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A STUDY ON MOTIVATIONAL FACTORS OF CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS IN VELLORE CITY

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ABSTRACT

Nowadays people are more concern about their health and quality of food product. Marketers at the same time show more attention on changing behavior of consumer. There many motivational factor that drives the desire towards organic food products. The price of the organic products is usually high and the number of organic shops is low. The consumer has a doubt whether the product is organic to avoid such doubts the marketers should adopt some instrument like scientific evidence or quality certificate to improve the trust level of the consumer. The study aims to understand the motivational factors influence buying, pricing effect on consumers and factors used to improve trust level.

Keywords: Organic, Food products, Motivational factor, Impact of Pricing, Trust.

1. INTRODUCTION

The term “organic” refers to the way agricultural products are grown and processed. While the regulations vary from country to country, in the U.S., organic crops must be grown without the use of synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers. Organic livestock rose for meat, eggs, and dairy products must have access to the outdoors and be given organic feed. They may not be given antibiotics, growth hormones, or any animal by-products.

Nowadays need for organic products are increasing among the people. This shows the people show their preference towards organic products. Increasing awareness towards nutritious, tasty and healthy food and changing lifestyle are surging the demand for organic food, particularly across the metro cities which has nearly quadrupled the size of organic foods in India in the last few years. Majority of the demand for organic food is being contributed by cities such as Mumbai, Chennai, Delhi, Gurgaon, Bengaluru and Pune. Consumers are consciously opting for healthy an eating habit which is driving entrepreneurship in organic foods. As per the study prepared by industry body Assocham and TechSci Research, the size of the Indian organic food market, which is highly unorganized, was \$0.36 billion (2014), and organic pulses and food grains took the lion’s share of the market. According to the study, India’s organic food market has potential to grow more than 25 per cent annually to touch \$1.36 billion by 2020, provided there is more awareness about these products and the government incentivizes region-specific organic farming to ensure consistent growth in future.

2. REVIEW OF LITERATURE

- **A.M. Sathiskumar and MuthuKumar (2015)**,the purpose of the study is to understand consumer behavior towards organic products. Health concern plays a major role in all over the world. The market for organic food products in India is calculated to raise at a CAGR of over 20% during 2015 – 2020. Consumer behavior includes ideas, experiences, feeling, advertisement, prices and commends. The researcher use simple random sampling technique and the sample size are 200 respondents. The result of the study clearly shows that the consumers are willing to buy organic products. But they did not purchase it frequently because of less availability and higher price. Most of the buyers of organic products purchase products from organic food stores when compared to super market, grocery shops and directly from the farmer. Majority of the respondents buy organic food products to protect their health.
- **BrijeshSivathanu (2015)**,Nowadays the consumer perceive that buying organic products is good for health. In conventional forming the food product are produced using artificial fertilizers and



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chemicals. Organic products are produced without using such chemicals. The following are the reason that makes the consumer to prefer organic products. They are taste, food safety, appearance, freshness, healthy, environmental stability etc. The researcher chooses exploratory research design and random sampling technique. The sample size is 150 consumers. From the study it is clear that when compared to male more number of female are purchasing organic products. When compared to uneducated educated people are purchasing more. The age group of 29-30 prefer organic product when compared to other age group. Higher income group people are purchasing more when compared to lower income group people. To increase the trust of the consumer of organic products government should issue proper certificate to identify the grade of product.

- **Dr. H.M. Chandrasekhar (2014)**, As a result of environmental degradation. People change their purchase behavior towards organic products from conventional farming products. In organic food product consumer behavior plays an important role. The producers and marketers of organic product should implement new ideas to create purchase intention among urban consumers. The researcher use simple random sampling technique in this study and the sample size is 100 respondents. The statistical tool used in the study is Multivariate Analysis, ANOVA. The result of the study shows that people are well aware of availability, quality, and goodness of organic products, but they are not loyal to organic products. Because it is less available and the price of the product is higher than conventional farming products. Up to 5 to 50% price rise of organic products is accepted by the consumer because it is considered as the investment in their health.
- **Farah AyuhiShafie and DenillRennie (2009)** This article is a review of published journal articles on organic food products and sustainable agriculture from the year 200 to 2008. Food safety and environmental degradation are the major concern for organic products. The personal background of the consumer like age, income and education may show who organic product consumers is, but the correlation is not very significant. Premium price reduces the consumption of organic products. They are many perception about organic products like taste, healthy and eco- friendly. But it may or may not affect the purchase behavior of a consumer. The government should take necessary steps to promote the advantage and uses of organic products and also give some extra benefits to the farmer of organic farming.
- **Mohamed bilal bash et al (2015)**, Nowadays the consumers of food products are aware of toxic chemical content in it. This results in increase in purchase of organic products. The following are some of the motivational factor that motivates the consumer to purchase organic products. They are product quality, lifestyle, health aspect, environmental concern etc. The researcher chooses random sampling for this quantitative research and the sample size is 50 organic product consumers from Chennai and Bangalore. From the result of the study it is clearly understood that the consumer have positive responds towards the purchasing of organic products. The main motives to purchase the product are product quality, lifestyle, health aspect, environmental concern and other factors. The consumer behavior is changing towards purchase of eco-friendly and organic products due to environmental issues.
- **Ms. S. Suganya and Dr.S. Aravinth (2014)**, In India organic product are produced more. The natural agriculture or traditional agriculture helps people to select healthier food product. During the year 2013-2014 organic food produced around 1.24 million MT with that 1, 94,088 MT were for exports. From the above information it is clear that more than a million tons of organic products is for domestic consumption. The price of the organic products plays an important role in purchasing preference of the consumer. The researcher use simple random sampling method and the sample size is 500. The researcher concluded that people are well aware of organic products. The price of the organic products is much higher when compared to non organic products. Up to 20% of price rise from the rate of non organic products are accepted by the people. But normally the price of the organic products is 50% higher than the non organic products. So this affects the sale of organic products. If the product is available in reasonable price the sale of the organic product will increase.



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- **RahmatMubaraq et al (2015)**, Majority of agriculture products mainly fruits and vegetables are produced by using excess of chemical pesticides and artificial fertilizers. This results in the encouragement of organic farming and organic products. Situational factors affect purchase of organic products, the researcher aim to find the real situational factor that affect the purchase of organic products. The researcher use Quota sampling techniques and the sample size is 310 respondents. The result shows that the consumer behavior of purchasing is not born from a sequence of attitude components. But the function of situational factors purely depends on situations. From the study it is clearly understood that how the attitude leads to buying behavior.
- **S.V.Ramesh and M.Divya (2015)**, More number of company now focus to organic products due to its high market demand. The main reason for consuming organic product is to gain health and eco-friendly means of production. The researcher adopt in this study was descriptive design. Convenient sampling technique was used and the sample size is 120 respondents. Tools used for data analysis are chi-square and ranking analysis. The growing demand for organic products is due to increase interest in consumer towards organic products. The people prefer food products without using fertilizers and pesticides. The main factor that affects the development of organic products is about the consumer information that who prefers to purchase organic products. The main motive for purchasing of organic products are product quality, lifestyle, health aspect, environmental concern and to support small local farmers.
- **Sathyendra Kumar A.D and Dr.H. Chandrasekhar (2015)**, The marketing of organic products are very less when compared to non-organic products. Development of effective marketing technique is necessary to increase the growth of organic products in India. Only few number of shops are selling organic products, few farmers are producing and lack of awareness are the barriers for the growth of organic products. The researcher choose simple random sampling techniques and the sample size is 50. From the study the researcher concluded that government should take proper steps to increase organic farming. It increase the interest of local farmers to change from conventional farming to organic farming. The consumer behavior is important to create demand for any product. People should support organic farming so that it increases the demand for organic products.
- **Tina Vukasovic (2015)**, The main intension of this study is to understand the attitudes towards organic fruits and vegetables in European union consumers. The organic food market is well developing in western and eastern part. Consumers purchased the organic product to have tasty and healthy food with great nutritional value. The researcher chooses stratified sample method of sampling and the sample size is 520. Statistical tool used was ANOVA. The researcher concludes that the buyer and the users of organic products are having higher educational background when compared to the people who are not a consumers of organic products. The researcher gave suggestion to the marketer of organic products in European Union, to take adequate steps in promotional activity in packaging and labeling. The marketer should also create awareness and educate them to purchase organic products.

3. OBJECTIVES OF THE STUDY

- 1) To study the demographic segmentation of consumers using organic food products.
- 2) To identify the motivating factors that influences the purchase of organic food.
- 3) To study the relationship between environmental concern and attitude towards organic food products.
- 4) To identify the factors that influence consumer preference towards organic food purchase.
- 5) To study the consumers' willingness-to-pay for organic products.

4. HYPOTHESIS OF THE STUDY

- 1) H_1 - There is a significant relationship between age group of the respondent with factors motivates the respondents to buy organic products.
- 2) H_1 = There is a significant relationship between distances of the respondents from living area to shop with frequency of purchase of the respondents.



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5. RESEARCH METHODOLOGY

The researcher chooses descriptive research design method in this study. The sample design used for the research is convenient sampling. The sample size chosen by researcher was 120. Target respondents are customers of supermarket and organic shop. Study area is Harish supermarket, Subiksha organic store near dinakaran bus stop, Organic food store near CMC & Pasumai organic store at katpadi. The research collect data from two sources Primary data and Secondary data Tools used for data collection is Questionnaire. Primary data was collected using structured questionnaire distributed to the 120 respondents. The questionnaire had 12 close ended questions. Two types of scales where used by the researcher they are Nominal scale and Interval scale. Secondary data were collected from journals and online articles. Tools used for data analysis were - SPSS – Cross tabulation, Chi-Square, Anova test was applied in this study to reveal relationships among variables from the data.

6. DATA ANALYSIS

Gender of the respondents

Table No. 1 Gender of the respondents

Gender	No. of Respondents	Percentage
Male	73	60.8
Female	47	39.2
Total	120	100.0

Source- Primary data

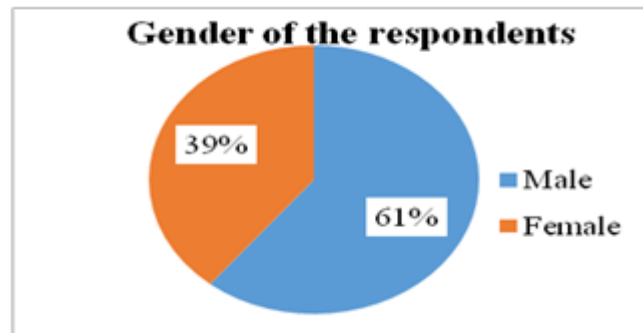


Chart.No.1 Gender of the respondents

From table number 1 it is depicted that 60.8% of the respondents are male. It is the highest recorded percentage. This is followed by 39.2% of the respondents who represent the female gender.

Age of the respondents with factor motivating the respondent to buy organic products

Table No.2.1 Age of the respondents with factor motivating the respondent to buy organic products

Factor motivates Respondents to buy organic products	Age of the respondents	Age of the respondents					Total
		Below 20	20 - 30	30 - 40	40 - 50	More than 50	
Environmental concern	% within Age of the respondents	22.2%	16.2%	8.3%	0.0%	12.5%	10.0%
Health aspect	% within Age of the respondents	0.0%	27.0%	27.8%	50.0%	12.5%	30.0%



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Taste	% within Age of the respondents	11.1%	5.4%	11.1%	6.7%	0.0%	7.5%
Quality	% within Age of the respondents	11.1%	27.0%	33.3%	10.0%	50.0%	25.0%
To help local farmers	% within Age of the respondents	22.2%	0.0%	0.0%	0.0%	0.0%	1.7%
Pesticide free	% within Age of the respondents	33.3%	24.3%	19.4%	33.3%	25.0%	25.8%
Total	% within Age of the respondents	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source- Primary data

Table No.2.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.810^a	20	.000
Likelihood Ratio	39.130	20	.006
Linear-by-Linear Association	.010	1	.920
N of Valid Cases	120		

Source- Primary data

From table number 2.1 it is clearly depicted that below 20 age group category 33.3% respondents feel the motivational factor that induce them to buy organic products is the product is pesticide free which is the highest recorded percentage. 20 - 30 age group category 27.0% respondents feel the motivational factor that induce them to buy organic products for health aspect and quality which is the highest recorded percentage. 30 - 40 age group category 33.3% respondents feel the motivational factor that induces them to buy organic products for quality which is the highest recorded percentage. 40 - 50 age group category 50.0% respondents feel the motivational factor that induces them to buy organic products for health aspect which is the highest recorded percentage. More than 50 age group category 50.0% respondents feel the motivational factor that induce them to buy organic products for quality which is the highest recorded percentage. This shows that there is a significant relationship between age and the motivational factor.

From table number 2.2 the from table number 7.2 it is depicted the Alternative Hypothesis is accepted. H₁- There is a significant relationship between age group of the respondent with factors motivates the respondents to buy organic products. The alternative hypothesis is accepted because the Pearson chi-square value is 47.810. Significance value is .000 which is < .05.

Marital status with kind of products purchased by respondents

From table number 3.1 it is clearly depicted 32% of the married respondents usually buy cereals and pulses and fruits and vegetables which is the highest recorded percentage. 54% of the unmarried respondents usually buy vegetables and fruits which is the highest recorded percentage. It shows that marital status of the respondents affect the preference of the respondents about the kind of organic product they buy. From table number 3.2 it is proved that there is a relationship between marital status and products kind purchasing, because the Pearson chi-square value is 23.641 and significant value is 0.01 < 0.05.



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Table No.3.1 Marital status with kind of products purchased by respondents

Kind of organic products respondents buy		Marital status of the respondents		Total
		Married	Unmarried	
Fruits and Vegetables	% within Marital status of the respondents	22.4%	54.3%	31.7%
Cereals and pulses	% within Marital status of the respondents	32.9%	31.4%	32.5%
Herbs and medication	% within Marital status of the respondents	9.4%	2.9%	7.5%
Milk/Dairy products	% within Marital status of the respondents	0.0%	5.7%	1.7%
Fruits, Vege, Cereals & Herbs	% within Marital status of the respondents	8.2%	0.0%	5.8%
Fruits, Vegetables & Cereals	% within Marital status of the respondents	24.7%	2.9%	18.3%
Fruits and herbs	% within Marital status of the respondents	2.4%	2.9%	2.5%
Total	% within Marital status of the respondents	100.0%	100.0%	100.0%

Source- Primary data

Table No.3.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.641^a	6	.001
Likelihood Ratio	27.559	6	.000
Linear-by-Linear Association	11.888	1	.001
N of Valid Cases	120		

Source- Primary data

Qualification of the respondents with factor used to increase trust level of the organic products.

From table number 4.1 it is clearly depicted that 56.5% among Doctors trust level increased by quality certificate which is the highest recorded percentage. 100% of illiterate respondents trust level increased by Government regulation and official stamp which is the highest recorded percentage. 57% of the post graduate respondents trust level increased by scientific evidence on packing which is the highest recorded percentage. This shows that there is a relationship between qualifications with factor used to increase trust level of the respondents. From table 4.2 it is clearly depicted that qualification influence the factor helps to increase the trust level of organic product, because the Pearson chi- square value is 35.541 and significant value is $0.017 < 0.05$



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Table No. 4.1 Qualification of the respondents with factor used to increase trust level of the organic products.

What helps to increase the level of trust among organic product consumers	Qualification of the respondents						Total
	Doctor	Primary school	High school	Graduate	Illiterate	Post graduation	
Scientific evidence on packaging	13.0%	33.3%	33.3%	39.1%		57.1%	31.7%
Celebrity endorsement			8.3%	6.5%			5.0%
Sustainable investment made by the brand name	8.7%		8.3%	6.5%			6.7%
Government regulation or official stamp	21.7%	33.3%	30.6%	13.0%	100.0%		23.3%
Quality Certification	56.5%	33.3%	19.4%	34.8%		42.9%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source- Primary data

Table No.4.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.541^a	20	.017
Likelihood Ratio	37.848	20	.009
Linear-by-Linear Association	3.537	1	.060
N of Valid Cases	120		

Source- Primary data

Occupation of the respondents

From table number it is depicted that 36.7% of the respondents are Private employees. It is the highest recorded percentage. 10% of the respondents are Home makers which is the least recorded percentage.

Table No. 5 Occupation of the respondents

Occupation	No. of Respondents	Percentage
Government Employee	13	10.8
Private Employee	44	36.7
Self-employment	36	30.0
Student	15	12.5
Home maker	12	10.0
Total	120	100.0

Source- Primary data

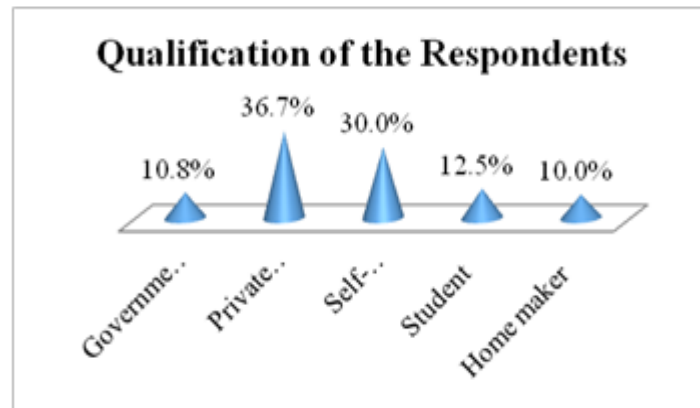


Chart.No.2 Occupation of the respondents

Family members of the respondents

Table No.6 Family members of the respondents

Family members	No. of respondents	Percentage
2 - 3	37	30.8
3 - 5	46	38.3
5 - 7	31	25.8
More than 7	6	5.0
Total	120	100.0

Source- Primary data

From table number it is clearly depicted that 38% of the respondents have 3 – 5 members in their family which is the highest recorded percentage. 5% of the respondents have more than 7 members in their family which is the least percentage.

Rating of statement by the respondents relevant to organic products

From the table number it is depicted that 62.5% of the respondents strongly agree the statement 'Buying organic products means I am providing healthier food for my family', which is the highest recorded percentage. 35.8% of the respondents agree the statement 'Organic food products are tastes better than non organic products', which is the highest recorded percentage. 38.3% of the respondents strongly agree the statement 'Buying organic food means I support local farmer'. 44.2% of the respondents strongly agree the statement 'Buying organic food shows that I care about what I put into my body'. 28.3 % of the respondents strongly agree the statement 'Buying organic food shows that I care about the environment'. 42.5% of the respondents strongly disagree the statement 'Buying organic food is a waste of money – it all tastes the same anyways'. 32.5% of the respondents strongly disagree the statement 'Buying organic food means that I care more about value than price'. 50% of the respondents strongly agree the statement 'Buying organic means that my food is pesticide-free'.



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Table No. 7

Statements	Rating	No. of respondents	Percent
Buying organic products means I am providing healthier food for my family	Strongly Agree	75	62.5
	Agree	31	25.8
	Disagree	1	.8
	Strongly Disagree	8	6.7
	Total	120	100.0
Organic food products are tastes better than non organic products	Strongly Agree	38	31.7
	Agree	43	35.8
	Neither Agree Nor Disagree	31	25.8
	Disagree	8	6.7
	Total	120	100.0
Buying organic food means I support local farmer	Strongly Agree	46	38.3
	Agree	31	25.8
	Neither Agree Nor Disagree	25	20.8
	Disagree	16	13.3
	Strongly Disagree	2	1.7
	Total	120	100.0
Buying organic food shows that I care about what I put into my body.	Strongly Agree	53	44.2
	Agree	48	40.0
	Neither Agree Nor Disagree	15	12.5
	Disagree	2	1.7
	Strongly Disagree	2	1.7
	Total	120	100.0
Buying organic food shows that I care about the environment.	Strongly Agree	34	28.3
	Agree	30	25.0
	Neither Agree Nor Disagree	33	27.5
	Disagree	7	5.8
	Strongly Disagree	16	13.3
	Total	120	100.0
Buying organic food is a waste of money – it all tastes the same anyways.	Strongly Agree	12	10.0
	Agree	2	1.7
	Neither Agree Nor Disagree	28	23.3
	Disagree	27	22.5
	Strongly Disagree	51	42.5
	Total	120	100.0
Buying organic food means that I care more about value than price.	Strongly Agree	39	32.5
	Agree	33	27.5
	Neither Agree Nor Disagree	30	25.0
	Disagree	15	12.5
	Strongly Disagree	3	2.5
	Total	120	100.0

Source- Primary data



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Statement	Rating	No. of respondents	Percent
Buying organic means that my food is pesticide-free.	Strongly Agree	60	50.0
	Agree	32	26.7
	Neither Agree Nor Disagree	26	21.7
	Strongly Disagree	2	1.7
	Total	120	100.0

Source- Primary data

Rating of important factor that influence the respondents while purchasing the product

Table No. 8

Statements	Rating	No. of Respondents	Percentage
Lower price for organic food.	Not at all Important	1	.8
	Slightly Important	11	9.2
	Important	21	17.5
	Very Important	23	19.2
	Extremely Important	64	53.3
	Total	120	100.0
Greater availability of organic food.	Not at all Important	1	.8
	Slightly Important	6	5.0
	Important	17	14.2
	Very Important	61	50.8
	Extremely Important	35	29.2
	Total	120	100.0
Need more advertisements for organic food.	Not at all Important	14	11.7
	Slightly Important	21	17.5
	Important	51	42.5
	Very Important	20	16.7
	Extremely Important	14	11.7
	Total	120	100.0
Wider product selection for organic food	Not at all Important	5	4.2
	Slightly Important	7	5.8
	Important	33	27.5
	Very Important	59	49.2
	Extremely Important	16	13.3
	Total	120	100.0
Strong influence from friends/family.	Not at all Important	19	15.8
	Slightly Important	27	22.5
	Important	42	35.0
	Very Important	21	17.5
	Extremely Important	11	9.2
	Total	120	100.0

Source- Primary data



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Statements	Rating	No. of Respondents	Percentage
Scientific evidence organic foods are healthier.	Not at all Important	10	8.3
	Slightly Important	22	18.3
	Important	30	25.0
	Very Important	33	27.5
	Extremely Important	25	20.8
	Total		120

Source- Primary data

From table number 9 it is clearly understood that 53.3% of the respondents felt price is extremely important factor while purchasing the product. 50.8%, 49.2% and 27.5% of the respondents felt greater availability, wider product range and scientific evidence respectively is very important factor while purchasing the product, which is the highest recorded percentage it shows it has less preference when compared to price. 42.5% and 35% of the respondents felt organic food product need more advertisement and strong influence from family is important factor which is the highest recorded percentage it shows it has less preference when compared to greater availability, wider product range and scientific evidence.

Respondent opinion towards price of the organic product

Table No. 9

Opinion about price	No. of respondents	Percentage
Expensive	87	72.5
Moderate	33	27.5
Total	120	100.0

Source- Primary data

From table number 8 it clearly depicted that 72.5% of the respondents felt the price of the organic product is expensive, which is the highest recorded percentage.

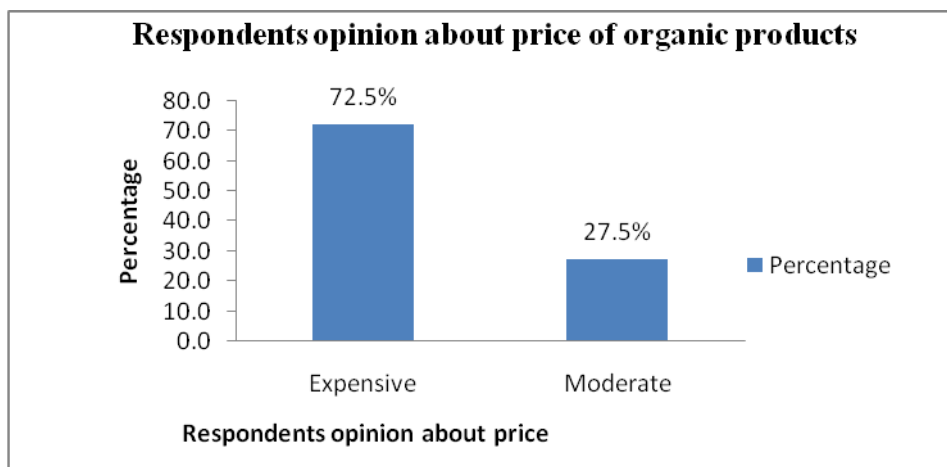


Chart.No.3 Opinion of respondents towards purchasing of organic products if the price of the organic products continues to rise



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Table No. 10

Opinion	No. of Respondents	Percentage
Yes	91	75.8
No	11	9.2
Not Sure	18	15.0
Total	120	100.0

Source- Primary data

From table number 10 it is clearly understood that 75.8% of the people ready to buy the organic product if price of the product continue to rise.

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One-way ANOVA for level of percentage rise in the price of organic products accepted by the respondents with family monthly income of the respondents

Table No. 11
 Descriptives

Income	N	Mean	Std. Deviation
Below 10,000	5	1.40	.548
10,000 - 20,000	38	2.08	.428
20,000 - 30,000	33	2.24	.708
30,000 - 40,000	22	2.45	1.011
Above 40,000	22	2.14	.640
Total	120	2.18	.706

Source- Primary data

Table No. 12
 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.256	4	1.314	2.795	.029
Within Groups	54.069	115	.470		
Total	59.325	119			

Table number 12 shows the output of the ANOVA analysis and whether there is a statistically significant relationship between levels of percentage rise in the price of organic products accepted by the respondents with family monthly income of the respondents. The significance value is 0.029 (i.e., $p = .029$), which is below 0.05.



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One-way ANOVA for distance of the respondents from living area to shop with frequency of purchase of the respondents

Table number 14 shows the output of the ANOVA analysis and whether there is a statistically significant relationship between distances of the respondents from living area to shop with frequency of purchase of the respondents. The significance value is 0.012 (i.e., $p = .012$), which is below 0.05. Hence H_1 is accepted.

H_1 = There is a significant relationship between distances of the respondents from living area to shop with frequency of purchase of the respondents.

Table No. 13
Descriptives

Distance from home to shop	N	Mean	Std. Deviation
1 - 3 Km	49	1.63	.809
3 - 6 Km	30	1.87	.819
6 - 8 Km	25	2.28	.678
More than 8 Km	16	2.00	.894
Total	120	1.88	.826

Table No. 14
ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.231	3	2.410	3.784	.012
Within Groups	73.894	116	.637		
Total	81.125	119			

7. FINDINGS OF THE STUDY

The findings of the study are as follows.

- Age is an important variable it influence the motivating factor of the respondents while purchasing organic products
- Distance of the respondents living area to shop affects the frequency of buying. It shows that consumer who are near to the shop purchase several times a week when compared to the consumer who are from 5-6Km.
- 32% of the married respondents usually buy cereals and pulses and fruits and vegetables which is the highest recorded percentage. 54% of the unmarried respondents usually buy vegetables and fruits which is the highest recorded percentage. It shows that marital status of the respondents affect the preference of the respondents about the kind of organic product they buy.
- 42.5% of the respondents strongly disagree that statement 'Buying organic food is a waste of money' so it shows that the respondents value the organic product
- Health aspect is the main motivator for 30% of the respondents. Pesticide-free is the main motivator for 25.8% of the respondents. Quality is the main motivator for 25% of the respondents.
- 53.3% of the respondents felt price is extremely important factor while purchasing the product.
- 72.5% of the respondents felt the price of the organic product is expensive.
- 75.8% of the people ready to buy the organic product if price of the product continue to rise.
- 33.3% of the respondents say that their trust level of organic products will increase by Quality certificate for organic products. 31% of the respondents say that their trust level of organic products will increase by scientific evidence on package.



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8. CONCLUSION

People feel the organic product is expensive. But they are ready to spend money for organic product because they care about their family health. The main motivating factor that drives the desire for organic product is health aspect, quality and pesticide free. Same time the main factor that makes the people purchase more organic product is price of the product. They value the product than money. Number of shop for organic products are very few the people who near to the place can purchase frequently but the person is near to the shop compromise their purchase with non organic product because of less time in the busy world. So there is a need for more number of organic shops. To increase the trust level of organic product scientific evidence or quality certificate can be useful.

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