

AN EMPIRICAL STUDY ON YOUTH'S PERCEPTION TOWARDS ORGANIC AGRO PRODUCTS IN BENGALURU

Ms. NAMITHA. C, PG Research Scholar, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

Prof. Dr. ANITHA G.H, Associate Professor, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098

ABSTRACT

This research focuses on the public's impression of organic agro products, mainly focusing on today's youth. The study focused on awareness about the product & its authenticity & quality of usage among the young generations. According to the findings, organic food customers are fully aware of the benefits of organic food due to its manufacturing methods. Although the results of certified and non-certified organic food are identical, many distinct themes are explored, includes subcategories of health incentives, various levels of trust, the role of the salesman, inelastic pricing, the role of organic food cues, misleading marketing, and so on. Several kinds of organic food consumers are also identified based on their consumption objectives. The study has added to the literature by providing a consumer choice map that highlights critical elements that influence the purchasing of non-certified organic products.

Key words: Organic farming, Youth, Organic products, Perception.

INTRODUCTION

Organic farming prioritizes healthy habitats, nutritious food, healthy plants, and healthy soils in addition to crop production. Utilizing biological fertilizers and management techniques like crop rotation and cover cropping, organic farmers improve soil quality and organic soil matter. Organic farmers add more organic matter to the soil, which makes it better at absorbing water and lessens the effects of drought and flooding. In addition, increasing the organic matter in the soil aids in the absorption and storage of carbon and other nutrients, which are necessary for cultivating healthy crops that are more resistant to diseases and insects. Organic farming practices do not employ synthetic fertilizers, genetically modified (GM) seed, or pesticides. Oilseeds, fiber, sugar cane, cereals and millets, cotton, pulses, aromatic and medicinal plants, fruits, spices, dry fruits, vegetables, processed foods, and so on are all examples of organic foods. The edible sector is not the only area of production; Other products produced include functional food products, organic cotton fiber, and others.

REVIEW OF LITERATURE

Bai, V. Experimental study on total coliform violations in the complied NH₂CL, O₃, and UV treated municipal water supply system. The European Physical Journal Plus, 137(6), 689 - The organic food market in India is predicted to grow at a CAGR of over 25% between 2014 and 2019, according to the report "India Organic Food Market Forecast and Opportunities, 2019". The country's organic food industry receives its most astounding financial benefits from the western region, which is followed by the southern region. Since many years, many people are especially aware that organic food is considerably more important from the perspective of prosperity than is inorganic food.

Chandrashekar, H. M. (2014). Consumer's perception towards organic products-A study in Mysore city. International Journal of Research in Business Studies and Management, 1(1), 52-67. -- There is no universal definition of "organic," despite the fact that various nations have their own requirements for items to be recognized as such. Natural components, preservatives, and irradiation are absent from organic agricultural products, which are little treated to preserve the food's purity. The word "natural" refers to a framework for creation that supports biological control. What promotes biodiversity, natural cycles, and the organic movement of soil.

Mrs.D.Mythili, M. D. (2020, March). A study on consumer perception towards organics products with reference to Coimbatore JETIR March 2020, 78 – The study revealed that Food that was grown without the use of chemicals is referred to as organic food. All of the chemicals that are frequently used to grow crops, such as herbicides, insecticides, and fertilizers, which are bad for the environment and the human body, are not present in organic products.

Poojary May 30, 2021- The study revealed that This new organic agricultural venture is altering our eating habits and providing farmers with increased money. You are what you eat, they say. This well-known adage sums up healthy eating, and there has been a surge in the use of organic and chemical-free foods. The need for such products has fueled businesses' interest in growing organic food. Nimble Growth Organics, with its headquarters in Bengaluru, is one such instance. The firm, which was established in 2017 by Rahul Saria and Nagendra Kalkuli, grows a variety of organic produce, including fruits, vegetables, exotics, and greens.

Eyinade, G. A., Mushunje, A., & Yusuf, S. F. G. (2021). The willingness to consume organic food: A review. *Food and agricultural immunology*, 32(1), 78-104 – The study revealed that Readiness to purchase and consume organic food numerous studies have compared various aspects of organic and conventionally grown foods in connection to consumer attitudes, perceptions, and preference for organic foods in light of the growing interest in naturally grown foods. This study examines consumer desire to eat organic food, the characteristics of consumer knowledge and awareness of organic food, and consumer attitudes and preferences toward foods farmed organically. To create this work, articles from various peer-reviewed journals were utilized. The results of this study demonstrate that factors impacting consumers' propensity to buy organic foods include human health, food safety, attitudes and views, and willingness to pay a price.

Parmar, S., & Sahrawat Dr, S. (2019). A Consumer Awareness Study towards Purchasing of Organic Products in Hisar City, In the eyes of consumers, organic products are becoming more and more popular. Everyone relies on products that are cultivated, stored, and processed without the use of chemical residues or artificial fertilizers because they are concerned about their health. The two primary objectives of this empirical study are to ascertain the significance of the relationship between the reasons consumers choose organic products and the benefits of using them, as well as the relationship between the types of organic products they purchase and the benefits of using them. Customers believed that consumers preferred organic goods over non-organic goods for health reasons, followed by preferences for flavor, texture, and quality of the product.

OBJECTIVES OF THE STUDY

1. To describe the various components of Organic Agro Products.
2. To explore the awareness level of youth towards Organic Agro Products.
3. To analyse youths' perception towards organic Agro Products

HYPOTHESIS

H0: Customers' monthly income and gender do not significantly correlate.

H1: Customers' monthly income and gender are significantly correlated.

H0: Age does not significantly correlate with awareness of organic products.

H1: There is a strong correlation between age and interest in organic products.

DATA AND METHODOLOGY

Empirical research

In today's world, empirical research is important because most people believe in what they see, hear, or feel. Additionally, it expands human knowledge and continues to advance in a variety of fields. Therefore, we prefer to select empirical research for this study.

Any study in which the findings are solely based on empirical evidence is considered empirical research, and as a result, it constitutes verifiable evidence.

SAMPLING SIZE

The total number of samples chosen for the study from the sampling population is referred to as sample size.

The study's sample size was set to 120 people.

TOOLS FOR DATA COLLECTION

The main techniques used in this study for data collection were Questionnaire and secondary source analysis.

DATA ANALYSIS AND FINDINGS-ANALYSIS 1:

Utilized statistical tool: non-parametric chi-square test for attribute independence

Variable 1: Gender (Nominal scale)

Variable 2: Monthly income (Nominal scale)

H0: Customers' monthly income and gender do not significantly correlate.

H1: Customers' monthly income and gender are significantly correlated.

Chi square test for the association between gender and monthly Income of customers

GENDER	MONTHLY INCOME				CHI SQUARE VALUE	P VALUE
	Less than 10000	Up to 20000	Up to 30000	Above 40000		
Male	23	22	13	4	12.65	0.005
Female	29	8	9	13		

Interpretation: Since H0 is rejected at the 5% level of significance because the P value is less than .05, we conclude that there is no significant relationship between the gender of customers and their monthly income for organic products

FINDINGS

- By the analysis it is recognized that 51.2% of the responses are from male consumer of the organic product.
- The age group between 18-25 are more respondents that can be said through 52.1%.
- For the analysis most of the responses that is 40.5% are from degree qualified people.
- 53.7% customers who are students responded towards the study.
- Less than 10000 salaried people are the customers who are known towards the product that can be through the percentage of 43%.
- 65.3% of the respondents are aware of the organic products.
- Most of people are aware of organic agro products, which are available in local market that can be said by 71.9%.

CONCLUSION

From the study we can conclude that the immunity of the people is reducing everyday due to consumption of unhealthy food. People are facing many health issues such as hyper tension, thyroid, and diabetes mainly due to consumption of food that are grown by using heavy pesticides. Shifting to organic foods will increase the lifespan, promote healthy growth and save the environment too. Though the study identifies that majority are neutral towards agro organic products, it is mostly likely to increase in the near future. The organic products which are easily available in local stores can be easily promoted by various media such as pop-up ads, social media, word of mouth, campaigns and food tasting points. The agro products are sourced directly from the farmers which increase the income of the farmers. Many of the general public has recently started to switch to agro products for the health benefits it offers and quality of the products. The future of agro products is plush in the country with variety of opportunities available for the producers.

REFERENCES

- Chandrashekar, H. M. (2014). Consumer's perception towards organic products-A study in Mysore city. *International Journal of Research in Business Studies and Management*, 1(1), 52-67.
- Eyinade, G. A., Mushunje, A., & Yusuf, S. F. G. (2021). The willingness to consume organic food: A review. *Food and agricultural immunology*, 32(1), 78-104.
- Shafie, F. A., & Rennie, D. (2012). Consumer perceptions towards organic food. *Procardia-Social and Behavioural Sciences*, 49, 360-367.
- Shireesha, M., & Rao, S. C. (2018). A Study on Urban Consumers Perception towards Organic Food Products. *Journal of Business and Management*, 20(6), 18-23.
- Mrs.D.Mythili, M. D. (2020, March). A study on consumer perception towards organic products with reference to Coimbatore city, *JETIR*, March,2020.