

A Study on Consumer's Preference towards Organic Enterprise Products for Sustainable growth in Southern Odisha

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Abstract

In India, organic food market is in emerging stage has experienced fast growth in the past few years. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Thus, an attempt has been made by the researcher to study the insights of consumers on organic products undertaken in Southern parts of Odisha and to focus their buying behaviour, attitude and awareness. For this purpose, descriptive research is designed comprised of convenience sample through non-probability sampling was used. The sample sizes taken for the study was 130 were collected by the investigator. The questionnaire tried to capture the responses of the customers were designed as both open ended and closed ended questions. Further, the secondary data were collected from Journal, Books, and Websites relevant to the objectives. The period of study was from December 2024 To March 2025. The data were analyzed by using Chi-Square test, and ANOVA test.

It was discovered from the study that taste is more influential attribute in the purchase decision of consumers, organic food among the different segments of consumers like children, youngsters and old age people. Therefore an analysis of Consumer's preference towards organic food products in Southern Odisha may be considered as important ground to build the markets for organic food products in the initial phase of market development. The countries like India got to realize with organized interventions in various fronts and far better understanding of the consumers' preference on food.

1. INTRODUCTION

In India, the organic food market is in emerging stage has experienced fast growth in the past few years, but, the total share of organic food is still small compared with the total food market. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Organic agriculture not only preserves the environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment.

Organic farm production and trade has emerged as an important sector in India as in other parts of the developing world, and is seen as an important strategy of facilitating sustainable development. The

development of organic agriculture in India is receiving increasing attention among the farmers, processors, trader, exporters and consumers.

Organic food products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases.

As the world is navigating through an era of climate change and other environmental issues, an attempt has been made by the researcher to study the preferences of consumers towards organic food products undertaken in Southern parts of Odisha and to focus their buying behaviour, attitude and awareness.

1.1. SCOPE AND SIGNIFICANCE OF STUDY

These are the main driving force while purchasing the organic products. Thus, this research study has been undertaken in the southern parts of Odisha and to focus the consumers' preferences towards organic products.

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- To get an insight about- how consumers engage with the organic products and what will be their thoughts towards the organic products.

1.2. RESEARCH OBJECTIVES

The objectives of the study are:

1. To analyze the factor influencing the Consumer's Perception towards Organic Products in the southern parts of Odisha.
2. To analyze the availability of organic products in the southern parts of Odisha for consumers.
3. To analyze the health concern of the consumer's for using organic products.
4. To examine the quality factors influencing consumers towards organic products.

2. REVIEW OF LITERATURE

Pardeep Kumar and Hema Gulati (2017) stated that a lot of problems are faced by the rural respondents while purchasing the organic products in the markets. So, based on the study it can be concluded that people living in rural area also want to use organic products but due to less knowledge and low level of income they cannot buy these products.

M. Gomati and S. Kalyani (2013) made a study on organic products, based on descriptive research design. Stratified random sampling was used to select the population and a sample of 100 respondents was drawn. Data was collected only by use of Questionnaires. The information gathered will be analyzed with the help of SPSS software by using the Tabular Presentation & Chi-Square Analysis to generate the statistical outputs.

Manoranjan Dash, Alaka Samanta Ray and Madhusmita Dash (2014) mentioned that, it is incidental that socioeconomic variables are associated with consumer positive attitude towards organic foods. Family, self decision and friends play a vital role in the purchase decision making process of organic foods.

Akankshya Patnaik (2018) investigated the perception of general customer towards this organic concept especially for food. It was revealed that high pricing for some organic product is out of reach of common man. Least variety creates dissatisfaction among the customer.

Bhanwar Singh (2018) examined how consumers perceive towards organic food products and concludes that consumer decision making is based on his/her own knowledge and research organic product decision making. The most customers have opinion that organic products are prime priced.

M. Shireesha, and V. Chandra Sekhar Rao (2018) revealed that both male and female consumers have perceived noticeable differences between organic and conventional food products in terms of taste, appearance, freshness, shelf life and cooking time. It is also observed that health, nutrition, taste, and chemical/fertilizer free nature are the attributes that have an influence on the purchase decision of organic food products by urban consumers.

Priya, M. and Parameswari Bali (2016) looked at what influences the consumers to purchase organic food products. These people generally seek information from newspaper, magazine and at point of purchase i.e., food vendor. In addition, these groups of buyers are premium product consumers and prefer to shop from exclusive outlets and of course they love nature.

D. Mythili, and S. Priyadarshini (2020) conducted a study on consumer perception towards organic products and revealed that consumers' willingness to purchase is influenced by limited and low supply and higher price of the products and very limited access and available information. Thus, organic products play an important role in improving the perception of the end- users towards organic products.

Shashi Rani and Ramesh Rani (2020) conducted the study in rural area with the help of consumer survey which is only targeted to organic buyers. Finding of the study revealed that people were ready to purchase organic food product and even in higher prices but up to 10% only and some consumers don't know the organic food.

N. Savithri, and B.Lavanya (2019) mentioned that, organic agriculture seems to be significant, which had been followed by farmers from ancient times, is free from the use of made by chemicals, fertilizers, a chemical substance, growth regulators and have life feed give food to somebody.

S. Lakshmi Prabha, and M. Sindhuja (2019) analyzed the factor influencing the consumers to buy the organic products. The data were collected on the basis of questionnaire method from 50 respondents. SPSS statistical tools like percentage, ANNOVA, T-Test were used the check the reliability of data which was collected. Thus, this study analyzed the consumer's preference towards organic products.

V Padmaja, and Nikhil Parashar (2018) discussed about the topic and organic farming in India. It gives a detail briefing about the history of organic food products as well as organic food industry. The impact of income and price on buying intent of consumers and major constraints, which act as barrier in sale of organic product.

K. A. Abisha and P. Kannan (2018) indicated that the main reason for purchasing organic food products is an expectation of a healthier and environment friendly means of production. Organic buyer tend to be older and higher educated than who do not buy them. However, the main barrier to increase the market share of organic food product is consumer information.

Xia Tong Cheng (2016) conducted the study on demand for organic food has been rapidly increasing worldwide, because of an improvement in the awareness of environmental problems, and health concerns. This review shows that in Australia and other countries, there have been variation in people's understanding of organic agriculture and organic food, and differences in consumers' attitudes, motivations and behaviours within consumer groups and in different places, although there have been basic similarities. Consumers' perceptions have probably changed over time.

3. RESEARCH METHODOLOGY

The study was descriptive, based on sample survey. The study has been carried out on empirical level and it is based on the interview schedule method. The required data for the current study were collected using a formal schedule of interviews. In the interview, the personal and occupational data relating to sample respondents, their prevailing knowledge about the purchase pattern, awareness level, attitude and perception of herbal products were collected. The instrument used to collect the data is a well-structured questionnaire which is incorporated with items measuring socio-economic status, awareness about herbal products, attitudes and perception of herbal products and factors influencing the purchase of herbal products.

For this purpose, descriptive research is designed comprised of convenience sample through non-probability sampling was used. The sample sizes taken for the study was 130 were collected by the investigator. The questionnaire tried to capture the responses of the customers were designed as both open ended and closed ended questions. Further, the secondary data were collected from Journal, Books, and Websites relevant to the objectives. The period of study was from December 2024 To March 2025. The data were analyzed by using Chi-Square test, correlation and ANOVA.

3.1 RESEARCH HYPOTHESIS

For this study, alternative hypothesis are taken into account. The data were analyzed by using Statistical tools such as, Descriptive statistics, Frequency Distribution Analysis with Chi-square test, and ANOVA (F test).

- H1: There is a significant relationship between Gender of the respondents and Health. [Organic products are healthier than the conventional products]
- H2: There is significant relationship between Age of the respondents and Sources Of Organic Products.
- H3: There is statistically significant relationship between Income of the respondents per month and Availability. (Demand for the organic products are increasing day by day among the consumers)

4. RESULTS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Age wise classification of the respondents:

One of the most crucial factors in determining the respondents' opinions on the specific issues is their age; as age generally reflects an individual's degree of maturity; it becomes increasingly significant when analyzing the response. Table 4.1.1 displays the age group analysis of the chosen respondents in the current study.

Table 4.1.1.: Table showing the Age of the respondents

Sl. No	Age	No. of Respondents	Percentage
1	Below 20 years	13	10
2	21 - 30 years	113	86.9
3	31 - 40 years	3	2.3
4	41 - 50 years	1	0.8
5	Above 50 years	0	0
Total		130	100

From the Table it is observed that a larger part of the respondents was in the category of 21- 30 years of age (86.9%), succeeded by the respondent group with age level below 20 years (10%), 31-40 years (2.3%), and 41-50 years(0.8%). The respondents aged 50 & above years constitute 0% of the total sample.

Gender wise classification of the respondents:

One of the most crucial factors in determining the respondents' opinions on the specific issues is their gender; as gender generally reflects a change of behaviour; it becomes increasingly significant when analyzing the response. Table 4.1.2 displays the gender group analysis of the chosen respondents in the current study.

Table 4.1.2: Table showing the Gender wise classification of the respondents

Sl. No	Gender	No. of Respondents	Percentage
1	Male	80	61.5
2	Female	50	38.5
Total		130	100

From the above table it is observed that that the number of male respondents is 61.5% and female respondent is 38.5%.

Income wise classification of the respondents per month:

Another crucial factors in determining the respondents' opinions on the specific issues is their monthly income; reflects a change in buying pattern; it becomes increasingly significant when analyzing the response. Table 4.1.3 displays the gender group analysis of the chosen respondents in the current study.

Table 4.1.3. Table showing the Income of the respondents per month

Sl. No	Monthly Income	No. of Respondents	Percentage
1	< 15000	42	32.3
2	15000 to < 45000	34	26.2
3	> 45000	2	1.5
42	No income	52	40
Total		130	100

From the above table it is interpreted that the number of respondents in < 15,000 is 32.3%, 15000 to < 45000 is 26.2 %, > 45000 is 1.5%, No Income is 40%.

4.2. CHI-SQUARE TEST

- Null Hypothesis (H0) – There is no significant relationship between Age of the respondents and sources of organic Products
- Alternative Hypothesis (H1) - There is significant relationship between Age of the respondents and sources of organic Products

Table 4.2.1:
Relationship between Age of the respondents and Sources of organic Products

Static value of Chi-Square				
	Sources of organic products			
Age	Friends	Internet	Newspaper	TV/ Radio
Below 20 years	0.615	1.389	1.633	3.5
21 - 30 years	0.108	0.021	0.138	0.189
31 - 40 years	0.009	1	0.1	0.8
41 - 50 years	0.4	1.633	0	0.3
Total	11.836			

Level of Significance = $\alpha = 5\% = 0.05$, Degree of Freedom = $dof = (r - 1)(c - 1) = (4 - 1)(4 - 1) = 9$, Critical Value of α @ 0.05 level of significance at dof of 9 = 16.919

Static value < Critical value i.e., $11.836 < 16.919$

Interpretation: Since Static value (11.836) is lower than Critical value (16.919), we accept the Null hypothesis and reject the alternate hypothesis. Therefore, there is no significant relationship between Age of the respondents and Sources of Organic products

- Null Hypothesis (H_0) – There is no significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]
- Alternative Hypothesis (H_1) - There is significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]

Table 4.2.2:
Relationship between gender of the respondents and Health

Static value of Chi-Square					
Gender	Agree	Disagree	Neutral	Strongly agree	Strongly Disagree
Male	0.006	0.267	0.006	0.009	0.267
Female	0.009	0.4	0.01	0.014	0.4
Total	1.385				

Level of Significance = $\alpha = 5\% = 0.05$, Degree of Freedom = $dof = (r - 1)(c - 1) = (2 - 1)(5 - 1) = 4$, Critical Value of α @ 0.05 level of significance at dof of 4 = **9.488**

Static value < Critical value i.e., $1.385 < 9.488$

Interpretation: Since Static value (1.385) is lower than Critical value (9.488), we accept the Null hypothesis and reject the alternate hypothesis. Therefore, there is no significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]. Hence null hypothesis is accepted.

4.3 ANOVA TEST

- Null Hypothesis H_0 = There is no statistically significant relationship between the Income of the respondents per month and preference for the organic products.
- Alternate Hypothesis H_1 = There is statistically significant relationship between Income of the respondents per month and preference for the organic products.

Table 4.3.2 (ANOVA): Income of the respondents per month and preference for the organic products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.191	3	5.397	3.453	.019
Within Groups	196.917	126	1.563		
Total	213.108	129			

Interpretation: Significance level 0.019, which is below 0.05 therefore, there is a statistically a significant relationship between Income of The Respondents per Month and Availability (Demand for the organic products are increasing day by day among the consumers).

5. DISCUSSIONS

Since the consumers have identified a remarkable difference between organic and conventional food products and have a robust positive perception towards the organic food products, the govt , NGOs and private organic food marketers can widely promote this aspect and may contribute to further expansion of organic market which in turn is highly beneficial to farmers, consumers, society and the environment at large.

As it is observed from the study that taste is more influential attribute in the purchase decision of consumers, organic food can be largely advertised as both tasty and healthy' food option among the different segments of consumers like children, youngsters and old age people.

The consumer's concerns on food safety, quality and nutrition are increasingly becoming important across the planet , which has provided growing opportunities for organic foods within the recent years. The demand for organic food is steadily increasing within the developed countries, while developing countries like India still got to go an extended way. The untapped potential markets for organic foods within the countries like India got to be realized with organized markets for organic foods within the countries like India got to realized with organized interventions various fronts, which require a far better understanding of the consumers' preference on food. Therefore an analysis of Consumer's preference towards Organic products in Southern Odisha may be considered as important ground to build the markets for organic products in the initial phase of market development

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