



DETERMINATION OF MARKET EQUILIBRIUM TOWARDS CONSUMING ORGANIC FOOD PRODUCTS WITH REFERENCE TO DHARMAPURI DISTRICT OF TAMILNADU

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ABSTRACT

The research work makes an effort to analyze the determination of marketing equilibrium through purchasing organic commodities in Dharmapuri district of Tamilnadu. On account of the present situation, the organic goods market (2018), organic products have prolonged to cover the entire markets along with maintaining sustainable growth evident primarily due to improving human health, eco-friendly system, changing food behavior attitudes and so on. The main objective of this research is to analyse the factors determining the marketing channel and attaining equilibrium towards inspiring the acquisition of organic food products in the selected region. Drawn from the methodology, the research work based on good interview scheduled questionnaire to collect primary data from the respondents in different marketing channels like direct marketing and indirect marketing with using snow ball sampling method. With regard to sample size, totally 90 samples have collected from the consumers those who have

buying organic food products in the selected region. Regarding tools of analysis, percentage and multiple linear regression have employed. By and large, the study concludes that prerequisite of organic goods marketing professionals to effort more attention on representing the consumer benefits of organically food products can rapidly increase the market size and extension of market information. However, the major drawback is that lack of consumer approachability is one of the imperative problem about ordering organic goods in the market. Moreover, the necessity of Government support is one of the major strategy to encourage organic goods and motivating the consumer to buy the organic goods towards maintaining marketing equilibrium and meet out sustainable production and consumption across India.

Key words: market extension, quality of organic goods, consumer preference, attaining equilibrium, Government support, sustainable development.

Introduction and Statement of the Problem

The research work makes an effort to analyse the influence of marketing equilibrium towards purchasing organic food products in Dharmapuri district of Tamil Nadu. According to the current situation of an organic goods market, organic products have prolonged to progress the entire markets along with maintaining sustainable growth evident primarily due to improving human health, eco-friendly system, changing food behavior attitudes and so on. The international nowadays looks the difficulty to meet out the population increase, which ends up in a scarcity of food. And to compromise the nourishment wished for this developing population and to producing more cultivated products to focus enlarged demands in the market, the usage of diverse chemical fertilizers like urea, DAP, nitrogen, potassium and such chemical pesticides has brought about a growth inside the efficiency of agricultural production. Accordingly, the world faces demanding situations along with growing the quantity of illnesses, the demolition of natural environments and create lots of conservational issues. Today, wholesome food and nutrient production is extra critical than ever. In advanced countries, special rules were established for the production of wholesome meals, together with the growth of natural farming. Organic farming is one of the crucial farming structure in which using organic fertilisers like amirthakaraisal, panchakavya, five-leaf extract, fish extract and other such natural pesticides are applying in the different crops (Chen, 2009). Food business and intake are the most typically mentioned questions in the works of moral conduct. In recent days, the customers have exposed that challenge approximately their health and dietetic values of ingredients spark off them to alternate

nutritional choices. Consequently, customers' alternatives to customarily grown meals have been altered to organically produced meals. It could be noticed that in production groups, the patron society and Governments mentioning three important gamers worried in the buying and utilisation of green or natural goods, of course, the faces unique demanding situations (Chen & Chai, 2010). While the purpose of régimes in shielding the surroundings is plain, purchased people have so far greater essential role in protective the environment. The Dehghanan and Bakhshandeh (2014) could be claimed for environmental safety efforts had been made when purchasers buy also eat inexperienced goods.

Fortunately, confirmation indicates that clients' worries about conservational dilemmas have improved in India and the extent of organic market goods have emerged amongst consumers. However, the few studies have been carried out at the approaches of customers toward inexperienced merchandise; therefore, the present work specially specializes in measuring the course and concentration of an approaches. However, the study agree with that customer's attitudes are affected simultaneously with the aid of converting factors affecting their attitudes in the direction of organic commodities or natural goods that cause swelling their propensity or disinclination to buy the organic food commodities. Seeing, the status of resources in creating attitudes towards the organic products are inclusive to the society and the modern Indian trades methods are necessary for growing advertising campaigns and e-platform. Further, the research stated that a profound information of buyers' outlooks and dreams toward take part in natural accomplishments be able to lead manipulative organic inexperienced applications.

According to the primary stage in shifting in direction to the improvement of natural merchandise is figuring out the goal marketplace, i.e., the appreciation of client performance, the effects moving it, and the energy of prediction of behavior. Since the look at pursuits to discover factors affecting the patron aim to purchase organic goods in the market. In this take a look at, behavioral models, that are the maximum not unusual conceptual fashions in the area of conduct review, were used to assess the customers' shopping conduct. With regard to the knowledge of intentional behavior is a vital emotional version for explaining man or woman conduct (Ajzen, 1985). Khandagale, Anute (2021) the customers take the fresh, clean, quality, tasty, organic, and higher nutritional value as important factors to purchase food and beverage products. According to this knowledge, people' definite conduct, as a valuable feature, is without delay inspired with the aid of the interactive purpose and perceived communicative mechanism. By and large, the announcement of major goalmouth is apparent through attitudes, behavioural manage and particular models. Even though the fulfillment of this version has been proven in predicting behaviors, the evolution of concept has not stopped and different researchers have delivered systems to this theory encourage to grown the predictive energy. In addition to this, the conventional reasons in the intentional behavioral model, the present study tend to study the impact of those purchasing organic goods and reaching equilibrium in the society. .

Research Objectives

1. To examine the socio-economic conditions of the selected organic goods respondents those who have purchasing organic food products in the study area.
2. To analyze the factors influencing the marketing equilibrium towards purchase intention regarding organic food products in Dharmapuri district of Tamilnadu.

Hypothesis

1. There is no significant intention of purchasing organic packaged food products for attaining market equilibrium.

Research Design and Methodology

Drawn from the current research work is based on primary data analysis in which appropriate pre-tested interview scheduled method. Regarding primary data techniques, the data is collected from the different marketing channels like direct marketing and indirect marketing, and using snow ball sampling method. Among this collection of data, totally 90 respondents have selected those who have purchasing organic packaged food products in the study area. Out of this selection of 90 respondents, 30 respondents have selected those who have purchasing organic packaged food products through direct marketing and the remaining 60 respondents have purchased under indirect marketing channel.

Tools of analysis

1. To examine the socio-economic conditions of the selected respondents those who have purchasing organic products, the percentage analysis has employed.
2. To analyse the factors influencing the marketing equilibrium towards purchase intention regarding organic food products, MLR has worked out.

Results and Discussions

Table 1

Socio – Economic Characteristics of Respondents

Descriptions	No. of Respondents	Percentages
Gender		
Male	27	30
Female	63	70
Total	90	100
Age		
Less than 30	18	20
30 - 50	39	43
More than 50	33	37
Total	90	100
Education		
Illiterate	6	7
Primary	19	21
Secondary	7	8
Hr. Sec. Level	21	23
Collegiate	37	41
Total	90	100
Employment Status		
Formal Workers	40	44
Informal Workers	50	56
Total	90	100
Marital Status		
Married	77	86
Un-married	13	15
Total	90	100
Average Monthly Income (in Rs)		
Less than 10000	15	17
10000 – 25000	49	54
More than 25000	26	29
Total	90	100

Source: field survey

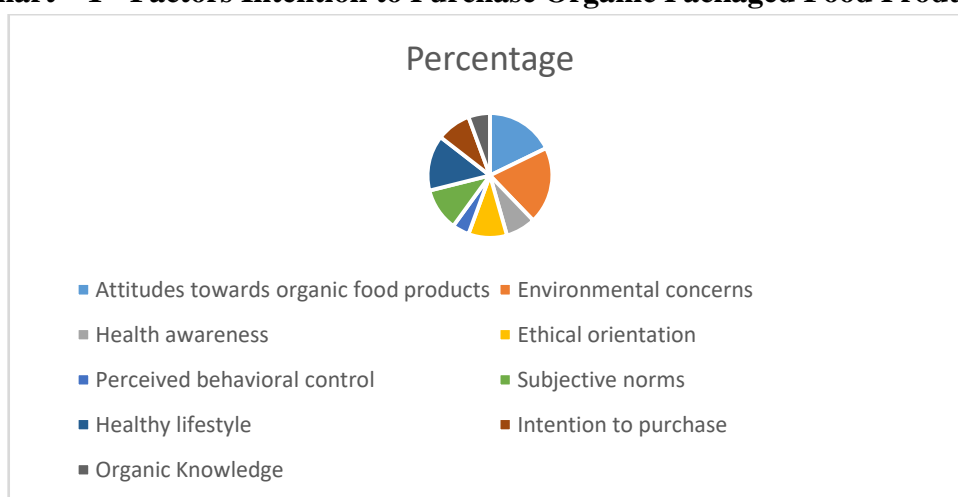
Table 1 examines the socio – economic characteristics of the selected respondents according to the classification of gender, age, education, employment status, marital status and average monthly income in the selected region. According to gender wise classification, out of 90 respondents, the major portion of the respondents are female which has been recorded at 70 percent and the

remaining 30 percent of them male respondents in the study area. With regard to age, majority 44 percent of the respondents are comes under the age group between 30 – 50, followed by 37 percent of them comes under the age group of more than 50, and the least 20 percent are found less than 30 age group. Among educational qualification, majority 41 percent of the respondents qualified at

collegiate education, followed by 23 percent of them mentioned higher secondary level, 21 percent of the respondents pointed out that primary educated level, and the remaining 8 percent and 7 percent of the respondents mentioned secondary education level and illiterate in the study region. Regarding employment status, the major portion of them 56 percent of the respondents are spelt out working under informal sector and the remaining 45 percent of them stated that working under formal sector. In the case of

marital status, majority of the respondents are pointed out that married which has been recorded as 86 percent and the remaining 15 percent of the respondents spelt out unmarried. With regard to average monthly income, majority the 49 respondents (54%) earned average monthly income between Rs 10000 – 25000, and the remaining 26 respondents (29%) and 15 respondents (17%) are earned average monthly income at more than Rs 25000 and less than Rs 10000 respectively

Chart – 1 - Factors Intention to Purchase Organic Packaged Food Products



**Table 2
Factors Intention to Purchase Organic Packaged Food Products**

Factors	No. of Respondents	Percentage
Attitudes to purchase organic food products	16	18
Environmental anxieties	18	20
Health awareness	7	8
Ethical orientation	9	10
Perceived behavioral control	4	4
Subjective norms	10	11
Healthy lifestyle	13	14
Intention to purchase	8	9
Organic Knowledge	5	6
Total	90	100

Source – field survey

The distribution of the selected organic consumer respondents is classified according to the factors influencing to the intention of purchasing organic packaged food products in the selected study district of TamilNadu. Out of 90 respondents, the major portion of 18 respondents (20%) have pointed out that environmental concerns, followed by the 16 respondents (18) have mentioned approaches to buy organic food products, 13 respondents

(14%) are spelt out healthy lifestyle, 10 respondents (11%) are stated that subjective norms, 9 respondents (10%) are considered ethical orientation, 8 respondents (9%) are felt that intention to purchase organic goods, 7 respondents (8%) are mentioned health awareness and the remaining 5 respondents (6%) and 4 respondents (4%) have recorded organic knowledge and perceived behavioral manage respectively in the study region.

Table 3

Multiple Regression about Factors Intention Towards Purchasing Organic Products

Descriptions	t-value	p-value
Constant	0.78	0.00**
Gender	2.62	0.67
Age	3.18	0.32
Education	4.90	0.04**
Marital Status	3.82	0.16
Employment Status	5.78	0.00**
Average Monthly Income	2.81	0.02**
Attitudes towards organic food products	-2.28	0.01**
Environmental concerns	-3.77	0.98
Health awareness	-1.89	0.05**
Ethical orientation	-0.87	0.07
Perceived behavioral control	-1.67	0.16
Subjective norms	-1.28	0.23
Healthy lifestyle	-3.02	0.04**
Intention to purchase	-0.95	0.02**
Organic Knowledge	-1.33	0.01**
R ²	92.56	
Adj R ²	93.13	
F-Value	16.983	
Sig. p. value	0.04**	

Source: Computed

Table 3 analyse the selected major instrument to create positive attitude to purchase organic food products with appropriate to using multiple regression model. It could be noticed that the value of co-efficient determination R² spelt out all the factors have jointly explained about 93 percent of the variation among the factors intention towards purchasing organic food products. It deals with out of 100 percent

of variation, the given 15 independent variables its contribute maximum to the tune of 93 percent, and the remaining 7 percent of them indicated by other than one. It is seen that out of 15 factors, education, employment status, average monthly income, Attitudes towards organic goods, health awareness, approaching good healthy lifestyle, intention to buy organic goods and induce knowledge

are the significant attitude factors to determining the purchase of organic food products. Further, one may observe that the F-ratio (17) is found to be statistically significant at 5% level (0.04) and it is based on R^2 for computing the selected factors to increase the purchase intention and attain marketing equilibrium in the study district of TamilNadu.

Conclusion

The purchase of organic or natural items or inexperienced merchandise to hold surroundings and the society has grown because of meet out the crucial issues exist under conventional farming device. Moreover, the problem of production and feeding of organic commodities have no longer been properly-hooked up in the agrarian community. With regard to store the existence of huge contamination because of overriding dealt with highly utilization of chemical fertilizers not only affect the human health and also to discourage the environmental surroundings, to affect the production and consumption of organic commodities. Thus the study attempted to give and examines the version of features affecting the aim to purchase organic commodities in the market. The consequences displayed the view of an organic expertise given preference to health reputation and environmental concerns had a first rate on the mind-set within the course of dealing under organic goods. Also, the effective impact of healthy way of lifestyles, organic information, environmental issues, subjective norms, perceived interactive be successful and ethical direction closer to the intention to shop for natural meals products had been ordinary in the society.

It is usually recommended that policymakers, human health have recorded in the case of vitamins and in the case of the societal balance to maintain the equilibrium market in the society. Further, the fundamental

key tackles together with social media, public networks, brochures and booklets, conducting seminars, conferences, training, workshops, publishing banners for the situation rely of appropriateness mantras, may be given good opportunity to feed organic goods in the whole market. Moreover, supporting the principles of organic products through television programs, academic and publicity programs for the consumption of natural meals and introducing the benefits of these products in comparison to encourage the merchandise trade in a few extraordinary cautioned desire to increase the consumption of organic goods. In the case of ecologically unique practices via awareness to preserve environment, producing sustainability standard organic products and highlighting the hazard of environmental filth in the media, integrating eco-friendly ideas into textbooks, newspapers, magazines, maintaining environmental benefits in public transportation and inspiring humans to undertake high quality measures in the community. Thus the study recommended that the whole advertising and labeling on herbal merchandise, try to give a lift to inexperienced shopping for conduct, Governments, organizations and environmental agencies need to exhibit that environmental problems are controllable by way of changing consumer conduct. And the study concluded that the entrepreneurs, farmrs, and Government should give much more effort to establish organic stores, organic shops, in every villages, urban areas, and to maintain fair prices for each orgaic products in the society.

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