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**THE INFLUENCING FACTORS LEVEL ON ATTITUDE OF FARMERS IN ORGANIC FARMING**

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**ABSTRACT**

Organic agriculture has become a crucial global issue due to the growing awareness of the importance of safe and healthful food, continuing sustainability, and eco-friendly concerns. The purpose of this research is to understand the level to which attitudes regarding organic farming are influenced by various factors, as well as how those factors relate to one another. To accomplish the objectives data were collected from 190 organic farmers in Cuddalore district of Tamilnadu in India. It results that Environment perception is the most important factor in attitude on Organic farmers, Opinion and knowledge is a very high positive relationship between these factors.

**Keywords:** *Attitude, Conventional farming, Organic farming, Synthetic chemicals, Sustainable*

**1. INTRODUCTION**

Green revolution technologies significantly reduced hunger, but they also had some negative effects on our natural resources. Stress is being placed on alternative agricultural practises that are more sustainable as a result of these negative effects. One of these alternative farming methods that aims for sustainable agricultural production is organic farming, which is a holistic approach to farming.

It excludes or strongly restricts the use of chemical fertilisers, pesticides, plant growth regulators, and instead relies on crop alternation, green manures, organic manures, bio-fertilizers, composts, and biological pest management. Although there is no doubt that the benefits of organic farming outweigh the drawbacks, there are still a number of obstacles to overcome, including the threat to the nation's food security, the limited supply of organic manures, the need for farmers to be profitable, and the high cost of organic produce for consumers. This article helps to attain the Sustainable Development Goal 2. “End hunger, achieve food security and improved nutrition and promote Sustainable agriculture”.

**2. REVIEW OF LITERATURE**

D. James Mohan (2014) examined the majority of organic farmers (86.67 per cent) had a favourable view toward organic vegetable cultivation farming operations. With 10% having a more favourable view and 3.33 per cent having a less favourable view. Organic agricultural approaches were seen favourably by more than 80% of conventional farmers. More than 90% of conventional and organic farmers concurred that utilising organic agriculture methods was essential to raising the quality of vegetables. Over time, nearly all conventional farmers have decreased their use of

chemicals and improved their use of organic fertilizers. The common of them were supportive of growing organic vegetables.

According to Rana et al. (2017), the majority of farmers (95.4%) expressed a favourable attitude toward growing organic vegetables. The degree of education, interaction with the extension media, and agricultural training acquired are all positively and significantly correlated with their attitude score, according to correlation analysis. The majority of respondents have a positive and extremely positive opinion regarding the production of organic vegetables. A good and significant link exists between organic farming practises and the selected features of the farmer's education, extension media interaction, and agricultural training obtained.

According to Ghosh et al. (2019), the average age of the respondents was 44 years old, and 90% of them were men. 4 years of farming experience were on average among 45% of respondents who were illiterate. Eighty percent of the respondents had favourable opinions of organic agriculture. The common of respondents reported that their primary sources of information on organic farming were relatives and Extension Agents.

In their 2013 paper, Adebayo and Oladele looked at the overwhelmingly favourable public perception of organic agriculture among vegetable growers. According to the farmers' rankings of the most important attitudes, organic agriculture promotes the utilisation of indigenous knowledge and enhances soil fertility and structure.

### 3. OBJECTIVES

This study is an attempt to understand the following scopes.

- To explore the factors influencing attitudes towards organic farming through ranking.
- To find out the relationship among the factors of attitude.

### 4. HYPOTHESIS

\* **H<sub>01</sub>: There is no significant difference among mean ranks to Factors on Attitude of organic farmers.**

\* **H<sub>02</sub>: There is no relationship between Factors of attitude of organic farmers.**

### 5. MATERIAL AND METHODS

#### Data collection

To realise the objectives of the study, a survey method was used of the organic farmers in Cuddalore District, Tamil Nadu, India. The data were collected from 190 respondents using the snowball sampling method and a structured questionnaire. The respondents were asked to state their Attitude on a set of factors constructed to measure the attitude by using five-point Likert's scale statements. Statistical techniques like validity tests, and frequency distribution, were used. The data were analysed with SPSS 24.0 and Microsoft Excel. The C alpha is 0.892 for the total twenty-three attitude items.

#### Attitude of organic farming

The ratings given for the items in the attitude scale were added for each respondent to get the attitude score. Higher the score more will be the attitude level.

**Table 1: Descriptive Statistics**

S. No	Particulars Statement	Min	Max	Mean	Std. Deviation	Rank
1	Organic farming is eco-friendly	3	5	4.605	0.541	5
2	Consumers pay a premium price for organic food	3	5	4.747	0.493	1
3	I would feel proud for doing organic farming, if it is considered as a decent profession.	2	5	3.868	0.975	22
4	Nutritional values of organic products are higher than the conventional products	1	5	4.005	1.016	16
5	Only good-quality seeds from known sources can be used in organic farming.	1	5	3.937	0.883	19
6	Organic farming will trouble the farmers because it needs more attention	1	5	4.053	0.901	15
7	Organic farming is a method to preserve ancient traditions and values.	2	5	4.137	0.921	12
8	Certification of organic farm products should not be mandatory.	1	5	3.974	0.928	17
9	Organic farming enhances soil fertility	2	5	4.174	0.974	10
10	Organic farming will not pollute water resources	3	5	4.737	0.498	2
11	Organic farming will not pollute the environment or deplete natural resources.	3	5	4.647	0.579	4
12	Organic farming is good for health	2	5	4.726	0.633	3
13	Organic farming does not produce toxic gases in the air.	2	5	4.468	0.739	6
14	Organic farming does not harm soil or other organisms	2	5	4.147	0.925	11
15	Non-organic farming has long-term negative effects on the environment due to the use of insecticides, inorganic fertilizer and chemicals	1	5	3.926	0.888	20
16	Organic farming is simpler and easier than non-organic farming	1	5	4.105	0.879	14
17	Organic farming requires prior soil rehabilitation	1	5	3.874	0.951	21
18	Organic farming needs non polluted water	2	5	4.126	0.995	13
19	Organic farming requires only organic fertilizer	1	5	3.968	1.018	18

20	Organic farming does not use pesticides / herbicides	2	5	4.400	0.762	7
21	Non-organic farming can easily be converted to organic farming	1	5	3.868	1.190	23
22	Organic farming is successful in both small and large farms	1	5	4.200	0.972	9
23	Organic farming is not a costly investment	1	5	4.363	0.797	8

It is seen from the table that for the most of the items, the attitude of the respondents varies between a minimum of 1 and a maximum of 5. The highest mean rating is 4.747 for Consumers pay a premium price for organic food, that is the attitude level for this item falls between Strongly agree and Agree. All of the items have mean ratings above 3.868 (i.e.). The attitude of the respondents to most of the items falls near Agree. The attitude scores were calculated to measure the overall attitude of the farmer regarding Organic agriculture. An attitude grouped by three factors viz., Opinion, Environment and Knowledge. The opinion factor has eight statements (Sl.no 1 to 8), the environment factor has seven statements (Sl.no 9 to 15) and the knowledge factor has eight statements (Sl.no 16 to 23).

The attitude scores were compared among the groups of several personal variables. The following table gives the mean attitude scores for the groups of selected personal variables.

In order to find whether the attitude scores differ significantly according to the groups of selected personal variables, the following research hypothesis was framed and tested.

**H<sub>01</sub>: There is no significant difference among mean ranks to Factors on Attitude of organic farmers**

**Table 2: Friedman test**

Significant difference among mean ranks - Friedman test			
Factors of Attitude	Mean	Chi-Square value	P value
Opinion	1.79	71.166	<0.001**
Environment	2.48		
Knowledge	1.73		
Note : ** Significant at 1% level			

At 1 % level of significance the null hypothesis is rejected for Since P value is more than 0.01. Henceforth determined that there is a significant difference among mean ranks towards Factors of Attitude of Organic farmers. Founded on mean rank, Environment perceptions (2.48) is the furthestmost significant factor followed by opinion (1.79) and Knowledge (1.73).

**H<sub>02</sub>: There is no relationship between Factors of attitude of organic farmers**

**Table 3: Spearman Correlation Coefficient**

Spearman Correlation Coefficient			
	Opinion	Environment	Knowledge
Opinion	1.000	.792**	.835**

Environment		1.000	.764**
Knowledge			1.000
Note : ** Significant at 1% level			

Correlation Coefficient among Opinion then Environment is 0.792 (high) which show  $(0.792^2=0.627)$  62.7 percent positive relations among opinion, then environment and is significant at 1 % level. Opinion, then knowledge is 0.835(very high) which indicate  $(0.835^2= 0.697)$  69.7 percent positive relationship between these factors. Environment and knowledge is 0.764 (high) which indicate  $(0.764^2= 0.583)$  58.3 percent positive relationship between these factors.

## 6. CONCLUSION

Organic farming increased agricultural productivity without damaging the resources and the environment. A significant test today is unquestionably its entrance into the strategy-making field, its entrance into an unknown worldwide market, and the change of organic items into products. Based on the results of the study, Consumers paying a premium price for organic food statements more lead to an attitude toward organic farming. The furthestmost significant influence in the Attitude of Organic farmers is Environment perceptions, followed by opinion and Knowledge. Among these factors, Opinion and knowledge is a very high positive relationship between these factors. Organic farmers face a lot of problems, In spite of all the difficult situations faced by organic farmers, they never give up on organic farming since it serves as a component for the better economic development of the country.

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