HEALTH CONSCIOUSNESS AND LIFESTYLE OF CONSUMERS TOWARDS ORGANIC PRODUCTS

R. Ayswarya*   S.Vasanthi**

Abstract

In India organic products are gaining importance and nowadays consumer's show increase interest in organic products as health factor plays a major role while consuming organic products. Thus this paper analyzes the health consciousness and lifestyle of consumers consuming organic products in Tiruchirappalli city corporation, Tamil Nadu. A structured questionnaire was used by a survey method to collect data form one hundred sample respondents. The results show that majority of respondents purchase organic products to maintain good health and rely on the quality of the product.

Keyword: Organic products, Foods, Health consciousness, Lifestyle, etc.

Introduction

Organic agriculture has attained a worldwide growth as it is profitable and has sustainable business for agricultural producers. Most of the marketers have obtained proper certification to produce healthy organic products in our country. Rising health consciousness among consumers in major cities across India has been the key factor that contributes to the growth in the market. Quality of organic food and products are to be better relative to conventional products. The food produced by organic methods taste better and contains a good balance of vitamins and minerals. It creates positive environmental impact and focuses the health consciousness and lifestyle of consumers using organic products.

Ph.D. Research Scholar, PG & Research Dept. of Commerce, Holy Cross College (Autonomous), Tiruchirappalli-2, Tamilnadu.
Associate Professor in commerce, PG & Research Dept. of Commerce, Holy Cross College (Autonomous), Tiruchirappalli-2, Tamilnadu.

Statement of the Problem

The country is budding in the organic food market and is transforming into world's fastest growing market. Consumers expect health factor, quality, environment friendly products, public safety are the key factors to choose organic products. Nowadays, food consuming patterns are changing rapidly, due to health issues; it concern about the safety, nutritional value and health care which leads to increase in consumers preferences. Hence this study focuses on health consciousness and lifestyle of consumers using organic products.

Significance of the Study

Organic products consumption has started in developed nations and India is one of the most upcoming markets for marketing organic products. Many people are aware of organic products is much better for health as it is safer, nutritious and more eco-friendly. It contains no chemicals or preservative and are completely natural. It is easily available in market and it is expected to witness remarkable growth over the forecast period.

Objectives of the Study

To analyze the health consciousness and the lifestyle of consumers towards organic products and to highlight the findings, suggestions and conclusion.

Hypothesis of the Study

- There is a significant relationship between age of the respondents and reasons for purchase organic products

Research Methodology

Design and Data source: This research is descriptive one and survey method is used for this study. Both primary and secondary data are used for this study but the analysis was made mainly using primary data were collected through structured questionnaire. Secondary data has been obtained from journals, websites and magazines.

Sampling method: Convenience sampling method is used for this study. There are 50 shops in Tiruchirappalli City Corporation only 10 shops have been selected for this study; out of 10 shops, 20 respondents for each has been selected which constitute 100 as sample respondents for the study

Area and Period of the study: Tiruchirappalli city corporation has been selected as area of the study and the population as per census 2011 is 9, 16,857 approximately. The shops cover retail shop, wholesale shop, departmental stores and supermarkets in Tiruchirappalli. This study has been conducted during the month of April 2016 to September 2016.

Tools for analysis: The collected data were analyzed with the help of statistical packages namely SPSS 20.0 version by using statistical tools such as percentage analysis, correlation and factor analysis.

Limitations of the Study

- The study is confined to geographical region of Tiruchirappalli city corporation, Tamilnadu.
- Due to time constraint, the researcher has collected data from 100   respondents only.

Review of Related Literature

Tatiana Abusuniva (2016)[1], focused on consumer awareness about organic foods, Australia. The study results about the revealing positive and significant effects of healthiest, hedonism and trust on consumer purchase intention.

Tah Poh Leong and Laily Paim (2015)[2], focused on the analysis of the factors that affect college students of Chinese and their intention to use organic food. Thus findings would assist to increase the local availability of organic food products in Malaysia.

Ravi Nandi, Wolfgang Bokelmann, Nithya Vishwanath Gowdru and Gustavo Dias (2014)[3], examined the consumers preferences regarding the organic products; Bangalore. The results revealed that the most preferred purchase places for organic products were specialized organic stores and supermarkets.

Tantiana Anisimova (2016)[1],"Integrating multiple factors affecting consumer behavior toward organic foods: The role of healthism, Hedonism and trust in consumer purchase intentions of organic foods, Journal of food products marketing,DOI:10.1080/10454446.2015.1121429.
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Sonia Attanasio, Angela Carelli, Lucio Cappelli and Patrizia papetti (2013)[4], examined the consumer's intention to purchase organic food products in Pontina Province, Italy .Thus results indicated that organic products is influenced based on health and safety of product.

Georgios Saltavareas (2012)[5], examined the buying behaviour towards organic products within households. The potential profile is useful to any organization which anxiety for organic products as well as organic producers and marketers and giving them sufficient information.

Jan P. Voon, Kwang Sing Ngui and Anand Agrawal (2011)[6], investigated the incentive to purchase organic food products among consumers in a Malaysian city. Thus indicates the efforts to promote consumption should focus on influencing consumer attitudes.

Douglas H.Costance and Jin Young Choi (2010)[7], examined that more than forty percent of producers who currently have conventional operations have some interest in organic production and conclude that increased institutional support facilitates organic adoption.

Joris Aertsens, Wim Verbeke, Koen Mondelaers and Guido Van Huylenbroeck (2009)[8], studied to provide an overview, within a framework linking Schwartz values theory and the theory of planned behaviour (TPB). It seeks to focus on the importance of affective attitude, emotions, personal custom, involvement and ambiguity related to organic food consumption.

Lucimar Santiago de Abreu, Sergio P. Mendes, Paul Kledal and Lucie Sirieix (2008)[9], focused on the consumption, motivation and the spending practices in the metropolitan region of Campinas, Sao Paulo State, Brazil. The purpose was to confirm the level of consumer behavior shows cultural and economic values with reference to current ecological culture.

Sonia Attanasio, Angela Carelli, Lucio Cappelli and Patrizia papetti (2013)[4],"Organic food: A study on demographic characteristics and factors influencing purchase intentions among consumers in Pontina province" International journal of latest research in science and technology, vol: 2, Issue: 6, pg: 128-132, ISSN: 2278-5299.

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Lucimar Santiago De Abreu, Sergio P. Mendes, Paul Kledal and Lucie Sirieix (2008)[9], "Sociocultural and economic values-organic food consumption in fairs and supermarkets in Campinas, sp brazil".

Renee Shaw Hughner, Pierre McDonagh, Andrea Prothero, Clifford J. Shultz II and Julie Stanton (2007)[10], identified that organic and broader food industries must enhance to know the variety of motivations, perceptions and attitudes consumers hold regarding organic foods and their consumption.

ANALYSIS AND INTERPRETATIONS
Objective No: 1 Demographic profile

Factors	Classification	Frequency	Percentage
Gender	**Female**	**75**	**75.0**
	Male	25	25.0
	Total	**100**	**100**
Age (in years)	Below 20 years	6	6.0
	31-40 years	18	18.0
	41-50 years	**56**	**56.0**
	Above 50 years	20	20.0
	Total	**100**	**100**
Monthly Income (In rupees)	**Below ₹25000**	**65**	**65.0**
	₹25000-₹50000	15	15.0
	₹50000-₹100000	20	20.0
	Total	**100**	**100**
Marital status	**Married**	**68**	**68.0**
	Unmarried	32	32.0
	Total	100	100
Occupation	Government employee	17	17.0
	Private employee	**61**	**61.0**
	Business	15	15.0
	Professional	**7**	**7.0**
	Total	100	100
Reason for purchase organic products	**Maintains good health**	**64**	**64.0**
	Taste and quality of products	20	20.0
	Nutritional value	16	16.0
	Total	100	100

Source: Primary Data

Form the above table it proves that out of 100 respondents, 75 percent of respondents are female and 25 percent of respondents are male. It is inferred that majority of the respondents are female. Out of 100 respondents, 6 percent of respondents are in the age group of below 20 years, 18 percent of the respondents are in the age group between 31-

Renee Shaw Hughner, Pierre McDonagh, Andrea Prothero, Clifford J. Shultz II and Julie Stanton (2007)[10],"Who are organic food consumers? A compilation and review of why people purchase organic food "Journal of consumer behaviour 6:1-17,DOI:10.1002/cb.210.

40 years, 56 percent of the respondents are in the age group between 41-50 years and 20 percent of the respondents are in the age group of above 50 years. It is inferred that majority of the respondents are in the age group of 41-50 years. Out of 100 respondents, 65 percent of the respondents earn a monthly income below Rs.25000, 15 percent of the respondents earn a monthly income between Rs.25000-50000, 20 percent of the respondents earn a monthly income between Rs.50000-100000.It is inferred that majority of the respondents earn a monthly income below Rs.25000.Out of 100 respondents, 68 percent of the respondents are married, 32 percent of the respondents are unmarried. It is inferred that majority of the respondents are married. Out of 100 respondents, 17 percent of the respondents are government employee, 61 percent of the respondents are private employee, 15 percent of the respondents are business people and 7 percent of the respondents are professional. It is inferred that majority of the respondents are private employee. Out of 100 respondents, 64 percent of the respondents opine to purchase organic products to maintain good health, 20 percent of the respondents prefer taste and quality of products while purchase, 16 percent of the respondents prefer for nutritional values. It is inferred that majority of the respondents opine reason for purchase organic products is for maintain good health.

Table 2
Hypothesis No: 1 Karl Pearson's Co-efficient of correlation between age of the respondents and reason for purchase organic products

Variables		Age of the respondents	Reason for purchase organic products
Age of the respondents	Pearson Correlation	1	.683[**]
	Sig. (2- tailed)		.000
	N	100	100
Reason for purchase organic products	Pearson Correlation	.683[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
   Source: Primary Data

H_0: There is no significant relationship between age of the respondents and reason for purchase organic products.
H_1: There is significant relationship between age of the respondents and reason for purchase organic products.

Findings: A Pearson's bivariate correlation was done with two variables: age of the respondents and reason for purchase organic products. The test yielded as significant result (r = .683,

p = .000). Though the relationship is statistically significant, the relationship is good. Hence it is proved that research hypothesis is accepted.

Objective No: 2 Health consciousness factors and lifestyle considered before purchasing organic products

Factor analysis technique is used to identify the health consciousness factors and lifestyle considered before purchasing organic products; the factor technique has been used. The 10 factors are identified namely H1, H2, H3……H10 is given in the table below

Table 3

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.632
Bartlett's Test of Sphericity	Approx. Chi-Square	320.950
	df	45
	Sig.	.000

From the above table it reveals that (KMO) Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test of Sphericity have been applied to the resulting correlation matrix to test whether the relationship among variables has been significant or not as shown in the table. Thus the result of test shows that the significant value of .000 and there is a significant relationship among variables chosen. KMO test is yielded a result of .632 which states that factor analysis can be carried out appropriately for these variables are taken for the study.

No of Cases	No of Items	Reliability Coefficient Alpha
100	10	.813

From the above table, it is observed that the reliability of coefficient alpha () is .813 for the 100 cases of 10 items are. (Scale range between 0.0 to 1.0) which shows the reliability of the given factors.

Table 4
Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.196	31.957	31.957	3.196	31.957	31.957	2.071	20.715	20.715
2	1.525	15.246	47.203	1.525	15.246	47.203	1.856	18.561	39.276
3	1.313	13.135	60.338	1.313	13.135	60.338	1.526	15.260	54.535
4	1.018	10.180	70.518	1.018	10.180	70.518	1.327	13.270	67.805
5	1.007	10.066	80.585	1.007	10.066	80.585	1.278	12.780	80.585
6	.699	6.993	87.578						
7	.474	4.743	92.320						
8	.305	3.054	95.374						
9	.281	2.809	98.183						
10	.182	1.817	100.000						
Extraction Method: Principal Component Analysis.									

The above table shows the actual factors that were extracted. The factors for analyzing their Eigen values. The percentage of variance attributable to each factor and the cumulative variance of the factor and the previous factors are explained below Factor 1 accounts for a variance of 20.715 which 20.715 percent of the total variance, Factor 2 accounts for a variance of 18.561 which 39.276 percent of the total variance, Factor 3 accounts for a variance of 15.260 which 54.535 percent of the total variance, Factor 4 account for a variance of 13.270 which 67.805 percent of the total variance, Factor 5 account for a variance of 12.780 which 80.585 percent of the total variance. It can be interpreted that 10 variables are now reduced to 5 components or factors contributing 80.585 percent of the total variance.

Table 5
Rotated Component of health consciousness and lifestyle

	Factors				
	1	2	3	4	5
Healthy lifestyle requires to consume organic products	**.843**	.322	.186	-.152	-.059
It tend to feel taste better and quality	**.823**	.314	.070	.093	.223
Organic products have many nutritional benefits	.158	**.856**	.216	.073	.118
Organic products arefree from chemical or pesticide residues	.352	**.799**	-.018	.153	.105
Organic products value for its health benefits	.076	.183	**.816**	-.080	-.065
Organic products are good for health	.549	-.301	**.629**	.144	-.119
Organic products are safe	-.256	.051	.124	**.850**	.248
Staying healthy is important	.396	.203	-.183	**.711**	-.163
Consuming organic products become fashionable nowadays	.060	-.100	-.124	.057	**.878**
Organic products are more eco-friendly	.046	.322	.560	.092	**.568**

Source: Primary Data

Rotation Method: Varimax with Kaiser Normalization.

It is possible to view items with large loadings on several of the unrotated factors, which makes interpretation difficult. In these cases, it can be helpful to examine a rotated solution. The rotated factor matrix makes it simple for taking decision. Factor 1 has profound association between variable factors one and two; factor 2 has affiliation between 3 and 4 loading factor, factor 3 has affiliation between 5 and 6; factor 4 has affiliation between 7 and 8; factor 5 has affiliation between 9 and 10. With the help of this table, we can categorize each statement depending upon the factor loadings and are shown in above table.

Results and Discussions

The results shows that more than three fourth of the respondents (75 percent) are female, More than half of the respondents (56 percent) are belong to the age group between 41-50 years, most of the respondents (65 percent) earn a monthly income of below Rs.25000, majority of the respondents (68 percent) are married, most of the respondents (61 percent) are private employee and majority of the respondents (64 percent) says maintain good health is a reason for purchase organic products. Thus growing health consciousness is the key factor surging the demand for organic food and products in India with all other factors that provides improved living standards and consumption patterns. This study suggests providing information about organic food and products to consumers by wider way of advertisements and making it affordable way.

Conclusion

The market for organic products has been growing rapidly over the last few years. The organic food market has increased health consciousness among consumers in major cities across India. It has been the key factor for the growth of organic products in the conventional market. Various standards are implemented to improve the quality of organic food and products produced in the country. Thus organic products have become a user friendly food product, as a safe, nutritious and healthy food for better life.

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