

AN ECONOMIC ANALYSIS OF ORGANIC FARMING OF TIRUPATI DISTRICT IN ANDHRAPRADESH

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ABSTRACT

Organic farming is a holistic production management system. A study was conducted on the case of organic farming in andhrapradesh (India). Majority of the respondent farmers were satisfied with contract organic farming. Technical guidance and inputs were provided by firms. Most of the farm operations were done by respondents manually. Machines should be made available to the firms. In today's world organic food products was very important for the human beings to lead a healthy life. have become a basic necessity in human life. In this paper, an attempt has been made to find out the consumers awareness towards organic food. A sample of 400 respondents" was purposively selected from Tirupur District. The selected samples are analyzed using simple percentage, chi-square test and multiple regression analysis test. It is found that three variables namely there exists any significant association between gender, age, educational qualification, monthly income and consumer awareness towards organic food products of the respondents.

1. INTRODUCTION

In India, organic farm industry has been developing with new marketing strategy and enduring for creating healthy environment. The organic agriculture in production concept with an objective to produce healthy and quality foods without using pesticides and synthetic chemical products. Thus, organic agriculture not only preserves the environment but it also provides public health and bringing significant importance both to the economy as well as to the society of rural areas. There is growing demand in domestic as well as international products. India produces processed and unprocessed organic foods. The interests of consumers and public institutions in organically produced foods have increased, mainly in developed countries economy, in

response to consumer's anxiety about food safety, health and the social environment. Organic farm product manufacturing and trading has emerged as an important industry in India as in the developing countries, and is an important strategy for facilitating sustainable development.

The development of organic food agriculture is also increasing awareness among the agriculture related persons like farmer, processors, trader, exporters and consumers. Availability of organic input and output is critical for the improvement of organic farming in the country. Making a commitment to healthy eating is a great start towards a healthier life. Beyond eating more fruits, vegetables, whole grains, and good fats, however, there is the question of food safety,

nutrition, and sustainability. Specific requirements must be met and maintained in order for products to be labeled as organic foods. The development of efficient marketing system is the need of the hour for strengthening the organic production in India.

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 present study has contains a detailed information about organic farm products. The present study provides intention to buy organic farm products to protect health from other illness problems. It includes the consumer preference towards organic food purchases from the concerned shops and impacting factors to the use of organic farm products. The researcher has used more tools and multivariate techniques to study the consumers' perception and satisfaction towards organic farm products in Tirupur District.

1.1 Statement of the problem

In India, the organic farming is a growing sector which is encouraged by the government and many private initiatives. The organic farm product concept has been developing and the consumer behavior is always changed towards to maintain their health. The organic farming concept is old concept, but the marketing point of view that is new one to people. There are number of organic farm product brands available in Indian economy. The farmers have different purchase pattern towards price, package, availability, utility and quality etc. The consumer' select particular brand of organic farm products for various reasons.

The purpose of this present study is to investigate college students' perceptions and knowledge of organic food products through survey method, in order to inform farmers and ranchers of the future market's demands. This study is also to gather information about

consumers' preferences that will hopefully help farmers, ranchers, producers and commodity groups communicate more effectively about the definitions of their products' standards and modify their marketing techniques, communication strategies and ranching practices to obtain the highest price possible¹⁷. Furthermore information on consumer's perception allows a better knowledge of the market to target the support for farmers more efficiently and to identify which projects are more likely to be successful. There is a variety of environmentally friendly and healthy products on the market addressing consumers' health concerns.

1.2 Objectives of the study

1. To show the theoretical aspects of growth and developments of organic farm products in India.
2. To examine the consumer's preference towards using organic farm products.
3. To assess the consumer's perception and knowledge towards using an organic farm products in Tirupur district.
4. To measure the consumer's satisfaction on organic farm products in Tirupur district.
5. To describe the influencing factors of consumer's perception and satisfaction towards the buying decisions of organic farm products.

2. REVIEW OF LITERATURE

Sathyendra Kumar AD and Dr. H. M. Chandrashekar (2015) revealed that an attempt to understanding the consumer perception about organic product and marketing in Mysore city. Primary data are collected from Retail outlets of Organic products, Organic Products Marketing Agencies, by administering the structured questionnaires through simple random sampling method. Parentage analysis and SPSS will be adopted

to analysis the consumer's response towards organic food product in Mysore city. The results concluded that most of the consumer especially in urban people prefer organic food product.

J. Padmathy and R. Saraswathy (2016) investigated the relationship between variables that affect consumers, buying behaviour for organic products and identifies the price levels consumers prefer to pay for organic products in Thanjavur district. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with questionnaires. The statistical method used for the study as regression and chi-square analyzes. The findings of the study reveal that there is significant relationship between the variables which affects consumers, buying behaviour for organic products.

Md Tareq Bin Hossain and Pei Xian Lim (2016) evaluated the current status of consumers' buying behavior towards organic foods in the emerging market. A well structured questionnaire was designed and distributed to around 105 respondents randomly in Malaysia (Penang). The data collected are analysed using SPSS software with version 21.0 The study found that government support and policy, perceived beliefs and attitudes, knowledge and availability have a significant positive relationship with consumer behavior towards organic foods.

Aulakh and Ravisankar (2017) studied that many farmers in Punjab have realized that chemical-intensive; water guzzler paddy is no longer sustainable. Some of the progressive farmers have started shifting towards organic farming. Most organic producers are adopting organic farming mainly due to the assumption that organic farming will improve the environment conditions and human health. Soil health improvement is the reason for the

farmers to adopt organic farming. Attention has been paid for promoting organic farming, but still it has not been adopted by large number of farmers in Punjab.

The revolution thus leads to the development of input intensive farming termed conventional farming. Fertilizer responsive high yielding crop cultivars were developed in this context. These developments lead the extensive use of chemical fertilizers as well as pesticides which improved crop yield but caused contaminations to soil and water environment. These contaminations caused serious health problems in human beings (Taylor et al., 2019).

Organic farming is one of the approaches that can contribute to food and nutritional safety in sustainable agriculture. Environmentally oriented approaches encourage consumers to consume more organic food and producers to produce more organic food. With the advancement in food production techniques, significant increases and variations in the production of foodstuffs have emerged. However, the widespread use of these substances triggered the emergence of various diseases that may also affect cancer, obesity and genetics. Concerns in the minds of consumers have begun to differentiate their food consumption preferences. This differentiation prompted consumers to prefer healthier and higher quality products (Lusk and McCluskey, 2018).

Agriculture is one of the main sources of socioeconomic enhancement and sustainability across the world (Qiao et al., 2019). Thus, adequate care must be taken in ensuring the best and operational practices are adopted to yield its main aim of diversifying the economy and food security.

3. METHODOLOGY

3.1 Sampling design

The Tirupur District is the third largest district and the second largest industrial district in the state of Tamilnadu. This district has the presence of sound marketing network with more industries. The organic farm products has been developing concept in India and worldwide. So, the researcher has chosen organic farm product selling shops in Tirupur district. In Tirupur District, more organic farm products are sold by more organic farm centre functioning. The organic products are mostly used by the consumers in recent years. The population size of the organic farm product users is unknown in the study area. So, the researcher has been chosen convenient sampling method for the present study. The researcher has selected thousand consumers from the Tirupur District and that questionnaire has been distributed to the respondents. The whole thousand sample respondents were selected for the study and the sample selected includes different types of consumers from the respective shops like organic farm products and other related shops in present study.

3.2 Data collection

The organic farm product concept is new concept to the Indian economy. So, the present study has included the primary data and secondary data for the analytical purpose. This study is an empirical and descriptive study in nature, which the methodical tables have been used to portray the results. The data required for carrying out the present study had been collected in two stages. The consumer perception and satisfaction of the sample respondents on the various aspects of the usage of organic farm products in Tirupur District were collected by means of structured questionnaire from the selected sample respondents.

The secondary data was the important part of the present study. This study is mostly based on foreign studies and national level studies. The secondary data has taken from Bharathiar

university library, Pondicherry university e-library and different sources like newspapers, magazines, journals, websites, and books during the period of primary data collection simultaneously. For this in-depth study, the researcher has made investigation with the concerned officials and selected organic farms in Tirupur District. From the investigation, the required and needed information has been included in this present study.

3.3 Research design

The present study contains an empirical and descriptive approach for exploring the results by the researcher. The present study concentrates to measure the consumer perception and satisfaction of the sample respondents. A simple descriptive research design is used when data were collected to selected persons like age, gender, marital status and income, etc., for the knowledge about organic farms, organizations, settings, or phenomena. For initial stage of problem identification, the researcher has used for the explorative research to identify and to know the actuality for the solution of the problem in the present study.

3.4 Pilot study and quantification of data

The pilot study is important one to rectify the mistakes on the questionnaire and the research purpose. In the present data, the researcher has constructed the final questionnaire as per the objectives of the study. That the questionnaire has distributed to research experts, sellers of the organic farms and more persons in Tirupur District. The collected data has taken for measuring the consistency and make changes in variables and other corrections of the questionnaire related to the present study. The outcome of these considerations was carefully corrected and after that the questionnaire were given to the sample respondents by the researcher to collect the required response.

After the pilot study, the collected data from the valuable respondents have been properly

classified, edited, sorted, tabulated in a proper format and analyzed by deploying appropriate statistical tools. The data collected sheets have been used for the purpose of the study and it was clearly explained in a questionnaire for respondents. The respondents given information should be to protect confidentiality and that were assured of anonymity and confidentiality. The questionnaire contains the measuring level of consumer's perception and satisfaction on organic farm products. The secondary data has been collected from the various journals, hygienic food magazines and other reports

regarding to organic farm products across India.

4. DATA ANALYSIS AND INTERPRETATION

Socio- economic Features

It is essential to examine the socio-economic features of the respondents such as their age, education, size of the family, etc. that may have an influence on their acceptance of alternative system.

4.1 Age of the Respondents

Table 4.1: Age Categories of the Respondents

Age (in years)	Number of Farmers	Percentage of Farmers
Up to 30	53	13.25
31-40	132	33.00
41-50	121	30.25
Above 50	94	23.50
Overall	400	100

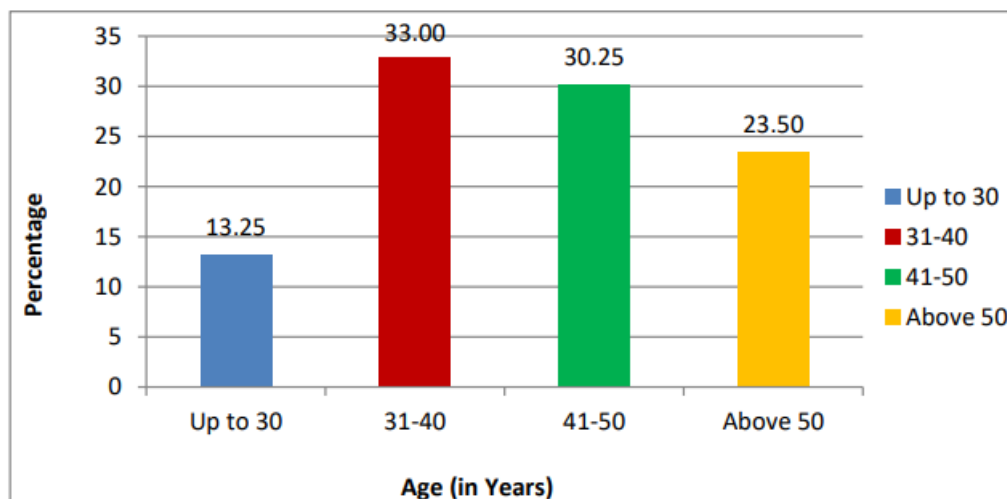


Fig. 4.1: Age Categories of Respondents

An analysis of the data given in Table 4.1 provides that of the total 400 farmers, 53 (13.25 per cent) were of less than 30 years age. Majority of them, i.e., 132 (33.00 per cent) were found to be in the age category of 31-40

years. Another 121 (30.25 percent) farmers represented the age category of 41-50 years, while the remaining 94 (23.50 per cent) farmers belonged to the above 50 years

category. Thus, a major proportion of the farmers were in the middle age.

4.2 Education Level of the Respondents

Table 4.2: Education Level of the Respondents

Educational Standard	Number of Farmers	Percentage
Up to Primary	25	6.25
Primary and 12 th	109	27.25
Graduation	148	37.00
Any other Qualification	118	29.50
Overall	400	100

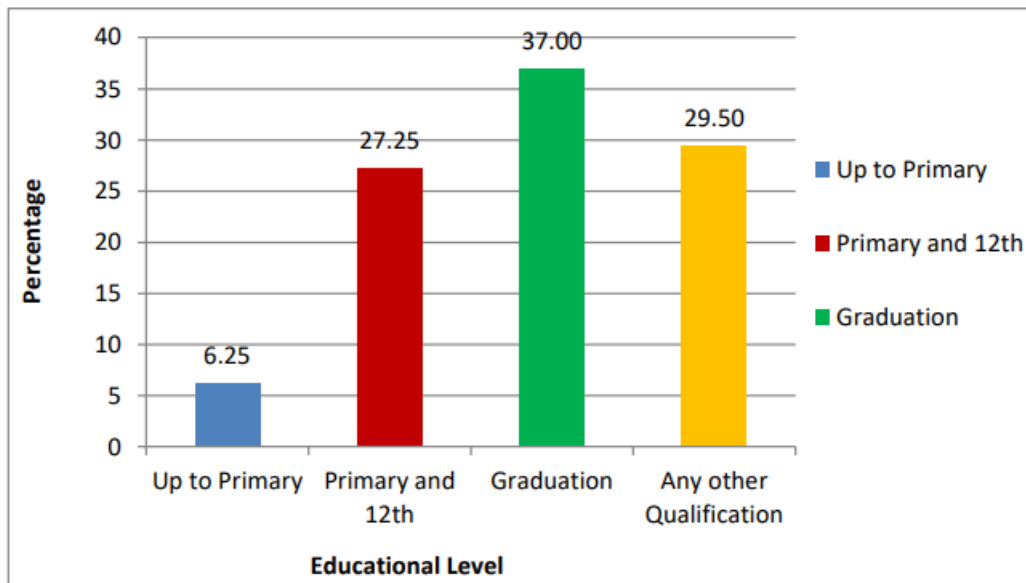


Fig. 4.2: Education Level of the Respondents

As per table 4.2 majority of the farmers, that is 148 (37 percent) were graduate followed by 118 (29.50 percent) farmers who had acquired other qualifications (M.A, M.Sc., ITI, M. Phil. etc). There were 109 (27.25 percent) respondents who had obtained education between primary and 12th level whereas the remaining 25 (6.25 per cent) farmers were

educated up to primary level only. Thus, the survey showed that most of the respondents were sufficiently qualified to make a selection between organic and non-organic farming systems.

4.3 Family Size of the Respondents

Table 4.3: Family Size of the Respondents

Family Size	Number of Farmers	Percentage
Up to 4	21	5.25
5-6	185	46.25
Above 6	194	48.50
Overall	400	100

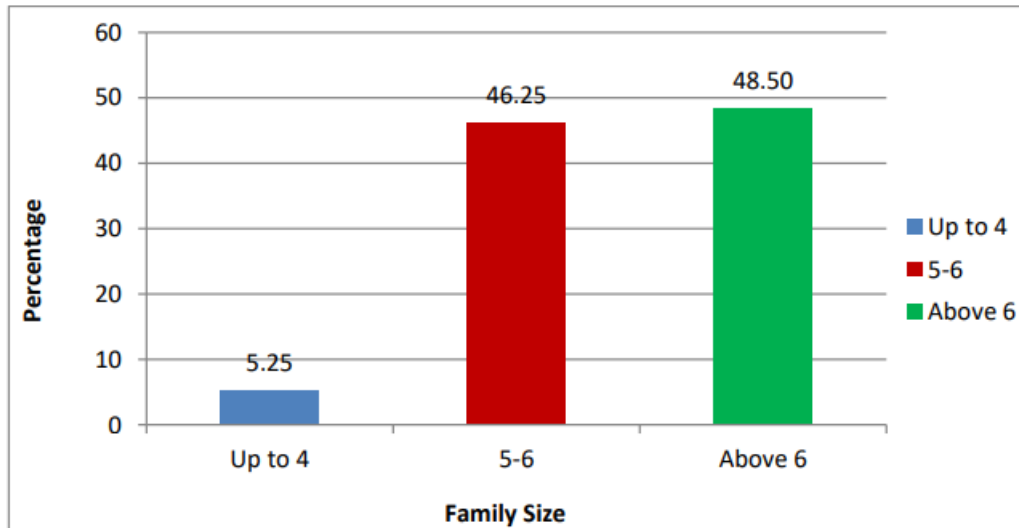


Fig.4.3: Family Size of the Respondents

Out of 400 respondents, nearly half of them, i.e., 194 (48.50 per cent) had large families of more than 6 members, while 185 (46.25 per cent) farmers had families of medium size constituting 5 to 6 persons. Further, only 21 (5.25 per cent) farmers had families of up to 4 members.

CONCLUSION

It can be concluded that majority of the surveyed respondents are in the middle age having sufficient agricultural experience. Also, most of them are educated and quite aware about the organic farming techniques. Further, majority of the respondents have large families with the exception of 21 farmers having small families. They have preferred organic farming only on a small area of land and that too for their own consumption. Organic food is one of the eldest, widely accepted, highly appreciated organic farming. It should reach each and every man for their health. There is a need for educating the consumers and awareness about

organic goods. Government, agriculturist, health organization should take necessary steps to make awareness about organic food products. There is huge gap between the agriculture and consumer awareness. This gap can be removed through two methods one is giving awareness about the organic food product and another is educating them about organic farming. The research concludes that consumer awareness plays a vital role in determining the buying behavioral aspect for selecting organic food.

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