

A STUDY ON USAGE OF ORGANIC PRODUCTS FOR HEALTHY LIFESTYLE

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)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VAISHNAVI.S 40410184** who carried out the project entitled "**A STUDY ON USAGE OF ORGANIC PRODUCTS FOR HEALTHY LIFESTYLE**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **VAISHNAVI. S (40410184)** hereby declare that the Project Report entitled “**A STUDY ON USAGE OF ORGANIC PRODUCTS FOR HEALTHY LIFESTYLE.**” done by me under the guidance of **DR.JOYCE** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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VAISHNAVI. S

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ABSTRACT

This assessment summarises current proof at the effect of natural meals on human fitness. It compares natural vs. traditional meals manufacturing with admire to parameters critical to human fitness and discusses the ability effect of natural control practices with an emphasis on EU conditions. Organic meals intake can also additionally lessen the threat of allergic sickness and of obese and obesity, however the proof isn't conclusive because of possibly residual confounding, as purchasers of natural meals have a tendency to have more healthy existence overall. However, animal experiments propose that identically composed feed from natural or traditional manufacturing influences in distinct approaches on boom and improvement. In natural agriculture, using insecticides is restricted, whilst residues in traditional culmination and veggies represent the principle supply of human pesticide exposures. Epidemiological research have stated unfavorable consequences of positive insecticides on children's cognitive improvement at present day tiers of exposure, however those records have to this point now no longer been implemented in formal threat checks of person insecticides. Differences withinside the composition among natural and traditional vegetation are limited, inclusive of a modestly better content material of phenolic compounds in natural fruit and veggies, and possibly additionally a decrease content material of cadmium in natural cereal vegetation.

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CHAPTER 1

1.1 INTRODUCTION:

The natural grocery store is hastily increasing all around the global with the current upward push of challenge in meals protection and environmental protection. Thus, inspecting facts approximately clients' focus on natural meals is one of the inspiring regions for manufacturers and entrepreneurs to seize a extra marketplace proportion successfully.

Therefore, this look at geared toward studying the patron focus toward natural meals merchandise even as addressing socio-demographic elements affecting patron focus on natural meals, know-how of clients approximately natural meals, and their buying pattern.

Over the past few years, herbal food employer is growing at a far faster fee anywhere withinside the worldwide which right away or indirectly enables the reality that people have become more health conscious, environment great and eco-great. A important change withinside the food pattern of people is obvious. Organic food is well-defined as a product from a farming system which eludes the use of synthetic fertilizers and pesticides.

The requirements used withinside the farming system study the gain of current medical know-how and era to offer a more sustainable food production (Institute of Food Science and Technology, 2005). Within the agricultural employer, the herbal grocery save is grade by grade changing from a gap market to mainstream market.

Although all the food products are available withinside the herbal market, the fine difference is it's miles available in a specific season.

1.2 SCOPE AND IMPORTANCE

With growing challenge of fitness troubles and meals safety, many customers have grew to become their web website online to natural products. The expanded customers' hobby in natural meals has been attributed amongst others to the developing call for meals unfastened from insecticides and chemical residues. Organic meals promotes a stability of human, different dwelling organisms and the nature. It additionally promotes no synthetic preservatives and nice hold the originality of meals. This prevents extra use harmful elements and thereby guarantees fitness. The intent for wearing out this look at is that attention for the surroundings should come only from well-knowledgeable residents who're conscious of, and absolutely dedicated to their rights to a pleasant fitness and surroundings. Nevertheless, earlier than any behaviour may be changed, it's far essential to assess the contemporary nation of customers' attention and information.

1.3 OBJECTIVES OF THE STUDY

1. To analyze the perception of the consumers towards organic food products.
2. To understand the importance of organic food for healthy lifestyle.
3. To examine the influence of demographic factor on consumer willingness to pay more for organic food.
4. To know the spending pattern of organic food consumers.

1.4 NEED FOR STUDY

Few research were performed to recognize the elements that undoubtedly make contributions closer to consumers 'perceptions on natural meals merchandise. Majority of those research have been confined to European countries, America, and a few south East Asian countries. Very few studies research were performed with an try and do something to awareness in element at the different factors that impact customer notion closer to natural meals merchandise in India. Having a have a take a observe something significantly numerous research and having diagnosed the spoil in structure. We experience an very crucial want to adopt this gift investigation.

CHAPTER 2

2.1.REVIEW OF LITERATURE

Greene, (2000) One such aspect has been the expansion of demand for organically grown food. Although only a small market sector until recently, organic farming became one of the fastest growing segments.

Spaargaren and Van Vliet, (2000) Consumers also have an important role to play since they are able to make use of the sustainable alternatives offered to them by retailers operating in the context of a specific system of provision for sustainable food.

Brian Harris, David Burress & Sharon Eicher (2000), claims that Income, lifestyle, education or presence of children have nothing to do with the demand of organic products in the US market. Fruits and vegetables grown organically contain less agrochemical residues in compared to conventionally grown food products

Williams et al., 2000; Williams and Hammitt, (2001) perceive relatively high risks associated with the consumption of conventionally grown produce compared with other public health hazards

Marcus, 2001 The non-use of synthetic chemicals and a number of other environmentally sound techniques practiced by organic farmers remain part of the allure of the organic movement, and underlie consumer belief that organic food is virtually free of the hazards found in conventional produce.

Magkos, Arvaniti and Zampelas (2006) Yet another study found that consumers worldwide prefer to buy products which are labeled safe and nutritious.

Drichoutis, Lazaridis and Naygya (2006) Women were identified as the buyers of organic products.

Efthimia Tsakiriduo, Chritina Boutsouki and Kostantinos Mattas, (2007) Paper also concludes that demand for organic food is more in families with high income group. It also brings the fact that houses with kids give preference to organic products.

A. Gracia and T. de Magistris (2007) The major reason identified for lesser demand was the lack of promotion and advertisement about the benefits of organic consume by the government. Health, taste, concern for environment, animal welfare, concerns for safe food were identified as major factors which led in the demand of organic food.

Oosterveer et al., (2007) SPA is used to explore the way in which social actors relate to the many everyday practices in order to reduce environmental impact. Oosterveer, (2008) The Retailers are the leading actors in provisioning sustainable food since they can promote sustainable food consumption and production by adopting different strategies.

Dr Nina Michaelidou & Dr. Louise M. Hassan (2008) food safety concern and ethical self identity affected the consumer's preferences towards organic products in UK.

Mondelaers, Verbeke and Huylenbroeck (2009), mentioned that consumers preferred organic food products over conventionally produced products because they found them health and environment friendly. The study also said that consumers of organic products classify them under niche products and preferred them over any B-branded product.

Aryal et al. (2009) revealed in their research that consumers expressed a positive attitude towards pricing of organic food products, Majority of the consumers felt that organic food pricing is reasonable only when compared to conventional foods. Based on the availability, consumers were ready to shed an extra premium pricing for organic foods.

Diaz (2012) analysed that the level of knowledge about organic food products and their level of consumption significantly found to influence the willingness to pay for organic food. Those who were less aware of organic food benefits felt that pricing is too high. so it was suggested to create more awareness among the Spanish consumers regarding organic food products.

Oosterveer, (2012) Retailers possess the power to influence the level of consumption of sustainable food products by offering 'green foods' to consumers. They play a powerful role in creating and expanding the market, because they can also influence other actors, such as farmers and producers, in the supply chain.

Kantamaturapoj, (2012) The retailers in this research included supermarkets because they are the main channels in providing organic food to consumers in Bangkok and its' metropolitan area.

Essoussi & Zahaf (2012) Educated consumers, who were ready to pay a premium price of organic products were classified as classic consumers and the once who preferred convenience shopping were termed to be the emergent consumers.

Rongduo Liu a,b, Zuzanna Pieniak, Wim Verbeke a (2013) People in China considered organic food products as safe food particularly in regard to its quality, nutrition and taste.

Minyan Yang, Sarah Al- Shaaban and Tram B. Nguyen, (2014) Consumer are more concerned about the nutrition and quality of their daily food nowadays. They tend to find "the green aspect" in the products, as well as their effect on earth.

Sriwaraun, Gan, Lee, and Cohen (2015) highlighted that food quality attributes like freshness, appearance, and nutritious for health and the pesticides-free attribute were the major factors influencing the purchase of organic foods. Ethical concerns towards animal welfare and the fear of GMOs in conventional food production also increased consumers willingness to pay for organic food products.

Nandi, Bokelmann, Gowdru, and Dias (2016) revealed that organic consumers perceived that the organic foods are free from chemical residues than conventional products. Environmental consciousness, trust in retailers, belief in rich nutrient content and availability in the market influenced the customers' willingness to pay high for organic foods. Among the demographic variables, Income, family size and Gender are the significant factors.

Jin et al. (2017) showed that consumers had a positive WTP for both types of a food traceability system, but the average premium that consumers were prepared to pay for traceability with detailed information was 10% higher than that with abbreviated information.

Chege et al (2019) analysed the determinants of WTP for nutritious foods and concluded that providing nutritional information about the product, characteristics of household head, economic status of the household, and presence of young children in the household, influence WTP for the safe and nutritious food.

Kamar Bhattarai (2019) highlighted in his study that those consumers who suffered from serious health issues due to the consumption of conventional vegetables preferred to pay high for pesticides free organic vegetables. Consumers were ready to shed 25% extra for these naturally grown vegetables.

Jabir Ali (2020) depicts that health consciousness is the major driving factor among the consumers which influences their willingness to pay. It is followed by other factors like product quality, taste, packaging, and price and consumers preference for convenient shopping experience also. Income and education are the significant factors among the demographic variables in the purchase of health and wellness products.

CHAPTER 3 - RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **A STUDY ON USAGE OF ORGANIC PRODUCTS FOR HEALTHY LIFESTYLE.**

3.2. RESEARCH DESIGN:

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

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

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

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 150 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction**

3.6. SAMPLE SIZE & PERIOD OF STUDY:150 & 3 Months

3.7. LOCATION & HYPOTHESIS: Ariyalur & Anova, Chi square

3.8 HYPOTHESIS ANALYTICAL TOOLS(SPSS)

H0: There is no significant difference between age of the respondents and reason for buying organic product.

H1: There is significant difference between age of the respondents and reason for buying organic product.

H0: There is no significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

H1: There is significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 : Education of the respondents

Education of the respondents.	No of respondents	Percentage
UG	53	35.3%
PG	47	31.3%
Diploma	15	10%
Others	35	23.3%
Total	150	100

2. Education
150 responses

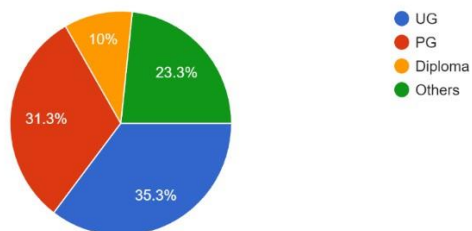


Chart 4.1.1: Education of the respondents

Interpretation: From the above table it is interpreted that 1.3% of respondents are below 18, 20.7% of respondents are 18 to 21 , 64% of respondents are 21 to 25, 14% respondents are above 25.

Inference : Majority of the respondents (64%) are 21 to 25.

4.1.2 Age of the respondents

Age of the respondents.	No of respondents	Percentage
Below 18	02	1.3%
18 to 21	31	20.7%
21 to 25	96	64%
Above 25	25	14%
Total	150	100

3. Age
150 responses

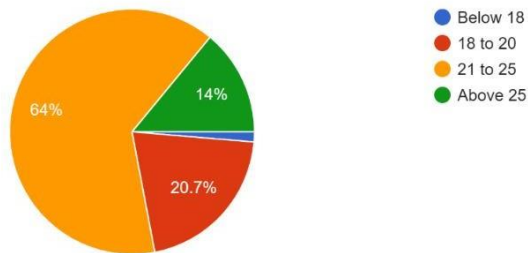


Chart 4.1.2 Age of the respondents

Interpretation: From the above table it is interpreted that 1.3% of respondents are below 18, 20.7% of respondents are 18 to 21 , 64% of respondents are 21 to 25, 14% respondents are above 25.

Inference : Majority of the respondents (64%) are 21 to 25.

4.1.3 Gender of the respondents

Gender of the respondents.	No of the respondents.	Percentage
Male	92	61.3%
Female	58	38.7%
Total	150	100

4. Gender
150 responses

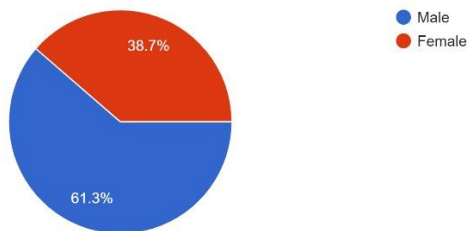


Chart 4.1.3 Gender of the respondents

Interpretation: From the above table it is interpreted that 61.3% of respondents are male, 38.7% of respondents are female.

Inference : Majority of respondents (61.3) are male.

4.1.4 Occupation of the respondents

Occupation of the respondents.	No of the respondents.	Percentage
Student	52	34.7%
Work	58	38.7%
Business	22	14.7%
Others	18	12%
Total	150	100

5. Occupation
150 responses

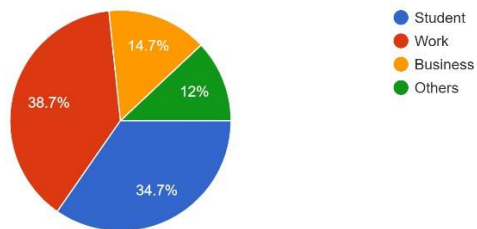


Chart 4.1.4 Occupation of the respondents

Interpretation: From the above table it is interpreted that 34.7% respondents are students, 38.7% respondents are working, 14.7% respondents are doing business, 12% of respondents are from others.

Inference : Majority of respondents (38.7%) are working.

4.1.5 Who shops the most?

	No of respondents	Percentage
Mother	36	24%
Father	43	28.7%
Together	47	31.3%
Others	24	16%
Total	150	100

6. Who shops the most ?

150 responses

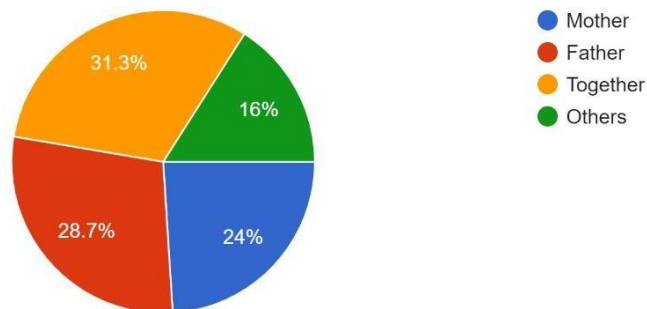


Chart 4.1.5 Who shops the most?

Interpretation: From the above table it is interpreted that 24% of the respondents gave that their mother shops the most, 28.7% of the respondents gave that their father shops the most, 31.3% of the respondents gave that they shops together, 16% of the respondents gave others.

Inference : Majority (31.3%) of the respondents gave that they shops together.

4.1.6 Where do you get knowledge of source of organic food products?

	No of respondents	Percentage
TV & News papers	28	18.7%
Social media	41	27.3%
Awareness programs	20	13.3%
Friends and family	61	40.7%
Total	150	100

7. Where do you get knowledge of source of organic food product?

150 responses

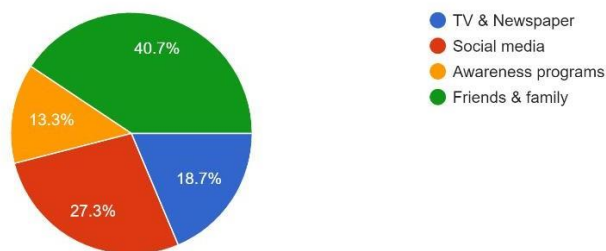


Chart 4.1.6 Where do you get knowledge of source of organic food products

Interpretation: From the above table it is interpreted that 18.7% respondents have chosen Tv & news paper, 27.3% of respondents have chosen social media, 13.3% of respondents have chosen awareness programs, 40.7% of respondents have chosen friends and family.

Inference : Majority (40.7%) of the respondents have chosen friends.

4.1.7 Do you think organic food is more nutritious than the traditional food?

	No of respondents	Percentage
Rare	21	14%
Always	67	44.7%
Sometimes	38	25.3%
Never	24	16%
Total	150	100

8. Do you think organic food is more nutritious than the traditional food?
150 responses

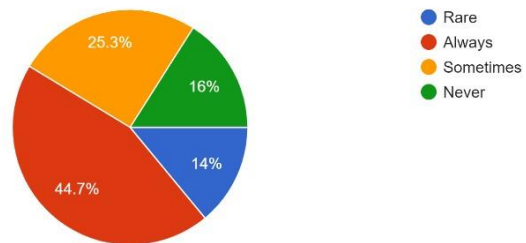


Chart 4.1.7. Do you think organic food is more nutritious than the traditional food

Interpretation: From the above table it is interpreted that 14% of respondents have chosen rare, 44.7% of respondents have chosen always, 25.3% of the respondents have chosen sometimes, 16% of the respondents have chosen never.

Inference : Majority (44.7%) of the respondents gave always.

4.1.8 Presence of low calories and fat in organic food.

	No of respondents	Percentage
Yes	86	57.3%
No	64	42.7%
Total	150	100

9. Presence of low calories and fat in organic food

150 responses

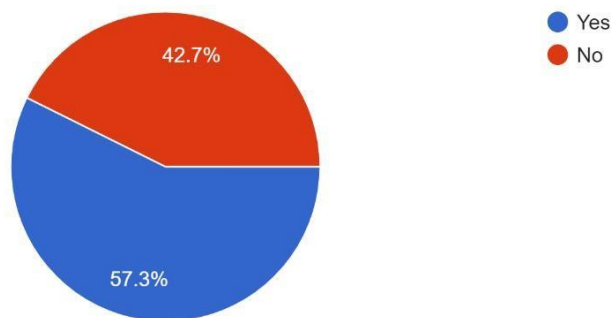


Chart 4.1.8. Presence of low calories and fat in organic food

Interpretation: From the above table it is interpreted that 57.3% respondents said Yes, 42.7% of respondents said No.

Inference : Majority (57.3%) respondents said Yes.

4.1.9 Decrease in risk of chronic diseases

	No of respondents	Percentage
Strongly agree	13	8.7%
Agree	44	29.3%
Neutral	64	42.7%
Disagree	22	14.7%
Strongly agree	07	4.7%
Total	150	100

10. Decrease in risk of chronic diseases
150 responses

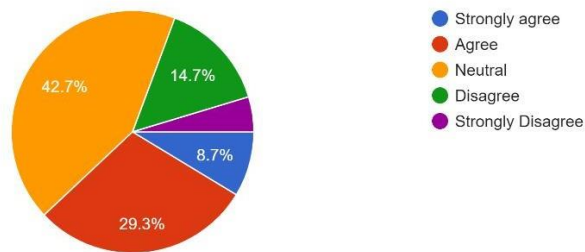


Chart 4.1.9 Decrease in risk of chronic diseases

Interpretation: From the above table it is interpreted that 8.7% of respondents given strongly agree, 29.3% of respondents given agree, 42.7% of respondents given neutral, 14.7% of respondents given disagree, 4.7% of respondents given strongly agree.

Inference : Majority (42.7%) of respondents gave neutral.

4.1.10 What is your willingness to pay based on product attributes?

	No of respondents	Percentage
Quality	54	36%
Taste	47	31.3%
Packaging	18	12%
Health and environment.	31	20.7%
Total	150	100

11. What is your willingness to pay based on product attributes?
150 responses

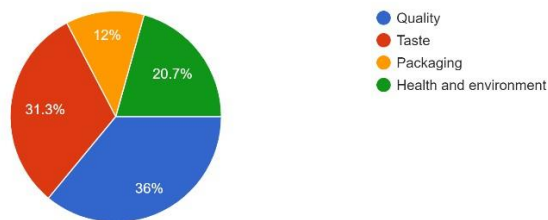


Chart 4.1.10 What is your willingness to pay based on product attributes

Interpretation: From the above table it is interpreted that 36% of respondents selected quality, 31.3% of respondents selected taste, 12% of respondents selected packaging, 20.7% of respondents selected health and environment.

Inference : Majority (31.3%) of respondents selected taste

4.1.11 How much willingness to pay more for organic food?

	No of respondents	Percentage
10% more	62	41.3%
15% more	47	31.3%
20% more	19	12.7%
More than 20%	22	14.7%
Total	150	100

12. How much willingness to pay more for organic food
150 responses

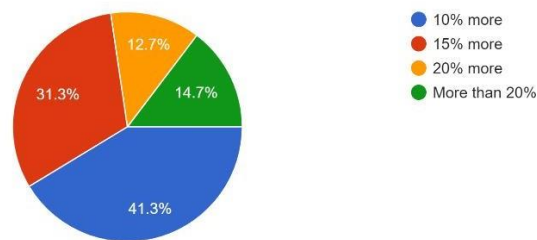


Chart 4.1.11 How much willingness to pay more for organic food

Interpretation: From the above table it is interpreted that 41.3% of respondents selected 10% more, 31.3% of respondents selected 15% more, 12.7% of respondents selected 20% more, 14.7% of respondents selected more than 20%.

Inference : Majority (31.3%) of respondents selected 15% more.

4.1.12 What is your spending pattern in organic food products.

	No of respondents	Percentage
80% on regular food and 20% on organic food.	48	32%
40% on regular food and 60% on organic food.	63	42%
60% on regular food and 40% on organic food.	23	15.3%
100% organic food	16	10.7%
Total	150	100

13. What is your spending pattern on organic food?
150 responses

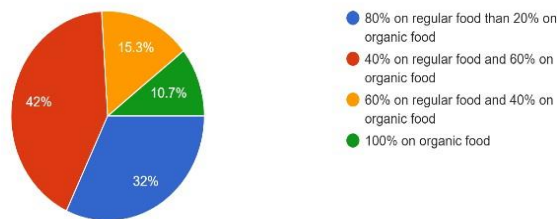


Chart 4.1.12 What is your spending pattern in organic food products.

Interpretation: From the above table it is interpreted that 32% of respondents selected 80% on regular food and 20% on organic food, 42% of respondents selected 40% on regular food and 60% on organic food, 15.3% of respondents selected 60% on regular food and 40% on organic food, 10.7% of respondents selected 100% organic food.

Inference : Majority (42%) 40% on regular food and 60% on organic food.

4.1.13 What are the reason for buying organic product?

	No of respondents	Percentage
Health promotion	82	54.7%
Natural origin	29	19.3%
Environmental protection.	14	9.3%
Better taste	25	16.7%
Total	150	100

14. What are the reason for buying organic product?

150 responses

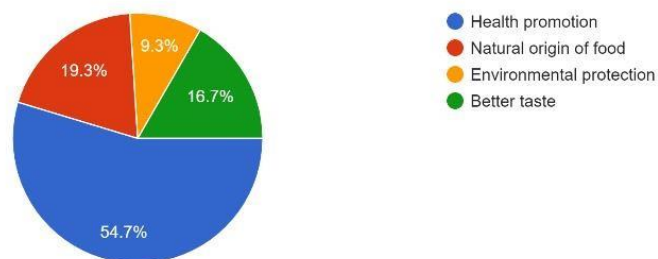


Chart 4.1.13 What are the reason for buying organic product

Interpretation: From the above table it is interpreted that 54.7% of respondents selected health promotion, 19.3% of respondents selected natural origin, 9.3% of respondents selected environmental protection, 16.7% of respondents selected better taste.

Inference : Majority (54.7) of respondents selected health promotion.

4.1.14 Where do you purchase organic products?

	No of respondents	Percentage
Home garden	40	26.7%
Public markets	59	39.3%
At farm gate	27	18%
Others	24	16%
Total	150	100

15. Where do you purchase organic food products
150 responses

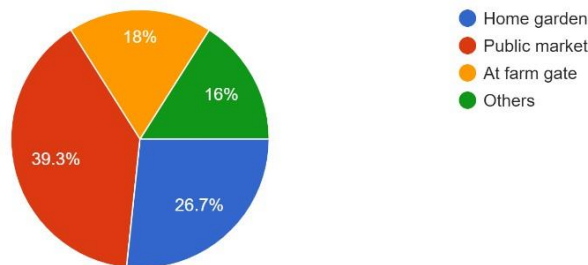


Chart 4.1.14 Where do you purchase organic products?

Interpretation: From the above table it is interpreted that 26.7% of the respondents selected home garden, 39.3% of the respondents selected public markets, 18% of the respondents selected at farm gate, 16% of the respondents selected others.

Inference : Majority (39.3) of the respondents selected public market.

4.1.15 How often you purchase organic products?

	No of respondents	Percentage
Several times in a week.	25	16.7%
Once in a week.	72	48%
Once in a month.	32	21.3%
Few times in a month.	21	14%
Total	150	100

16. How often you purchase organic products
150 responses

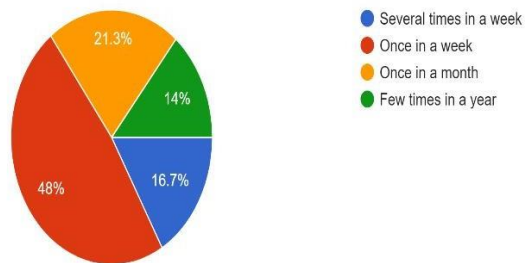


Chart 4.1.15 How often you purchase organic products

Interpretation: From the above table it is interpreted that 16.7% of respondents purchase several times in a week, 48% of respondents purchase once in a week, 21.3% of respondents purchase once in a month, 14% of the respondents purchase few times in a month.

Inference : Majority (21.3%) respondents purchase once in a month.

4.1.16 Significance level of factors effecting organic product preference?

	No of the respondents	Percentage
Price	34	22.7%
Nutrition value	64	42.7%
Healthiness	36	24%
Natural and ecological.	16	10.7%
Total	150	100

17. Significance level of factors effecting organic product preference
150 responses

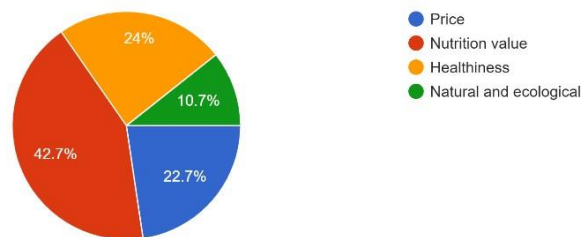


Chart 4.1.16 Significance level of factors effecting organic product preference

Interpretation: From the above table it is interpreted that 22.7% of respondents selected price, 42.7% of the respondents selected nutrition value, 24% of the respondents selected healthiness, 10.7% of the respondents selected natural and ecological.

Inference : Majority (42.7%) of the respondents selected nutrition value.

4.1.17 Are you aware of organic products?

	No of respondents	Percentage
Little level	25	16.7%
Moderate	67	44.7%
High level	58	38.7%
Total	150	100

18. Are you aware of organic foods?

150 responses

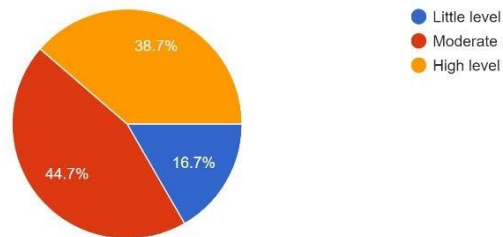


Chart 4.1.17 Are you aware of organic products

Interpretation: From the above table it is interpreted that 16.7% of respondents selected Little level, 44.7% of respondents selected moderate, 38.7% of respondents selected high level.

Inference : Majority (44.7%) of respondents selected moderate.

4.1.18 What are the challenges in buying organic foods?

	No of respondents	Percentage
Costly	35	23.3%
Most organic food is not available in market.	60	40%
Difficulties to trust about organic food.	29	19.3%
Lack of information about organic food	29	17.3%
Total	150	100

19. What are the challenges in buying organic foods?
150 responses

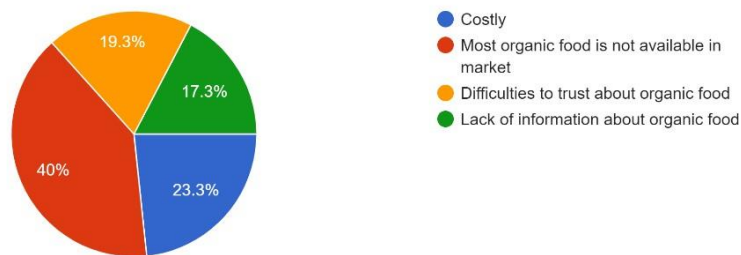


Chart 4.1.18 What are the challenges in buying organic foods

Interpretation: From the above table it is interpreted that 23.3% of respondents selected costly, 40% of respondents selected most organic food is not available in market, 19.3% of respondents selected difficulties to trust about organic food, 17.3% of respondents selected lack of information about organic products.

Inference : Majority (40%) most organic food is not available in market.

4.1.19 For how long have you been using organic products?

	No of respondents	Percentage
Last 1 month	39	26%
Less than a month	51	34%
1-3 years	42	28%
More than 3 months	18	12%
Total	150	100

20. For how long have you been using organic products?
150 responses

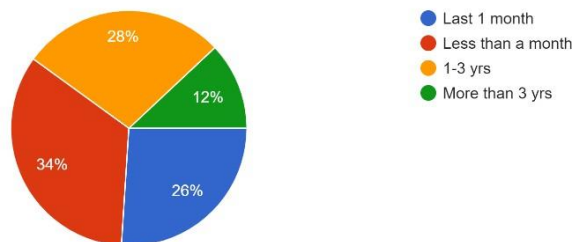


Chart 4.1.19 For how long have you been using organic products

Interpretation: From the above table it is interpreted that 26% of respondents using for last 1 month, 34% of respondents using less than a month, 28% of respondents using 1-3 years, 12% of respondents using more than 3 years.

Inference : Majority (34%)of respondents using less than a month.

4.1.20 What is your opinion on chemical pesticides in organic food products?

	No of respondents	Percentage
Strongly agree	23	15.3%
Agree	44	29.3%
Neutral	50	33.3%
Disagree	13	8.7%
Strongly disagree	23	15.3%
Total	150	100

21. What is your opinion on chemical pesticides in organic food products?

150 responses

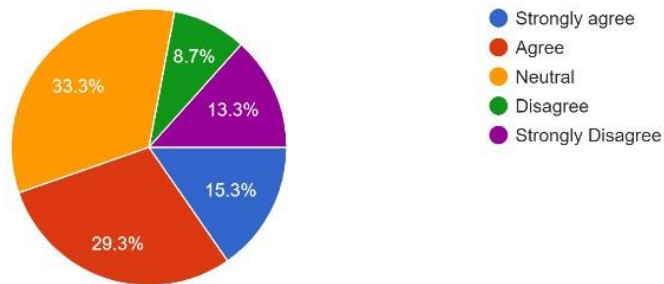


Chart 4.1.20 What is your opinion on chemical pesticides in organic food products

Interpretation: From the above table it is interpreted that 15.3% of respondents selected strongly agree, 29.3% of respondents selected agree, 33.3% of respondents selected neutral, 8.7% of respondents selected disagree, 15.3% of respondents selected strongly disagree.

Inference : Majority (33.3%)of respondents selected neutral.

4.1.21 If you buy organic products, which of the following products do you buy?

	No of respondents	Percentage
Groceries	49	32.7%
Skin care	30	20%
Hair care	18	12%
Health care	53	35.3%
Total	150	100

22. If you buy organic products, which of the following products do you buy?

150 responses

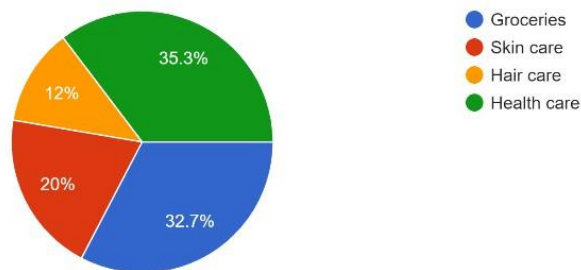


Chart 4.1.21 If you buy organic products, which of the following products do you buy

Interpretation: From the above table it is interpreted that 32.7% of the respondents buy groceries, 20% of respondents buy skin care, 12% of respondents buy hair care, 35.3% of respondents buy health care.

Inference : Majority (35.3%) of respondents buy health care.

4.1.22 In a month, how many days do you consume organic food products?

	No of respondents	Percentage
Several times in a week.	23	15.3%
Once in a week	66	44%
Once in a month	36	24%
Twice in a month	25	16.7%
Total	150	100

23. In a month, how many days do you consume organic food products?

150 responses

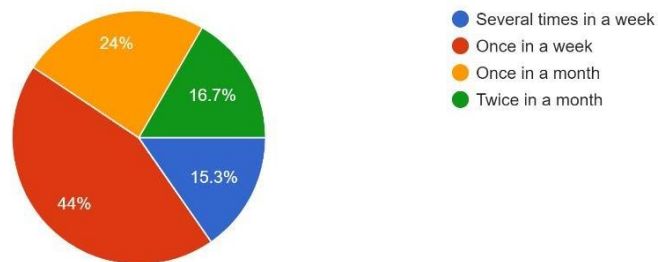


Chart 4.1.22 In a month, how many days do you consume organic food products

Interpretation: From the above table it is interpreted that 15.3% consume several times in a week, 44% of respondents consume once in a week, 24% of respondents consume once in a month, 16.7% of respondents consume twice in a month.

Inference : Majority (44%) of respondents consume once in a week.

4.1.23 Do you think spending money is value for organic food products?

	No of respondents	Percentage
Yes	79	52.7%
No	27	18%
May be	44	29.3%
Total	150	100

24.Do you think think spending money is value for organic food products?

150 responses

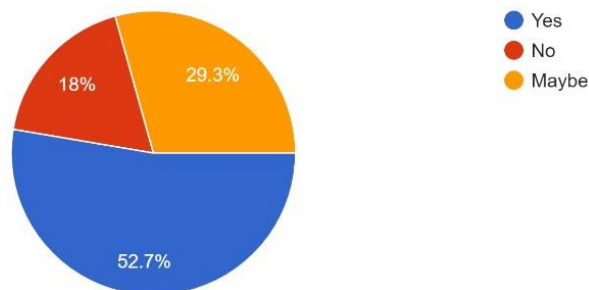


Chart 4.1.23 Do you think spending money is value for organic food products

Interpretation: From the above table it is interpreted that 52.7% of respondents said yes, 18% of respondents said no, 29.3% of respondents said may be.

Inference : Majority (52.7%) of respondents said yes.

4.2 ANOVA

ONE-WAY ANOVA TEST:

Null Hypothesis H0: There is no significant difference between age of the respondents and reason for buying organic product.

Alternate Hypothesis H1: There is significant difference between age of the respondents and reason for buying organic product.

Descriptives

age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Health promotion	82	2.57	.545	.060	2.45	2.69	1	3
natural origin	29	3.00	.000	.000	3.00	3.00	3	3
environmental protection	14	3.00	.000	.000	3.00	3.00	3	3
better taste	25	3.84	.374	.075	3.69	3.99	3	4
Total	150	2.91	.628	.051	2.81	3.01	1	4

ANOVA

age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.272	3	10.424	55.502	.000
Within Groups	27.421	146	.188		
Total	58.693	149			

Post Hoc Tests

Homogeneous Subsets

age

Duncan^{a,b}

reason_for_buying_organic_products	N	Subset for alpha = 0.05		
		1	2	3
Health promotion	82	2.57		
natural origin	29		3.00	
environmental protection	14		3.00	
better taste	25			3.84
Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 25.299.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

4.3 Chi square

Null Hypothesis H0: There is no significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

Alternate Hypothesis H1: There is significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

Crosstabs

Case Processing Summary

Cases

Valid			Missing		Total			
N		Percent	N	Percent	N	Percent		
opinion_on_chemical_p esticides * decrease_in_rise_of_ch ronic_disease		150	97.4%	4	2.6%	154	100.0%	
opinion_on_chemical_pesticides * decrease_in_rise_of_chronic_disease Crosstabulation								
			decrease_in_rise_of_chronic_disease					Total
			SA	A	N	D	SD	
opinion_on_ch emical_pesticid es	SA	Count	13	10	0	0	0	23
		Expected Count	2.0	6.7	9.8	3.4	1.1	23.0
	A	Count	0	34	10	0	0	44
		Expected Count	3.8	12.9	18.8	6.5	2.1	44.0
	N	Count	0	0	50	0	0	50
		Expected Count	4.3	14.7	21.3	7.3	2.3	50.0
	D	Count	0	0	4	9	0	13
		Expected Count	1.1	3.8	5.5	1.9	.6	13.0
	SD	Count	0	0	0	13	7	20
		Expected Count	1.7	5.9	8.5	2.9	.9	20.0
Total		Count	13	44	64	22	7	150
		Expected Count	13.0	44.0	64.0	22.0	7.0	150.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	317.166 ^a	16	.000
Likelihood Ratio	287.305	16	.000
Linear-by-Linear Association	126.408	1	.000
N of Valid Cases	150		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .61.

INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

CHAPTER 5

FINDINGS, SUGGESTION, CONCLUSION

5.1 FINDINGS

1. Majority of the respondents (35.3%) are completed UG.
2. Majority of the respondents (64%) are 21 to 25.
3. Majority of respondents (61.3) are male.
4. Majority of respondents (38.7%) are working.
5. Majority of the respondents (31.3%) gave that they shops together.
6. Majority of the respondents (40.7%) have chosen friends.
7. Majority of the respondents (44.7%) gave always.
8. Majority of the respondents (57.3%) said Yes.
9. Majority of the respondents (42.7%) gave neutral.
10. Majority of the respondents (31.3%) selected taste.
11. Majority of the respondents (31.3%) selected 15% more.
12. Majority of the respondents (42%) 40% on regular food and 60% on organic food.
13. Majority of the respondents (54.7%) selected health promotion.
14. Majority (39.3) of the respondents selected public market.
15. Majority (21.3%) respondents purchase once in a month.
16. Majority (42.7%) of the respondents selected nutrition value.
17. Majority (44.7%) of respondents selected moderate.
18. Majority (40%) most organic food is not available in market.
19. Majority (34%)of respondents using less than a month.
20. Majority (33.3%)of respondents selected neutral.
21. Majority (35.3%) of respondents buy health care.
22. Majority (44%) of respondents consume once in a week.
23. Majority (52.7%) of respondents said yes.

5.2 SUGGESTION:

It is regularly stated that 'we're what we devour'. As a whole lot as it's miles critical to have a nutritious eating regimen, a right stability of protein, carbohydrates, fat, fibre, vitamins, and minerals for a wholesome lifestyle, it's also essential to examine the consequences of it at the surroundings. In India, a main hassle of loss of nutrients in eating regimen because of adulteration can also additionally cause issues inclusive of obesity, coronary heart disease, excessive blood pressure, excessive cholesterol, despair and ingesting disorders. It is essential to apprehend what you devour due to the fact the proper meals alternatives cause a wholesome mind, frame and soul. with greater awareness, the intake of natural or evidently grown meals has increased. Adopting an natural eating regimen is a smart desire for each the surroundings in addition to non-public health. Organic gadgets are unfastened from dangerous additives and greater nutritious than everyday meals together with higher taste, at the same time as being sustainable withinside the lengthy run.

5.3 CONCLUSION:

It is frequently stated that 'we're what we consume'. As a lot as it's miles vital to have a nutritious weight loss plan, a right stability of protein, carbohydrates, fat, fibre, vitamins, and minerals for a healthful lifestyle, it's also critical to take a look at the consequences of it at the surroundings. In India, a prime trouble of loss of nutrients in weight loss plan because of adulteration can also additionally result in issues including obesity, coronary heart disease, excessive blood pressure, excessive cholesterol, despair and consuming disorders. It is critical to recognize what you consume due to the fact the proper meals alternatives result in a healthful mind, frame and soul. with greater awareness, the intake of natural or evidently grown meals has increased. Adopting an natural weight loss plan is a sensible preference for each the surroundings in addition to private health. Organic objects are unfastened from dangerous additives and greater nutritious than ordinary meals at the side of higher taste, whilst being sustainable withinside the lengthy run.

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ANNEXURE – I QUESTIONNAIRE

- 1.Name of the respondents
- 2.Education of the respondents a) UG b) PG b) Others
- 3.Age of the respondents
 - a) Below 18yrs
 - b) 18yrs to 20yrs
 - c) 21yrs to 25yrs
 - d) Above 25yrs
- 4.Gender of the respondents a) Male b)Female
- 5.Occupation of the respondents a) Student b) Work c) Others
- 6.Who shops the most? A) Mother b) Father c) Together d) Others
7. Where do you get knowledge of source of organic product
 - a) TV & News paper
 - b) Social media
 - c) Awareness programs
 - d) Friends & Family
8. Do you think organic food is more nutritious than the traditional food
 - a) Rare b) Always c)Sometimes d)Never
9. Presence of low calories and fat in organic food
 - a)Yes b)No
10. Decrease in risk of chronic diseases
 - a)Strongly agree b)Agree c) Neutral d) Strongly disagree e) Disagree
11. What is your Willingness to pay based on product attributes
 - a) Quality b) Taste c) Packaging d) Health and environmental
12. How many willingness to pay more for organic food
 - a)10% more b) 15% more c) 20% more d) More then 20%
13. What is your spending pattern on organic food
 - a) 80% on regular food than 20% on organic food
 - b) 40% on regular food and 60% on organic food

- c) 60% on regular food and 40% on organic food
- d) 100% on organic food

14. What are the reason for buying organic product

Health promotion

Natural origin of food

Environmental protection

Better taste.

15. Where do you purchase organic food products

Home garden

Public market

At farm gate

Others

16. How often you purchase organic products?

a) Several times in a week

b) Once in a week.

c) Once in a month

d) Few times in a week.

17. Significance level of factors effecting organic product preference

a)Price b) Nutrition value c) Healthiness d) Natural and ecological

18. Are you awareness of organic food

a)Little level

b)Modera

High level

19. What are the Challenges in buying organic food

a)Costly

b)Most organic food is not available in
market

c)Difficulties to trust about organic food

d) Lack of information about organic foods

20. For how long have you been using organic products?

a) Last 1 month

b) Less than a
month

c) 1-3 years

d) More than 3 years

21. What is your opinion on chemical pesticides in organic food products

Strongly agree

Agree

Neutral

Strongly disagree

Disagree

22. If you buy organic products, which of the following products do you buy?

a) Groceries

b) Skin care

c) Hair care

d) Health care

23. In a month how many days do you consume organic food product?

a) Several times in a week

b) Once in a week

c) Once in a month

d) Twice in a month

24. Do you think spending money is value for organic food products

a) Yes b) No c) May be

25. Rate your safety, hygiene and freshness in your organic foods

1 2 3 4 5

A STUDY ON USAGE OF ORGANIC PRODUCTS FOR HEALTHY LIFESTYLE

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ABSTRACT:

This assessment summarises current proof at the effect of natural meals on human fitness. Organic meals intake can also additionally lessen the threat of allergic sickness and of obese and obesity, however the proof isn't conclusive because of possibly residual confounding, as purchasers of natural meals have a tendency to have more healthy existence overall. However, animal experiments propose that identically composed feed from natural or traditional manufacturing influences in distinct approaches on boom and improvement. In natural agriculture, using insecticides is restricted, whilst residues in traditional culmination and veggies represent the principle supply of human pesticide exposures. Epidemiological research have stated unfavorable consequences of positive insecticides on children's cognitive improvement at present day tiers of exposure, however those records have to this point now no longer been implemented in formal threat checks of person insecticides.

I INTRODUCTION

Over the beyond few years, natural meals enterprise is developing at a miles quicker charge everywhere in the international which immediately or circuitously helps the truth that human beings are getting extra fitness conscious, surroundings pleasant and eco-pleasant. A substantive alternate withinside the meals sample of human beings is obvious. Organic meals is well-described as a product from a farming machine which eludes using artificial fertilizers and pesticides.

SCOPE OF THE RESEARCH

With growing challenge of fitness troubles and meals safety, many customers have grew to become their web website online to natural products. The expanded customers' hobby in natural meals has been attributed amongst others to the developing call for meals unfastened from insecticides and chemical residues. Organic meals promotes a stability of human, different dwelling organisms and the nature. It additionally promotes no synthetic preservatives and nice hold the originality of meals. This prevents extra use harmful elements and thereby guarantees fitness.

OBJECTIVES

1. To analyze the perception of the consumers towards organic food products.
2. To understand the importance of organic food for healthy lifestyle.
3. To examine the influence of demographic factor on consumer willingness to pay more for organic food.
4. To know the spending pattern of organic food consumers.

II REVIEW OF LITERATURE

Spaargaren and Van Vliet, (2000) Consumers additionally have an crucial function to play on account that they're capin a position to utilize the sustainable

options supplied to them with the aid of using shops running withinside the context of a selected device of provision for sustainable meals. Oosterveer et al., (2007) SPA is used to discover the manner wherein social actors relate to the numerous normal practices with the intention to lessen environmental impact. Oosterveer, (2008) The Retailers are the main actors in provisioning sustainable meals on account that they are able to sell sustainable meals intake and manufacturing with the aid of using adopting unique strategies. Aryal et al. (2009) found out of their studies that purchasers expressed a wonderful mindset toward pricing of natural meals merchandise, Majority of the purchasers felt that natural meals pricing is cheap handiest while as compared to traditional foods. Based at the availability, purchasers had been geared up to shed an additional top rate pricing for natural foods. Diaz (2012) analyzed that the extent of information approximately natural meals merchandise and their degree of intake extensively determined to steer the willingness to pay for natural meals. Those who had been much less privy to natural meals blessings felt that pricing is simply too high. so it turned into recommended to create greater consciousness a few of the Spanish purchasers concerning natural meals merchandise.

III RESEARCH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of 'A Study on consumer perception towards payment apps'.

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.

SAMPLING DESIGN: Probability sampling refers to the selection of a sample from a population, when this selection is based on the principle of randomization, that is, random selection or chance.

IV DATA ANALYSIS AND INTERPRETATION

Table 1 Where do you get knowledge of source of organic food

	No of respondents	Percentage
TV & News papers	28	18.7%
Social media	41	27.3%
Awareness programs	20	13.3%

Friends and family	61	40.7%
--------------------	----	-------

Interpretation: From the above table it is interpreted that 18.7% respondents have chosen Tv & newspaper, 27.3% of respondents have chosen social media, 13.3% of respondents have chosen awareness programs, 40.7% of respondents have chosen friends and family.

FIGURE-1

7. Where do you get knowledge of source of organic food product?
150 responses

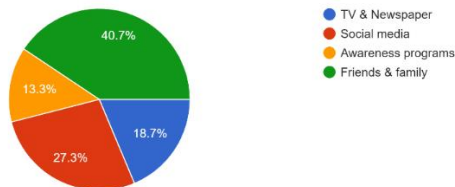


Table 2 Do you think organic food is more nutritious than the traditional food?

	No of respondents	No of respondents
Rare	21	14%
Always	67	44.7%
Sometimes	38	25.3%
Never	24	16%
Total	150	100

Interpretation: From the above table it is interpreted that 14% of respondents have chosen rare, 44.7% of respondents have chosen always, 25.3% of the respondents have chosen sometimes, 16% of the respondents have chosen never.

FIGURE – 2

8. Do you think organic food is more nutritious than the traditional food?
150 responses

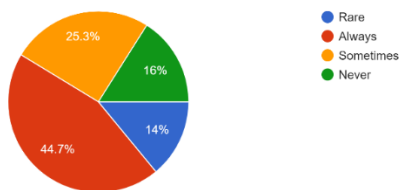


TABLE 3 What is your willingness to pay based on product attributes?

	No of respondents	Percentage
Quality	54	36%
Taste	47	31.3%
Packaging	18	12%
Health and environment.	31	20.7%
Total	150	100

Total	150	100
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Interpretation: From the above table it is interpreted that 36% of respondents selected quality, 31.3% of respondents selected taste, 12% of respondents selected packaging, 20.7% of respondents selected health and environment.

FIGURE -3

11. What is your willingness to pay based on product attributes?
150 responses

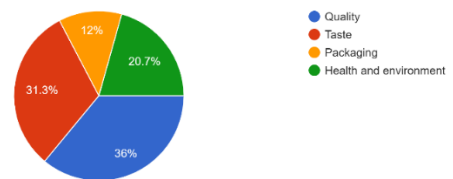


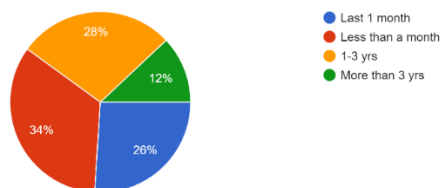
TABLE 4 For how long have you been using organic products?

	No of respondents	Percentage
Last 1 month	39	26%
Less than a month	51	34%
1-3 years	42	28%
More than 3 months	18	12%
Total	150	100

Interpretation: From the above table it is interpreted that 26% of respondents using for last 1 month, 34% of respondents using less than a month, 28% of respondents using 1-3 years, 12% of respondents using more than 3 years.

FIGURE - 4

20. For how long have you been using organic products?
150 responses



ANOVA

ONE-WAY ANOVA TEST:

Null Hypothesis H0: There is no significant difference between age of the respondents and reason for buying organic product.

Alternate Hypothesis H1: There is significant difference between age of the respondents and reason for buying organic product.

ANOVA

age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.272	3	10.424	55.502	.000
Within Groups	27.421	146	.188		
Total	58.693	149			

INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

Chi square

Null Hypothesis H0: There is no significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

Alternate Hypothesis H1: There is significant relationship between decrease in rise of chronic diseases and opinion on chemical pesticides in organic food products.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	317.166 ^a	16	.000

Likelihood Ratio	287.305	16	.000
Linear-by-Linear Association	126.408	1	.000
N of Valid Cases	150		

a. 14 cells (56.0%) have expected count less than 5.

The minimum expected count is .61.

INTERPRETATION:

Since p value is 0.000 is less than 0.05 so the null hypothesis is rejected and alternate hypothesis is accepted.

CONCLUSION

It is frequently stated that 'we're what we consume'. As a lot as it's miles vital to have a nutritious weight loss plan, a right stability of protein, carbohydrates, fat, fibre, vitamins, and minerals for a healthful lifestyle, it's also critical to take a look at the consequences of it at the surroundings. In India, a prime trouble of loss of nutrients in weight loss plan because of adulteration can also additionally result in issues including obesity, coronary heart disease, excessive blood pressure, excessive cholesterol, despair and consuming disorders. It is critical to recognize what you consume due to the fact the proper meals alternatives result in a healthful mind, frame and soul. with greater awareness, the intake of natural or evidently grown meals has increased. Adopting an natural weight loss plan is a sensible preference for each the surroundings in addition to private health. Organic objects are unfastened from dangerous additives and greater nutritious than ordinary meals at the side of higher taste, whilst being sustainable withinside the lengthy run.

REFERENCE

ANNEXURE III – BIOGRAPHY

VAISHNAVI – vaishnavi10500@gmail.com



Objective

To be a part of an organization where get a chance to use my knowledge and skills to contribute in the progress of the organization as well as myself.



Education

10th Montfort matric higher secondary school (2015) – 69.6%

12th Chellammal matric higher secondary school (2017) – 71.6%

UG Bishop Heber college (2020) – CGPA - 6.43

PG(Pursuing) Sathyabama Institute of science and technology .



Internship

HR in Allsec Technology.

Velachery.

Chennai.



Technical skills

- Microsoft word
- Microsoft excel
- Microsoft power point
- Tally ERP9