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Agriculture in India is livelihood for a majority of the population and can never be underestimated. Although its contribution in the gross domestic product (GDP) has reduced to less than 20 per cent and contribution of other sectors increased at a faster rate, agricultural production has grown. This has made us self-sufficient and taken us from being a begging bowl for food after independence to a net exporter of agriculture and allied products. Reforms towards privatization, liberalization and globalization affected inputs market at a faster pace. Agricultural marketing reforms after 2003 made changes in marketing of agricultural outputs by permitting private investment in developing markets, contract farming and futures trading, etc. Working conditions of agricultural workers, like industrial, are one of the burning issues in a developing region. It is related to agricultural activities of the workers and their socio-economic status. This book provides various information's on Agriculture and its various dimensions.

Dr. G. Sheela Edward is working as an Assistant professor in the Department of History, TBML College, Porayar. She pursued her degrees from Bharathidasan University. She has 13 years of teaching experience in history for UG and PG courses. She is also a research adviser. She has published research articles in Scopus index international journals.



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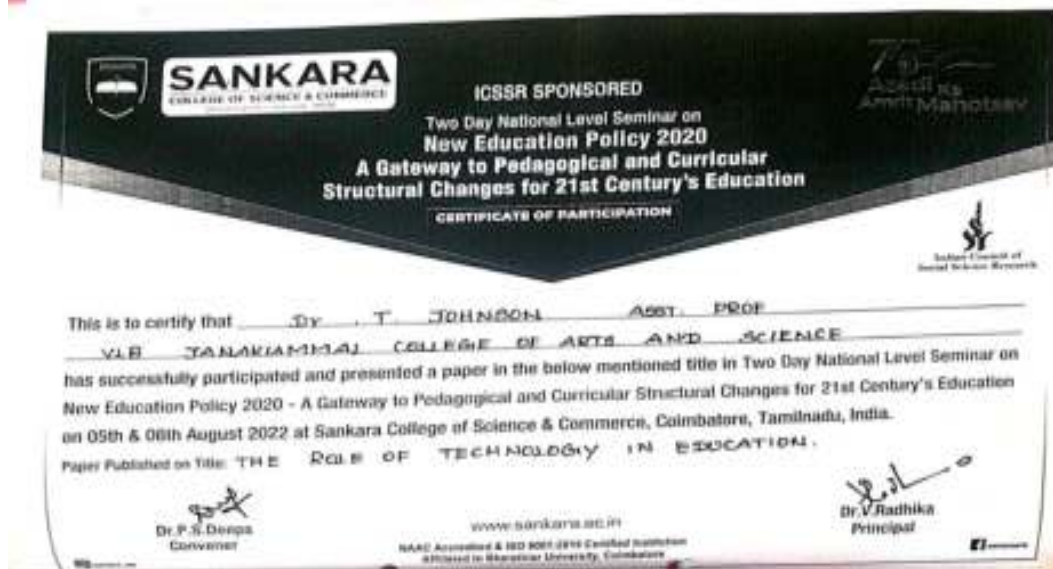
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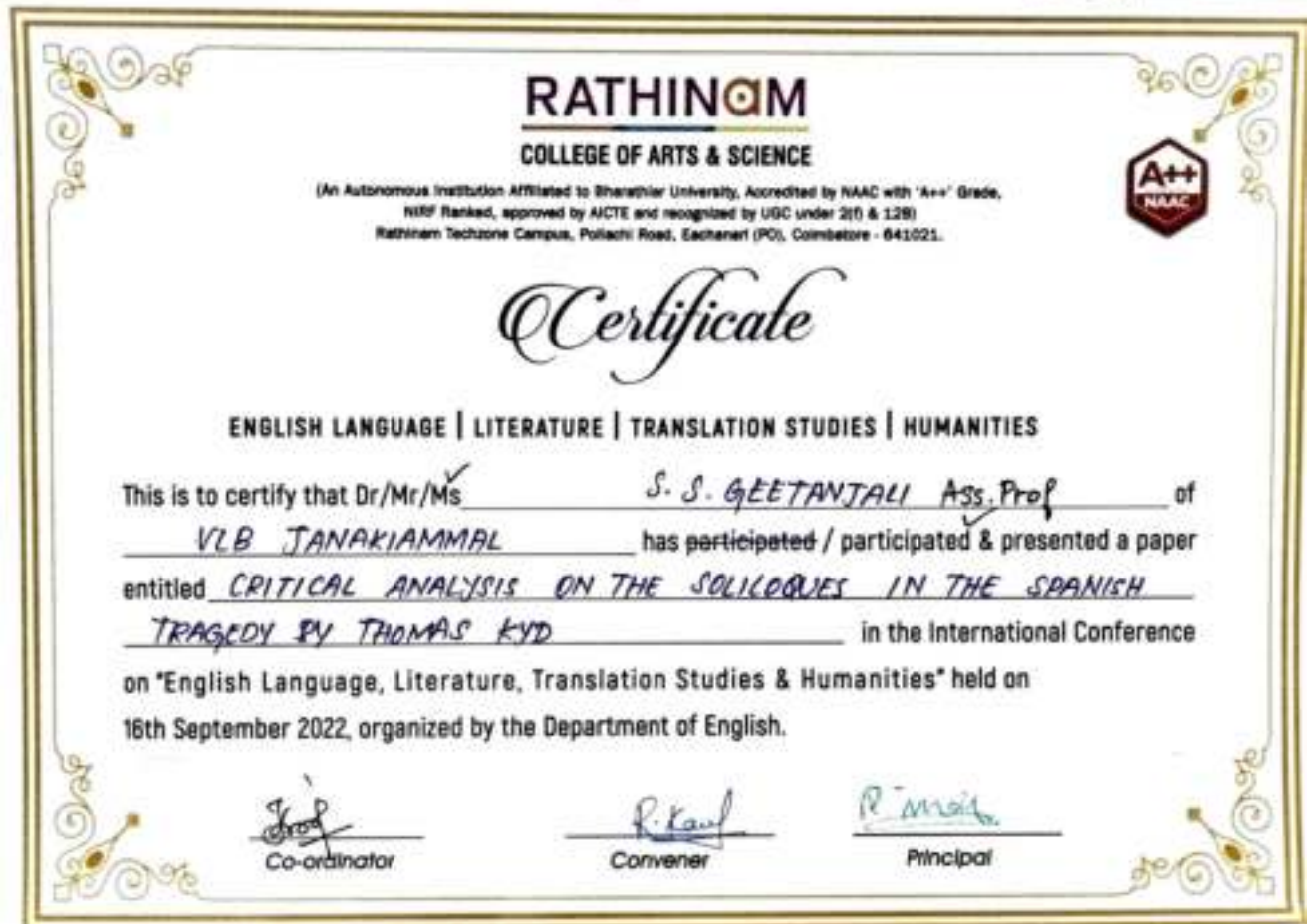

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FEMALE ENTREPRENEURSHIP: TYPES OF ECONOMIC ACTIVITY

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Abstract

In recent years women entrepreneurs have made a significant contribution to the economic growth of most countries. Therefore, at the present stage of the entrepreneurship study, it is relevant to analyze the patterns that characterize the current level of women's entrepreneurial activity as well as determine the sectoral structure of women's entrepreneurship. The purpose of the study is a comprehensive assessment of women's early entrepreneurial activity and their sectoral preferences in creating their own business. In the course of the study, the results of the report on the global monitoring project for female entrepreneurship for the years 2016-2017 as to 74 countries is used. The levels of entrepreneurial activity of women in these countries also reviewed. The sectoral structure of women's entrepreneurship was assessed in five groups including typical types of economic activity by using normal density distribution functions. According to the results of the researches, conclusions were drawn on the predominance of such types of economic activity as trade (46.54%); health care, education and social services (19.22%), management and personal services as (15.70%). The obtained results can be used by entrepreneurs as well as by government bodies related to the business activities regulation. In the article, the original tools for assessing the sectoral structure of women's entrepreneurship are proposed.

Keywords: Female business, Women entrepreneurship, Sectoral structure, Types of economic activity

Introduction

Women constitute around half of the total world population. So is in India also. They are, therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies,

442 | Page



they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their enterprises successfully. Therefore, while discussing on entrepreneurial development, it seems in the fitness of the context to study about the development of women entrepreneurs also in the country.

Literature or Review

A large number of studies is aimed at improving understanding of the role of women and their participation in entrepreneurial activities, among them the most interesting are

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CONTENTS

S. No.	Title	Page No.
1.	A STUDY ON FACTORS INFLUENCING CONSUMER PREFERENCES TOWARDS ORGANIC FOOD PRODUCTS <i>Dr. R.V. Suresh, Dr. B. Hannah & Dr. Jitendra Chouhan</i>	1
2.	A DESCRIPTIVE STUDY ON SERVICE QUALITY AND CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING <i>Dr. M.J. Sathish Kumar, Dr. Rajendra Subhash Jarad & Dr.S.Karthik</i>	9
3.	CUSTOMER PERCEPTION TOWARDS ROLE OF E- BANKING SERVICES IN CURRENT SCENARIO <i>Dr K Bhavana Raj, Dr. M. Anusuya & Mr. Devanand Kashinath Mandavdhare</i>	16
4.	AN EMPIRICAL STUDY ON FACTORS AFFECTING INVESTMENT DECISION IN INDIAN CAPITAL MARKET <i>Dr. V.C. Shanker, Dr Sanjay Kumar & Dr D Deepa</i>	24
5.	DIVIDEND POLICY AND ITS IMPACT ON PERFORMANCE OF INDIAN INFORMATION TECHNOLOGY COMPANIES <i>Dr. Sonia Kaushik, Dr. S. Umamaheswari & P.T.J.K. Lilian</i>	32
6.	A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES WITH REFERENCE TO TEACHING FACULTIES <i>Mrs. Licy Varghese, Dr. M. Durgarani & Dr. Ajit Kumar</i>	39
7.	CONFLICTS OF ETHNICITY IN THE WORKS OF ARUDPRAGASAM'S THE STORY OF BRIEF MARRIAGE <i>Dr. Nancy Prasanna Joseph, Dr. V. Jagadeeswari & Dr. Hemamalini</i>	47
8.	HISTORIOGRAPHIC PRESENTATION IN THE WORKS OF SALMAN RUSHDIE <i>Dr. C. Shanmuga Priya, Dr. M. Vijayalakshmi & Aliya Parveen A Mulla</i>	51
9.	AN EMPIRICAL STUDY ON IMPACT OF EMPLOYEE RETENTION IN IT COMPANIES ON THE EMPLOYER BRANDING WITH REFERENCE TO CHENNAI CITY <i>Santosh Ram Pagare, Dr. Venkata Harshavardhan Reddy Dornadula & Dr. S. Kavitha</i>	56
10.	A STUDY ON INVESTORS PERCEPTION TOWARDS ONLINE TRADING <i>Kumar. S & Kiran. J</i>	64
11.	A STUDY ON PERCEPTION OF ENTREPRENEURS TOWARDS CHALLENGES IN TECHNOLOGY ADOPTION IN STARTUPS <i>Dr. Ganesh K Chavhan, Santosh Ram Pagare & Shailendra Kashinath Bansode</i>	70
12.	A STUDY ON ADOPTION OF ICT TOOLS BY STUDENTS IN HIGHER EDUCATIONAL INSTITUTIONS <i>Dr. Ganesh K Chavhan, Kajal D. Jaisinghani & Dr. M.A. Barote</i>	78
13.	A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES WITH REFERENCE TO TEACHING FACULTIES DURING COVID 19 <i>Dr. R. Indumathy, Dr. M. Esther Kalyani Asirvadam & Galiveeti Poornima</i>	86

A STUDY ON FACTORS INFLUENCING CONSUMER PREFERENCES TOWARDS ORGANIC FOOD PRODUCTS

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ABSTRACT

The organic products are manufactured from natural ingredients, the majority of today's consumers believe that purchasing organic goods helps them maintain a healthy lifestyle. The cultivation of organic goods does not include the use of synthetic fertilizers, artificial chemicals, or pesticides. Even though it's still in its infant stage, the organic food industry in India has begun expanding at a quick pace. Organic food is preferred by customers because it is safer, better for human health, and less harmful to the environment. The primary focus of the study is to provide a detailed description of the traits possessed by a consumer. This research is descriptive in nature, and it is being carried out with the purpose of investigating the variables that influence consumers' attitudes about and intentions towards the purchase of organic food items. For the purpose of the research, data from both primary and secondary sources are gathered. In order to achieve the goals, survey samples are collected using a questionnaire with a clear organizational framework. The first thing that has to be done in order to gather primary data from various locations inside the city boundaries is to identify sample customers. This is done by taking into consideration the respondents who go to organic food shops and make purchases there. It was decided to use a technique of sampling that was not based on probability but rather on convenience. Data has been collected from 250 respondents, for which questionnaire (google form) was structured. The study concluded that there is a need to build more trust among the consumers and get the proper government certification for the organic food products.

Keywords: Organic food; consumer perceptions; consumer's willingness and quality

INTRODUCTION

Organic food is made using organic farming concepts and methods to produce organic food. The use of chemicals, fertilizers, pesticides, or other artificial enhancers is prohibited in the production of organic food. There are numerous retail outlets that supply and sell organic food products. Consumer purchases of organic foods on a regular basis have contributed to the market's continued expansion. Consumers of organic foods are impacted by a number of factors, which can be broken down into the following categories: Organic food is a sort of natural food that is grown without irradiation and does not contain any artificial chemicals such as fertilizers, antibiotics, pesticides, GMOs, or herbicides. Furthermore, organic food is free of genetically engineered organisms. (Gad Mohsen et al., 2013)¹. India is responsible for the production of cereals such as oats, rice, rye, barley, maize, wheat, and other grains across a total area of 97.1 million hectares, according to a report published by the Food and Agricultural Organization of the United States. India is also responsible for the production of citrus fruit such as oranges, lemons, tangerines, limes, pomelos/grapefruit, and other varieties across a total area of 0.75 (Willer and Kilcher, 2011)². According to the findings of the study titled "India Organic Food Market Forecast & Opportunities, 2019," it is anticipated that the total market revenue for

¹ Gad Mohsen, Dacko, Scott, (2013). An extension of the benefit segmentation base for the consumption of organic foods: a time perspective. *Journal of Marketing Management*, 29(15-16), 1701-1728.

² Willer and Kilcher (2011). The World of Organic Agriculture. Statistics and Emerging Trends 2011.

organic food in India will exhibit a combined annual growth rate of approximately 25 percent from the years 2014 through 2019. This prediction is included in the report (Honkanen 2006)³. The way the environment behaves has emerged as a source of worry and is seen as being of the utmost importance by both the people who make goods and the people who buy them. An optimistic attitude toward organic food items was supported by the findings of a number of studies conducted in the past. (Davies et al, 1995)⁴. There is a growing movement toward live a more modern and sophisticated lifestyle, which indicates that there is a growing chance that this movement will have an impact on the preferences and dietary decisions of consumers. The study on organic food and health, based on Rathika and Ammani's considerations of organic items (2012)⁵ it has been suggested that demand for organic food goods, which were formerly exported in large quantities, has changed due to changes in consumer demand from inside the local market itself. Additionally, consumers have shown signs of increasing knowledge of the difficulties that develop as a result of ingesting foods that were cultivated using artificial fertilizers and pesticides.

ORGANIC FOOD PREFERENCE

Consumers' choices are often impacted by a number of variables, including not limited to the following: knowledge on product, the qualities of the product, and an analysis of the possible outcomes that may result from using the product. Before settling on a purchase, the consumer will first and foremost consider how the product will affect their health as an important consideration.⁶ Many shoppers choose to buy organic food for a wide range of reasons, and this preference is widespread. The clients have a predilection for organic food, which may be attributed to a lot of the demographic characteristics that they possess. It was found that homes with graduates had a lower chance of buying organic food, whereas households with children under the age of 18 had a greater likelihood of purchasing organic fruit. Women, in addition to males and those with higher incomes and levels of education, have a stronger knowledge and comprehension of foods that are detrimental to one's health. The following is a list of the demographic features, lifestyle choices, and environmental perspectives that make up the organic consumer profile, as determined by the results of the study: Organic food consumers often have higher levels of education, more stable incomes, and are members of more affluent socioeconomic classes than the general population as a whole. It has been shown that there is a significant correlation between attaining a higher level of formal education and consuming organic foods at ever-increasing quantities as one moves up the educational ladder.⁷

Customers who prefer organic goods are ready to pay a premium of 10 percent for these goods, with women being willing to pay an average of 9.5 percent more than men and men being to pay an average of 11.4 percent more than women. There is a widely held belief within the organic trade sector that pricing and income do not necessarily represent organic sales. This is a common misconception. This is a mistake that many people make. There are a variety of factors that play a role in determining the level of interest that customers have in the concept of buying organic food products. Concern for one's own health comes in top when ranking the factors that influence a person's choice to buy organic food, followed by worries about the health of animals and the environment. Some consumers choose to buy organic food because they are under the impression that it is of superior quality and that it provides a greater quantity of essential nutrients.⁸ The sensory characteristics are one of the few specific requirements that are given, which are then followed by the variables pertaining to safety and nutrition. The increase in the purchase of organic products can be attributed to a variety of different factors, such as the fact that organic food items have a more robust flavour than food

³ Honkanen, P., Verplanken and Olsen, S.O. (2006). Ethical values and motives driving organic food choice. *Journal of Consumer Behaviour*, 5(5), 420-430.

⁴ Davies, A., Titterton, A., Cochrane, C. (1995). Who buys organic food? A profile of the purchasers of organic food in Northern Ireland. *British Food Journal*, 97(10), 17-23.

⁵ Rathika, P., & Ammani, P. (2012). Eating healthy consumer perception towards of organic foods. *International Journal of Marketing, Financial Services and Management Research*, 1(2), 2012.

⁶ Uenaltemelci and Olmeda (2008) Women, men and organic food: Differences in their attitudes and willingness to pay. A Spanish case study. *International Journal of Consumer Studies*, 32 (1), pp.18-26.

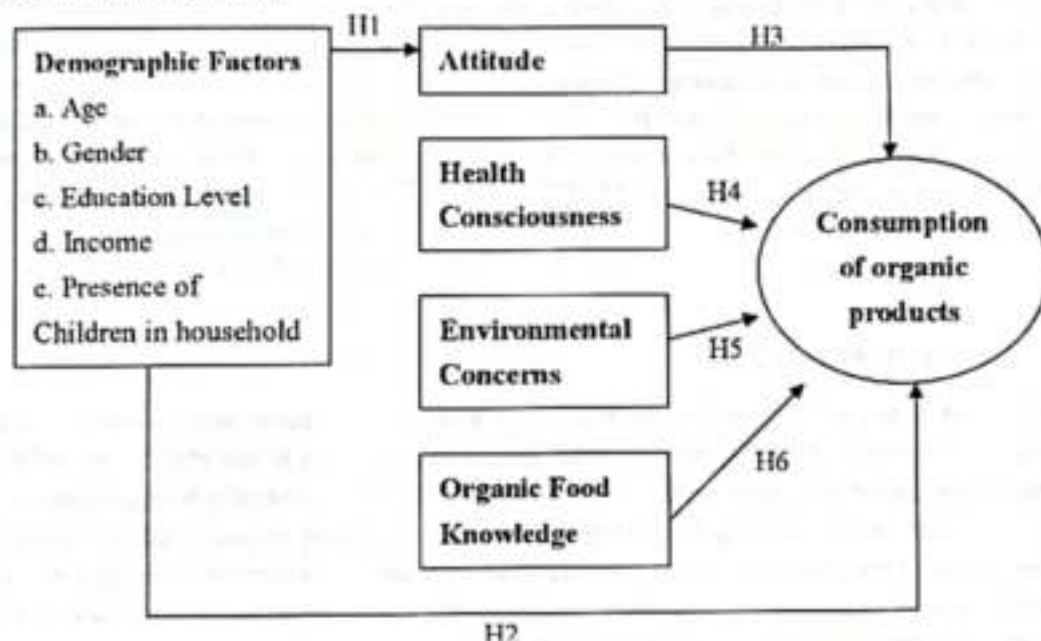
⁷ Padel and Foster (2005). "Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food". *British Food Journal*, 107(8) pp 606-615.

⁸ Chinico, D'Amico and Pecorino (2002) "A multivariate statistical analysis on the consumers of organic products". *British Food Journal*, 104(3/4) 187-199.

that is produced using conventional methods, concerns regarding one's health, the importance of the nutrients that it contains, and concerns regarding the environment.⁹ Concerns have been made over the use of herbicides, pesticides and agricultural practices, in addition to issues regarding the degradation of land and the treatment of animals; nevertheless, these are just some of the contributing reasons.

CONCEPTUAL FRAMEWORK

The consumer's perception that organic food products are healthy and safe, that organic food products are environmentally friendly, that organic food product prices are reasonable, that organic product certifications can be trusted, and that organic food products are widely available all contribute to the consumer's preference to purchase organic food products.¹⁰



REVIEW ON CONSUMER PERCEPTIONS TOWARDS ORGANIC FOOD

BrijeshSivathanu (2015), organic products are made from natural components. The majority of customers in today's market think that buying organic goods assists them in maintaining a healthy lifestyle. When growing organic food, man-made fertilisers, artificial chemicals, and pesticides are not permitted at any stage of production at any time. The market for organic food in India has started growing at a rapid speed, despite the fact that the sector is just in its infancy at this point. Customers should give careful thought to whether or not an organic product is risk-free to consume, how it will affect human health, and how it will alter the natural environment. However, the nutritional content, flavour, and freshness of organic food also play a big influence in the decision-making process of customers when it comes to choosing organic food. The technique of multiple linear regression was used in order to discover the elements that would provide an explanation for the preference that consumers have for buying organic food items. This preference was shown to be correlated with increased sales of organic food products. Statistics that are descriptive were used so that the demographic information could be comprehended in a more clear and concise manner. The results of this poll indicate that people would prefer spend their money on organic food products than on conventional ones. This decision is affected by a variety of various factors, one of which is the demographic information of customers. The vast majority of respondents who had some level of education expressed a significant preference for buying organic food goods. People who are between the ages of 29 and 39 have a higher likelihood of purchasing organic food when compared to people in other age groups. In addition, those who have higher earnings show a stronger preference for buying organic goods. Because consumers believe that organic food items are better

⁹ Thompson GD.(1995) Consumer demand for organic foods: What we know and what we need to know. *American Journal of Agricultural Economics*. 1995; 80(5), pp.1113-1118.

¹⁰ Harper, Makatouni.(2002) "Consumer perception of organic food productions and farm animal welfare". *British Food Journal*. 104(3/4),pp.287-99

for their health and safety, as well as their nutritional requirements and the environment, they choose to purchase organic food goods. This is because consumers believe that organic food items are better for their health and safety. The study shed light on the reasons why consumers have a preference for organic food, and the knowledge that can be gleaned from this research will be very helpful to marketers as they work to formulate an effective marketing strategy. This research has the potential to be incorporated into the execution of a variety of marketing strategies by marketers, as well as other factors that have an influence on the preference of consumers in the various strata of society. Anish Kunhikannan and Ramachandran(2020)¹¹ discovered that the growing of organic food does not include the use of any chemicals, fertilisers, pesticides, or other kinds of artificial enhancers of any kind. There is a significant number of retail establishments that keep organic food products in stock and sell them. Consumers' consistent spending on organic produce and other food products has been a major factor in the market's continued growth for these types of products. Consumers of organic foods are impacted by a variety of different factors, which may be broken down into the following categories: This study's objective is to evaluate the knowledge, awareness, availability, pricing on buying attitude, and purchasing intentions of consumers in the city of Coimbatore with regard to organic food goods. Coimbatore, in particular, will serve as the focal point of this investigation's attention. Participants in the study are invited to fill out questionnaires while they are shopping for organic food products at specialty stores that only sell organic goods. The questionnaires are given to the participants while they are shopping. In order to conduct out the data analysis, a total of 468 samples were gathered for examination.

STATEMENT OF THE PROBLEM

The artificial effect is becoming the driving force that affects the general public, which has a substantial negative impact on the way of life of people of all ages, from children to the elderly, regardless of gender, socioeconomic status, or other characteristics. In today's world, truth is gradually being pushed to the margins, and artificial influence is increasingly becoming the driving force that impacts ordinary people. The great majority of people are now recognizing that they are gradually turning around to look back at the loss caused by their ignorance, and as a consequence, they are gradually catching up to the true natural world. This is occurring at the same time that they accept the truth that they are progressively catching up to the competition. It is crucial to highlight that, as a consequence of this good movement in people's attitudes, initiatives by green organic promoters and policymakers are putting forth their best efforts to serve the people in a healthy manner while simultaneously working to preserve the environment. This adjustment in people's attitudes has been a good thing. This is an important new finding that must be acknowledged. The purpose of this research is to determine the influencing elements, such as knowledge, awareness, availability, and price that have a direct influence on the purchasing attitude and behavioral intentions. These variables were shown to have a direct association with the consumer's viewpoint on organic food consumption, this is the first to concentrate on have explored the components that impact a consumer's attitude toward organic food consumption. As a result, the goal of this investigation, which is the researcher's first of its kind, is to study and uncover discrepancies in the perception of organic food items in connection to a number of qualities.

RESEARCH OBJECTIVES

The main purposes of the study are

1. To study the socio-economic characteristics of the sample respondents
2. To identify the factors that influence consumer preference towards organic food purchase.
3. To understand the consumer preference towards organic food purchase.

RESEARCH METHODOLOGY

This study approach is concerned with describing the features of certain people or groups. This descriptive research is being done to investigate the variables affecting customers' purchase attitudes and purchasing intentions for organic food items. For the research, both primary and secondary data are gathered. To achieve the goals, survey samples are collected using a well-structured questionnaire. The first stage is to identify sample customers from various locations inside the city borders by evaluating respondents who enter organic retailers and buy organic products. A non-probability sampling approach based on a convenient sampling method was used. Data has been collected from 250 respondents, for which questionnaire (google form) was structured.

FINDINGS, RESULTS AND DISCUSSIONS

1. Socio-economic characteristics

Age, gender and income level of the respondents are considered as important factors to influence the attitude of the consumers.

Table 1: Socio-Economic Characteristics

Socio-Economic Characteristics		Number of respondents	Percentage
Age group	Young	78	31.2
	Middle	112	44.8
	Old	60	24.0
Gender	Male	176	70.4
	Female	74	29.6
Income level	Less	86	34.4
	Middle	129	51.6
	High	35	14.0
Consumer preferences	Less	20	8
	Moderate	96	38.4
	High	134	53.6
Total		250	100

The table indicates that more number of respondents 112 (44.8) are from the middle age group, 176 (70.4%) respondents are male, 129 (51.6 %) are from the middle income group. The attitude of the respondents is measured using 5 point Likert scale. The result is given below

2. Consumer preference towards organic food purchase

9 statements are used to measure factors that influence consumer preference towards organic food purchase

Table 2: The factors that influence consumer preference

Dimensions	Mean	Std. Deviation
Attitude	3.69	1.123
Availability	3.72	1.197
Buying Intentions	3.82	1.109
Environmental Consciousness	3.75	1.182
Health Consciousness	3.65	1.047
Knowledge	3.38	1.058
Price	3.78	1.122
Safety and Quality Characteristics	3.69	1.290
Socially Responsible Consumption	2.87	1.086

There are 9 statements used to measure factors that influence consumer preference towards organic food purchase. The result from the 5 point Likert scale is analyzed using descriptive statistics. Among the 9

statements, Buying Intentions has highest mean (3.82) with low standard of deviation. Secondly, Price, where appropriate has the mean of 3.78 and least was Socially Responsible Consumption has a mean value of 2.87.

DISCUSSION

Padel (2005)¹² study highlighted buyers' ignorance of labelling, certificates, and the validity of the organic nature of the product. As a consequence of their lack of trust, people may refuse to purchase organic items. When customers become more aware about the risk and its hazards, their risk perception improves. Furthermore, when clients gain trust in the distributor, their perception of risk decreases. Consumer Knowledge refers to a consumer's knowledge and experience with a product throughout the course of his life. Beyond this point, he does external research to get further understanding. Except for awareness and attitude, as well as consciousness and pricing, which make no difference among customers purchasing organic food goods. The model construct in the research is crucial and relevant to the study because it helps to understand how consumers gather and arrange information. (Alba, 1983)¹³. There are three categories of knowledge: objective, subjective, and experiential. (Dodd, 2005)¹⁴. The research is limited to respondents based on their experience and expertise in purchasing organic food items in Coimbatore because it summarizes the primary actions of the consumer in terms of actual usage, historical consumption, information search, and knowledge obtained from their experiences. Attitude is the proclivity to respond positively or negatively to a person, circumstance, or event. Vermeir, et al. (2014)¹⁵ study has revealed that there exists a positive relationship between Organic food purchasing intentions and actual purchases. Consumer belief and the advantages received from it have had a favourable influence on the attitude toward buying organic foods. According to the findings of the research, there is a considerable association between direct significant impacts on purchasing attitude and buying intentions. The result contradicts with the study by Pearson et al. (2010)¹⁶ stated that there is a disparity between consumers' favourable attitude about purchasing organic foods and their actual amount of purchase of organic foods¹⁷.

SUGGESTIONS

1. Price has a big impact on purchasing behaviour, and it is evident that a high price might reduce interest when identical items (traditional) are available in the market, even if there are advantages for self and society. To keep the spirit alive and attract more customers into the organic fold, unwavering efforts in the media, government sources, and non-governmental organizations (NGOs) are required to raise awareness and improve the organic market.
2. It is necessary to push organic food products to every part of the market, which is lacking in local (Indian) settings. Only specialized organic shops promote the product by keeping it in their store, however it is becoming more important to maintain it within reach of all people in society, i.e. must be made accessible with mega merchants such as super markets, malls, and department stores. Creating awareness via retail displays that solely feature organic items may help customers find the products.
3. It is vital to instil in consumers marketing messages that link organic features to desirable consumer ideals (organic food product, eco-friendly nature, etc.). Consumer attitudes around organic foods must shift. The government must aggressively enforce organic food rules by offering centralized

¹² Padel (2005). "Exploring the gap between attitudes and behaviour". *British Food Journal*, 606-625.

¹³ Alba (1983). "The effects of product knowledge on the comprehension, retention, and evaluation of product information". *Advances in Consumer Research*, pp.577-580.

¹⁴ Dodd (2005). "Differential Effects of Experience, Subjective Knowledge, and Objective Knowledge on Sources of Information used in Consumer Wine Purchasing". *Journal of Hospitality and Tourism Research*, pp.13-19.

¹⁵ Vermeir, and Verbeke, W. (2006). Sustainable Food Consumption: Exploring the Consumer Attitude-Behavior Gap. *Journal of Agricultural and Environmental Ethics*, Vol.19(2), pp.169-194.

¹⁶ Pearson, D., Henryks, J., & Jones, H. (2010). Misreading between the lines: Consumer confusion over organic food labelling. *Australian Journal of Communication*, 37(3), 73-86.

¹⁷ Baaha, B., Mason, M., Shamsudin, C., Iqbal-Hussain, M., & Saleem, H.M. (2015). Consumers Attitude towards Organic Food (March 20, 2017). *Procedia Economics and Finance*, 31, 444-452.