CHAPTER - I

Grow What You Eat … Eat What You Grow…

“What kind of food you eat should depend not on what you think about it, or on your values and ethics, but on what the body wants, food is about the body”

- Sadhguru.

1.0 INTRODUCTION

“Health is more important than formal education today and its start with foods” (Smita & ET, 2017). Nowadays, the food plays very important role in human life. It prevents of many illnesses towards the human day-to-day life. Healthy living has to be imparted to educate to the students by their parents as well as teacher. In this relation, As result of the previous study (Dhanalakshmi, 2018), According to the researcher, it is been understand that the young generation know about what they intake and the food does with their health and they are interested and to intake the traditional method of foods and the food ingredient which their youngster had. The main challenge they face in their day-to-day life, the traditional food is not excitedly available in the hotel, canteen, restaurant, market or place which visit regularly. For instance, the other junk food or the modern way of foods has been fascinatingly and attractively available that if the traditional way of foods made available to the hands of youth it will be helpful and useful for their health. Having consciousness and perception has become a crucial factor for changing student attitudes towards organic food products. In this situation, crucial questions also will be araised, How health properties of organic food products can communicate with youngster especially college students and development of organic food products as for new more among the future generation. Hence, in this
The present study aims to gather students from the various Arts and Science College in Salem district to provide awareness programs towards organic food products and impact of having junk foods.

On the other hand, therefore, the increase in life expectancy, augmented occurrence of diseases corrected to incorrect dietary habits, including the chronic diseases such as osteoporosis, cancer, cardiovascular diseases, hypertension, and diabetes also linked with food. To develop a habit of consuming organic food among college students, it necessary to educate the younger population because of organic food is source of both human health and healthy environment. Therefore, in this study initiate actions in order to develop awareness of the importance of healthy and organic food among college students. This action has already carried out in some countries (Gordana, Maja, & Nenad). In this context, this research to create new prospects for the development of organic agricultural as on part of a sustainable system is able to respond fully to the youngster, confirmed by the rabid development of organic foods occurring in national and international market and they have encouraged the development of growing organic food products their self. Today, an increasing number of healthy peoples have made health-related changes in their eating habits and food preferences. Socio-economic and life style changes have also resulted in changes in food preferences and eating habits, and there has been a marked increase in eating out or purchasing prepared foods to eat in. (Anandita, 2013)

The changing lifestyle has resulted in various types of diseases, which were less common in earlier days. Nowadays, lifestyle diseases such as diabetes and cardiovascular diseases are adding to the health care burden of our nation. As people
live longer and as lifestyles and environments change, we must bestow ever-greater attention on quality of life and avoidance of disease (Subbulakshmi & Subhadra, 2014). Diet-related, non-communicable disease like obesity, coronary heart diseases are also in the rise due to sedentary life styles especially among urban Indians. This situation created a sense of vulnerability among urban Indians and most of them are now becoming health conscious and started consuming healthy Organic foods. The Indian health Organic food market is growing at 25-30% annually and expected to double in the few years (Sasi & Sivakumar, 2012). Hence, in this study to take risks and to meet challenge for identifying and effectively reaching organic food market with youngster especially college going generation. Youngsters have encouraged the development of growing organic food products. In this context, this research to create new prospects for the development of organic agricultural as on part of a sustainable system is able to respond fully to the youngster, confirmed by the rabid development of organic foods occurring in national and international market.

1.1 NEED AND IMPORTANCE OF THE STUDY

India has a huge potential when it comes to organic food. Sikkim has been declared as the “first organic State”, but what we lack in is proper marketing of the organic food products. India produces around 135 organic products, which are being marketed also. The shift in India towards organic food; it is a return to the original ways of our ancestors. Not only were we growing natural and organic foods in ancient India, we were almost holly reliant on herbs and plant extracts for healing medication and health food. It is to this glorious lifestyle that modern India is now returning. Organic Farming is a very old and a well-known traditional occupation in India. The
organic farming which is said to be done with a very healthy note in olden days is now not addressed the same.

The foods we choose to eat should prevent the much illness, thus increasing our quality of life. Youngsters have become more rational and they want to better information before making decisions. Since, their food attitude highly dependent on the degree of their knowledge, perception and health consciousness. The need of the research is to provide more information about organic foods form of conducting awareness programme among the students to expose the youth to know and consume healthy food and inform to youth with the information of organic food. In addition, Twentieth century has been the witness of most technological agricultural changes leaving on society. Urgently, need to investigate the difference in attitude, knowledge, awareness, and their confidence level towards organic food cultivation, because having consciousness and perception on organic food has becomes a crucial factor for changing student’s attitudes. Hence, the present study very vital to gather students from affiliated Arts and Science colleges under Periyar University, to educate youth and raise awareness about organic food products and danger of junk food, and give positive overview of organic agriculture as well organic gardening.

1.2 STATEMENT OF THE PROBLEM

Growing attractiveness and attentiveness of the health benefits of the organic food worldwide especially youngster, has extended its demand considerably. Majority of students have confusion and lack of Knowlegde about organic food products as well as agricultural products. Students generally understand the link between organic food products and human health and to preserve future generation. The furthermost
challenge faced by India in its Endeavour to come to be certainly one of the largest organic food generating countries is the shortage of good adequate quality assessments and requirements. Availability of organic food products is a major problem faced by the health consciousness of students in the society. They are mostly depending on branded retail shops to obtain organically grown fruits, vegetables, grains, and herbs. In this study, procure healthier food along with effective marketing structure and necessary support by the government and NGOs as well as improve supply chain management and production planning solve the issues towards organic food products. Hence, on this studies to offer a platform for all students to creating business opportunities like personal natural farm for generating organic food merchandise their self.

1.3 OBJECTIVES OF THE STUDY

The main objectives of the study are as below:

- To understand the socioeconomic transformation of college students.
- To identify the level of organic food product awareness among college students.
- To ascertain the college student’s perception level towards organic foods.
- To examine the college student’s preference towards organic food products.
- To determine the problems faced by college students over organic foods.
- To analysis the factors influencing that students purchasing Intention towards organic food products foods.
- To discovering the further suggestion and Conclusion to business opportunities for organic food products among college students.
1.4 FORMULATION OF HYPOTHESIS

Ho - There is no significant relationship between awareness level and Socio Economic profile of college students.
Ho - There is no significant relationship between perception aspects and Demographic profile of college students.
Ho - There is no significant relationship between problem aspects and Demographic profile of college students.
Ho - There is no significant relationship between factor influencing and Socio Economic profile.
Ho - There is no significant relationship between Preference aspects and Demographic profile of the respondents.
Ho - There is no significant relationship between trading opportunities and Socio Economic profile of college students.

1.5 RESEARCH METHODOLOGY

The study is intended to analyze the student’s consciousness and perception level towards organic food products. Targeted population for the current study consider of college students across Salem district, especially affiliated Arts and Science Colleges under Periyar University. The methods section describes actions to be taken to investigate a research problem and the justification for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the researcher to critically evaluate a study’s overall validity and reliability. In this phase describes
research design, records series and programme timetable and development efforts used in this study.

1.5.1 Research Process:

The Marketing research is the systematic collection, analysis and interpretation of pertaining to the marketing condition. In this study, to pertain about organic food product market conditions, conciouness and perception level of college students. The basic reason for carrying out this research is to find out the students food behavior due to the change in the elements of the marketing trends. Change in the student’s food attitudes and taste and preference, new calories foods like junk foods, price of product etc.,

1.5.2 Data Collection:

Data collection is a term used to describe a process of preparing and collecting data. It is systematic gathering of data for a particular purpose from various sources, which has been systematically observed, recorded, organized. This study intends to use both primary and secondary source of information. Primary data will be collect through Contextual inquiry from the respondents through organize awareness programme among the colleges. The contextual inquiry research technique combines observation with interview-style question and response. Secondary data also collected from various books, journals, magazines, newspaper, website etc.
1.5.2.1 Primary Data Model:

1.5.2.1 Chart shows the Primary Data Model

1.5.2.2 Secondary Data Model:

1.5.2.2 Chart shows the Primary Data Model

1.5.3 Research Design:

Research design adopted is Descriptive in nature and the data were collected through Questionnaire among college students on consciousness and perception towards Organic Food Products.
1.5.4 Sampling:

Sample size:

The sample size was derived as 600, 95% confidence level and 5% level of significance. The following table provides the distribution of sample size is each Arts and Science colleges under Periyar University.

Sample Unit:

The unit of study was final year students in affiliated arts and science colleges under Periyar University in Salem District.

Population (or) Universe:

Table: 1.5.4.1 Shows that the population of the respondents

<table>
<thead>
<tr>
<th>Colleges</th>
<th>Population</th>
<th>Target Population</th>
<th>Sampling Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salem (Block wise)</td>
<td>Select from each block one colleges</td>
<td>20 colleges</td>
<td>Stage 1 (Cluster)</td>
</tr>
<tr>
<td>Periyar University</td>
<td>Total Students</td>
<td>Final Year</td>
<td>Stage 2 (Simple Random)</td>
</tr>
<tr>
<td>101 Affiliated colleges</td>
<td>151213</td>
<td>49651</td>
<td>Stage 3 (Convenience )</td>
</tr>
</tbody>
</table>

| Total                   | 600                          |

Sampling Method:

Periyar University is situated in Salem District, there are 95 affiliated colleges under Periyar University and it is covered in four different districts such as Salem, Namakkal, Dharmapuri and Krishanagiri. Hence, the researcher adopted Multi Stage sampling method for this study. In the first stage the researcher had been selected
Cluster Sampling to choose Salem Blocks for the study, in the second stage from the Salem Blocks the researcher had been selected 20 colleges under the Simple Random Sampling, in the third stage the researcher has conducted program among final year college students in above each college, give equal chance to all respondents and collect data from 30 students by using convenience sampling.

Chart 1.5.4.1 Shows that the classification of Sampling Methods

1.5.5 Multi Stage Sampling:

Multi sampling is a complex form of cluster sampling. It is the probability sampling technique where in the sampling is carried out in several stages such that the sample size gets reduced at each stage. It refers to sampling plans where the sampling is carried out in stages using smaller and smaller sampling units at each stage. When conducting these studies involving a very large population, hence the researcher had been selected Multi Stage Sampling for this study.
1.5.6 Statistical Tools Used:

Statistical methods involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings. In this study, results were analyzed by using various statistical tools. The results were compared and analyzed by using descriptive analysis.

1. Percentage Analysis
2. Chi-Square Test
3. Garrett Ranking
4. Factor Analysis and
5. Regression Analysis
6. Friedman Test
7. SEM model
1.5.7 Reliability & Validity:

Reliability and validity are two concepts that are important for defining and measuring bias and distortion. Reliability refers to the extent to which assessment are consistent. Measure of reliability is the internal consistency of the items. The value of reliability co-efficient range from 0 to 1.0.

- 0 means No Reliability
- 1.0 means Perfect Reliability
- If standard reliability is 0.80 above is very good reliability
- If 0.50 below not be considered a very reliable test

Chart 1.5.7.1. Shows that Reliability and Validity of the study

[Chart showing reliability and validity levels]

https://explorable.com/validity-and-reliability

Table 1.5.7.1. Shows Reliability Statistics of the study

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>No of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.837</td>
<td>98</td>
</tr>
</tbody>
</table>

It Valid 99%

Source: Computed through Questionnaire
As per the table Cronbach’s Alpha degree is 0.837 at 98 items, instrument has to be very good reliability. Validity is also accurate to the credibility or believability of the research. In this, research valid at 99%.

1.6 SCOPE OF THE STUDY

The organic food market in India is growing at 25-30 percent, but the awareness towards organic food farming is still low in India despite huge spending. The rise in consumption of organic products is so much that total consumption of organic products in the last couple of years has exceeded total consumption of organic products over the last few decades. However, as per the statistical data available, the total percentage of the food market for organic products in India is still not more than two percent. In this study which projected that the domestic organic food products production should touch the 80% by 2020 through creating awareness among college students and public towards organic food products as well as organic gardening. Today Indian agriculture will receive a big boost if the country takes advantage of its young population.” India has a big advantage as more than half of its population is below 30 years of age. In recent years, the lifestyle has rabidly been changed especially considerable changes in type of food. Nowadays processed foods are rapid replacing organic food. Since an urgent need to develop educate and design programmes for the students. In general, at these circumstances, it is better to this research is considerable as worth and added advantage to the society as well as future generation. In addition, in this study also offers the young generation a chance to make a difference by growing organic food products through organic gardening practices to feed the world economy.
1.7 PURPOSE OF THE STUDY

The researcher should care about younger generation health especially, college students. In addition, the researcher want to provide them with the healthy, purely organic foods that have no chemical involve. Moreover, the researcher would like to create healthy Nation and as well as healthy future generation in our society. And the researcher wants to improve the organic agricultural business among the youngsters. Everyone should Growing organic vegetables and fruits without chemical or pesticides. Using natural ways to keep the product grow well. Convince the youngster interest more on organic agriculture or at least organic terrace gardening. As well as convince all the farmers to improve on their growing organic farming.

1.8 LIMITATION OF THE STUDY

The study has the following limitations.

- The universe being large, the study was restricted to the Arts and Science colleges under Periyar University in Salem district only.
- Lack of permission to meet the final year students and conduct programme and collecting data were difficult task at the time of examination for the students.
- The sampling method used was convenience sampling; therefore, the shortcoming of the non-probability sampling may also be applicable in this study.

1.9 PERIOD OF THE STUDY

The period of the research study was three years, starting from November 2015 and ending in June 2018. The researcher took first six months to collect review of literature and identify the research gap. After next six months were spent to draft the
research design to prepare data collection instruments and next three months to conduct the pilot study. After finalizing the questionnaire, six months have been invested to collect the data from the target respondents, and during the next six months, the researcher had carried out analysis the data and interprets the collected data. Remaining three months was utilized for preparing and finalizing thesis report.

1.10 PILOT STUDY

After the formulation of questionnaires, a pilot study was conducted. A tentatively well-framed questionnaire was circulated among 50 members comprising of students, and the data obtained through questionnaire-cum-interview schedule as well as awareness program. Based on the suggestions and feedback from the respondents, the necessary alterations have been incorporated in the Questionnaire.

1.11 CHAPTER DESIGN

Chapter I

The first chapter would give introduction about students consciousness level of organic food products among college students to the study, statement of the problem, objectives of the study, scope of the study, limitation of the study, scope of the study, and it elaborates about the research methodology and chapter arrangement.

Chapter II

The second chapter will discuss the review of the earlier studies and methodology. This chapter innovatively identifies the research gaps and its consolidation for the present research work. It also thoroughly analyses about organic food product and student’s attitude and perceptions. In this chapter highlight the
various researcher points of view and give practical evidence towards this present study.

**Chapter III**

Third chapter would explain the profile of the study area. It also expresses an elaborate about the conceptual framework towards organic food products and it explains organic food products benefit, scope, importance and trading opportunities for youngsters to become entrepreneur as well as agriprenuer through organic food products.

**Chapter IV**

Chapter four field level data will be examined the consciousness and perception towards organic food products will be discussed.

**Chapter V**

This chapter discussed the Summary and the major findings and suggestions and conclusion.