STUDY ON SOCIO- ECONOMIC STATUS OF ORGANIC GHEE AND HONEY IN SAMASTIPUR DISTRICT OF BIHAR

Pravin Kumar[1] and Ramchandra[2]

1. P.G. Student MBA (Agribusiness Management) Department of Agricultural Economics, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh, India Email. – pravinpk9091@gmail.com
2. Assistant Professor, Department of Agricultural Economics, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh, India
3.

ABSTRACT: The present study was conducted in the year 2023 at Samastipur district of Bihar, which was purposefully selected with 200 respondents and the study provided an opportunity to understand the socio-economic status of organic ghee and honey in marketing of organic produces. Random sampling method was used to select respondents and collect data after which data was analyzed by using percentage method and presented with help of graph, charts, and tables. It was observed in the study that 36 percent of respondents were of 25-34 age group, 52 percent of respondents were graduate and 41 percent of respondents were postgraduate with government employees as highest no in occupation with 43 percent, in the study.

Keywords: Socio- economic, graduate, occupation, organic, ghee, honey

Organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives, or irradiation. The term "Raw Honey" indicates that the honey extracted from the beehive is directly packaged and sold to the consumers without any processing or adulterations. There are so many more conditions for honey to be 100% Organic. Honey collected from the beehives of the bees that feed on only organically grown plants can be called Organic Honey. There are no traces of chemicals or pesticides inside organic honey. Cows are fed organic-quality grass and silage, which are grown with organic materials, without the use of harmful chemicals or artificial methods. The silage collected from pastures should not be used with any fertilizer in the past 3 years or before the start of biogas planting. Organic ghee should have better transparency in food quality because farmers who grow cattle feed or raise cattle should maintain the traceability of raw materials. The raw materials used to make organic ghee should itself be organic. For example, milk and butter used to make it should be produced in an organic dairy farm. Since we know that organic cow milk has the highest quality, the ghee made from it is very nutritious.

RESEARCH METHODOLOGY

The present study was conducted in Samastipur district of Bihar; from out of total blocks of Samastipur district a block has been selected purposely on the basis of large or maximum landholding of farmers under organic food (Tondon Anushree, et al 2020.), organic crop production for current study. The farmers are categorized into 5 categories according to farm holding capacity. First category is marginal that includes less than 1 hectare of land. Those farmers having 1-2 hectare of land comes under small category. Those farmers having 2-4 hectare and 4-10 hectare of land comes under semi medium and medium category respectively. Lastly those farmers having more than 10 hectares of land comes under large category.

Period of Enquiry

The study was conducted during the agricultural year 2022-2023.

Tools and Techniques of Analysis:

1. **Chi-Square Test:**

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

RESULTS AND DISCUSSION

1. Farm Size

Table 1: Distribution of farmer according to farm size   (n=200)

S. No.	Categories(members)	Respondent	
		Number	**Percentage**
1.	Marginal (< 1 hectare)	25	12.5
2.	Small Farmers (1-2 hectare)	64	31.67
3.	Semi Medium Farmer(2-4)	41	20.83
4.	Medium Farmers (4-10hectare)	60	30
5.	Large Farmers (Above 10 hectare)	10	5
Total		**200**	**100**

It is depicted in table-1 reveals that the farm size is one of the prime socio-demographic variables in this study. As farm size affects the buying decision, it has an essential association in market-related research. Due to the distinction in their perception and socialization, farm size tends to have distinct

conclusions while buying. Out of the total, 200 respondents 25 (12.5percent) respondents were having marginal size farm, 64(31.67percent) were having small size farm, 41 (20.83percent) were having farm in semi medium category, 60(30percent)

were having medium size farm and remaining 10 (5percent) were having large size farm. Among all of them the largest number of farmer were having small size farmer (31.67 %).

Table.2. Distribution of respondents based on their age   (N=200)

S. No.	Age(Year)	Number	Respondents					
			Marginal	Small	Semi Medium	Medium	Large	Percent (%)
1.	20-35	50	8	14	6	20	2	25
2.	36-50	125	14	45	26	34	6	62.5
3.	>50	25	3	5	9	6	2	12.5
	Total	200	25	64	41	60	10	100

As per the table- 2 reveals that one of the critical socio-demographic factors in this study is Age. Age is given such importance in market-related research, because it affects the physical and psychological aspect of the consumer, which, in turn, affects his/her buying behaviour. From this Table it can be concluded that 26 respondents are in the young age group of 20-35, 37 respondents are in the middle age group of 36-50, 17 respondents are in old age of above 50. Therefore, the majority of respondents are in the middle age group of 36-50. It is depicted in Table- 3, that another socio-demographic factor

considered in this consumer behaviour study is education. From the table below among 200 respondents, 57 respondents found to be illiterate. The highest numbers of respondents in literate category were found to have junior high school degree qualification. They constitute 41, 33 were found that they are qualified till Primary School, 28 were found that they are qualified till high school, 24 were qualified till intermediate. Thus it can be seen majority among all is intermediate category which is 22.

Table 3: Distribution of respondents based on their education   (N=200)

S. No.	Level	Respondents Number	Respondents					
			Marginal	Small	Semi Medium	Medium	Large	percentage
1	Primary School	33	3	18	8	2	2	16.66
2	Junior High School	41	5	12	7	16	1	20.83
3	High School	28	2	15	6	4	1	14.16
4	Intermediate	24	8	6	3	6	1	11.66
5	Graduate	17	3	3	2	8	1	8.33%
A	Total Literate	143	21	54	26	36	6	71.67
6	Illiterate	57	4	10	15	24	4	28.33
	Total	200	25	64	41	60	10	100

Table.4. Distribution of respondents according to their gender   (N=200)

S. No.	Gender	Respondents number	Respondents					
			marginal	small	Semi medium	medium	large	Percentage
1	Male	142	20	49	25	42	6	70.83
2	Female	58	5	15	16	18	4	29.16
	Total	200	25	64	41	60	10	100

Table-.5: Distribution of respondents according to their caste   (N=200)

S. No.	Category	Respondents number	Respondents					
			Marginal	Small	Semi Medium	Medium	Large	Percentage
1	General	92	14	25	30	20	3	45.83
2	OBC	66	6	35	7	15	3	33.33
3	SC/ST	42	5	4	4	25	4	20.83
	Total	200	25	64	41	60	10	100

Table.6 Distribution of respondents according to their Family type   (N=200)

S. No.	Family	Respondents number	Respondents					Percentage
			marginal	small	Semi medium	Medium	large	
1	Joint	159	19	43	37	56	4	79.16%
2	Nuclear	41	6	21	4	4	6	20.84%
	Total	**200**	**25**	**64**	**41**	**60**	**10**	**100**

As per the Table- 4 it reveals that another socio-demographic factor considered in this consumer behaviour study is gender. From the table below among 200 respondents, 58 respondents found to be Female. The highest numbers of respondents were found to be male 142 (70.83percent). Table .5 reveals that another socio-demographic factor considered in this consumer behaviour study is caste. It is depicted in table below that among 200 respondents, the highest number of respondents was found general category 92(45.83%), 66 (33.33%) were found in OBC category. 42 (20.83%) were found in SC/ST category whereas the highest number of respondents was found 92 (45.83%) in general categories.

Table 6 reveals that is one of the Family type socio-demographic variables in this study. As family affects the buying decision, it has an essential association in market-related research. Due to the distinction in their perception and socialization, joint family and nuclear family tend to have distinct conclusions while buying. Out of the total, 200 respondents 159 respondents were Joint family that is 79.16 per cent while the Remaining 41 were nuclear family that is 20.84 per cent of total sample.

Conclusions

The study reveals that higher percentage of farmers were having below 1 hectare small size farm (31.67 per cent) followed by semi medium size farm (20.83 per cent), medium size farm (25 per cent), marginal farm (10 per cent) and large size farm (12.5 per cent). The study reveals that higher percentage of the farmers were middle aged (62.50 per cent), followed by young age (25 %) and old age (12.50 per cent). It was seen that farmers were 16.66 per cent were studied till primary class and in junior high school category (20.83 per cent) were found. In High school category (14.16 per cent), in Intermediate category (11.66 per cent) were found and in graduation category (8.33 per cent) were found, thus total literate percentage is (71.67 %) and in illiterate category total (28.33 per cent) were found. It can be seen that 70.83 % of the farmers were male and only 29.16 per cent of the respondents were female. It is revealed that 45.83 % of the farmers belonged to General category, followed by 33.30 per cent of them belonged to OBC category and only 20.83 per cent of them belonged to SC/ST. It can be seen that majority of the respondent were living in joint family (79.16 per cent) and (20.83 per cent) were living in nuclear family. It is indicated that 37.5 per cent of the farmers were Hindu, followed by(41.66 per cent) were Muslim and (20.83 per cent) were Christian family.

References

Anushree Tandon, Amandeep Dhir, Puneet Karur, Shilsha Kushwah, Jari Salo (2020)" why do people buy
    organic food? The moderating role of environmental concerns and trust" Journal of Retailing and Consumer Service, 57. 3.

G.Anitha Rathna (2018)"A Study on Marketing Strategies And Awareness About Organic Products In
    Coimbatore". International Journal of Business Economics & Management Research, 8 (3): pp. 139-147

Jan P. Voon, Kwang Sing Ngui and Anand Agrawal (2011) "Determinants of willingness to purchase organic
    food: An exploratory study using structural equation modelling", International food and agribusiness management review, vol: 14, Issue: 2.

Justin paul and Jyoti Rana (2012) "Consumer behavior and purchase intention for organic food", Journal of
    ConsumerMarketing,Vol:29, Issue:6,Pg:412422,ISSN:0736-3761.

Maheshwari, M. U., & Chandrashekar, D. (2015). A Study on Consumer Perception and Attitude
    towards Organic Products With Reference to Western Districts of Tamilnadu – an Approach. Indian Journal of Applied Research,5(4), 382.

Ragavan, N., Dr., & Mageh, R., Dr. (2012). "A Study on Consumers' Purchase Intentions towards
    Organic Products." PARIPEX Paripex - Indian Journal of Research,2(1), 111- 114. doi:10.15373/ 22501991/jan2013/41.

Shandini P, Ramani N (2016), "Marketing of Organic Food Products at Madurai City", Ushus Journal of
      Business Management, ISSN 0975-3311,15(1), Pp. 25-45. 2.

Shashikiran, L., & Madhavaiah, C. (2014). "Impact of Demographics on Consumers' Willingness to Pay
      Premium: A Study of Organic Food Products". International Journal of Research and Development - A Management Review (IJRDMR),3(3).

Tah Poh Leong and Laily Paim (2015) "Factors affecting intention to consume organic food products: a study
      among Chinese college students in Malaysia," international journal review of management and business research, vol: 4, Issue: 1, ISSN: 2306-9007.