IOSR Journal of Business and Management (IOSR-JBM)
e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 9. Ver. I. (September. 2017), PP 46 - 51
www.iosrjournals.org

"Organic Food-Way ahead for Healthy Life and a Smarter Choice!"

*Miss Khushboo Ahuja
(Research Scholar) *Department of Business Administration, University College of Commerce and Management Studies Mohanlal Sukhadia University (MLSU) Udaipur (Raj).*
Corresponding Author: Miss Khushboo Ahuja

Abstract: *Increasing demand for organic food and rising health consciousness among the people in the present scenario led the researcher to study about the behavior of consumer towards the organic products, its pricing, awareness of consumers towards organic products etc in a more intensive way. According to S.V.Ramesh and M.Divya (2015), the term "Organic" refers to the way agriculture products are grown and processed. Organic crops must be grown in safe soil, have no modification and must remain separate from conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMO's), petroleum based fertilizers and sewage sludge- based fertilizers. Rianto Heru (2015), explained that Organic food promotes a balance of human, other living organisms and the nature, it also promotes no artificial preservations and maintain the originality of food. People with allergies to food, chemicals often find their symptoms lessen or go away when they eat only organic food. Consumer, now days are more concern about food safety, this study is about consumer attitude toward organic food product consumption and to check whether there is a any potential for changing their behavior. Basha Bilal et. al. (2015), said that Consumer's behavior can be changed according to the situation, favorable conditions and environment which they faced. Organic food products are one of the biggest threats to growing numbers of global brands. According to the one survey by WHO, "Our food has 40 times more toxic chemicals than permitted, this force us to eat at least 0.27gms of deadly chemicals every day." With rising concern of health issues, nutrition, quality of food, taste, price ratio it is necessary to evaluate consumer's intension to pay for organic food product. Organic agriculture not only preserves the environment, but also has less harmful substances and improves health, bringing benefits, thus it is timed to understand our requirement for proper food. Most everyone who has ever selected their fruit and vegetable from the organic section while grocery shopping thought they were doing something good for their bodies and for the environment, therefore it is highly important to examine purchase intension of consumers toward organic food. Priya and Renu (2015), obtained that Consumers generally act based on the knowledge, knowledge change the attitude, the more information we get, the more we have either 0favorable or unfavorable attitude towards the product, thus it has become imperative to study perception, attitude, behavior of consumer's toward organic food will be the main agenda of this study.*

Key Messages:

- *There is need for increased awareness of organic guarantee systems (standards, mark, verification & control) so that consumers can learn how to identify what is organic and what is not.*
- *There is therefore need for increased efforts in creating awareness of the benefits of organic foods.*
- *Organic products must also be made available since as consumer's knowledge and awareness increases, availability is a serious issue. There are not enough suppliers and the few who are there are not reliable.*
- *Key motivating factors of consumption are still health and safety factors should therefore to be the promotional pillars for building or increasing organic consumption.*

Keywords: *Organic Food, Consumption, Perception, Health Issues, Consumer Behavior, Benefits of Organic Food*

Date of Submission: 24-07-2017 Date of acceptance: 05-09-2017

I. Research Methodology

This is review based conceptual paper. The Pattern emerging from review will constitute the course of future researches and also would explore the parameters or variables for further exploration by finding research gaps. The study can also lead to longitudinal studies and phenomenological studies with implications in Organic Food.

Convenience and Purposive Sampling will be used for this study and the source of data shall be Primary and Secondary both. The data and information collected will be processed and its findings presented in a systematic manner.

Background and Context: Raza Ali (2014) wrote that In the recent years consumers have grown concerned about the traditional agriculture industry. Growth in cases of bird flu and mad-cow disease, and other factors such as genetically modified food drove a significant change in the industry of agriculture. The normal consumer-perspective on production of food can be altered if food is produced by organic farming. Attanasio Sonia et. al. (2013) informed about The industry of organic-farming avoids the use of pesticides and fertilizers, and this is held to specific standards as the industry is regulated by a strict system of certification. Also, the demand for organic food in the food-market has increased significantly in the USA, Australia and Europe. According to Kristallis and Chryssohoidis (2005) this growth in the organic industry implies dynamic procedures of certification, reformation of the supply-chain and understanding consumer-demand for organic food.

Aims and Objectives:

The study focuses on the investigation and identification of factors that influence a consumer's buying behavior towards organic food .

The following research objectives were formed to breakdown and define the studies main purposes:

1. To present an in-depth review of the organic food In present life and to investigate and identify the attributes of organic food that can be exploited by marketing strategies to promote these products.
2. To investigate and review the existing literature review on consumer behavior in order to form the theoretical foundation behind the identification of the factors that impact on a consumer's buying behavior towards organic food.
3. To analyze the perception of consumers towards the organic food products of available in the market and to recommend necessary strategies that can be implemented to positively effect a consumer's buying behavior towards organic food.
4. To explore the awareness about Organic Food and Study the Satisfaction Level of customers towards Organic Food .

What does "organic" mean?

Padiya J. (2012), briefed that The term "organic" refers to the way agricultural products are grown and processed. While The regulations vary from country to country, in the U.S., organic crops must be grown Without the use of synthetic pesticides, bioengineered genes (GMOs), petroleum-based Fertilizers and sewage sludge-based fertilizers.

Raghavan (2013), observed that Organic livestock raised for meat, eggs, and dairy products must have access to the Outdoors and be given organic feed. They may not be given antibiotics, growth hormones, or any animal by-products.

Why Organic needed for Human Healthy Life ?

Balaji and Bhama (2012), concludes In general, a person's identity, in relation to his or her choice of diet, can be seen as being dependent on early experiences of food, in terms of trajectories, such as persistent thoughts, feelings, strategies, and actions, Therefore, choosing a lifestyle based upon an organic diet could suggest an opportunity to establish a sense of stability for the young adult, in terms of identity and belonging. Nevertheless, trajectories and choice of diet can change during a person's lifespan, especially in relation to dramatic life events created by the interplay between relationships, contexts, and environments; the aim of this particular study was to further explore young adults' experiences of a healthy lifestyle choice based upon an organic diet in order to discover general psychological meanings.

- **Organic farming is Best For Wildlife, Ecosystem, Farmers and Consumers**

The form of agriculture that relies on techniques such as crop rotation, green manure, compost and biological pest control is known as 'Organic Farming'.

Wendell Berry, the American novelist, poet, environmental activist and farmer defines it as, "An organic farm, properly speaking, is not one that uses certain methods and substances and avoids others; it is a farm whose structure is formed in imitation of the structure of a natural system that has the integrity, the independence and the benign dependence of an organism".

A report by Britain's Soil Association shows that wildlife is substantially richer and more varied on organic than on conventional farms. A typical organic field has five times as many wild plants, 57% more species, and 44% more birds in cultivated areas than a regular farm. Two 1996 studies show that organic farms have twice as many skylarks, and twice as many butterflies. Every time we eat an organic lettuce or tomato, we help restore wildlife. With the organic farms outperforming all others in supporting biodiversity, more and more countries are heading towards practicing organic farming.

Some ways in which organic farming is benefitting the wildlife, ecosystem, farmers and consumers:

- Setting aside tracts of land for wildlife habitat, a recent research has found out that organic farms, being pesticide free zones, are the best for wildlife and can benefit bees, butterflies and plants
- As per a recent report published in The Guardian, on the farms where the use of chemical agents is banned, butterfly numbers were increased by 50 percent and plant diversity by 70 percent as many small weeds grew amid the crops
- Organic farming can also help in soil conservation. Supporters claim that organically managed soil has higher quality and higher water retention. This may help increase yields for organic farms in drought years
- Biodiversity from organic farming provides capital to humans. Species found in organic farms enhance sustainability by reducing human input (e.g., fertilizers, pesticides)
- In 2007, the United Nations Food and Agriculture Organization (FAO) said that organic agriculture often leads to higher prices and hence a better income for farmers, so it should be promoted. Hence, organic farming also supports and benefits the local economies
- Being more labor-intensive than conventional production, organic farming can provide more jobs per unit area than conventional systems
- Organic food products are nutrient-dense and being pesticide and chemical free, these lead to lesser risk of disease, illness or disorders
- In India, states such as Sikkim and Kerala have planned to shift to fully organic cultivation by 2015 and 2016 respectively.
- **Organic farming is better for the soil**
  Studies show that organic fields have deeper vegetation, more weed cover, and contain 88% more 'epigeal arthropods' (squiggly soil creatures). A new Swiss study demonstrates that organic soils have more soil microbes, more mycorrhizae – the fungi that attach themselves to the tips of plant roots and help plants absorb nutrients - and more earthworms. It found that soil insects are twice as abundant and more diverse in organic plots, including pest-eating spiders and beetles.
- **Organic food is better for animal reproduction**
  Out of 14 animal studies, ten showed that animals fare better when fed organic food. Three showed no difference, and one showed an improvement with conventional food. We are all mammals, so we share a lot in common. Paul et.al.(2012) confirmed that the Female rabbits fed on organic food have twice the level of ovum production; chickens fed on organic food have a 28% higher rate of egg production. Rabbits that were fed conventional food saw a decline in fertility over three generations, compared to no decline for organically fed rabbits. Meanwhile, many human couples find it hard to have a baby….
- **Organic food helps fight cancer, stroke and heart problems**
  In a recent study, Scottish scientists found that organic vegetable soups contain almost six times as much salicylic acid as nonorganic vegetable soups. Eleven brands of organic soup had 117 monograms per gram, versus just 20 monograms in 24 types of non-organic soup. Voon et. Al. (2011) summerrized that Salicylic acid is the main ingredient in aspirin; it helps fight hardening of the arteries and bowel cancer, and is produced naturally in plants as a defense against stress and disease. If plants don't have to resist bugs because of pesticide use, they generate less salicylic acid, and pass less on to us. The same scientists found significantly higher concentrations of salicylic acid in the blood of vegetarian Buddhist monks, compared with meat-eaters.
- **Organic food contains more nutrients**
  According to a recent study by the Globe and Mail and CTV News of the nutrient quality of fruit and vegetables, compared to 50 years ago, today's regular fruit and vegetables contain dramatically less vitamins and minerals. The average potato has lost 100% of its vitamin A, 57% of its vitamin C and iron, 28% of its calcium, 50% of its riboflavin, and 18% of its thiamin. Out of seven key nutrients studied, only niacin levels increased. Similar results applied to 24 other fruits and vegetables. For broccoli, all seven nutrients fell, including a 63% decrease in calcium and a 34% decrease in iron. No wonder we are gulping

down the supplements. In April 2001, however, a US study examined 41 comparisons of the nutrient levels in organic and regular foods. In every case, the organic crops had higher nutrient levels - 27% more vitamin C, 29% more iron, 14% more phosphorus . At the June 2001 meeting of the American Chemical Society, a chemistry professor reported that organic oranges contained up to 30% more vitamin C than regular oranges, even though they are half the size. (Conventional orange trees are fed nitrogen fertilizer, causing the fruit to absorb more water, which makes them bigger.) Chakrabarti.S. (2010) and in a French study, a cancer specialist studying the nutrient qualities of food grown in the Languedoc-Roussillon region of France showed that for the twelve foods where his study is complete, the organic foods showed increased quantities of vitamins A, C, E, and the B group, increased elements such as zinc, increased minerals such as calcium, and increased fiber.

- **Organic apples are …. Just better!**
  From 1994 to 1999, a soil scientist at Washington State University ran a series of tests comparing apple orchards. The organic orchard had the best soil, held water better, and resisted soil damage better. It was more energy efficient, and required less labor and less water per apple. The organic apples were firmer, tasted sweeter and were less tart to a non-expert panel. The organic orchard also made more money, since the apples sold for a higher price. (The Salt Spring Apple Festival is on Sunday September 30th, with 14 orchards open to the public, and 350 varieties of organic apple.)
- **Organic farming can feed the world**

In a 2002 Greenpeace report, the authors found that organic and agro-ecological methods of growing in the Southern hemisphere produced a dramatic increase in yields, as well as reduced pests and diseases, greater crop diversity, and improved nutritional content. In the Tigray, Ethiopia, organic crops raised 3-5 times more food than chemically treated plots; in Brazil, maize yields increased by 20 – 250%; in Peru, uplands crop yields increased by 150%. We can end all this by shifting to organic food. We can be healthier. Our children can be healthier. Our farmers and farm workers can be healthier. Frogs, worms, butterflies, skylarks and the soil itself can be healthier. All that it takes is to turn away from chemically grown food, and embrace organic food.

- **Organic farming protects the climate**

Organic soil is full of living creatures, which carry carbon. In the Rodale experiment, the organically managed plot stored much more carbon than the conventional plot. In the Broad balk experiment, soil fertility increased by 120% in the manure plots, versus 20% in the chemical plots. The same results occurred in the Swiss experiment. Gupta (2009) showed that in California's Central Valley showed that as well as producing similar yields and suffering similar pest damage, organically managed fields produced 28% more organic carbon. By storing more carbon in the soil, organic farmers help to stop global climate change.

- **Organic farming produces higher yields**
  In drought conditions in a review of comparative studies of grain and soybean production in the US Midwest, organic growers produced higher yields in drier climates and during droughts (and similar yields in regular conditions). The same results were found in the Rodale experiment. Fraz et.al. (2007) observed that the Organic matter makes the soil less compact and more moisture retentive, allowing the roots to penetrate more deeply to find water.
- **Organic food is safer**
  Ajzen.I (2002) told Organic farming generates more jobs, produces more profits, and doesn't pollute groundwater with nitrogen run-off. It also avoids all the risks associated with GM crops. But let's finish with the reason why many people start eating organic food – because they believe it is safer. Farmers in Canada, Kansas and Nebraska who use the pesticide 2,4-D suffer a higher rate of non-Hodgkin's lymphoma (a cancer). The same applies to dogs which play on lawns that have been sprayed. In Sweden, exposure to phenoxy herbicides has been shown to increase the risk of contracting lymphomas six-fold. In the US, the death rates from myeloma (a cancer) are highest in rural farming areas. And so it goes on. Migrant farm workers suffer an abnormally high rate of multiple myeloma, stomach, prostate and testicular cancer. Fotopoulos et.al. (2002) study shows that Organic farming carries none of these risks. There is a strong association between breast cancer and exposure to chemical pesticides. Atrazine, a common ingredient in pesticides, causes breast cancer in rats, chromosomal breakdown in the ovaries of hamsters, and hind-limb deformities in frogs. A Finnish study showed that women whose breasts stored the highest levels of a lindane-like residue were ten times more likely to have breast cancer than women with lower levels. (Lindane is a pesticide).

II. Recommendations

- It is essential to maintain the soil-food web and develop a cluster approach for the success of organic farming.
- New methods to lower Certification costs needs to be found
- Adopting low cost machinery for farming rather than going for tractors / other high cost equipment is required
- Development training and education for all the resource persons involved in the organic farming process is required
- Promoting the benefits of Organic Food Production among potential consumers is necessary.
- Organic food could be sold as a lifestyle product if presented appropriately

Limitations of the study

A wider survey needs to be conducted to reflect the entire city. Since the education levels of the non users and users were also might high , it may not be possible to generalise the same. Since consumers were not very informed about organic food certification, all products that were being sold separately from conventional food and labelled as organic food were considered for the survey.

Scope for future research

Different low cost distribution methods may be researched in the future along with what information the consumer is expecting on the label of the food. Research needs to be done to find out differentiation strategies that will help it compete with conventional products. The supply chain needs to be continuous to make this category successful. Thus research in this area is also required.

Acknowledgments

My research paper is based on Consumer's Daily Healthy life with consuming Organic Food. First and foremost I'm very grateful to my Supervisor, Dr. Rajeshwari Narendran and My Principal Mrs. Shubha Govil who has offered an opportunity to study in this field. My thanks are for their support, guidance, patience and encouragements. I'm sincerely indebted to my friend Mr.Tarun Tak for his invaluable help in data collection, web page work and for emotional support. Finally, I would like to thank to my family; my mother Mrs. Sarita Ahuja and my father Mr. Ramesh Ahuja for their endless support and encouragement. Lastly, Special thanks to all the organic consumers of my city who participated in my study by giving their precious time.

References

[1]. S.V.Ramesh and M.Divya . (2015), "A study on consumers' awareness attitude and satisfaction towards select organic food products with reference to Coimbatore", International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), Vol 2, No.4, 81-84.

[2]. Rianto Heru (2015), "Consumers' Attitude and Intention Towards Organic FoodPurchase: An Extension of Theory of Planned Behavior in Gender Perspective", International Journal of Management, Economics and Social Sciences, Vol. 4(1), pp.17-31.

[3]. Basha Mohamed Bilal, Mason Cordelia, Shamsudin Mohd Farid, Iqbal Hussain1 Hafezali, Abdelnabi Salem1 Milad and Ali Azlan (2015), " Consumer Acceptance Towards Organic Food", Global Journal Of Interdisplinary social Science, G.J.I.S.S.,Vol.4(3):29-32 (May-June, 2015) ISSN: 2319-8834.

[4]. Soni Priya and Jatana Renu (2015), "CONSUMER PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS (OFPS) IN INDIA: WITH SPECIAL REFERENCE TO UDAIPUR CITY", international Journal Of Research In computer Application and Management, Volume NO. 5, Issue No. 01 (January) ISSN 2231-1009.

[5]. Raza Ali (2014), "A Study on the Relationship between Consumer Attitude, Perceived Value and Green Products", Iranian Journal of Management Studies (IJMS),Vol. 7, No. 2, pp: 329-342.

[6]. Raghavan, N. and Mageh, R. (2013)," A Study On Consumer's Purchase Intension toward Organic products", Indian Journal of research, Vol.2(1), pp.111-114.

[7]. Attanasio Sonia, Carelli Angela, Cappelli Lucio and Papetti Patrizia (2013), "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 ISSN (Online):2278-5299 Volume 2, Issue 6: Page No.128-132.

[8]. angkumchaliang, P. and Huang, W.C (2012), " Consumer's Perceptions and Attitudes of Organic Food products in Northern Ireland", International Food and Agribusiness Management Review, Vol.15 (1),pp. 87-102.

[9]. Padiya, J. and Vala, N. (2012)," Profiling of organic Food Buyers in Ahmedabad City: An Empirical Study.", Pacific Business Review International, vol.5 (1), pp.19-26.

[10]. Balaji, V. and Bhama, T. (2012), " Consumer perception toward organic food products in India", Proceedings of the International Conference on Business Management and Information Systems 2012, pp. 303-307.

[11]. Sakthirama, V. and Venkataram, R. (2012), " A Structural Analysis of Purchase Intension of Organic consumers", International journal Of Management, Vol.3 (2), pp. 401-410.

[12]. Paul,Justin and Rana Jyoti (2012), "Consumer behavior and purchase intention for organic food", Journal of Consumer Marketing, Vol. 29 Iss: 6 pp. 412 – 422.

[13]. Roussean Sandra and Vranken Liesbet (2011),"The Impact of Information on the Willingness-to-Pay for Labeled Organic Food Products", LICOS Discussion Paper series, Discussion paper 284/2011.

[14]. Voon Jan P, Ngui Kwang Sing and Agrawal Anand (2011), "Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modeling", International Food and Agribusiness Management Review Volume 14, Issue 2.

[15]. Chakrabarti,S. (2010)," factors Influencing organic Food purchase In India", British Food Journal, Vol.112 (8), pp. 902-915.

[16]. Gupta, K.B (2009)," Consumer behavior for food products in India", Working paper submitted to International Food & Agribusiness Management Association. Available at http://www.eoq.hu/iama/conf/1063.

[17]. L. Lusk Jayson and Briggeman Brian (2009)," Food Values", American Journal of Agricultural Economics, Vol. 91, No. 1, pp. 184-196.

[18]. Fraj, E. and Martinez, E. (2007), "Ecological consumer behaviour: an empirical analysis", International Journal of Consumer Studies, Vol. 31 No. 1, pp. 26-33.

[19]. Choo, H. Chung, J.E and Pysarchik, D.t (2004), " Antecedents to new food product purchasing behavior among innovator groups in India.", European Journal of Marketiong, Vol.38(5/6), pp.608-625.

[20]. Ajzen, I. (2002)." Perceived behavioural control, self-efficacy, locus of control and the theory of planned behavior", Journal of Applied Social Psychology, Vol.32 (20).

[21]. Fotopoulos, C. and Krystallis, A. (2002), "Purchasing motives and profile of the Greek organic consumer: a countryside survey", British Food Journal, Vol. 104 No. 9,pp. 730-65.

[22]. Brian Halweil (2002)," Study Affirms Benefits of Organic Farming. (Environmental Intelligence)", Magazine Article World Watch Vol. 15, No. 5.

Organic Food Resources

- Blue Moon Organics (Port Moody, Pitt Meadows): www.bluemoonorganics.com
- Canadian Organic Growers: www.cog.ca
- City Farmer (Vancouver): www.cityfarmer.org
- FarmFolk/CityFolk: www.ffcf.bc.ca
- Greater Victoria Organic Food Guide:
- www.lifecyclesproject.ca/pubs.htm
- Organics@Home (Vancouver): www.OrganicsAtHome.com
- Rodale Institute: www.rodaleinstitute.org
- Small Potatoes Urban Delivery (SPUD) (Vancouver): www.spud.ca
- South Island Organic Growers Association: www.siopa.org
- Willing Workers on Organic Farms: www.wwoofusa.com/canada

IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with Sl. No. 4481, Journal no. 46879.

"Organic Food-Way ahead for Healthy Life and a Smarter Choice!"