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Identification of Gap between Perception and Expectation towards Organic Food Products

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ABSTRACT: Organic farming is an agricultural production system, headed for regulating a healthy and safer food culture, required for a self-sufficient society. Organic farming was realized in the developed countries at the beginning of the twentieth century and it was found to be the most trending one in developing countries towards the end of the twentieth century. The purpose of the study is to ascertain the agreeability of respondents drivers (Perception, Preference and Expectation) and adoption (satisfaction and acceptability) based on personal factors. In this study weighted average method was applied to identify the gap between the respondents' perception and expectation of organic food products. Consumers are satisfied and no gap between perception and expectation (healthy, proper quality and value of the organic food). Consumers are not satisfied with the organic food product and there is a gap between perception and expectation (convenience and purchase place of the organic food). So, it is clear that consumers are satisfied in the case of protection, health, comfort, natural but gap existed in trend.

KEYWORDS: organic food, perception, expectation, chemicals free, health, environment friendly.

I. INTRODUCTION

People started searing natural food with the vision of maintaining their health. Since the last decade, consumers have shifted from conventional food to organic food. Organic food should be produced according to defined organic standards so that consumers will get a healthy and environmentally friendly product. The Indian government is upgrading organic agriculture and organic food products for a healthy environment and healthy citizens. The government is initiating new schemes, incentives, subsidies, and loans to spread organic farming in India. Every year the Indian Food Industry is assured to increase its benefaction to the world food trade. The global food industry contributes about 10 percent to the world GDP. For all people on the earth, food is equally important, but the cost is not equal. The price varies because of location, climatic condition, transportation, storage, and other factors. Customization and innovation in food are creating great demand in the global foodservice market. The Indian food processing industry contributes 32 percent to the food market.

II. OBJECTIVE OF THE STUDY

To ascertain the agreeability of respondents drivers (Perception, Preference and Expectation) and adoption (satisfaction and acceptability) based on personal factors.

III. RESEARCH METHODOLOGY

The present study is descriptive in nature. The data has been collected by using questionnaire as a tool. Simple random sampling method used for the study. The data collected from 746 respondents from selected 5 shops with license in Coimbatore city.

Average gap score is a statistical instrument used to match variables to those who perform high and low in the factors considered. In this study this tool was applied to identify the gap between the respondents' perception and expectation of perception and expectation of organic food products. In this study the researcher used the average gap score to identify the gap between the perception and expectation.

PERCEPTION AND EXPECTATION OF ORGANIC FOOD PRODUCTS - GAP ANALYSIS

To test the significant gap between perception and expectation with Health variables of organic food products.

Hypothesis

H₁: There is a significant gap between perception and expectation with Health

Table – 1 Average Gap Score between Perception and Expectation of Organic Food Products –Health

Variable Code	Parameter – Health	Perception (P)		Expectation (E)		Gap (P-E)	t-value	p-value	S/NS
		Mean	SD	Mean	SD				
HEA ₁	Organic food is Healthy	4.18	0.884	4.03	1.034	0.150	4.488	0.000**	S
HEA ₂	Organic food is Quality products	4.17	0.999	4.08	.955	0.090	2.916	0.000**	S
HEA ₃	Organic Food has Value	3.95	1.021	3.85	.987	0.100	2.758	0.001**	S

Source: Primary data **P<0.05 S-Significant

The above table 1 infers the mean score and standard deviation of respondent’s perception and expectation for each of eight tangibility’s related to service quality attributes and the average gap score. A positive gap indicates that the respondent’s perception of service attributes to more than their expectation, while a negative gap indicates that the respondent’s expectation exceeds their perception. Furthermore, the last column of these tables also shows the results of paired t-test through which judgment can be made on the significance of the mean difference (i.e., gap) between the respondent’s perceptions and expectations of organic food products. The highest gap between perception and expectation exists at the Organic food is Healthy (0.150), Organic Food has Value (0.100). And the lowest gap 0.09 exists between perception and expectation about the Organic Food has Quality. It is observed from the study that the p-value is < 0.05, and the conjecture is rejected at a 5% significant level. The conjecture at that point is not at all have a significant gap between perception and expectation of organic food products like Organic food is Healthy, Organic food is Quality products and Organic Food has Value. With this analysis prima facie, it seems that the consumers are satisfied with the organic food product- healthy, proper quality, and value of the organic food.

Hypothesis

H₂: There is a significant gap between perception and expectation with Comfort

Table- 2 Average Gap Score between Perception and Expectation of Organic Food Products –Comfort

Variable Code	Parameter – Comfort	Perception (P)		Expectation (E)		Gap (P-E)	t-value	p-value	S/NS
		Mean	SD	Mean	SD				
COM ₁	Organic food is easily Available	3.51	1.327	3.83	1.047	-0.32	-8.222	0.000**	S
COM ₂	Organic food is Affordable	3.33	1.037	3.56	.972	-0.23	-6.352	0.000**	S
COM ₃	Organic food is Convenience in usage	3.80	.839	3.78	1.008	0.02	.562	0.574	NS

COM ₄	Organic food Purchasing place is near	3.56	1.001	3.58	1.049	-0.02	-.818	0.414	NS
COM ₃	Organic food if it is more accessible in the market	3.33	0.987	3.68	1.061	-0.35	8.357	0.000**	S
COM ₄	More assortment available for organic food products	3.63	0.942	3.71	.900	-0.08	2.154	0.032**	S

Source: Primary data **P<0.05 S-Significant

The above table 2 infers the mean score and standard deviation of respondent’s perception and expectation for each of eight tangibility’s related to service quality attributes and the average gap score. A positive gap indicates that the respondent’s perception of service attributes to more than their expectation, while a negative gap indicates that the respondent’s expectation exceeds their perception. Furthermore, the last column of these tables also shows the results of paired t-test through which judgment can be made on the significance of the mean difference (i.e., gap) between the respondent’s perceptions and expectations of organic food products. The lowest gap between perception and expectation exists at the organic food is convenience in usage (0.02). And the negative gap between perception and expectation exists about the Organic Food are easily available (-0.32), affordable (-0.23), purchasing place is near (-0.02), more accessible (-0.35) and more assortment (-0.08). It’s found that the p-value is < 0.05, and the null hypothesis is not accepted at a 5% level of significance. The conjecture at that point is not at all have a significant gap between perception and expectation of organic food products like Organic foods are easily available, affordable, more accessible, and more assortment. It’s found that the p-value is > 0.05, and the conjecture is accepted at a 5% significant level. The conjecture at that point is a significance gap between perception and expectation of organic food products like Organic Food is convenient in usage and purchasing place is near. With this analysis prime facie, it seems that the consumers are not satisfied with the organic food product- convenience and purchase place of the organic food.

Hypothesis

H₃: There is a significant gap between perception and expectation with Natural environment

Table - 3 Average Gap Score between Perception and Expectation of Organic Food Products – Natural/Environment

Variable Code	Parameter – Health	Perception (P)		Expectation (E)		Gap (P-E)	t-value	p-value	S/NS
		Mean	SD	Mean	SD				
NAE ₁	Organic food contains Natural Content	4.13	.952	3.80	.925	0.33	9.519	0.000**	S
NAE ₂	Organic food is Free from pesticides	3.96	1.069	3.75	1.014	0.21	6.682	0.000**	S

NAE ₃	Organic food provides Environmental protection	3.95	.918	3.88	.710	0.07	2.746	0.006**	S
NAE ₄	Organic food is the best Food production method	3.86	.907	3.93	.843	-0.07	-2.381	0.018**	S

Source: Primary data **P<0.05 S-Significant

The above table 3 infers the mean score and standard deviation of respondent’s perception and expectation for each of eight tangibility’s related to service quality attributes and the average gap score. A positive gap indicates that the respondent’s perception of service attributes to more than their expectation, while a negative gap indicates that the respondent’s expectation exceeds their perception. Furthermore, the last column of these tables also shows the results of paired t-test through which judgment can be made on the significance of the mean difference (i.e., gap) between the respondent’s perceptions and expectations of organic food products. The highest gap between perception and expectation exists at the Organic food contains natural content (0.33), Organic Food is free from pesticides (0.21). The lowest gap between perception and expectation exists at the organic food is environmental protection (0.07). And the negative gap between perception and expectation exists about the Organic Food is the best food production method (-0.07). Its found that the p-value is < 0.05, and the conjecture is rejected at a 5% significant level. The conjecture at that point is not at all have a significant gap between perception and expectation of organic food products contains natural content, free from pesticides, environmental protection and best food production method. With this analysis prime facie, it seems that the consumers are satisfied with the organic food product- natural content, free from pesticides, environmental protection and best food production method.

Hypothesis

H₄: There is a significant gap between perception and expectation with Trend

Table – 4 Average Gap Score between Perception and Expectation of Organic Food Products –Trend

Variable Code	Parameter –Trend	Perception (P)		Expectation (E)		Gap (P-E)	t-value	p-value	S/NS
		Mean	SD	Mean	SD				
NAE ₁	Buying organic food is Fashionable /Trend	3.477	1.026	3.509	1.120	-0.032	-0.911	0.363	NS
NAE ₂	Familiarity about organic food generate more interest	3.853	0.854	3.853	0.848	0.000	0.000	1.000	NS
NAE ₃	Organic food is mainly used by high society people	3.508	1.049	3.534	1.141	-0.025	-0.924	0.356	NS
NAE ₄	I buy organic food according to my State of mind	3.525	0.948	3.733	0.945	-0.208	-5.144	0.000**	S

Source: Primary data **P<0.05 S-Significant

The above table 4 infers the mean score and standard deviation of respondent’s perception and expectation for each of eight tangibility’s related to service quality attributes and the average gap score. A positive gap indicates that the respondent’s perception of service attributes to more than their expectation, while a negative gap indicates that the respondent’s expectation exceeds their perception. Furthermore, the last column of these tables also shows the results of paired t-test through which judgment can be made on the significance of the mean difference (i.e., gap) between the respondent’s perceptions and expectations of organic food products. The positive gap between perception and expectation exists at the organic food familiarity generate more interest (0.000). And the negative gap between perception and expectation exists about the Organic Food is Fashionable/Trend (-0.032), used by high society people (-0.025) and buy according to the state of mind (-0.208). It is found that the p-value is < 0.05, and the null hypothesis is not accepted at a 5% level of significance. The conjecture at that point is not at all have a significant gap between perception and expectation of organic food products according to the state of mind. It is found that the p-value is > 0.05, and the conjecture is accepted at a 5% significant level. The conjecture there is a significance gap among perception and expectation of organic food products like Organic Food are fashionable/trend, familiarity generate more interest and used by high society people. With this analysis prime facie, it seems that the consumers are not satisfied with the organic food product- fashionable/trend, familiarity generate more interest and used by high society people.

Hypothesis

Hs: There is a significant gap between perception and expectation with Protection/safety and others

Table – 5 Average Gap Score between Perception and Expectation of Organic Food Products – Protection/Safety & Others

Variable Code	Parameter - Protection/Safety	Perception (P)		Expectation (E)		Gap (P-E)	t-value	p-value	S/NS
		Mean	SD	Mean	SD				
NAE ₁	Organic food more recognizable label & products	3.430	0.865	3.831	0.893	-0.401	-12.704	0.000**	S
NAE ₂	More information about organic food products available in the media	3.524	0.976	3.705	0.977	-0.181	-4.418	0.000**	S
NAE ₃	Organic food is Safety	3.877	1.001	4.029	0.901	-0.153	-5.721	0.000**	S
NAE ₄	Organic food products are packed well	3.579	0.975	3.458	0.770	0.121	4.225	0.000**	S
OTH ₅	Organic food meets all functional benefits	3.700	0.869	3.883	0.868	3.700	-7.158	0.000	
OTH ₆	Selection of organic food is the right choice	3.901	0.942	3.779	1.033	3.901	3.981	0.000	

Source: Primary data **P<0.05 S-Significant

The above table 5 infers the mean score and standard deviation of respondent’s perception and expectation for each of eight tangibility’s related to service quality attributes and the average gap score. A positive gap indicates that the respondent’s perception of service attributes to more than their expectation, while a negative gap indicates that the respondent’s expectation exceeds their perception. Furthermore, the last column of these tables also shows the results of paired t-test through which judgment can be made on the significance of the mean difference (i.e., gap) between the respondent’s perceptions and expectations of organic food products. The positive gap between perception and expectation exists at the organic food is packed well (0.121). And the negative gap between perception and expectation exists about the Organic Food has more recognizable label (-0.401), more information available in media (-0.181) and safety (-0.153). It’s found that the p-value is < 0.05, and the conjecture is rejected at 5% of significance level. The conjecture at that point is not at all have a significant gap among perception and expectation of organic food products according to recognizable label, more information available in media, safety, and packed well. With this analysis prime facie, it seems that the consumers are satisfied with the organic food product- recognizable label, more information available in media, safety and packed well.

IV. CONCLUSION

India is the origin of an organic farm. Organic food production aims to promote health and a sustainable environment. The purpose of the research is to collect the data from 746 consumer's which was selected from five licensed organic shops. The purpose of the paper is to find the gap between the agreeability of respondents drivers (Perception, Preference and Expectation) and adoption (satisfaction and acceptability) based on personal factors. So it is clear that there is no gap exists between perception and expectation in the case of health, nature and recognized label but the gap exists in convenience and place of purchase. The organic shops have to concentrate more the gap where it exists to satisfy the consumers.

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