

A Study On Perceptual Motivation Factors Influencing To Buy Organic Foods With Special Reference To Chittoor District, Andhra Pradesh State, India

Prof.J.Katyayani¹, Ms.S. Sreedevi², Dr.G.Latha³

1. Professor, Department of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati.
2. Research scholar, Department of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati.
3. Assistant Professor, Department of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati.

ABSTRACT

The present generation mainly focused on sustainability on public health, and struggling for healthy and a beautiful environment. Present decade these have disturbed with so many factors and it creates motivation to have knowledge on organic food and environmental problems in field of any sector maybe government and nongovernment organisations. Consumer perception towards the organic food because of their life style, consciousness about the environment and health benefits. Most of these lost trust on company products and prefer local products from farmers and sometimes only specialised organic super markets and also they tried to find out difference between organic and nonorganic with label and certificates. Now a day's consumers prefer on health, nutrition, food quality and they changed choice towards organically grown foods which is healthier and safer than conventional food products.

In this paper the researcher touch the concept of how the consumer was motivated towards organic foods in chittoor district, for this purpose researcher made an attempt and collected first hand data with the sample of 100 respondents. Later the data was analysed and tabulated with statistical methods.

Keywords: Traditional, Conventional food, Organic food, Consumers, Sustainability, Statistical tools.

INTRODUCTION:

In India with the economic development so many food scams damaged the food industry and shake confidence in some sectors of industry. With this it creates awareness towards organic food products. India's largest middleclass accustomed for western lifestyle so it leads to economic development. In western countries organic food becomes an important sector. So consequently it is new in India

On overall in the world so many institutions and organisations mostly in developed countries established for food safety, public health and also create awareness among the consumers about methods and practices of modern agriculture .The modern agriculture has hazards of pesticides, chemicals, and their residues and also create un identified health problems so it reflect increase demand for organic products.

Now a day's consumers prefer on health, nutrition, food quality and they changed choice towards organically grown foods which is healthier and safer than conventional food products.

According to organic consumers association organic food contains beta carotene, cancer fighting antioxidants, vitamin C, D & E and also fatty acids, minerals control heart deceases. Still benefits of organic food are not so clear.

The present trend motivates towards organic and chemical free food for the purpose of health issues, since some decades the population throughout the world increases and the farmers, food producers are using conventional methods on the cultivation of food products and still their needs are fulfilled now all government institutes concentrates on motivating by using of traditional methods in the cultivation of food items for keeping health and environment.

The bubble burst of the population since some decades it encourages the farmers by using chemical and fertilisers for bumper crops and strive to the needs of the population automatically it causes for health issues. Now a days all people irrespective of their income requested for the healthy food, automatically consumer buying opinion changing every decade.

REVIEW OF LITERATURE

Anna Saba and Federico Messina have conducted a study "Attitudes towards organic foods and risk/benefit perception associated with pesticides" The study conducted on 1000 respondents to assesses their attitude on organic fruits and vegetables the data collected through questionnaire they found that there is a significant relationship between benefits and risk associated with pesticides.

Chiew Shi Wee in his study "Consumer perception, purchase intention and actual purchase behaviour of organic food products" He examined on consumer perception, purchase behaviour and its intension he collect data on 350 respondents from super markets, the consumers are mostly influenced by safety, health, environmental, animal welfare. He observed that there is a significant difference in the purchase in the purchase intention of organic food products on

gender, age, income, education, residence. This study also helps to the marketers to design strategy and give convincing reply to customers and increase sales.

Efthimia Tsakiridou et al. In their study “Attitudes and behaviour towards organic products: An exploratory study” This study on 800 respondents to explore their inclination on organic food products, the consumers mainly wants to know nutritional value of organic foods, free from chemical residues. This study finds there is a variation on the gap between attitudes and actual behaviour.

A. Abdul Brosekhan and Dr. C. Muthu Velayutham (2019) In their report, they concluded that the business dynamics are now rapidly evolving and that the companies that are strategizing and reacting quickly and effectively to these changes. Owing to technological changes, physical variations between products have decreased. The meanings of products should be separated from their physical characteristics. Creating a personality will make it easier to differentiate a successful brand. Since it gives him emotional satisfaction, the customer considers the brand to be a friend.

Venkateswarlu et al.(1987) in their study the consumer decision making on the biscuits, the biscuits at least purchased once in a week and they preferred packed biscuits than loose biscuits and also small packets than big packets. Consumers give important to quality & taste and also brand.

Christian A. Klockner (2008) Study stressed the importance of personal standards for the purchase of organic milk "on behalf of the EMPs. Sample size is higher than 75 customers, more stress on social standards and their conduct, more demand-activated personal standards, less awareness and convenience in organic dairy products or less.

Bellows et al. (2008) The study investigated the connection between consumer attitudes to organic farming and their buying behaviour to organic foods and the reasons why consumer perceptions about organic agriculture do not give rise to the consequent eating behaviour regarding organic food products. Results of the study showed that while people respect organic farming, they do not generally purchase organic food products. They postulated that consumers who are non-buyers of organic feed should buy organic products unless they are faced with barriers such as price, store location, product availability, and availability of the relevant information, doubts as to whether the organic food production is authentic or uncertainty in buying decisions because of the availability of excessive and confusing information. They concluded that it is important to identify customers who value organic methods and systems for developing effective marketing strategies and regulatory policies with regard to organic food products. It suggested that the segment of the organic food market can be extended by informing consumers on organic food and developing appropriate marketing and merchandising policies.

Gopal Datt Bhatt et al. (2010) in their study (Urban demand for organic tomato in the Kathmandu valley” he studied on the consumer willingness to buy organic tomato’s he found that they are with high price, certification both are major hurdles for consumer behaviour and

also find that the health risk with inorganic tomato's are shifted to organic even though on the basis of family size, education.

RESEARCH METHODOLOGY

Statement of the Problem:

The present study made an attempt to know the consumer perceptual motivation towards organic food in Chittoor Dt. The study mainly focused to identify motivational factors on the age and gender of the consumers of organic foods. This study emphasis on to know the consumers motivation on organic foods and recommended measures for better hale and healthy organic life style.

Need of the study

Numerous observational studies shown that people who eat organic food are healthier than those who eat conventional diets. Organic food is also often fresher because it does not contain preservatives that prolongs its shelf life. Encouraging of Organic foods consumption is better for the environment because its practices involve less pollution soil erosion, and energy.

The growing interests in foods that are produced organically have prompted several studies on motivation factors that influence buying Organic Foods. This study reviewed several studies involving consumer willingness to consume organic food. The present study is useful in helping not only for better understanding changes in organic market but also organic food reduces chemical exposure as it contains fewer pesticides to the environment. In general, consumer decision-making and behaviour towards organically produced products is consistent with an economic view that consumers demand the characteristics inherent in such products. The study on organic food constitute inputs into a consumer's motivational factors for improved human health and general well-being.

Objectives of the Study:

The following are objectives of the study:

1. To study the Gender, Age profile of consumers of organic foods in the Chittoor district.
2. To analyse the age and its motivation on organic foods in the study area.
3. To analyse the gender and its motivation on organic foods in the study area.
4. To suggest measures for better healthy organic life style in the proposed study area.

Sampling and Data sources

The research rationality is based on the convenience sampling method of data collection and analysis. The relevant data was collected by using questionnaire from the 100 sample respondents in Chittoor Dt. Data was collected by using convenience sampling method.

Data Analysis:

The data analysis was carried out by using primary data collected using a welframed questionnaire from the study area were analyzed by using cross tabulation and chi square analysis and ANOVA used between the select independent variables (age and gender of the respondents) and dependent variable (motivation on organic food).

1. Age wise distribution of the Respondents towards Organic Food:

Table No.: 1.1 Age wise distribution of the Respondents towards Organic Food (Two-Way Table)

Age of the Respondents (in Years)	Opinion on Organic Food						Total	
	Disagree		Neutral		Agree		No. of Resp.	%
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%		
20-30 years	0	0	6	12.80	3	05.70	9	09.00
31-40 years	0	0	8	17.00	13	24.50	21	21.00
41-50 years	0	0	17	36.20	27	50.90	44	44.00
51-60 years	0	0	8	17.00	7	13.20	15	15.00
Above 60 years	0	0	8	17.00	3	05.70	11	11.00
Total	0	0	47	100.00	53	100.00	100	100.00

Source: Primary Data

It is found from the above table that, in neutral opinion on organic food 17 (36.20 %) of the respondents are between 41 and 50 years age group category. 27 (50.90 %) respondents from the age group between 41 and 50 years category agree with organic food in their daily use at home.

It is concluded from the above analysis that the age group between 41 and 50 years category respondents are having good opinion on organic food than other age group respondents in the study area.

To test the significant relationship associated between age of the respondents and its motivation on organic food is given below;

H_0 : There is no relationship between age of the respondents and its motivation on organic food

H_1 : There is a close relationship between age of the respondents and its motivation on organic food

To test the above hypothesis ANOVA test was performed and the results are furnished below;

Table1.2 Age wise analysis and its motivation to buy Organic food items

Motivational Factor to buy Organics	20-30yrs		31-40years		41-50years		51-60 years		Above 60 years		F value	Significance
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D		
Healthier	4.56	0.52	4.77	0.52	4.72	0.50	4.66	0.50	4.36	1.28	0.95	0.43
Tastier	4.00	0.76	4.09	0.97	3.84	0.81	4.20	0.77	4.09	0.70	0.73	0.57
Natural	4.00	0.86	4.32	0.89	4.57	0.66	4.33	0.72	3.91	0.83	2.26	0.06
Rich nutrients	4.11	1.05	4.14	0.71	4.26	0.87	3.93	0.96	3.82	1.07	0.72	0.57
Label	3.00	1.00	3.09	1.06	3.26	0.97	3.47	1.06	3.09	1.13	0.45	0.76
Chemical free	3.44	1.13	3.95	1.09	4.09	0.89	4.20	0.94	3.36	1.28	1.91	0.11
Good for the soil	3.89	1.05	4.23	0.86	4.12	0.90	4.27	0.79	3.55	0.82	1.43	0.22
No preservatives	3.11	1.53	3.73	1.24	3.67	0.99	3.87	0.99	3.55	1.12	0.71	0.58
Good packaging	3.22	1.64	3.18	1.25	3.33	1.14	3.33	1.11	3.45	1.75	0.10	0.98
Support farmers	4.00	0.86	3.91	1.26	4.02	1.08	3.47	1.30	3.36	1.28	1.17	0.32
Passion	267	1.80	2.59	1.26	2.93	1.14	2.27	1.43	2.55	1.57	0.79	0.53
Controls weight	3.56	1.33	3.59	1.26	3.74	1.00	3.87	0.99	3.55	1.21	024	0.91

The Table 1.2 ANOVA test results, that age wise analysis with opinion of organic food items of health, taste, natural, rich nutrients label, chemical free, good for the soil, no preservatives, good packaging, support to local farmers, passion, and controls weight found to be statistically no significant between different age group ($P > 0.05$). There is no significance impact of age on consumer Opinion on Organic food accepted.

Table 1.3 Rank analysis on factors that motivate to buy Organic food items according to Age

Motivational Factor to buy Organics	Grand mean	Standard Deviation	Rank
Healthier	4.614	0.64	I
Tastier	4.044	0.83	IV
Natural	4.226	0.76	II
Rich nutrients	4.052	0.89	III
Label	3.182	1.03	XI
Chemical free	3.808	1.01	VI
Good for the soil	4.012	0.88	V
No preservatives	3.586	1.12	IX
Good packaging	3.302	1.29	X
Support farmers	3.752	1.16	VII
Passion	2.602	1.33	XII
Controls weight	3.662	1.12	VIII

Table 1.3 presents the descriptive statistics for the factors with reference to motivational factors that influence to buy organic food according to Age . The Healthier factor ranked number one with the highest mean and standard deviation (Mean=4.614; SD=0.64, Rank I). This is followed by Natural (Mean=4.226; SD=0.76, Rank II), Rich Nutrients (Mean=4.052; SD=0.89, Rank III), Tastier (Mean=4.044; SD=0.83, Rank IV), Good for soil (Mean=4.012 ; SD=0.88, Rank V), Chemical free (Mean=3.808; SD=1.01, Rank VI), Support farmers (Mean=3.752; SD=1.16, Rank VII), Controls weight (Mean=3.662; SD=1.12, Rank VIII), No preservatives (Mean=3.586 ; SD=1.12, Rank IX), Good packaging (Mean=3.302; SD=1.29, Rank X), Label (Mean=3.182 ; SD=1.03, Rank XI), and Passion (Mean=2.602; SD=1.33, Rank XII). Overall, table concludes that respondents ranked Healthier, Natural, Rich nutrients as first three important motivational factors that influence to buy organic foods with respect to age.

2. Gender of the Respondents of Organic Food:

2.1 Gender wise Distribution of respondent consumers of organic food items.

Table 2.1 Gender wise distribution of respondent consumers.

Factor	Frequency	Percent(%)
Male	59	59.00
Female	41	41.00
Total	100	100.00

The Table 2.1 explains that the sample consist 59% respondents are belonged to male category and 41% respondents belonged to female category

To test the significant relationship associated between gender of the respondents and its motivation on organic food is given below;

H₀ : There is no relationship between gender of the respondents and its motivation on organic food

H₁ : There is a close relationship between gender of the respondents and its motivation on organic food

To test the above hypothesis ANOVA test was performed and the results are furnished below; The hypothesis was tested by using one way ANOVA and findings are given in the Table 2.2

Table No: 2.2 Gender wise analysis and its motivation on Organic food items

Motivational Factor to buy Organics	Male		Female		F	Significance
	Mean	S.D	Mean	S.D		
Healthier	4.54	0.75	4.83	0.38	5.07	0.027*
Tastier	4.08	0.83	3.85	0.79	1.92	0.16
Natural	4.29	0.83	4.45	0.71	1.01	0.31
Rich nutrients	4.17	0.89	4.05	0.89	0.44	0.50
Label	3.29	1.06	3.10	0.94	0.84	0.36
Chemical free	3.90	1.14	4.00	0.86	0.23	0.63
Good for the soil	4.12	0.94	4.02	0.82	0.26	0.60
No preservatives	3.76	1.13	3.49	1.07	1.48	0.22
Good packaging	3.29	1.37	3.32	1.10	0.12	0.91

Motivational Factor to buy Organics	Grand mean	Standard Deviation			Rank	
Healthier	4.685	0.63			I	
Tastier	3.965	0.81			V	
Natural	4.37	0.78			II	
Rich nutrients	4.11	0.89			III	
Label	3.195	1.01			XI	
Chemical free	3.95	1.03			VI	
Good for the soil	4.07	0.89			IV	
No preservatives	3.625	1.11			IX	
Good packaging	3.305	1.27			X	
Support farmers	3.855	1.17			VII	
Passion	2.705	1.32			XII	
Controls weight	3.685	1.09			VIII	
Support to local farmers	3.78	1.31	3.93	0.93	0.38	0.53
Passion	2.63	1.29	2.78	1.37	0.32	0.57
Controls weight	3.71	1.09	3.66	1.10	0.05	0.81

*Significant at 0.05 level

From the Table 2.2 ANOVA test results, it can be observed that Gender wise analysis with opinion of organic food items of taste, natural, rich nutrients label, chemical free, good for the soil, no preservatives, good packaging, support to local farmers, passion, and controls weight found to be statistically no significant relationship between gender group ($P > 0.05$). On the other side health is found to have a statistical significant difference between male and female. Hence the framed hypothesis, there is no significance difference of gender on consumer Opinion on Organic food items partially accepted.

Table 2.3 Rank analysis on factors that motivate to buy Organic food items according to Gender

Sl.No.	Motivational Factor to buy Organics	Ranks according to Age	Ranks according to Gender
1	Healthier	I	I
2	Tastier	IV	V
3	Natural	II	II
4	Rich nutrients	III	III
5	Label	XI	XI
6	Chemical free	VI	VI
7	Good for the soil	V	IV
8	No preservatives	IX	IX
9	Good packaging	X	X
10	Support farmers	VII	VII
11	Passion	XII	XII
12	Controls weight	VIII	VIII

Table 2.3 presents the descriptive statistics for the factors with reference to motivational factors that influence to buy organic food according to gender . The Healthier factor ranked number one with the highest mean and standard deviation (Mean=4.685; SD=0.63, Rank I). This is followed by Natural (Mean=4.37; SD=0.78, Rank II), Rich Nutrients (Mean= 4.11; SD=0.89, Rank III), good for the soil (Mean=4.07; SD=0.89, Rank IV), Tastier (Mean=3.965 ; SD=0.81, Rank V), Chemical free (Mean=3.95; SD=1.03, Rank VI), Support farmers (Mean=4.07; SD=1.17, Rank VII), Controls weight (Mean=3.685; SD=1.09, Rank VIII), No preservatives (Mean=3.625 ; SD=1.11, Rank IX), Good packaging (Mean=3.305; SD=1.27, Rank X), Label (Mean=3.195 ; SD=1.01, Rank XI), and Passion (Mean=2.705; SD=1.32, Rank XII). Overall, table concludes that respondents ranked Healthier, Natural, Rich nutrients as first three important motivational factors that influence to buy organic foods with respect to Gender

Table No. 3 Motivational factor Rankings according to Age and Gender

It was found from the above table No.3 that among the twelve motivational factors with respect to Age and Gender the first three motivational factors (Healthier, Natural, rich nutrients) are one and the same. Irrespective of Age and Gender, respondents opined that buying of organic foods are healthy, organic foods are Natural ones and those are rich in nutrients. Passion, Label and Good packaging are given least preference by the respondents irrespective of age and

gender. Respondents are not influenced by the motivational factors (Passion, Label, Good packaging) to buy organic foods.

Measures for better healthy organic life style

- Organic consumers need more awareness on the product quality and benefits
- As the price of food items is having high influence on the organic food items, the price of organic foods shows high impact on the consumer buying behavior. So Government should directly purchase and encourage the organic farming by providing resources like quality seeds, fertilizers, saplings on subsidy basis in order to encourage organic farming.
- Farmers should take initiation to produce more organic foods by utilizing Government subsidies on eco-fertilizers, and encourage drip system it saves water resources.
- Consumers buy the organic food items from Rythu bazaars and directly from farmers it reduces the middlemen cost.
- Organic products save the resources so it is the duty of the society & Government to create health awareness with the conditions of nutrition and other beneficiaries in organic foods.

Conclusion:

It is concluded that the organic food is get transformation among the middle aged and female respondents in study area. The consumers mainly focused on health and this is main motivation factor in buying of organic foods. Organic food is better compared to modern food and Chinese variety and it also keeps good health to the humans. The same is proved in the study by conducting a field survey using a structured questionnaire. By using of organic foods we keep our health in our hands and government also support to farmers and consumers by providing some kind of benefits to them like subsidy, warehouse facility, transport, quality grains, fixing reasonable prices, maintaining easily available stores and markets like raithubazar etc.

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