

PROJECT REPORT ON
“MARKETING OF ORGANIC FOOD PRODUCTS IN TAMILNADU”

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF MANAGEMENT STUDIES

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

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INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRAVEEN P 42410539** who carried out the Project Training **“MARKETING OF ORGANIC FOOD PRODUCTS IN TAMILNADU”** under my supervision from October 2023 to December 2023.

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DECLARATION

I **PRAVEEN P 42410539** hereby declare that the Project Report entitled **“Marketing of organic food products in Tamilnadu”** done by me under the guidance of **Dr.S.Krishnakumari** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

In India, organic food market is in emerging stage has experienced steadfast growth in the past few years. The current growth in the organic market is driven by health factor and safe consumption.

Day to day the environmental concern is increasing, Health issues are becoming consumer's priorities to purchase the products. Also consumers are focusing on the quality aspect of the products as well as their impact on the environment.

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. the objectives are to examine the health concern of the consumer's, the quality factors influencing consumers , the availability of organic products in Chennai and respondents valuable suggestions. 130 respondents have been selected simple random methods. Tools used for the study are Percentage analysis, Chi-Square Test, Correlation, ANOVA .

Keywords - Organic products, Consumer's Perception.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	vi
	LIST OF TABLES	ix
	LIST OF CHARTS	xii
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry Profile	1
	1.3 Need for the Study	5
	1.4 Scope and Significance of Study	6
	1.5 Objectives of the Study	6
	1.6 Limitations of the Study	6
2	REVIEW OF LITERATURE	7
3	RESEARCH METHODOLOGY	24
	3.1 Research Design	24
	3.2 Sampling Technique	24
	3.3 Sources of Data	24
	3.4 Structure of Questionnaire	24
	3.5 Sample Size	25
	3.6 Period of Study	25
	3.7 Analytical Tools	25
4	DATA ANALYSIS AND INTERPRETATION	26
	4.1 Percentage Analysis	26
	4.2 Chi-square	51
	4.3 Correlation	53
	4.4 ANOVA	54
5	FINDINGS, SUGGESTIONS AND CONCLUSION	56
	5.1 Findings	56

	5.2 Suggestions	57
	5.3 Conclusion	58
	REFERENCES	59
	BIBLIOGRAPHY	66
	APPENDIX (Questionnaire)	67

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Table showing the Gender wise classification of the respondents	26
4.1.2	Table showing the Age of the respondents	27
4.1.3	Table showing the Income of the respondents per month	28
4.1.4	Table showing the Marital status of the respondents	29
4.1.5	Table showing the Sources Of Organic Products	30
4.1.6	Table showing How much money do you spend on organic products monthly	31
4.1.7	Table showing How frequently do you purchase organic products	32
4.1.8	Table showing Organic products are healthier than the conventional products	33
4.1.9	Table showing Organic products helps to increase immune system due to high level of antioxidants	34
4.1.10	Table showing Organic products are antibiotic resistance	35
4.1.11	Table showing Organic products are not genetically modified	36
4.1.12	Table showing Organic products has less chances of food borne illness	37
4.1.13	Table showing Organic products contains low level of toxic metals	38
4.1.14	Table showing All organic products are biodegradable in nature	39
4.1.15	Table showing Organic products does not contain preservatives	40

4.1.16	Table showing Organic products are safe for consumption than conventional products	41
4.1.17	Table showing Compared to conventional products organic products gives the better taste	42
4.1.18	Table showing Organic products are generally rich in natural nutrients	43
4.1.19	Table showing Organic products seal is guaranteed and monitored by the government	44
4.1.20	Table showing the availability of organic products are increasing day by day in retail outlets	45
4.1.21	Table showing Organic products have limited varieties	46
4.1.22	Table showing Organic products are available through Online platform	47
4.1.23	Table showing Demand for the organic products are increasing day by day among the consumers	48
4.1.24	Table showing Organic products are available in good packaging to attract customers	49
4.1.25	Table showing Compared to conventional products, Organic products are expensive	50
4.2.1	The table showing the crosstabulation of a gender of the respondents and Health[Organic products are healthier than the conventional products]	51
4.2.2	The table showing the relationship between the gender of the respondents and Health[Organic products are healthier than the conventional products]	51
4.2.3	The table showing the crosstabulation of an Age of the respondents and Sources Of Organic Products	52
4.2.4	The table showing the relationship between an Age of the respondents and Sources Of Organic Products	53

4.3.1	The table showing the relationship between Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]	53
4.3.2	The table showing the relationship between Quality [All organic products are biodegradable in nature] and Quality [Organic products are safer for consumption than conventional products]	54
4.4.1	The table showing the descriptive of Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]	55
4.4.2	The table showing the relationship between Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]	55

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1.1	Chart representing the Gender wise classification of the respondents	26
4.1.2	Chart representing the Age of the respondents	27
4.1.3	Chart representing the Income of the respondents per month	28
4.1.4	Chart representing the Marital status of the respondents	29
4.1.5	Chart representing the Sources of Organic Products	30
4.1.6	Chart representing How much money do you spend on organic products monthly	31
4.1.7	Chart representing How frequently do you purchase organic products	32
4.1.8	Chart representing Organic products are healthier than the conventional products	33
4.1.9	Chart representing Organic products helps to increase immune system due to high level of antioxidants	34
4.1.10	Chart representing Organic products are antibiotic resistance	35
4.1.11	Chart representing Organic products are not genetically modified	36
4.1.12	Chart representing organic products has less chances of food borne illness	37
4.1.13	Chart representing Organic products contains low level of toxic metals	38
4.1.14	Chart representing All organic products are biodegradable in nature	39
4.1.15	Chart representing Organic products does not contain preservatives	40
4.1.16	Chart representing Organic products are safe for consumption than conventional products	41

4.1.17	Chart representing Compared to conventional products organic products gives the better taste.	42
4.1.18	Chart representing Organic products are generally rich in natural nutrients	43
4.1.19	Chart representing Organic products seal is guaranteed and monitored by the government	44
4.1.20	Chart representing The availability of organic products are increasing day by day in retail outlets	45
4.1.21	Chart representing Organic products have limited varieties	46
4.1.22	Chart representing Organic products are available through Online platform	47
4.1.23	Chart representing Demand for the organic products are increasing day by day among the consumers	48
4.1.24	Chart representing Organic products are available in good packaging to attract customers.	49
4.1.25	Chart representing Compared to conventional products, Organic products are expensive	50

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

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 farmer/ Producers, processors, trader, 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 vitality which has resistance to diseases.

1.2 INDUSTRY PROFILE

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 vitality which has resistance to diseases.

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic 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.

As per the available statistics, India's rank 8th in terms of World's Organic Agricultural land and 1st in terms of total number of producers as per 2020 data (Source: FIBL & IFOAM Year Book, 2020).

The APEDA, Ministry of Commerce & Industries, Government of India is implementing the National Programme for Organic Production (NPOP). The programme involves the accreditation of Certification Bodies, standards for organic production, promotion of organic farming and marketing etc. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland for unprocessed plant products as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of NOP of US. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries. APEDA is also in the process of Bilateral equivalence with South Korea, Taiwan, Canada, Japan etc.

1.2.1. Area

As on 31st March 2020 total area under organic certification process (registered under National Programme for Organic Production) is 3.67 million Hectare (201920). This includes 2.299 million ha cultivable area and another 1.37 million Hectare for wild harvest collection.

Among all the states, Madhya Pradesh has covered largest area under organic certification followed by Rajasthan, Maharashtra, Gujarat, Karnataka, Odhisa, Sikkim and Uttar Pradesh.

During 2016, Sikkim has achieved a remarkable distinction of converting its entire cultivable land (more than 75000 ha) under organic certification.

1.2.2. Production

India produced around 2.75 million MT (2019-20) of certified organic products which includes all varieties of food products namely Oil Seeds, Sugar cane, Cereals &

Millets, Cotton, Pulses, Aromatic & Medicinal Plants, Tea, Coffee, Fruits, Spices, Dry Fruits, Vegetables, Processed foods etc. The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc.

Among different states Madhya Pradesh is the largest producer followed by Maharashtra, Karnataka, Uttar Pradesh and Rajasthan. In terms of commodities Oil seeds are the single largest category followed by Sugar crops, Cereals and Millets, Tea & Coffee, Fibre crops, fodder, Pulses, Medicinal/ Herbal and Aromatic plants and Spices & Condiments.

1.2.3. Types of organic products

○ Organic food products

Organic food products are grown under a system of agriculture without the use of harmful 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 vitality which has resistance to diseases. In this method growing plants take time to grow naturally and always good for health. Most of the country has its own organic products cultivation regulation monitor organic products. USA use USDA certification, India uses India Organic certification NPOP (National Program for Organic Production).

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.

One of the main reasons that deter people from organic products is costs. In 2015, on average, organic products were 47 percent more expensive. Organic products can vary a lot in price. According to a study performed by consumerreports.org,

organic products compared to non-organic products ranged anywhere from 13 percent cheaper to 303 percent more expensive. The reason why organic products cost so much more on average is the production process. Many factors contribute to this cost. First, the demand for an organic product is larger than the number of organic products available. Without synthetic pesticides, quantities of foods will be smaller. This smaller production of organic food means an increased cost. Also, the amount of labour per unit of food is larger compared to the mass production of nonorganic 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 are 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, organic clothing products are 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.

Popular clothing brands like Patagonia, are labelled as organic by using 100 percent organic cotton for many of its styles. 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*

Unlike food products, the USDA does not regulate the term "organic" as it applies to personal care products. A personal care product can be deemed organic if it contains agricultural ingredients and can meet the USDA organic production standards. Once certified by the USDA it can fall into one of four categories: "100 percent organic", "organic", "made with organic ingredients", or "made with less than 70 percent organic ingredients." A personal care product can only claim they are USDA-certified organic if they meet the qualifications of the USDA.

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.

1.2.4. Exports

The total volume of export during 2019-20 was 6.389 lakh MT. The organic food export realization was around INR 4,686 crore (689 million USD). Organic products are exported to USA, European Union, Canada, Switzerland, Australia, Japan, Israel, UAE, New Zealand, Vietnam etc.

In terms of export value realization Processed foods including soya meal(45.87%) lead among the products followed by Oilseeds (13.25%), Plantation crop products such as Tea and Coffee(9.61%), Cereals and millets (8.19%), Spices and condiments (5.20%), Dry fruits (4.98%, Sugar(3.91), Medicinal plants(3.84%) and others.

1.3 NEED FOR STUDY

In India, organic food market is in emerging stage has experienced steadfast growth in the past few years. The current growth in the organic market is driven by health factor and safe consumption. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact

on the environment. Health issues are becoming consumer's priorities to purchase the 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.

1.4 SCOPE AND SIGNIFICANCE OF STUDY

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- Consumer's perception of the organic product is how consumers engage with the organic products and what will be their thoughts towards the organic products

1.5 OBJECTIVES OF THE STUDY

1.5.1 *Primary Objectives*

- To analyse the factor influencing the Consumer's Perception Towards Organic Products in CHENNAI

1.5.2 *Secondary Objectives*

- To analyse the health concern of the consumer's for using organic products in Chennai
- To examine the quality factors influencing consumers towards organic products
- To analyse the availability of organic products in Chennai for consumer

1.6 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; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 130 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

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.

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 analysed 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%.

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 socioeconomic 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.

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.

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 spoor 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 counteract 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.

Dr. D. T. Venkatakrishnan (2017) conducted the study of consumers awareness towards organic food. A sample of 100 respondents" was purposively selected from Tirupur District. The selected samples are analysed using simple percentage, chisquare 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, 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 behavioural aspect for selecting organic food

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.

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 structure 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 relates to its eco-friendly nature and health benefits. It was also identified that consumers were aware and have positive behaviour 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.

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. From the study that taste is more influential attribute in the purchase decision of urban 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.

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 analysed 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.

Chandrashekar .H. M (2010) conducted the study of Organic food production costs are higher in the developed countries as organic farming is labour intensive and labour is costly in these countries. However, in a country like India, where labour 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.

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 consumers' generally positive attitude toward 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 consumers' lives, along with investigating their purchase context, is required to complete our understanding of organic food consumers.

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 analysed 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. Consumers' 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.

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 behaviour in the Organic food products market among urban residents.

Uma. R, Dr. V .Selvam (2016) conducted the study to analyse 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 analysing 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.

Mohammad Altarawneh (2013) conducted the study aims at analysing 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 alogit 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 consumers' 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

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. 96 % 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 analysed 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.

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 behaviour, 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 behaviour, from where they buy the products, awareness, attitude, factors effecting buying behaviour, price effect on purchasing, behaviours towards organic food and effectiveness of sources for organic information. This study will help to create awareness amongst consumers about organic food by the organic companies.

Mohamed Bilal Basha, Cordelia Mason , Mohd Farid Shamsuddin, Hafezali Iqbal Hussain , Milad Abdelnabi Salem, Azlan Ali (2015) conducted the study of Consumer behaviour 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 behaviour. Previous research has indicated that consumer behaviour is changing towards purchase of many environmentallyfriendly 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.

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, a 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))

Tanveer Kaur (2020) conducted the study to analyse 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 elitist 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 framers should pay attention to farming of organic product.

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.

Surendra Mahato and Rajan Prasad Kadel (2015) conducted the study was to gain knowledge about consumers' behaviour towards organic food products. This study attempts to examine consumers' 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 analysed 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 where as 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.

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

Ms. S. Lakshmi Prabha, Dr. M. Sindhuja (2019) conducted the study of aims to analyse 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, ANNOVA, T-Test were used to check the reliability of data which was collected. Thus, this study analysed the consumer's preference towards organic products in Coimbatore District

Dr. V Padmaja, Nikhil Parashar (2018) conducted the study to understand the consumer buying behaviour 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 analyse factors affecting buying behaviour 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.

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 behaviour and the interrelationship between them in the context of organic food products. Based on the Theory of Planned Behaviour, 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 behaviour 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 consumers' perceived quality of organic food products on their intention to purchase the products.

Aarthi . M, Balusamy .S (2020) conducted the study which provides a better understanding of consumers' attitude, purchase intention and actual buying behaviour 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. 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 behaviour with an optimistic consumer seldom buying organic foods due to very high prices.

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.

Ratna Banerjee ,Remica Aggarwal ,Veena Aggarwal (2019) conducted the study which tries to explore and analyse interesting aspects related to consumer behaviour , perceptions and attitudes about organic food products in Indian

subcontinent . 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.

Elantherayan .P and Dr. A. Ravi (2016) conducted the study which analysed the association between preference and availability of organic food and also the factors influencing on 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.

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 analysing 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

DelhiNCR 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 Metro cities have a good purchasing power to pay premium prices for organic products so they prefer to include organic teas & supplements for a healthy lifestyle.

Gunaseelaprabhu .K, Ramya.J (2019) conducted the study to understand the recent trends in consumer perception and behaviour towards organic food. The objective of this study is to learn about consumer perception and behaviour 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.

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 consumers' 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 analysed. 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, fresher and that organic products are environmentally friendly.

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.

Mania .M, Nedumaran .G(2019) conducted the study on Understanding the grounds of extending the degree of characteristic sustenance usage, for instance, 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.

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

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 Universiti Teknologi MARA (Northern Zone), the data obtained from the survey were analysed 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.

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 Behaviour (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 behaviour of purchasing organic food confirmed the previous studies descriptively stating that gender affects the organic food purchasing behaviour. 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.

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.

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 consumers' 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. Organic buyers tend to be older and higher educated than those who do not buy them. 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.

Giovanni Pino, Alessandro m. Peluso, and Gianluigi Guido (2012) conducted the study which analyses the impact of ethical motivations, food safety and healthrelated 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, whereas food safety concerns influence the purchase intentions of occasional consumers. Implications are discussed.

Athanasios Krystallis and George Chryssohoidis (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 analysed 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.

M.G. McEachern and P. McClean (2002) conducted the study on consumers' 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-interestcentred (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.

Tan Poh Leong, Laily Paim (2015) conducted the study to measure the effect of intention as a mediator in the relationship between internal factors and external factors on consumption. The factors were a) internal factors: knowledge, awareness, health consciousness, product attributes, environmental concern, and b) external factors: subjective norms, perceived behaviour control, and media and advertisement. From the review of literature, there were limited studies done on the mediating effect of intention on the relationship between (internal factor and external factors) and organic food product consumption among CGY in Malaysia. 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 behaviour, and 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.

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 behaviours within consumer groups and in different places, although there have been basic similarities. Consumers' perceptions have probably changed over time.

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 are 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 behaviours toward organic food. Both practical and theoretical contributions of this study are also discussed.

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.

3.1.1 *Descriptive Research Design*

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

3.2 SAMPLING TECHNIQUE

3.2.1 *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

3.3.1 *Primary data*

Primary data, by contrast, are collected by the investigator conducting the research

3.3.2 *Questionnaire*

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

3.3.3 *Secondary Data sources*

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites.

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 130.

3.6 PERIOD OF STUDY

The period of study is from October 2023 to December 2023.

3.7 ANALYTICAL TOOLS

The analytical tools used in SPSS are,

- Chi-Square test
- correlation
- ANOVA in SPSS

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing the Gender wise classification of the respondents

S No	Particulars	No. of Respondents	Percentage
1.	Male	80	61.5
2.	Female	50	38.5
Total		130	100

Source: Primary data

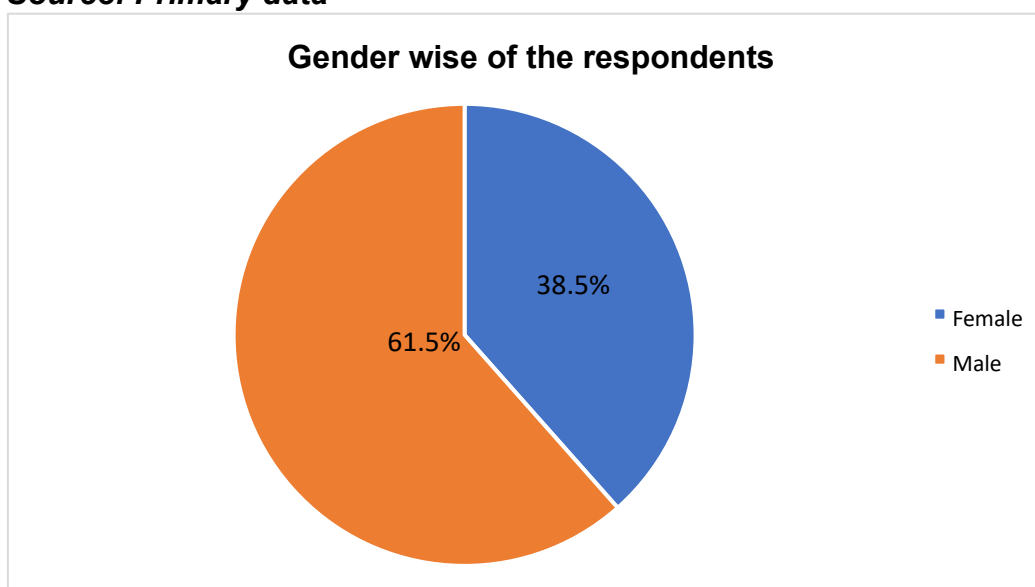


Chart 4.1.1: Chart representing the Gender wise classification of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 61.5% and female respondent is 38.5%.

Inference

Majority (61.5%) of the respondents are Male. So organic products are highly preferred by the male

Table 4.1.2. Table showing the Age of the respondents

S NO	AGE	No. of Respondents	Percentage
1.	Below 20 years	13	10
2.	21 - 30 years	113	86.9
3.	31 - 40 years	3	2.3
4.	41 - 50 years	1	0.8
5.	Above 50 years	0	0
Total		130	100

Source: Primary data.

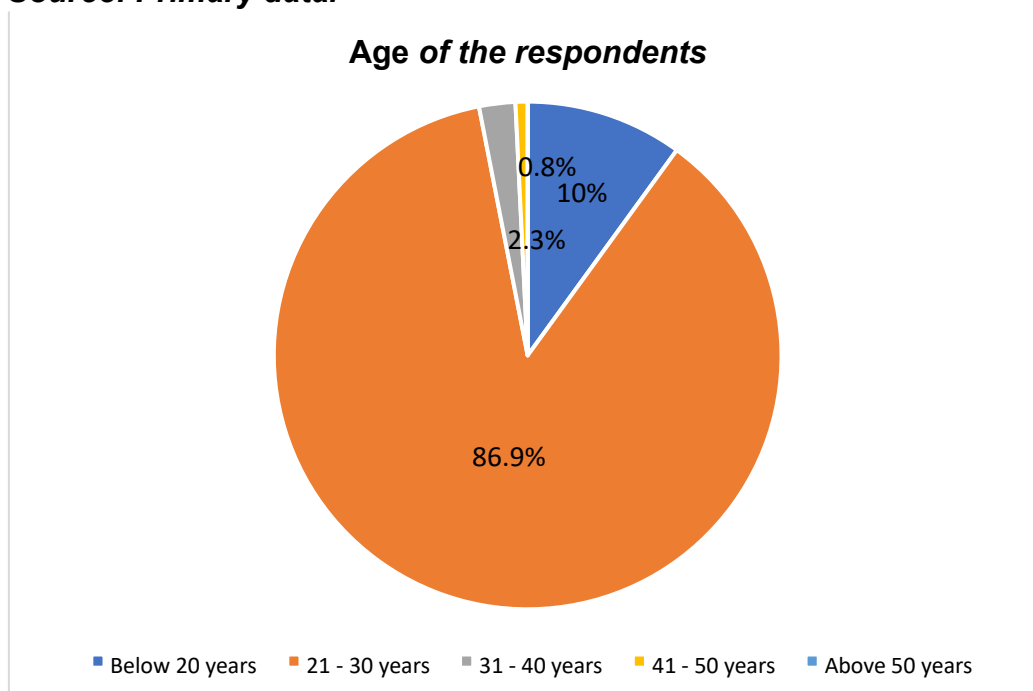


Chart 4.1.2: Chart representing the Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between Below 20 years is 10%, 21 - 30 years is 86.9, 31 - 40 years is 2.3%, 41 - 50 years is 0.8% , Above 50 years is 0.

Inference

Majority (86.9%) of the respondents fall in the age category of 21 - 30 years . So organic products are highly preferred by the age category of 21 - 30 years

Table 4.1.3. Table showing the Income of the respondents per month

S NO	Particulars	No. of Respondents	Percentage
1.	<15000	42	32.3
2.	15000 to <45000	34	26.2
3.	>45000	2	1.5
4.	No income	52	40
Total		130	100

Source: Primary data.

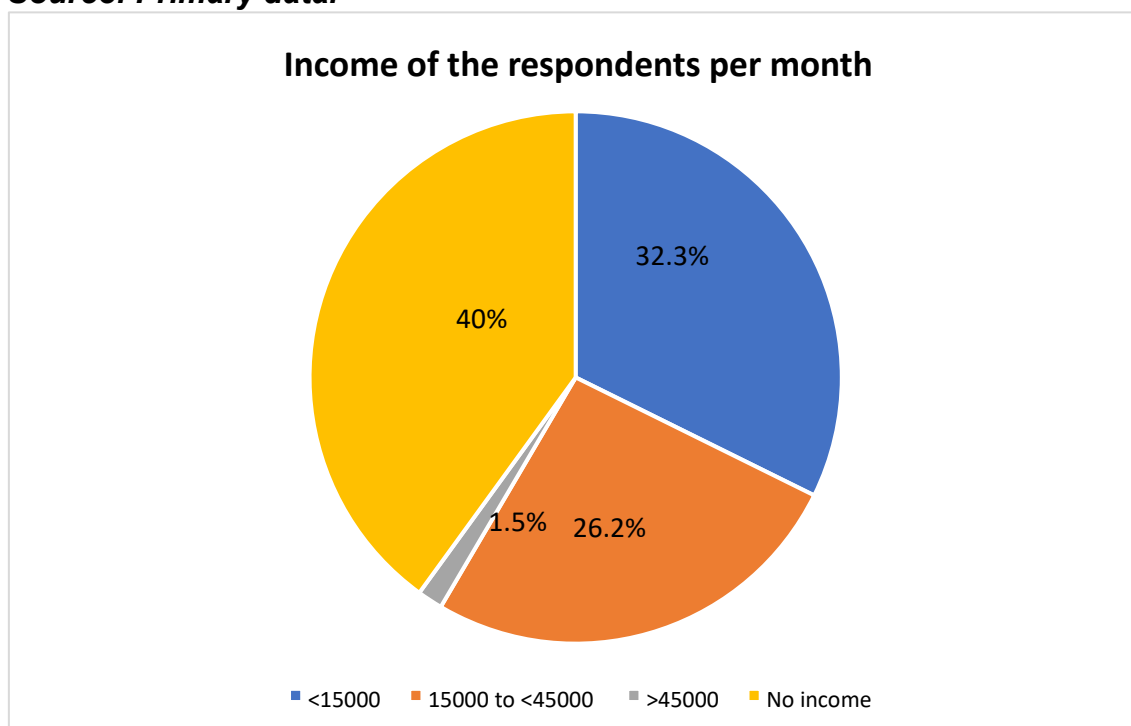


Chart 4.1.3: Chart representing the Income of the respondents per month

Interpretation

From the above table it is interpreted that the number of respondents in <15,000 is 32.3%, 15000 to <45000 is 26.2 %, >45000 is 1.5%, No Income is 40.

Inference

Majority (40%) of the respondents have No Income. So organic products are highly preferred by the no income respondents

Table 4.1.4. Table showing the Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Married	118	90.8
2.	Unmarried	12	9.2
Total		130	100

Source: Primary data.

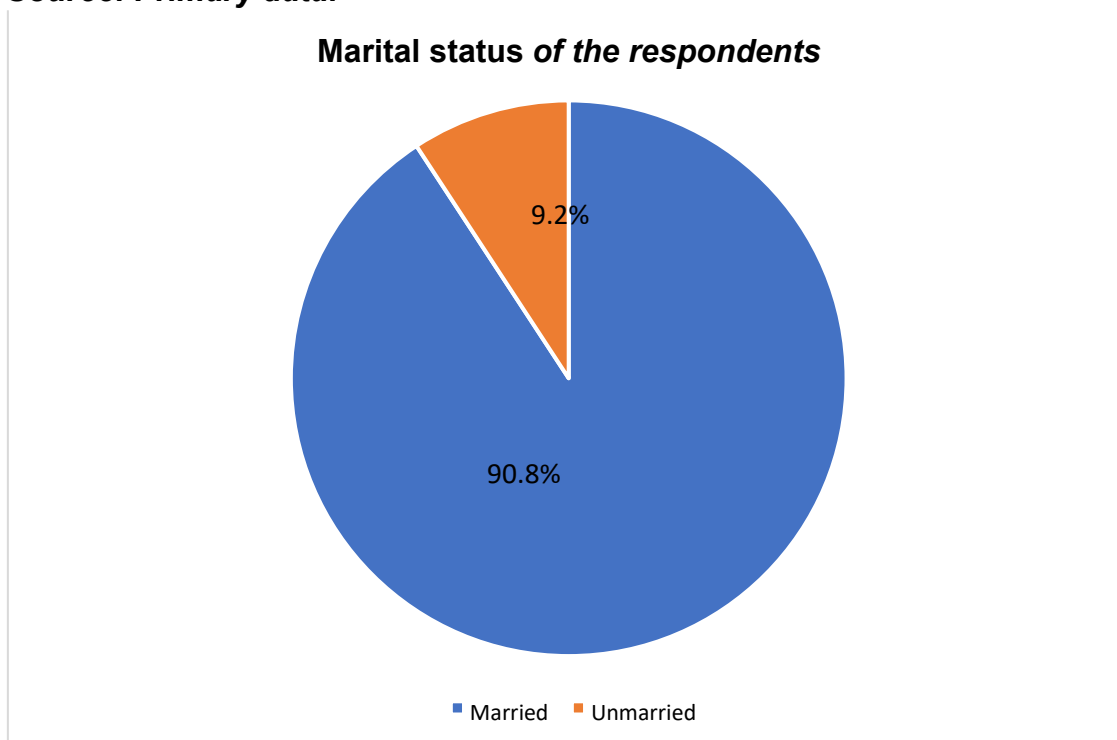


Chart 4.1.4. Chart representing the Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 9.2% in married, 90.8% in unmarried.

Inference

Majority (90.8%) of the respondents are Unmarried. So organic products are highly preferred by the unmarried respondents

Table 4.1.5. Table showing the Sources Of Organic Products

S NO	Particulars	No. of Respondents	Percentage
1.	TV /Radio	35	26.9
2.	News paper	3	2.3
3.	Internet Awareness program	45	34.6
4.	Friends & Colleagues	47	36.2
Total		130	100

Source: Primary data.

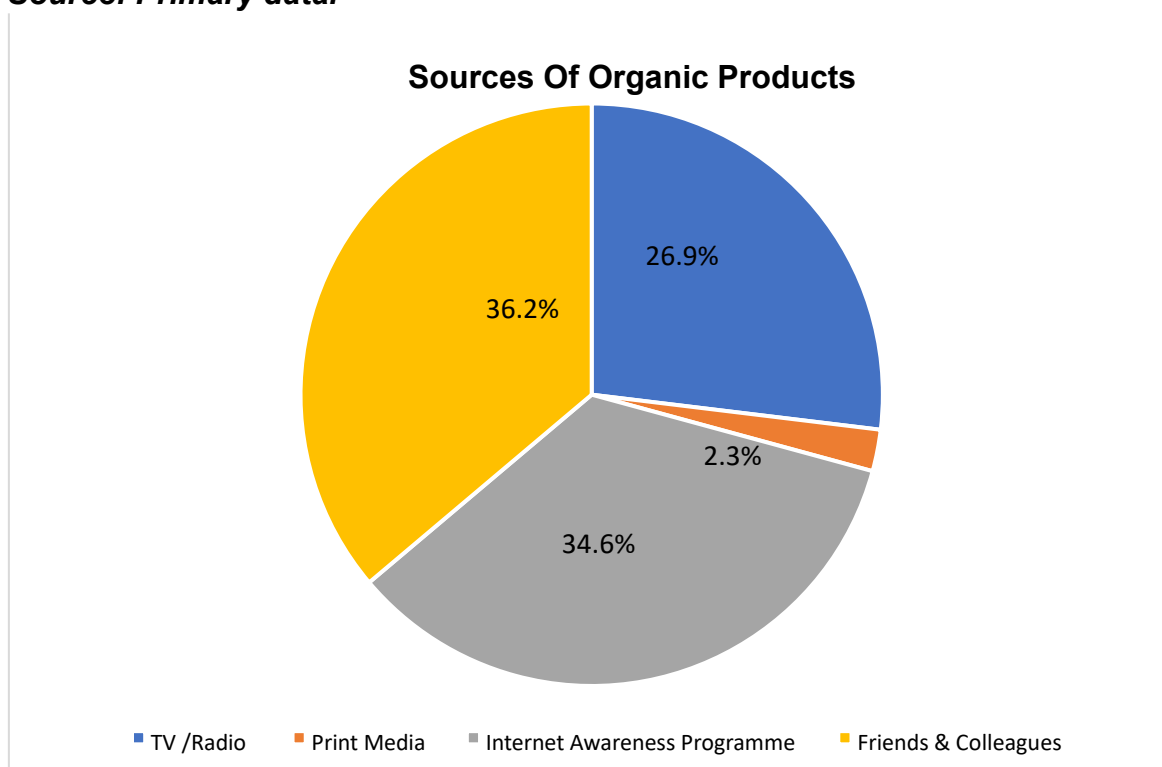


Chart 4.1.5. Chart representing the Sources of Organic Products

Interpretation

From the above table it is interpreted that the number of respondents were 26.9% is Tv/Radio, 2.3% is print media, 34.6% is Internet awareness programme, 36.2% is Friends & colleagues.

Inference

Majority (36.2%) of the respondents are known through Friends and colleagues. So Friends and colleagues are the best sources of organic products

Table 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	102	78.5
2.	2,000 to < 5000	20	15.4
3.	5,000 and above	8	6.2
Total		130	100

Source: Primary data.

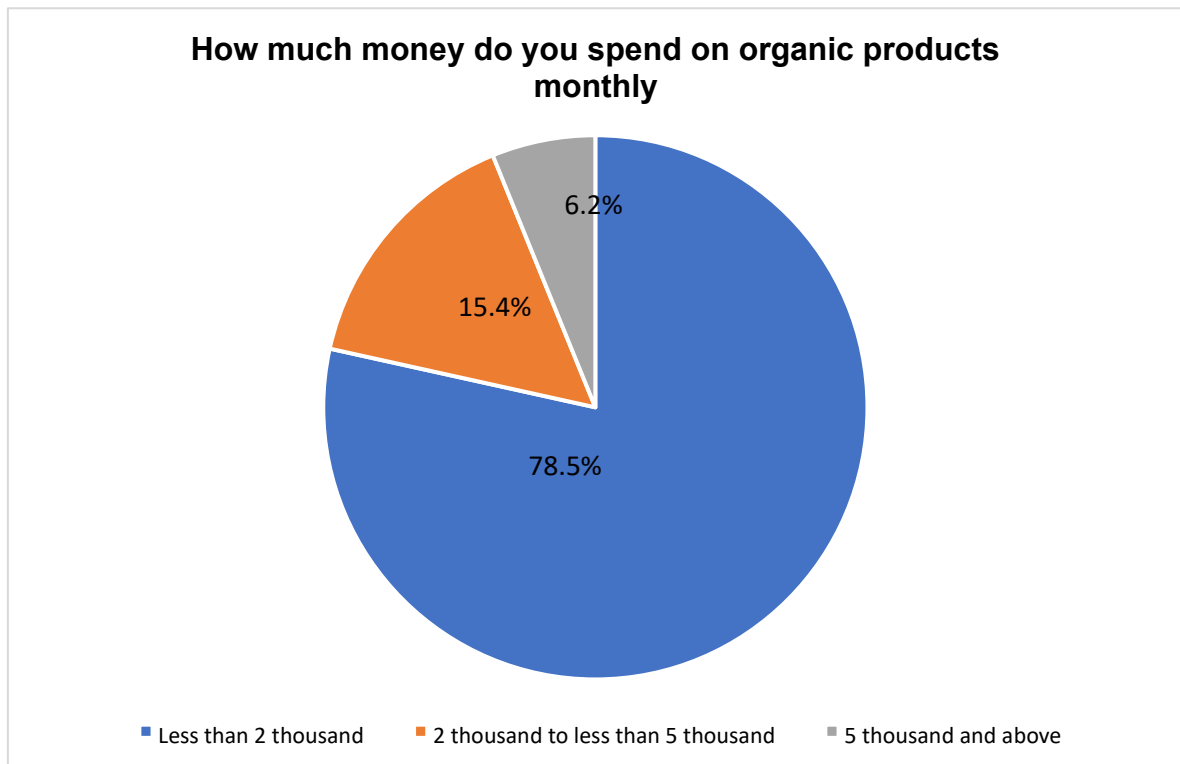


Chart 4.1.6. Chart representing How much money do you spend on organic products monthly

Interpretation

From the above table it is interpreted that the number of respondents were 78.5% is < 2,000, 15.4% is 2,000 to <5,000, 6.2% is 5,000 and above.

Inference

Majority (78.5%) of the respondents are spend <2,000. So most of the respondents have spend <2,000 per month

Table 4.1.7. Table showing How frequently do you purchase organic products

S NO	Particulars	No. of Respondents	Percentage
1.	Daily	12	9.2
2.	Weekly	36	27.7
3.	Monthly	55	42.3
4.	Yearly	27	20.8
Total		130	100

Source: Primary data.

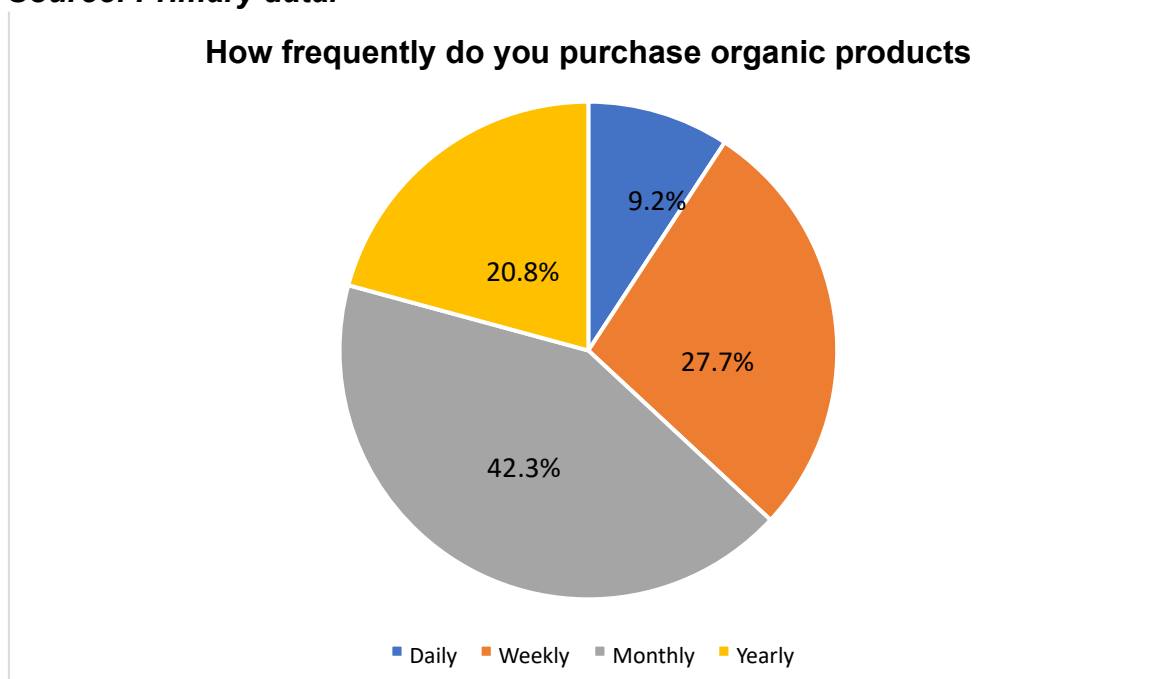


Chart 4.1.7: Chart representing How frequently do you purchase organic products

Interpretation

From the above table it is interpreted that the number of respondents were 9.2% is daily, 27.7% is weekly, 42.3% is monthly, 20.8% is yearly.

Inference

Majority (42.3%) of the respondents are purchases monthly. So most of the respondents purchase organic products monthly

Table 4.1.8. Table showing Organic products are healthier than the conventional products

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	66	50.7
2.	Agree	51	39.2
3.	Neutral	11	8.4
4.	Disagree	1	0.7
5.	Strongly Disagree	1	0.7
Total		130	100

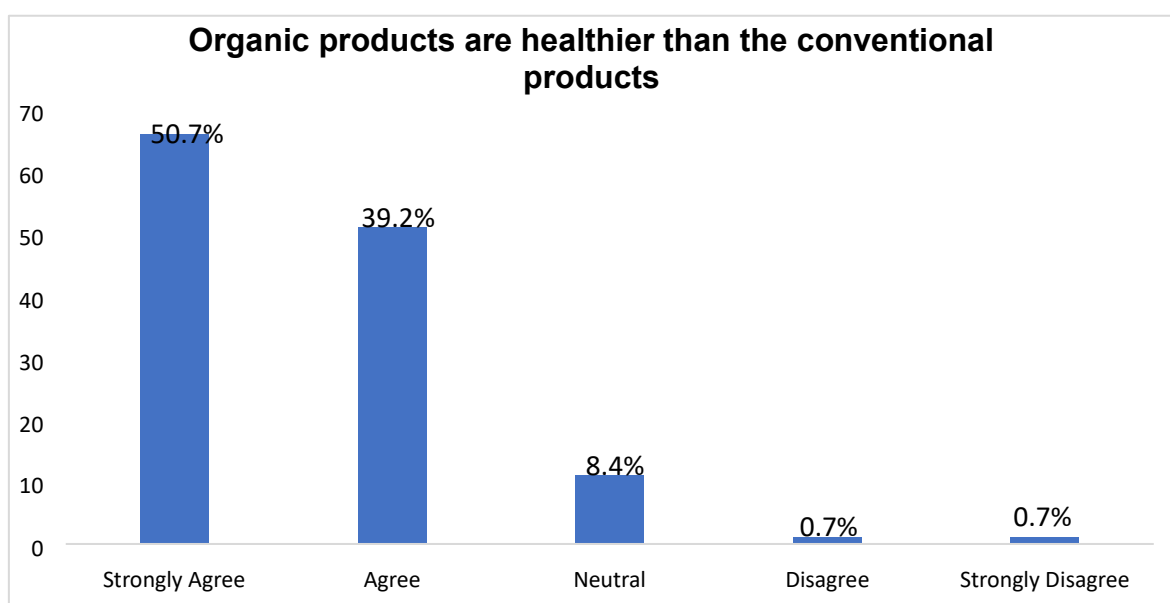


Chart 4.1.8. Chart representing Organic products are healthier than the conventional products

Interpretation

From the above table it is interpreted that the number of respondents, Organic products are healthier than the conventional products (Strongly Agree is 50.7%, Agree is 39.2%, Neutral is 8.4%, Disagree is 0.7% and Strongly Disagree is 0.7%).

Inference

Majority (50.07%) of the respondents are Strongly Agree that Organic products are healthier than the conventional products.

. Table showing
Table 4.1.9 Organic products helps to increase immune system due to high level of antioxidants

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	55	42.4
2.	Agree	58	44.6
3.	Neutral	14	10.7
4.	Disagree	2	1.5
5.	Strongly Disagree	1	0.7
Total		130	100

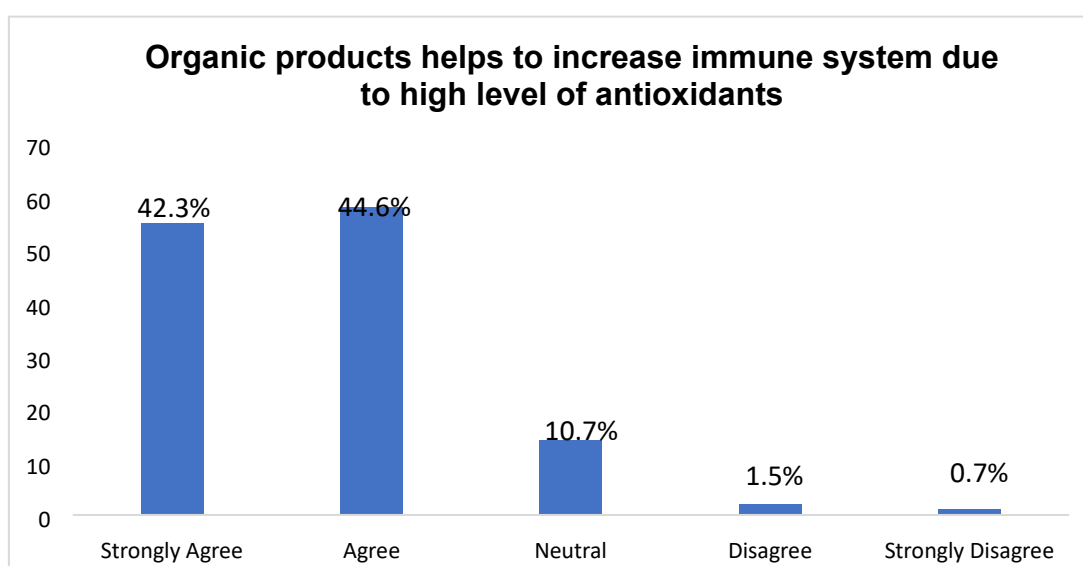


Chart 4.1.9. Chart representing Organic products helps to increase immune system due to high level of antioxidants Interpretation:

From the above table it is interpreted that the number of respondents, Organic products helps to increase immune system due to high level of antioxidants (Strongly Agree is 42.3%, Agree is 44.6%, Neutral is 10.7%, Disagree is 1.5% and Strongly Disagree is 0.7%).

Inference

Majority (44.6%) of the respondents are Agree that Organic products helps to increase immune system due to high level of antioxidants.

. Table showing
Table 4.1.10 Organic products are antibiotic resistance

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	50	38.4
2.	Agree	56	43.07
3.	Neutral	21	16.1
4.	Disagree	2	1.5
5.	Strongly Disagree	1	0.7
Total		130	100

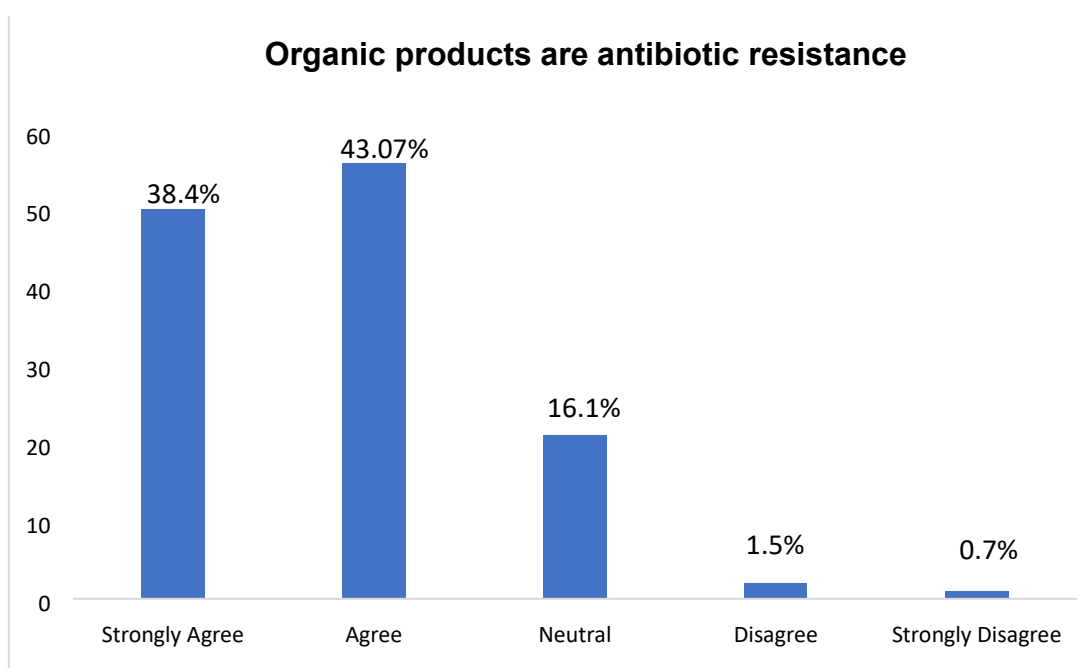


Chart 4.1.10. Chart representing Organic products are antibiotic resistance

Interpretation

From the above table it is interpreted that the number of respondents ,Organic products are antibiotic resistance (Strongly Agree is 38.46%, Agree is 43.07%, Neutral is 16.15%, Disagree is 1.5% and Strongly Disagree is 0.7%).

Inference

Majority (43.07%) of the respondents are Agree that Organic products are antibiotic resistance.

. Table showing
Table 4.1.11 Organic products are not genetically modified

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	33	25.3
2.	Agree	62	47.69
3.	Neutral	28	21.5
4.	Disagree	5	3.8
5.	Strongly Disagree	2	1.5
Total		130	100

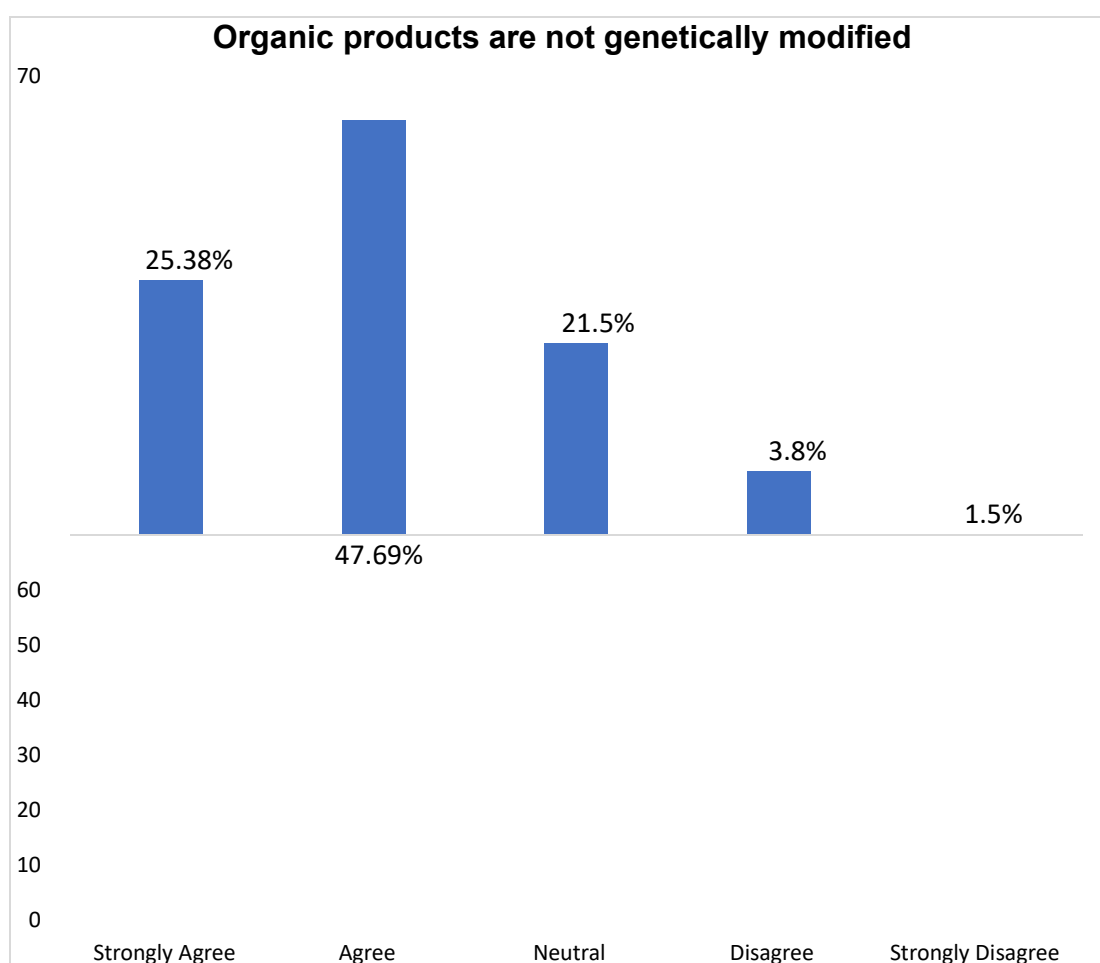


Chart 4.1.11. Chart representing Organic products are not genetically modified

Interpretation

From the above table it is interpreted that the number of respondents, Organic products are not genetically modified (Strongly Agree is 25.38%, Agree is 47.69%, Neutral is 21.5%, Disagree is 3.8% and Strongly Disagree is 1.5%).

***. Table showing
Inference***

Majority (47.69%) of the respondents are Agree that Organic products are not genetically modified.

Table 4.1.12. Table showing Organic products has less chances of food borne illness

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	40	30.07
2.	Agree	56	43.07
3.	Neutral	28	21.5
4.	Disagree	5	3.8
5.	Strongly Disagree	1	0.7
Total		130	100

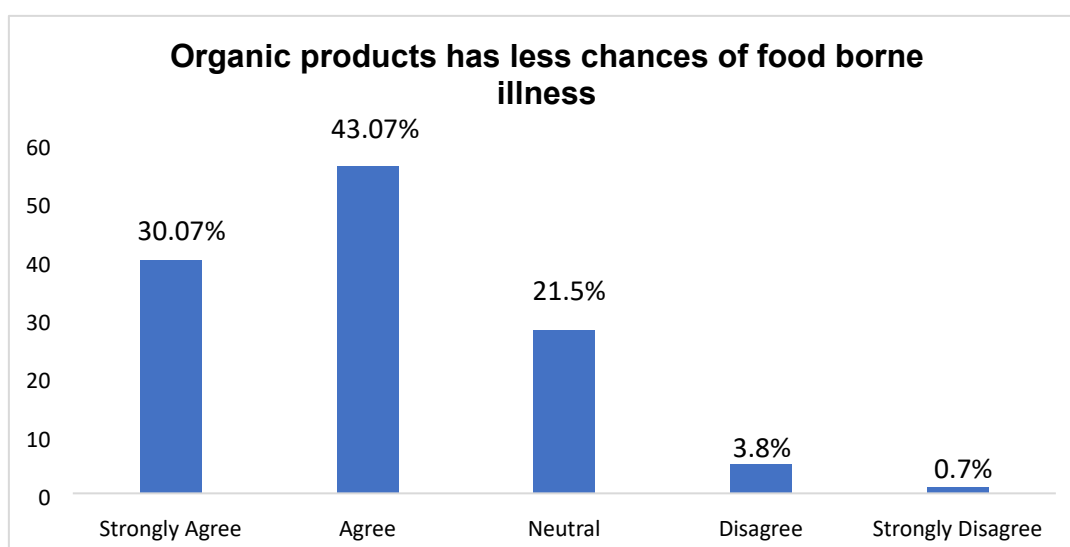


Chart 4.1.12. Chart representing Organic products has less chances of food borne illness

Interpretation

From the above table it is interpreted that the number of respondents, Organic products has less chances of food borne illness (Strongly Agree is 30.07%, Agree is 43.07%, Neutral is 21.5%, Disagree is 3.8% and Strongly Disagree is 0.7%).

Inference

Majority (43.07%) of the respondents are Agree that Organic products has less chances of food borne illness.

Table 4.1.13. Table showing Organic products contains low level of toxic metals

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	40	30.07
2.	Agree	61	46.9
3.	Neutral	20	15.3
4.	Disagree	5	3.8
5.	Strongly Disagree	4	3.07
Total		130	100

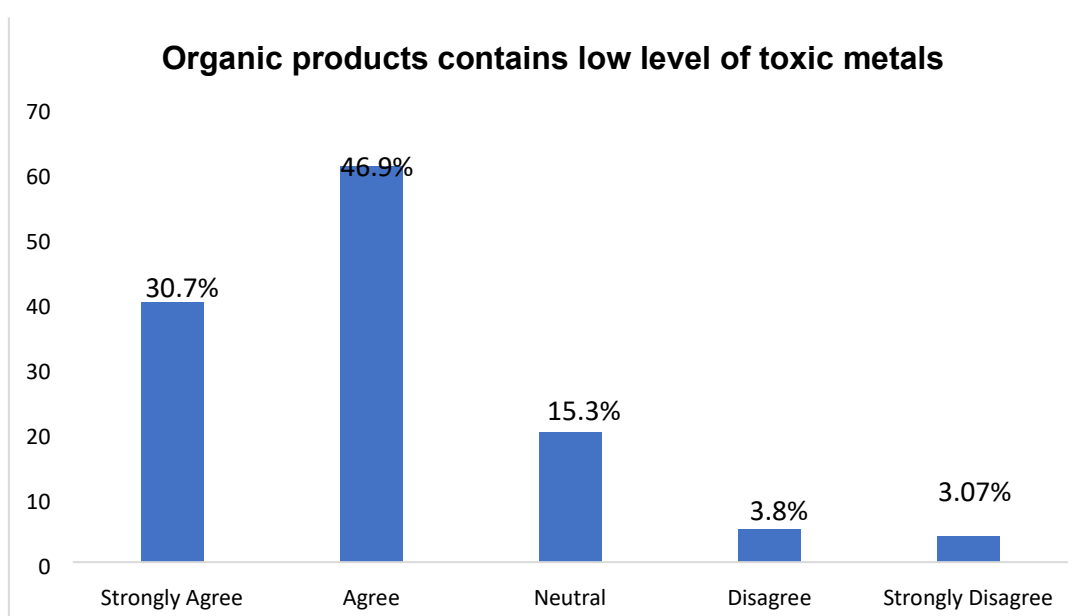


Chart 4.1.13. Chart representing Organic products contains low level of toxic metals

Interpretation

From the above table it is interpreted that the number of respondents, Organic products contains low level of toxic metals (Strongly Agree is 30.07%, Agree is 46.9%, Neutral is 15.38%, Disagree is 3.8% and Strongly Disagree is 3.07%).

Inference

Majority (46.9%) of the respondents are Agree that Organic products contains low level of toxic metals.

Table 4.1.14. Table showing All organic products are biodegradable in nature

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	52	40
2.	Agree	55	42.3
3.	Neutral	19	14.6
4.	Disagree	3	2.3
5.	Strongly Disagree	1	0.7
Total		130	100

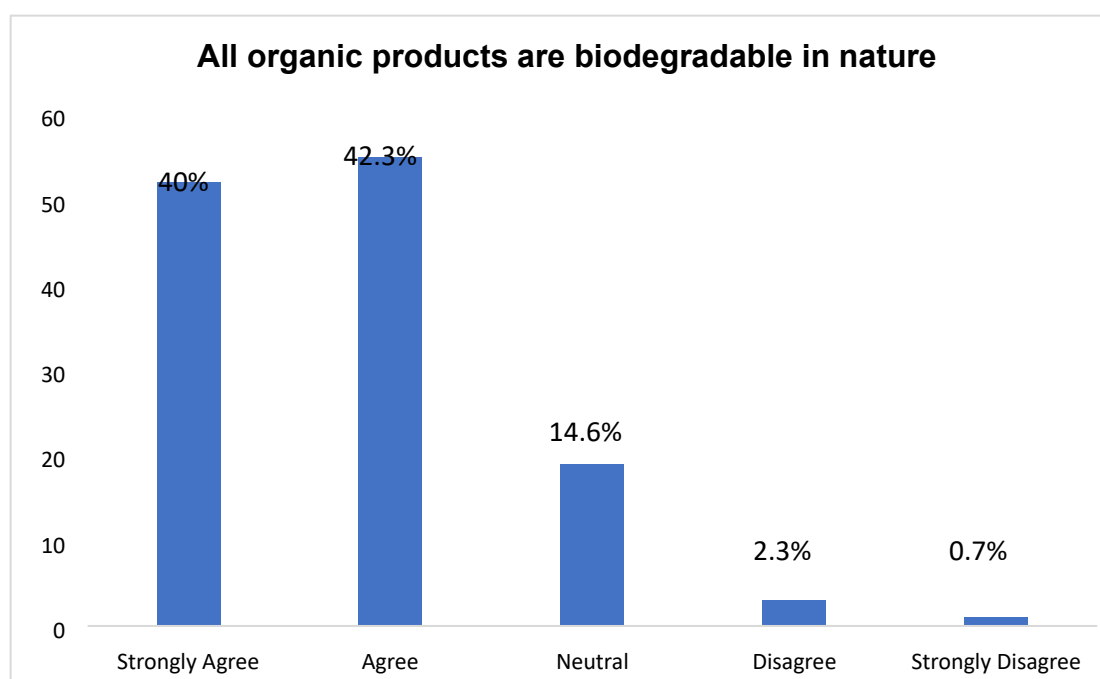


Chart 4.1.14. Chart representing All organic products are biodegradable in nature

Interpretation

From the above table it is interpreted that the number of respondents, All organic products are biodegradable in nature (Strongly Agree is 40%, Agree is 42.3%, Neutral is 14.6%, Disagree is 2.3% and Strongly Disagree is 0.7%).

Inference

Majority (42.3%) of the respondents are Agree that All organic products are biodegradable in nature.

Table 4.1.15. Table showing Organic products does not contain preservatives

S No	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	40	30.7
2.	Agree	54	41.5
3.	Neutral	31	23.8
4.	Disagree	3	2.3
5.	Strongly Disagree	2	1.5
Total		130	100

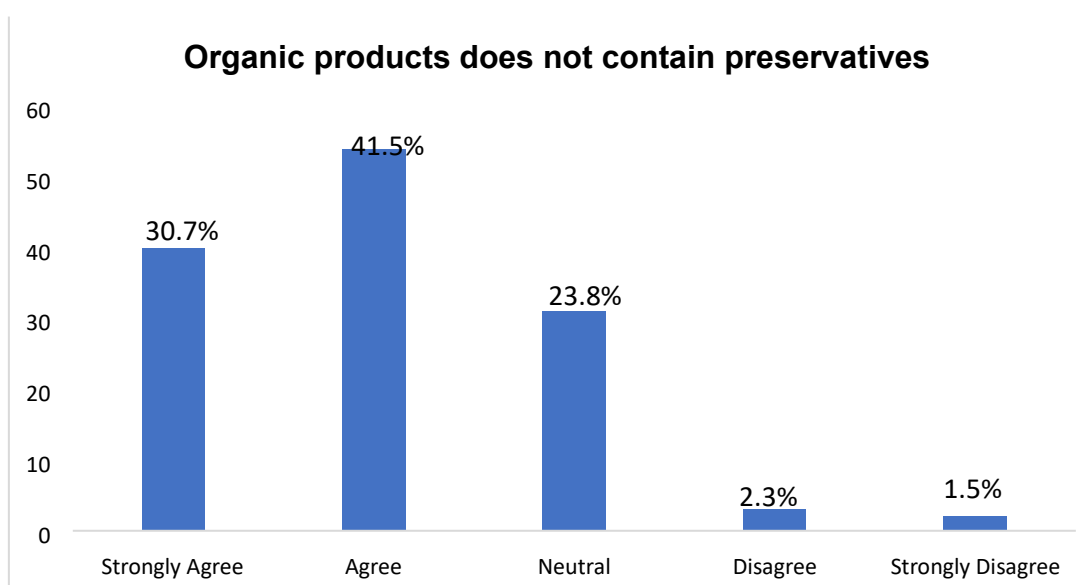


Chart 4.1.15. Chart representing Organic products does not contain preservatives

Interpretation

From the above table it is interpreted that the number of respondents , Organic products does not contain preservatives (Strongly Agree is 30.7%, Agree is 41.5%, Neutral is 23.8%, Disagree is 2.3% and Strongly Disagree is 1.5%).

Inference

Majority (41.5%) of the respondents are Agree that Organic products does not contain preservatives.

Table 4.1.16. Table showing Organic products are safe for consumption than conventional products

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	43	33.07
2.	Agree	54	41.5
3.	Neutral	29	22.3
4.	Disagree	4	3.07
5.	Strongly Disagree	0	0
Total		130	100

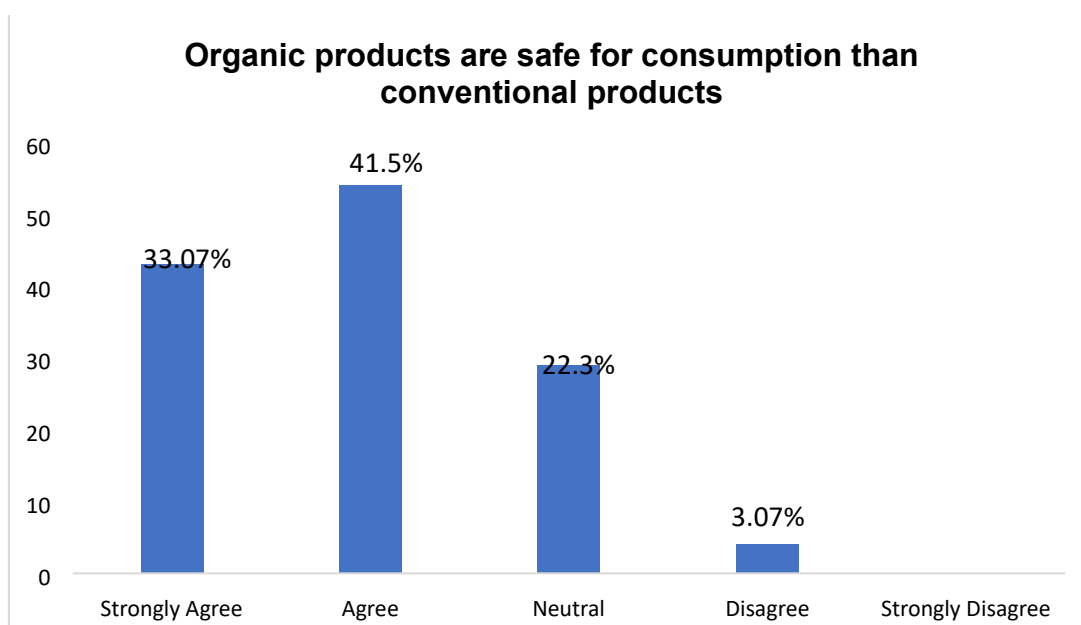


Chart 4.1.16. Chart representing Organic products are safe for consumption than conventional products

Interpretation

From the above table it is interpreted that the number of respondents , Organic products are safe and convenient for consumption (Strongly Agree is 33.07%, Agree is 41.5%, Neutral is 22.3%, Disagree is 3.07% and Strongly Disagree is 0%).

Inference

Majority (41.5%) of the respondents are Agree that Organic products are safe for consumption than conventional products.

Table 4.1.17. Table showing Compared to conventional products organic products gives the better taste

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	46	35.38
2.	Agree	50	38.46
3.	Neutral	27	20.7
4.	Disagree	6	4.6
5.	Strongly Disagree	1	0.7
Total		130	100

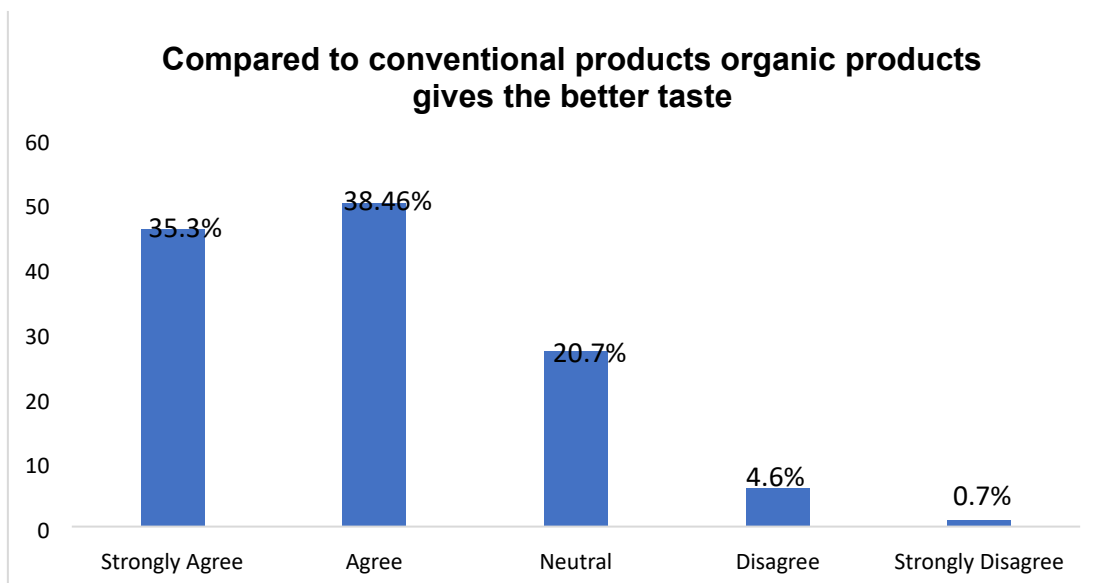


Chart 4.1.17. Chart representing Compared to conventional products organic products gives the better taste Interpretation

From the above table it is interpreted that the number of respondents, Compared to conventional products organic products gives the better taste (Strongly Agree is 35.38%, Agree is 38.46%, Neutral is 20.7%, Disagree is 4.6% and Strongly Disagree is 0.7%).

Inference

Majority (38.46%) of the respondents are Agree that Compared to conventional products organic products gives the better taste.

Table 4.1.18. Table showing Organic products are generally rich in natural nutrients

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	58	44.6
2.	Agree	49	37.6
3.	Neutral	21	21.5
4.	Disagree	1	0.7
5.	Strongly Disagree	1	0.7
Total		130	100

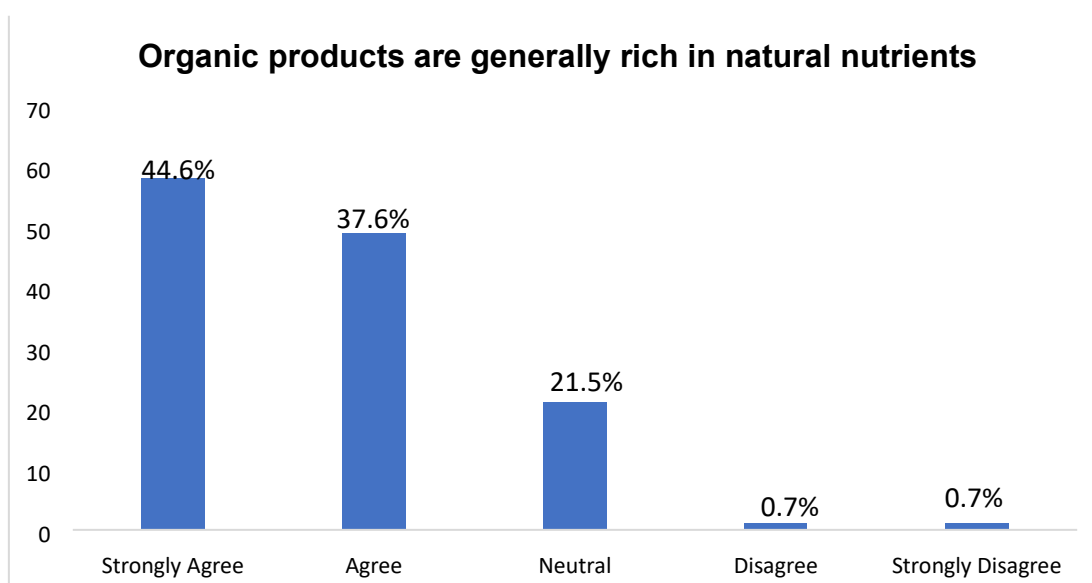


Chart 4.1.18. Chart representing Organic products are generally rich in natural nutrients

Interpretation

From the above table it is interpreted that the number of respondents, Organic products are generally rich in natural nutrients (Strongly Agree is 44.6%, Agree is 37.6%, Neutral is 21.5%, Disagree is 0.7% and Strongly Disagree is 0.7%).

Inference

Majority (44.6%) of the respondents are Agree that Organic products are generally rich in natural nutrients).

Table 4.1.19. Table showing Organic products seal is guaranteed and monitored by the government

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	41	31.5
2.	Agree	46	35.38
3.	Neutral	34	26.1
4.	Disagree	6	4.6
5.	Strongly Disagree	3	2.3
Total		130	100

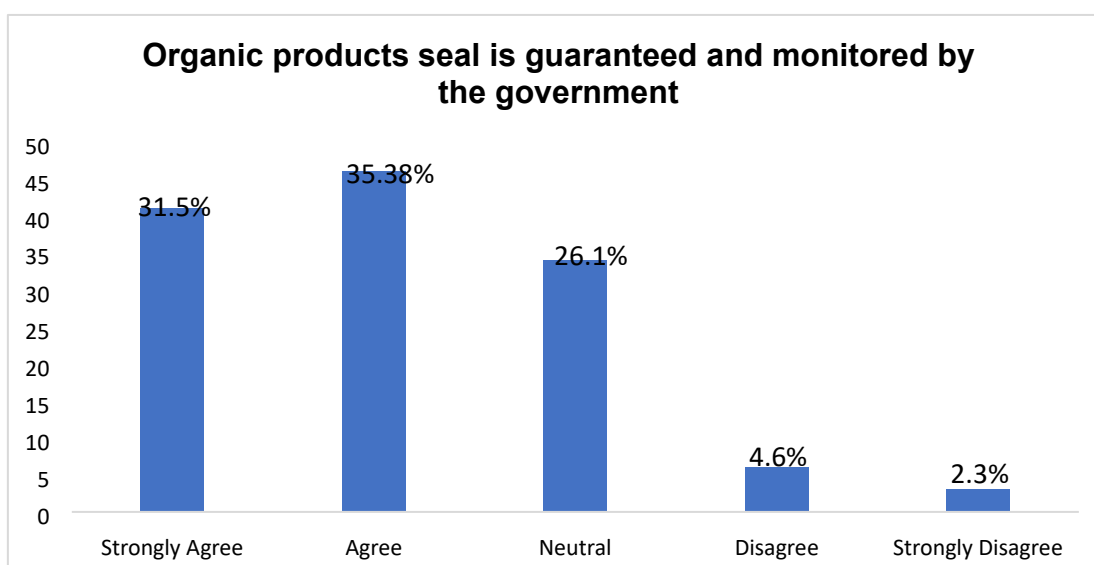


Chart 4.1.19. Chart representing Organic products seal is guaranteed and monitored by the government

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 31.5%, Agree is 35.38%, Neutral is 26.1%, Disagree is 4.6% and Strongly Disagree is 2.3%).

Inference

Majority (35.38%) of the respondents are Agree that Organic products seal is guaranteed and monitored by the government.

. Table showing
Table 4.1.20 the availability of organic products are increasing day by day in retail outlets

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	39	30
2.	Agree	56	43.07
3.	Neutral	32	24.6
4.	Disagree	3	2.3
5.	Strongly Disagree	0	0
Total		130	100

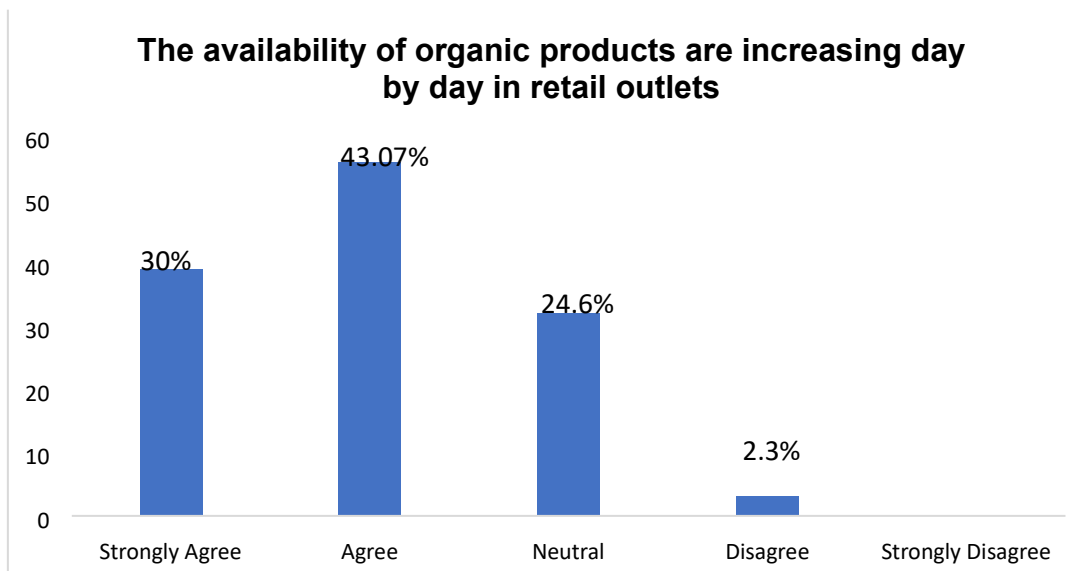


Chart 4.1.20. Chart representing the availability of organic products are increasing day by day in retail outlets Interpretation

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 43.07 %, Neutral is 24.6%, Disagree is 2.3% and Strongly Disagree is 0%).

Inference

Majority (43.07%) of the respondents are Agree that The availability of organic products are increasing day by day in retail outlets).

. Table showing
Table 4.1.21 Organic products have limited varieties

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	26	20
2.	Agree	57	43.8
3.	Neutral	40	30.7
4.	Disagree	6	4.6
5.	Strongly Disagree	1	0.7
Total		130	100

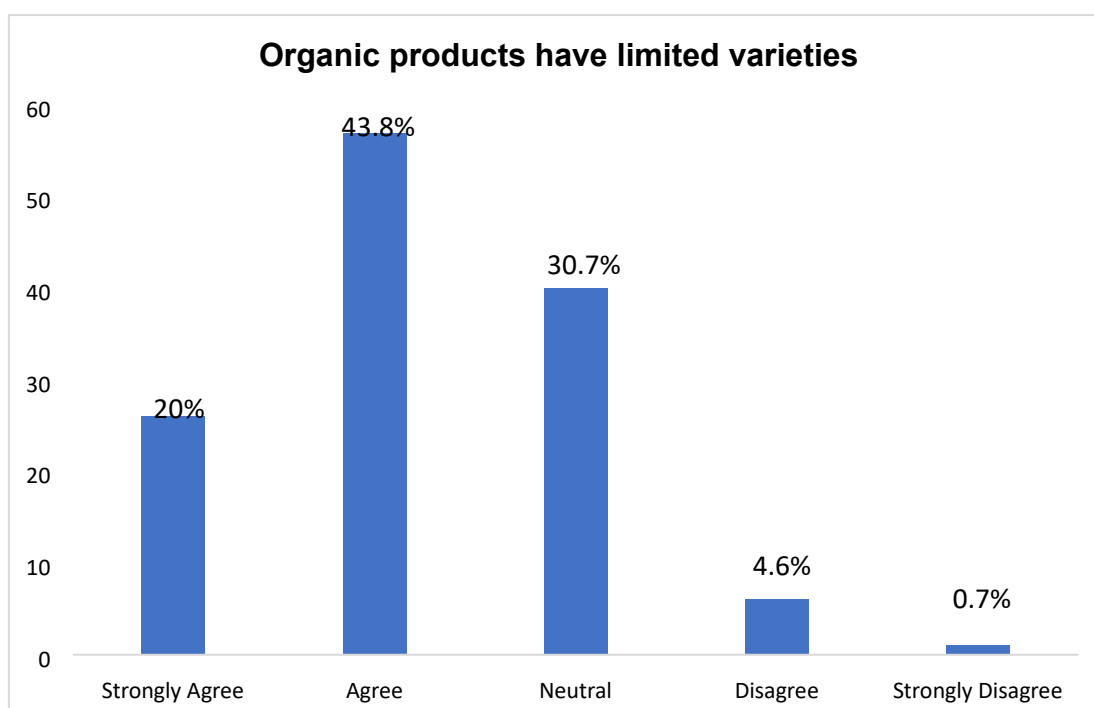


Chart 4.1.21. Chart representing Organic products have limited varieties

Interpretation

From the above table it is interpreted that the number of respondents, Organic products have limited varieties (Strongly Agree is 20%, Agree is 43.8%, Neutral is 30.7%, Disagree is 4.6% and Strongly Disagree is 0.7%).

Inference

Majority (43.8%) of the respondents are Agree that Organic products have limited varieties.

. Table showing
Table 4.1.22 Organic products are available through Online platform

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	35	26.9
2.	Agree	52	40
3.	Neutral	41	31.5
4.	Disagree	1	0.7
5.	Strongly Disagree	1	0.7
Total		130	100

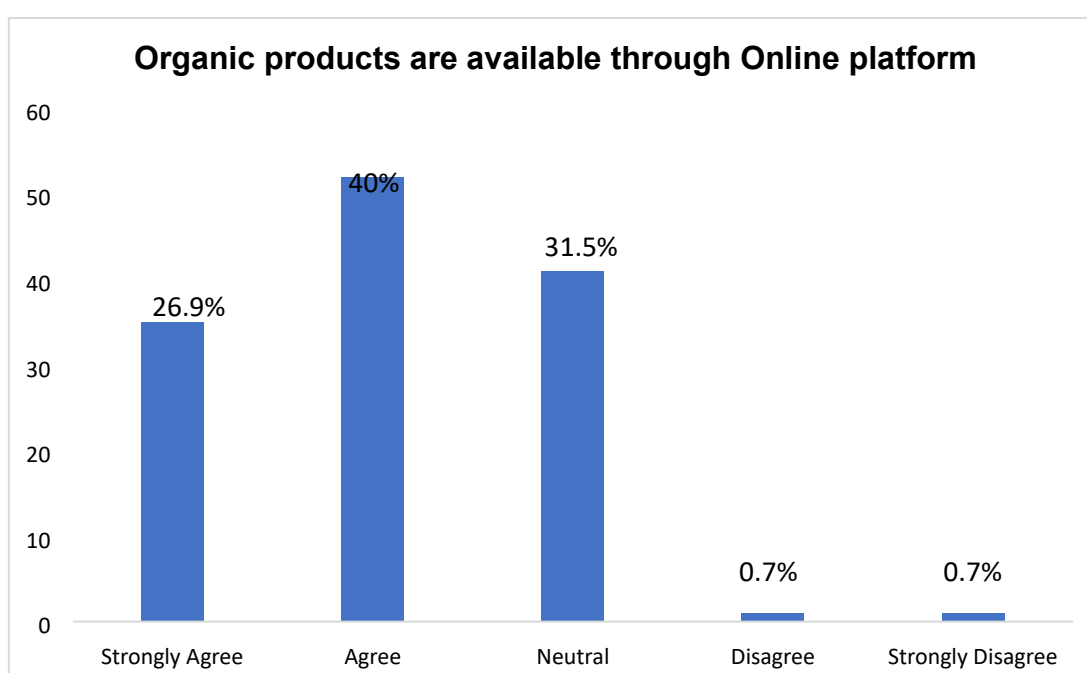


Chart 4.1.22. Chart representing Organic products are available through Online platform Interpretation

From the above table it is interpreted that the number of respondents, Organic products are available through Online platform (Strongly Agree is 26.9%, Agree is 40%, Neutral is 31.5%, Disagree is 0.7% and Strongly Disagree is 0.7%). **Inference**

Majority (40%) of the respondents are Agree (Organic products are available through Online platform).

. Table showing
Table 4.1.23 Demand for the organic products are increasing day by day among the consumers

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	39	30
2.	Agree	64	49.2
3.	Neutral	25	19.2
4.	Disagree	2	1.5
5.	Strongly Disagree	0	0
Total		130	100

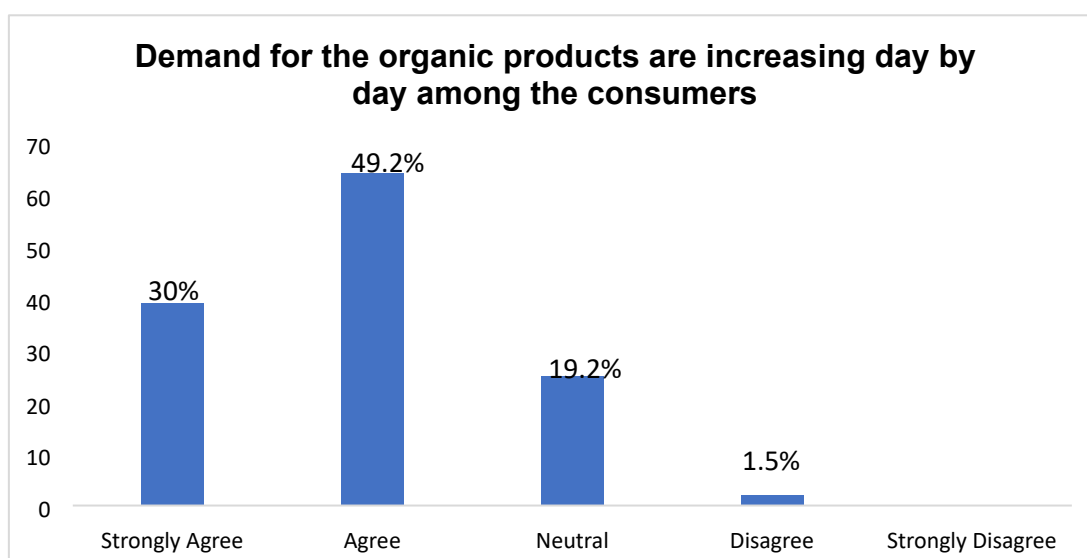


Chart 4.1.23. Chart representing Demand for the organic products are increasing day by day among the consumers

Interpretation

From the above table it is interpreted that the number of respondents, Demand for the organic products are increasing day by day among the consumers (Strongly Agree is 30%, Agree is 49.2%, Neutral is 19.2%, Disagree is 1.5% and Strongly Disagree is 0%).

Inference

Majority (49.2%) of the respondents are Agree that Demand for the organic products are increasing day by day among the consumers.

. Table showing
Table 4.1.24 Organic products are available in good packaging to attract customers

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	40	30.7
2.	Agree	44	33.8
3.	Neutral	37	28.4
4.	Disagree	8	6.15
5.	Strongly Disagree	1	0.7
Total		130	100

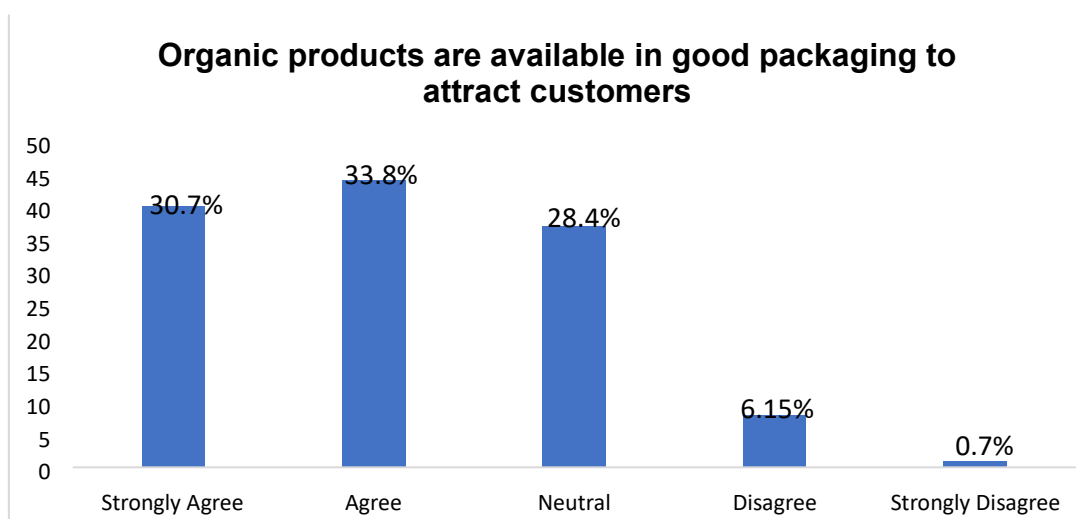


Chart 4.1.24. Chart representing Organic products are available in good packaging to attract customers

Interpretation

From the above table it is interpreted that the number of respondents, Organic products are available in good packaging to attract customers (Strongly Agree is 30.7%, Agree is 33.8%, Neutral is 28.4%, Disagree is 6.15% and Strongly Disagree is 0.7%).

Inference

Majority (33.8%) of the respondents are Agree that Organic products are available in good packaging to attract customers.

. Table showing
Table 4.1.25 Compared to conventional products, Organic products are expensive

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	45	34.1
2.	Agree	49	37.69
3.	Neutral	30	23.0
4.	Disagree	4	3.07
5.	Strongly Disagree	2	1.5
Total		130	100

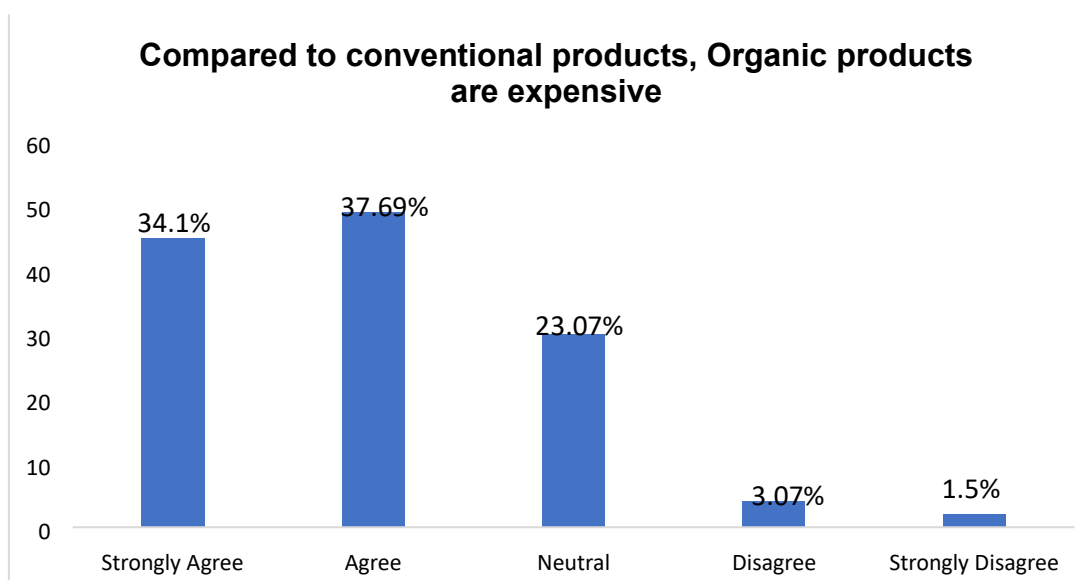


Chart 4.1.25. Chart representing Compared to conventional products, Organic products are expensive

Interpretation

From the above table it is interpreted that the number of respondents, Compared to conventional products, Organic products are expensive (Strongly Agree is 34.16%, Agree is 37.69%, Neutral is 23.07%, Disagree is 3.07% and Strongly Disagree is 1.5%)

Inference

Majority (37.69%) of the respondents are Agree that Compared to conventional products, Organic products are expensive.

4.2 CHI-SQUARE TEST

Null Hypothesis (H0) – There is no significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]

Alternative Hypothesis (H1) - There is significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]

Table 4.2.1. The table showing the crosstabulation of a gender of the respondents and Health[Organic products are healthier than the conventional products]

			HEALTH [Organic products are healthier than the conventional products]					Total
			Agree	Disagree	Neutral	Strongly agree	Strongly disagree	
Gen der	Female	Count	20	0	4	26	0	50
		Expected Count	19.6	.4	4.2	25.4	.4	50.0
	Male	Count	31	1	7	40	1	80
		Expected Count	31.4	.6	6.8	40.6	.6	80.0
Total		Count	51	1	11	66	1	130
		Expected Count	51.0	1.0	11.0	66.0	1.0	130.0

Table 4.2.2. The table showing the relationship between a gender of the respondents and Health[Organic products are healthier than the conventional products]

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.307 ^a	4	.860
Likelihood Ratio	1.999	4	.736
Linear-by-Linear Association	.005	1	.946
N of Valid Cases	130		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .38.			

Interpretation

Since $p(0.860)$ value is higher than 0.05 , we accept the Null hypothesis and reject the alternate hypothesis. Therefore, there is no significant relationship between Gender of the respondents and Health[Organic products are healthier than the conventional products]. Hence null hypothesis is accepted.

Null Hypothesis (H0) – There is no significant relationship between Age of the respondents and Sources Of Organic Products

Alternative Hypothesis (H1) - There is significant relationship between Age of the respondents and Sources Of Organic Products

Table 4.2.3 The table showing Crosstabulation of an Age of the respondents and Sources Of Organic Products

Age * SOURCES OF ORGANIC PRODUCTS Crosstabulation							
			SOURCES OF ORGANIC PRODUCTS				Total
			Friends & colleagues	Internet awareness programs	Newspaper	Tv / Radio	
Age	21 - 30 years	Count	43	40	2	28	113
		Expected Count	40.9	39.1	2.6	30.4	113.0
	31 - 40 years	Count	1	2	0	0	3
		Expected Count	1.1	1.0	.1	.8	3.0
	41 - 50 years	Count	0	1	0	0	1
		Expected Count	.4	.3	.0	.3	1.0
	Below 20 years	Count	3	2	1	7	13
		Expected Count	4.7	4.5	.3	3.5	13.0
	Total	Count	47	45	3	35	130
		Expected Count	47.0	45.0	3.0	35.0	130.0

Table 4.2.4 The table showing the relationship between an Age of the respondents and Sources Of Organic Products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.267 ^a	9	.258
Likelihood Ratio	11.239	9	.260
Linear-by-Linear Association	4.392	1	.036
N of Valid Cases	130		
a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .02.			

Interpretation

Since p(0.258) value is higher than 0.05 , we accept the Null hypothesis and reject the alternate hypothesis. Therefore, there is no significant relationship between Age of the respondents and Sources of Organic products

4.3 CORRELATION

Table 4.3.1 The table showing the relationship between Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]

Correlations			
		HEALTH [Organic products contains low level of toxic metals]	HEALTH [Organic products are not genetically modified]
HEALTH [Organic products contains low level of toxic metals]	Pearson Correlation	1	.590**
	Sig. (2-tailed)		.000
	N	130	130
HEALTH [Organic products are not genetically modified]	Pearson Correlation	.590**	1
	Sig. (2-tailed)	.000	
	N	130	130
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation

Pearson correlation value is 0.590. Therefore, there is a positive correlation between Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]

Table 4.3.2 The table showing the relationship between Quality [All organic products are biodegradable in nature] and Quality [Organic products are safer for consumption than conventional products]

Correlations			
		QUALITY [All organic products are biodegradable in nature]	QUALITY [Organic products are safer for consumption than conventional products]
QUALITY [All organic products are biodegradable in nature]	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	130	130
QUALITY [Organic products are safer for consumption than conventional products]	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	130	130
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation

Pearson correlation value is 0.505. Therefore, there is a positive correlation between Quality [All organic products are biodegradable in nature] and Quality [Organic products are safer for consumption than conventional products]

4.4 ANOVA TEST

Null Hypothesis H0 = There is no statistically significant relationship between the Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]

Alternate Hypothesis H1= There is statistically significant relationship between Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]

Table 4.4.1 The table showing Descriptive of Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]

Descriptive						
INCOME OF THE RESPONDENTS PER MONTH						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Agree	64	3.08	1.199	.150	2.78	3.38
Disagree	2	2.00	1.414	1.000	-10.71	14.71
Neutral	25	2.60	1.291	.258	2.07	3.13
Strongly agree	39	2.31	1.301	.208	1.89	2.73
Total	130	2.74	1.285	.113	2.52	2.96

Table 4.4.2 The table showing the relationship between Income of the respondents per month and Availability [Demand for the organic products are increasing day by day among the consumers]

ANOVA					
INCOME OF THE RESPONDENTS PER MONTH					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.191	3	5.397	3.453	.019
Within Groups	196.917	126	1.563		
Total	213.108	129			

Interpretation

Significance level 0.019, which is below 0.05 therefore, there is a statistically a significant relationship between Income Of The Respondents Per Month and Availability [Demand for the organic products are increasing day by day among the consumers]

CHAPTER 5 FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority (61.5%) of the respondents are Male.
- Majority (86.9%) of the respondents fall in the age category of 21 - 30 years
- Majority (40%) of the respondents have No Income
- Majority (90.8%) of the respondents are Unmarried
- Majority (36.2%) of the respondents are known through Friends and colleagues
- Majority (78.5%) of the respondents are spend <2 thousand
- Majority (42.3%) of the respondents are purchases monthly.
- Majority (50.07%) of the respondents are Strongly Agree that Organic products are healthier than the conventional products.
- Majority (44.6%) of the respondents are Agree that Organic products helps to increase immune system due to high level of antioxidants.
- Majority (43.07%) of the respondents are Agree that Organic products are antibiotic resistance.
- Majority (47.69%) of the respondents are Agree that Organic products are not genetically modified.
- Majority (43.07%) of the respondents are Agree that Organic products has less chances of food borne illness.
- Majority (46.9%) of the respondents are Agree that Organic products contains low level of toxic metals.
- Majority (42.3%) of the respondents are Agree that All organic products are biodegradable in nature.
- Majority (41.5%) of the respondents are Agree that Organic products does not contain preservatives.
- Majority (41.5%) of the respondents are Agree that Organic products are safe for consumption than conventional products.
- Majority (38.46%) of the respondents are Agree that Compared to conventional products organic products gives the better taste.
- Majority (44.6%) of the respondents are Agree that Organic products are generally rich in natural nutrients.

- Majority (35.38%) of the respondents are Agree that Organic products seal is guaranteed and monitored by the government.
- Majority (43.07%) of the respondents are Agree that The availability of organic products are increasing day by day in retail outlets.
- Majority (43.8%) of the respondents are Agree that Organic products have limited varieties.
- Majority (40%) of the respondents are Agree that Organic products are available through Online platform.
- Majority (49.2%) of the respondents are Agree that Demand for the organic products are increasing day by day among the consumers.
- Majority (33.8%) of the respondents are Agree that Organic products are available in good packaging to attract customers.
- Majority (37.69%) of the respondents are Agree that Compared to conventional products, Organic products are expensive.
- There is no significant relationship between Gender of the respondents and Health [Organic products are healthier than the conventional products]. Hence null hypothesis is accepted.
- There is no significant relationship between Age of the respondents and Sources of Organic products
- There is a positive correlation between Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]
- There is a positive correlation between Quality [All organic products are biodegradable in nature] and Quality [Organic products are safer for consumption than conventional products]
- There is a statistically a significant relationship between Income Of The Respondents Per Month and Availability [Demand for the organic products are increasing day by day among the consumers]

5.2 SUGGESTIONS

- Since the consumers have identified a remarkable difference between organic and conventional food products and have a robust positive perception towards the organic food products, the govt , NGOs and private organic food marketers can widely promote this aspect and may contribute to further expansion of

organic market which in turn is highly beneficial to farmers, consumers, society and the environment at large.

- 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.

5.3 CONCLUSIONS

The consumer's concerns on food safety, quality and nutrition are increasingly becoming important across the planet , which has provided growing opportunities for organic foods within the recent years. The demand for organic food is steadily increasing within the developed countries, while developing countries like India still got to go an extended way. The untapped potential markets for organic foods within the countries like India got to be realized with organized markets for organic foods within the countries like India got to realized with organized interventions various fronts, which require a far better understanding of the consumers' preference on food. Therefore an analysis of Consumer's perception towards Organic products in Chennai 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 (QUESTIONNAIRE)

DEMOGRAPHICAL

1. Gender of the respondents

- a) male
- b) female

2. Age of the respondents

- a) Below 20 Years
- b) 21-30 Years
- c) 31-40 Years
- d) 40-50 years
- e) Above 50 years

3. Income of the respondents per month

- a) <15000
- b) 15000 to <45000
- c) >45000
- d) No income

4. Marital Status of the respondents

- a) Married
- b) Unmarried

5. Sources of Organic Products

- a) TV /Radio
- b) Newspaper
- c) Internet Awareness Programme
- d) Friends & Colleagues

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

- a) Less than 2,000
- b) 2,000 to less than 5,000
- c) 5,000 and above

7. How Frequently do you purchase organic products

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

○ HEALTH ○ 5(strongly agree),4(agree),3(neutral),2(disagree),1(strongly disagree)

Questions	5	4	3	2	1
8. Organic products are healthier than the conventional products					
9. Organic products helps to increase immune system due to high level of antioxidants					
10. Organic products are antibiotic resistance					
11. Organic products are not genetically modified					
12. organic products has less chances of food borne illness					
13. Organic products contains low level of toxic metals					

○ QUALITY ○ 5(strongly agree),4(agree),3(neutral),2(disagree),1(strongly disagree)

Questions	5	4	3	2	1
14. All organic products are biodegradable in nature					
15. Organic products does not contain preservatives					
16. Organic products are safe for consumption than conventional products					

17. Compared to conventional products organic products gives the better taste.					
18. Organic products are generally rich in natural nutrients					
19. Organic products seal is guaranteed and monitored by the government					

○ **AVAILABILITY** ○ **5(strongly agree),4(agree),3(neutral),2(disagree),1(strongly disagree)**

Questions	5	4	3	2	1
20. The availability of organic products are increasing day by day in retail outlets					
21. Organic products have limited varieties					
22. Organic products are available through Online platform					
23. Demand for the organic products are increasing day by day among the consumers					
24. Organic products are available in good packaging to attract customers.					
25. Compared to conventional products, Organic products are expensive					