents in Coimbatore District.

Table 1: Demographics of the Respondents

S. No.	Demographics	Respondents (214 Nos.)	Percentage (100%)
01.	**Age**		
	Less than 20 years	2	.93
	21 to 30 years	99	46.26
	31 to 40 years	57	26.64
	41 to 50 years	36	16.82
	Above 51 years	20	9.35
02.	**Gender**		
	Male	154	71.96
	Female	60	28.04
03.	**Marital Status**		
	Married	132	61.68
	Unmarried	82	38.32
04.	**Educational Qualification**		
	No formal education	1	.47
	Secondary Schooling	2	.93
	Diploma	5	2.34
	Under graduate	23	10.75
	Post Graduate	129	60.28
	Professional	47	21.96
	Others	7	3.27
05.	**Occupation**		
	Employee	93	43.46
	Professional	53	24.77
	Business Person	45	21.03
	Agriculturist	1	.47
	Home Maker	7	3.27
	Others	15	7.01
06.	**Family Size**		
	1 to 3 members	73	34.11
	4 to 6 members	132	61.68
	Above 6 members	9	4.21
07.	**Economic Status**		
	Below Rs.10000	11	5.14
	Rs.10001 to 20000	55	25.70
	Rs.20001 to 30000	42	19.63
	Rs.30001 to 40000	24	11.21
	Rs.40001 to Rs.50000	19	8.88
	Above Rs.50000	63	29.44
08.	**Decision Maker**		
	Self	93	43.46
	Spouse	54	25.23
	Parents	67	31.31
09.	**Place of Living**		
	Urban	129	60.28
	Semi-urban	61	28.50
	Rural	24	11.21

***Source*:** Primary Data

It is observed from the table that majority (46.26%) of the respondents belong to the age between 21 and 30 years, while 26.64% of the respondents belong to the age from 31 to 40 years, 16.82% of the respondents belong to the age between 41 and 50 years, 9.35% of the respondents belong to the age above 51 years and the remaining 0.93% of the respondents belong to the age below 20 years. It is clear that majority (71.96%) of the respondents are male and 28.04% of the respondents are female. It's evident that most (61.68%) of the respondents are married and 38.32% of the respondents are unmarried. It is understood that most (60.28%) of the

respondents are qualified with post-graduation, 21.96% of the respondents are professionally qualified, 10.75% of the respondents are under graduates, 3.27% of the respondents are having other qualifications, 2.34% of the respondents are diploma holders, 0.93% of the respondents are qualified with secondary schooling and the remaining 0.47% of the respondents do not have any formal education. It is understood that maximum (43.46%) of the respondents are employed in public / private limited companies, 24.77% of the respondents are professionals, 21.03% of the respondents are engaged in business, 7.01% of the respondents are having other occupations, 3.27% of the respondents are home makers and the remaining 0.47% of ht respondents are agriculturists. It is understood that most (61.68%) of the respondents indicated that the size of their family is between 4 and 6 members, while 34.11% of the respondents revealed that the size of their family is from 1 to 3 members and the remaining 4.21% of the respondents stated that the size of their family is above 6 members. It is clear from the above table that maximum (29.44%) of the respondents are having income above Rs.50000 per month, while 25.7% of the respondents are having income from Rs.10001 to 20000, 19.63% of the respondents are having income from Rs.10001 to 20000, 11.21% of the respondents are having income between Rs.30001 and 40000, 8.88% of the respondents are having income from Rs.40001 and 50000 and the remaining 5.14% of the respondents are having income below Rs.10000. It is clear that majority (43.46%) of the respondents opined self-decision maker in their family, while 31.31% of the respondents expressed that their parents are the decision makers in their family and the remaining 25.23% of the respondents stated that their spouse as the decision makers in their family. It is understood from the table that 60.28% of the respondents are living in urban areas, 28.5% of the respondents are living in semi-urban areas and the remaining 11.21% of the respondents are living in rural areas.

Table 2: Opinion about Organic Consciousness

S. No.	Organic Consciousness	Respondents (214 Nos.)	Percentage (100%)
01.	**Food Habit**		
	Vegetarian	53	24.77
	Both (Veg. & Non-Veg.)	161	75.23
02.	**Opinion about "Organic Food"**		
	Natural Food	42	19.63
	Traditional Food	8	3.74
	Unprocessed Food	2	.93
	Herbal Food	2	.93
	Healthy and nutritious Food	24	11.21
	Food without genetically modified ingredients	20	9.35
	Food without additives and preservatives	19	8.88
	Food products produced without synthetic pesticides and chem	93	43.46
	Others	4	1.87
03.	**Level of Awareness**		
	Highly Aware	41	19.16
	Aware	95	44.39
	Moderately aware	70	32.71
	Less Aware	8	3.74

***Source*:** Primary Data

It is evident from the above table that majority (75.23%) of the respondents are consuming vegetarian and non-vegetarian and the remaining 24.77% of the respondents are only vegetarians. Maximum (43.46%) of the respondents perceived that the term organix products is "food products produced without synthetic pesticides and chemicals", while 19.63% of the respondents perceived the term organic product as Natural Food, 11.21% of the respondents perceived the term as Healthy and Nutritious Food, 9.35% of the respondents perceived it as Food without genetically modified ingredients, 8.88% of the respondents opined food without additives and preservatives, 3.74% of the respondents perceived as Traditional Food, 1.87% of the respondents felt in other perspective and the remaining 0.93% each of the respondents perceived the organic products as "Unprocessed Food" and "Herbal Food" respectively. It is clear from the above table that maximum (44.39%) of the respondents stated that they are aware about the organic products, while 32.71% of the respondents are moderately aware about the organic products, 19.16% of the respondents opined that they are highly aware about the organic products and the remaining 3.74% of the respondents reported that they are less aware about the organic products.

Table 3: Opinion about Level of Awareness about the Impact of Non-organic food products

Level of Awareness	Highly Aware	Moderately Aware	Not Aware
Non-organic	72 (33.64)	131 (61.21)	11 (5.14)
Artificial	85 (39.72)	113 (52.80)	16 (7.48)
Pesticides	112 (52.34)	87 (40.65)	15 (7.01)
Antibiotic	73 (34.11)	117 (54.67)	24 (11.21)
Harmonal imbalance	60 (28.04)	113 (52.80)	41 (19.16)
Impotency	59 (27.57)	101 (47.20)	54 (25.23)
Disease prone	81 (37.85)	91 (42.52)	42 (19.63)

***Source*:** Primary Data
Note: Figures in Parenthesis represents percentage

It is understood from the above table that most (61.21%) of the respondents are moderately aware about the impact non-organic nature of the food products, while 33.64% of the respondents are Highly aware and the remaining 5.14% of the respondents are not aware about the impact of non-organic products.

It is observed that more than half (52.8%) of the respondents are moderately aware about the artificial ingredients available in the non-organic food products, while 39.72% of the respondents are highly aware and the remaining 7.48% of the respondents are not aware.

It is clear from, the above table that more than half (52.34%) of the respondents are highly aware about the pesticides present in the non-organic food products, while 40.65% of the respondents are aware and the remaining 7.01% of the respondents are not aware.

It is found that more than half (54.67%) of the respondents are aware about the antibiotic nature in the non-organic food products that is injurious to health, while 34.11% of the respondents are highly aware and the remaining 11.21% of the respondents are not aware.

More than half (52.8%) of the respondents are aware that the non-organic food products will create an impact in hormonal

imbalance, while 28.04% of the respondents are highly aware and the remaining 19.16% of the respondents are not aware.
Maximum (47.2%) of the respondents are aware that the non-organic food products will create impotency in the human beings, while 27.57% of the respondents are highly aware and the rest 25.23% of the respondents are not aware.
Maximum (42.52%) of the respondents are aware that the impact of non-organic food products are disease prone in nature, while 37.85% of the respondents are highly aware and the remaining 19.63% of the respondents are not aware about the same.

Table 4: Source of Awareness and Duration of Purchase of Organic Products

Source of Awareness	Less than 1 year	1 to 2 years	2 to 3 years	3 to 5 years	Above 5 years
Television	80 (37.38)	47 (21.96)	28 (13.08)	26 (12.15)	33 (15.42)
Internet	41 (19.16)	60 (28.04)	37 (17.29)	36 (16.82)	40 (18.69)
Radio	115 (53.74)	29 (13.55)	25 (11.68)	16 (7.48)	29 (13.55)
Newspaper, magazines and books	48 (22.43)	43 (20.09)	37 (17.29)	42 (19.63)	44 (20.56)
Friends and colleagues	46 (21.50)	55 (25.70)	48 (22.43)	32 (14.95)	33 (15.42)
Others (Health worker- Doctor, Nurse or Nutritionist, Seminar and conference, Promotionals, E-mails, etc.)	121 (56.54)	36 (16.82)	29 (13.55)	12 (5.61)	16 (7.48)

***Source*:** Primary Data
Note: Figures in Parenthesis represents percentage

It is observed from the above table that majority (37.38%) of the respondents are aware through television for less than 1 year period and the least (12.15%) of the respondents are aware through television between 3 and 5 years.
Maximum (28.04%) of the respondents are aware about organic products through internet for a period of 1 to 2 years and the least (16.82%) of the respondents are aware through internet for a period of 3 to 5 years.
More than half (53.74%) of the respondents are aware about organic products through Radio for a period of less than 1 year and the least (7.48%) of the respondents are aware about organic products through Radio for a period of 3 to 5 years.
It is understood that maximum (22.43%) of the respondents are aware about organic food products through Newspaper, Magazines and books for a period less than 1 year, whereas, the least (17.29%) of the respondents are aware between 2 and 3 years.
Maximum (25.7%) of the respondents are aware about organic products through friends, relatives and colleagues for a period of 1 to 2 years and the least (14.95%) of the respondents are aware through friends, relatives and colleagues for a period of 3 to 5 years.
Finally, more than half (56.54%) of the respondents are aware through other sources such as seminars, conferences, health workers, doctors, nurses or nutritionists, promotional activities, e-mails, etc. for a period less than 1 year and the least 5.61% of the respondents are aware between 3 and 5 years.

Table 5: Opinion about ease of finding organic food products

Opinion	No. of Respondents	Percentage
Very Difficult	38	17.76
Difficult	75	35.05
Neutral	66	30.84
Easy	27	12.62
Very Easy	8	3.74
Total	214	100.00

***Source*:** Primary Data

It is understood from the above table that maximum (35.05%) of the respondents opined difficult in identifying the organic food products in the market, 30.84% of the respondents do not have any opinion, while 17.76% of the respondents stated identifying organic products in the market as very difficult, 12.62% of the respondents felt easy and the remaining 3.74% of the respondents expressed very easy in identifying organic food products in the market.

Table 6: Level of Awareness about the facts on organic food products

Awareness	Highly aware	Aware	Somewhat aware	Not Aware	Highly Not aware
Its health benefits	94 (43.93)	87 (40.65)	27 (12.62)	6 (2.80)	0 (0.00)
Organic food production method	38 (17.76)	70 (32.71)	59 (27.57)	40 (18.69)	7 (3.27)
Organic food standards	38 (17.76)	63 (29.44)	56 (26.17)	47 (21.96)	10 (4.67)
Farmers should obtain Organic Certificate from accredited certifying agencies to do Organic farming	38 (17.76)	59 (27.57)	53 (24.77)	48 (22.43)	16 (7.48)
Certified Organic food products can be identified by an Organic logo and label	41 (19.16)	69 (32.24)	46 (21.50)	40 (18.69)	18 (8.41)
Every year, for verification, organic farms are inspected to see if all requirements of organic farming are being met	33 (15.42)	48 (22.43)	52 (24.30)	61 (28.50)	20 (9.35)
About National Organic movement in India - TNOCD/ APEDA	27 (12.62)	41 (19.16)	46 (21.50)	71 (33.18)	29 (13.55)

***Source*:** Primary Data
Note: Figures in Parenthesis represents percentage

The above table shows that maximum (43.93%) of the respondents are highly aware about the health beneficial facts of the organic food products and the least (2.8%) of the respondents not aware about the facts with respect to health benefits.
Maximum (32.71%) of the respondents are aware about the facts of organic food production methods and the least (3.27%) of the respondents are highly not aware.
Maximum (29.44%) of the respondents are aware about the organic food standards and the least (4.67%) of the

respondents are highly not aware.

Majority (27.57%) of the respondents are aware about the facts with respect to farmers should obtain organic certificate from accredited certifying agencies to do organic farming and the least 7.48% of the respondents are highly not aware about the same. Most (32.24%) of the respondents are aware about the certified organic food products can be identified by an organic logo and label and the least 8.41% of the respondents are not highly not aware about the same.

Majority (28.5%) of the respondents are not aware that "Every year for verification, organic farms are inspected to see whether all the requirements of organic farming are being met" and the least (9.35%) of the respondents are highly not aware.

Finally, it is clear that maximum (33.18%) of the respondents are not aware about the national organic movement in India – TNOCD / APEDA and the least (13.55%) of the respondents are highly not aware.

Table 7: Components showing reasons for Preferring Organic Food Products

Reasons	Rank-1	Rank-2	Rank-3	Rank-4	Rank-5	Rank-6	Rank-7
Price	10	10	92	19	32	44	7
Quality and Variety	37	24	29	35	34	48	7
Availability	53	51	15	11	23	11	50
Nutritious and Healthy	56	56	9	22	44	22	5
Taste and Freshness	11	23	33	34	44	41	28
Label and Brand Name	19	16	19	87	27	38	8
Non-Toxic and chemical free	28	34	17	6	10	10	109

***Source*:** Primary Data

Table 8: Reasons for Preferring Organic Food Products

Reasons	Garrett Score	Garrett Mean	Garrett Rank
Price	10660	49.81	4
Quality and Variety	11134	52.03	3
Availability	11370	53.13	2
Nutritious and Healthy	12427	58.07	1
Taste and Freshness	9847	46.01	6
Label and Brand Name	10603	49.55	5
Non-Toxic and chemical free	8859	41.40	7

***Source*:** Computed from Primary Data

The first rank with regards to the reasons for preferring organic for products by the customers was towards "Nutritious and Healthy :, M=58.07", followed by the 2nd position was towards "Availability :, M=53.13", 3rd rank was "Quality and Variety :, M=52.03", 4th position was "Price :, M=49.81", 5th rank was towards "Label and Brand Name :, M=49.55", 6th rank was for "Taste and Freshness :, M=46.01", and finally, "Non-Toxic and chemical free :, M=41.40

Category of the users and Awareness about the Facts of Organic Food Products

H_{01}: There is no significant relationship between category of the users and their level of awareness about facts of organic food products.

The hypothesis testing was done to find the relationship between the independent variable i.e. category of the users and the dependent factor i.e. level of awareness about facts of organic food products by the respondents are done taking into consideration the each and every separate variable that finds the facts about the organic food products among the users and non-users and their level of perception was revealed in the results which are presented in the table.

Table 9: Category in Organic Food Products and level of Awareness about the Facts of Organic Food Products

Opinion	Awareness	Category in organic food products			Results
		User (142 Nos.)	Non-User (72 Nos.)	Total (214 Nos.)	
Awareness about its benefits	Highly aware	72	22	22	χ^2 : 21.530* TV :7.815df : 3 Sig.0.000
	Aware	59	28	28	
	Somewhat aware	10	17	17	
	Not Aware	1	5	5	
Organic food production method	Highly aware	30	8	38	χ^2 : 6.835^{NS} TV : 9.488 df : 4 Sig.0.145
	Aware	50	20	70	
	Somewhat aware	36	23	59	
	Not Aware	22	18	40	
	Highly Not aware	4	3	7	
Organic food standards	Highly aware	30	8	38	χ^2 : 17.273^{*} TV : 9.488 df : 4 Sig.0.002
	Aware	51	12	63	
	Somewhat aware	28	28	56	
	Not Aware	27	20	47	
	Highly Not aware	6	4	10	
Farmers should obtain Organic Certificate from accredited certifying agencies to do Organic farming	Highly aware	32	6	38	χ^2 : 8.566^{NS} TV : 9.488 df : 4 Sig.0.073
	Aware	40	19	59	
	Somewhat aware	32	21	53	
	Not Aware	27	21	48	
	Highly Not aware	11	5	16	

Opinion	Awareness	Category in organic food products			Results
		User (142 Nos.)	Non-User (72 Nos.)	Total (214 Nos.)	
Certified Organic food products can be identified by an Organic logo and label	Highly aware	31	10	41	χ^2 : 13.557* TV : 9.488 df : 4 Sig.0.009
	Aware	51	18	69	
	Somewhat aware	31	15	46	
	Not Aware	17	23	40	
	Highly Not aware	12	6	18	
Every year, for verification, organic farms are inspected to see if all requirements of organic farming are being met	Highly aware	26	7	33	χ^2 : 6.329NS TV : 9.488 df : 4 Sig.0.176
	Aware	35	13	48	
	Somewhat aware	34	18	52	
	Not Aware	34	27	61	
	Highly Not aware	13	7	20	
About National Organic movement in India - TNOCD/ APEDA		22	5	27	χ^2 : 7.601NS TV : 9.488 df : 4 Sig.0.107
	Aware	31	10	41	
	Somewhat aware	25	21	46	
	Not Aware	45	26	71	
	Highly Not aware	19	10	29	

***Source*:** Computed

χ^2 : Chi-Square, TV : Table value, df : Degree of Freedom, Sig.: Significance

* : Significant @ 5% level, NS : Not Significant @ 5% level

The result of chi-square test taken for hypothesis between category in organic food products and opinion about the facts of organic food products that reveals the individual variable relationships

- The chi-square value is found to be greater (21.530) than the table value (7.815) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness about its benefits" are significantly associated and holds good. Hence, the null hypothesis is rejected.
- The chi-square value is found to be less (6.835) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards organic food production methods" are not significantly associated and does not hold good. Hence, the null hypothesis is accepted.
- The chi-square value is found to be more (17.273) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards organic food standards" are significantly associated and holds good. Hence, the null hypothesis is rejected.
- The chi-square value is found to be less (8.566) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards farmers should obtain Organic Certificate from accredited certifying agencies to do Organic farming" are not significantly associated and does not hold good. Hence, the null hypothesis is accepted.
- The chi-square value is found to be more (13.557) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards Certified Organic food products can be identified by an Organic logo and label" are significantly associated and holds good. Hence, the null hypothesis is rejected.
- The chi-square value is found to be more (6.329) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards Every year, for verification, organic farms are inspected to see if all requirements of organic farming are being met" are not significantly associated and does not hold good. Hence, the null hypothesis is accepted
- The chi-square value is found to be more (7.601) than the table value (9.488) at 5% level and hence, it is concluded that the "Category of the users and their level of awareness towards About National Organic movement in India - TNOCD/ APEDA" are not significantly associated and does not hold good. Hence, the null hypothesis is accepted.

Summary of the Results

Demographics

- Majority (46.26%) of the respondents belong to the age between 21 and 30 years
- Majority (71.96%) of the respondents are male
- Most (61.68%) of the respondents are married
- Most (60.28%) of the respondents are qualified with post-graduation
- Maximum (43.46%) of the respondents are employed in public / private limited companies
- Most (61.68%) of the respondents indicated that the size of their family is between 4 and 6 members
- Maximum (29.44%) of the respondents are having income above Rs.50000 per month
- Majority (43.46%) of the respondents opined self-decision maker in their family
- Most (60.28%) of the respondents are living in urban areas

Organic Consciousness

- Majority (75.23%) of the respondents are consuming vegetarian and non-vegetarian
- Maximum (43.46%) of the respondents perceived that the term organic products is "food products produced without synthetic pesticides and chemicals",
- Maximum (44.39%) of the respondents stated that they are aware about the organic products

Awareness about the Impact of Non-organic food products

- It is understood from the above table that most (61.21%) of

the respondents are moderately aware about the impact non-organic nature of the food products
- It is observed that more than half (52.8%) of the respondents are moderately aware about the artificial ingredients available in the non-organic food products
- It is clear from, the above table that more than half (52.34%) of the respondents are highly aware about the pesticides present in the non-organic food products
- It is found that more than half (54.67%) of the respondents are aware about the antibiotic nature in the non-organic food products that is injurious to health
- More than half (52.8%) of the respondents are aware that the non-organic food products will create an impact in hormonal imbalance
- Maximum (47.2%) of the respondents are aware that the non-organic food products will create impotency in the human beings,
- Maximum (42.52%) of the respondents are aware that the impact of non-organic food products are disease prone in nature

Source of Awareness and Duration of Purchase of Organic Products
- It is observed that majority (37.38%) of the respondents are aware through television for less than 1 year period
- Maximum (28.04%) of the respondents are aware about organic products through internet for a period of 1 to 2 years
- More than half (53.74%) of the respondents are aware about organic products through Radio for a period of less than 1 year
- Maximum (22.43%) of the respondents are aware about organic food products through Newspaper, Magazines and books for a period less than 1 year,
- Maximum (25.7%) of the respondents are aware about organic products through friends, relatives and colleagues for a period of 1 to 2 years
- Finally, more than half (56.54%) of the respondents are aware through other sources such as seminars, conferences, health workers, doctors, nurses or nutritionists, promotional activities, e-mails, etc. for a period less than 1 year

Opinion about ease of finding organic food products
- It is understood that maximum (35.05%) of the respondents opined difficult in identifying the organic food products in the market

Level of Awareness about the facts on organic food products
- Maximum (43.93%) of the respondents are highly aware about the health beneficial facts of the organic food products a
- Maximum (32.71%) of the respondents are aware about the facts of organic food production methods
- Maximum (29.44%) of the respondents are aware about the organic food standards a
- Majority (27.57%) of the respondents are aware about the facts with respect to farmers should obtain organic certificate from accredited certifying agencies to do organic farming
- Most (32.24%) of the respondents are aware about the certified organic food products can be identified by an organic logo and label
- Majority (28.5%) of the respondents are not aware that "Every year for verification, organic farms are inspected to see whether all the requirements of organic farming are being met"
- Finally, maximum (33.18%) of the respondents are not aware about the national organic movement in India – TNOCD / APEDA.

Garrett Ranking: Reasons for Preferring Organic Food Products
- The reasons for preferring organic for products by the customers was towards Nutritious and Healthy and the least rating was towards Non-Toxic and chemical free.

Verification of Hypotheses
- It is concluded that the "Category of the users and their level of awareness about its benefits" are significantly associated and the null hypothesis is rejected.
- It is found that the "Category of the users and their level of awareness towards organic food production methods" are not significantly associated and the null hypothesis is accepted.
- It is understood that the "Category of the users and their level of awareness towards organic food standards" are significantly associated and the null hypothesis is rejected.
- It is concluded that the "Category of the users and their level of awareness towards farmers should obtain Organic Certificate from accredited certifying agencies to do Organic farming" are not significantly associated and the null hypothesis is accepted.
- It is found that the "Category of the users and their level of awareness towards Certified Organic food products can be identified by an Organic logo and label" are significantly associated and the null hypothesis is rejected.
- It is inferred that the "Category of the users and their level of awareness towards Every year, for verification, organic farms are inspected to see if all requirements of organic farming are being met" are not significantly associated and the null hypothesis is accepted
- It is understood that the "Category of the users and their level of awareness towards About National Organic movement in India - TNOCD/ APEDA" are not significantly associated and the null hypothesis is accepted.

Suggestions
- The consumers most preferred advertisement as the promotional activities that will improve the brand awareness among the consumers of organic food products which need to be taken into consideration by the market leaders and emerging product producers to organize their sales strategies.
- In-shop sales in general stores is particularly needed to be improved through explaining the product by word of mouth and that initiative will bring more consumers to buy the organic food product.
- Publicity is a much needed tool to promote any product. The day to day modifications in the product that has been innovated by the manufacturers should reach the public that too through the product value addition which will fetch more potence towards organic food products.

- More people opt for organized organic outlet, hence, proper display, arrangements, showcases, etc. activities will definitely attract the consumers towards their attitude to go for organic food products.

Conclusion

To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. The demographic variables of the consumers are analyzed, factors were considered towards purchase of organic food products, the awareness and attitude of the consumers are measured based on their level of preference for the organic food products has been predicted and the source of influence to bring out the product among consumers is portrayed in the study.

The consumer awareness and attitude towards preferring organic food products has been studied and their level of preference was measured based on their opinion which concludes that the consumers are highly preferring to use organic food products in Coimbatore District.

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