



Saarth E-Journal

Saarth E-Journal of Research

E-mail : sarthejournal@gmail.com
www.sarthejournal.com

ISSN NO : 2395-339X
Peer Reviewed
Vol.7 Issue.1 No.30

Impact Factor
Quarterly
jan-Feb-March2022

ORGANIC CERTIFICATION AND CONSUMER PERCEPTION

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ABSTRACT

“Organic” products are become under an arrangement of farming without the utilization of compound composts and pesticides with an ecologically and socially dependable methodology. India is presented with part of potential to deliver all assortments of “organic” items because of its different agro climatic locales. In a few pieces of the country, the acquired custom of “organic” cultivating is an additional benefit. This holds guarantee for the “organic” makers to tap the market which is filling consistently in the homegrown market connected with the commodity market. This is a technique for cultivating that works at grass root level saving the conceptive and regenerative limit of the dirt, great plant nourishment, and sound soil the executives, produces nutritious food wealthy in essentialness which has protection from sicknesses. Presently India positions tenth among the best ten nations as far as cultivable land under “organic” certificate. The confirmed region incorporates 15% cultivable region with 0.72 million Hectare and rest 85% (3.99 million Hectare) is woods and wild region for assortment of minor woodland produces. The complete region under “organic” affirmation is 4.72 million Hectare (2013-14).

KEY WORDS: Cultivation, organic, Ecological, Food, Export

WHAT IS “ORGANIC”?

“Organic” food varieties are food sources delivered by “organic” cultivating. “Organic” cultivating in everyday highlights social, “organic” and mechanical practices that encourage cycling of assets, preserve biodiversity and advance environmental equilibrium and ration biodiversity. It is delivered in a manner that arranges with “organic” principles set by public and global associations. While the principles contrast worldwide overall “organic” food sources are likewise not handled utilizing illumination, modern solvents or engineered food added substances. There is a boundless client conviction is that “organic” food is more secure, more nutritious and tastes better compared to traditional food. Such convictions have powered expanded interest for “organic” food in spite of more exorbitant costs and trouble in affirming the asserted advantages logically.

OBJECTIVES OF THE STUDY

- To concentrate on the shopper Awareness about “organic” items

- To be aware of the customer Attitude towards “organic” items

THE SIGNIFICANCE OF THE STUDY

“Organic” food has become exceptionally well known and significant these days. However, exploring the labyrinth of “organic” food marks, advantages, and claims can be befuddling. Is “organic” food truly better? Making a promise to smart dieting is an extraordinary beginning towards a better life. Past eating more “organic” products, vegetables, entire grains, and great fats, be that as it may, there is the subject of food handling, nourishment, and manageability. How food varieties are developed or raised can affect both your wellbeing and the climate. There lies the significance of “organic” food varieties.

RESEARCH METHODOLOGY

For this study primary and secondary data was used. For the primary data, the 300 respondents from Gujarat were contacted online for data collection. The information was entered into a structured questionnaire where they were asked to rank the factors which were impeding the consumer perception and attitude.

LIMITATIONS OF THE STUDY

The study is limited to Gujarat state; hence the whole universe is restricted to certain limits. Personal bias and time constraint also are the limitations for the study.

Table presenting affecting factors to “Organic” farming

Sr.No.	Factor	Number of Respondents	Percentage
1	Aware that “organic” products are available in the market	75	25%
2	Aware that use of “organic” products leads to better health	54	18%
3	Aware that “organic” products are healthier	42	14%
4	Aware that Eco labels in “organic” products	39	13%
5	Aware that manufacturers reluctant in implementing “organic” product concept	27	9%
6	Aware that “organic” products are accessible in the market	27	9%
7	Aware that the uses of	18	6%

	“organic” products		
8	Other Factors	18	6%
	Total	300	100%

FACTORS BLOCKING THE UTILIZATION OF CUSTOMER INSIGHT AND ATTITUDE TOWARDS “ORGANIC” ITEMS – KEY DISCOVERIES

1. Mindful that “organic” items are accessible on the lookout

This clearly the great component about “organic” items and their accessibility on the lookout, around 25% of the respondents knew about “organic” items since it assumes a significant part in the wellbeing contemplations

2. Mindful that utilization of “organic” items prompts better wellbeing

Around 18% of the respondents knew that the item prompts better wellbeing. There are part of demonstrated confirmations that these days “organic” items gives more sound and substance free which is a superior items liked by all.

3. Mindful that “organic” items are better

It was believed that 14% of the respondents feel that “organic” items are better. Large numbers of them know that wellbeing is abundance. The idea passes by “organic” items are better.

4. Mindful that Eco marks in “organic” items

Eco marks are significant with 100% veg. in all with the USDA affirmation. Naming assumes a significant part in the showcasing, 13% of the respondents mindful that the Eco names play a significant and wellbeing jobs for the items.

5. Mindful that makers hesitant in executing “organic” item idea

A small 9% of the respondents are hesitant in executing the “organic” item idea since they pass by traditional ways.

6. Mindful that “organic” items are available on the lookout

More mindfulness projects to be directed connected with availability of “organic” items, just 9% knew that the “organic” items are open on the lookout.

7. Mindful that the employments of “organic” items

The attention to the “organic” items and its uses and intensive information about the “organic” items will be known uniquely to the degree of 6%. More mindfulness programs, Exchange fairs, displays, Missions are to be led to bring more mindfulness.

8. Different variables

Different variables incorporates cost of “organic” items, Openness, scope of items, substitutes and so forth likewise go about as hindrances in guaranteeing discernment and disposition of the customers.

CONCLUSION

“Organic” items assume a critical part on the lookout. The items have a worldview in its mindfulness and openness. Customers are more mindful yet they are hesitant in cost and accessibility about the scope of items. More mindfulness and showings must be directed with regards to the “organic” items.

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