

PalArch's Journal of Archaeology of Egypt / Egyptology

ORGANIC BYERS PROBLEMS - WITH SPECIAL REFERENCE TO CUDDALORE TOWN

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Dr. V.PALANISAMY: Organic Byers Problems - with Special Reference to Cuddalore Town -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(7). ISSN 1567-214x

Keywords: Organic Products, Agriculture Policy, Marketing Network, Organic Framing

ABSTRACT

This paper aims to analyze consumer problems in the organic food products in Cuddalore City. The survey involved 137 respondents. The respondents were selected conveniently from five areas in Cuddalore Town. The strongest reason for problem of buying organic products for Cuddalore respondents is availability of products, price of the products and lack of proper marketing channel presented by more than three fourth of the respondents. However, the respondents are having more knowledge on organic products in the markets.

Review of Literature

Schobesberger (2006)¹ studied the organic farming is a growing sector in Thailand. The consumers in the local market are having more awareness in the risks of pesticide residues result in the development of the organic products market. The study highlights the lack of knowledge of organic products and differentiation of organic product from other products is high problems among the respondents. The information available of organic labeling programs is not enough among the respondents.

¹ **Schobesberger, (2006), "Consumers' Perception of Organic Foods in Bangkok, Thailand".**

Abisha K.A. and P. Kannan (2017),² studied the consumer awareness and satisfaction of organic products, Agriculture sector is changing into a dynamic productive and profitable due to ever-increasing demand for food products. The production of agricultural products is the target and a lot of stress is probably increases the agricultural inputs. The chemicals use is the danger of losing crop and also the health of the consumers. Hence, it is necessary to follow the organic production and processing methods. This will increase the awareness and satisfaction of organic products among the consumers. This study points out important reason for buying of organic products is healthier and environment friendly. The problem to increasing the market share of organic products is consumer information.

Methodology

The study has conducted in the eastern part of Tamil Nadu state in Cuddalore town. Convenient sampling method has used for the selection of sample respondents. The information has collected from individuals, personal discussions and with the help well structured questionnaire. The study included a survey of 137 consumers in the Cuddalore Town. The secondary data was collected from the books, published journals research reports from the internet.

Selection of Sample Respondents

The researcher adopted a convenient sampling method from five divisions of Cuddalore town namely Cuddalore Old Town, Vandipalalyam, Tirupapuliyur, Pudupalayam and Manjakuppam. In each division 30 respondents residing in Cuddalore town has selected and 150 questionnaires has distributed to them in the study area. The Completed questionnaire is form all 150 respondents have collected. Of which 13 questionnaires were found not properly answered. Hence, the accurate sample of the study is 137.

Socio Economic Profile of the Study

The socio economic profile is one of the important profile variables to intensification the quality of research. Society is combination of men and women, aged and youngsters, well educated and less educated, earning high income and less income, and various cultural differences. A sound research must include these factors for the social development, policy formulation and the development of services and products. The socio economic profile of the respondents in the study are has presented in the Table 1.

Table 1

Demographics of the Respondents

S. No.	Demographics	Respondents	Percentage (100%)
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²**Abisha KA and Dr. P Kannan (2017)**, Consumer Awareness and Satisfaction towards organic products in Palakkad district-Kerala, International Journal of Applied Research 2018; 4(2): 63-69

		Male	89	64.96
1.	Gender	Female	48	35.04
		Total	137	100.00
		19 to 25 years	26	18.98
		26 to 32 years	43	31.39
2.	Age	33 to 40 years	52	37.96
		Above 40 years	16	11.68
		Total	137	100.00
		School Education	15	10.95
		Secondary School	41	29.93
3.	Educational Qualification	Degree Diploma/ITI	48	35.04
		Post Graduates	28	20.44
		Professionals	5	3.65
		Total	137	100.00
		Government Employee	20	14.60
		Private Employees	37	27.01
		Business Persons/Self-employed	38	27.74
4.	Occupation	Agriculturists	15	10.95
		Students	25	18.25
		Others (Home maker, daily wages, unemployed etc.,	2	1.46
		Total	137	100.00
		Below Rs.20000	23	16.79
		Rs.20001 to 30000	67	48.91
5.	Economic Status	Rs.30001 to 40000	35	25.55
		Above Rs.50000	12	8.76
		Total	137	100.00
		Married	82	59.85
6.	Marital Status	Unmarried	52	37.96
		Others (Single. Diverse,	3	2.19

Widow etc.,)			
	Total	137	100.00

Source: Based on Field Survey

Table 1 clearly indicates that majority (64.96%) of the respondents is male and 35.04% of the respondents are female category.

The age category represents 18.98% of the respondents belong to the age between 19 and 25 years, while 31.39% of the respondents belong to the age from 26 to 32 years, 37.96% of the respondents belong to the age between 33 and 40 years and 11.68% of the respondents belong to the age above 40 years.

It is clear that 35.04% of the respondents are qualification of degree/diploma/ITI category followed by 29.93% of the respondents are secondary school level education, 20.44% of the respondents are post graduates, 10.95% of the respondents are school level education, 3.65% of the respondents are professional education.

It is understood that maximum (27.74%) of the respondents are self-employed or business men, 27.01% of the respondents are employed in private sector companies, 18.25% of the respondents are students, 14.60% of the respondents are employed in Government sector, 10.95% of the respondents are agriculture and the remaining 1.46% of the respondents are other category of occupation.

It is also clear from the above table that a maximum of 48.91% of the respondents are having income of Rs.20,001 to 30,000 per month, followed by 25.55% of the respondents are having income of Rs.30,001 to 40,000, 16.79% of the respondents are having income of less than Rs.20,000 and 8.76% of the respondents are having income of above Rs.50,000.

It's evident that most (59.85%) of the respondents are married, 37.96% of the respondents are unmarried and 2.19% of the respondents are other category.

Problems of the Consumers in the Purchase of Organic Products

The organically produced products has higher price than conventionally produced foods is limit the growth of organic marketing. The organically produced products are also difficult to obtain special outlets and local markets, they are not much more readily available is the major problems of marketing. The few range and availability of products restricted to the growth of organic marketing. The problem of the consumers in the purchase of organic products is presented in Table 2.

Table 2

Problems Related to Purchasing of Organic Products

S. No.	Variables	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
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1.	Organic food is too luxurious and high price	40	57	9	11	20	137
		29.20	41.61	6.57	8.03	14.60	100.00
2.	Marketing of quality of organic products is affordable	48	26	23	25	15	137
		35.04	18.98	16.79	18.25	10.95	100.00
3.	Knowledge about the organic product is very limited	17	34	36	27	23	137
		12.41	24.82	26.28	19.71	16.79	100.00
4.	Availability of organic products is limited	30	49	21	22	15	137
		21.90	35.77	15.33	16.06	10.95	100.00
5.	Lack of promotion about the organic products	33	51	24	18	11	137
		24.09	37.23	17.52	13.14	8.03	100.00
6.	Identification of organic products is very difficulty	26	55	29	11	16	137
		18.98	40.15	21.17	8.03	11.68	100.00

Source: Based on Field Survey

Table 2 shows that a maximum of 70.80 percent are agree with it is luxurious and high price, followed by 61.31 percent are agree with lack of promotion about the organic products and 59.12 percent are agree with difficulty with identification of organic products are the dominant problems among the respondents. About 57.66 percent are agree with availability of organic products is limited and 54.01 percent are agree with marketing of quality of organic products is affordable are also moderately dominant problems among the respondents. However, the respondents of 36.50 percent disagree and 26.28 percent are neutral with less knowledge about the organic products.

Marketing problems of organic products

The marketing of organic products in the markets face many barriers such as small level of organic farming products, lack of marketing power, lack of distribution networks etc. affect the growth of organic marketing. The consumers are also difficult with understanding of accuracy of organic products and also organic foods are not affordable, especially for those on limited incomes. The distribution networks for organic produce are also limit the availability of organic products. The consumer attitude of marketing problems of organic products has presented in Table 3.

Table 3
Problems Related to Marketing of organic Products

S. No.	Variables	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
1.	<i>Information about the organic products and markets</i>	37 27.01	47 34.31	17 12.41	27 19.71	9 6.57	137 100.00
2.	<i>Lack of proper marketing network</i>	61 44.53	42 30.66	17 12.41	9 6.57	8 5.84	137 100.00
3.	Public perceptions and understanding of organic products	45 32.85	38 27.74	20 14.60	21 15.33	13 9.49	137 100.00
4.	<i>Limited availability of organic products</i>	47 34.31	40 29.20	15 10.95	17 12.41	18 13.14	137 100.00
5.	Absence of an appropriate agriculture policy to co-ordinate and help organic producers	33 24.09	31 22.63	25 18.25	38 27.74	10 7.30	137 100.00

Source: Based on Field Survey

Table 3 shows the marketing problems of organic products. It shows a maximum of 44.53 percent, 30.66 percent of the respondents strongly agree, agree respectively with *lack of proper marketing network* is the highest marketing problem of the organic products. Similarly, 32.31 percent and 29.20 percent of the respondents strongly agree and agree respectively with limited availability of organic products in the market is also constructs another significant problems among the respondents. About 32.85 percent and 27.74 percent of the respondents strongly agree and agree respectively with understanding of organic products is also important problems of the consumers. The respondents of 27.01 percent and 34.31 percent of the respondents strongly agree and agree respectively with information about consumers and markets are also significant problems of the consumers in the organic products. The respondents of 24.09 percent and 22.63 percent are strongly agree and agree respectively with there is no appropriate agriculture policy to co-ordinate and help organic producers are in the organic product market.

Testing of Hypothesis

“There is no significant difference between socio economic variables and problem of marketing the organic products”

Table 4

One way ANOVA of Socio Economic Status and Marketing Problems

Socio Economic Status		N	Mean	S.D.	Std. Error	95% Confidence Interval for Mean		F	Sig.
						Lower Bound	Upper Bound		
Age	19 to 25 years	26	16.88	3.75	0.73	15.37	18.40	6.853	0.000*
	26 to 32 years	43	16.40	4.37	0.67	15.05	17.74		
	33 to 40 years	52	19.04	3.98	0.55	17.93	20.15		
	Above 40 years	16	21.06	4.46	1.12	18.68	23.44		
	Total	137	18.04	4.38	0.37	17.30	18.78		
Education	School Education	15	19.40	4.39	1.13	16.97	21.83	4.248	0.003*
	Secondary School	41	16.76	4.27	0.67	15.41	18.10		
	Degree Diploma/ITI	48	18.60	4.68	0.68	17.25	19.96		
	Post Graduates	28	17.18	3.22	0.61	15.93	18.43		
	Professionals	5	23.80	0.45	0.20	23.24	24.36		
Occupation	Total	137	18.04	4.38	0.37	17.30	18.78	2.846	0.018*
	Govt. Employee	20	19.25	4.40	0.98	17.19	21.31		
	Private Employees	37	18.70	3.26	0.54	17.62	19.79		
	Business Persons/Self-employed	38	16.32	4.93	0.80	14.70	17.94		
	Agriculturists	15	18.87	3.27	0.84	17.06	20.68		

Economic Status	Students	25	17.68	4.80	0.96	15.70	19.66		
	Others (Home maker, daily wages, unemployed etc.,)	2	24.50	0.71	0.50	18.15	30.85		
	Total	137	18.04	4.38	0.37	17.30	18.78		
	Below Rs.20,000	23	20.30	3.90	0.81	18.62	21.99		
	Rs.20,001 to 30,000	67	18.54	4.14	0.51	17.53	19.55		
	Rs.30,001 to 40,000	35	16.63	3.13	0.53	15.55	17.70	6.096	0.001*
	Above Rs.50,000	12	15.00	6.69	1.93	10.75	19.25		
	Total	137	18.04	4.38	0.37	17.30	18.78		
	Married	82	18.26	4.33	0.48	17.30	19.21		
	Unmarried	52	17.37	4.34	0.60	16.16	18.57		
Marital Status	Others (Single. Diverse, Widow etc.,)	3	23.67	1.53	0.88	19.87	27.46	3.303	0.040*
	Total	137	18.04	4.38	0.37	17.30	18.78		

Source: Computation Based on Field Survey

Table 5

T test of Socio Economic Status and Marketing Problems

Socio Economic Status		N	Mean	S.D	Std. Error	95% Confidence Interval for Mean		T	Sig.
						Lower Bound	Upper Bound		
Gender	Male	89	17.36	4.59	0.49	3.45	0.41	2.680	0.008
	Female	48	19.29	3.69	0.53	3.36	0.50		

Source: Computation Based on Field Survey

It is evident from the Table 4, that the calculated F value of the age (6.853), education (4.248), occupation (2.846) economic status (6.096) and marital status (3.303) are significant in the marketing of organic products. It shows there is a difference with socio economic profile and marketing problems of organic products. Similarly, from the Table 5, the T of gender (2.680) is also significant in the marketing of organic products. Hence, the null hypothesis is rejected.

Further, the age category of above 40 years, educational category of school level, occupational category of home maker, daily wages, etc. economic Status of below Rs. 10,000, marital status of single, diverse, widow etc. and female category of respondents are having more problems in the marketing of organic products.

Suggestions

1. The study reveals the quality is significant problems in the organic products marketing Hence, paying more attention on quality and to create positive image will increase the consumption of organic marketing.
2. The study discloses the most of the consumers are having problems in the availability of organic products and market. Hence, the marketers should concentrate to develop the marketing of organic products is very important.
3. The study reveals organic product price is luxurious and it determines purchasing power of the organic consumers. Hence, the Government should support the organic growers to reduce the expenses spend on organic crops and marketing from their conventional counterparts.

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