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Organic farming – An excellent transition an analysis of the farmers’ perception and its impact on attitude towards organic farms

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ABSTRACT

Organic produce offers the safest products for human consumption. India’s traditional farming was organic but due to the food shortage during the 1960s the Government of India reformed farming practices by adding chemical products for cultivation, diseases, and weed management to fulfill the food deficiency. There was an increase in production and productivity in chemical or conventional farming and our country was able to satisfy the food shortage. The current scenario is that people are looking forward to a healthy and safe style of living and are preferring organic products. To be more familiar with the concept of organic farming the comparison between organic farming and conventional farming is studied. Also, an extensive literature survey has been done. In this study, the following objectives have been fulfilled and hypotheses are framed and tested. To study the demographic characteristics of the selected organic farmers in Chennai, To study and analyze the perception of Organic Farmers on the various aspects of Organic Farming in Chennai, To analyze the attitude of Organic Farmers towards Organic Farming in Chennai and To identify the problems faced by the Organic Farmers in Chennai. A total of 60 farmers practicing organic farming system were taken up for the study by convenience sampling method. The study was carried out in Chennai city. The study is based on both primary and secondary data. The Primary data was collected from the respondents by means of a questionnaire. The data analysis is carried out by applying descriptive and inferential statistics. The major findings of the study were that the farmers have favorable Attitude towards Organic Farming but the problems faced by farmers with respect to Organic Farming are more. Suggestions for the problem faced by the farmers are also given based on the results of the present study and concluded that the system of organic farming will help the future generation to a large extent by attaining a healthy environment and it is well understood that organic farming can bring a total change in the surroundings for the environmental sustainability.

Keywords— *Organic farming, Contemporary farming, Soil structure, Environmental sustainability*

1. INTRODUCTION

Organic Farming can be stated as “products that are grown without the use of chemical fertilizers keeping in mind the health issues of people”. Organic produce offers the safest products for human consumption. They contain lower levels of chemicals and do not contain modified ingredients compared to the conventional agricultural production. India’s traditional farming was an organic system of farming but due to the food shortage during the 1960s the Government of India had reformed farming practices by adding chemical products for cultivation, diseases and weed management to fulfill the food deficiency.

Thus the concept of farming using chemical products for production entered our country, which was an incorrect phenomenon and for years together we are consuming the inorganic produce, but now, there is no doubt that the organic movement has once again begun in India. We are able to understand that people are looking forward to a healthy and safe style of living and most of the people are preferring organic products are becoming evident nowadays.

To be familiar with organic farming it is necessary to know the advantages of Organic Farming in comparison with contemporary farming.

2. COMPARISON OF ORGANIC FARMING AND CONTEMPORARY FARMING

Table 1: Comparison

Fine points	Organic farming	Contemporary farming
Meaning	Cultivation of crops is done by biodegradable organic inputs	Cultivation of crops is done by biodegradable inorganic inputs
Nature	This type of farming synchronizes with nature thereby creating a balanced environment	This type of farming is known to be against nature thereby creating disaster for the environment
Soil structure	Soil structure is destroyed and in the long run, the soil may become unfit for further production	Soil structure is improved and the soil becomes fit for any further production
Fertilizers	No chemical fertilizers are used and prevent soil erosion	The chemical fertilizers are easily water soluble and this may lead to various types of losses through evaporation leading to soil erosion
Chemicals	No chemical residues present in crop	More chemical residues present in crops
Protection of plants	Protects from pests and diseases	Crops are highly susceptible to pests and diseases
Pollution	It does not cause Pollution	Causes pollution to the environment
Nutrition	Provides nutritive food to human lives thereby creating immune power to the human beings	Provides toxic food to human lives causing diseases
Investment	Investment is low in organic farming.	Investment is high in contemporary farming.

After getting a clear insight about the differences between Organic Farming and Contemporary Farming we will now find the perception of farmers today about Organic Farming because they are the ultimate implementers of our need of organic products, for which we will start with the latest review of literature available in this concern.

Prof. K. Guruswamy & Dr. K. Balanaga Gurunathan (2010) analysed that India is one of the agricultural based Nations with more than 58% of the population out of 1150 million, pertaining to the agricultural sector. During the 1960s, there was threaten to food security due to population raise and frequent draughts. Then the Government of India had entered a collaboration with the USA for reforming farming practices by adding chemical products for cultivation, diseases and weed management. In this article, the study is done about types, present status, productivity, management of diseases, weeds, manures, harvesting, post-harvesting, marketing and advantages of organic farm practices which will overcome the current issues of the Conventional Farming. It is concluded that Organic Farming practice, our own indigenous technology is to be reintroduced from the current to the possible extend to get rid of difficulties in conventional farming. Organic Farming will solve the food shortage and crisis in our country permanently and can encash heavily by exporting to needy countries of having severe food shortages. It was also found that the Organic Farming method is found to be superior to a Conventional Farming method on account of increased human labour employment, lower cost of cultivation, higher profits, better input use efficiency and reduced risk leading to increased income, enhanced self-reliance and livelihood security of the farmers.

John Ikerd (2015) Americans are finally opening their minds, and rediscovering that they are not only material beings but also social and moral beings. They have understood that the rejection of industrial systems of farming and food production, and the creation of a new future of food, is not just about a better way to fuel the human body, it is about feeding the human soul and spirit. According to the researcher, in this kind of spiritual awakening, there is always hope perspective on these issues and So, the author explains the perspective on the past, present, and future of sustainable agriculture.

S. Nathiya, Dr. R. Karpagavalli & Rathnavel Subramaniam (2016) Organic farming is one of the recent growing areas in the agriculture field and the trend of buying organic food products is increasing day by day. The global demand for this organic food product is growing at a very rapid rate. The present study examines to gain knowledge about consumer awareness and attitude towards organic food products. This study is based on both primary and secondary data. With a sample of 500 respondents, the data obtained from the survey was analyzed with the help of a convenience sampling method. The recommendations given by the author are as follows: 1. Awareness programmers and advertisements may be organized for the general public about the advantages of organic products. 2. Varieties are required at a continuous interval in the shop. 3. Proper certification may be given to products as labelled "Organic" to specify the "purity".

Dr. M. S. Deshmukh & Nitin Babar (2015) in their study on Present Status and Prospects of Organic Farming in India an attempt is made to analyze the importance of organic farming, the principle of organic farming, Marketing and export of organically produced products in India.

The findings brought out from this study is that India has the potential to become a major organic producing country given the international demand for our farm products, different agro-climatic regions for the cultivation of a number of crops, the size of the domestic market and above all the long tradition of environment-friendly farming and living. The suggestions offered by the researcher are that a strong national organic policy is the main need of the hour which will give an important place to organic farming addressing the current issues and obstacles. An action plan for the organic sector should be developed based on the analysis of the state of the sector, participatory consultations, a need evaluation and proper sequencing of the actions.

Uma R and Dr.V.Selvam (2016) in their research article brings out that the modern revival of organic farming dates back to the first half of the 20th century at a time when there was a growing reliance on these new synthetic, inorganic methods. Organic farming is one of the widely used methods, the best alternative to avoid the ill effects of chemical farming. This study concludes that women were hesitant to purchase organic food products in the market and the marketers thus need to create large group awareness, build trust among the public, promote their organic food products through effective marketing and convincing the customers to prefer and purchase organic food products. To conclude this, in order to encourage consumers and be more confident in consuming organic food products without much hesitation then Government has to frame strict regulations and obligatory regulatory framework needed to be established for production, quality policies, and also adopting measures targeting the prevention of fraudulent declarations relative to the organic nature of agricultural food products.

3. OBJECTIVES

Keeping in view the statement of the problem the following objectives are framed:

- To study the demographic characteristics of the selected organic farmers in Chennai.
- To study and analyse the perception of Organic Farmers on the various aspects of Organic Farming in Chennai.
- To analyse the attitude of Organic Farmers towards Organic Farming in Chennai.
- To identify the problems faced by the Organic Farmers in Chennai.

4. HYPOTHESES

H₀: There is no significant difference between the Size of Business with respect to the Perception of Organic Farming.

H₀: There is no significant difference between the Size of Business with respect to the Perception of Organic Farming.

H₀: There is no significant difference between the Male and Female respondents with respect to the Attitude towards Organic Farming.

H₀: There is no significant relationship between the Perception and Attitude towards Organic Farming.

5. RESEARCH METHODOLOGY

A total of 60 farmers practicing organic farming system were taken up for the study by convenience sampling method. The study was carried out in and around Chennai city of Tamil Nadu state. The study is based on both primary and secondary data. The Primary data was collected from the respondents by means of a questionnaire. The questionnaire was prepared in both English and Tamil language. The secondary data pertaining to the study was obtained from various sources like Magazines, Websites, Journals, and Books.

6. LIMITATIONS OF THE STUDY

The area of study taken for research is only in and around the places of Chennai, so results cannot be universally accepted.

The sample size chosen was only 60 only. A larger sample would have been able to reveal more accurate data analysis.

7. RESULTS AND DISCUSSION

7.1 Data analysis

The data analysis is carried out by applying descriptive and inferential statistics. Descriptive Statistical tools like Frequency Tables, Percentage analysis and Mean scores are used to describe and analyse the data. Bivariate Inferential Statistical tools like Independent Sample 't' test, One-way Analysis of Variance (ANOVA) and Pearson's product moment correlation are used to analyse the data. Multivariate Inferential Statistical tool like Multiple Regression is also applied for data analysis to summarize the result. The results are arranged objective wise for an easy reference.

7.2 Analysis of demographic profile

Objective 1: To study demographic characteristics of selected organic farmers in Chennai.

Table 2: Analysis of demographic profile

		No of respondents	Percentage
Gender	Male	42	70
	Female	18	30
Age	20 – 40 Years	22	37
	40 – 50 Years	28	47
	50 – 65 Years	10	16
Marital status	Married	38	63
	Unmarried	22	37
Educational qualification	School Level/Diploma	37	62
	UG/PG	23	38
	Professional	0	0
Size of family	Up to 5 Members (Small)	27	45
	6 – 10 Members (Medium)	23	38
	Above 10 Members (Large)	10	17
Family background	Farming Background	39	65
	Non-Farming Background	21	35
Annual family income	Upto Rs.2 Lakhs	34	57
	Rs.2 to 5 Lakhs	15	25

	Above Rs.5 Lakhs	11	18
Previous job/experience	Salaried Job	18	30
	Assisting to Family Business	14	23
	No experience/Fresh	28	47
Nature of ownership of land	Own Land	40	67
	Rented Land	11	18
	Leased Land	9	15
A form of farming business	Sole Proprietor	22	37
	Partnership	12	20
	Family Owned	26	43
Types of crops grown	Rice	28	47
	Vegetables	18	30
	Fruits	10	17
	Spices	4	6
Location of farming	Rural	32	53
	Urban	15	25
	Both	13	22
Size of market (level)	District	32	53
	State	16	27
	National	12	20
No. Of years in current farming business	2 – 10 Years	32	53
	10 – 20 Years	18	30
	21 – 35 Years	10	17
Size of business	1 – 5 Workers	21	35
	6 – 10 Workers	15	25
	11 – 20 Workers	13	22
	Above 20 Workers	11	18

Source: Primary Data

7.2.1 Interpretation

- In terms of Gender, a significant majority of the respondents (70%, 42) are Male and 30% (18) of them are Female.
- 37% of the respondents fall in the age group between “20 – 40 years”, 47% of them in the age group of 40 – 50 Years and the remaining 16% of the respondents fall in the age group between “50 – 65 Years”.
- The majority of the respondents are Married (63%, 38) and the remaining 37% (22) of the respondents are Unmarried.
- Educational Qualification, majority 62%, (37) of the Respondents have School Level education and the remaining 38%(23) of them are Under Graduate and Post Graduate.
- As far as the Size of Family is concerned, 45% (27) of the respondents are in small size families 38% (23) of them are in Medium size families and remaining 17% (10) of the respondents are in large families.
- In terms of Family Background, the majority (65%, 39) of the respondents are from Farming Background and the remaining 35% (21) are from Non-Farming Background.
- In terms of Annual Family Income, 57% (34) of the respondents belong to the Income group of “Upto Rs.2 Lakhs”. 25% (15) of them in the Income group of “Rs.2 to 5 Lakhs” and remaining respondents (18%, 11) come under Income group of “Above Rs.5 Lakhs”.
- In terms of Previous Job/Experience, 47% (28) of the respondents have no previous experience or Fresh”. 30% (18) of the respondents have Salaried Job experience. 23% (14) of the respondents are assisting to family Business.
- In terms of Nature of Ownership of Land, 67% (40) of the respondents have their own land for farming. 18% (11) of the respondents have rented land and 15% (9) of the respondents have leased land for farming.
- As far as Form of farming business is concerned, 43% (26) of the respondents have family-owned farming business. 37% (22) of the respondents are Sole Proprietors and remaining 20% (12) of the respondents are running the farming as Partnership.
- As far as Types of Crops grown is concerned, 47% (28) of the respondents are growing Rice. 30% (18) of the respondents are growing Vegetables. 17% of them are growing Fruits and the remaining 6% (4) of the respondents are growing Spices.
- Majority 53% (32) of the respondents belong to Rural Area. 25% (15) of the respondents are from Urban and the remaining 22% (13) of them are from both Rural and Urban Areas.
- As far as the Size of Market is concerned, 53% (32) of the respondents selling their products in their districts only. 27% (16) of them selling their products in the State and the remaining 20% (12) of them only selling their products at a national level.
- The range of Years in current farming business is 2 – 35 Years. 53% of them are in current farming business for 2 – 10 Years. 30% of them are in 10 – 20 Years and 10% of them are in current farming business for 21 – 35 Years.
- As far as the Size of Business is concerned, 35% (12) of the respondents have 1 – 5 workers in their farming. 25% of them have 6 – 10 workers, 22% (18) of them have 11 – 20 workers and 18% (11) of them have above 20 workers.

7.3 Descriptive Statistics – Mean Analysis

Objective 2: To study and analyse the perception of Organic Farmers on the various aspects of Organic Farming in Chennai.

Table 3: Perception on organic farming

Variables	N	Mean	SD
Organic Farming is simpler and easier than Non-Organic Farming.	60	3.63	1.164
Organic Farming requires prior soil rehabilitation.	60	4.22	.825
Organic Farming needs clean / non-polluted water for irrigation.	60	3.53	1.157
Organic Farming requires only organic fertilizer.	60	4.25	.628
Organic Farming does not use pesticides/herbicides.	60	3.28	1.329
Farming knowledge	60	21.15	2.427
Cost of production of Organic Farming is lower than the non-organic farming.	60	3.30	1.062
Cost of production can be reduced because crop residuals can be used as fertilizer.	60	3.68	.983
Cost of labour in Organic Farming is less.	60	3.82	.911
Cost of production can be reduced by using family labour	60	3.60	.978
Profit is higher in organic produces than non-organic produces.	60	4.28	.715
Cost and benefit	60	18.68	2.190
There is a high demand for organic produces.	60	3.30	1.062
Organic produces can be sold easily.	60	3.68	.983
There are adequate buyers for organic produces.	60	3.78	.940
Even small amounts of organic produce can be easily sold.	60	3.45	1.032
Government helps farmers in marketing their organic produces.	60	2.25	1.114
Marketing	60	16.47	2.071
Organic Farming enhances soil fertility.	60	4.80	.403
Organic Farming will not pollute the environment and natural resources.	60	3.30	1.062
Organic produces are good for health.	60	3.68	.983
Organic Farming does not generate poisonous fumes in the air.	60	3.78	.940
Organic farming does not cause any harmful effects to the environment.	60	3.45	1.032
Concern for environment	60	19.02	2.029
Perception on organic farming	60	75.32	6.611

Source: Primary Data

7.3.1 Interpretation

- From the above table, it is found that the respondents have more perceptions on Organic Farming in case of ‘**Farming Knowledge**’ (M = 21.15) and ‘**Concern for Environment**’ (M = 19.02) when compared with others.
- The respondents have a lesser perception of Organic Farming in case of ‘**Marketing**’ (M = 16.47) when compared with others.
- From the above table, it is also inferred that the Perception on Organic Farming is above the average level since all Mean values of the variables are above 3 (60%) out of 5.
- The mean value of the Overall Perception of Organic Farming is 75.32. This is 75.32% (75.32 / 100 x 100).

This indicates that the farmers’ perception on Organic Farming is above 75%.

7.4 Objective 3: To analyse the attitude of Organic Farmers towards Organic Farming.

Table 4: Attitude towards organic farming

Variables	N	Mean	SD
Organic farming gives a positive image to a farm.	60	4.80	.403
Organic farming improves animal health and welfare.	60	3.30	1.062
Organic farmers live more in harmony with nature.	60	3.68	.983
Organic farming gives more satisfaction in work.	60	3.78	.940
Organic farming can assure the future of a farm.	60	3.98	1.200
Attitude towards organic farming	60	19.55	2.397

Source: Primary Data

7.4.1 Interpretation

- From the above table, it is found that the respondents have more Attitude towards Organic Farming in case of the variable - “**Organic farming gives a positive image to a farm**”. (M = 4.80) when compared with others.
- The respondents have lesser Attitude towards Organic Farming in case of the variable - “**Organic farming improves animal health and welfare**” (M = 3.30) when compared with others.
- From the above table, it is inferred that the Attitude towards Organic Farming is above the average level since all Mean values of the variables are above 3 (60%) out of 5.
- The mean value of the Overall Attitude towards Organic Farming is 19.55. This is 78.20% (19.55 / 25 x 100).

This indicates that the farmers have favourable Attitude towards Organic Farming, which is above 78%.

7.5 Objective 4: To identify the problems faced by the Organic Farmers in Chennai.

Table 5: Problems faced by organic farmers

Variables	N	Mean	SD
Obtaining Organic Seeds are harder and costlier.	60	3.52	.948
Supplying large quantities of organic manure is a difficult task.	60	3.85	.547
There is a higher weed infestation.	60	3.58	1.030
There is a higher pest infestation.	60	3.43	1.031
Cost for organic certification is too high.	60	3.13	.873
Greater effort will be needed in tailoring an organic marketing plan.	60	3.13	1.081
There is a lack of information about organic farming.	60	3.03	1.193
Organic Farming is a costlier investment than Non-Organic Farming.	60	3.08	1.030
There is a lack of Storage facilities for farm produces.	60	3.17	1.092
There is a lack of modern technology in farming.	60	3.58	.743
Problems faced by organic farmers	60	33.52	2.960

Source: Primary Data

7.5.1 Interpretation

- From the above table, it is found that the respondents have more Problems in the case of the variables - “Supplying large quantities of organic manure for Organic Farming is a difficult task” (M = 3.85) and “There is a higher weed infestation” / “There is a lack of modern technology in farming” (M = 3.58) when compared with others.
- The respondents have lesser Problems faced in case of variable - “There is a lack of information about organic farming.” (M = 3.03) when compared with others.
- From the above table, it is inferred that the Problems faced by Organic Farmer is above the average level since all Mean values of the variables are above 3 (60%) out of 5.
- The mean value of the Overall Problems faced by Organic Farmers is 33.52. This is above 67.04% (33.52 / 50 x 100).

This indicates that the problems faced by farmers with respect to Organic Farming are above 67 %.

7.6 H₀: There is no significant difference between the Male and Female respondents with respect to the Perception of Organic Farming.

An Independent-samples t-test was conducted to compare the significant difference between the Male and Female respondents with respect to the Perception of Organic Farming.

Table 6: Perception on organic farming

Variables	Gender						t-value	p-value
	Male			Female				
	N	Mean	SD	N	Mean	SD		
Farming knowledge	42	21.57	1.796	18	20.17	3.348	1.680	0.038*
Cost and benefit	42	18.81	2.422	18	18.39	1.539	0.808	0.423
Marketing	42	16.52	2.222	18	16.33	1.715	0.359	0.041*
Concern for environment	42	19.31	2.124	18	18.33	1.645	1.923	0.031*
Perception on organic farming	42	76.21	6.694	18	73.22	6.083	1.693	0.029*

Source: Primary Data (*5% level of Significance)

7.6.1 Interpretation

- As the P values are lesser than Sig. Value (0.05) in 4 aspects including Perception on Organic Farming Score (0.029), the Null Hypotheses is rejected. The Null Hypothesis is accepted in the only case, “Cost and Benefits” since the P (0.423) value is greater than Sig. Value (0.05).
- Based on the mean score of Perception on Organic Farming, we can say that the mean score of Male respondents (M = 76.21) is more than the Female respondents (M = 73.22). This indicates that the Male respondents have more perception on Organic Farming than the Female respondents.
- Both Male and Female have more perception on Organic Farming in case of “Farming Knowledge” (M = 21.57 and 20.17) and less perception in case of “Marketing” (M = 16.52 and 16.33) when compared with others.

Hence, it is concluded that there is a statistically significant difference between the Male and Female respondents with respect to the Perception of Organic Farming.

7.7 H₀: There is no significant difference between the Size of Business with respect to the Perception of Organic Farming.

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Size of Business with respect to the Perception of Organic Farming.

Table 7: Size of business- Perception on organic farming

Variable	Size of business				F- value	p- value
	1 – 5 (21)	6 – 10 (15)	11 – 20 (13)	Above 20 (11)		
Farming knowledge	20.19	21.20	20.69	23.45	5.626	0.002**
	2.657	1.521	2.250	1.809		
Cost and benefit	19.05	19.20	18.38	17.64	1.420	0.246
	1.802	2.757	2.103	1.963		
Marketing	17.05	16.47	16.92	16.00	1.038	0.383
	1.857	2.100	2.060	2.408		
Concern for environment	18.95	20.00	18.85	18.00	2.269	0.090
	1.717	2.360	1.864	1.949		
Perception on organic farming	75.24	76.87	74.85	75.09	0.481	0.697
	6.985	6.567	6.440	6.610		

Source: Primary Data (** 1% level of Significance) (5% level of Significance)

7.7.1 Interpretation

- As the P value is greater than Sig. Value (0.05) in 4 cases, including the Perception on Organic Farming Score (0.697) the Null Hypotheses are accepted. The Null Hypothesis is rejected in only one case, “Farming Knowledge” since the P (0.002) value is lesser Sig. Value (0.01).
- Apart from not reaching statistical significance, the actual difference in mean scores among the Size of Business groups is also very small (M = 74.85 to 76.87). The Mean score of the Perception on Organic Farming in case of all the Size of Business Group are more or less same. The respondents belong to all the business size group have the same perception of Organic Farming.

Hence, there is no significant difference between the size of business with respect to the perception of organic farming.

7.8 H0: There is no significant difference between the male and female respondents with respect to the attitude towards Organic Farming.

An Independent-samples t-test was conducted to compare the significant difference between the Male and Female respondents with respect to the Attitude towards Organic Farming.

Table 8: Attitude towards organic farming

Variables	Gender						t – value	p – value
	Male			Female				
	N	Mean	SD	N	Mean	SD		
Organic farming gives a positive image to a farm.	42	4.90	0.297	18	4.56	0.511	2.708	0.013*
Organic farming improves animal health and welfare.	42	3.36	1.122	18	3.17	0.924	0.685	0.498
Organic farmers live more in harmony with nature.	42	3.80	1.014	18	3.89	0.900	2.774	0.033*
Organic farming gives more satisfaction in work.	42	3.95	0.764	18	3.39	1.195	2.246	0.048*
Organic farming can assure the future of a farm.	42	4.24	0.958	18	3.39	1.501	2.215	0.037*
Attitude towards organic farming	42	20.25	2.095	18	18.39	2.704	2.321	0.022*

Source: Primary Data (*5% level of Significance)

7.8.1 Interpretation

- As the P values are lesser than Sig. Value (0.05) in 5 aspects including Attitude towards Organic Farming Score (0.022), the Null Hypotheses are rejected. The Null Hypothesis is accepted in the only case, “Organic farming improves animal health and welfare.” Since the P (0.498) value is greater than Sig. Value (0.05).
- Based on the mean score of Attitude towards Organic Farming, we can say that the mean score of Male respondents (M = 20.25) is more than the Female respondents (M = 18.39). This indicates that the Male respondents have a more favourable attitude towards Organic Farming than the Female respondents.
- Both Male and Female have more favourable Attitude towards Organic Farming in case of “Organic farming gives a positive image to a farm” (M = 4.90 and 4.56) and less Attitude towards Organic Farming in case of “Organic farming improves animal health and welfare” (M = 3.36 and 3.17) than others.

Hence, it is concluded that there is a statistically significant difference between the Male and Female respondents with respect to the Attitude towards Organic Farming.

7.9. H0: There is no significant relationship between the Perception and Attitude towards Organic Farming.

A Pearson product-moment correlation was run to determine the relationship between the Perception and Attitude towards Organic Farming.

Table 10: Perception– Attitude towards organic farming

VARIABLES	N	'r' value	P-value	Relationship	Remarks	
					Significant	Result
Farming Knowledge – Attitude towards Organic Farming	60	0.359**	0.005	Positive	Significant	Rejected
Cost and Benefit – Attitude towards Organic Farming	60	0.725**	0.000	Positive	Significant	Rejected
Marketing – Attitude towards Organic Farming	60	0.624**	0.000	Positive	Significant	Rejected
Concern for Environment – Attitude towards Organic Farming	60	0.803**	0.000	Positive	Significant	Rejected

** Correlation is significant at the 0.01 level (2-tailed).

7.9.1 Interpretation

- As the P value is lesser than Sig. Value (0.05 and 0.01) in all the above cases, the Null Hypotheses are rejected. There are moderate to the large significant positive correlation between the Perception of Organic Farming and the Attitude towards Organic Farming.
- The correlation between the Perception on “Concern for Environment” (r = 0.803) and Attitude towards Organic Farming is more than others. The relationship between the Perception of “Farming Knowledge” and Attitude towards Organic Farming is less than others. The relationship between them is highly significant.

Hence, there is a significant relationship between the Perception of Organic Farming and the Attitude towards Organic Farming.

8. PERCEPTION ON ORGANIC FARMING – ATTITUDE TOWARDS ORGANIC FARMING

Regression is the determination of the statistical relationship between two or more variables. In simple regression two variables are used. One variable (independent) is the cause of the behavior of another one (dependent). When there are more than two independent variables the analysis concerning relationship is known as multiple correlations and the equation describing such relationship is called as the multiple regression equation.

In this analysis, the **dependent variable** is **Attitude towards Organic Farming** and the Independent variables are Perception on Organic Farming i.e., Farming Knowledge, Cost and Benefit, Marketing and Concern for Environment.

Multiple Regression was conducted to determine the best linear combination of Farming Knowledge, Cost, and Benefit, Marketing and Concern for the Environment for predicting attitude towards organic farming.

	Mean	SD	N
Attitude towards organic farming	19.55	2.397	60
Farming Knowledge	21.15	2.427	60
Cost And Benefit	18.68	2.190	60
Marketing	16.47	2.071	60
Concern For Environment	19.02	2.029	60

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.830 ^a	.689	.666	1.384	.689	30.476	4	55	.000

Dependent Variable: Attitude towards organic farming

b. Predictors: (Constant), Farming Knowledge, Cost, and Benefit, Marketing, and Concern For Environment.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	233.500	4	58.375	30.476	.000 ^b
	Residual	105.350	55	1.915		
	Total	338.850	59			

a. Predictors: (Constant), Farming Knowledge, Cost, and Benefit, Marketing, and Concern for Environment.

REGRESSION COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-1.887	2.212	-.853	.397
	Farming knowledge	.177	.075	.180	.021

Cost and benefit	.202	.184	.285	1.098	.047
Marketing	.222	.168	.192	1.320	.192
Concern for environment	.924	.204	.782	4.535	.000

Dependent Variable: Attitude towards organic farming

- This combination of three out of four independent variables predicts the dependent variable i.e., **Attitude towards organic farming**, $F(4, 55) = 30.476$, $p = .000$ which is lesser than **.001 (Sig. Value 2-tailed)**.
- For predicting Attitude towards Organic Farming, **Concern for Environment (0.782)** is the strongest influencing factor which predicting the dependent variable. So this only contributes most (0.782 or 78%) to predict **Attitude towards Organic Farming**. This means that this variable makes the strong unique contribution to explain the dependent variable when the variance explained by all other variables in the model is controlled for.
- **Concern for Environment** may have a standardized regression coefficient of 0.782. It means for every 1 Standard Deviation of increase in the **Concern for Environment**, scores on **Attitude towards Organic Farming** increase by 0.782 Standard Deviations, controlling for the scores of other variables in the equation. From the unstandardized coefficient, it is found that the one-unit increase in the Concern for Environment would increase the Attitude towards Organic Farming by .924 units.
- Farming Knowledge (0.180) and Cost and Benefit (0.285) also predict the Attitude towards Organic Farming significantly but lesser than Concern for Environment. Marketing (0.192) does not predict the Attitude towards Organic Farming.
- The Adjusted R² value adjusts for the number of variables in the model and it will only increase if added variables contribute significantly to the model. The Adjusted R² is used in multiple regression instead of the R Square because adding even unfounded (not predicting) independent variables to a model will raise the R Square value. Adjusted R² provides the proportion of variation in the dependent variable that is explained by the independent variables in the model. The adjusted R squared value was 0.666. This indicates that 67% of the variance in the Attitude towards Organic Farming can be predicted from the independent variables. Remaining 33% is unexplained.

Major findings

- The results of the survey indicate that the farmers’ perception on Organic Farming is above 75%, the farmers have favourable Attitude towards Organic Farming, which is above 78%, the problems faced by farmers with respect to Organic Farming is above 67 %.
- It is concluded that there is a statistically significant difference between the Male and Female respondents with respect to the Perception on Organic Farming and no significant difference among the Size of Business with respect to the Perception on Organic Farming.
- There is a statistically significant difference between the Male and Female respondents with respect to the Attitude towards Organic Farming and there is a significant relationship between the Perception of Organic Farming and the Attitude towards Organic Farming.

9. SUGGESTIONS

After making an elaborate study on organic farming it is understood that almost all the farmers are aware of organic farming and also have a favourable attitude towards organic farming, but it was felt tough to know that, many farmers in spite of having a good quality knowledge of organic farming but because of the problems involved in organic farming they are forced to use the harmful system of inorganic farming. These problems can be solved if the marketing strategy adopted can be changed taking into concern the farmers situation and also by involving the farmers in making decisions regarding organic manure, ways of production, and marketing tactics. Awareness programme for the general public is also the need of the hour, media can be used at a large level for this purpose. Special market places can be arranged to bridge the gap between the farmers and the consumers.

10. CONCLUSION

To conclude, the consumers are ready to change to organic products even if they are available at a cost greater than the inorganic products which are excellent news. Through the whatsapp messages also people are getting more and more awareness. On one side the farmers are ready to produce organic products and on the other side the people want to buy these products because of its health benefits, the need of the hour is to bridge the gap between this by solving the problems of the farmers and also to find ways to make the product reach the customers in an efficient manner. This will help the future generation to a large extent by attaining a healthy environment and it is well understood that organic farming can bring a total change in the surroundings for the environmental sustainability.

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