

## A Study on Consumers' Attitude towards Organic Food Products

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**Abstract:** In the fast socio-economic development and an increased in standard of living, many consumers are demanding more organic food and hence causing the organic food market to grow dramatically to serve the need of the consumers. More than three-fourth of consumers perceive that the level of attitude towards organic food products is at medium level and the results reveal that there is significant difference between socio-economic characteristics of consumers and their attitude towards organic food products. Organic food products are still an emerging thought in Hyderabad and Secundrabad cities, but it has great potential for both marketers and consumers, if the consumers are made to be aware of environmental issues and advantages of organic food products. Therefore, improving consumers' attitudes towards organic consumerism will enhance their willingness to purchase organic food products.

**Keywords:** Attitude, Consumers, Organic Food Products.

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### I. Introduction

As human concern towards natural environment is recently increasing, consumers tend to seek for “the green aspect” of the products, as well as their effects on Earth. On the other hand, the healthy issue is becoming one of the prior concerns of consumers in purchasing products, especially when it comes to food. This factor is appeared as the main driving force for consumers to purchase organic food (Yin, et. al., 2010).

Interest in organically produced food is increasing throughout the world in response to concerns about conventional agricultural practices, food safety and human health concerns (Gregory, 2000) animal welfare (Harper and Makatouni, 2002) and concern for the environment (Wandel and Bugge, 1997). These concerns, along with observed organic consumer behaviour has led, in part, to emergence of various groups of organic consumers, namely environmentalists, food phobics, healthy eaters, humanists, welfare enthusiasts, and hedonists (Davies, et. al., 1995). In the fast socio-economic development and an increased in standard of living, many consumers are demanding more organic food and hence causing the organic food market to grow dramatically to serve the need of the consumers.

Organic food refers to the how the foods are being produced, processed and packaged through the method of organic farming. Organic foods are thus has becoming very popular due to its various benefits largely the health concern as compared to the non-organic ones. Therefore, the sales of organic food are increasing dramatically due to the increased in consumers' demand. The main factors for the rising in global organic food market are due to increased in consumer's awareness and attitude towards the benefit of organic food, increased in organic farming, and implementation of government regulations (Casey, 2011). Therefore, the present research is made to study consumers' attitude towards organic food products.

### II. Methodology

The Hyderabad and Secundrabad cities have been purposively selected for the present study. The data have been collected from 500 consumers of organic food products by adopting random sampling technique. The socio-economic characteristics of consumers and their attitude towards organic food products have been examined by using frequency and percentage analysis. In order to study the difference between socio-economic characteristics of consumers and their attitude towards organic food products, the ANOVA (Analysis of Variance) test has been employed.

### III. Results And Discussion

#### 3.1. Socio-Economic Characteristics of Consumers of Organic Food Products

The socio-economic characteristics of consumers of organic food products were analyzed and the results are presented in Table-1. The results show that about 62.40 per cent of consumers of organic food products are males and the remaining 37.60 per cent of consumers of organic food products are females. It is observed that about 32.40 per cent of consumes of organic food products are in the age group of 26 – 30 years

followed by 31 – 35 years (30.00 per cent), 21 – 25 years (21.20 per cent), 36 – 40 years (6.80 per cent), 15 – 20 years (5.60 per cent), 41 – 45 years (2.80 per cent), 46 – 50 years (0.80 per cent) and above 50 years (0.40 per cent).

The results indicate that about 42.20 per cent of consumers of organic food products have educational qualification of post graduation followed by graduation (29.80 per cent), professional (9.60 per cent) higher secondary (7.60 per cent), upto secondary (5.60 per cent) and diploma (5.20 per cent). It is clear that about 38.00 per cent of consumers of organic food products are working in private sector followed by Government service (32.60 per cent), business (12.20 per cent), MNCs (10.20 per cent), others (4.20 per cent) and retired (2.80 per cent).

The results reveal that about 24.60 per cent of consumers of organic food products are in the monthly income group of Rs.25,001 – Rs.30,000 followed by Rs.20,001 – Rs.25,000 (19.20 per cent), Rs.30,001 – Rs.35,000 (14.40 per cent), below Rs.10,000 (11.40 per cent), Rs.15,001 – Rs.20,000 (9.80 per cent), Rs.35,001 – Rs.40,000 (6.20 per cent), Rs.10,001 – Rs.15,000 (6.00 per cent), Rs.40,001 – Rs.45,000 (4.40 per cent), Rs.45,001 – Rs.50,000 (2.40 per cent) and above Rs.50,001 (1.60 per cent).

**Table-1.** Socio-Economic Characteristics of Consumers of Organic Food Products

Particulars	Frequency	Percentage
<b>Gender</b>		
Male	312	62.40
Female	188	37.60
<b>Age Group</b>		
15 – 20 years	28	5.60
21 – 25 years	106	21.20
26 – 30 years	162	32.40
31 – 35 years	150	30.00
36 – 40 years	34	6.80
41 – 45 years	14	2.80
46 – 50 years	4	0.80
Above 50 years	2	0.40
<b>Educational Qualification</b>		
Upto Secondary	28	5.60
Higher Secondary	38	7.60
Diploma	26	5.20
Graduation	149	29.80
Post Graduation	211	42.20
Professional	48	9.60
<b>Occupation</b>		
Business	61	12.20
Government Service	163	32.60
Private Sector	190	38.00
MNCs	51	10.20
Retired	14	2.80
Others	21	4.20
<b>Monthly Income</b>		
Below Rs.10,000	57	11.40
Rs.10,001 – Rs.15,000	30	6.00
Rs.15,001 – Rs.20,000	49	9.80
Rs.20,001 – Rs.25,000	96	19.20
Rs.25,001 – Rs.30,000	123	24.60
Rs.30,001 – Rs.35,000	72	14.40
Rs.35,001 – Rs.40,000	31	6.20
Rs.40,001 – Rs.45,000	22	4.40
Rs.45,001 – Rs.50,000	12	2.40
Above Rs.50,001	8	1.60

*Source: Computed from Primary data*

### 3.2. Consumers' Attitude towards Organic Food Products

The consumers' attitude towards organic food products was analyzed and the results are presented in Table-2. Nearly two-third of consumers are disagreed with they are familiar with organic food products and half of consumers are disagreed they realize the importance of organic food products. More than half of consumers are disagreed with they interested to know more about organic food products and they feel healthy when they eat organic foods, while, more than half of consumers are strongly disagreed with they like the idea of organic food products.

More than two-third of consumers are disagreed with they favourable to organic food products, they have good image of companies going organic, they believe in the information on organic food packaging, they pay attention to advertising on organic food products, they believe in the organic food advertising, they believe

organic to protect myself from consuming pesticides, they believe organic foods have better quality and think organic foods are fresher.

Nearly one-third of consumer are disagreed with they live longer if they consume organic foods, while, nearly one-third of consumers are agreed with they appreciate the package / design of organic food products.

**Table-2.** Consumers' Attitude towards Organic Food Products

Particulars	Level of Agreement (%)				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like the idea of organic food products	0.40	2.20	12.60	29.80	55.00
I am familiar with organic food products	1.20	3.80	15.60	64.20	15.20
I am favourable to organic food products	2.00	7.20	30.60	43.40	16.80
I am interested to know more about organic food products	2.40	9.20	16.80	52.60	19.00
I realize the importance of organic food products	3.60	8.80	20.80	50.00	16.80
I appreciate the package / design of organic food products	6.00	30.40	25.20	28.60	9.80
I have good image of companies going organic	9.20	8.00	27.40	43.00	12.40
I believe in the information on organic food packaging	5.80	15.00	25.80	41.00	12.40
I pay attention to advertising on organic food products	7.00	14.60	21.60	44.20	12.60
I believe in the organic food advertising	7.00	15.40	23.00	36.80	17.80
I believe organic to protect myself from consuming pesticides	2.20	8.80	19.60	37.80	21.60
I believe organic foods have better quality	0.80	5.40	13.60	40.20	40.00
I feel healthy when I eat organic foods	0.80	7.20	17.60	54.80	19.60
I think organic foods are fresher	7.20	14.20	20.00	41.20	17.40
I live longer if I consume organic foods	3.40	8.00	20.40	32.60	35.60

*Source: Computed from Primary data*

### 3.3. Gender and Attitude towards Organic Food Products

The relationship between gender of consumers and their attitude towards organic food products was analyzed and the results are presented in Table- 3

**Table-3.** Gender and Attitude towards Organic Food Products

Gender	Level of Attitude			Total
	Low	Medium	High	
Male	18 (5.77)	270 (86.54)	24 (7.69)	312 (62.40)
Female	52 (27.66)	118 (62.77)	18 (9.57)	188 (37.60)
Total	70 (14.00)	388 (77.60)	42 (8.40)	500 (100.00)

*Source: Computed from Primary data*

*The figures in the parentheses are per cent to total*

The results show that out of 312 male consumers of organic food products, about 86.54 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by high level (7.69 per cent) and low level (5.77 per cent).

The results indicate that out of 188 female consumers of organic food products, about 62.77 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (27.66 per cent) and high level (9.57 per cent).

The F- value of 10.922 is significant at one per cent level indicating that there is significant difference between gender of consumers and their attitude towards organic food products. Hence, the null hypothesis of there is no significant difference between gender of consumers and their attitude towards organic food products is rejected.

### 3.4. Age Group and Attitude towards Organic Food Products

The relationship between age group of consumers and their attitude towards organic food products was analyzed and the results are presented in Table-4.

**Table-4. Age Group and Attitude towards Organic Food Products**

Age Group	Level of Attitude			Total
	Low	Medium	High	
15 – 20 years	5 (17.86)	20 (71.43)	3 (10.71)	28 (5.60)
21 – 25 years	11 (10.38)	91 (85.85)	4 (3.77)	106 (21.20)
26 – 30 years	25 (15.43)	131 (80.87)	6 (3.70)	162 (32.40)
31 – 35 years	17 (11.33)	112 (74.67)	21 (14.00)	150 (30.000)
36 – 40 years	5 (14.71)	21 (61.76)	8 (23.53)	34 (6.800)
41 – 45 years	4 (28.57)	10 (71.43)	0 (0.00)	14 (2.80)
46 – 50 years	2 (50.00)	2 (50.00)	0 (0.00)	4 (0.80)
Above 50 years	1 (50.00)	1 (50.00)	0 (0.00)	2 (0.40)
Total	70 (14.00)	388 (77.60)	42 (8.40)	500 (100.00)

*Source: Computed from Primary data  
The figures in the parentheses are per cent to total*

The results show that out of 28 consumers of organic food products who belong to the age group of 15 – 20 years, about 71.43 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (17.86 per cent) and high level (10.71 per cent). The results indicate that out of 106 consumers of organic food products who belong to the age group of 21 – 25 years, about 85.85 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (10.38 per cent) and high level (3.77 per cent).

It is clear that out of 162 consumers of organic food products who belong to the age group of 26 – 30 years, about 80.87 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (15.43 per cent) and high level (3.70 per cent). It is observed that out of 150 consumers of organic food products who belong to the age group of 31 – 35 years, about 74.67 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by high level (14.00 per cent) and low level (11.33 per cent).

It is apparent that out of 34 consumers of organic food products who belong to the age group of 36 – 40 years, about 61.76 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by high level (23.53 per cent) and low level (14.71 per cent). The results reveal that out of 14 consumers of organic food products who belong to the age group of 41 – 45 years, about 71.43 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (28.57 per cent).

The results show that out of four consumers of organic food products who belong to the age group of 46 – 50 years, about 50.00 per cent of consumers perceive that the level of attitude towards organic food products is at both low level and medium level. The results indicate that out of two consumers of organic food products who belong to the age group of above 50 years, about 50.00 per cent of consumers perceive that the level of attitude towards organic food products is at both low level and medium level.

The F- value of 3.617 is significant at one per cent level indicating that there is significant difference between age group of consumers and their attitude towards organic food products. Hence, the null hypothesis of there is no significant difference between age group of consumers and their attitude towards organic food products is rejected.

### 3.5. Educational Qualification and Attitude towards Organic Food Products

The relationship between educational qualification of consumers and their attitude towards organic food products was analyzed and the results are presented in Table- 5.

**Table-5. Educational Qualification and Attitude towards Organic Food Products**

Educational Qualification	Level of Attitude			Total
	Low	Medium	High	
Upto Secondary	5 (17.86)	20 (71.43)	3 (10.71)	28 (5.60)
Higher Secondary	20 (52.63)	17 (44.74)	1 (2.63)	38 (7.60)
Diploma	3	19	4	26

	(11.54)	(73.08)	(15.38)	(5.20)
Graduation	30 (20.13)	96 (64.43)	23 (15.44)	149 (29.80)
Post Graduation	7 (3.32)	198 (93.84)	6 (2.84)	211 (42.20)
Professional	5 (10.42)	38 (79.16)	5 (10.42)	48 (9.60)
Total	70 (14.00)	388 (77.60)	42 (8.40)	500 (100.00)

*Source: Computed from Primary data*

*The figures in the parentheses are per cent to total*

The results show that out of 28 consumers of organic food products who have the educational qualification of upto secondary education, about 71.43 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (17.86 per cent) and high level (10.71 per cent). The results indicate that out of 38 consumers of organic food products who have the educational qualification of higher secondary education, about 52.63 per cent of consumers perceive that the level of attitude towards organic food products is at low level followed by medium level (44.74 per cent) and high level (2.63 per cent).

It is clear that out of 26 consumers of organic food products who have the educational qualification of diploma, about 73.08 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by high level (15.38 per cent) and low level (11.54 per cent). It is observed that out of 149 consumers of organic food products who have the educational qualification of graduation, about 64.43 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (20.13 per cent) and high level (15.44 per cent).

It is apparent that out of 211 consumers of organic food products who have the educational qualification of post graduation, about 93.84 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (3.32 per cent) and high level (2.84 per cent). The results reveal that out of 48 consumers of organic food products who are professionals, about 79.16 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level and high level (10.42 per cent).

The F- value of 3.798 is significant at one per cent level indicating that there is significant difference between educational qualification of consumers and their attitude towards organic food products. Hence, the null hypothesis of there is no significant difference between educational qualification of consumers and their attitude towards organic food products is rejected.

### 3.6. Occupation and Attitude towards Organic Food Products

The relationship between occupation of consumers and their attitude towards organic food products was analyzed and the results are presented in Table-6.

**Table-6.** Occupation and Attitude towards Organic Food Products

Occupation	Level of Attitude			Total
	Low	Medium	High	
Business	8 (13.11)	48 (78.69)	5 (8.20)	61 (12.20)
Government Service	22 (13.50)	130 (79.75)	11 (6.75)	163 (32.60)
Private Sector	27 (14.21)	146 (76.84)	17 (8.95)	190 (38.00)
MNCs	7 (13.73)	37 (72.54)	7 (13.73)	51 (10.20)
Retired	1 (7.14)	13 (92.86)	0 (0.00)	14 (2.80)
Others	5 (23.81)	14 (66.67)	2 (9.52)	21 (4.20)
Total	70 (14.00)	388 (77.60)	42 (8.40)	500 (100.00)

*Source: Computed from Primary data*

*The figures in the parentheses are per cent to total*

The results show that out of 61 consumers of organic food products who have the occupation of business, about 78.69 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(13.11 per cent) and high level (8.20 per cent). The results indicate that out of 163 consumers of organic food products who are in Government service, about 79.75 per cent of

consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (13.50 per cent) and high level (6.75 per cent).

It is clear that out of 190 consumers of organic food products who are working in private sector, about 76.84 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (14.21 per cent) and high level (8.95 per cent). It is observed that out of 51 consumers of organic food products who are working in MNCs, about 72.54 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level and high level (13.73 per cent).

It is apparent that out of 14 consumers of organic food products who are retired, about 92.86 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (7.14 per cent). The results reveal that out of 21 consumers of organic food products who have the occupation of others, about 66.67 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level (23.81 per cent) and high level (9.52 per cent).

The F- value of 7.092 is significant at one per cent level indicating that there is significant difference between occupation of consumers and their attitude towards organic food products. Hence, the null hypothesis of there is no significant difference between occupation of consumers and their attitude towards organic food products is rejected.

### 3.7. Monthly Income and Attitude towards Organic Food Products

The relationship between monthly income of consumers and their attitude towards organic food products was analyzed and the results are presented in Table-7.

**Table-7. Monthly Income and Attitude towards Organic Food Products**

Monthly Income	Level of Attitude			Total
	Low	Medium	High	
Below Rs.10,000	8 (14.04)	45 (78.94)	4 (7.02)	57 (11.40)
Rs.10,001 – Rs.15,000	9 (30.00)	17 (56.67)	4 (13.33)	30 (6.00)
Rs.15,001 – Rs.20,000	5 (10.20)	38 (77.55)	6 (12.25)	49 (9.80)
Rs.20,001 – Rs.25,000	26 (27.08)	56 (58.34)	14 (14.58)	96 (19.20)
Rs.25,001 – Rs.30,000	7 (5.69)	110 (89.43)	6 (4.88)	123 (24.60)
Rs.30,001 – Rs.35,000	3 (4.17)	67 (93.05)	2 (2.78)	72 (14.40)
Rs.35,001 – Rs.40,000	4 (12.90)	25 (80.65)	2 (6.45)	31 (6.20)
Rs.40,001 – Rs.45,000	4 (18.18)	15 (68.18)	3 (13.64)	22 (4.40)
Rs.45,001 – Rs.50,000	3 (25.00)	8 (66.67)	1 (8.33)	12 (2.40)
Above Rs.50,001	1 (12.50)	7 (87.50)	0 (0.00)	8 (1.60)
Total	70 (14.00)	388 (77.60)	42 (8.40)	500 (100.00)

*Source: Computed from Primary data*

*The figures in the parentheses are per cent to total*

The results show that out of 57 consumers of organic food products who belong to the monthly income group of below Rs.10,000, about 78.94 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(14.04 per cent) and high level (7.02 per cent). The results indicate that out of 30 consumers of organic food products who belong to the monthly income group of Rs.10,001 – Rs.15,000, about 56.67 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(30.00 per cent) and high level (13.33 per cent).

It is clear that out of 49 consumers of organic food products who belong to the monthly income group of Rs.15,001 – Rs.20,000, about 77.55 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by high level(12.25 per cent) and low level (10.20 per cent). It is observed that out of 96 consumers of organic food products who belong to the monthly income group of Rs.20,001 – Rs.25,000, about 58.34 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(27.08 per cent) and high level (14.58 per cent).

It is apparent that out of 123 consumers of organic food products who belong to the monthly income group of Rs.25,001 – Rs.30,000, about 89.43 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(5.69 per cent) and high level (4.88 per cent).

The results reveal that out of 72 consumers of organic food products who belong to the monthly income group of Rs.30,001 – Rs.35,000, about 93.05 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(4.17 per cent) and high level (2.78 per cent).

The results show that out of 31 consumers of organic food products who belong to the monthly income group of Rs.35,001 – Rs.40,000, about 80.65 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(12.90 per cent) and high level (6.45 per cent). The results indicate that out of 22 consumers of organic food products who belong to the monthly income group of Rs.40,001 – Rs.45,000, about 68.18 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(18.18 per cent) and high level (13.64 per cent).

It is clear that out of 12 consumers of organic food products who belong to the monthly income group of Rs.45,001 – Rs.50,000, about 66.67 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(25.00 per cent) and high level (8.33 per cent). It is observed that out of eight consumers of organic food products who belong to the monthly income group of above Rs.50,001, about 87.50 per cent of consumers perceive that the level of attitude towards organic food products is at medium level followed by low level(12.50 per cent).

The F- value of 2.990 is significant at one per cent level indicating that there is significant difference between occupation of monthly income and their attitude towards organic food products. Hence, the null hypothesis of there is no significant difference between monthly income of consumers and their attitude towards organic food products is rejected.

#### **IV. Conclusion**

Majority of consumers of organic food products are males and most of them belong to the age group of 26 – 30 years. Most of consumers of organic food products are post graduates and majority of them working in private sector. Majority of consumers of organic food products belong to the monthly income group of Rs.25,001 – Rs.30,000. More than three-fourth of consumers perceive that the level of attitude towards organic food products is at medium level and the results reveal that there is significant difference between socio-economic characteristics of consumers and their attitude towards organic food products.

Organic food products are still an emerging thought in Hyderabad and Secundrabad cities, but it has great potential for both marketers and consumers, if the consumers are made to be aware of environmental issues and advantages of organic food products. Therefore, improving consumers' attitudes towards organic consumerism will enhance their willingness to purchase organic food products. Therefore, producers and marketers of organic food products should formulate and implement strategies for raising attitude of organic food products and for serving conventional consumers to develop enough organic confidence to build up a long term relationship in the era of environmentalism.

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