

A Study on Consumer Awareness towards Organic Products in Bangalore City

Mrs. Bibi Hajira¹

Assistant Professor Department of Commerce and Management
IIBS, Bangalore
Email id: bibihajirasyeds@gmail.com

Dr. K.V.V. Murali Someswararao²

Professor Department of Management Studies
Gayatri Vidya Parishad College for Degree and PG Courses (A)
Visakhapatnam
Email id: murali.koyyani@gvpcdpvc.edu.in

Abstract

Organic Products refers to the process of selling the products and services based on their interest and environmental benefits to the society. Organic Products is typically practiced by many environmental companies that are committed to environmental and social responsibility. Organic Products is a new strategy to protect society and environment. The main thrust of the study is to measure the relationship among consumer awareness and perception toward Organic Products. It is found that there is association between gender and annual income of consumers in Bangalore city and concluded that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of Organic Products in Bangalore city.

Keywords: Organic Products, Consumer awareness, Environment, Perception.

Introduction

Organic Products is one of the strategies that can help to the companies selling their products and services achieve their primary goals of the business (*Papadas, K. K et al, 2019*). These types of strategies focuses on create on sustainable environmental benefits. Organic Products is processes by which individuals and groups and environmental groups fulfill their demand and objectives through a strategic approach that minimize the effects of negative environmental impact (*Chung, K. C, 2020*). In this manner, Organic Products has scope of exercises of showing which incorporates different items, creation of new items, measures, building cycle and promoting. Because of environmental quick changes, a significant worry for the environmentalist and individuals are to protect the mother of earth (*Sharma, A. P. 2021*). The biggest challenge for Organic Products product companies is how to create environmental friendly marketing communication with mix platforms that is mandatory for Organic Products activities by various

companies (*Nandish, J et.al 2021*). Consumers demand new eco-friendly green products by assessing features like quality, price, labeling and durability etc. and similarly green products companies also taking initiative fulfilling the requirement of consumers (*Tsai, P. H., et.al 2020*).

Review of Literature

Papadas, K. K et al, (2019) Studied strategic Organic Products effects on internal Organic Products orientation. It is found that there is insufficient focus on strategic Organic Products in different companies in United States and also reveals that moderating role of internal Organic Products action towards the development of sustainable green environment. Study concluded that new strategies could be implemented to build on current literature drivers and outcomes of sustainable Organic Products.

Sharma, A. P. (2021) explored purchasing behavior of consumer towards green products. It is analyzed personal factors affecting green purchase; green purchase; and Organic Products mix. Study analyzed various concern for eco-environment, eco-labeling and perceived usefulness have been identified as major influencers of green consumer behavior. Further, found that Lack of environmental knowledge, price, perceived associated risks, organizational image, trust, and willingness to pay has been identified as barriers, creating a gap between attitude and actual purchase behaviour of consumers towards green products

Tsai, P. H., et.al (2020) evaluated brand image effects on consumer's purchase in Organic Products. Analyzed evolution indicators and sub-indicators influence on network relationship in Organic Products. Study found that improve the tangible effects of their Organic Products strategies by stimulating consumer's purchase intentions of the environmental consumers in Organic Products.

Cui, L. et.al (2020) explored coordination issues of the green agri-food supply chain under background of farmer's green farming and retailers Organic Products. Study found that the two-echelon green agri-food supply chain composed of a farmer and a retailer, a revenue-sharing contract was established that takes the cost of farmer's green farming and retailer's Organic Products into account. It is concluded that the revenue-sharing contract is beneficial to not only increase the greening level, but also improve both the farmer's profit and the retailer's profit in agri- foods.

Chung, K. C. (2020) analyzed sustainable consumption behavior of customers affects the sustainable development of the society. Study reveals the benefits of green hotel management in protecting the earth and establish a Organic Products – oriented model through stress cognitive theory. It is found that stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through Organic Products in hotel industry.

Objectives of the study

- To measure the relationship between consumer awareness and perception towards Organic Products.

Hypothesis

H₁: There is no significance relationship between consumer awareness, perception and Organic Products.

Research Methodology

The type of research is carried out for the study is empirical in nature. The primary data is collected using survey method and the instrument is used for collecting data is through questionnaire. A five-point Likert's scale will be used for independent variables like consumer awareness, consumer perception and environmental concern and dependent variables like consumer buying of organic products where '1' and '5' indicates a least and most agreed statement respectively. A sample size of 107 consumers is collected from Bangalore for further analysis and the analysis of primary data will be done using SPSS 27.

Analysis and Interpretation

Variable	Measure	Frequency	%	Variable	Measure	Frequency	%
Gender	Male	76	71	Age in years	Below 30	18	16.8
	Female	31	29		30-40	57	53.3
Education qualification	Graduate	79	73.8		40-50	24	22.4
	Non graduate	10	9.3		Above 50	8	7.5
	Post graduate	18	16.8	Occupation	Student	18	16.8
Marital status	Single	26	24.3		Employed	29	27.1
	Married	81	75.7		Others	60	56.1
Marital status				Annual income (Rs. In Lakhs)	Below 2	18	16.8
					2-5	29	27.1
					5-10	34	31.7
					Not applicable	26	4.2
		Total	107	100	Total	107	100

(Computed own source)

From the above table 1, it is found that 76% are male organic product consumers. It is also observed that 79% are having post graduate as their education qualification. Then, it is found that 57% of Organic Products fall in the age group below 30 to 40 years. The least percentage of Organic Products is above 50 years old consumers towards to Organic Products.

Independence of attributes between Gender and Annual Income of employees in Organic Products of Organic Products in Bangalore city

Test Statistics

	Annual Income (Laks)	Gender
Chi-Square	26.598 ^a	18.925 ^b
df	2	1
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.7.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.5.

Since p value is less than 0.05, the null hypothesis is rejected and alternative hypothesis accepted. Study reveals that there is association between gender and annual income of Organic Products in Bangalore city.

Significant difference between gender and consumer perception

ANOVA

ConsumerAwareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.547	1	13.547	14.992	.000
Within Groups	94.883	105	.904		
Total	108.430	106			

Since p value is less than 0.05, the Null hypothesis H₀ is rejected at 5% level of significance and we conclude that there is no significant difference between gender and consumer perception

Correlation for relationship between consumer awareness, perception, environmental concerns and consumer purchase decision in Organic Products

Correlations

		Consumer Awareness	Consumer Perception	Environmental Concern	consumer purchase decision
Consumer Awareness	Pearson Correlation	1	.347**	.271**	.198*
	Sig. (2-tailed)		.000	.005	.041
	N	107	107	107	107
Consumer Perception	Pearson Correlation	.347**	1	.223*	.419**
	Sig. (2-tailed)	.000		.021	.000
	N	107	107	107	107
Environmental Concern	Pearson Correlation	.271**	.223*	1	.136
	Sig. (2-tailed)	.005	.021		.161
	N	107	107	107	107
consumer purchase decision	Pearson Correlation	.198*	.419**	.136	1
	Sig. (2-tailed)	.041	.000	.161	
	N	107	107	107	107

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

* . Correlation is significant at the 0.05 level (2-tailed).

The correlation coefficient of consumer awareness and consumer perception is 0.347 which indicates that 34.7% positive relation between consumer awareness and consumer perception in Organic Products in Bangalore city. Similarly, correlation coefficient of consumer awareness and environmental concern is 0.271 which indicates that 27.1% positive relation between consumer awareness and environmental concern of Organic Products. Likewise correlation coefficient of consumer awareness and consumer purchase decision is 0.198 which indicates that 19.8% positive relation between consumer awareness and consumer purchase decision in Organic Products consumers. Study concludes with similar results of (*Harshith Babu et.al 2020*). Since the p value is less than 0.05, the null hypothesis H₀ is rejected at 5% level of significance. Hence, we conclude that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of Organic Products.

Conclusion

Consumers have shown positive attitude towards Organic Products at the same time many consumers are concerned with availability and quality of the products in markets. The main of the study is to measure the relationship between consumer perceptions, awareness with respect to Organic Products in Bangalore city. Study found that there is association between gender and annual income of Organic Products in Bangalore city and conclude that there is relationship between consumer awareness, consumer perception, environmental concerns, and consumer buying decision of Organic Products.

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