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A STUDY ON EVALUATING HEALTH BENEFITS OF ORGANIC FOOD

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Organic food, Health benefits, Descriptive research, t-test.

Abstract

There is a need to carefully assess the possible health advantages of organic food intake due to the growing interest in it. It is thought that eating organic food improves environmental sustainability, reduces exposure to synthetic pesticides, and has higher nutritional value. The objective of this study is to fill this knowledge vacuum by assessing the health advantages of eating organic food. The technique used in this study is the Parametric one-sample t-test. The findings of the study indicate that the significant health benefits of organic food were seen to be better overall health, improves heart condition, antioxidant content, better and pure taste, improves immunity, high nutrition, GMO-free, High on iron, High on magnesium, high on phosphorus, soil health, natural pesticides, omega 3 fatty acids.

1. INTRODUCTION

Organic farming practices prioritize the use of renewable resources, energy and resource conservation, and environmental protection without relying on synthetic fertilizers and pesticides. As a result, organic food is often perceived as being more nutritious, flavorful, and



safe compared to conventionally farmed food. It is considered a naturally grown product that is produced without the use of chemicals, which has contributed to the growing popularity of organic produce as a healthier and more environmentally friendly alternative. However, it is important to note that while consumers may expect improved animal raising practices in organic farming to lead to better food quality, safety, and environmental outcomes, this is not always guaranteed. However, due to worries about conventional farming methods, "food safety, human health, animal welfare, and ecological issues", demand for organic products has surged globally. "Green" or "organic" foods are those produced in line with sustainable development principles, prioritizing high quality, compassionate animal care, and risk-free consumption. Environmentally conscious customers actively seek to minimize environmental harm as they recognize the impact of products and services on the environment (Soonthonsmai, 2007; Liu, 2003).

The attraction of organic products is also significantly influenced by the wider idea of sustainability. "Green" or "organic" foods are linked to sustainable development tenets including resource conservation, minimising environmental effect, and assisting local people. Consumers that care about the environment are aware that the products they choose to buy have an impact on the environment, thus they actively look for organic solutions to reduce their ecological impact. In general, using organic farming methods can have a number of advantages, such as nutrient-rich produce, less exposure to artificial chemicals, better animal welfare, and a more environmentally friendly method of farming. Although further investigation is required to properly comprehend the scope of these advantages, the rising need for an ecologically friendly, safer, and healthier food system is reflected in the appeal of organic foods.

The Consumers also demonstrated a willingness to embrace more environmentally friendly purchasing and consumption habits, even being open to paying a premium for such products. However, it is important to acknowledge that even individuals who prioritize environmental concerns may occasionally make choices or decisions that are not aligned with sustainable practices. The intention of consumers to purchase organic foods serves as the initial step in generating demand for these products. During the decision-making process, consumers

progress through various stages, with information search being a crucial step. This stage involves providing customers with relevant information to increase their awareness and knowledge regarding the availability, accessibility, and reasons to purchase organic food. (Armstrong and Kotler, 2010). By exploring the health benefits of organic foods, this study aims to understand the motivations behind individuals' choices to buy and consume organic products. Additionally, the author endeavors to raise awareness about organic food and provide actionable suggestions for incorporating it into everyday life.

2. REVIEW OF LITERATURE

Basha, M. B. et al. (2015). The authors undertook this study to learn what actually encourages consumers to buy organic products. Some of the primary reasons people choose to purchase organic foods include ecological health, standard of living, satisfactory quality, and subjective norms. This empirical study tries to identify consumers' plans to buy organic foods. The study makes predictions about customers' plans to purchase organic foods based on the effects of factors including sustainability concerns, health concerns and way of life, the quality of the goods, and subjective criteria. The study's findings show that lifestyle, ecological concerns, health concerns, and the quality of the goods are the top justifications given for purchasing organic foods.

Eyinade, G. A. et al. (2021). A sizable corpus of study has compared different features of foods that have been farmed organically and conventionally, concentrating on consumer attitudes, perceptions, and preferences towards organic food, reflecting the rising demand for such goods. In this study, we especially looked at consumer demand for organic food, Organic food awareness among consumers, consumer views about organic food, and consumer decision-making about food consumption of organic. The results of this study, which drew from a number of peer-reviewed publications, show that a number of variables, including attitudes, viewpoints, food safety, and desire to pay more, can significantly influence customers' tendency to purchase organic goods. As a result, the authors believe that the food sector should give special attention to spreading the word about the advantages of consuming organic foods.

Lim, W. M. et al. (2014). The authors aimed to understand consumers' opinions of the value connected to organic food and the factors influencing their choice to purchase it. The exploratory nature of this study necessitates the use of in-depth interviews as part of a qualitative technique. According to the study's findings, consumers are more inclined to purchase organic food when they perceive it to offer benefits, with health being the primary one. If consumers feel that organic food is inferior to conventional food, they are less inclined to purchase it. For many people, there was little difference between organic and nonorganic food. The respondents claimed that since they believed the prices of organic food to be high, more effort was needed on their end to obtain it. The findings of the study are presented together with consequences and recommendations. The worldwide market for natural products has expanded dramatically in recent years. However, most countries still only have a tiny market for organic goods, and there hasn't been much research done in this field. It is necessary to have a deeper knowledge of customer attitudes towards organic food and the circumstances under which they are willing to purchase it.

Wee, C. S. et al. (2014). In Malaysia, the idea of being green and the development of organic food are still in their infancy. Therefore, it is important to understand how consumers behave towards organic food items. This study specifically aims to investigate customer perceptions, buy intentions, and actual purchase behaviour, as well as their interactions, in the context of organic food goods. Data was gathered in the neighbourhood of Kluang, Johor, Malaysia, at supermarkets and the surrounding surroundings. Using an easy sampling procedure, 288 completed surveys were collected, yielding a 96% response rate. The findings showed that customer perceptions of product safety, health, environmental impact, and animal welfare had a substantial impact on their inclination to purchase organic food. Surprisingly, customers' perceptions of the quality of organic food products had no discernible impact on their propensity to buy the goods. The desire to acquire the items has a substantial impact on the actual purchasing behaviour of organic food. According to the respondents' gender, age, income level, degree of education, and place of residence, there were considerable means disparities in their intentions to purchase organic food items.

Singh, A., & Verma, P. (2017). This study set out to look at the factors influencing consumers' actual purchases of organic foods. According to the findings, health

consciousness, knowledge, subjective standards, and cost are the four factors that have an impact on consumer attitudes towards organic food products. Consumers' inclinations to buy organic products are greatly influenced by these five factors, including availability. The findings of this study also imply that attitudes and a consumer's desire to make a purchase work as mediators in the process, with both factors having an impact on actual consumer behaviour. Other sociodemographic characteristics that have been proven to influence real purchasing behaviour include age, education, and income. This study throws light on customers' real purchase habits and offers insightful information about consumers' views towards purchasing organic food goods. These results have consequences for retailers, market regulating agencies, and companies in the organic food industry. The research also offers tips and recommendations for business owners and marketers in the organic goods sector who want to encourage expansion of the organic food market.

Haghjou, M. et al. (2013). The major objective of this study was to investigate the factors influencing customers' prospective willingness to pay more for organic food products in Tabriz, Iran. In order to evaluate the importance of willingness to pay and the factors affecting it, an Ordered Logit regression model was used. The research showed that more than 95% of respondents were prepared to pay extra for organic food goods, and 10% of them said they would be prepared to shell out additional over a price increase of 35%. According to the study, a number of factors, such as "the general shopping criteria," "consumers' awareness of product characteristics," "individual's income," "family size," "environmental concerns," and "desire for a healthy diet," considerably increased willingness of customers to spend more. Moreover, the findings showed that married individuals and females exhibited a greater willingness to pay a higher amount. Furthermore, older individuals, those with small children, or those with family members suffering from specific diseases were also more inclined to shell out more money for organic food. The survey results indicated that consumers' primary concerns when purchasing organic food products were related to "lack of certifications and organic labels," "insufficient advertisement," and "higher prices," as expressed by over 80% of the respondents.

3. OBJECTIVE OF THE STUDY

To evaluate the health benefits of organic foods.

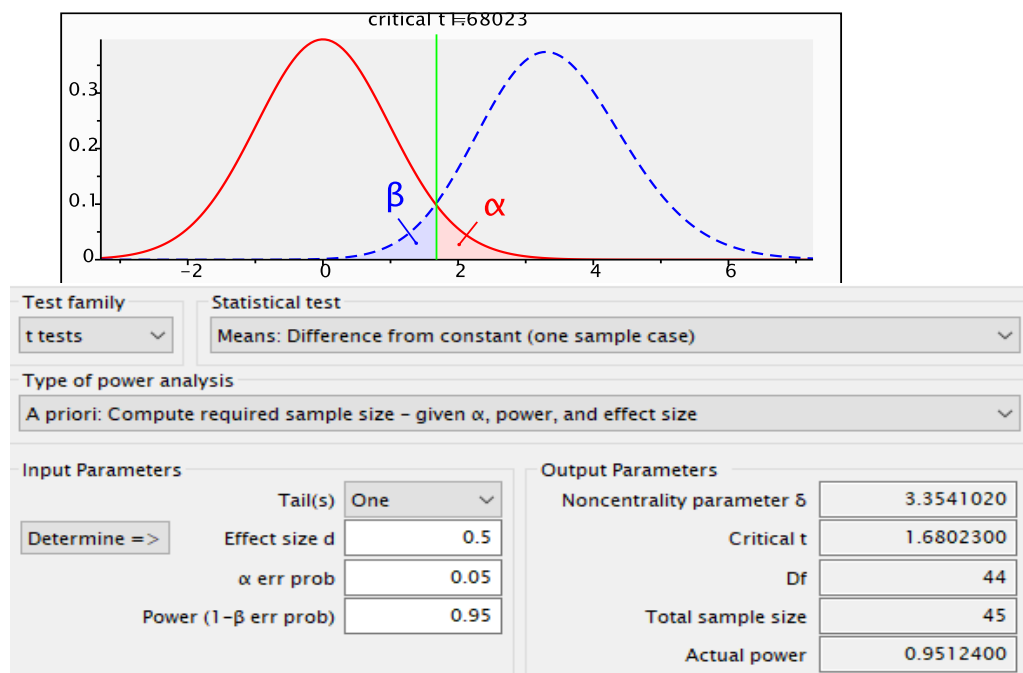
4. HYPOTHESIS

Ho: The health benefits of organic food is insignificant. (Mean score ≤ 3)

H1: The health benefits of organic food is significant. (Mean score > 3)

5. RESEARCH METHODOLOGY

The current study used Descriptive research design. The sample size selected for the study are 50 Nutritionist from Mumbai Region. The Sampling techniques used for the current study is non probability purposive sampling. Both primary and secondary data collection sources have been used. Parametric one sample t - test has been used using R studio software. (As per faul et al minimum required sample to run one sample t-test one tailed=45).



6. DATA ANALYSIS AND INTERPRETATION

Table 1: Summary Table of health benefits of Organic food (One sample t-test)

| Items | t – statistics | P – value | Ha: mean score of health benefits of organic food > 3 |
|--|----------------|-----------|---|
| Better overall health | 19.09 | 0.00 | Significant |
| Improves heart condition | 21.99 | 0.00 | Significant |
| Antioxidant content | 19.43 | 0.00 | Significant |
| Better and pure taste | 20.76 | 0.00 | Significant |
| Improves immunity | 22.87 | 0.00 | Significant |
| High nutrition | 22.18 | 0.00 | Significant |
| GMO free (Genetically Modified organism) | 20.00 | 0.00 | Significant |
| High on iron | 19.00 | 0.00 | Significant |
| High on magnesium | 22.78 | 0.00 | Significant |

| | | | |
|----------------------------|--------------|-------------|--------------------|
| High on phosphorus | 20.33 | 0.00 | Significant |
| | | 0 | |
| Soil health | 21.90 | 0.00 | Significant |
| | | 0 | |
| Natural pesticides | 19.20 | 0.00 | Significant |
| | | 0 | |
| Omega 3 fatty acids | 21.76 | 0.00 | Significant |
| | | 0 | |

Parametric sample t-test (one-tailed) is applied to examine significant problems extracted through the exploratory research. It is seen that p-value < 0.05 and t statistics > 1.96 for better overall health, improve heart condition, antioxidant content, better pure taste, improve immunity, high nutrition, GMO-free, High in iron, High in magnesium, high in phosphorus, soil health, natural pesticides, omega 3 fatty acids.

7. CONCLUSION

The results of this study offer convincing proof in favour of the multiple health advantages of eating organic food. It is seen that organic food delivers a variety of benefits that lead to enhanced overall health and well-being via a thorough examination of the body of current literature and original research. The outcomes of this study highlight the substantial health advantages of eating organic foods. According to the research, eating organic foods improves heart health, boosts immunity, improves general health, has a purer flavour, has a greater antioxidant content, and offers more nutrients. Furthermore, organic food is devoid of GMOs, abundant in important elements like iron, magnesium, and phosphorus, and contains healthy omega-3 fatty acids. Additionally, organic farming methods support soil health and make use of natural pesticides, which support ecologically friendly and sustainable agriculture. People

may make informed decisions that support their well-being and sustainable food production methods by include organic foods in their diets.

8. AUTHORS CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

9. CONFLICT OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

10. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will taken care by all authors. Journal and editors are not liable for aforesaid matters.

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