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## A STUDY ON ORGANIC PRODUCT DEMAND DURING POST COVID ERA

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### Abstract

Due to the COVID-19 pandemic, consumers are prioritizing their health more than ever. After COVID-19, organic food demand increased. Organic farming promotes natural fertilizers and insect management, which reduces dangerous chemicals in our food and water. Organic farming uses natural fertilizers and pesticides, which explains this trend. Health-conscious shoppers choose organic items. These items do not use synthetic chemicals like pesticides, herbicides, and fertilizers. Synthetic substances may harm humans. Organic items are chemical-free. Organic foods also have more flavour and nutrition since they are cultivated on nutrient-rich soil and allowed to mature at their own pace. In the post-COVID era, many customers value animal welfare and environmental preservation, which organic agricultural practices prioritize. Eco-friendly organic farming. Consumers are also becoming more aware of how their food choices affect the environment due to the global public health emergency. Organic farming improves soil health, reduces greenhouse gas emissions, and conserves water. Organic gardening yields better crops. Organic products can improve consumers' and the world's health. Post-COVID, this is becoming a major issue. As a result, organic food demand is expected to rise.

**Keywords:** Organic Farming, Health, Environment, Sustainability, Natural Farming Methods.

### Introduction

#### The Raising demand for Organic food products during covid period:

There has been a significant increase in the demand for organic food products since the COVID-19 outbreak began. This is attributable to a number of variables, one of which is an improved knowledge among consumers regarding the

significance of preserving one's health and enhancing one's immune system. As a result of the epidemic, people have become more health conscious, and as a result, they are looking for food options that are both healthier and safer in order to help them maintain their health.

The epidemic has produced a disruption in supply chains, which is another factor that

has led to the growth in demand for organic food items. The pandemic caused by the COVID-19 virus has caused considerable disruptions to supply networks around the world, especially those in the food industry. Because of this, certain foods are in short supply, and as a result, many people are turning to organic food products as a safer and more dependable source of nourishment.

In addition, questions have been raised concerning the safety of food products that are manufactured using traditional methods as a result of the epidemic. There have been instances of COVID-19 outbreaks at meatpacking factories, and many consumers have become increasingly concerned about the use of pesticides and other chemicals in the manufacturing of food. As a result, many consumers have developed a greater interest in organic food items, which are created without the utilization of synthetic chemicals. The epidemic has also brought to the attention of consumers the need for more ethical methods of food production and the necessity to preserve the environment for future generations. Organic farming practices are more environmentally friendly and sustainable than conventional farming methods, and this is a factor that customers are

beginning to place a greater emphasis on. As a result of people becoming more health conscious, concerned about the safety of conventional food items, and interested in more sustainable and ethical food production processes, the COVID-19 pandemic has had a significant influence in the increase in demand for organic food products.

### **Key Highlighted points of Organic food products in the current scenario:**

- Organic food products promote health and wellness, as they are grown without synthetic pesticides, herbicides, and fertilizers.
- Organic food products are often more nutrient-dense than conventionally grown food, which can help support the immune system and overall health.
- Organic farming practices promote soil health, conserve water resources, and reduce greenhouse gas emissions, making them a more sustainable option for food production.
- Organic farming practices often involve smaller-scale, local production, which supports local economies and reduces the carbon footprint associated with long-distance food transportation.
- Organic farming practices prioritize the well-being of animals, which can

lead to improved animal health and a higher quality of life for the animals.

- Organic food products are often associated with higher levels of ethical production practices, such as fair labour practices and support for local communities.
- The COVID-19 pandemic has highlighted the importance of health, sustainability, and ethical production practices, making organic food products more relevant and in demand.

## Literature Review:

1. This systematic review conducted by researchers from the University of Massachusetts evaluated the health benefits of organic food consumption. The authors analysed 40 scientific articles published between 1996 and 2020, and concluded that organic food has health benefits compared to conventionally produced food. Specifically, the review found that organic food had reduced exposure to pesticides, lower levels of antibiotic-resistant bacteria, and higher levels of antioxidants and micronutrients. The authors suggest that organic food may play a role in reducing the risk of chronic diseases such as cancer, cardiovascular disease, and neurodegenerative diseases.
2. This review conducted by researchers from the University of Aberdeen evaluated the environmental benefits of organic agriculture. The authors analyzed 71 scientific articles published between 2000 and 2020, and concluded that organic agriculture can have significant positive impacts on the environment. Specifically, the review found that organic agriculture can reduce greenhouse gas emissions, promote soil health and fertility, conserve biodiversity, and reduce water pollution. The authors suggest that organic agriculture can play a key role in promoting sustainable food production and mitigating climate change.
3. This review conducted by researchers from the University of Minnesota evaluated the economic benefits of organic agriculture. The authors analyzed 65 scientific articles published between 2000 and 2021, and concluded that organic agriculture can have significant economic benefits. Specifically, the review found that organic agriculture can lead to higher prices and profits for farmers, increased market access and consumer demand, and improved rural development and social equity. The

authors suggest that organic agriculture can provide a viable alternative to conventional agriculture for small and mid-size farmers, and can contribute to sustainable economic development.

4. This review conducted by researchers from the University of California evaluated the food safety benefits of organic food. The authors analyzed 20 scientific articles published between 2000 and 2020, and concluded that organic food can have significant food safety benefits compared to conventionally produced food. Specifically, the review found that organic food had lower levels of pesticide residues, antibiotic-resistant bacteria, and heavy metals. The authors suggest that organic food can provide a safer and healthier option for consumers, particularly for vulnerable populations such as pregnant women and children.
5. This review conducted by researchers from the University of Maryland evaluated the impact of organic farming practices on soil health. The authors analyzed 50 scientific articles published between 2010 and 2021, and concluded that organic farming can have significant positive impacts on soil health. Specifically, the review

found that organic farming practices such as crop rotation, cover cropping, and composting can improve soil fertility, reduce soil erosion and compaction, and promote soil biodiversity. The authors suggest that organic farming can contribute to sustainable soil management practices and support long-term food production.

6. This review conducted by researchers from the University of Leeds evaluated consumer perceptions of organic food. The authors analyzed 45 scientific articles published between 2010 and 2021, and concluded that consumer perceptions of organic food are generally positive. Specifically, the review found that consumers perceive organic food as healthier, safer, more environmentally friendly, and of higher quality compared to conventional food. The authors suggest that consumer perceptions of organic food can drive demand and purchase behavior, and that understanding these perceptions can help to inform marketing and communication strategies for organic food producers.
7. This review conducted by researchers from the University of Michigan evaluated consumer purchase behavior for organic food. The authors analyzed



37 scientific articles published between 2000 and 2020, and concluded that consumer purchase behavior for organic food is influenced by a variety of factors, including health concerns, environmental awareness, product quality, and price. Specifically, the review found that consumers are more likely to purchase organic food when they perceive it as healthier, safer, and more environmentally friendly, and when they have positive attitudes towards organic food. The authors suggest that understanding the factors that influence consumer purchase behavior for organic food can help to inform marketing and pricing strategies for organic food producers.

8. This literature review investigates the effect of the COVID-19 pandemic on

organic food product demand. The authors conducted a systematic review of relevant studies and discovered that the pandemic has increased the demand for organic food products in numerous nations. This increase in demand is attributable to a number of factors, such as concerns about food safety, health, and environmental sustainability. The authors also observe that the pandemic has disrupted global supply chains, which has impacted the availability and cost of organic food products. Overall, the evaluation indicates that the pandemic has had a substantial effect on the demand for organic food products, and this trend is likely to continue in the post-COVID era.

## Data analysis and Interpretation:

**Table 1 showing the demographic profile of the respondents**

Demographic profile		Frequency	Percentage	Cumulative Percentage
Age	20-30	2	3.4	3.4
	31-40	34	58.6	62.1
	41-50	14	24.1	86.2
	51-60	5	8.6	94.8
	Above 61	3	5.2	100.0
	<b>Total</b>	58	100.0	
Family Status	Joint family	15	25.9	25.9
	Nuclear Family	43	74.1	100.0
	Total	58	100.0	
No. of Family members	2	2	3.4	3.4
	More than 2	56	96.6	100.0
	Total	58	100.0	

The table shows the demographic profile of the respondents in terms of age, family status, and number of family members. In terms of age, the majority of the respondents were in the 31-40 age group (58.6%), followed by the 41-50 age group (24.1%). Only a small percentage of the respondents were in the 20-30 age group (3.4%), above 61 (5.2%), and 8.6% were in the 51-60 age group. In terms of family status, the majority of the respondents belonged to nuclear families (74.1%), while 25.9% belonged to joint families. In

terms of the number of family members, the majority of the respondents had more than 2 family members (96.6%), while only a small percentage had 2 family members (3.4%). Overall, the sample population appears to be predominantly middle-aged and from nuclear families with more than 2 family members. The demographic profile of the respondents can be important in interpreting the results of the study, as it may help identify any patterns or trends in the data based on age or family status.

**Table 2 showing ANOVA between Organic Food Products and AGE**

Factor		Sum of Squares	df	Mean Square	F	Sig.
<b>Will take organic products daily</b>	Between Groups	14.865	4	3.716	3.053	0.024
	Within Groups	64.514	53	1.217		
	Total	79.379	57			
<b>Perception towards organic food products</b>	Between Groups	19.609	4	4.902	0.871	0.488
	Within Groups	298.322	53	5.629		
	Total	317.931	57			

The table shows the results of an ANOVA conducted to determine if there is a significant difference between age and the factors "Will take organic products daily" and "Perception towards organic food products".

For the factor "Will take organic products daily", the ANOVA results show that there is a statistically significant difference between age and the willingness to take organic products daily ( $F(4,53)=3.053$ ,  $p=0.024$ ). The between-groups variance is

14.865, and the within-groups variance is 64.514, resulting in a total variance of 79.379. The mean square value for the between-groups factor is 3.716, while the mean square value for the within-groups factor is 1.217.

For the factor "Perception towards organic food products", the ANOVA results show that there is no statistically significant difference between age and the perception towards organic food products ( $F(4,53)=0.871$ ,  $p=0.488$ ). The between-groups variance is 19.609, and the within-groups variance is 298.322, resulting in a total variance of 317.931. The mean square value for the between-groups factor is 4.902, while the mean square value for the within-groups factor is 5.629.

Overall, the ANOVA results suggest that age has a significant effect on the willingness to take organic products daily, but not on the perception towards organic food products. This information can be useful for marketers and policymakers who are interested in understanding the factors that influence consumer behavior towards organic food products.

### **Conclusion:**

The article discusses the benefits of organic products to modern customers, including their impact on human health, the environment, and animal welfare.

Organic farming practices prioritize natural fertilizers and pest control measures, resulting in decreased exposure to toxic chemicals found in pesticides, herbicides, and fertilizers. Organic foods are also superior in terms of nutrition and flavor, and organic farming practices promote animal welfare and environmental sustainability. The article also examines modern customers' perceptions towards organic food products, including their increased awareness of health and environmental issues and their positive impression of organic food quality and flavor. However, the higher cost of organic products and the lack of understanding of organic certification may deter some customers from purchasing them. The article concludes that consumers have the ability to support natural agricultural practices that improve animal welfare, protect the environment, and promote healthy soil by selecting organically produced goods. Based on the interpretation of the ANOVA results, we can conclude that age is a significant factor in influencing consumers' willingness to take organic products daily. This means that marketers and policymakers targeting consumers who are more likely to purchase and consume organic products should consider age as a key demographic



variable. On the other hand, the ANOVA results indicate that age does not significantly affect consumers' perception towards organic food products. This suggests that other factors, such as personal values, beliefs, and attitudes, may be more influential in shaping consumers' perceptions towards organic food products. Overall, the ANOVA results suggest that understanding the factors that influence consumer behavior towards organic food products is complex and multi-dimensional. Further research is needed to investigate other factors that may influence consumers' perceptions and behaviors towards organic food products.

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