ANTECEDENTS OF AWARENESS LEVEL TOWARDS ORGANIC FOOD

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Abstract:

India's organic product business is still in its infancy, and the country's organic consumer sector is undoubtedly understudied. In order to purchase a product, consumer knowledge of it is essential. According to earlier surveys, consumers are not as aware of organic products as they are of conventional ones. This study concentrated on the elements that influence people's knowledge of organic products. 245 samples were readily taken from the city of Tirunelveli's workforce of healthcare professionals. The study's variables health consciousness, environmental consciousness, availability, and product quality were chosen to determine their effects on consumers' awareness of organic food.

Keywords: Awareness, Tirunelveli city, Healthcare professionals, Health consciousness.

Introduction:

The growing concern that people have for their health and way of life has drawn them to purchasing organic goods. In the eyes of customers, food items devoid of pesticides, synthetic chemicals, and fertilisers have acquired importance. Organic food contributes to the preservation of a healthy balance among living things, other living things, and the natural environment. Additionally, the freshness of the food is preserved and there are no chemical preservatives. This would stop the overuse of hazardous substances and protect public health. Dietary consumption and dietary preferences are closely related to a rise in the prevalence of various chronic illnesses. The consumer conversation about food safety, health advantages, and environmental concerns is sparked by the food-related health scares, and as a result,

consumers' eating habits and dietary patterns are changing. Food goods that are healthy, natural, and chemical-free attract more interest from consumers.

Objective:

- To find association between Awareness towards organic food products and Health Consciousness, Environmental Consciousness, Availability, Product Quality.
- To analyse the impact of Health Consciousness, Environmental Consciousness, Availability, Product Quality on Awareness towards organic food products

Literature Review:

Hill and Lynchehaun (2002) focused on the idea that marketing organic products successfully depends on public knowledge. This shows how confident people are in using organic food. According to research, customer acceptability of certain meals increased as a result of increased consumer knowledge about the foods or the production processes.

Jayanthi, M. (2015). The result of their study showed that 40.5% and 38.4% of the respondents were aware and partly aware about organic food products, and only 14% of the respondents were highly aware about the same. Thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

Suguna, M., & Kamatchi, D. (2018) , In their study they found that the consumers are highly aware that Price on organic products are high, it is equal to high quality, organic food products is better quality other than the conventional products, good for health, free from chemical residues which resulting no side effects and do not cause the harmful to the consumers health. The consumers are aware about the benefits of organic food products. The proper labelled organic products can be increased the trust on organic food product.

Harinadh Karimikonda(2020), in their study found that the organic products isn't always available at the store. Since produce is delivered weekly once it is in the store, there is no effective packing method for organic food items. The high price of organic goods discourages consumers from purchasing them since they are out of reach for the average person's budget. The general public is well knowledgeable about organic products. There aren't many organic goods stores in Hyderabad. Compared to non-organic items, organic products receive substantially less advertising**.**

Kalpana & Sowmiya(2022), in their study found that Organic products are becoming more familiar nowadays, change in the habits of food consumption. Consumers willing to consume

organic products because it is produced without using chemicals and pesticides. It is also identified that consumers were lack of awareness about organic products. Therefore, the research also suggests that marketers have to promote the availability of the organic products in order to increase the market size of products and at the same time consumers shall be informative regarding the product benefits.

Research Methodology:

This study is a descriptive one. The survey is conducted in Tirunelveli city. The health care employees in Tirunelveli city hospitals are the respondents. This research adopts Convenience Sampling method. 245 respondents have been taken as sample for this study.

Data Analysis:

The data was entered in SPSS version 22. The reliability Statistics for all the factors under study have been checked using Reliability analysis. The Cronbach's Alpha values for all the constructs used in this study are above .70 and are highly reliable. This research uses non-parametric test. Statistical methods Spearman Rho test and Linear Regression were used to analyse the quantitative data collected through a structured questionnaire.

Research Hypothesis:

$H_{11(1-4)}$ – There is significant positive association between Awareness towards organic food products and Health Consciousness, Environmental Consciousness, Availability, Product Quality.

$H_{12(1-4)}$ – There is an impact of Health Consciousness, Environmental Consciousness, Availability, Product Quality on Awareness towards organic food products.

Hypotheses testing:

Table 1 :Correlations

		AW	Hypotheses
Spearman's rho	AW	1.000	
	HC	**.684**	$H_{11(1)}$ - Supported
	EC	**.454**	$H_{11(2)}$ - Supported
	AV	**.510**	$H_{11(3)}$ - Supported
	PQ	**.383**	$H_{11(4)}$ - Supported

**. Correlation is significant at the 0.01 level (2-tailed)

The correlation coefficient (ρ) is a measure that determines the degree to which the movement of two different variables is associated. The p value is significant at 1% level of confidence for HC, EC, AV, PQ.

Correlation of r s = ± 0.7 to ± 1.0 were regarded as strong, r s = ± 0.4 to ± 0.6 as moderate and r s = ± 0.1 to ± 0.3 as weak (Haldun Akoglu ,2018).

A Spearman Correlation test is used to analyse the relationship among the variables of Awareness of Organic Food products and Health Consciousness, Environmental Consciousness, Availability, Product Quality, the result of this test suggest that there is an association between all the variables.

The Awareness and Health consciousness   have strong Positive association(68%).

The Awareness and Environmental consciousness have moderate Positive association(45%).

The Awareness and Availability have moderate Positive association(52%).

The Awareness and Product Quality have week Positive association(38%).

There is an association between Awareness and health Consciousness, Environmental Consciousness, Availability, Product Quality, H_{11} is supported hence the researcher carry out Regression test to find the impact of each predictor variables on the Dependent variable(Awareness).

Regression:

The researcher conducted Regression analysis to find the impact of the indepent variable on the dependent variable.

Table 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.453	.443	.409
a. Predictors: (Constant), PQ, AV, EC, HC				

From the above table it is inferred that the Predictors Such as Product Quality, Availability, Environmental consciousness, Health Consciousness explains the variability in Awareness

towards Organic food products for about 44 %(Adjusted R square of .443). These variables contribute 44% on Awareness towards the organic food products in this population.

Table 3: ANOVA- Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
				ANOVA[a]		
1	Regression	2.478	4	8.619	42.826	.000[b]
	Residual	128.274	241	.150		
	Total	130.751	245			
a. Dependent Variable: AW						
b. Predictors: (Constant), PQ, AV, EC, HC						

The above ANOVA test statistics table shows that the p value is (.000) which is less than the level of Significance (0.05), hence   Health Consciousness, Environmental Consciousness, Availability, Product Quality make an impact on Awareness towards Organic food products..

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypotheses
		B	Std. Error	Beta			
1	(Constant)	4.186	.606		6.906	*.000*	
	HC	.125	.083	.116	2.135	*.030*	*$H_{12(1)}$- Supported*
	EC	.232	.081	.347	4.280	*.020*	*$H_{12(2)}$- Supported*
	AV	.143	.034	.103	2.032	*.045*	*$H_{12(3)}$- Supported*
	PQ	.230	.049	.343	4.539	*.026*	*$H_{12(4)}$- Supported*
a. Dependent Variable: AW							

The p value of all the independent variables is less the significant level (.05). Hence $H_{12(1-4)}$ is supported

Research paper   ,

The above table of Coefficients Shows the following:

➢ Where there is 1 unit increase in the Health Consciousness there is a .125 increase in the Awareness of Organic food products.

➢ I unit increase in Environmental Consciousness there is a .232 increase in the Awareness of Organic food products.

➢ 1 unit increase in the Availability there is a .143 increase in the Awareness of Organic food products.

➢ 1 unit increase in Product Quality there is a .230 increase in the Awareness of Organic food products.

According to the formula for linear regression the impact of the independent variables to the dependent variable are as follows,

AW= 4.186+.125 (HC) +.232 (EC) +.143 (AV) + .230 (PQ) .

Conclusion :

Organic food products are good for our health and the environment. The awareness towards the organic products may increase the consumption of it. This study find that the factors Health Consciousness, Environmental Consciousness, Availability, Product Quality have a positive relationship with the awareness of organic products and these variable makes about 44% impact on the awareness of organic products.

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