

Consumer Awareness and Attitude towards Organic Fruits at Coimbatore City – An empirical study

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Abstract

Income is very important to human being to live in comfort life, the comfortable living fully based on their income. Commodity price are increasing day by day, the same time the individual income also raising, there is vast difference between the raising percentage income and commodity. This study conducted to find the consumers awareness and attitude organic fruits and vegetables, the study result shows the actual source of awareness and the consumers' attitude in Coimbatore city. The study confined only in Coimbatore city, the result may be suite for some other city like Coimbatore city. Following are the objectives of the study (i) to present the socio economic factors of sample consumers. (ii) to find the variables of awareness and find the regular usage fruits and vegetable and (iii) to find the relationship between the socio economic factors and consumer attitude of organic fruits. The study concluded that People are aware of organic products, but it not affordable for all income group, middle class people are also buy the organic products but very limited products. The friends circle has more influence for awareness, the farmers those are cultivating organic products has to create more awareness. The farmers should give real organic products to the consumes, it their business ethics. Because, many seller selling non organic products in the name of organic. So the consumes need more awareness to identify the organic products.

Keywords : Organic fruits, awareness and consumer attitude

Introduction

Income is very important to human being to live in comfort life, the comfortable living fully based on their income. Commodity price are increasing day by day, the same time the individual income also raising, there is vast difference between the raising percentage income and commodity. The standard of living of the individuals are raising than the commodity price, there are lot of changes to increase their income. The demand for products are increasing while population raising. The entire people are running to fulfill their requirements, the ultimate benefits of products and service goes to human beings. The entire community aware of health, the entire people are in need of good health for our routine work where they are upper or lower. Whenever the changes in products feature and new products arrival the individuals are thinking about the products benefits, price and side effects. They are found that there are lot of issues in the existing products, the manufacturer are giving more output to face the demand with the available sources. The sources are not long lasting, nowadays they understand the shortage of sources, the research and past experiences helps individuals to understand the issues in the existing products. The durable products are valuable and the life also more, but the non durable products are less life the same time regular consumption. The human being are facing problems because of the regular consumption of food, the research give more pesticides to increase the output to face demand. The farmers understand that how the issues comes, so that they go back the old system of cultivation i.e. organic. The fruits and vegetables are in need to survive, so that the individuals are comes to organic vegetables and fruits. The media and technologies are helps to get the awareness of organic products. The latest technologies help the information make more viral. The organic products are also gets more viral, to identify the organic products are also another issues to the individuals.

The awareness is important while the products and issue comes to the individuals, these awareness helps the individuals to be more attentive. Because of the media and viral of information individuals may not believe it. The individuals are expecting authentication news, so that they believe their circle. The researcher has list of sources to find which source is effective. the sources are (i) friends, (ii) relatives, (iii) colleagues, (iv) neighbors, (v) radio programme, television news and programs, (vi) news papers, Books and Magazines, (vii) social networking media, (viii) online advertisement and (ix) Banner and wall paintings.

Scope of the study

The marketers are trying to sell their products, in this regards the regular advertisement, promotions and product development doing by them. But, the actual awareness and reasons for demand may not identified by the manufacturers. This study conducted to find the consumers awareness and attitude organic fruits and vegetables, the study result shows the actual source of awareness and the consumers' attitude in Coimbatore city. The study confined only in Coimbatore city, the result may be suite for some other city like Coimbatore city.

Objectives

Following are the objectives of the study

- To present the socio economic factors of sample consumers.
- To find the variables of awareness and find the regular usage fruits and vegetables.
- To find the relationship between the socio economic factors and consumer attitude of organic fruits.

Tools and techniques

The researchers applied percentage analysis to present the socio economic status of the samples, garret ranking techniques used to find the effective awareness variables from the available variables. The correlation used to find the relationship between the socio economic factors and attitude of the consumers regarding organic fruits and vegetables.

Sampling design

The researcher conducted study in Coimbatore city, Coimbatore has good climate and has lot of educational institution, industries and IT companies. The people are here with good earning and are having good standard of living. The researcher used convenient sampling method to collect the data. The researcher collected the data at various organic food shops, because it is very difficult to find the consumers those are consuming organic products. One hundred and fifty samples were taken for this study.

Analysis and Discussion

The garret ranking method used to get the ranking of the above variables to find the effective source of awareness. The result will help the farmers or sellers to give more awareness, the selection of media or sources help to reduce the expenses and time.

Percentage Analysis

Fifty seven (38.00%) consumers are up to 30 years old. Forty nine (32.67%) consumers are between 31 years to 45 years and remaining forty four (29.33%) consumers are above 45 years old. Eighty eight (58.67%) consumers are male and remaining sixty two (41.33%) consumers are female. Fourteen (9.33%) consumers are studied up to +2, sixty seven (44.67%) consumers are under graduates. Fifty five (36.67%) consumers are post graduates and remaining fourteen (9.33%) consumers are did other degree courses.

Fifty five (36.67%) consumers' family monthly income is up to Rs. 30,000. Sixty four (42.67%) consumers' family monthly income is between Rs. 30,001 and Rs. 60,000 and remaining thirty one (20.66%) consumers' family monthly income is above Rs. 60,000. Nineteen (12.66%) consumers' family members are upto 4, ninety four (62.67%) consumers' family members are 4 to 6 members and remaining thirty seven (24.67%) consumers' family members are above 6 members.

Fifty one (34.00%) consumers' are purchasing organic fruits weekly twice. Sixty eight (45.33%) consumers' are purchasing organic fruits monthly twice and remaining thirty one (20.67%) consumers' are purchasing organic fruits monthly once.

Table 1 : Percentage Analysis

Variable		Number of consumers	Percentage	Variable		Number of consumers	Percentage
Age group	Up to 30 Years	57	38.00	Family members	Up to 4 members	19	12.66
	31 years to 45 years	49	32.67		4 to 6 members	94	62.67
	Above 45 years	44	29.33		Above 6 members	37	24.67
Gender	Male	88	58.67	Purchase of Organic fruits	Weekly twice	51	34.00
	Female	62	41.33		Monthly twice	68	45.33
Educational qualification	Up to +2	14	9.33		Monthly once	31	20.67
	Under Graduate	67	44.67	Family monthly Income	Up to Rs. 30,000	55	36.67
	Post Graduate	55	36.67		Rs. 30,001 to Rs. 60,000	64	42.67
	Others	14	9.33		Above Rs. 60,000	31	20.66
Sample : 150 Consumers				Family Type	Joint	67	44.67
					Nuclear	83	55.33

Source : Primary data

Awareness of organic fruits

The Garrett ranking techniques used to find the effective source of awareness of organic food products. The consumers were asked to rank the eleven variables, the variables are (i) Friends ; (ii) Relatives ; (iii) Colleagues ; (iv) Neighbors ; (v) Television ; (vi) News Papers ; (vii) Social Networking ; (viii) Online Advertisements ; (ix) Radio ; (x) Books and Magazines and (xi) Banner, Articles and Wall Paintings.

Table 2: Source of Awareness

Sl. No.	Source of Awareness	Mean score	Rank
1.	Friends	8.124	I
2.	Relatives	6.726	III
3.	Colleagues	6.247	IV
4.	Neighbors	5.408	VII
5.	Television	3.005	X
6.	News Papers	6.354	V
7.	Social Networking	7.107	II
8.	Online Advertisements	4.335	IX
9.	Radio	3.157	XI
10.	Books and Magazines	6.114	VI
11.	Banner, Articles and Wall Paintings	5.308	VIII

The consumers given first rank for the source of friends (mean score 8.124). The consumers are giving more importance to their friends circle. The second rank given to social networking (mean score 7.107), the social networking helps to share the information, it is much viral than other networking, consumers could get information from unknown persons. So, the information is much useful to all. Third rank goes to relative (mean score 6.726), forth rank given to colleagues (mean score 6.247). Fifth rank given to new papers (mean score 6.354), smart phone occupies the public time, the same time still news papers readers are more in the study area. Sixth rank given to books and magazines (mean score 6.114), followed by seventh rank neighbors (mean score 5.408). Ninth rank given to online advertisement (mean score 4.335). Tenth rank given to television (mean score 3.005) and eleventh rank given to radio (mean score 3.157).

The researcher has taken fruits and vegetable for this present study. The researcher had interaction with the shop keeping to know that what are all the fruits available and purchasing by the consumers. The fruits are (i) mango (ii) banana (iii) pineapple (iv) passion fruit (v) orange (vi) cashew nut and (vii) walnut. The vegetables are (i) Okra (ii) Brinjal (iii) Garlic (iv) Onion (v) Tomato and (vi) potato.

There are eighteen variables were formulated to find the consumer attitude of the sample consumers. The socio economic factors are compared with consumer attitude of organic products. The correlation used to find the relationship, the SPSS output shows 1% and 5% significant level. The following table shows the correlation of the variables.

The independent variables are (i) Age group ; (ii) Gender ; (iii) Educational qualification ; (iv) Family monthly income ; (v) Family type ; (vi) Family members ; (vii) Purchase of fruits and (viii) Purchase of vegetables and dependent variable is consumer attitude.

Table 3 : correlation between independent variables and dependent variables - Fruits

Variable	Correlation value	P value	Number of Consumers	Result	Effect
Age group	0.811**	0.001	150	Significant	Positive
Gender	0.455*	0.002	150	Significant	Positive
Educational qualification	0.761**	0.001	150	Significant	Positive
Family monthly income	0.425	0.055	150	-	-
Family type	0.281	0.173	150	-	-
Family members	-0.555**	0.012	150	Significant	Negative

** significant at 1% level

* significant at 5% level

The age group (0.811) and educational qualification (0.761) has positive and significant correlation with consumer attitude at 1% significant level. It inferred that any change in the age group and educational qualification will be reflects in consumers attitude in the same positive way. The gender (0.455) is positive and significant correlation with consumer attitude at 5% significant level. It inferred that changes in the gender i.e. the ratio change in male and female will be positive impact on consumer attitude. Number of family members (-0.555) is negative and significant correlation with consumer attitude of purchasing organic fruits. It inferred that the

any increase in number of family members will reflect as negative impact in purchase of organic fruits. The age group alone has high positive relationship with consumers attitude of consumption of organic fruits.

Relationship between awareness and consumer attitude

Table 5 : Correlation between the variables

		Awareness	consumer attitude
Awareness	Correlation	1	
	P value	-	
	Number of consumers	284**	
consumer attitude	Correlation	0.911	1
	P value	0.001	-
	Number of consumers	150	150

** significant at 1% level

The above table shows the correlation between awareness about the organic fruits and vegetables and consumers attitude. The analysis shows the highly positive correlation between the same. It is inferred that if the awareness increases the consumer attitude will change and they will come for more purchase of organic fruits and vegetables.

Findings

The socio economic profile of the consumers shows in the table itself, the researcher presents the majority details here.

- Majority of the sample consumers are come under the age group of up to 30 years.
- Majority of the sample consumers are male
- Majority of the sample consumers are under graduates
- Majority of the sample consumers family members are between 4 to 6 members.
- Majority of the sample consumers purchasing organic fruits monthly twice
- Majority of the sample consumers family monthly income is between Rs. 30,001 and Rs. 60,000.

Suggestions

The following are the suggestions given by the researcher based on the data collection and interaction with the consumers.

- ❖ The seller's duty is not only selling the products, it is their duty to convey the buyers requirement and market information to the producers. In this regard the organic products seller has to give adequate information to the farmers.
- ❖ The farmers have to think about their products value and try to create more awareness like manufacturing products. Marketing is common for all, so the farmers need the marketing techniques to sell their producers and get good returns.
- ❖ The buyers have to collect the details about hybrid and organic before buy the products, they are in need to identify the different. It will help them to buy right products and get the benefits for their money.

Conclusion

Peoples are searching quality and tasty food, sometime they addicted for tasty food. Tasty food production by the hotels is attracts the peoples to make profits. The study is important because it is time to aware of health, because of expenses for medicine and medical treatment is unpredictable. People are trying to avoid the health issues, so that they are searching healthy products. The road side sellers are also selling healthy product, there is good demand for it i.e. juice an coffee. People are aware of organic products, but it not affordable for all income group, middle class people are also buy the organic products but very limited products. The friends circle has more influence for awareness, the farmers those are cultivating organic products has to create more awareness. The farmers should give real organic products to the consumes, it their business ethics. Because, many seller selling non organic products in the name of organic. So the consumes need more awareness to identify the organic products.

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