

IJETRM

International Journal of Engineering Technology Research & Management

A REVIEW OF CONSUMER PERCEPTION TOWARDS THE CONSUMPTION OF ORGANIC PRODUCE

K. Rajasekaran^{*1}

Dr. P. G. Thirumagal²

^{*1}Research scholar, Department of Management Studies, VISTAS, Chennai, India

²Associate Professor, Department of Management Studies, VISTAS, Chennai, India.

organicrajasekaran@gmail.com

ABSTRACT

‘Immunity’ and ‘Nutrients’ words are very popular after the arrival of covid 19. The high aware of consuming vegetable and fruits are increasing health care as well as maintain good health. Organically grown products were superior in terms of no chemical residues, a shelf- life, flavor, environmental impact, nutritional value, and appearance[9]. To develop this review article, 14 different journals were examined carefully during the published period from 2010 to 2021. Most of the consumers are considering that organically grown foods were superior even though the organic products are expensive. This paper discusses to explain some of the factors influencing consumers’ willingness and perception to consume organic foods.

Keywords:

Consumer, Conventional food, Organic products, Price

INTRODUCTION

Organic foods are more nutritious than non-organic foods, and that pesticide content has a statistically significant impact on overall customer opinion of organic food. Organic food has a superior odor to regular foods. Organic food has a superior taste to conventional food. Organic food is Pricey, Organic food is Safe has favorably connected with overall consumer perception of organic food[10].

Perfectionism, brand consciousness, recreational, price consciousness, and brand loyalty reported significant influences on consumers’ organic food purchase intention. Further, both the additional constructs of environmental consciousness and health consciousness were also found significant[11]. This paper discusses to explain perception about organic produce by consumers. This paper discusses to explain some of the factors influencing consumers’ willingness and perception to consume organic foods.

METHODOLOGY

To develop this review article, 14 different journals were examined on the factors influencing consumers’ willingness and perception to consume organic foods during the published period from 2010 to 2021

FACTORS INFLUENCING WILLINGNESS TO CONSUME ORGANIC PRODUCE

Socio demography factors

Consumers of organic products are aged between 25 to 40[3] and also belonged to the age category of 46 and above. So, the matured consumers prefer organic food consumption. Still, there existed a sizeable awareness about organic food consumption among the younger generation[6]. The participation in social networking and the urban residence increased the probability of being aware[6]. Organic consumers are belonging to the High educational qualification[6] and Graduates followed by High school education[3]. Mostly organic consumers are belonging to elite categories of high-income groups with doing white collar jobs either in government organizations and doing high-profile businesses[6]. Awareness about organic food is influenced by more effective factors such as gender, nationality, and education as well as income, occupation, and age[9].

IJETRM

International Journal of Engineering Technology Research & Management

Commodity preferable factors

Consumers were considered that organically grown foods were superior[9]. So they are ready to purchase/consume the organic products,[3] their mainly preferred to purchase organic vegetable and fruits [2][3] followed by food products [3] especially organic food grains like organic paddy and pulses. Presently all food grains like rice, pulses like red gram, black gram, and green gram are grown and consumed organically to some extent[6]. The organic consumers are purchased from organic stores, few by Supermarkets even the price is high[3].

Consumer Perception factor

Human health, food safety, attitudes and perceptions, and willingness to pay for a price premium are some of the factors influencing consumers' willingness to consume organic foods.[5] consumer perceptions of the safety issues associated with produce [8]. The student's perception also organic produce is safer than inorganic[8].

Only when trust is established can perceived knowledge lead to favourable attitudes. This emphasizes the importance of consumer trust in the organic purchasing decision-making process [13]. Greater awareness level is in organic food products among the urban population[2] one-third of them consume organic food regularly. Subjective norms have a positive impact on attitudes towards buying organic food[1]. Health consciousness has a higher positive influence on organic food identity [1].

The Strongest reason for buying organic food consumer is health care[14], and maintain good health[3] followed by for its taste, Quality of food, and other feelings. Mainly organic foods having more Taste, Chemical-free and non-toxic[4].

The consumers are able to pay for organic food from 5 to 10% more than for conventional food[14] and also they were ready to pay more for organic rice[6].

Research findings factors

Health, safety, rich in nutrients, natural and food free from contamination are the most important determinant of the factors affecting consumer preference towards the purchase of organic food products[4]. The association between organic knowledge, subjective norms, and environmental concern on organic attitudes has a lot of support. While health consciousness, subjective norms, familiarity and quality were initiated to influence purchase intentions[12].

Health consciousness has a favourable effect on purposeful organic food behaviour through organic food identity when openness to change is low, whereas social consciousness has a negative effect on intentional organic food behaviour through organic food identity when openness to change is low[7]. The relationship between exposing information, perceived knowledge, and organic purchasing intentions is significantly mediated by trust, which serves as the antecedent of attitudes[13]. Both attitudes towards organic foods and subjective norms significantly influence consumer organic food choices. The influence of perceived organic knowledge on customer attitudes, on the other hand, was shown to be insignificant, implying that increasing perceived knowledge will not result in favourable attitudes toward organic goods [13].

CONSUMERS CONSTRAINTS

The important constraints were high prices [9][3][6] and too expensive price of organic products[3]. There exists a huge difference between the anchor price (the price of corresponding conventional product) and the regular prices in the case of rice and other food grains[6]. Unavailability of the organic product was the first and foremost constraint faced by the consumer[9]. The consumer more than were could not purchase the organic products because the supply of organic products was not available regularly [3], organic foods in our residents are the non-availability[2] and few were rejected because of limited choices of commodity [3].

SUGGESTION TO IMPLICATIONS OF CONSUMING ORGANIC PRODUCE

To begin, giving trustworthy labelling information such as how organic agricultural goods are grown, processed, and handled, as well as the percentage of organic ingredients in a product, is critical in order to build consumer trust and positive attitudes. Second, improving consumer organic knowledge by providing correct knowledge and credible information through a variety of channels (e.g., television, newspapers, magazines, and websites) has become the most important task for the government, organic food sectors, certifiers, and research institutions in developing positive attitudes toward organic foods. Finally, organic food producers and marketers

IJETRM

International Journal of Engineering Technology Research & Management

might apply a word-of-mouth strategy to increase consumer acceptance of organic foods by emphasising the benefits and accessibility of organic foods[13].

CONCLUSION

The organic produce selling price is high in the organic store. Most health-conscious consumers did not purchase organic produce due to financial constraints. Even though the consumer willing to purchase organic food. It is not available in the market of nearby the consumer's house. Organic labelling has been considered an effective measure to help consumers obtain valid and trustworthy information in the organic food market, particularly for those with limited knowledge. The organic certifying agents can certify organic food/agricultural products by offering organic labels that contain clear information and represent quality to consumers[13].

REFERENCES

- [1] Agarwal, P. (2019). Theory of Reasoned Action and Organic Food Buying in India. *Srusti Management Review*, 12(2), 28–37. <https://search.proquest.com/docview/2350932038?accountid=32819>
- [2] B., R., K., P., S., V., R., P., A. S., S., & K., G. (2017). A study on awareness of organic food products in Trichy district. *International Journal Of Community Medicine And Public Health*, 4(12), 4490. <https://doi.org/10.18203/2394-6040.ijcmph20175319>
- [3] Chandrashekar, M. (2014). Consumers Perception towards Organic Products -A Study in Mysore City. *International Journal of Research in Business Studies and Management*, 1(1), 52–67. <http://www.ijrbmsm.org/pdf/v1-i1/7.pdf>
- [4] Dr. N. Savithri, *.Lavanya. (2019). Organic Food Products : A Study on Perception of Indian Cosumers. *International Journal of Research and Analytical Reviews (IJRAR)*, 6(1), 212–215.
- [5] Eynade, G. A., Mushunje, A., & Yusuf, S. F. G. (2021). The willingness to consume organic food: A review. *Food and Agricultural Immunology*, 32(1), 78–104. <https://doi.org/10.1080/09540105.2021.1874885>
- [6] Gurunathan, S., & Parimalarangan, R. (2019). *Organic food grain consumption pattern in Trichy city*. 185–189.
- [7] Hansen, T., Sørensen, M. I., & Eriksen, M. L. R. (2018). How the interplay between consumer motivations and values influences organic food identity and behavior. *Food Policy*. <https://doi.org/10.1016/j.foodpol.2017.11.003>
- [8] Lazo, M. R. (2015). Consumer Perceptions of Produce Safety. *Spring*, 1–15.
- [9] Muhummad, S., Fathelrahman, E., & Ullah, R. (2016). The significance of consumer's awareness about organic food products in the United Arab Emirates. *J*, 8(9). <https://doi.org/10.3390/su8090833>
- [10] Mukul, A. Z. A., Afrin, S., & Hassan, M. M. (2013). Factors Affecting Consumers' Perceptions about Organic Food and Their Prevalence in Bangladeshi Organic Preference. *Journal of Business and Management Sciences*, 1(5), 112–118. <https://doi.org/10.12691/jbms-1-5-5>
- [11] Prakash, G., Singh, P. K., & Yadav, R. (2018). Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products. *Food Quality and Preference*. <https://doi.org/10.1016/j.foodqual.2018.01.015>
- [12] Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal*. <https://doi.org/10.1016/j.ausmj.2010.01.001>
- [13] Teng, C. C., & Wang, Y. M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. *British Food Journal*. <https://doi.org/10.1108/BFJ-12-2013-0361>
- [14] Victoris, V., Kozelová, D., Mellen, M., Potclan, J., Fikselová, M., Chreneková, M., Kopkáš, P., & Horská, E. (2016). Analysis of Consumer Preferences at Organic Food Purchase in Romania. *J*, 66(2). <https://doi.org/10.1515/pjfn-2015-0028>