

A STUDY ON CUSTOMER PERCEPTION TOWARDS NANA FOOD PRODUCTS

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

By

MALINI G

REGISTER NO: 42410107



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC |
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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MALINI G 42410107** who carried out the Project Training “**A STUDY ON CUSTOMER PERCEPTION TOWARDS NANA FOOD PRODUCTS**” under my supervision from September 2023 to October 2023.

Dr.S.UMAMAHESHWARI
Internal Guide

External Guide

**Dr. BHUVANESWARI .G, MBA., Ph.D.
Dean – School of Management Studies**

Submitted for Viva voce Examination held on 21-12-2023

Internal Examiner

External Examiner

DECLARATION

I **MALINI G (42410107)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS NANA FOOD PRODUCTS**” done by me under the guidance of **DR.S.UMAMAHESHWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

MALINI G

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

MALINI G



Date : 18.10.2023

TO WHOM IT MAY CONCERN

This is to certify that Miss. Malini G student of MBA Department from Sathyabama Institute of Science and Technology, Chennai has completed her internship with Future Food Product, Chennai for the purpose of Academic project.

The duration of internship was from 18th September 2023 to 18th October 2023. She efficiently contributed to the work and was found to be keen to learn and hard working.

We wish the candidate all the success in her future.

For Future Food Product

A handwritten signature in blue ink, appearing to read 'D. Ganesh Kumar', is written over a circular blue ink stamp.

D. Ganesh Kumar

Authorized signatory

FUTURE FOOD PRODUCT
No. 74, 4th Street,
Ranga Nagar, Chrompet,
Chennai - 600 044.

ADDRESS : No.74, 4 th Street, Ranga Nagar, Chrompet, Chennai-600044.

PHONE : 9360 115 115 **EMAIL :** futurefoodproduct@gmail.com **WEBSITE :** www.nanafoods.in

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	viii
	LIST OF TABLES	ix
	LIST OF CHARTS	x
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry Profile	2-3
	1.3 Company Profile	4-8
	1.4 Statement of the Problem	9
	1.5 Objectives for the Study	9
	1.6 Need of the Study	9
	1.7 Scope of the Study	9-10
	1.8 Limitations of the Study	10
2	REVIEW OF LITERATURE	11-30
3	RESEARCH METHODOLOGY	31
	3.1. Research Design	31
	3.2. Sampling Technique	31
	3.3. Sources of Data	31-32
	3.4. Structure of Questionnaire	32
	3.5. Sample Size	32
	3.6. Analytical Tools	32
4	DATA ANALYSIS AND INTERPRETATION	33
	4.1 Percentage Analysis	33-52
	4.2 Correlation	53-54
	4.3. Anova	55-56
	4.4. Chi Square Test	56
5	FINDINGS, SUGGESTIONS AND CONCLUSION	57
	5.1. Findings	57-58
	5.2. Suggestions	58

	5.3. Conclusion	58
	REFERENCES	59-63
	BIBLIOGRAPHY	64
	APPENDIX – I (Questionnaire)	65-69

ABSTRACT

There has been a growing awareness and preference for organic products around the globe these days. The organic food products are gaining more acceptance over inorganic products and increasing level of awareness are becoming consumer's priorities to purchase the products. Also consumers are focusing on the challenges faced by consumer while buying organic products. The environment and sustainability COVID-19 pandemic has only accelerated this growth prompting producers to adapt to a rapidly growing market while maintaining the same standard in organic products.

These are the main driving force while purchasing the organic products. Thus, this research study has been undertaken in Chennai and to focus the consumer perception towards organic products. High price was the main problem faced by the consumers of organic food products. The objectives are to analyse the level of awareness, the challenges faced by consumers, the availability of organic products in Chennai and respondents valuable suggestions. 150 respondents were a part of this study whose answers were asked for through a structured questionnaire.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	GENDER OF THE RESPONDENTS	33
4.1.2	AGE OF THE RESPONDENTS	34
4.1.3	OCCUPATION OF THE RESPONDENTS	35
4.1.4	MONTHLY INCOME OF THE RESPONDENTS	36
4.1.5	SOURCES OF ORGANIC PRODUCTS	37
4.1.6	HOW MUCH MONEY DO YOU SPEND ON ORGANIC PRODUCTS MONTHLY	38
4.1.7	HOW FREQUENTLY DO YOU PURCHASE ORGANIC PRODUCTS	39
4.1.8	ORGANIC PRODUCTS ARE HEALTHIER THAN THE CONVENTIONAL PRODUCTS	40
4.1.9	ORGANIC PRODUCTS HELPS TO INCREASE IMMUNE SYSTEM	41
4.1.10	ORGANIC PRODUCTS ARE ANTIBIOTIC RESISTANCE	42
4.1.11	ORGANIC PRODUCTS CONTAINS LOW LEVEL OF TOXIC METALS	43
4.1.12	ORGANIC PRODUCTS DOES NOT CONTAIN PRESERVATIVES	44
4.1.13	ORGANIC PRODUCTS SEAL IS GUARANTEED AND MONITORED BY THE GOVERNMENT	45
4.1.14	ORGANIC PRODUCTS TASTE BETTER THAN CONVENTIONAL PRODUCTS	46
4.1.15	PLACE OF BUYING ORGANIC PRODUCTS	47
4.1.16	THE AVAILABILITY OF ORGANIC PRODUCTS ARE INCREASING DAY BY DAY IN RETAIL OUTLETS	48
4.1.17	ORGANIC PRODUCTS HAVE LIMITED VARIETIES	49
4.1.18	THE PRICE OF ORGANIC PRODUCTS ARE HIGH	50
4.1.19	ORGANIC PRODUCTS ARE AVAILABLE IN GOOD PACKAGING TO ATTRACT CUSTOMERS	51
4.1.20	CUSTOMER PERCEPTION LEVEL TOWARDS ORGANIC PRODUCTS	52

LIST OF CHARTS

CHARTS NO	PARTICULARS	PAGE NO
4.1.1	GENDER OF THE RESPONDENTS	33
4.1.2	AGE OF THE RESPONDENTS	34
4.1.3	OCCUPATION OF THE RESPONDENTS	35
4.1.4	MONTHLY INCOME OF THE RESPONDENTS	36
4.1.5	SOURCES OF ORGANIC PRODUCTS	37
4.1.6	HOW MUCH MONEY DO YOU SPEND ON ORGANIC PRODUCTS MONTHLY	38
4.1.7	HOW FREQUENTLY DO YOU PURCHASE ORGANIC PRODUCTS	39
4.1.8	ORGANIC PRODUCTS ARE HEALTHIER THAN THE CONVENTIONAL PRODUCTS	40
4.1.9	ORGANIC PRODUCTS HELPS TO INCREASE IMMUNE SYSTEM	41
4.1.10	ORGANIC PRODUCTS ARE ANTIBIOTIC RESISTANCE	42
4.1.11	ORGANIC PRODUCTS CONTAINS LOW LEVEL OF TOXIC METALS	43
4.1.12	ORGANIC PRODUCTS DOES NOT CONTAIN PRESERVATIVES	44
4.1.13	ORGANIC PRODUCTS SEAL IS GUARANTEED AND MONITORED BY THE GOVERNMENT	45
4.1.14	ORGANIC PRODUCTS TASTE BETTER THAN CONVENTIONAL PRODUCTS	46
4.1.15	PLACE OF BUYING ORGANIC PRODUCTS	47
4.1.16	THE AVAILABILITY OF ORGANIC PRODUCTS ARE INCREASING DAY BY DAY IN RETAIL OUTLETS	48
4.1.17	ORGANIC PRODUCTS HAVE LIMITED VARIETIES	49
4.1.18	THE PRICE OF ORGANIC PRODUCTS ARE HIGH	50
4.1.19	ORGANIC PRODUCTS ARE AVAILABLE IN GOOD PACKAGING TO ATTRACT CUSTOMERS	51
4.1.20	CUSTOMER PERCEPTION LEVEL TOWARDS ORGANIC PRODUCTS	52

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Race of development has today brought us to a time where even access to good food is a challenging task itself. Awareness and attraction for organic food are rapidly increasing around the world nowadays. Most of the developed and developing countries have turned out to be more health conscious and they have started spending more on a healthy products. Food grown in natural conditions is also one of their priority that's why farmers are also turning their cultivation to organic farming.

The Organic food market has grown continuously over the past decade but the total share of organic food is still small compared with the total food market. Organic agriculture not only preserves the environment but it also improves public health bringing significant benefits both to the economy as well as to the social cohesion of rural areas.

The interest of consumers and public institutions in organically produced foods has increased mainly in developed countries in response to consumers concerns about food safety, human health and the environment. Organic farm production and trade has emerged as an important sector in India as in other parts of the developing world and is seen as an important strategy of facilitating sustainable development. The development of organic agriculture in India is receiving increasing attention among the farmers, producers, processors, traders, exporters and consumers.

Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitamin which has resistance to diseases.

1.2 INDUSTRY PROFILE

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climate conditions. In several parts of the country the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic and export sector.

Types of organic products

➤ Organic food products

There are many benefits involving organic food products. Organic foods contain fewer pesticides. This means that things such as insecticide that is used in most agricultural practices are eliminated. People are concerned with these chemicals that are used to preserve foods are then being consumed by the people who purchase them. Farming without pesticides is also better for the environment. Fewer chemicals are being placed on the ground entering the soil and water supply. Organic meats can also contain a lot more nutrients. Nutrients like omega-3 fatty acids were up to 50 percent higher in organic meats and milk than in conventionally raised products.

➤ Organic clothing products

Clothing products made with such raw materials which have been produced by using organic methods are referred to as organic clothing. Organic cotton T-shirts which are made from organic cotton that has been grown using organic fertilizers and other supplements instead of inorganic insecticides and pesticides. By definition, the organic clothing products such products whose raw material have been produced using organic methods and the product has been produced using eco-friendly method including the machinery and equipment. Even big brands like Nike, adidas and Levi's are moving towards a more organic brand. These are 3 of 13 clothing companies that have committed to the 2025 sustainable cotton challenge. Brands who

participate in this challenge are committed to using 100 percent sustainable cotton by 2025.

➤ **Organic personal care products**

Consumers are concerned with exactly what they put in and on their bodies. Just like people are concerned with putting more organic foods in their bodies they are also concerned about using more organic personal care products. Personal care products can fall under a wide variety of products such as deodorant, makeup, tampons, lotion, shampoo, etc. Chemicals in these personal care products can be associated with a wide variety of concerns including things like hormone disruption, allergies and infertility. Companies are hearing the concerns of these chemicals from consumers and trying to diversify. Many big makeup companies such as Avon and Revlon are removing phthalates from their products. Johnson & Johnson removed many chemicals from their products including parabens, formaldehyde and certain fragrance chemicals. Cosmetic brands such as Laurel and Rose Mira are both 100 percent organic and have a wide array of skin care products. Similar to organic food, organic personal care products also have a higher price tag. While organic personal care products may lack many of the harmful chemicals that consumers like to stay clear of this cleaner alternative comes with the cost of a higher price.

1.3 COMPANY PROFILE

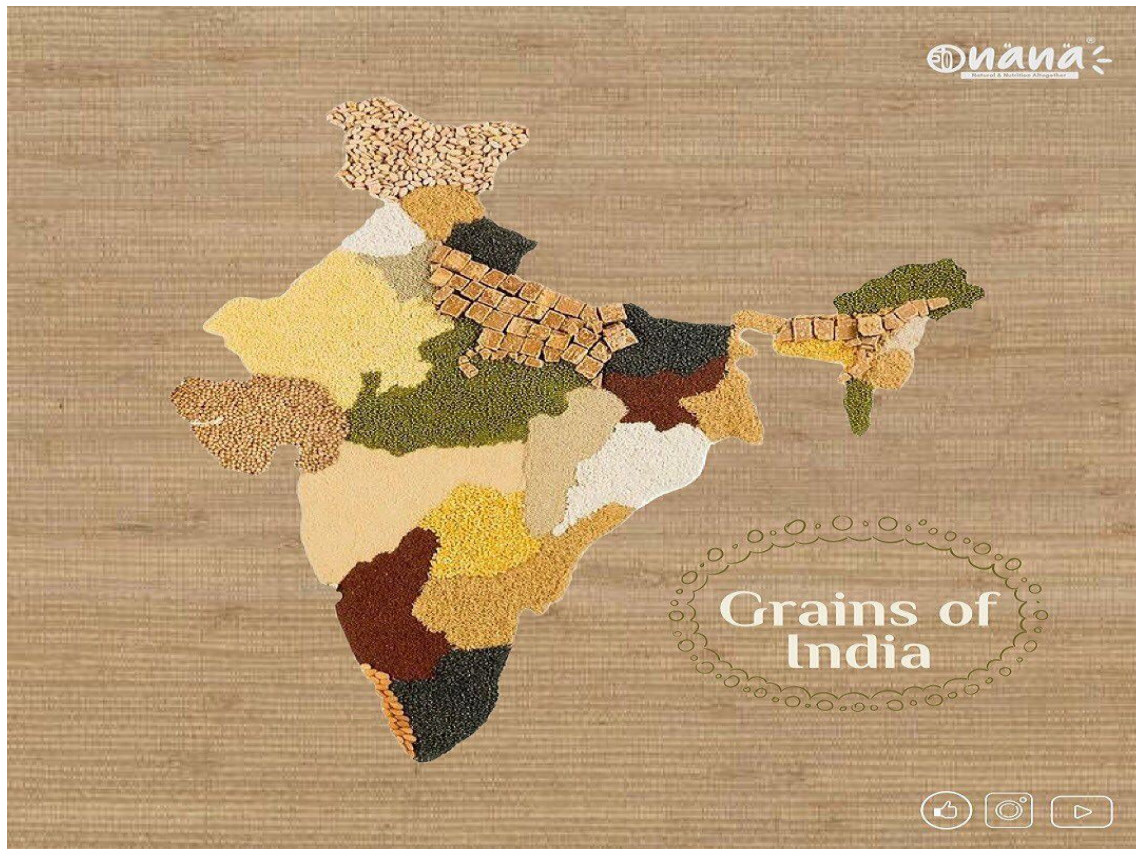


Future Food Product is the new age, modern food products based in Chennai. Future Food Product is driven by a team of inspiring second-generation entrepreneurs with the strong knowledge in food processing methods, quality and production along with exceptional business management skills.

Future Food Product is a spin-off of Deepan Mills, which is the largest producer and manufacturer of traditional rice and millet varieties in India. Located in the southern borders of Tamil Nadu, Deepan Mills is a well-established ISO Certified manufacturing unit with a 100-ton daily capacity supplying millet and traditional rice varieties across India and other parts of the globe.

Traditions plays an important role in our culture and are the foundation of our family and society. The generation today and the future generations are fascinated by a more digital world and lack awareness of what tradition can bring to their tables. To create awareness, re-introduce, educate and foster our traditional values and integrity among the younger & modern

generations Deepan Mills came out with an enterprising method through a brand that is easily reachable by the masses.



Future Food Products now boasts more than two dozen different products neatly packaged in consumable quantities for the end-users.

Package hygienically with the help of state-of-the-art imported types of machinery the products are untouched from production to packing.

From Millet noodles to pasta and flakes, Future Food Products has the equivalent of all the FMCG ready-to-eat package variations in the millet and traditional line.

Future Food Products plans to introduce new products every month as modern-day families are now slowly returning, preferring traditional foods.



MILLET NOODLES VARIETIES

- Pearl Millet
- Finger Millet
- Foxtail Millet
- Little Millet
- Multigrain Millet
- Kodo Millet

MILLET NOODLES BENEFITS

- It is one of the best healthy breakfast meal made out of various varieties of millets.
- It is made on basis of easy and quick preparation methods with masalas to enrich the taste.
- It is a RTC food product.



TRADITIONAL RICE VARIETIES

- Black Rice
- Hand Pound
- Bamboo Rice
- Red Rice

TRADITIONAL RICE BENEFITS

- Traditional rice varieties are found to be brimming with the nutrients like thiamine, riboflavin, vitamin D, calcium, glutamic acids and high fibers.
- In Ayurveda traditional rice is said to have a lot of medicinal properties and was popularized as foods that help one stay young and energetic.
- They have less fat, low sugar, no gluten.
- Ideal food for diabetics and blood pressure patients.

MILLET VARIETIES

- Fox Tail
- Little

- Kodo
- Barnyard
- Proso
- Finger
- Pearl

MILLET BENEFITS

- Millet is a cereal grain.
- It is a gluten free diet.
- Millet boasts high protein, fiber antioxidant contents.
- Millet is consumed worldwide.
- Millet is rich in nutrients and plant compounds.



1.4 STATEMENT OF THE PROBLEM

The study of research purpose is to know whether customer are buying the organic product based on their needs and to know their perspective about NANA FOOD PRODUCTS.

1.5 OBJECTIVES OF THE STUDY

Primary Objectives

- To study the customer perception towards organic products.

Secondary Objectives

- To analyze the level of awareness towards organic products.
- To study the challenges faced by the consumers while buying organic products.
- To analyze the availability of organic products.

1.6 NEED OF THE STUDY

The current growth in nana food products is driven by awareness and preferences of organic products. Day by day the environmental concern is increasing consumers are focusing on the green aspect of the product as well as their impact on the environment. Nowadays organic food is emerging stage has experienced growth. These are the main driving force while purchasing the organic products. Thus, this research study has been undertaken in Chennai and to focus the consumer perception towards organic products.

1.7 SCOPE OF THE STUDY

- Consumer perception of nana food products is how consumers engage with the organic products and what will be their thoughts towards this product.
- It measures the experience of the consumers.

- It ensures that no artificial preservatives and best maintain the originality of this product.
- It prevents excess use harmful ingredients and thereby it ensures the health.

1.8 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected directly from the respondents.
- The study is an opinion survey may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

CHAPTER 2

REVIEW OF LITERATURE

Bhanwar Singh (2018)

Conducted the study of consumer perception towards organic food products in Delhi NCR. Population of this research is every individual who buy and use the organic product in their consumption. This study is based on Delhi National Capital Region area only. We administered a structured questionnaire and distributed among the consumers of organic products. This research is based on 140 filled questionnaires responses. This research confirms that large number of individual purchases the fresh fruits and vegetables. This research concludes that consumer decision making is based on his/her own knowledge and research organic product decision making. The most customers have opinion that organic products are prime priced.

Ms. R. Ayswarya. Dr. S. Vasanthi (2018)

Conducted the study attempts to understand consumer's perception towards organic products. Organic products are becoming popular nowadays almost all our everyday products can be found in the organic quality as well. Consumers buy organic products because the products are grown without using chemical pesticides and is healthier too. Hence, the results from the present study recognized that consumer's perception towards organic products relate to its eco-friendly nature and health benefits. It was also identified that consumers were aware and have positive behavior towards purchasing organic products. Therefore, the research also suggests that marketers must advertise the availability of the organic products in order to increase the market size of products and at the same time consumers shall be informative regarding the product benefits.

Dr. P. Sankar (2017)

Conducted the study of consumers perspective towards organic food are reviewed and comprehended. The results show that consumers use multiple criterion to determine and accept a food as "organic" influencing their

intention in its consumption. In particular utilitarian attitudes are strongly influenced by consumers view on attributes such as nutritional information and price tag. Fascinatingly the natural context and environmental benefits have mixed appeal among the consumers and remained less significant even among literate consumers. These attitudes determined consumer intentions in consuming organic food products. Also an inconsistency exists between attitudes and behavior with an optimistic consumer seldom buying organic foods due to very high prices.

Gunaseelaprabhu .K, Ramya.J (2019)

Conducted the study to understand the recent trends in consumer perception and behavior towards organic food. The objective of this study is to learn about consumer perception and behavior and to understand about the key factors that motivate the consumers to choose organic food. The study will also help to obtain knowledge about the purchase intention and attitude of the consumers. The findings of the present study would add insight to emerging organic food industry in India and worldwide and consumers interest and satisfaction towards it.

Musdiana Mohamad Salleh, Siti Meriam Ali, Etty Harniza Harun, Muna Abdul Jalil, Mohd Rizaimy Shaharudin (2010)

Conducted the study attempted to gain knowledge about consumer attitude towards organic food products. With sample of 136 respondents consist of lecturers from University Teknologi MARA (Northern Zone) the data obtained from the survey were analyzed with reliability test, correlation and regression analysis. Result from this study indicated that academicians do aware of what is happening to surroundings with regards to environmental problems or ecological concern. The findings indicated that health consciousness factor have more impact on customer purchase intention of organic food products rather than the environmental concern.

Parichard Sangkumchalianga and Wen-Chi Huang (2012)

Conducted the study on the adoption of organic production and processing is highly determined by market demand. Therefore, this is reflected in

consumer's perceptions and attitudes towards organic food products. This research draws on a survey of 390 respondents. Results indicated that the main reasons for purchasing organic food products are an expectation of a healthier and environmentally friendly means of production. In addition, consumers trust in the authenticity of the goods and price are also issues. However, the main barrier to increase the market share of organic food products is consumer information.

Tan Poh Leong, Laily Paim (2015)

A total of 410 respondents completed the online questionnaires that evaluated the factors. Structural equation modelling was used as the main practical approach for data analysis. The results showed that intention was a full or a complete mediator between the six exogenous constructs, knowledge, health consciousness, product attributes, environmental concern, perceived behavior, media and advertisement, while it only acted as a partial mediator between subjective norm and consumption. However, the intention was not a full or a complete mediator between awareness and consumption. Eventually, the implications for theory improvement and practices were discussed.

Mania .M, Nedumaran .G (2019)

Conducted the study on understanding the grounds of extending the degree of characteristic sustenance usage, instance and motivation is most fundamental in understanding the ability of the regular sustenance to transform into a truly standard market. This paper dissects the total investigation about the mindfulness among the buyers in Rajapalayam Taluk. The analyst has utilized chi-square test, percentage analysis to decide the degree of buyer mindfulness. Through this investigation it is found that customers are having a superior discernment about natural nourishment items. The interest in natural nourishment items are expanding step by step on an exceptionally huge scale as individuals are getting progressively cognizant about well-being and the earth.

Giovanni Pino, Alessandro m. Peluso, and Gianluigi Guido (2012)

Conducted the study which analyses the impact of ethical motivations, food safety and health-related concerns on purchasing intentions of habitual and less frequent consumers of organic food. A sample of 291 subjects was surveyed through a paper and pencil questionnaire and classified either as “regular” or “occasional” purchasers of organic food according to their buying frequency. Results show different determinants of intention for the two groups of subjects ethical motivations affect the purchase intentions of regular consumers where as food safety concerns influence the purchase intentions of occasional consumer’s implications are discussed.

Elif Akagun Ergin and Bulent Ozsacmaci (2011)

Conducted the study on organic food market in Turkey has experienced a significant growth over the past decade. The goal of this paper is to explore Turkish consumer’s nature of demand for organic food products. The effect of four factors consumer trust, health considerations, environmental benefits and availability on the frequency of organic food product purchases is analyzed. The survey study takes place in Istanbul and Ankara, Turkey with the participation of 215 consumers. The results of this study indicate that the main reasons for purchasing organic foods are that consumers believe them to be healthier, tastier, and fresher that organic products are environmentally friendly.

Ratna Banerjee, Remica Aggarwal, Veena Aggarwal (2019)

Conducted the study which tries to explore and analyses interesting aspects related to consumer behavior, perceptions and attitudes about organic food products in Indian sub-continent. It also relates such consumption patterns with the consumers understanding and points of view towards organic food as well as their demographic, socio-economic, purchasing patterns and consumption patterns profiles. Based on the conceptual framework which identify the required criteria that influences the consumer perceptions and attitude towards organic food products. Data is collected from randomly selected organic food consumers through online as well as offline survey and using semi-structured questionnaire. A detailed data analysis using

exploratory factor analysis is then performed using the SPSS software and results are presented.

Dr. Nakul, A. Deshmukh (2018)

Conducted the study of consumer attitude towards organic food. Mouth publicity of the organic product by experts and farmers can influence the perception of the consumers. Therefore, experts and farmers should arrange the promotion camps for consumers in their areas to awareness of the organic products that help to both farmers and consumers. Government should make the policy for health benefit eco-friendly for Peoples that create large amount of class of liking organic food.

Snehaghai, Naleeni ramawat (2016)

Conducted the study on awareness and consumption pattern of organic foods and concluded that it is significantly higher in developed countries than developing ones. In countries like India where organic food markets are still in the nascent phase of its growth, the level of awareness and acceptance is relatively low. The present study aims at analyzing factors effecting consumer awareness levels and buying perception regarding organic Tea with the help of an exploratory study using a structured survey of 200 respondents in Delhi-NCR through pre-tested questionnaires using convenience sampling. This paper attempts to investigate the demand status of organic tulsi tea as people residing in urban areas like Delhi-NCR as they are more conscious about their health and lifestyle and maximum of them are working professionals. The Consumers in Metrocities have a good purchasing power to pay premium prices for organic products sothey prefer to include organic teas and supplements for a healthy lifestyle.

Sooraj S Narayan (2018)

Conducted the study the need for the aspect of environmental safety and friendliness in this paper. This study aims at understanding the perception of different customers about organic products. This study has helped us to know the perception of customers towards organic products it also helped us to understand the main reason why people were into buying organic food products and the article also helps to understand the main reasons why

people are not buying organic food products. This study taught us that if we are able to improve the distribution system for organic food products we will be able to reach more customers which will increase the consumption of organic products.

Nayana Sharma and Dr. Ritu Singhvi (2018)

Conducted the study on consumer perception regarding organic food may add insight to emerging organic food industry in India and worldwide. The review of related literature in the area of the organic food market and consumer perception studied has provided many insights for the study. It has also provided direction in designing the present study. A number of researchers have identified the demand of organic food products worldwide and in India. Further the various factors that influence consumer perception of organic food products have also been identified. Some studies have also been undertaken preference, knowledge, and satisfaction regarding organic food products. Having reviewed several studies and having identified the gap the investigator felt a foremost need to undertake the present investigation.

M. Shireesha. Prof. V. Chandra Sekhar Rao (2018)

Conducted the study of consumer perception towards organic food products with special reference to the city of Vijayawada of the state of Andhra Pradesh, India and the study is carried out with two objectives i.e. to study the urban consumer perception towards the differences between organic and conventional food products and to study the influential attributes of organic food products on the purchase decision of urban consumers. The study revealed that both male and female urban consumers have perceived noticeable differences between organic and conventional food products in terms of taste, appearance, freshness, shelf life and cooking time. It is also observed that health, nutrition, taste, and chemical/fertilizer free nature are the attributes that have an influence on the purchase decision of organic food products by urban consumers. The study that taste is more influential attribute in the purchase decision of urban consumer's organic food can be largely advertised as both tasty and healthy food option among the different

segments of consumers like children, youngsters, and old age people.

Dr. D. T. Venkatakrisnan (2017)

Conducted the study of consumer's awareness towards organic food. A sample of 100 respondents was purposively selected from Tirupur district. The selected samples are analyzed using simple percentage, chi-square test and multiple regression analysis test. It is found that three variables namely there exist any significant association between gender, age, educational qualification, monthly income and consumer awareness towards organic food products of the respondents. Organic food is one of the oldest widely accepted and highly appreciated organic farming. It should reach every man for their health. There is a need for educating the consumers and awareness about organic goods. Government, agriculturist, health organization should take necessary steps to make awareness about organic food products. There is huge gap between the agriculture and consumer awareness. This gap can be removed through two methods one is giving awareness about the organic food product and another is educating them about organic farming. The research concludes that consumer awareness plays a vital role in determining the buying behavioral aspect for selecting organic food.

Mr. Pardeep Kumar, Dr. Hema Gulati (2017)

Conducted to examine the customer perception towards organic products in rural area of Haryana in India. The main aims of the study are to know that what customer behave towards organic products. For the purpose of the study a sample of 110 respondents was taken. The result of the study shows that a lot of problems are faced by the rural respondents while purchasing the organic products in the markets. So, based on the study it can be concluded that people living in rural area are also want to use organic products but due to less knowledge and low level of income they cannot buy these products. If companies or manufacturer want to earn more profit they should move in the rural area of India because around 60 of the consumers are living in rural area.

Priya, M. Parameswari Bali (2016)

Conducted a study on the topic of “Consumer attitude towards organic food products”. The study was focused on consumer attitude towards organic food products and carried out in Coimbatore city. A sample of 150 household respondents was taken who are familiar with organic food products by adopting multistage sampling technique. The data collected were analyzed using descriptive statistics. An attempt has been made in this study to evaluate what influences the consumers to purchase organic food products. These people generally seek information from newspaper, magazine and at point of purchase i.e. food vendor. In addition, these groups of buyers are premium product consumers and prefer to shop from exclusive outlets and of course they love nature.

Mrs. D. Mythili, Ms. S. Priyadarshini (2020)

Conducted the study of focused on consumer perception towards organic products and it has been carried out with the sample size of 146 respondents who are familiar with organic products. The data collected were analyzed using descriptive statistics. Organically produced food has greater nutritional properties that would likely result in higher levels of public health were organic agriculture to be consumed in the same quantities in which conventionally grown agriculture is now consumed. As results of environmental sustainability importance is shifted towards organic products rather than conventional farming. Consumer’s willingness to purchase is influenced by limited and low supply and higher price of the products and very limited access and available information. Thus, organic products play an important role in improving the perception of the end users towards organic products.

Mrs. S. Thangamani (2018)

Conducted the study of consumer preference about organic product and marketing in Coimbatore city. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are organic producer are low, adequate market

facility is not there, few number of shops, lack of awareness, and so on. An analysis of consumer's awareness of various aspects of organic products may be considered as important ground to build the markets for organic food in the initial phase of market development.

David Pearson, Joanna Henryk's, and Hannah Jones (2010)

Conducted the study on the latest contributions to over 20 years of research on organic food consumers. There is a consensus in the literature on the reasons why people buy organic food. However, there is also a gap between consumer's generally positive attitude towards organic food and their relatively low level of actual purchases. Product differentiation based on intangible features such as credence attributes such as organic in fast moving consumer goods categories is enjoying rapid growth. Further research on the role that food plays in consumer's lives along with investigating their purchase context is required to complete our understanding of organic food consumers.

Sathyendra Kumar AD, Dr. H. M. Chandrashekar (2015)

Conducted the study of understanding the consumer perception about organic product and marketing in Mysore city. The results concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The seller of the organic product are all so increase. The marketers of organic foods need to Sathyendra Kumar AD et.al. International Journal of Management Research & Review Copyright © 2012 Published by IJMRR. All rights reserved 1091 be innovative and dynamic in order to complete with the changing purchase behavior in the organic food products market among urban residents.

Dr. N. Savithri, B.Lavanya (2019)

Conducted the study try to an unspecified to understand consumer's perception towards organic products. Organic agriculture is a place producing system which had been followed by farmers from ancient times is free from the use of made by chemicals, fertilizers, chemical substance,

growth regulators and have life feed give food to somebody. The definition of the word “Organic”, an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off farm inputs and on management practices that restore, maintain and enhance “ecological harmony” (National Standards Board of the US Department of Agriculture (USDA))

Ms. S. Lakshmi Prabha, Dr. M. Sindhuja (2019)

Conducted the study of aims to analyze the factor influencing the consumers to buy the organic products. The main goals are to examine the attitude, preference of the respondents and their valuable suggestions. This study is based on the purely original collected data. The data were collected on the basis of questionnaire method from 50 respondents. SPSS statistical tools like percentage, ANOVA, T-Test were used the check the reliability of data which was collected. Thus, this study analyzed the consumer’s preference towards organic products in Coimbatore district.

Elayaraja .M, Dr. C. Vjai (2019)

Conducted the study aims at understanding the consumer perception towards organic product. The objectives are to examine the organic consciousness, awareness level, attitude and respondents valuable suggestions. 300 respondents have been selected simple random methods. Tools used for the study are percentage analysis, weighted Average and chi-square test.

Phuong T. Nguyen, Tuan M. Ha (2016)

Conducted the study aimed to understand peri-urban areas consumers perception of organic food and the importance of organic certification in customers decisions for obtaining insights into their consumption of organic food. Data was collected through a questionnaire survey at two main supermarkets in Gatton town (Queensland, Australia). Most of them (89.5%) were interested in organic food but only around 59% of consumers were confident with the claimed benefits of the food and 42% trust in the organic certification. The more consumers are interested in trust and confident with the claimed benefits the more likely will they purchase organic food. In

addition, organic labels and certification turned out to be important for the consumers when shopping organic food. This research was the first study to investigate the consumers perception of organic food in an Australian peri-urban area especially relationships between the frequency of purchase and consumers level of knowledge and their behaviors toward organic food. Both practical and theoretical contributions of this study are also discussed.

Gomati. M & Dr. S. Kalyani (2013)

Conducted a study on the topic of “A Study on Awareness on Organic Food Products” among general public in erode city, Tamil Nadu India”. The aim of this study is to know the awareness level of general public and to identify the sources which help them to know the organic products. The study was conducted in the Erode city of Tamil Nadu. The study is based on descriptive research design. Stratified random sampling was used to select the population and a sample of 100 respondents was drowned. Data was collected only by use of questionnaires. The information gathered will be analyzed with the help of SPSS 16 software by using the tabular presentation & chi-square analysis to generate the statistical outputs. The result of the study shows that the level of Awareness among the public about organic products are less than 50%.

Dr. Akankshya Patnaik (2018)

Conducted the study of the perception of general customer towards this organic concept especially for food. Organic strategy proved to be one of the best competitive strategies in this aggressive global platform. It lavish corporate poor which become prolific in amplifying common consumer to green consumer and lead them to a standard green & healthy life style. Simply the motto of this paper is to give a hand to this green revolution to counter act the growing climatic & health dilemma. High pricing for some organic product is out of reach of common man. Least variety creates dissatisfaction among the customer.

Manoranjan dash. Ala ka Samanta ray. Dr. Madhusmita Dash (2014)

Conducted a study attempted to gain knowledge about consumer

awareness perception towards organic food product consumption and how socio economic variables relate to consumer decision making concerning the purchase of organic foods. From the analysis it is incidental that socio economic variables are associated with consumer positive attitude towards organic foods. Family, self-decision and friends play a vital role in the purchase decision making process of organic foods. The factors eco-friendly and chemical or pesticides free factor have a great impact on the decision making process.

Chandrashekar .H. M (2010)

Conducted the study of organic food production costs are higher in the developed countries as organic farming is labor intensive and labor is costly in these countries. However in a country like India where labor is abundant and is relatively cheap. Organic farming is seen as a good cost effective solution to the increasing costs involved in chemical farming. The increasing demand for organic food products in the developed countries and the extensive support by the Indian government coupled with its focus on Agri-exports are the drivers for the Indian organic food industry.

Athena Prince (2018)

Conducted the study of awareness of the benefits of organic food products must be made to increase the number of organic food products and necessary steps must be taken by the government to increase the production and distribution of organic food products. Certification and labelling of organic food products are also suggested. The government must take necessary steps to promote and increase the production of organic food products. For this subsidies and loans must be given to produce of organic food products. There should be a greater number of organic food shops to increase the availability of organic food products. In addition to this certification and labelling of organic food products must be made mandatory in order to ensure the quality and safety and authenticity of organic food products. Certification of organic food products also helps to generate more confidence and trust in organic food products.

Uma. R, Dr. V .Selvam (2016)

Conducted the study to analyze consumer awareness on organic food products with reference to Vellore City, Tamil Nadu. The study will be based on the data collected from the organic consumers in Vellore city, Tamil Nadu, India. A survey questionnaire will be developed to collect qualitative questionnaire from the consumers of the study. In this backdrop the present research work is an attempt to explore basically on consumers level of awareness on organic food products with the consideration of Indian organic industry. The present study concludes that educational qualification plays a vital role in analyzing the level of awareness among consumers towards organic food products. To conclude this the organic food products will expand to grow by overcoming the hindrances and also problems on implementing agricultural market in India.

Shashi Rani, Dr. Ramesh Rani (2020)

Conducted the study which was carried in some rural area of Haryana state with the help of consumer survey which is only targeted to organic buyers. 200 self-administrated questionnaires were distributed to the respondents who are well aware about the organic food Juni Khyat ISSN: 2278-4632 (UGC Care Group I Listed Journal) Vol-10 Issue-7 No.15 July 2020 Page | 113 Copyright @ 2020 Authors product response rate by adopting snowball sampling technique. Cronbach's Alpha (α) was used to measure the reliability of data it reach at .The data Collected were analyzed using descriptive statics and graphs. Finding of the study reveal that people were ready to purchase organic food product and even in higher prices but up to 10% only and some consumers don't know the organic food.

Tanveer Kaur (2020)

Conducted the study to analyze which factor impacts the most to the consumer on their decision making process of buying organic products. Market of organic food is slowly shifting from a market for earliest to a market of healthy products for health conscious segment of society. At last robust market system should be in place in order to give strength and boost to production of organic products. For this both government and farmers

should pay attention to farming of organic product.

Mohammad Altarawneh (2013)

Conducted the study aims at analyzing the awareness level of consumers towards organic food products using a structured survey of 384 respondents in major city in Jordan Amman of the total respondents surveyed 69% respondents have reported awareness on organic foods all to get regression model has been estimated to identify the most likely factors affecting the consumers awareness on organic food. The results of logistics analysis indicate that potential Jordanian consumer's awareness of organic food is strongly and significantly affected by factors such as education, occupation, marital status, income, desire, promotion, quality, health issues and product source. The awareness is not affected by factors such as gender, age and Trademark. Results of the study have great implication for promoting organic food markets domestically as well as globally.

Xia Tong Cheng (2016)

Conducted the study on demand for organic food has been rapidly increasing worldwide because of an improvement in the awareness of environmental problems and health concerns. Although the demand for organic food is increasing the popularity of organic food is not widespread and the perception of organic food varies in the wide public. This review shows that in Australia and other countries there have been variation in people's understanding of organic agriculture and organic food and differences in consumers attitudes, motivations and behaviors within consumer in different places although there have been basic similarities. Consumer's perceptions have probably changed over time.

M.G. McEachern and P. McClean (2002)

Conducted the study on consumer's purchases of organic food products the motivations for such purchases are relatively under researched. An individual's choice of food products can be linked clearly to ethical stances but ethical choices can also vary from individual to individual from industry to industry and among countries. Consequently this paper investigates the

degree to which ethical beliefs influence Scottish consumer perceptions, beliefs, attitudes and purchasing decisions with regard to organic dairy products. Consumer purchasing motivations are revealed as being self-interest centered i.e. better tasting, safer rather than altruistic. Therefore, to achieve future market development organic dairy producers cannot rely upon the minority of hardcore green consumers to sustain growth but must aim to modify perceptions and attitudes of larger consumer segments by implementing educational marketing campaigns that reinforce the ethical, environmental and societal benefits of organic production.

Heru Irianto (2015)

Conducted the study on variables affecting the consumer attitude to buy organic food that in turn affects the purchasing intention. Theory of Planned Behavior (TPB) was used to explain this. The study variables include health consciousness, environmental consciousness, organic food price, attitude, subjective norm, intentions to purchase organic food and gender. Survey method was used with the sample containing 200 respondents intending to purchase organic food in Surakarta City, Indonesia. The analysis method employed was Structural Equation Model (SEM). The results of research showed that health consciousness and environmental consciousness were the determinants of an individual's positive attitude to buy organic food. The effect of gender difference on attitude, intention and behavior of purchasing organic food confirmed the previous studies descriptively stating that gender affects the organic food purchasing behavior. The implication of study is that in the future the marketers should expose the usefulness of organic food for health and environmental maintenance to make the target consumer more motivated to buy organic food. In addition, market segmenting should be carried out based on gender.

Athanasios Krystallis and George Chrysosoidis (2005)

Conducted the study to provide answers to two questions is Willingness to Pay (WTP) for organic products influenced by the same set of factors that affect purchasing of conventional foods? Does WTP for organic products vary according to different food categories? Purchasers were approached

during their food shopping in retail chains in Athens in July 2003. Sample inclusion is based on real awareness of the term “organic”. The questionnaire included in its first part a number of criteria that influence consumers when buying food. In the second part respondents were asked to indicate if any food products they buy were organic and to state how much more they were willing to pay. Information from the first part was analyzed with factor analysis. With the help of t-value analysis it was examined whether there is a statistically significant difference per product category between consumers who are willing to pay and consumers who are unwilling to pay in terms of the factors identified.

Dr. M. Umamaheswari, D. Chandrasekar (2015)

Conducted the study on the consumer awareness about organic products and to know about the consumer attitude towards organic products. Organic products play a significant role in the market. The products have a paradigm in its awareness and accessibility. Consumers are more aware but they are reluctant in cost and availability about the range of products. More awareness and demonstrations have to be conducted about the organic products.

Abisha, K. A, Dr. P. Kannan (2018)

Conducted the study on the adoption of organic production and processing is highly determined by market demand. Therefore this is reflected in consumer's awareness and satisfaction towards organic food products. This research result indicated that the main reason for purchasing organic food products is an expectation of a healthier and environment friendly means of production. Organic buyer tend to be older and higher educated than who do not buy them. However, the main barrier to increase the market share of organic food product is consumer information.

Elsa Jacob (2017)

Conducted the study on consumer preferences and demand for organic fruits and vegetables is increasingly attracting academic interest. Although the concept of organic fruits and vegetables seem to be familiar the proportion of consumers who purchase them on a regular basis is small in

number .The increased consumer's interest in organic Food has been attributed among others to the growing demand for food free from pesticides and chemical residues.

Elantherayan .P and Dr. A. Ravi (2016)

Conducted the study which analyzed the association between preference and availability of organic food and also the factors influencing buyer's perception towards fruits and vegetables. The research design used in this study was Descriptive Research. The sample size of the study is 100. The sampling techniques which are used in the research were purposive sampling which is one of the non-probability sampling Techniques. The testing tools will be independent sample t test and chi square test has been applied. We have found that there is no association between various factors like occupation, education and Domicile.

Aarthi, M, Balusamy .S (2020)

Conducted the study which provides a better understanding of consumer's attitude, purchase intention and actual buying behavior towards organic food products. For this purpose a survey data were collected from 773 Coimbatore consumers through structured questionnaire. Statistical tools adopted to execute the results. And necessary findings provided with data interpretations.

Dr. V Padmaja, Nikhil Parashar (2018)

Conducted the study to understand the consumer buying behavior towards organic food products. It discusses about the topic and organic farming in India. It gives a detail briefing about the history of organic food products as well as organic food industry. The objectives of this study are to analyze factors affecting buying behavior for organic food products the impact of income and price on buying intent of consumers and major constraints which act as barrier in sale of organic product.

Surendra Mahato and Rajan Prasad Kadel (2015)

Conducted the study was to gain knowledge about consumers behavior towards organic food products. This study attempts to examine consumer's

perception and purchase intention and their interrelationship between them in the context of organic food products. A sample of 211 respondents was randomly selected for the study. Data analysis was analyzed using descriptive statistics, Pearson correlation, factor analysis, regression analysis and multicollinearity. The result revealed that three components i.e. attitude (4 items), consumer knowledge (4 items) and personal norm (4) factors have significant impact on purchase intention of organic food products whereas health (4 items) and environmental concern (4 items) have insignificant impact on purchase intention. The result also showed that there is positive and significant relationship between purchase intention and attitude, health, consumer knowledge, personal norm and environmental concern. The findings are discussed with a view to improve the marketing strategies of marketers to attract the consumers of organic food products in Nepal.

Chiew Shi Wee Mohd Shoki Bin Md. Ariff Norhayati Zakuan Muhammad Naquib Mohd Tajudin, Khalid Ismail, Nawawi Ishak (2014)

Conducted the study attempts to examine consumer's perception, purchase intentions and actual purchase behavior and the interrelationship between them in the context of organic food products. Based on the Theory of Planned Behavior the five steps of consumer decision making process and previous researches on organic foods, 18 items of four dimensions were constructed to measure the consumer's perception towards organic food, 6 items were used to measure their purchase intention and six items were engaged to determine the actual purchase behavior of consumers. Data was collected in supermarkets and surrounding areas in the district of Kluang, Johor, Malaysia. A total of 288 completed questionnaires were gathered representing 96% response rate using convenient sampling method. The result indicated that intention to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors and animal welfare of the products. Surprisingly there was no significant effect of consumer's perceived quality of organic food products on their intention to purchase the products.

Ms. S. Lakshmi Prabha, Dr. M. Sindhuja (2019)

Conducted the study of aims to analyze the factor influencing the consumers to buy the organic products. The main goals are to examine the attitude, preference of the respondents and their valuable suggestions. This study is based on the purely original collected data. The data were collected on the basis of questionnaire method from 50 respondents. SPSS statistical tools like percentage, ANOVA, T-Test were used to check the reliability of data which was collected. Thus, this study analyzed the consumer's preference towards organic products in Coimbatore district.

Mohamed Bilal Basha, Cordelia Mason , Mohd Farid Shamsuddin, Hafezali Iqbal Hussain , Milad Abdelnabi Salem, Azlan Ali (2015)

Conducted the study of consumer behavior involves the psychological processes that consumers go through in recognizing the needs finding ways to solve these needs, collect and interpret information make plans and implement these plans making purchase decisions and post purchase behavior. Previous research has indicated that consumer behavior is changing towards purchase of many environmentally friendly and organic products due to awareness of environmental degradation and the related issues. The emergence of organic shops in markets supports the same and create the awareness to stimulate the customer need, wants and demand.

Krishnakumare, M Malarkodi (2020)

The study conducted in Tripur district had analysed the psychological factors affecting consumer buying behaviour towards organic food products by surveying 240 consumers. The study used Multivariate Analysis of Variance (MANOVA) to investigate the difference between dependent variables (psychological factors) and independent variables (demographic factors). The results revealed that type of respondent, gender, age, education and annual income had shown a significant difference in the combined dependent variable viz. Besides considering the dependent variables separately organic respondents had positive attitude, perception, belief and intention to buy organic food products than non-organic respondents male had positive attitude and purchase intention towards

organic food products than female respondents of age group 25-30 years had positive attitude, perception belief and purchase intention towards organic food products. Also respondents who were graduates had higher attitude and perception towards organic food products respondents whose income level more than 2 lakh were said to have higher level of purchase intention towards organic food products.

Deepthi Shirahatti, C Nagadeepa, Sumit Kumar Singh, Bala Koteswari (2022)

Food habit of the people is moving towards healthy and immunity based food. Covid-19 situation made the people to search on healthy food grains which will fight against the deadly deceases. The objective of the current research paper is to focus on literature which connects the consumer's intention, buying behaviour and satisfaction towards the millet grains as it has lot of immunity. For the purpose of the consumer survey 200 respondents are selected to conduct the research. The research was conducted in Bangalore city which consists of people with different types of food habits. The result of the research states that consumer's intention and buying behaviour has a significance impact on satisfaction towards millet products.

Dr. Geetika Sharma, Dr. Rakhee Dewan, Santosh Bali (2016)

Conducted the study of Chandigarh & Panchkula consumers" will try to focus and to determine the awareness of organic food products & to study the purchase behavior, preference & factors affecting towards organic food of the selected location. This study was based on primary survey of 100 respondents living in the Chandigarh & Panchkula. Customers were approached randomly using a structured questionnaire. The questionnaire was designed to record the responses on food safety concerns, frequency of buying behavior, from where they buy the products, awareness, attitude, factors effecting buying behavior, price effect on purchasing, behaviors towards organic food and effectiveness of sources for organic information. This study will help to create awareness among consumers about organic food by the organic companies.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply but descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Primary data

Primary data was collected from questionnaire schedule. A questionnaire was exclusively designed to analyse the perception of customers towards nana food products.

Secondary Data sources

Secondary data refers to data that was collected by someone other than the

user. Common sources of secondary data from Websites and newspaper.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.5 SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 150.

3.6 ANALYTICAL TOOLS

The analytical tools used in SPSS are,

- Correlation
- Anova
- Chi-Square test

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table showing the gender of the respondents

S No	Gender	No of Respondents	Percentage
1	Male	87	58%
2	Female	63	42%
Total		150	100

Source: Primary data

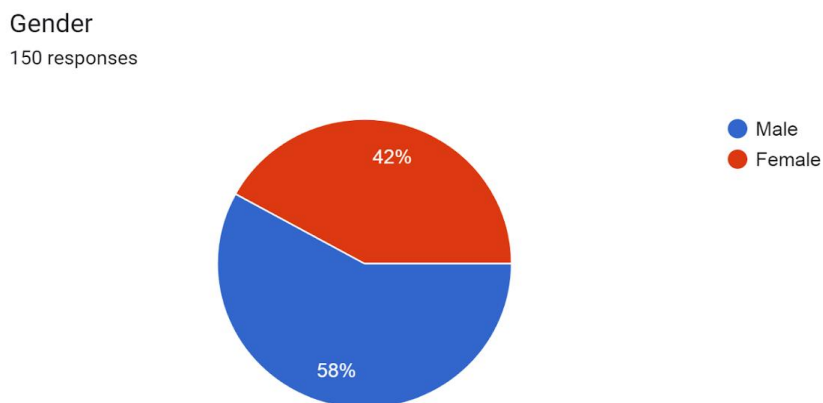


Chart 1: Chart representing the gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 58% and female respondents is 42%.

Inference

Majority 58% of the respondents are male. So organic products are highly preferred by male.

4.1.2 Table showing the age of the respondents

S NO	Age	No of Respondents	Percentage
1	Below 20	15	10%
2	20-30	82	54.7%
3	30-40	37	24.7%
4	40-50	12	8%
5	Above 50	4	2.7%
Total		150	100

Source: Primary data

Age
150 responses

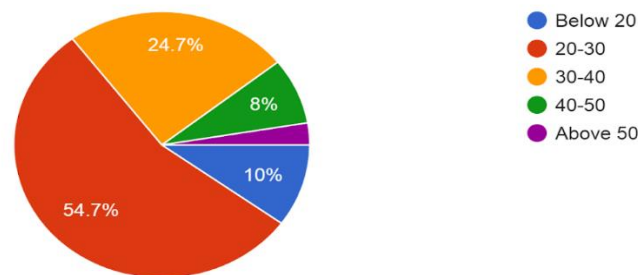


Chart 2: Chart representing the age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between below 20 is 10%, 20-30 is 54.7%, 30-40 is 24.7%, 40-50 is 8%, and above 50 is 2.7%

Inference

Majority 54.7% of the respondents fall in the age category of 20-30. So organic products are highly preferred by the age category of 20-30.

4.1.3 Table showing occupation of the respondents

S NO	Occupation	No of Respondents	Percentage
1	Business Person	27	18%
2	Salaried	65	43.3%
3	House Wife	21	14%
4	Student	32	21.3%
5	Others	5	3.3%
Total		150	100

Source: Primary data

Occupation
150 responses

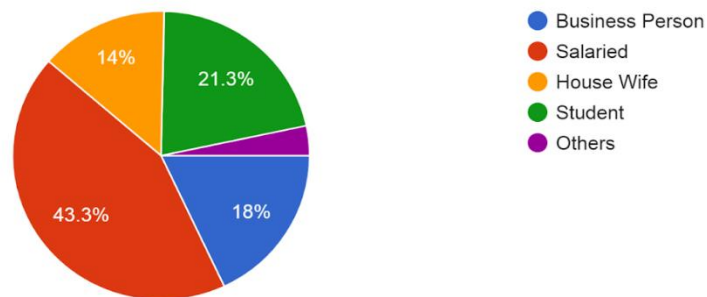


Chart 3: Chart representing the occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between business person is 18%, salaried is 43.3%, house wife is 14%, student is 21.3%, others is 3.3%

Inference

Majority 43.3% of the respondents are salaried. So organic products are highly preferred by salaried category.

4.1.4 Table showing the income of the respondents per month

S NO	Income	No of Respondents	Percentage
1	Below 10,000	39	26%
2	10,000-20,000	34	22.7%
3	20,000-30,000	36	24%
4	30,000-40,000	21	14%
5	Above 50,000	20	13.3%
Total		150	100

Source: Primary data

Monthly Income
150 responses

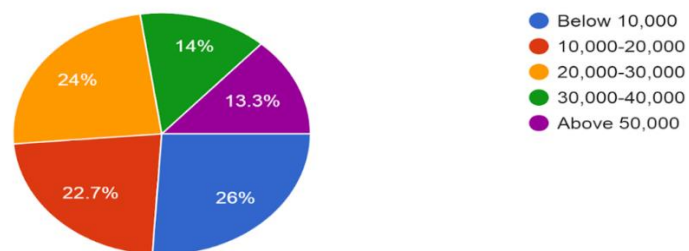


Chart 4: Chart representing the income of the respondents per month

Interpretation

From the above table it is interpreted that the number of respondents in below 10,000 is 26%, 10,000-20,000 is 22.7%, 20,000-30,000 is 24%, 30,000-40,000 is 14%, and above 50,000 is 13.3%

Inference

Majority 26% of the respondents are below 10,000. So organic products are highly preferred by the below 10,000 category.

4.1.5 Table showing the Sources of organic products

S NO	Particulars	No of Respondents	Percentage
1	TV/Radio	25	16.7%
2	Newspaper Advertisement	34	22.7%
3	Social Media	105	70%
4	Friends & Colleagues	51	34%
Total		150	100

Source: Primary data

Sources of Organic Products
150 responses

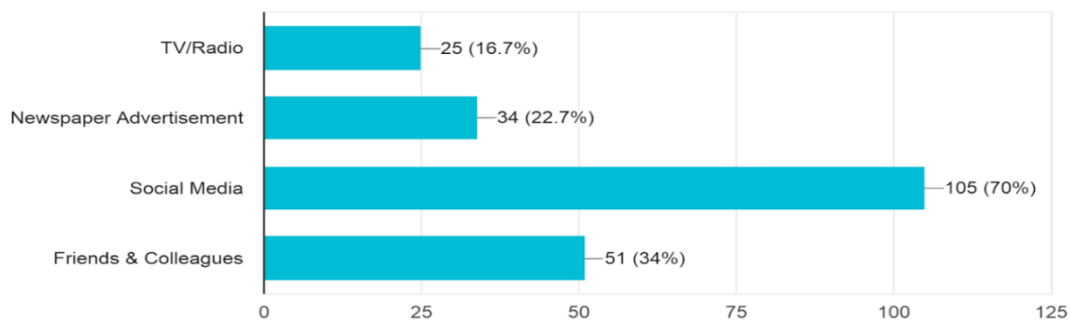


Chart 5: Chart representing the Sources of organic products

Interpretation

From the above table it is interpreted that the number of respondents were 16.7% TV/Radio, 22.7% is newspaper advertisement, 70% is social media, and 34% is friends & colleagues.

Inference

Majority 70% of the respondents are known through social media. So social media is the best sources of organic products.

4.1.6 Table showing How much money do you spend on organic products monthly

S NO	Particulars	No of Respondents	Percentage
1	Less than 2,000	76	50.7%
2	2,000-5,000	52	34.7%
3	Above 5,000	22	14.7%
Total		150	100

Source: Primary data

How much money do you spend on Organic Products monthly
150 responses

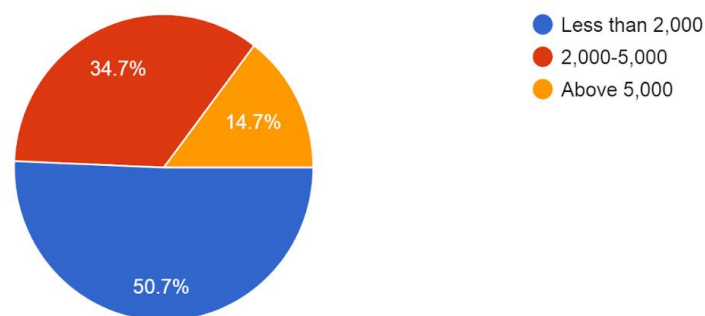


Chart 6: Chart representing how much money do you spend on organic products monthly

Interpretation

From the above table it is interpreted that the number of respondents were 50.7% is less than 2,000, 34.7% is 2,000-5,000, 14.7% is Above 5,000.

Inference

Majority 50.7% of the respondents are spend less than 2,000. So most of the respondents have spent less than 2,000 per month.

4.1.7 Table showing How frequently do you purchase organic products

S NO	Particulars	No of Respondents	Percentage
1	Daily	6	4%
2	Weekly	42	28%
3	Monthly	79	52.7%
4	Yearly	23	15.3%
Total		150	100

Source: Primary data

How frequently do you purchase Organic Products
150 responses

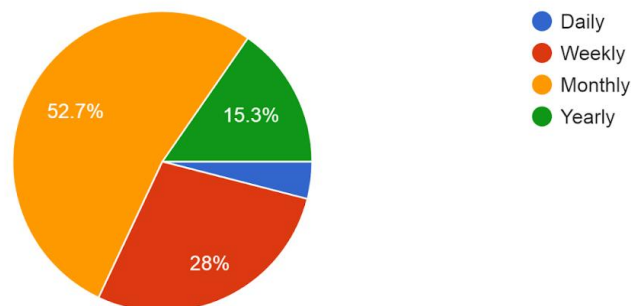


Chart 7: Chart representing how frequently you purchase organic products

Interpretation

From the above table it is interpreted that the number of respondents were 4% is daily 28% is weekly, 52.7% is monthly, and 15.3% is yearly.

Inference

Majority 52.7% of the respondents are purchases monthly. So most of the respondents purchase organic products monthly.

4.1.8 Table showing organic products are healthier than the conventional Products

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	42	28%
2	Agree	56	37.3%
3	Neutral	43	28.7%
4	Disagree	9	6%
5	Strongly Disagree	-	-
Total		150	100

Source: Primary data

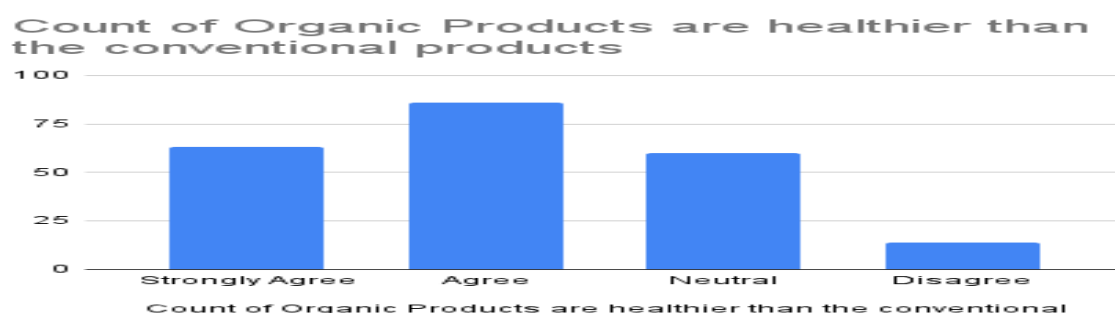


Chart 8: Chart representing organic products are healthier than the conventional products

Interpretation

From the above table it is interpreted that the number of respondents organic products are healthier than the conventional products strongly agree is 28%, agree is 37.3%, neutral is 28.7%, disagree is 6%, no response in strongly disagree.

Inference

Majority 37.3% of the respondents are agree that organic products are healthier than the conventional products.

4.1.9 Table showing organic products helps to increase immune system

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	59	39.3%
2	Agree	49	32.7%
3	Neutral	37	24.7%
4	Disagree	5	3.3%
5	Strongly Disagree	-	-
Total		150	100

Source: Primary data



Chart 9: Chart representing organic products helps to increase immune system

Interpretation:

From the above table it is interpreted that the number of respondents organic products helps to increase immune system strongly agree is 39.3%, agree is 32.7%, neutral is 24.7%, disagree is 3.3%, no response in strongly disagree.

Inference

Majority 39.3% of the respondents are strongly agree that organic products helps to increase immune system.

4.1.10 Table showing organic products are antibiotic resistance

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	59	39.3%
2	Agree	47	31.3%
3	Neutral	37	24.7%
4	Disagree	7	4.7%
5	Strongly Disagree	-	-
Total		150	100

Source: Primary data

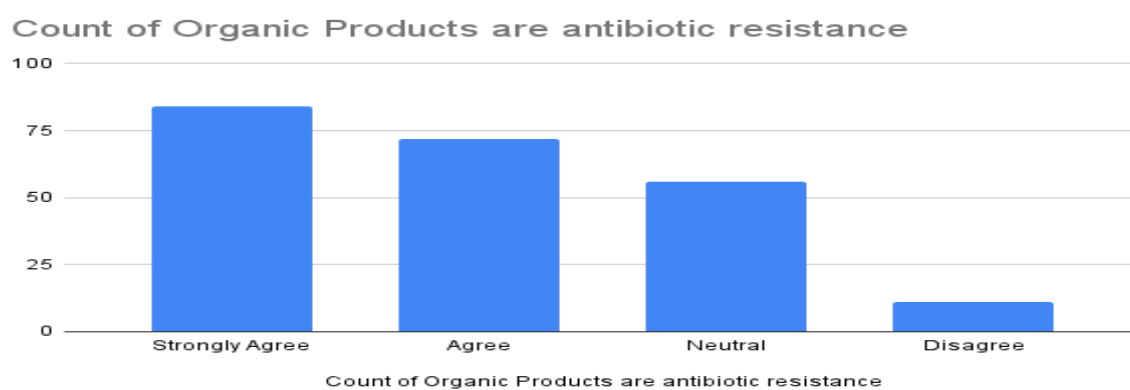


Chart 10: Chart representing organic products are antibiotic resistance

Interpretation

From the above table it is interpreted that the number of respondents organic products are antibiotic resistance strongly agree is 39.3%, agree is 31.3%, neutral is 24.7%, disagree is 4.7%, no response in strongly disagree.

Inference

Majority 39.3% of the respondents are strongly agree that organic products are antibiotic resistance.

4.1.11 Table showing organic products contains low level of toxic metals

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	53	35.3%
2	Agree	51	34%
3	Neutral	38	25.3%
4	Disagree	8	5.3%
5	Strongly Disagree	-	-
Total		150	100

Source: Primary data

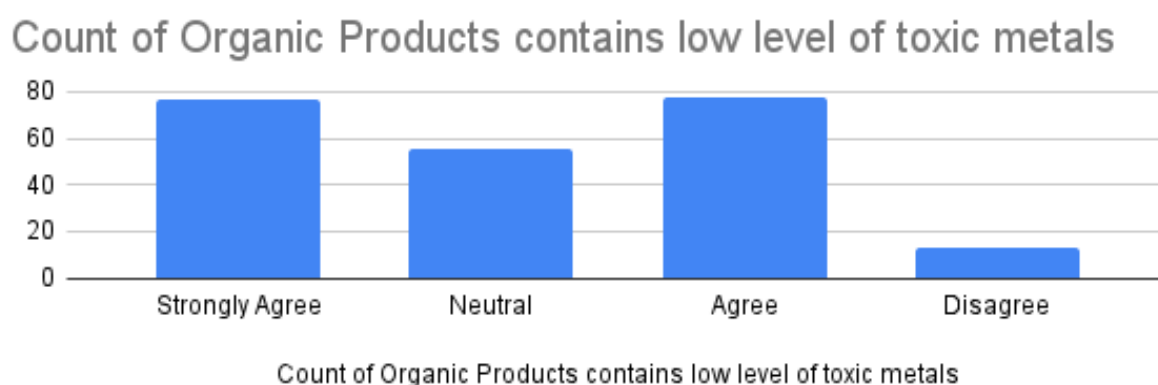


Chart 11: Chart representing organic products contains low level of toxic metals

Interpretation

From the above table it is interpreted that the number of respondents organic products contains low level of toxic metals strongly agree is 35.3%, agree is 34%, neutral is 25.3% disagree is 5.3% no response in strongly disagree.

Inference

Majority 35.3% of the respondents are strongly agree that organic products contains low of toxic metals.

4.1.12 Table showing organic products does not contain preservatives

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	51	34%
2	Agree	51	34%
3	Neutral	40	26.7%
4	Disagree	7	4.7%
5	Strongly Disagree	1	0.7%
Total		150	100

Source: Primary data

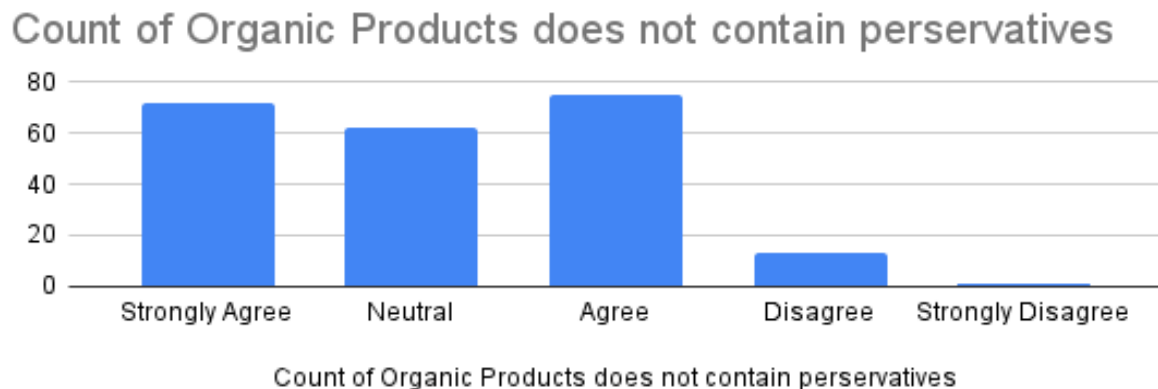


Chart 12: Chart representing organic products does not contain preservatives

Interpretation

From the above table it is interpreted that the number of respondents organic products does not contain preservatives strongly agree is 34%, agree is 34%, neutral is 26.7%, disagree is 4.7% and strongly disagree is 0.7%.

Inference

Strongly agree 34% and agree 34% both of the respondents are same. So organic products does not contain preservatives.

4.1.13 Table showing organic products seal is guaranteed and monitored by the government

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	51	34%
2	Agree	56	37.3%
3	Neutral	36	24%
4	Disagree	5	3.3%
5	Strongly Disagree	2	1.3%
Total		150	100

Source: Primary data



Chart 13: Chart representing organic products seal is guaranteed and monitored by the government

Interpretation

From the above table it is interpreted that the number of respondents organic products seal is guaranteed and monitored by the government strongly agree is 34%, agree is 37.3%, neutral is 24%, disagree is 3.3% and strongly disagree is 1.3%

Inference

Majority 37.3% of the respondents are agree that organic products seal is guaranteed and monitored by the government.

4.1.14 Table showing organic products taste better than conventional products

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	49	32.7%
2	Agree	49	32.7%
3	Neutral	44	29.3%
4	Disagree	6	4%
5	Strongly Disagree	2	1.3%
Total		150	100

Source: Primary data

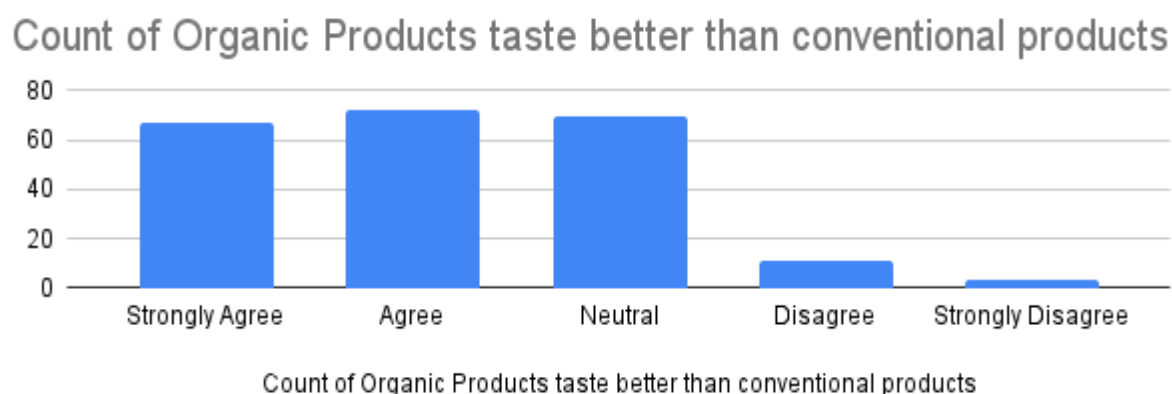


Chart 14: Chart representing organic products taste better than conventional products

Interpretation

From the above table it is interpreted that the number of respondents organic products taste better than conventional products strongly agree is 32.7%, agree is 32.7%, neutral is 29.3%, disagree is 4% and strongly disagree is 1.3%

Inference

Strongly agree 32.7% and agree 32.7% both of the respondents are same. So organic taste better than conventional products.

4.1.15 Table showing place of buying organic products

S NO	Particulars	No of Respondents	Percentage
1	Super Market	70	46.7%
2	Company Outlets	39	26%
3	Departmental Store	45	30%
4	Online	80	53.3%
Total		150	100

Source: Primary data

Place of buying Organic Products
150 responses

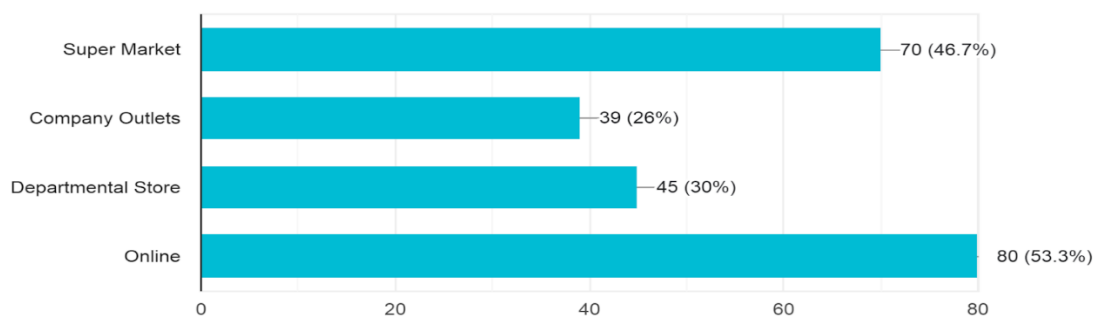


Chart 15: Chart representing place of buying organic products

Interpretation

From the above table it is interpreted that the number of respondents were 46.7% is Super market, 26% is company outlets, 30% is departmental store, and 53.3% is online.

Inference

Majority 53.3% of the respondents are buying through online. So online are the best place of buying organic products.

4.1.16 Table showing the availability of organic products are increasing day by day in retail outlets

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	45	30%
2	Agree	61	40.7%
3	Neutral	35	23.3%
4	Disagree	7	4.7%
5	Strongly Disagree	2	1.3%
Total		150	100

Source: Primary data

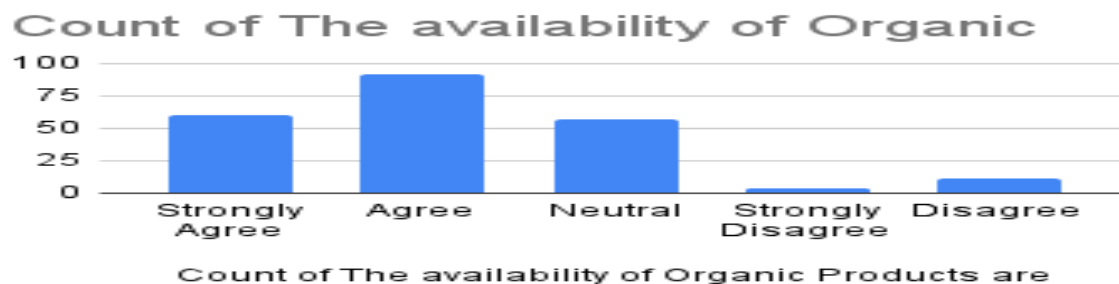


Chart 16: Chart representing the availability of organic products are increasing day by day in retail outlets

Interpretation

From the above table it is interpreted that the number of respondents the availability of organic products are increasing day by day in retail outlets strongly agree is 30%, agree is 40.7 %, neutral is 23.3%, disagree is 4.7% and strongly disagree is 1.3%

Inference

Majority 40.7% of the respondents are agree that the availability of organic products are increasing day by day in retail outlets.

4.1.17 Table showing organic products have limited varieties

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	43	28.7%
2	Agree	61	40.7%
3	Neutral	34	22.7%
4	Disagree	8	5.3%
5	Strongly Disagree	4	2.7%
Total		150	100

Source: Primary data

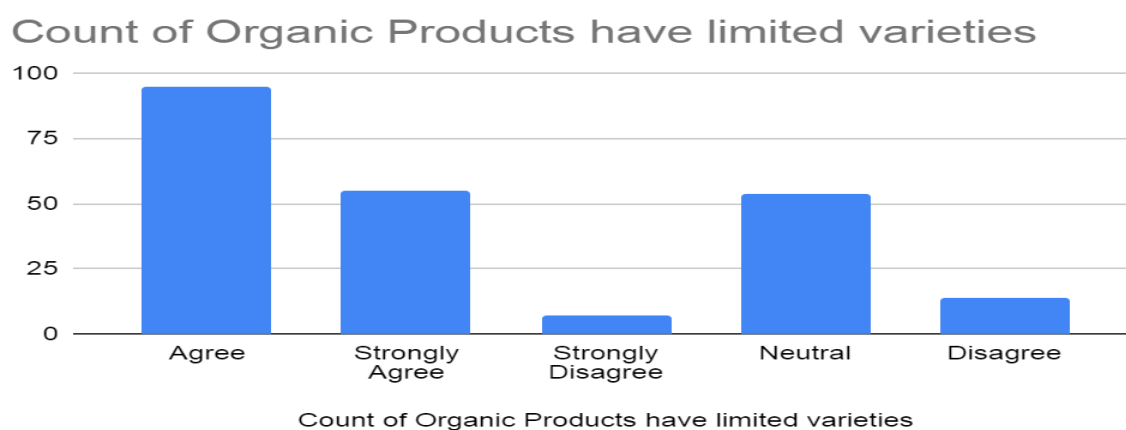


Chart 17: Chart representing organic products have limited varieties

Interpretation

From the above table it is interpreted that the number of respondents organic products have limited varieties strongly agree is 28.7%, agree is 40.7%, neutral is 22.7%, disagree is 5.3% and strongly disagree is 2.7%.

Inference

Majority 40.7% of the respondents are agree that organic products have limited varieties.

4.1.18 Table showing the price of organic products are high

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	55	36.7%
2	Agree	56	37.7%
3	Neutral	28	18.7%
4	Disagree	10	6.3%
5	Strongly Disagree	1	0.7%
Total		150	100

Source: Primary data

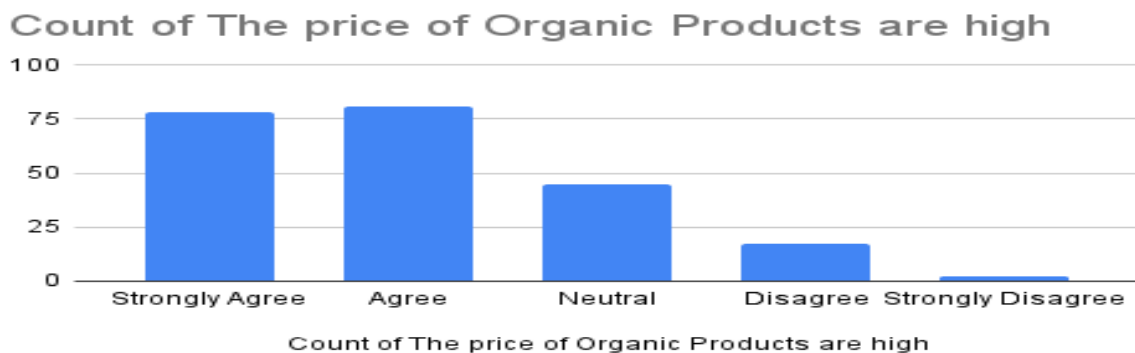


Chart 18: Chart representing the price of organic products are high

Interpretation

From the above table it is interpreted that the number of respondents the price of organic products are high strongly agree is 36.7%, agree is 37.3%, and neutral is 18.7%, disagree is 6.7% and strongly disagree is 0.7%.

Inference

Majority 37.3% of the respondents are agree that the price of the organic products are high.

4.1.19 Table showing organic products are available in good packaging to attract customers

S NO	Particulars	No of Respondents	Percentage
1	Strongly Agree	53	35.3%
2	Agree	62	41.3%
3	Neutral	26	17.3%
4	Disagree	9	6%
5	Strongly Disagree	-	-
Total		150	100

Source: Primary data



Chart 19: Chart representing organic products are available in good packaging to attract customer

Interpretation

From the above table it is interpreted that the number of respondents organic products are available in good packaging to attract customer strongly agree is 35.3%, agree is 41.3%, neutral is 17.3%, disagree is 6%, no response in strongly disagree.

Inference

Majority 41.3% of the respondents are agree that organic products are available in good packaging to attract customers.

4.1.20 Table showing customer perception level towards organic products

S NO	Particulars	No of Respondents	Percentage
1	1	4	2.7%
2	2	7	4.7%
3	3	31	20.7%
4	4	59	39.3%
5	5	49	32.7%
Total		150	100

Source: Primary data

Customer Perception level towards Organic Products
150 responses

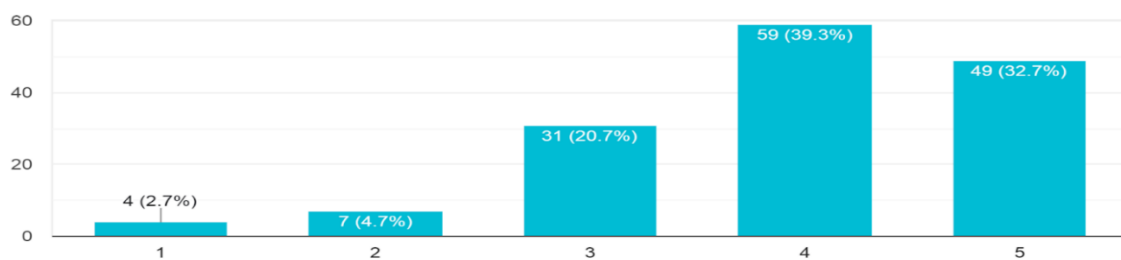


Chart 20: Chart representing customer perception level towards organic products

Interpretation

From the above table it is interpreted that the number of respondents of customer perception towards organic products strongly agree is 2.7%, agree is 4.7%, neutral is 20.7%, disagree is 39.3%, and strongly disagree is 32.7%.

Inference

Majority 39.3% of the respondents are given 4 rating that customer perception towards organic products.

4.2 CORRELATION

- Null Hypothesis H0 -There is no statistically significant relationship between Organic products are healthier than the conventional products and Organic products contains low level of toxic metals.
- Alternate Hypothesis H1-There is statistically significant relationship between Organic products are healthier than the conventional products and Organic products contains low level of toxic metals.

Table 4.2.1 the table showing the relationship between Organic products are healthier than the conventional products and Organic products contains low level of toxic metals.

Correlations

	Organic Products are healthier than the conventional products	Organic Products contains low level of toxic metals
Organic Products are healthier than the conventional products Pearson Correlation	1	.376**
Sig. (2-tailed)		.000
	226	226
Organic Products contains low level of toxic metals Pearson Correlation	.376**	1
Sig. (2-tailed)	.000	
	226	226

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

Interpretation

Since p value is $0.376 > 0.05$ we accept null hypothesis and reject alternate hypothesis. Hence, there is no relationship between Organic products are healthier than the conventional products and Organic products contains low level of toxic metals.

- Null Hypothesis H0-There is no statistically significant relationship between Organic products seal is guaranteed and monitored by the government and Organic products taste better than conventional products.
- Alternate Hypothesis H1-There is statistically significant relationship between Organic products seal is guaranteed and monitored by the government and Organic products taste better than conventional products.

Table 4.2.2 the table showing the relationship between Organic products seal is guaranteed and monitored by the government and Organic products taste better than conventional products.

Correlations		
	Organic Products seal is guaranteed and monitored by the government	Organic Products taste better than conventional products
Organic Products seal is guaranteed and monitored by the government	1	.486**
Pearson Correlation		
Sig. (2-tailed)		.000
	226	226
Organic Products taste better than conventional products	.486**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
	226	226

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

Interpretation

Since p value is $0.486 > 0.05$, we accept null hypothesis and reject alternate hypothesis. Hence, there is no relationship between Organic products seal is guaranteed and monitored by the government and Organic products taste better than conventional products.

4.3 ANOVA

- Null Hypothesis H0 -There is no statistically significant relationship between the Monthly Income of the respondents and the Availability of organic products are increasing day by day in retail outlets
- Alternate Hypothesis H1-There is statistically significant relationship between the Monthly Income of the respondents and the Availability of organic products are increasing day by day in retail outlets.

Table 4.3.1 the table descriptive showing Monthly Income of the respondents and the Availability of organic products are increasing day by day in retail outlets.

Descriptives							
Monthly Income							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
1	1	1.00	.	.	.	.	1
Agree	94	3.95	1.575	.162	3.62	4.27	2
Disagree	11	4.00	1.095	.330	3.26	4.74	2
Neutral	57	3.79	1.578	.209	3.37	4.21	2
Strongly Agree	60	4.22	1.508	.195	3.83	4.61	2
Strongly Disagree	3	3.67	.577	.333	2.23	5.10	3
Total	226	3.96	1.537	.102	3.76	4.17	1

Table 4.3.2 the table showing the relationship between Monthly Income of the respondents and the Availability of organic products are increasing day by day in retail outlets.

ANOVA					
Monthly Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.659	5	2.932	1.247	.288
Within Groups	517.058	220	2.350		
	531.717	225			

Interpretation

Since p value is $0.288 > 0.05$ we accept null hypothesis and reject alternate hypothesis. Hence, there is no relationship between Monthly Income of the respondents and the Availability of organic products are increasing day by day in retail outlets.

4.4 CHI SQUARE TEST

- Null Hypothesis H₀ -There is statistically significant relationship between the Age of the respondents and Sources of organic products.
- Alternate Hypothesis H₁-There is no statistically significant relationship between the Age of the respondents and Sources of organic products.

Table 4.4.1 the table showing the relationship between the age of the respondents and sources of organic products.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	391.369 ^a	65	.000
Likelihood Ratio	122.963	65	.000
N of Valid Cases	226		

a. 74 cells (88.1%) have expected count less than 5. The minimum expected count is .00.

Interpretation

Since p value is $0.000 > 0.05$ we reject null hypothesis and accept alternate hypothesis. Hence, there is relationship between the age of the respondents and sources of organic products.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 58% of the respondents are male.
- Majority 54.7% of the respondents fall in the age category of 20-30.
- Majority 43.3% of the respondents are salaried.
- Majority 26% of the respondents are below 10,000.
- Majority 70% of the respondents are known through social media.
- Majority 50.7% of the respondents are spend less than 2,000.
- Majority 52.7% of the respondents are purchases monthly.
- Majority 37.3% of the respondents are agree that organic products are healthier than the conventional products.
- Majority 39.3% of the respondents are strongly agree that organic products helps to increase immune system.
- Majority 39.3% of the respondents are strongly agree that organic products are antibiotic resistance.
- Majority 35.3% of the respondents are strongly agree that organic products contains low of toxic metals.
- Strongly agree 34% and agree 34% both of the respondents are same. So organic products does not contain preservatives.
- Majority 37.3% of the respondents are agree that organic products seal is guaranteed and monitored by the government.
- Strongly agree 32.7% and agree 32.7% both of the respondents are same. So organic taste better than conventional products.
- Majority 53.3% of the respondents are buying through online. So online are the best place of buying organic products.
- Majority 40.7% of the respondents are agree that the availability of organic products are increasing day by day in retail outlets.
- Majority 40.7% of the respondents are agree that organic products have limited varieties.
- Majority 37.3% of the respondents are agree that the price of the organic products are high.

- Majority 41.3% of the respondents are agree that organic products are available in good packaging to attract customers.
- Majority 39.3% of the respondents are given 4 rating that customer perception towards organic products.

5.2 SUGGESTION

- As it is observed from the study that taste is more influential attribute in the purchase decision of consumers, organic food can be largely advertised as both tasty and healthy food option among the different segments of consumers like children, youngsters and old age people.
- The varieties of organic products which are available in the market are limited and consumers having lack of awareness about organic products.
- They can allocate separate shares for organic products in departmental stores and also they can improve the product features would lead to increase in consumption of organic products.
- They can improve by giving advertisement of the organic products.

5.3 CONCLUSION

The consumer's concerns on awareness, facing challenges while buying and availability of organic products are becoming important which has provided growing opportunities for organic foods within the recent years. The demand for organic food is steadily increasing in developing countries like India still got to go an extended way. The countries like India got to realized with organized interventions various fronts which require a far better understanding of the consumer's preference on food. Therefore an analysis of Consumer's perception towards Organic products in may be considered as important ground to build the markets for organic products in the initial phase of market development.

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APPENDIX – I QUESTIONNAIRE

DEMOGRAPHICAL

1. Gender of the respondents

- a) Male
- b) Female

2. Age of the respondents

- a) Below 20
- b) 20-30
- c) 30-40
- d) 40-50
- e) Above 50

3. Occupation of the respondents

- a) Business Person
- b) Salaried
- c) House Wife
- d) Student
- e) Others

4. Monthly income of the respondents

- a) Below 10,000
- b) 10,000-20,000
- c) 20,000-30,000
- d) 30,000-40,000
- e) Above 50,000

5. Sources of organic products (Check Box Question)

- a) TV/Radio
- b) Newspaper Advertisement
- c) Social Media
- d) Friends & Colleagues

6. How much money do you spend on organic products monthly

- a) Less than 2,000
- b) 2,000 to 5,000
- c) Above 5,000

7. How frequently do you purchase organic products

- a) Daily
- b) Weekly
- c) Monthly
- d) Yearly

8. Organic products are healthier than the conventional products

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

9. Organic products helps to increase immune system

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree

e) Strongly Disagree

10. Organic products are antibiotic resistance

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

11. Organic products contains low level of toxic metals

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

12. Organic products does not contain preservatives

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

13. Organic products seal is guaranteed and monitored by the government

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

14. Organic products taste better than the conventional products

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

15. Place of buying organic products (Check Box Question)

- a) Super Market
- b) Company Outlets
- c) Departmental Store
- d) Online

16. The availability of organic products are increasing day by day in retail outlets

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

17. Organic products have limited varieties

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

18. The price of organic products are high

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

19. Organic products are available in good packaging to attract customers

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

20. Customer perception level towards organic products

Bad

1

2

3

4

5

Good