

# Consumers' Preference towards the Usage of Organic and Non Organic Food Products

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**Abstract---** Organic food products are foods that are proceeds without using synthetic materials such as pesticides, antibiotics and chemical fertilizers. These are organic fruits, vegetables, dairy products, Organic rice, Pulses, oil, beauty products, even readymade eatables are processed by environment friendly methods. During the production, non organic food products use synthetics. Generally, these synthetics include pesticides and fertilizers. The producers can also make a change on Non organic food products at a molecular or genetic level. This paper determined the consumers' preference by comparing organic and Non organic food products. The conclusion made on the bases of findings. Nowadays, many consumers prefer organic food products compared with non organic and usage also increased to an extent that helps to provide unpolluted environment. Apart from health, environment and food, some other characteristics like taste, freshness, nutrition and appearance also influencing the consumers to prefer organic food products.

**Keywords---** Organic Food, Non-Organic Food, Consumers' Preference, Health and Eco-friendly Food.

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## I. INTRODUCTION

### 1.1. Organic Food Products

Organic food products are foods that are proceeds without using synthetic materials such as pesticides, antibiotics and chemical fertilizers. These are organic fruits, vegetables, dairy products, Organic rice, Pulses, oil, beauty products, even readymade eatables are processed by environment friendly methods. This is process of farming that works in order to save the reproductive and regenerative capacity of soil, maintain nutrition of plant and management of soil, producing nutrition food which is resistance to diseases. Due to agriculture climate regions, India is considering as a potential one to produce different types of agriculture products. Consumers prefer organic food products which is based on some general attitudes regarding desirable feature compared that conventionally grown alter natives. Several other features like taste, freshness, appearance, colours and other sensory characteristics also influence the consumers to prefer organic food products apart from health, food and environment features.

### 1.2. Non organic Food Products

During the production process, in this type of food products use synthetics. Generally, these synthetics include pesticides and fertilizers. The producers can also make a change Non organic food products at a molecular or genetic level. These synthetics which are used in the production process help to control contamination with future dangerous

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mold toxins and bacteria. A well- defined diet of Non organic fruits, vegetables and low-fat protein sources is an economical and healthy choice for most consumers.

### ***1.3. Benefits of Organic and Non organic Food Products***

| <b>BENEFITS OF FOOD PRODUCTS</b>   |   |
|--|---|
| <b>ORGANIC</b>   | <b>NON ORGANIC</b>  |
| <ul style="list-style-type: none"> <li>• Organic food products are more nutritional.</li> <li>• No pesticides and chemicals added in organic food products</li> <li>• Direct buying from the organic farmer it will be cheaper</li> <li>• Health and environment friendly</li> <li>• It preserves the capacity of soil</li> <li>• It build strong future generations</li> <li>• It helps to keep our water clean</li> <li>• It helps to protect animals</li> <li>• It conserves fossil fuels</li> <li>• It offers outstanding flavour</li> <li>• It is becoming more affordable</li> </ul> | <ul style="list-style-type: none"> <li>• Compared with organic food products, Non organic food items are low priced</li> <li>• These types of food products produced close to home saves gas and supports small business</li> <li>• It offers more yield per acre</li> <li>• Some produce has less pesticide residue than others</li> </ul> |

### ***1.4. Problems of Organic and Non-Organic Food Products***

| <b>PROBLEMS OF FOOD PRODUCTS</b>  |   |
|---|---|
| <b>ORGANIC</b>  | <b>NON-ORGANIC</b>  |
| <ul style="list-style-type: none"> <li>• Organic farming is an expensive process</li> <li>• There is a disparity in supply and demand of organic food products</li> <li>• There is an insufficient of organic seeds and ingredients</li> <li>• Certification framework is confusing</li> <li>• Organic food products are highly priced</li> </ul> | <ul style="list-style-type: none"> <li>• It is injurious to health of the consumers</li> <li>• It is also harmful to the environment</li> </ul> |

## **II. REVIEW OF LITERATURE**

**Sangeetha (2018)**, determined the preference of consumer towards organic food products in Tirupur and also found out the factors which are influencing the consumers to use of organic food products. For that she used both primary data and secondary data. Primary data collected by using structured interview schedule based on convenient sampling technique. Percentage analysis, chi square analysis, point analysis and rank correlation were used. She concluded that now a days people prefer organic food products which are 100% environment friendly.

**Pillai and Meghrajani (2013)** observed the relationship between consideration of energy efficiency as purchase criteria of electronic products and demographic profile of the respondents. They found that there is indifferent

awareness about organic food products among various demographic profile of the respondents like age, gender, occupation, education and income. They concluded that companies have already realised the growing need and demand of organic food products and due to this they are ready to invest huge amount of investment in creating organic products and also making consumers aware.

**Chandrasekar (2014)**, analysed the potential market for organic food products. By using simple random sampling method, primary data were collected. He found that variety of availability of organic products are limited, there is a lack of awareness towards organic products among the consumers, lack of technology for the procurement of organic products, etc.

He concluded that consumers' willingness to purchase is influencing by limited supply, highly priced organic products and very limited access and also information.

### III. OBJECTIVES

This study stepped to find out the following objectives;

- To overview the concept of organic and Non organic food products.
- To know the consumers' preference between organic and Non organic food products.

### IV. THE SCOPE OF THE STUDY

This study covered to Dindigul town. The major scope is to study the customers' preference towards organic and Non organic food products and factors which are inducing consumers to use organic and Non organic food products in terms of consumers' preference.

### V. RESEARCH METHODOLOGY

This study has been carried out consumers' preference between organic and Non organic food products. Data used in this study collected basically from the Primary data. Primary data collected through phone call and mail questionnaire method conducting the persons who are supposed to have knowledge about the topic. Secondary data also collected from various sources including websites, newspapers, various published and unpublished article about the usage and satisfaction level of respondents.

### VI. RESULT AND INTERPRETATION

#### 6.1. Users of Organic and Non-Organic Food Products

Table 6.1: Details of Respondents using Organic and Non organic Food Products

| Particulars |           | Total Users |            |
|-------------|-----------|-------------|------------|
|             |           | Frequency   | Percentage |
| Organic     | Users     | 63          | 63         |
|             | Non-Users | 37          | 37         |
| Non organic | Users     | 37          | 37         |
|             | Non-Users | 63          | 63         |

Source: Primary Data

The above Table, explained that among 100 consumers, 63 consumers are using organic food products while the remaining 37 per cent of the consumers are not using organic food products. In case of Non organic food products, the consumers who are not using organic food products are willing to use Non organic food products that is 37 per cent of the consumers. From this interpretation, it is clear that most of the consumers prefer to use organic food products when compared with Non organic food products. The information of the usage of type of food products the reasons for consuming the above mentioned food products are presented in the below Table.

### 6.2 Factors analysis relating to Organic Food Products

Table 6.2: Factors influencing to use Organic Food Products

| S.No. | Factors and Variables                                      | Factor Loadings |
|-------|--|-----------------|
| 1     | Health and environment friendly                            | 0.795           |
| 2     | Organic food products are more nutritional.                | 0.761           |
| 3     | No pesticides and chemicals added in organic food products | 0.723           |
| 4     | It offers outstanding flavour                              | 0.667           |
| 5     | It build strong future generations                         | 0.526           |
| 6     | Availability of product                                    | -0.584          |
| 7     | It is becoming more affordable                             | -0.571          |

Source: Primary Data

The above table clearly showed that the factors which are induce the consumers to use organic food products. The first factor is health and environment friendly with a factor loading of 0.795. The consumers expect that the food products should not harmful to the health and also it should be eco -friendly one. The second one is nutritional with a loading factor of 0.761, which indicates that the consumers satisfied with their products by looking its nutritional. The third one is artificial ingredients like pesticides and chemical with a loading factor of 0.723. The consumers give preference to natural products which are not include artificial ingredients. The fourth one is flavour, products should have various flavours which are attract the consumers. The fifth one is the consumers want to safeguard their future generation with a loading factor of 0.526. The sixth one is availability of product with a loading factor of 0.584. It indicates that the consumers want to make sure of availability of products in various required places. The last one is affordable with 0.571 loading factor, which indicates that consumers want their product at lower price.

### 6.3 Factors analysis relating to Non-organic Food Products

Table 6.3: Factors influencing to use Non-organic Food Products

| S.No. | Factors and Variables   | Factor Loadings |
|-------|---|-----------------|
| 1     | Availability of product   | 0.764           |
| 2     | Compared with organic food products, Non organic food items are low priced                | 0.732           |
| 3     | These types of food products produced close to home saves gas and supports small business | 0.628           |
| 4     | Some produce has less pesticide residue than others                                       | 0.432           |

Source: Primary Data

The above Table, indicates the various factors which are manipulating the consumers regarding non-organic food products. The first one is availability of products with a loading factor of 0.764. Consumers prefer non-organic food

products because of its availability in required places. The second one is price, consumers prefer it, because the price of non-organic food products is more adorable. The third one is supportive, they consider its benefits to the small business and also feel that home near and reduction of gas consumption. The last one is ingredients, consumers prefer non-organic food products which are included minimum of chemicals and pesticides.

## VII. CONCLUSION

In order to health conscious, most of the consumers now changing their purchasing behaviour from Non organic food products to organic food products. For that they are comparing the features of Non organic food products with the features of organic food products. Due to some reasons such health safety, environment friendly, nutrition and quality they are preferring organic food products. Though organic food products provide many advantages in case of health and environment, the consumers feel that organic food products are highly priced and lack of information relating to the place of availability of organic food products. Maximum of the consumers behave rationally while selecting the products by comparing various features of organic with Non organic food products. Nowadays, many consumers are preferring organic food products compared with Non organic and usage also increased to an extent which helps to provide unpolluted environment. Apart from health, environment and food, some other characteristics like taste, freshness, nutrition and appearance also influencing the consumers to prefer organic food products.

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