The Impact of Promotion on Consumer Perception of Organic Foods

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ABSTRACT

Although the organic sector is small, it has grown rapidly during the last decade. Concerned about the health, targeted consumers tend to choose organic agro products instead of conventional ones. This paper aims to find the factors affecting organic agro food producers and promotional strategies to improve their business performance in Bangalore. The research methods are composed of quantitative method that is the assessment of factors affecting and promotional strategies organic agro food producers. The study applied the convenient sampling method to collect the primary data from 100 producers and the study has framed the two objectives to fill the research gap & examining the factors that affect the organic food production and promotion. The study applied the discriminate analysis and the result indicated that better living condition and no chemical are found to be more effect on the organic food demand. The study examined the impact of operational strategies of organic agro food producers with the help of statistical tool of structural equation model. The study result reveals that the promotional strategy factors Pamphlets/ Advertisement in newspaper having the higher impact and followed by the Posters in supermarket or public places. This research will be useful to the organic food producers to improve their business performance.

Keywords: Advertisement, Cost, Demand, Fertilizer, Producers and Organic Food.

INTRODUCTION:

Organic trade has undergone an unprecedented growth in recent years, guided largely by the demands of customers about healthy food and environmentally sustainable production. Certification offers customers the confidence that organic goods guarantee nutritional quality, from seed to sales. Certification also guarantees managing production and processing with a holistic approach that improves the health of the ecosystem. Economic opportunities and encouraging policies and legislation have spurred the development of organic standards in developing countries. By comparison, smallholders in developed and transition countries also face structural and economic restrictions to become accredited organic farmers. Farmers seeking to sell organic products must hire an organic certification agency to inspect their farms annually and confirm they adhere to the standards set by different trading partners. Registration for small holder communities is envisaged as an option to raising the costs of registration while improving capacity building. Another alternative being explored is the Participatory Guarantee System, an initiative that also comes largely from developing countries.

According to the APEDA National Program for Organic Production (NPOP), organic produce is produced through an environmentally and socially aware approach without the use of artificial fertilizers and pesticides; this system of agriculture operates at grass root level, maintaining the soil's reproductive and regenerative capacity, ensuring good plant nutrition and sound management, and providing sufficient nutrient-rich and disease-preventing food.

Through promoting and selling in modern mass channels, such as Television, newspapers and radio, companies are gradually merged into their traditional marketing modes. "Tech's shifted the modern public relations model," Hanna, Rohm, and Crittenden (2011) said, Since social networking is a relatively new communication tool, businesses employ the techniques on various platforms often in differing degrees of execution. Growth of immersive new technology has enabled contact between companies and consumers. The publicity methods used in this paper are Via Twitter, Road Leaflets, Supermarket / Public Places Signs, Road Display, T.V, Social Networking, Newspaper Pamphlets / Advertisement, Consumer Follow-up, Door-to - Door / Phone Calls, and Special Activities such as Exhibition.

The research was done by collecting primary data in Bangalore. Considering variables that would have a huge effect on the organic agri food businesses.

REVIEW OF LITERATURE

Emilia Lamonaca & et.al (2022) in their journal "Consumer Perception of Attributes of Organic Food in Italy: A CUB Model Study", This study examines the security, healthfulness, and environmental sustainability of organic food from the

standpoint of the consumer. The study also examines the influence of consumers' socio demographic characteristics and the presence of quality-related information on food labels on their perceptions of the perceived quality of organic food.

Samarth Agarwal &Vishvesh Mittal (2021) in their article titled "A study on the organic food industry: Consumer perception" The purpose of the study was to ascertain the characteristics of our study population with regard to organic food products, including its demographics, motivations, barriers, levels of awareness, and characteristics. Considering this, the author advises organic food marketers to divide the market into two segments: the current sector and the potential sector. The next step is for them to create distinct marketing strategies for each category.

Fabio Maria Santucci (2001): Organic agriculture is booming across Europe, with more than 49,000 farms and 953,000 hectares leading Italy. However, demand is much higher than supply, and customers often face difficulties in finding organic goods at reasonable prices. Less than 10% of farmers earning EU subsidies are currently accredited by Certification Bodies for their products. The producers ignore proper marketing, and their most important marketing platform is for wholesalers. Most of them sell only locally, without any help or advice. Their key advertisements are their participation at the local annual trade fair and at the local weekly auction. The National Organic Fairs, which have been organized since 1989, have been ignored by more than 50% producers. The key medium-term objective is therefore to define new marketing platform for almost 74% of respondents.

Giovannucci, Daniele (2003): The paper begins with a macro-view of the evolving political, economic and market conditions that lead to fundamental changes in the world trading system and increase demand for standards. In order to broaden their appeal, biotech products must adapt to certain aspects of modern industrial agriculture and penetrate the mainstream distribution channels. The paper finds that the further development and fulfilment of these and conventional distributors' demands is difficult for many smaller producers in developing countries and that a combination of advertising is required. A more advanced approach does not mean that this approach itself may, in some respects, contradict core organic principles and may alienate a loyal consumer base.

Sukhpal, Singh. (2004): Organic agricultural production and trade have become an important sector in India and other parts of the developing world and are seen as an important strategy to promote organic development. The paper sets out the rationale for organic farming and trade in the problems of traditional farming and business practice, both globally and domestically. This addresses the main problems in this area and examines marketing and productivity approaches for improved results.

George N. Lodorfos & June Dennis (2008): This paper examines the determinants that influence consumers ' intention to purchase organic products. The TPB provides the conceptual basis for the analysis of Ajzen's expected behaviour theory and checks on the adequacy of theoretical tests. A survey of 144 consumers identified the opinions that determine the consumer's desire to buy organic food. In addition, behaviours, social expectations and perceived behavioural monitoring have been analysed in order to determine whether they influence consumers' desire to purchase organic goods. The results support the robustness of the TPB in describing the purpose of the survey.

Pearson, David, Henryks and Joanna (2008): This article focuses on Organic food marketing. It identifies issues related to human, regional and organizational differences in the global biological industry. These are addressed in the context of the commodity, price, promotion and distribution of the marketing mix. This concludes that a significant proportion of consumers in the region are buying organic goods, most of which are rarely purchased.

Tai, C. L., Yeong, W. M., Malathi, N., Sia, B. C., & Tay, A. G. M. (2019): Zenxin Agri Organic Food has chosen organic farming in accordance with the Malaysian government's plan to enable farmers to convert to organic farming. This case study shows the problems and challenges faced by Zenxin and how Zenxin responds to its external environment. Zenxin's key success factors in the organic market are its innovative and well-focused marketing strategies. Over the years, Zenxin has developed its synonymous image as a company with organic fresh produce.

Nedumaran, G. and M, Manida (2019): Continuous innovation is a vital part of our public opinion. Today, e-promotion is needed to recover natural supplies from the sector. Senders who use this innovation benefit more from publicity. E-marketing practices are distributed around the world or around the globe. E-marketing can, of course, be purchased from any place of any nation on the Internet. This study examines how e-Marketing strategies promote natural nutritional products. The brand is in line with the expectations and wishes of the consumer. This e-promotion is used for a large part of the farm, allowing consumers to drown and buy natural food products on the internet.

RESEARCH GAP:

In the literature studies have done analysis on both macro and micro factors influence on consumer buying behaviour, but the current study has been done only on the factors affecting organic agro food and promotional strategies. Prior studies had made comparative analysis of organic and non-organic consumer behaviour but very few studies have investigated organic agro food producers promotional strategies in Bangalore, this study fills the gap with respect to factors affecting organic agro foods producers and promotional strategies in attracting the consumers. The present study investigation of factors influencing organic producers and promotional strategies of Organic agro food products.

OBJECTIVES OF THE STUDY

1. To examine the factors that affects the organic agro business.

2. To examining the various promotional strategies of organic agro food producers.

Hypothesis OF The Study

The hypotheses are based on the existing literature relating the marketing strategies and factor affecting the Organic agro food producers both from empirical and secondary research view point. The Hypothesis for the current research has been arrived from the research objectives. The objectives of the current study intern have been drawn from the research gaps which were an aftermath of the literature review done.

Hypothesis have been framed on the variables taken from the research gaps and have been encased specifically with respect to the factor influencing the organic food producers and the promotional strategies to attract the consumers.

Objective1: To examine the factors that affects the organic agro business

Hypothesis: 1

Null Hypothesis: There is no significant relation between the factors that influence the organic food producers.

Alternative Hypothesis: There is a significant difference between the factors that influence the organic food producers.

Objective 2: To examining the various promotional strategies of organic food producers.

Hypothesis: 2

Null Hypothesis: There is no significant impact of promotional Strategies on the organic food producers.

Alternative Hypothesis: There is a significant impact of of promotional Strategies on the organic food producers

Research Methodology:

The study developed a research design based on the primary data to examine the factors influencing Organic food producers and Promotional strategies in Bangalore region.

Data Collection: The study has collected the primary data through the drafted questionnaire.

Sampling Method: The study applied the convenient sampling method to collect the primary data from the 100 organic agri food producers.

Validation of Questionnaire:

The questionnaire was designed based on the variables needed for the objectives of the study. The content validity of the questionnaire was checked by going through exhaustive literature review to extract the related variables such as organic certification, better living condition, limited production, cost of production, crop rotation, demand and supply, cost of fertilisers, internet, flyers, social media, supermarkets etc. Later the questionnaire was forwarded to the experts in the area f organic agro food marketing to check both context and content validity of the instrument for inclusion of all the items that were essential and to eliminate undesirable items from the questionnaire. The face validity was tested by selecting few individual organic agro food producers and consumers the respondents were asked to acknowledge the questionnaire in order to make sure that the questions asked were relevant, clear, reasonable and unambiguous. At the same time evaluation was done with respect to the style, formatting and language clarity by the research scholar in person.

Sources of Questionnaire

The review of literature has been the major source of the questionnaire design. The gap in the research enabled the researcher to formulate research questions and objectives. The constructs used in the questionnaire were the culmination of both review literature and expert opinion for inclusion of all the items that were essential and to eliminate undesirable items from the questionnaire.

Statistical Tools:

The study applied the following statistical tools to examine the framed objectives. The study applied the reliability test to know the data validity after collection of primary data. The questionnaire has been framed in likert scale structure. The crone bachs Alpha result found to be 0.792 > 0.7. Therefore, the data is observed to be reliable for the study.

Discriminant Analysis: The study applied the discriminant analysis to know the factors that affect the organic food Firms. The study applied one sample t test before applied the discriminant analysis to know the mean difference between the factors.

Wilks Lambda test: The wilks lambda test has been applied to know the model fitness for the implementation of discriminant analysis model. In the present study wilks lambda test has given nearby 1 value for the selected factors.

Structural Equation Model: The study has considered the SEM to know the marketing strategies preferred by the organic food Firms to attract the consumers. The SEM will be applied to know the multiple independent variables impact one dependent variable. The study has collected the primary data from the organic agro food producers. The study framed the factors as independent variables and Marketing strategies as dependent variable.

Tabulation of Data Analysis:

Objective1: To examine the factors that affects the organic agro business

The study examined the factors which are more effective in organic agro food producers. The study applied the t test to know the mean difference between the considered factors. The study has framed the following hypothesis.

Null Hypothesis: There is no significant relation between the factors that affects the organic agro food producers.

Alternative Hypothesis: There is a difference between the factors that affects the organic agro food producers.

The factors that affect the organic agro food producers have been examined with the t test. The result of the t test is observed in table 1.

Table-1 Factors that Effects the Organic agro business production

Affecting Factors	Test Value = 2					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
No chemical more labour	7.241	79	.000	1.16250	.8430	1.4820
Higher cost of fertilizer for organic crops	6.928	79	.000	1.01250	.7216	1.3034
Demand overwhelm supply	6.416	79	.000	.97500	.6725	1.2775
Crop rotation	7.332	79	.000	1.16250	.8469	1.4781
Post-harvest handling cost	6.671	79	.000	1.00000	.7016	1.2984
Organic certification	6.535	79	.000	1.00000	.6954	1.3046
Better living condition for livestock	5.916	79	.000	.93750	.6221	1.2529

Subsidies	6.913	79	.000	1.08750	.7744	1.4006
Limited production	9.176	79	.000	1.45000	1.1355	1.7645
Cost of covering higher loss	6.740	79	.000	.96250	.6783	1.2467

Source: Primary Data

The Table 1 illustrates the factors that affect the Organic food producers. The result from T-test are indicates that the factors have shown the significant mean differences, as Limited production (1.4500) next No chemical more labour and Crop rotation remains the major holding mean differences with the respective values as 1.1625 and 1.16250. It has also shown the significant mean difference for higher cost of fertilizer for organic crops (1.0125), Subsidies (1.0875), post-harvest handling cost (1.1000) and Organic certification (1.1000). The least mean difference was gained by Demand overwhelm supply (0.9750), Cost of covering higher loss (0.9625) and better living condition for livestock (0.9375). These results indicate that the H0 is rejected and H1 is accepted. Thus there is a significant impact of the motivational factors affecting the organic food firms harvesting.

Table-2 Tests of Equality of Group Means for Factors that Affects the Organic agro business

Factors	Wilks' Lambda	F	df1	df2	Sig.
No chemical more labour	.968	3.190	2	72	.010
Higher cost of fertilizer for organic crops	.995	4.183	2	72	.033
Demand overwhelm supply	.969	3.147	2	72	.023
Crop rotation	.968	4.192	2	72	.010
Post-harvest handling cost	.968	5.172	2	72	.015
Organic certification	.971	3.071	2	72	.048
Better living condition for livestock	.967	3.216	2	72	.003
Subsidies	.917	3.258	2	72	.044
Limited production	.928	4.811	2	72	.027
Cost of covering higher loss	.976	5.902	2	72	.010

Source: Primary Data

Table 2 reveals the F-statistics and Wilks lambda test with respective to the factors which effects the organic agro food producers. Analysis result shows that the F-statistics calculated value is greater than the critical value (3.0718) for each factor. Hence this analysis signifies that these factors are distributed normally for further discriminant analysis and the Wilks lambda observed to be near to 1 that indicates the goodness of fitness. These factors which affect the organic food Firms harvesting has shown at significance level as the values are below 0.05.

Table-3 Discriminant Score for Factors that Effects the Organic agri business

	Discriminant Score	Mean Difference	TDS
No chemical	0.608	1.1625	13.85
Higher cost of fertilizer for organic crops	0.511	1.0125	3.26
Demand overwhelm supply	0.414	0.9750	5.78
Crop rotation	0.587	1.1625	2.12
Post-harvest handling cost	0.486	1.0000	12.56

Organic certification	0.591	1.0000	10.13
Health consciousness	0.725	0.9375	6.31
Subsidies	0.522	1.0875	20.46
Limited production	0.387	1.4500	8.21
Cost of covering higher loss	0.313	0.9625	17.32
			100

Source: Primary Data

The Table 3 depicts the Discriminant Score regarding the Factors that effects the Organic agro food producers. The analysis result indicates the highest discriminant score for better living condition for livestock (0.725) and no chemical use (0.608) which basically means that these factors highly effect the organic food items purchasers. The other factors whose discriminant score is significant namely Organic certification (0.591), Crop rotation (0.587), Subsidies (0.522) and Higher cost of fertilizer for organic crops (0.511), as these factors also moderately effects the organic food producers. "Post-harvest handling cost (0.486) and Demand overwhelm supply (0.414) also scored more than the average. While Limited production and Cost of covering higher loss has the lowest discriminant score as 0.387 and 0.313 as these factors effects low in the organic agro food producers.

Objective 2: To examining the various promotional strategies of organic food producers.

The study made an attaempt to know the various marketing strategies of organic agro food producers. with the structural equation model. The objective has been framed the followng hypothesis.

H₀ : Null Hypothesis: There is no significant impact of promotional Strategies on the organic agro food producers.

H₁ : Alternative Hypothesis: There is a significant impact of of promotional Strategies on the organic food producers

Figure-1 SEM of Pomotional Strategies
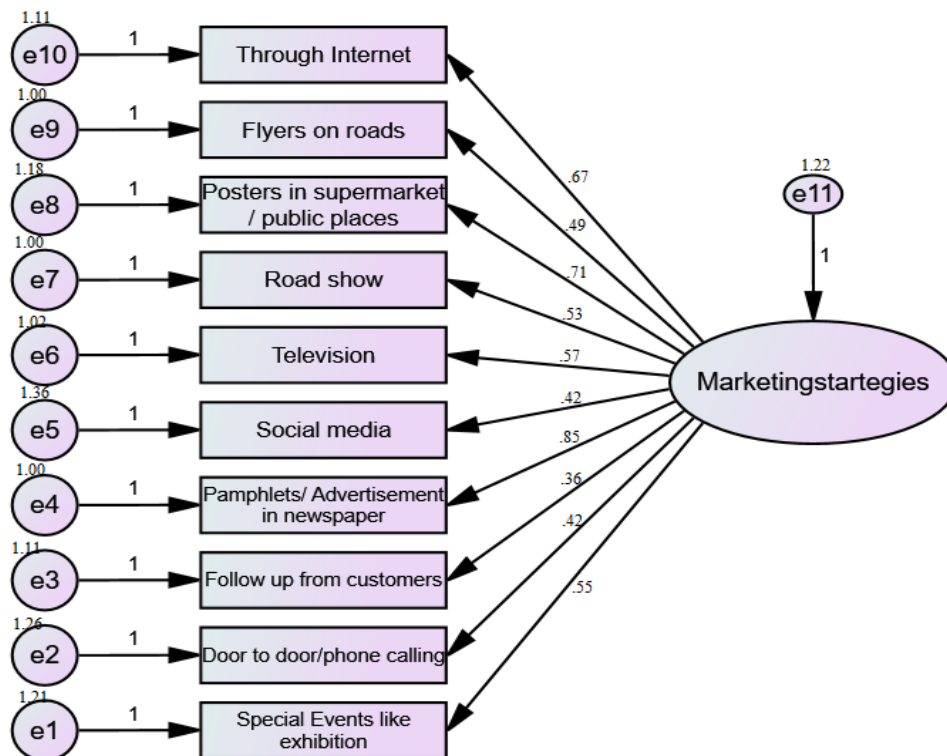
Table-4 The Promotional Strategies factors Impact on the Organic agri business

Promotional Techniques	Standardized Estimate Values
Through Internet	0.667
Flyers on roads	0.492
Posters in supermarket/ public places	0.708
Road show	0.531
Television	0.571
Social media	0.424
Pamphlets/ Advertisement in newspaper	0.848
Follow up from customers	0.363
Door to door/phone calling	0.421
Special Events like exhibition	0.553

Source: Primary Data

The above Table - 4 examines the various promotional techniques adopted by organic agro food producers with regard to the Bangalore. The estimated values through SEM define the Pamphlets/Advertisement in Newspaper (0.848) and Posters in Public Places (0.708) as high loaded factors. The standardize estimate values for the factors such as Through Internet (0.667), Television (0.571), Road Show (0.531) and Special Events like Exhibition (0.553) as these Promotional techniques shows the high productivity in organic food Firms. While remaining Promotional strategies applied by the organic food Firms also have a significant effect on the financial and productivity performance, thus the strategies are Flyers on roads (0.492), social media (0.424) and Door to door/phone calling (0.421).

Findings of the study:

1.The study examines the factors that affect the organic agro food producers. The study applied the discriminate analysis and found that better living condition for livestock (0.725) No Chemical more labour (0.608) has got the highest discriminant score followed by the No Chemical more labour (0.608) is observed to be having the more effect on the organic agro food producers.

2. The study observed that the lowest discriminant score has been depicted by the factor of Cost of covering higher loss (0.313) followed by the factor of Limited production (0.387) are having the lower effect on the organic agro food producers.

3. The study examined the impact of Promotional strategies on the organic firms with the help of statistical tool of structural equation model. The study result states that Pamphlets/ Advertisement in newspaper (0.848) having the higher impact and followed by the Posters in supermarket/ public places (0.708).
4. The factors of Promotional strategies Follow up from customers (0.363) and Door to door/phone calling (0.421) are having the lower impact on the consumer.

Conclusion:

The present study has been emphasized on the Organic food producers and Promotional strategies role in attracting the consumers. The study has collected the primary data with the drafted questionnaire. The study has considered the convenient sampling method for the sample collection. The study framed two objectives to fill the research gap and examined the core hypothesis by applying the statistical tools. The study mainly examined the factors that affect the organic food firms with the help of statistical tool of discriminate analysis. The study result stated that Better living condition for livestock and no chemical with more labour will be involved. The study examined the core objective to know the impact of Promotional strategies of organic food firms. The study applied the structural equation model and the result indicated that Pamphlets/ Advertisement in newspaper having the higher impact and followed by the Posters in supermarket/ public places. There is a need to do further research in this area by focusing the supply chain management

of the organized retail organic agro food producers.

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