

MARKETING BENEFIT OF ORGANIC FOOD

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Abstract

The population level has been increasing day by day and all sort of the food is no exception. The food quality has been also deteriorating as the population is increasing. To meet the future demand of the food product, fertilizer has been extensively used in the agricultural, but this is not a good practice as it leaves many contaminants in the growing good like rice, wheat or something else. Therefore, it is necessary to switched towards the organic food. One more reason to incline towards the organic food is to believe of the people in addition to expert's analysis that organic food is rich in the nutrient and grow without the use of the chemical based fertilizer. The organic food is also considered safer as it does not have any carcinogenic substances and other disease prone substances. The present paper has been written to highlight the benefit of the organic food over the conventional food.

Keywords: organic food, conventional food, crops, climate, food security, marketing, environment.

I. INTRODUCTION

The increasing population of the world has created one more challenge in the term of the food scarcity and the many researchers and scientist has done many experiment and research work in order to increase the production of the agriculture product [1]. The research work mainly depends upon the externally catalyst in the form of some sort of the chemical that can help to increases the yielding capability of the seeds and consequences of this is high production of the crop. Apart from this, the work has been done on the other aspect of the agricultural technology to promote the new technological invention or practices amongst the former in order to replace the old practices with new one.

The problem associated with the increased production of the crop is that the excessive use of the fertilizer reduced the quality of the crop in term of the nutritional content. It is common

believe that the fertilizer enhanced crop has not matched the quality of the crop that has grown without using fertilizer. This fact is also scientifically proved that fertilizer based crop has many unrequited substance that are not safe for the human consumption. But using the fertilizer and other modern techniques for growing the crop is the necessity of the time in order to satisfy the appetite of the ever growing population of the world. There are some country that are doing really too good in growing the crops in order to meet the not only its own requirement but also export to some other countries [2].

Almost everything depends upon the pollution level and climate change and these threats are more prone to disturb the health status of the human. Therefore, in this situation, it is more important to eat help with the natural nutrition to keep human body less diseases prone. Only a few excellently studies are able to make a valid assessment and, thus, it is difficult to assemble the findings and the assumptions should be generalized with precaution. However, certain variations can be found in spite of these limitations [3]. While there is little indication that conventional and organic foods vary in terms of different micronutrient concentrations (vitamins, nutrients and essential minerals), it seems there is a small trend toward higher levels of phenol acids in leafy vegetables including potatoes naturally grown.

Organic farming is an old practice when the farmers are used to grow the crop with no chemical base fertilizers and this practice has been continuously followed by the farmer since thousand years. However, the present regeneration can indeed be traced back to some facts that occurred during the first quarter of the twentieth century in Europe [4]. Since then, many arguments have emerged about the properties of organic food products, but no hard proof has ever been given, and there is no empirical justification for such anecdotal accounts. The capacity of organic produce to cure cancer is perhaps the greatest historical statement of the organic movement. The fig.1 has been showing the attributes of a healthy food.

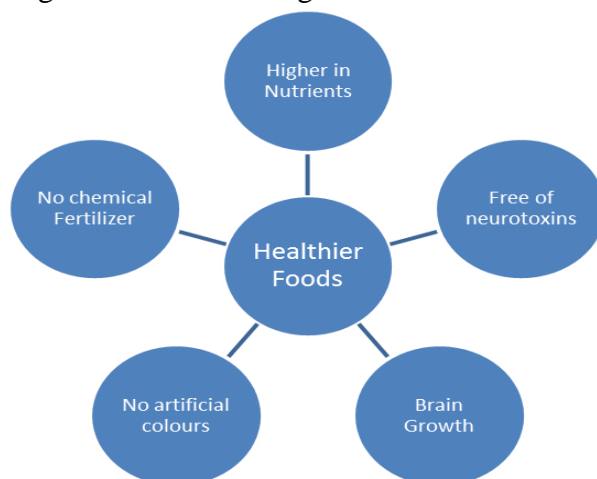


Fig.1 Attributes of the Healthier Food

Sustainable products are always seen as the expensive option (Market & Opinion Research International Limited. Being environmentally friendly is expressed to be accessible only to the middle classes. The consumers want to have a choice among the sustainable products rather than choosing products that are sustainable and those that are not. Consumers combine

information about product attributes and consequences to evaluate a product and make their choices. They rely on their felt involvement which is influenced by their experience. The importance placed on each parameter is based on the consumers' priorities and values. Experience develops personal relevance, importance, interest which together derives the motivational state.

II. IMPORTANCE OF ORGANIC FOOD

Generally, organic foods do not use pesticides or synthetic fertilizers. Presumably organic food contains fewer chemical residues and veterinary drugs compared to conventional food. Environmental contaminants however are likely to be found in food of both productions. Organic food contains only one third of pesticides that conventional food does. It can be said that lower exposure translates into lower risk. In conventional food, almost all produce will have pesticide residue below the statutory maximum limits. Consumers express anxiety on agrochemicals, hormones and medicine in animal production and GMO and artificial additives in fruits and vegetables. With respect to absence of pesticides and fertilizers in organic production, organic fruits and vegetables have more biochemical energy to synthesize beneficial secondary plant metabolites such as polyphenolic antioxidants as well as naturally occurring toxins. Nutritional content is a quality aspect that consumers link to personal health. High content of vitamins, more nourishing meals and a healthy diet were reported as reasons for purchasing organic food by 4%-7% of regular organic food consumers [5].

Consumers who are concerned about natural foods, the sensory and emotional appeal of food and more likely to engage in green consumption practices are more likely to have greater consumption of organic food. Women were identified to have higher health consciousness and were seen as innovators for change towards healthier diets with their important roles in shaping a family diet. They are also more health-conscious about the implications of chemical residues and preservatives. Women are more committed to natural foods and environmental values and the fairness of paying a premium for environmental good. Higher vitamin C content was found in organic food compared to conventional food. Inconsistent findings were recorded on the comparison of sensory qualities of organic food to conventional food. Consumers described that organic orange juice tasted better than conventional orange juice and no difference was described between organic and conventional milk.

III. THE GLOBAL ORGANIC MARKET

There is no proven evidence about the market size of the organic food as there are many contradictions in found data. The main problem with organic food market is that there are many local markets worldwide and summarization of the market capitalization is not easy task in absence of the organized market. But, It is sure that organic market is growing day by day and people are willingly add the organic food in his diet and organic market will be consider biggest market in food industry. The present paper has focus on the two aspect of

the organic food as what is the impact of the organic food in an individual life and what are the growths of the future market of the organic food industry.

There are many market studies have been conducted to find out the trend and behavior of the consumer regarding the organic food market. The understanding of organic food and people's attitude towards organic food is under consideration of the researcher in order to further promotion of the organic cultivation as well as organic food products. The aim of this analysis is twofold: one, to review and synthesize the research concerned with the identification of organic customers, and two, to identify the reasons why customers buy organic food and not buy it. In recent years, the amount of research related to understanding organic customers and consumer perceptions towards organic food has been enormous [6]. It is crucial that researchers are aware of what has been learned, as well as the areas that have yet to be understood, as organic food continues to permeate the grocery landscape.

IV. MOTIVES FOR THE PURCHASE AND NON-PURCHASE OF ORGANIC FOOD

Because of their willingness to avoid the chemicals used in traditional food processing, the vast majority of studies find wellbeing to be the primary reason consumers purchase organic foods. Consumers buy organic. It is perceived that pesticide use is associated with long-term and unexplained health effects. The perceived wellbeing of organic foods is a quality criterion for many customers. Some studies have shown that customers assume that organic food is healthier. Remarkably, there has been no definitive proof to date that organic food is more nutritious. It is found that health issues are a better predictor of organic food purchases than environmental concerns, and concludes that selfish motives are better predictors of organic food purchases than altruistic motives.

Several researches have shown that taste was one of the most significant requirements for the purchase of organic food. Because of the high prices combined with natural food, it has been proposed that consumers consider organic food to be of greater quality than customarily grown food, which informs their taste preferences. Interestingly, a collection of blind taste experiments between biological and non orange flavored sodas is being performed. They discovered that organic orange juice was considered to taste better than traditional orange juice, but there were no variations between conventional and organic milk. The researchers concluded that the global argument that 'fresh food tastes better' is therefore not true for all types of organic food. Nonetheless, organic produce consumers find benefits in taste over traditional alternatives.

V. CONCLUSION

The present paper has given the stressed on the issue of the promotion of the organic food in addition to the measures taken for the increasing the cultivation of the organically grown food. This is very common fact that the organic food are safer for human consumption in comparison to the conventional food as they are free from the artificial or manmade chemical. The growing population of the world is hot topic to discuss worldwide in the view of the food

security. The change in the climate is also a major threat to the agricultural product for the human consumption as changes in climate destroy the considerable part of the crops. In these circumstances, cultivation of the organic food is not less than a major challenge. Although , scientist are doing their work to find out the more sustainable way to grow the organic food in the limited space as the land is also decreases as the population is growing.

VI. REFERENCES

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