



## Consumers' Perception Regarding the Use of Organic and non-Organic Products: A Study of Junagadh area

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**Abstract:** This study of perception of the consumers in Junagadh area for organic and non organic products conduct by local level in between Oct, 2023 to Dec, 2023. The study aims to find analyse the consumers choice for eatable organic products increases due to health awareness in the area.

### 1. INTRODUCTION:

Our country's agriculture is also considered as a proud of us. Before the British came to India, most of our country's exports were farming. But as a result of the inappropriate policy of the British government, our country's farming fell apart. The economic condition of the country's farmers has weakened. Our country's agricultural history is very proud; many farming practices are discovered in India. Such as the one-line method. Using the same method, other countries of the world developed farming. Due to the increase in population in the world, there has been a need to increase the grain production. Continuous new research has been done to increase the production of grains, which in turn encourages use of chemical fertilizers to increase farm production. Production of chemical fertilizers has increased but production has decreased in the quality of grains. Due to the use of chemical fertilizers, the health of the food has proved to be a poison to people today. This increases the cost of a people directly or indirectly.

### 2. Objectives :

- To examine the advantages and the limitations associated with the use of organic and non-organic products.
- To know the current availability of organic products in the market of Junagadh area.
- To know the current price trends of selected organic and non-organic products in the market of Junagadh area.
- To examine the awareness regarding the benefits and limitations regarding the use of organic and inorganic products in Junagadh.
- To understand the perceptions of the consumers regarding the use of organic and inorganic products in Junagadh.

### 3. Methodology:

- Primary data collection method
- Unstructured Questionnaire, with open ended questions, pilot tested and then exercised.
- Time duration: During the month of August and September.
- Area of Study: Respondents from Junagadh and place of sale Junagadh area
- Sample size: 10 organic product users & 40 non-organic product users.
- Secondary data in the form of various literature was done, particularly for knowing the advantages and limitations associated with the use of organic and non-organic products.

### 4. Analysis of Objectives:

1) To examine the advantages and the limitations associated with the use of organic and non-organic products.

#### Advantages of organic products:

- Health benefits like, Nutrients in sufficient quantity, Reduce the risk of cancer (Organic trade association)
- Savings for the farmers in the form of low irrigation cost, labour cost, fertilizer cost (Sustainable farming, Gloria clinton)
- Savings of subsidy cost on the government treasury
- Sustainably improved soil quality (HOLGANIX soil noursing root stimulating. Dr. Cale Bigelow & team)



Limitations of organic products:

- During initial years, low productivity
- Issues related to certifying the genuineness of organic products
- Premium market for organic products make it expensive and non-affordable for the masses.  
 (HOLGANIX soil noursing root stimulating. Dr. Cale Bigelow & team

**2) To know the current availability of organic products in the market of Junagadh area**

Organic products of selected brands were available at 4 malls: All cereals pulses, salt, sugar of the brands ‘24 mantra’ and ‘Nature life’ Dmart and Reliance (Junagadh): All cereals and pulses of the brand ‘24 mantra’ Patanjali products were also considered by consumers as organic and that was easily available

**3) To know the current price trends of selected organic and non-organic products in the market of Junagadh area.**

<b>Product</b>	<b>Price range of organic products (in Rs. Per Kg.)</b>	<b>Price range of non-organic products (in Rs. Per Kg.)</b>	<b>Organic products expensive by approximate by approximate %</b>
Foxtail millet	90-120	50-70	60%
kodo millet	100-120	40-60	80%
Cumin	350-500	240-260	35%
Rock salt	50-70	20-40	70%
Turmeric powder	250-300	200-220	15%
Lentil dal	150-170	100-120	25%
panchrangin dal	130-180	80-100	35%
oat flakes	150-180	100-130	30%
Maiz dalia	100-120	50-60	90%
wheat maida	70-90	30-50	80%

**4: To know the current price trends of selected organic and non-organic products in the market of Junagadh area.**

<b>Product</b>	<b>Price range of organic products (in Rs. Per Kg.)</b>	<b>Price range of non-organic products (in Rs. Per Kg.)</b>	<b>Organic products expensive by approximate %</b>
wheat suji	50-80	30-40	70%
wheat dalia	50-70	30-40	60%
Penuts	150-180	80-100	55%
Biryani basmati	150-180	70-80	90%
Urad	120-180	80-90	70%
muoong split	100-160	70-80	40%
Ajvain	850-1000	400-500	80%
red chili	400-550	180-200	90%
Cow ghee	700-1000	450-500	45%
Cloves	150-160 (75 gm)	40-50	70%
Olive oil	500-600	300-400	60%

**5: To examine the awareness regarding the benefits and limitations and to know the perception regarding the use of organic and inorganic products in Junagadh.**

## 5. RESPONSE BY USERS OF ORGANIC PRODUCTS (10 RESPONDENTS)

- It was very difficult to find the respondents using organic products, mostly elderly people, highly educated people and farmers themselves were using organic products. Most of the people were not aware regarding the concepts of organic and non-organic products, especially young people.
- 70% used organic due to its health benefits as it does not contain harmful chemicals and 30% used it simply because that was what they produced as farmers
- Of the organic product users, 60% were using all organic products while 40 % were using a combination of organic and non-organic products
- In context of availability 80% respondents replied that they do not get organic products easily, 20% were farmers themselves making organic products.
- Surprisingly organic product users were not aware about its availability in the above mentioned stores. Nor were they buying it online

## 6. RESPONSE BY USERS OF NON-ORGANIC PRODUCTS (40 RESPONDENTS)

- On being asked if the non-organic product users find the organic products easily and readily available, which of the two would they use, about 40% respondents said they will use organic products, whereas 60% respondents said they will purchase whichever would be cheaper

## 7. CONCLUSIONS:

- Hence it was observed that there was still lack of awareness regarding the benefits of organic products and its availability
- Particularly in Junagadh, the organic products are available in the popular malls. Also online purchase options exist with prospective buyers. Probably what is lacking is sincerity and commitment to only use organic products for consumption, especially food products.
- Largely consumers are more price sensitive than health conscious, and hence if the advantages of organic products is to reach to masses, its prices will have to be lowered.

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