

# A Study on Role of Organic Foods on Consumer and Their Level of Trust

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**Abstract:** Organic foods have a greater impact in human health and environment sustainability. This study aims to understand the consumption pattern of organic food products and their trust level. The study was conducted using a well-structured questionnaire administered to 139 consumers of organic food products. Researcher used SPSS to analyse the data. It was found that friends and relatives serve as main source of information about organic food products and the main reason for consuming organic food products is to stay healthy. The main concern about the organic food products is about the lack of certification level.

Keywords: Organic foods, Food quality, Buying behaviour, Health concern, trust.

## 1. INTRODUCTION

Organic food products refer to those agricultural products grown without use of any synthetic pesticide or fertilizers. It also increases the quality of the soil and helps in conserving the groundwater and protection of environment. In recent days, especially after the outbreak of Covid 19, people are highly concerned about their health and their preference to safe foods has increased. Organic foods are now considered as synonym to safe foods and the market for organic food products has been consistently rising worldwide. But there are some challenges faced by the consumers and producers.

Though market size is increasing, the awareness level of organic food products are less among the consumers of India. Many products packaged and labelled as organic is available in markets. Hence the consumers are facing real issue in identification of real organic food cost. From the organic producer's point of view, adding any certifications or quality label will add cost to the product which will further increase the price of the products. But it is necessary to spread awareness on the importance of organic food products.

## 2. REVIEW OF LITERATURE

**Anand, T. (2011)** studied the determinants of impacting the choice of fast food among consumers in India. For this purpose, the author collected data through a structured questionnaire administered to consumers of age groups 20 to 40 years. The results shows that passion for eating out and socialization are the key factors influencing the choice of fast foods among young consumers in India.

**Bhatia, V., & Panwar, S. (2016)** analyzed the consumption pattern of organic food products among the selected respondents from Mumbai region. The required data was collected through a well-structured questionnaire administered to 20 selected consumers. It was found that authenticity and price are major challenges faced by Organic food industry.

**Das, N., Garber, L.L., Hyatt, E.M., Nafees, L. (2020)** studied the perceptions of millennials towards organic food products. 115 respondents belonging to millennials were surveyed to identify their motivation to buy organic food products. Theoretical and managerial applications were discussed in the article.

## 3. OBJECTIVES OF THE STUDY

- To examine the consumer's perception about organic food products.
- To study the consumer trust level on organic foods

To study the satisfactory level on consumption of organic foods

**4. LIMITATION OF STUDY**

- The research was carried out in short span of time, hence there is no 100% accuracy
- The study was not conducted to the entire population. Hence the sample was limited

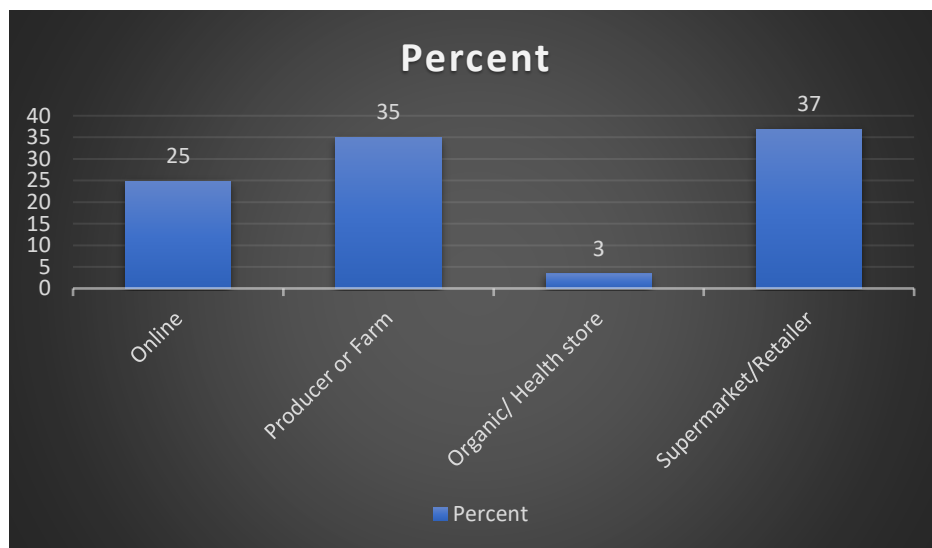
**5. ANALYSIS AND DISCUSSION**

Demographic profile of sample is mentioned below

**Table 1 - Profile**

Variable	Category	Percentage
Gender	Male	49
	Female	51
Occupation	Student	0.671141
	Employed	86.57718
	Unemployed	4.697987
	Homemaker	8.053691
Monthly Income	Below 10,000	4.697987
	10,000-25,000	28.85906
	26,000-35,000	35.57047
	Above 35,000	30.87248
Age	21-25 years	27.51678
	26-30 years	42.28188
	Above 30 years	30.20134

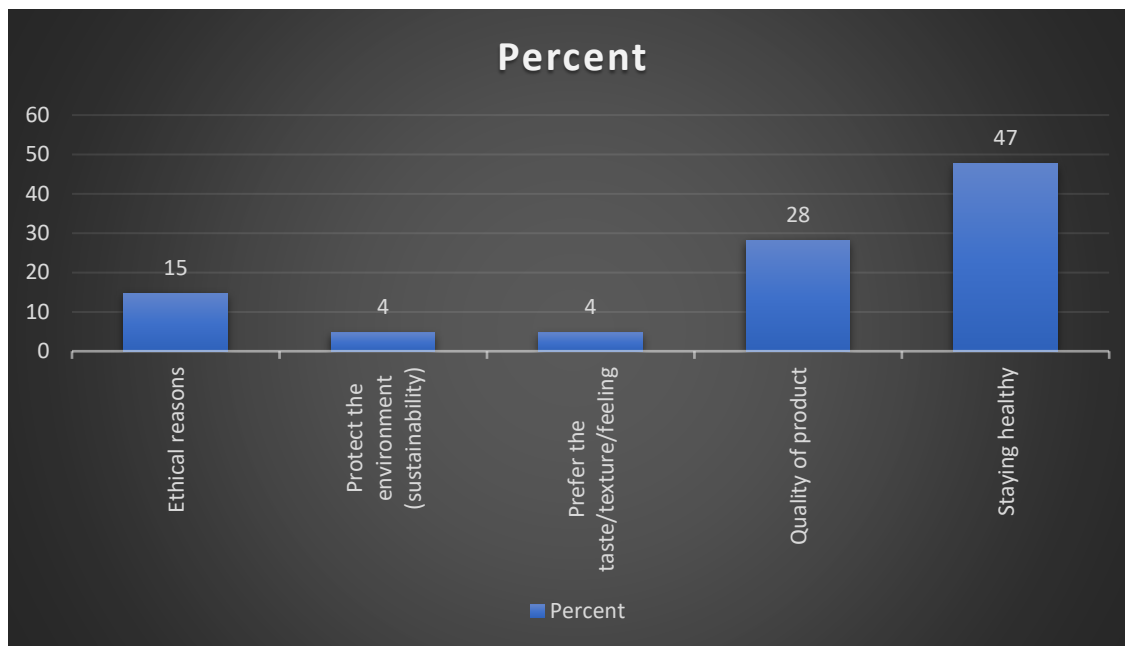
From the below graph shows where do they usually buy organic products



**Figure-1**

The clear observation from the chart, it is understood that most of the respondents buy organic foods from supermarket/ retailer. 37% of respondents buy from Supermarket/Retailer, 35% prefer buying from farm and 25% buys online, only 3% respondents buy from organic/ health store. The Government should support the producers and farmers thereby increasing marketing strategies and also helping in locality supermarkets or retailers.

The below mentioned graph shows the preference of organic foods of respondents



**Figure- 2**

From the chart it is observed that 47% of the respondents use organic foods due to the concern of their health. In order to stay a healthy life most of the respondents choose organic foods. 28% of respondents choose due to its quality, 15% of the people buy organic foods for ethical reasons and 4% of respondents said they prefer organic foods for environment concern and its taste.

**Table 2- Obstructions in buying organic foods**

Purchase Level	Reason	Frequency
Level of Trust	Scientific proof and packaging	47
	Brand Ambassador	2
	Official stamp- Government regulation	90
Customer view about organic products	Low cost and more health concern	27
	Low cost and Less health concern	20
	High cost and more health concern	84
	High cost and less health concern	18
Source of information about organic foods	Friends/Relatives	83
	Television Program /Advertisements	57
	Newspaper /Books	6
	Don't Know / Not Sure	3

The major obstruction in buying organic foods are level of trust in official government stamp 90%, customer view point is high cost and more health concern 84% and 57% in source of information from friends or relatives.

To find people difference occupation and awareness of organic foods, one way anova is done and the results are mentioned

**Table 3- Organic consumer belief and level of trust**

Statement	Strongly agree	Agree	Strongly disagree	Disagree
Organic food products are 'Healthier'	53.6	32.8	9.3	4
The cost of Organic food products is too high	11.4	45.6	42	0.67
Public buy organic products only when price discounts are offered	26	32.8	32.2	8.72
People are well aware about Organic food Products	39.5	43.6	13.3	3.3
Organic Food Products" are free from hazardous chemical contamination	23.4	43.6	28.8	4
Buying organic products means I support local farmers and agriculture	35.5	42.2	16	6
"Organic Food Products- It prevents from various diseases"	40.2	34.2	22	3.3
Organic Food Products- Promote animal welfare	28.8	46.3	22.8	2
Organic cosmetic products prevents skin diseases	20	39.5	24.8	15.4
My health is improved and I am feeling healthy after using "Organic Food Products	14.7	36.9	36.2	12
On using Organic Food Products there is no Significant change in health	25.5	45.6	24	4.6
Organic foods are 100 percent chemical free	29.5	37.5	28.8	4
The information published about organic advantages are True	7.3	59.7	25.5	7.3

In the above mentioned table it is observed that 35% of the people those who buy organic foods are from mid earning category and they are women. 45% of consumer believe that organic food are costly and 32.8% of respondents they do not buy based upon discount. 46.3% agree that organic foods are based upon animal welfare, most of the consumer believe that organic foods are free of chemicals which are around 37.5%. At the end of survey it is understood that the respondents believe organic foods are healthy but its easy for mid- earning people. Respondents feel producers should develop more outlets for organic food which is a major drawback. It is accepted that organic foods are healthier and it prevents from several skin disease. Many people suggest that there must be more attractive advertisement and easily available stores with more awareness to promote and make people aware about organic food positives.

**Table 5 - Consumer Analysis and perception**

Statement	Percentage	
What was your source of information about organic products	Friends/Relatives	55.7
	Television Program /Advertisements	38.2
	Newspaper /Books	4
	Don't Know / Not Sure	2
How long you have been using organic food products	Less than 1 year	66.4
	1-3 years	28.8
	4-7 years	0.6
	More than 7 years	4

Statement		Percentage
How often do you buy organic products	Several times a week	10.7
	Once a week	20
	Once in a month	35.5
	few times a year	33.5
Which organic food you prefer more	Vegetables/Pulses/Sugar/Wheat	61
	Jam/Pickle/Bakery Products	7.3
	Edible oil/ Ghee/Snacks /Tea/Coffee	20.8
	Other spices	10.7
Customer view about organic products	Low cost and more health concern	18
	Low cost and Less health concern	13.4
	High cost and more health concern	56.3
	High cost and less health concern	12
Why do you choose organic products	Ethical reasons	14.7
	Protect the environment (sustainability)	4.6
	Prefer the taste/texture/feeling	4.6
	Quality of product	28
	Staying healthy	47.6
Where do you usually buy organic products	Online	24.8
	Producer or Farm	34.8
	Organic/ Health store	3.3
	Supermarket/Retailer	36.9
What would help you increase your level of trust towards products which claim to be organic	Scientific proof and packaging	31.5
	Brand Ambassador	1.3
	Official stamp- Government regulation	60.4
	If Others, specify	6.7

From the above questionnaire it is found 55% of respondents came to know about organic foods through friends and relatives. 66% of people consuming organic foods for less than one year, it is clearly shown that in the upcoming years there will be more demand for organic foods. Most of the respondents say that they buy organic foods once in a month and it is mostly vegetables, pulses, wheat. 56.3% agree that organic foods are high cost with more health concern. 47.6% of respondents choose organic foods to stay healthy. 36.9% respondents buy from supermarkets and many prefer to buy organic foods based upon official government seal.

## 6. CONCLUSION

Consumption of organic food products are increasing day by day owing to its health benefits. This study aims to understand the consumption pattern of organic food products and their trust level. It was found that friends and relatives serve as main source of information about organic food products and the main reason for consuming organic food products is to stay healthy. The main concern about the organic food products is about the lack of certification level. Producers can take step to increase the awareness level of organic food products and also means of improving their trust level. Government also should take steps to structure the organic food markers.

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