

Awareness of Consumer towards Organic Fruit: An Analysis with Demographic Variables

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ABSTRACT

Organic products have attracted Indian consumers in these days, as Food adulteration becomes the key issue which cause many health problems. Environment specialist has raised their voice regarding damaging effects of increasing use of chemicals fertilizers in cultivation of vegetables, fruits and other food products. Now consumers are getting aware and become very selective towards eatable products as it directly affect their health. The increasing awareness of consumer has caused rise in demand for organic products. The main aim of the study is to gain knowledge about consumer awareness and their perception towards organic fruit and how demographic variables relate to consumer decision-making concerning the purchase of organic fruit. In this research an experiment is conducted in order to find out consumer awareness towards organic fruit. The sample size of 599 was chosen and the questionnaire was administered to collect the primary data. Data is collected through the distribution of questionnaires and analysed in the research by using SPSS. The sampling technique used was snowball sampling method and the data testing technique which was used within the research includes Chi Square test and validity of test by Cramer's V value. The results of the present study would be helpful to attract new customers in addition to retention of existing customers.

1. Introduction

Fruit, vegetables and other food material are the way for survival of every living species on the earth. But today this source of survival is the main cause of various diseases such as cancer, autism, infertility, allergies etc. The main reason is that farmer are using of synthetic fertilizer and pesticides during the production and sale of fruits and vegetables to earn more money. Today's Consumer is aware of the fact that the food which he eat is contaminated and adulterated, the reason behind this being the use of chemicals and other material by the producer and seller to ripen the fruit and vegetables and to retain their freshness. But these food items harm our health rather than benefiting. It resulted into increase the concern of consumer towards environment by presenting demands for eco-friendly products around the world. Consumer perception is now changing towards organic products as they come to know that this is good for health and it grows with the use of organic manure and use the natural resource and is free from pesticides and chemical residues over the Non Organic products. Study on the awareness of the consumers towards the organic fruits is one of the important aspects which should be discussed. Beside this, awareness and knowledge level of consumers about organically produced fruits and vegetable are also crucial. The organic food industry is growing at fast rate all over the world and is now has been the matter of much media attention over the past decade. From a marketing viewpoint, it is very important to understand the perception of consumers towards food which is produced organically. The market of organic products is in growing stage as the people are now willing to eat organic food as they know that non organic food is harmful for their health. The increasing environmental awareness has created a remarkable effect on consumer

behaviour, and with the organic product market is expanding at a remarkable rate. In order to enhance the trade position of Indian agricultural products and to capture share in global market, it is essential that India focuses on organic products which can give it competitive circumference in the global market, specifically in organic cotton, spices, essential oils, medicinal and fresh fruits and vegetables. Organic products are those which produced without use of chemical fertilizers, fresh or minimally processed, non pesticide, free from genetically modified organism, having organic certificates, traditional/indigenous products, herbal product and naturally grown.

2. Review of literature

Kumpulainen (2001) found in his study on "nutritional and toxicological quality comparison between organic and conventionally grown food stuff", that many dangerous chemicals that used to allow in agriculture were now prohibited. Some of these could travel in air and remain for a very long time in the environment and therefore, pesticides which were now prohibited (DDT, organochlorine) and other environmental pollutants such as dioxins, furans, PAH compounds were found equally in organic and conventional fat and oil containing food. He further added that an American study found detectable levels of DDT in 17% of carrots tested twenty years after this pesticide was banned. **Peter Midmore, Susanne Padel, Heather Mccalman, jon Isherwood, Susan Fowler and Nic Lampkin (2001)** conducted a study on farmers in to find out the effect of dynamic change in various circumstances of organic farming on the attitude of farmers. The Area of the study was England. Study explained that the farmers who did not go for conversion scheme lend on average to be small. The

organic approach perceived as less profitable than conventional agriculture. Financial security and care for the environment considered strong reason for conversion, but animal welfare, soil fertility and personal health were lesser important. **Cyntheia, et al.(2003)** analysed the study conducted by National Institute of Environmental Health Science on the organophosphorus pesticide exposure of organic and conventional diets. The study was surveyed on urban and suburban preschool children in which 25 children whose parents identify them as completely eating organic food and 18 children who were identified as eating conventional food were included. Study indicated that children who consume organic foods were having significantly lower levels of Organophosphorous (OP) pesticides than those who consume conventional food. Organophosphorus pesticides were commonly applied to the crops processed into baby foods and juices. **E.Frank, M.Paul, R.Mahesh(2005)** concluded in the study that small organic farmer in India achieve the same yield as conventional farmers. Study further revealed that fertility of soil significantly improved after conversion crops and due to less production cost, it generated high income. Regular non organic farmer were facing serious threat to credibility. **Lea & Worsley (2005)** Personal values were a stronger forecaster of organic food beliefs than socio-demographic variables, even though the predictive power of these values was fairly weak. This suggests that factors other than socio demographic values play a larger role in predicting organic food beliefs. It is suggested that future understanding of organic food consumers include a fairly extensive set of potential influences, personal values being one of them. Attempts to modify organic food beliefs should mainly be directed at women, given that gender was found to be the socio-demographic variable with the strongest association with organic food beliefs, and communication based on psychographics may be a more effective way to alter these beliefs compared to demographic segmentation. **Paul.J (2008)** attempted to identify the concept of green food in china. According to study China Green Food Development Centre (CGFDC) having with green food logo, develop and maintain the Green Food Standard. This is an agency which is responsible for certification of green food products and draws income for certification fees. It was further concluded in the study that Green Food certification was spread to food produced inside and outside China. High chemical-input farming was causing high labor costs and low input costs, including land and chemicals, and it has been enabled by the economic treatment of environmental degradation and pesticide contaminations as externalities, rather than as costs of production. **C.D.Andrei (2012)** Due to the various environmental issues, health issues and other food related issues, the pattern of consumption was changed. Most of the consumers were attracted towards organic product due to the quality and safety issues in the food. The main purpose of the study was to gain the knowledge about the factors that influence the buying decision of organic food of consumer in Romania. Study consists of four variables attitude, concern for health, environmental concern, and knowledge about organic food. Study further revealed that there was noticed confusion about the organic food, which affects the potential customer not to buy organic products. Those consumers who bought organic products were aware about the various health and environment issues. They didn't want to consume non organic products as

they had the knowledge that it contained pesticides and chemicals. **Kaufmann.H.R, Md. Khan.F.A.P & Orphanidou.Y (2012)** attempted to study the factors affecting consumer green purchasing behaviour and stated that there were three factors that usually affect consumers' pro-environmental behavior such as collectivism, environmental concern and perceived consumer effectiveness. Study further concluded that environmental concern, environmental knowledge, disbelief towards environmental claims, environmental attitudes were the main factors that affect consumers' green purchasing behavior. In addition, it was noted that perception towards organic food, awareness on government action and support, beliefs about product safety for use were the most influential factors. Other than these, only a few literatures in the study explained the impact of demographic variables on consumers' green purchasing behavior. All these issues were actually interrelated. **Shafie Farah .A & Rennie.D (2012)** conducted a study on consumer perception towards organic food. The study was focused on investing the consumer concern about food safety based on health risk, agriculture and environmental changes associated with modern food production which were also included genetic modification and the improper use of pesticides. Study revealed that various demographic variables such as age, income and education may define organic consumer but the correlation was not very significant. Good quality of food at reasonable rate can make justice to our environment and attract more customers. It was complicated to justify the premium because health benefits asserted to organic food are often difficult to quantify. Understanding specifically the determinants of increasing levels of organic food consumption such as motivation, behaviour, beliefs and demographic variables were the most critical in understanding the potential of the organic market. According to the study consumer perceptions about organic food was highly subjective. It was also noted that such perceptions may or may not be their actual behaviour in purchasing. **M.Rekha, K.Neeraj(2013)** Conducted a study related to consumer behaviour for organic food market. The study was included 120 respondents. The area of the study was NCR Delhi. It was concluded that 70% of the total respondent who were who were purchased food were female and most of the customers were belongs to age 35-40. Majority of the respondent have high level of education and employed with high level of income. Study further revealed that most of the consumers, who were purchasing organic product, were married. People were mostly buy organic products from conventional retail stores. Fresh fruits and vegetables were the main products available in Delhi NCR. It was further reviewed that high rates and lack of availability of organic products were the major barriers. Moreover people were not properly informed about organic products. **Kumar AD. S & Dr. Chandrashekar. H.M (2015)** attempted to conduct a study to gain the knowledge about consumer attitude towards organic food products in the city to Mysore. The study was limited up to 50 consumers of NISARGA and NESARA organic marketing shops in the city. Study concluded in relation to the demographic profile that majority of the consumer purchasing organic products were male and related to the age group of 35-45 years old and were professional. Study concluded that 60% of the consumers prefer organic food because they wanted to maintain good health. Majority of the respondents were usually purchase fruits

and vegetables, cereals and pulses. They get informed about the organic product from the different means out of which most of them get information from their friends and relatives. Maximum number of respondents was satisfied about the quality of organic products. The study further revealed that a lot of problems were faced by respondents while purchasing the organic products in the markets. Irregular availability of organic product in shop was there because fruits and vegetables were supplied weekly once in shop. Cost of the organic product was very high and there was a lack of awareness about organic products to consumer. **Padmathy. J , Saraswathy.R (2016)** Conducted a study on the buying behaviour towards organic food products in Thanjavur district. The study was completed through 200 selected respondents with the help of questionnaire and stated that there was no significant association between gender and factors determining consumer behavior towards organic food products. 65.22% of the respondents were Male. 28% of the respondents were single 54% of the respondents were Married. Only 49% of the respondents belong to Graduation Level, 23% of the respondents belong to the PG Level The study identified a positive relationship between the variables or factors which affect consumers buying behavior for organic products. Buying behavior has the direct influence on decision process when purchasing organic products. The study also showed a significant association between Income, Occupation, qualification, and factors determining consumer behavior. Most of the respondents that were purchasing organic products were working in the government organizations, very few out of them were working in private sectors. **Sathis Kumar and Dr. E. Muthukumar (2016)** found out that consumers in Nilgiri district gave more importance to factors like health, environmental safety, knowledge and culture where organic food was concerned. However, they were indifferent towards attributes of organic food like taste, colour of the food etc.

3. Research objective

- To examine the awareness level of consumer towards organic fruit.

4. Research methodology

This study evaluated the purchasing decisions of consumers who purchase organic products. The population of the research is the customer of the state of Punjab, who purchases organic fruit. The samples of this study are the consumer who has willing to support the survey to provide valid

data. The sampling technique used in this study is snowball sampling technique, in which one data source nominated another potential primary data source. It is based on referrals from initial sources to generate further sources via chain referrals. For this current research, the author used primary data to make an appropriate result. Questionnaires were distributed to Consumer who buys organic fruit. There are many research techniques that have been used in research work, but the appropriateness of a statistical technique for the specific research has to be determined. For this research the investigator found that the Chi-Square Test proved to be more effective in establishing the significance of relationship of demographic variables with awareness level. Chi square test is most widely used non parametric test in statistics. The awareness level of the respondents regarding the various types of organic products has been examined. The level of awareness has studied in relation to the various attributes by applying the chi-square test along with Symmetric Measures.

5. Results and discussion:-

The selected demographic variables for the study were age, gender, education, occupational status and monthly income. Following null hypothesis were formulated for the purpose of relationship analysis.

- H0a:** There is no significant association between the awareness levels of the respondents regarding organic fruit and their age group.
- H0b:** There is no significant association between the awareness levels of the respondents regarding organic fruit and their gender
- H0c:** There is no significant association between the awareness levels of the respondents regarding organic fruit and their education.
- H0d:** There is no significant association between the awareness levels of the respondents regarding organic fruit and their occupation.
- H0e:** There is no significant association between the awareness levels of the respondents regarding organic fruit and their income group.

1. Awareness of consumer about Organic Fruit: Age wise analysis

Organic fruits are grown organically without the use of any chemical fertilizers etc. The age wise response of the respondent awareness regarding organic fruit has been presented in the table 1

Table No. I Awareness of consumer about Organic Fruit: Age wise

			Age						Total
			below 18	18-27	28-37	38-47	48-57	above 57	
Organic fruit	highly Aware	Count	17	62	137	69	33	7	325
		% within Organic fruit	5.2%	19.1%	42.2%	21.2%	10.2%	2.2%	100.0%
		% within Age	73.9%	58.5%	58.3%	62.2%	50.0%	12.1%	54.3%
		% of Total	2.8%	10.4%	22.9%	11.5%	5.5%	1.2%	54.3%
	Aware	Count	0	25	44	24	11	22	126
		% within Organic fruit	.0%	19.8%	34.9%	19.0%	8.7%	17.5%	100.0%
		% within Age	.0%	23.6%	18.7%	21.6%	16.7%	37.9%	21.0%

		% of Total	.0%	4.2%	7.3%	4.0%	1.8%	3.7%	21.0%
Can't say	Count		0	3	6	3	8	0	20
	% within Organic fruit		.0%	15.0%	30.0%	15.0%	40.0%	.0%	100.0%
	% within Age		.0%	2.8%	2.6%	2.7%	12.1%	.0%	3.3%
	% of Total		.0%	.5%	1.0%	.5%	1.3%	.0%	3.3%
Somewhat aware	Count		0	11	34	11	14	24	94
	% within Organic fruit		.0%	11.7%	36.2%	11.7%	14.9%	25.5%	100.0%
	% within Age		.0%	10.4%	14.5%	9.9%	21.2%	41.4%	15.7%
	% of Total		.0%	1.8%	5.7%	1.8%	2.3%	4.0%	15.7%
Not at all aware	Count		6	5	14	4	0	5	34
	% within Organic fruit		17.6%	14.7%	41.2%	11.8%	.0%	14.7%	100.0%
	% within Age		26.1%	4.7%	6.0%	3.6%	.0%	8.6%	5.7%
	% of Total		1.0%	.8%	2.3%	.7%	.0%	.8%	5.7%
Total	Count		23	106	235	111	66	58	599
	% within Organic fruit		3.8%	17.7%	39.2%	18.5%	11.0%	9.7%	100.0%
	% within Age		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		3.8%	17.7%	39.2%	18.5%	11.0%	9.7%	100.0%

Chi Square=1.124, DF=20, Significant at 0.05 level of significance (.000) phi=.433, Cramer's V=.217

In this table awareness level of consumer about Organic fruit was analysed. In the age group below 18 years, 73.9% of respondents were highly aware, 26.1% respondents were not at all aware. Table depict that in the case of age variable consumers who belongs to the age group 18-27years 23.6% were aware about organic fruit, 58.5% were highly aware and 2.8% and 4.7% respondents said that they were can't say about and not at all aware about organic fruit respectively. Out of respondents who belong to age group of 28-37 only 18.7% were aware about the organic fruit, 58.3% were highly aware, 14.5% were somewhat aware and 6.0% of the respondents were not at all aware about the organic fruit.

In the age group of 38-47 years there were only 21.6% of the respondents were aware about the organic fruit. 62.2% of them were highly aware and 9.9% were responding that they were somewhat aware. Percentage of respondent who were not at all aware was 3.6%. In the case of age group 48-57 years out of total 66 respondents only 16.7% were aware about the organic fruit. 50.0% of the respondents were highly aware as well as 21.2% were somewhat aware towards organic fruit.

As far as the age group above 57 is concerned there were total 58 respondents and out of them 41.4% were somewhat aware, 8.6% were not at all aware, 37.9% were aware and only 12.1% were highly aware.

The chi square test applied on the results (table number 1) shows that there is an association between levels of awareness of respondents regarding organic fruit and their age attribute as calculated value of chi-square is (1.124) is significant at the 0.05 level of significance (p < 0.05). The results of the study discussed chi-square results are validated as the value of Cramer's V in age variable .217. So the null hypothesis H0a is rejected and there is an association between the awareness level of consumer towards organic fruit and their age attribute.

2. Awareness of consumer about Organic fruit: Gender wise Analysis

The gender wise response of the respondent awareness regarding organic fruit has been presented in the table 2

Table No. II Awareness of consumer about Organic Fruit: Gender wise

		Gender		Total	
		Male	Female		
Organic fruit	highly Aware	Count	237	88	325
		% within Organic fruit	72.9%	27.1%	100.0%
		% within Gender	58.7%	45.1%	54.3%
		% of Total	39.6%	14.7%	54.3%
	Aware	Count	90	36	126
		% within Organic fruit	71.4%	28.6%	100.0%
		% within Gender	22.3%	18.5%	21.0%
		% of Total	15.0%	6.0%	21.0%
	Can't say	Count	12	8	20

Total		% within Organic fruit	60.0%	40.0%	100.0%
		% within Gender	3.0%	4.1%	3.3%
		% of Total	2.0%	1.3%	3.3%
	Somewhat aware	Count	60	34	94
		% within Organic fruit	63.8%	36.2%	100.0%
		% within Gender	14.9%	17.4%	15.7%
	Not at all aware	Count	5	29	34
		% within Organic fruit	14.7%	85.3%	100.0%
		% within Gender	1.2%	14.9%	5.7%
	Total	Count	404	195	599
		% within Organic fruit	67.4%	32.6%	100.0%
		% within Gender	100.0%	100.0%	100.0%
% of Total		67.4%	32.6%	100.0%	

Chi Square=49.48, DF=4, Significant at 0.05 level of significance (.000) phi=.287, cramer's V=.287

In the case of male group 22.3% of the respondents were aware and 58.7% were highly aware towards organic fruit. 14.9% were somewhat aware and 1.2% of the respondents were not at all aware towards organic fruit, 3.0% of the respondents can't say about awareness. In the female group 18.5% were aware about organic fruit and 45.1% were highly aware. 17.4% of the female respondent responds that they were somewhat aware and 14.9% said that they were not at all aware for organic fruit.

The Chi- square test applied on the results of table no.2 reveals that there is a significant relationship between the awareness level of the respondents regarding organic fruit and their gender attributes as the calculated value of chi- square

(49.48) is significant ($p < 0.05$), hence the null hypothesis H_0 is rejected.

The main findings considering Table 2 is that the value of Cramer's V is .287, which is strong and as well as significant, it validates the results of above discussed Chi- Square. It reveals that there is a significant relationship between the awareness level of the respondents regarding organic fruit and their gender attributes.

3. Awareness of consumer about Organic Fruit: Education wise Analysis

The education wise response of the respondent awareness regarding organic fruit has been presented in the table 3

Table No. III Awareness of consumer about Organic Fruit: Education wise

		Education			Total	
		undergraduate	Graduate	Post Graduate		
Organic fruit	highly Aware	Count	63	192	70	325
		% within Organic fruit	19.4%	59.1%	21.5%	100.0%
		% within Education	53.4%	63.8%	38.9%	54.3%
		% of Total	10.5%	32.1%	11.7%	54.3%
	Aware	Count	26	63	37	126
		% within Organic fruit	20.6%	50.0%	29.4%	100.0%
		% within Education	22.0%	20.9%	20.6%	21.0%
		% of Total	4.3%	10.5%	6.2%	21.0%
	Can't say	Count	0	2	18	20
		% within Organic fruit	.0%	10.0%	90.0%	100.0%
		% within Education	.0%	.7%	10.0%	3.3%
		% of Total	.0%	.3%	3.0%	3.3%
	Somewhat aware	Count	15	32	47	94
		% within Organic fruit	16.0%	34.0%	50.0%	100.0%
		% within Education	12.7%	10.6%	26.1%	15.7%
		% of Total	2.5%	5.3%	7.8%	15.7%
Not at all aware	Count	14	12	8	34	
	% within Organic fruit	41.2%	35.3%	23.5%	100.0%	

		% within Education	11.9%	4.0%	4.4%	5.7%
		% of Total	2.3%	2.0%	1.3%	5.7%
Total		Count	118	301	180	599
		% within Organic fruit	19.7%	50.3%	30.1%	100.0%
		% within Education	100.0%	100.0%	100.0%	100.0%
		% of Total	19.7%	50.3%	30.1%	100.0%

Chi Square=75.26, DF=8, Significant at 0.05 level of significance (.000) phi=.354, Cramer's V=.251

It is clear from the Table 3 that in the case of undergraduate group 22.0% respondents were aware and 53.4% were highly aware for organic fruit. 12.7% were somewhat aware and 11.9% were said that they were not at all aware about organic fruit.

In the case of Graduate class 63.8% respondents were highly aware and there were 4.0% respondents who were not at all aware towards organic fruit, 10.6% of the respondents were somewhat aware and only 0.7% of the respondent said that they can't say about the awareness. 63.8% of the respondents were aware towards the organic fruit. 38.9% of the Post graduate respondents were highly aware and 20.6% were aware about organic fruit and the 10.0% of the PG respondents responds that they can't say about organic fruit. 26.1% were

somewhat aware and 4.4% were not at all aware for the organic fruit.

The null hypothesis H0c is rejected as the chi square test applied on the table 3 indicated that there is relationship between awareness level of respondents towards organic fruit and their education attributes as the calculated value of chi square(75.26) is significant (p<0.05). The Cramer's V value is .251 which is strong as well as significant, it validates the above discussed chi square results.

4. Awareness of consumer about Organic Fruit: Occupation wise Analysis

The occupation wise response of the respondent awareness regarding organic fruit has been presented in the table 4

Table No. IV Awareness of consumer about Organic Fruit: Occupation wise

			Occupation								Total
			Student	Retired	House Wife	Private employee	Govt. Employed	Business man	agriculture	Others	
Organic fruit	highly Aware	Count	29	6	14	95	72	19	11	79	325
		% within Organic fruit	8.9%	1.8%	4.3%	29.2%	22.2%	5.8%	3.4%	24.3%	100.0%
		% within Occupation	65.9%	37.5%	41.2%	73.1%	51.8%	50.0%	13.8%	66.9%	54.3%
		% of Total	4.8%	1.0%	2.3%	15.9%	12.0%	3.2%	1.8%	13.2%	54.3%
	Aware	Count	12	5	9	18	25	3	32	22	126
		% within Organic fruit	9.5%	4.0%	7.1%	14.3%	19.8%	2.4%	25.4%	17.5%	100.0%
		% within Occupation	27.3%	31.2%	26.5%	13.8%	18.0%	7.9%	40.0%	18.6%	21.0%
		% of Total	2.0%	.8%	1.5%	3.0%	4.2%	.5%	5.3%	3.7%	21.0%
	Cant say	Count	1	0	0	1	18	0	0	0	20
		% within Organic fruit	5.0%	.0%	.0%	5.0%	90.0%	.0%	.0%	.0%	100.0%
		% within Occupation	2.3%	.0%	.0%	.8%	12.9%	.0%	.0%	.0%	3.3%
		% of Total	.2%	.0%	.0%	.2%	3.0%	.0%	.0%	.0%	3.3%
	Some what aware	Count	0	0	10	8	15	8	36	17	94
		% within Organic fruit	.0%	.0%	10.6%	8.5%	16.0%	8.5%	38.3%	18.1%	100.0%
		% within Occupation	.0%	.0%	29.4%	6.2%	10.8%	21.1%	45.0%	14.4%	15.7%
		% of Total	.0%	.0%	1.7%	1.3%	2.5%	1.3%	6.0%	2.8%	15.7%
	Not at all aware	Count	2	5	1	8	9	8	1	0	34
		% within Organic fruit	5.9%	14.7%	2.9%	23.5%	26.5%	23.5%	2.9%	.0%	100.0%
		% within Occupation	4.5%	31.2%	2.9%	6.2%	6.5%	21.1%	1.2%	.0%	5.7%

	% of Total	.3%	.8%	.2%	1.3%	1.5%	1.3%	.2%	.0%	5.7%
Total	Count	44	16	34	130	139	38	80	118	599
	% within Organic fruit	7.3%	2.7%	5.7%	21.7%	23.2%	6.3%	13.4%	19.7%	100.0%
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.3%	2.7%	5.7%	21.7%	23.2%	6.3%	13.4%	19.7%	100.0%

Chi Square=2.254, DF=28, Significant at 0.05 level of significance (.000) phi=.613, cramer's V=.307

Among students 65.9% of the respondents were highly aware, 27.3% of the respondents were aware, 2.3% of the respondents said that they can't say about the awareness of organic fruit and 4.5% respondents respond that they were not at all aware about organic fruit.

In retired respondents case 37.5% of the respondents were highly aware, 31.2% of the respondents said that they were somewhat aware about the awareness of organic fruit and 31.2% respondents respond that they were not at all aware about organic fruit Out of the total house wives 29.4% of the respondents were somewhat aware, 2.9% of the respondents were not at all aware about organic fruit. Among private employee 13.8% of the respondents were aware, 73.1% of the respondents were highly aware, 0.8% of the respondents respond that they can't say about awareness level, 6.2% of the respondents were somewhat aware and 6.2% of the respondents were not at all aware towards organic fruit.

As far as the government employees was concerned 51.8% of the respondents were highly aware, 18.0% of the respondents were aware organic fruit. 12.9% of the respondent responds that they can't say anything about organic fruit and 6.5% of the respondents were not at all aware and 10.8% respondents were somewhat aware for organic fruit. In the case of business man 50.0% of the respondents were highly aware, 7.9% of the respondents were aware and 21.1% of the respondents respond that they were not at all aware about

organic fruit and 21.1% of the respondents were somewhat aware about organic fruit. Among agriculturist 13.8% of the respondents were highly aware, 40.0% of the respondents were aware, 45.0% of the respondents said that they were somewhat aware about the awareness of organic raw material and 1.2% respondents respond that they were not at all aware about organic raw material.

Among other occupation group 66.9% of the respondents were highly aware, 18.6% of the respondents were aware, 14.4% of the respondents said that they were somewhat aware about the awareness of organic raw material and there were no such respondents who respond that he was not at all aware about organic raw material.

As it can be seen from the table 4, that chi-square value for occupation wise analysis was (2.254) and it is significant as the value of $p < 0.05$. It is evident from the table no. 4 that Cramer's V value is .307 which validates the chi-square's result. Hence the hypothesis H0d is rejected and there is a significant relationship between awareness level of the respondents towards organic fruit and their occupation.

5. Awareness of consumer about Organic Fruit: Income wise Analysis

The income wise response of the respondent awareness regarding organic fruit has been presented in the table 5

Table No. V Awareness of consumer about Organic Fruit: Income wise

		Income						Total	
		below 10000	10000-30000	30000-50000	50000-70000	70000-90000	above 90000		
Organic fruit	highly Aware	Count	6	40	134	110	16	19	325
		% within Organic fruit	1.8%	12.3%	41.2%	33.8%	4.9%	5.8%	100.0%
		% within Income	60.0%	43.0%	60.6%	56.4%	33.3%	59.4%	54.3%
		% of Total	1.0%	6.7%	22.4%	18.4%	2.7%	3.2%	54.3%
	Aware	Count	1	34	37	33	17	4	126
		% within Organic fruit	.8%	27.0%	29.4%	26.2%	13.5%	3.2%	100.0%
		% within Income	10.0%	36.6%	16.7%	16.9%	35.4%	12.5%	21.0%
		% of Total	.2%	5.7%	6.2%	5.5%	2.8%	.7%	21.0%
	Can't say	Count	1	0	6	4	9	0	20
		% within Organic fruit	5.0%	.0%	30.0%	20.0%	45.0%	.0%	100.0%
		% within Income	10.0%	.0%	2.7%	2.1%	18.8%	.0%	3.3%
		% of Total	.2%	.0%	1.0%	.7%	1.5%	.0%	3.3%
Somewhat aware	Count	1	14	32	35	3	9	94	

Total		% within Organic fruit	1.1%	14.9%	34.0%	37.2%	3.2%	9.6%	100.0%
		% within Income	10.0%	15.1%	14.5%	17.9%	6.2%	28.1%	15.7%
		% of Total	.2%	2.3%	5.3%	5.8%	.5%	1.5%	15.7%
	Not at all aware	Count	1	5	12	13	3	0	34
		% within Organic fruit	2.9%	14.7%	35.3%	38.2%	8.8%	.0%	100.0%
		% within Income	10.0%	5.4%	5.4%	6.7%	6.2%	.0%	5.7%
		% of Total	.2%	.8%	2.0%	2.2%	.5%	.0%	5.7%
		Count	10	93	221	195	48	32	599
		% within Organic fruit	1.7%	15.5%	36.9%	32.6%	8.0%	5.3%	100.0%
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.7%	15.5%	36.9%	32.6%	8.0%	5.3%	100.0%	

Chi Square=79.015, DF=20, Significant at 0.05 level of significance (.000) phi=.363, cramer's V=.182

Table produces that out of total the respondents who belong to below 10000 income group 60.0% of the respondents were highly aware, only 10.0% were aware about organic fruit, 10.0% respondent can't say about awareness and 10.0% of the respondent were not at all aware about organic fruit and there were 10.0% respondents who respond that they were somewhat aware about organic fruit.

In the income group 10000-30000, 43.0% of the respondents were highly aware about organic fruit and 36.6% of the respondents said that they were aware. There were 15.1% respondents who said that they were somewhat aware and 5.4% of the respondents were not at all aware towards organic fruit. Out of the respondents who were belonging to 30000-50000 income group 16.7% were aware and 60.6% were highly aware towards organic fruit. 5.4% respondent said that they were not at all aware and 14.5% said that they were somewhat aware for organic fruit. This income group was followed by group 50000-70000, in which 16.9% were aware and 56.4% were highly aware, 17.9% were somewhat aware and 6.7% were respond that they were not at all aware about organic fruit.

One another group of income 70000-90000 was considered and the table revealed that 35.4% of the respondents were aware towards organic fruit 18.8% of the respondents respond that they can't say about awareness. There was 6.2% of the respondent who said that they were somewhat aware and 6.2% said that they were not all aware towards organic fruit. As far as the income group 90000 and above are concerned 59.4% of the respondents were highly aware and 12.5% were aware, 28.1% were somewhat aware about organic fruit.

The chi square test has been applied on the results in the table 5 reveals that there is a relationship between awareness level of the respondents regarding the organic fruit and their income attributes, as the calculated value of chi square (79.015) is significant ($p < 0.05$), hence the null hypothesis H_0 is rejected. As a result of analysis by using symmetric measure test it is determined that the value of Cramer's V is .182 and is strong and as well as significant. It implies that there is a relationship between awareness level of the respondents regarding the organic fruit and their income attributes.

6. Findings:

The study finds that there is a significant association between Age attributes and awareness level of consumer for organic fruit. It was perceived that respondents of the age group more than 18 and below 48 were highly aware towards organic products. There is a significant association between gender and awareness level of consumer for organic fruit, results shows that as far as the awareness level is concerned the male respondents were more aware as compare to female. 67.4% of the respondents are Male and 32.6% of the respondents are Female. There is a significant association between Educational qualification and awareness level of consumer for organic fruit. 19.7% of the respondents belong to undergraduate level, 50.3% of the respondents belong to Graduation Level, and 30.1% of the respondents belong to the PG Level. So it is observed that Graduate consumer were more aware as compare to other two. There is a significant association between Occupation and awareness level of consumer for organic fruit. 7.3% of the respondents are students, 2.7% of the respondents are retired, 5.7% of the respondents are house wives, 6.3% of the respondents are businessman, 21.7% of the respondents are working in private sectors, 23.2% of the respondents are government employee and 13.4% of the respondents are working in agriculture sectors, 19.7% of the respondents are working in other sectors. There is a significant association between Income and awareness level of consumer for organic fruit. 1.7% of the respondents belong to the Income level of below 10000, 15.5% of the respondents belong to the Income level of 10000-30000, 36.9% of the respondents belongs to the Income level of 30000-50000, 32.6% of the respondents belongs to the income level of 50000-70000 and 8% of the respondents are of the Income level 70000- 90000. 5.3% of the respondents belongs the Income level is above 90000.

7. Conclusions:

The main focus of the study was to find out the relationship between the demographic variables and awareness level of consumer for organic fruit. The results suggest that a large number of consumers prefer organic fruit for their survival. This indicates the awareness of consumer for organic fruits and vegetable. As consumers are aware and concerned about the organic fruit, it creates an opportunity for developing organic

fruits and vegetable market for focusing on more consumers. Overall, study concluded that there is a positive relationship between the various demographic variables and awareness level of consumer for organic fruit. The results of the study

provide valid and reasonable support to the entire hypothesis made for the relationships of awareness level of respondents and demographic variables.

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