

A STUDY ON CONSUMER SWITCHING TOWARDS ORGANIC FOOD PRODUCTS IN RECENT TRENDS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119.**

April - 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of PRAVEENA R (39410153) who have done the Project work entitled **“A STUDY ON CONSUMER SWITCHING TOWARDS ORGANIC FOOD PRODUCTS IN RECENT TRENDS”** under my supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **PRAVEENA R (39410153)** hereby declare that the Project Report entitled “A study on consumer switching towards organic food products in recent trends” done by me under the guidance of 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.

DATE:

PLACE:

PRAVEENA R

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I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

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ABSTRACT

In recent times the consumption of organic food products has been increasing, consumers have been shifting from conventional food products to organic food products. In this research, the study on environmental factors like demographic, cultural, social and psychological factors which influence the consumers to switch to organic food products is going to be done. The analysis on consumer opinion towards to the price factor of the organic food products is made. The awareness of consumers towards the organic standard certificates, check for scientific evidence and motivators who encourage the consumers to buy the organic food products has been made. This study focus on various reasons which make consumers to buy organic food products. The study uses questionnaire to collect primary data from the consumers. The questionnaire are collected directly from the consumers and it is analysed. The analysis is made by statistical tool like percentage analysis, chi-square, correlation on spss.

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CHAPTER-1

INTRODUCTION

Organic food products are grown under system of agriculture without use of harmful fertilizers and pesticides with environmentally socially responsible approach. The term “organic” refers to the way agricultural products are grown and processed. There is an increase in demand for organic products as the consumers belief that organic food products are safe, more nutritious and environment friendly.

The market for organic food is currently exhibiting strong growth. The major driven factor is rising in levels of health awareness. The global organic food market projected to grow at CARG of 9% over the forecast period 2019-2024. Due to constantly increasing demand for organic food and the limited supply in relation to demand organic foods, the area under organic farming has increased worldwide, ever since 2011. The worldwide production areas were reported to be 57.8 million hectares in the year 2016, which is an increase from 37.2 million hectares in 2011.

The consumer interest towards buying of organic food products is increasing day by day. The preference of palm sugar instead of white sugar, organic milk available near them, organic crystal salt in replacement of normal salt, intake of millets, ragi as breakfast, country chicken and eggs in place of broiler chicken and eggs, expectation of organic infused daily usable products etc is increasing day by day. They prefer as they consider organic food products are free from pesticides and harmful chemicals. The health consciousness of the consumers is greatly increased.

Organic food products are better for environment where organic farming reduces pollution, herbicides, fungicides, antibiotics or chemical fertilisers. Natural fertilisers like manure, food waste, domestic waste etc are used for the cultivation of organic food products. Organic fruits and vegetables, beverages, milk and milk products, cereals and pulses, organic products like soaps, shampoos, toothpaste and other cosmetic products. Consumer survey indicate that the public is concerned about the awareness of the organic products and safety of the product that they purchase in stores due to possible pesticide contamination. An organic food is made from organic raw material it also requires organic certification because organic industry is new, it is important that consumer is aware of its claims, potential benefits and limitations.

1.2 INDUSTRY PROFILE

The global organic food and beverages market expected to reach \$327,600 million by 2022 from \$115,984 million in 2015 at a CAGR of 16.4% from 2014 to 2022. Organic foods and beverages are manufactured from products those are grown using organic farming techniques. The organic food and beverages market forecast estimated notable growth in the near future, due to the unique advantages of the organic food and beverages such as chemical and pesticide-free, eco-friendly, and very healthier compared to inorganic food.

Rise in awareness regarding the advantages of organic food and beverages industry intake is expected to fuel the market growth in the near future. Moreover, increase in income levels, improvement in standards of living, growth in environmental concerns, increase in health hazard diseases due to inorganic foods are some other driving factors of this market. The impact of these drivers is expected to increase significantly due to growth in health concerns among the consumers.

Some of the restraints associated with the market are high price of organic products and the low shelf life in organic food and beverages industry in comparison with conventional foods. In addition, the investments in the organic food and beverages sector also increase from the private investors as well as from the government, which provide the opportunities for the organic food and beverages market to nurture. With the advancement in the technology and the increase in soil adaptability to organic farming the prices of organic food and beverages is expected to decline.

Top Winning Strategies

Organic food and beverages market analysis revealed product launch as the key growth strategy adopted by market players, followed by merger & acquisitions, business expansion, partnership, and joint ventures. Several companies have developed innovative products to enhance their product portfolio. This strategy is widely adopted by various companies to increase their market outreach and serve customers.

At present, organic coffee and tea have witnessed higher demand potential. This segment has high rate of adoption in the organic food and beverages market due to unique advantages provided by the organic coffee and tea such as helping in weight loss. Organic fruits and vegetables is the next segment, which registered highest organic food and beverages market share, currently also expected to register the higher growth rate in the near future. The rapid growth of demand for fresh.

Increase in adoption of organic groceries and also the organic baby foods made the other organic foods segment as one of the lucrative targets for investment. Other emerging segments such as organic non-dairy products, organic dairy products, and organic meat fish & poultry products with appreciable growth, also offer huge opportunities for the investments. However, organic beverages segment is expected to showcase a less growth rate but the organic food and beverages market size is huge. Moreover, the organic frozen and processed foods and other organic beverages are also transpiring segments which are expected to fetch good revenue.

CHAPTER-2

REVIEW OF LITERATURE

Shayista Akhtar and Gazala Nisar (2016) aims to study the awareness towards organic foods: a comparative study amongst adolescents with Srinagar district of Kashmir. The main scope this study made an attempt on awareness of organic food among the adolescents. The major findings of this study was adolescents having awareness about organic foods. However, adolescents' girls were more aware than adolescents' boys.

S. Priya and M. Parameswari (2016) revealed consumer attitude towards organic products. The main objective of the study to find out the awareness of consumer about the organic product. The major findings of the study revealed that awareness about organic food is among the people and their intention to buy organic food is perfectly shaped by the beliefs. Finally, they concluded that strong intent and attitude values towards the benefits of the organic product.

R. Ayswarya and Dr. S.Vansathi (2018) analyses the consumer perception towards organic products in Tiruchirappallai Corporation. The main objective of this study to examine the consumer perception towards organic product which relate to demographic profile of the consumer. The major findings of this study towards organic products relates to eco-friendly and health benefits.

Chaitra Bharath and H.M. Chandrashekar (2018) focused study on the consumer awareness of organic certification of food products in Mysore city. Objectives of the study to evaluate the awareness among the organic food consumers regarding the certification of organic food. The major findings of this study was lag in adoption of organic food and lack of awareness on premium price has be charged on the organic food products.

K.Sundaresh and Dr. S. Babu (2017) conducted a study on college student's awareness and attitude towards organic food products on Coimbatore city. The major finding of the study was male respondent more interested in using the organic product. Finally, they inferred that the undergrad is well conscious with organic foodstuffs.

S.Amudha and Dr.M.Kanagarathinam (2017) focused to study on consumer awareness towards organic food products in Coimbatore city. The main objective of this study to ascertain the consumer awareness towards organic foods products. The major findings of this study was most of the consumers do not aware of availability of product in market.

Yiridoe et al. (2005) identified the reasons that affect the purchasing intention of the customers: first absence of information, the major reason that elaborates why consumers do not want to purchase or select organic food; second, consumer opinion about the short of information available about the organic product.

Hill and Lynchehaun (2002) focussed that awareness plays an important role and successful marketing of organic food. This reflects the confidence of consumers about the usage of organic food. Meanwhile reports suggested that awareness about the food or the methods of production resulted in the progress of consumer opinion and augment the consumers acceptance of these foods

Padel & Foster (2005) mentioned that consumer familiarity regarding organic product, compared with conservative product are measured as big obstacles to the progress of the organic food market. Consumers who are not aware about organic food and who do not purchase it, will not, if they are not literate about its benefits. Explored the views of Spanish consumers regarding awareness of organic food and found that around 46 % had knowledge of the concept of organic foods. He also found that consumers level of awareness was dependent on their income, age, education, region of the country wherein education influenced the most in level of their awareness and awareness levels ranged from a low of 29% to a high near 71%.

Gupta (2009) discovered the consumer behaviour for organic food in India. The results of the study revealed that quality was considered as the most significant for food products buying decision, public did not see much progress in the quality related factors for food items in last decade. Individual ranking differ factors for different product groups. The findings also showed that food that is free from chemicals and pesticides was the significant benchmark for food products like grains, pulses, store quality, taste, texture, flavour showed the maximum variation in the buying pattern of fruits and vegetables.

Chakrabarti (2010) studied the consumers' attitude as the most important factor that persuades the buying process of organic food consumers. The study was based on descriptive survey and explanatory survey. The outcome of the research was that persuading customer importance towards organic food product had an important impact to the customer loyalty for the organic food products.

Voon et al. (2011) examined the factors of readiness to buy organic food among consumers in a Malaysian city, while using questionnaire survey. The results reflected

that hard work to encourage utilization progress should aimed on persuading consumer attitudes.

Sakthirama and Venkatram (2012) studied that the buying purpose of organic consumers in Coimbatore city, India and the results shows that the buying purpose of consumers towards organic food products was prejudiced by the outlook and information and acquaintance to consumers.

Padiya and Vala (2012) mentioned in their study at Ahemdabad, exemplified the organic food buyers as less thoughtful about price, supporters of quality and knowledge, generally get information from magazine, newspaper and at the point of purchase.

Shafie and Rennie (2012) analysed that price was the obstacle factor with regards to organic food consumption.

Balaji and Bhama (2012) analytically studied the consumer attitude towards the organic food in India. The results showed that there is a significant relationship between the overall satisfaction of the consumer and the psychographic factors towards the organic food.

Raghavan and Megeh (2013) analysed the buying purpose towards organic products in Chennai city. The results of the study showed that insights related to organic food product had the sturdiest association with the consumers purpose to purchase organic food.

Basha, etal. (2015) identified the intentions of people in purchasing organic products and found that consumers were concerned of their health, life style and environment while purchasing organic products.

Krishnakumare and Niranjan (2017) studied buying behavior of 240 consumers towards organic food products in Tirupur district of Tamil Nadu and found that consumers bought organic food products due to their concern for health but some some consumers did not buy due to high price and inassurance of quality. Organic food consumers' perception for organic food products was better than non-organic food consumers.

Sharma and Singhvi (2018) through their review study provided a complete overview of consumer perceptions for organic food products and revealed that in near future more demand there for organically grown food products will arise and thus suggested producer, traders, and government to focus over the niche market of organic.

Carfora, et al. (2019) conducted a interview of 1509 consumers of Italy to know intentions and actual behavior in respect of organic milk purchase and found, among all the dimensions of trust in the different actors of the supply chain, only trust in farmers was supported.

Chiciudean (2019) studied 568 consumers from North-West Development Region of Romania to identify the main barriers in consumption and; factors influenced the increase in demand for organic food products. They found that price of product was main barrier in consumption followed by perishability and availability. Other influencing factors were mistrust, and lack of proper promotion for organic food.

Yadav et al. (2016) have conducted research on “Intention to purchase organic food among young consumers: Evidences from a developing nation”. The research was conducted with objective to study the factors like consumer’s attitude, subjective norms, behavioral control, moral attitude, health consciousness affecting intention to purchase organic food. The data was collected with the help of questionnaire. To collect data, 380 questionnaires were distributed in college campuses and shopping malls. At the end of the survey, total 220 questionnaires were considered after avoiding the incomplete responses and extreme outlines. The structural model was used to test hypothesis. The study found that the health consciousness is emerging as a significant variable affecting attitude towards organic food. The environmental concern did not influence much to purchase intention of purchasing the organic food. It also found that the high price of the organic product is major barrier in purchasing organic product. The unavailability of organic food product nearby store is major issue faced by the consumers. The study is limited to measuring the intention to purchase organic food product, it doesn’t consider the buying behavior. The study is also having limitation of sampling bias as the survey is limited to the young adults.

Aleksandar et al. (2016) have conducted research titled “Organic food consumer profile in the Republic of Serbia”. The main objective of study was to identify segment of consumer purchasing organic food product. The data was collected with the help of structured questionnaire and interviews. Survey was conducted with total 400 respondents. The market segmentations were conducted with the help of conjoint analysis and cluster analysis on consumer preferences. The study confirms that the different aspects of flavor are more important when respondents are open for innovation. With reference to the milk product, the consumers gave more importance to the health and nature preservation as compared to other factors. The respondents

with higher education and higher income prefer more organic product. The research is limited to study only one product i.e. yogurt.

Xie Biao et al. (2015) have conducted research on “Consumer perception and attitudes of organic food products in Eastern China”. The research aimed to explore the major factors affecting purchasing process of organic food products. A survey was conducted to collect data from the respondents in two different stores specialist in selling the organic food product. Total of 388 responses were collected from various consumers visiting those two selected stores. The study found that the most important factor which affects the consumer purchase decision was that, the consumers consider it safe and healthier. The factors like income and education level was relatively positive with purchasing organic food products. The major barriers to the growth of organic food product market are high price of the organic product and lack of availability of the product. The consumers’ awareness towards organic food product is not much; it is also one the major barrier in the growth of the organic food market share.

Teng and Wang (2015) have conducted research titled, “Decisional factors driving organic food consumption”. It aimed to identify the factors like availability of information on the organic product, consumer trust and attitude towards the organic foods affecting the consumer purchase decision. The researcher have collected data with the help of a structured questionnaire from 693 respondents at four large scale supermarkets and three health food stores in Taiwan. The factor analysis and the path analysis were used to test the predicated causal relationship among various determinants. The study found that the organic labeling information positively affect the consumer trust and attitude towards organic food. The study also revealed that the trust and attitude of consumer towards the organic food product plays the mediating roles in linking the knowledge of the consumers with their purchase decision. The research resulted that the good organic labeling and knowledge towards organic products have critical effect on consumers trust in the organic food product.

Basha et al. (2015) have conducted research titled, “Consumers attitude towards organic food”. The research aimed to study the motivating factors which influence the purchasing of organic food and to analyze various aspects related to the usage of organic food products. The data was collected from randomly selected 50 respondents. The study concentrated on the three factors namely environmental concern, health concern and consciousness towards lifestyle. The one way ANOVA

was conducted to analyze the data and to identify the mean differences in the mean rating for the variables. The study found that there were no significant difference among the consumers with various religions on the different variables like health concern, food product quality and lifestyle. The study found that major reason for purchasing organic food product were consumers concern toward their health, food product quality and life style.

Bharthi et al. (2014) have conducted research titled “Buying behavior of urban residents towards organically produced food products”. The study aimed to examine how consumers perceive the organically produced food product. To collect data multistage sampling techniques have been applied. The study was conducted in two different places of Bangalore. The structured interview method has been used to collect data from 200 households, who are aware about the organic food product. The researchers have distributed the respondents into two category based on the Socio Economic Status and purchase behavior. The study concluded that there are majority of the customers willing to pay premium price for the organic food product above the conventional product. The awareness among consumer is most important criteria to construct consumer behavior but the research found that among respondents towards organic food product was low. The consumer purchase organic food product mostly from organic food stores, super market and processing centers.

Shashikiran & Madhavaiah (2014) have conducted research on the “Impact of Demographics on Consumers’ Willingness to Pay Premium: A study of Organic food products”. The research aimed to examine the profile of organic food buyer and to check their willingness to pay premium price for organic food product. To collect data, the researchers have selected 10 different retail stores from the four different zones of Bangalore. Total 150 responses were considered after avoiding the incomplete questionnaires. To analyze the data, one-way ANOVA was applied. The study found that the factors like age, gender, marital status, education qualification and family type don’t affect the consumer’s willingness to pay premium price for the organic food products. The study found that the consumers are highly positive towards organic food products and willing to pay the higher prices for such products

CHAPTER-3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY:

- People concerns for health and lifestyle goes on increasing day by day that have attracted them towards buying of organic products.
- The consumer decision for buying begins right from problem recognition and ends at post purchase evaluation, many factor affects the buying decision.
- The environmental factors which influence the consumers in buying decision can be evaluated.
- The awareness towards misleading of buying organic food products is termed by determining the level of awareness.
- The reasons which induce the consumers towards buying of organic food products is recorded which help to understand the buying reasons of consumers.

3.2 SCOPE OF STUDY:

Organic food products are growing. The increase in awareness has caused shifts in consumers taste and preference which led to domestic as well as global rise in demand for organic food products. Therefore, this study is to gain knowledge about the environmental factors like demographic, cultural, social factors, psychological factors which influence consumers to buy organic food products. The pricing factor can be analysed whether they can buy on daily basis. The level of consumer awareness and perception and the reasons why they buy organic products whether they get influenced or not can be studied.

3.3 OBJECTIVES OF STUDY

1. To study the environmental factors influencing consumers to shift towards organic food products.
2. To determine the consumer awareness towards buying of organic food products.
3. To evaluate the consumer opinion towards the price of the organic food products.
4. To analyze the reasons of the consumer shifting towards buying of organic food products.

3.4 RESEARCH DESIGN

DESCRIPTIVE RESEARCH:

The research design of the study is descriptive research. The descriptive research is concerned with describing the characteristics of particular individual or group. The studies concerned with specific prediction, with narration of facts and characteristics concerning individual, group or situation are examples of descriptive research.

STRUCTURE OF QUESTIONNAIRE:

Questionnaire can be classified as both qualitative and quantitative method. Quantitative method is used with questions of closed-ended with multiple choice questions and likert scale questions. Likert scale are like agree or disagree, satisfied or dissatisfied types of questions.

SAMPLE SIZE:

The sample size chosen for the study is 120.

SOURCES OF DATA:

PRIMARY DATA:

Primary data are collected directly from the 120 respondents using questionnaire.

SECONDARY DATA:

Secondary data were collected from the articles, journals and websites.

STATISTICAL TOOLS:

Statistical tools help researchers make sense of data collection. It enables them to report results and make interpretations. The statistical tools used are percentage analysis, chi-square analysis, anova.

PERCENTAGE ANALYSIS:

Percentage analysis shows the entire population in terms of percentages. It reveals the number of belonging is a particular category or the number of people preferring a particular thing, etc., in terms of percentage. In this study, the number of people who responded in a particular's manner is interpreted in the form of percentages.

Formula

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total respondents}} \times 100$$

Chi - square analysis:

The chi-square tests a fairly, simple and definitely the most popular of all the other tools, the chi-square test is most widely used non-parametric tests in statistical work. It makes no assumption about being sampled. The quantity chi-square describes the magnitude of discrepancy between theory and observation.

Formula

$$\chi^2 = \frac{\sum_{i=1} (O_i - E_i)^2}{E_i}$$

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

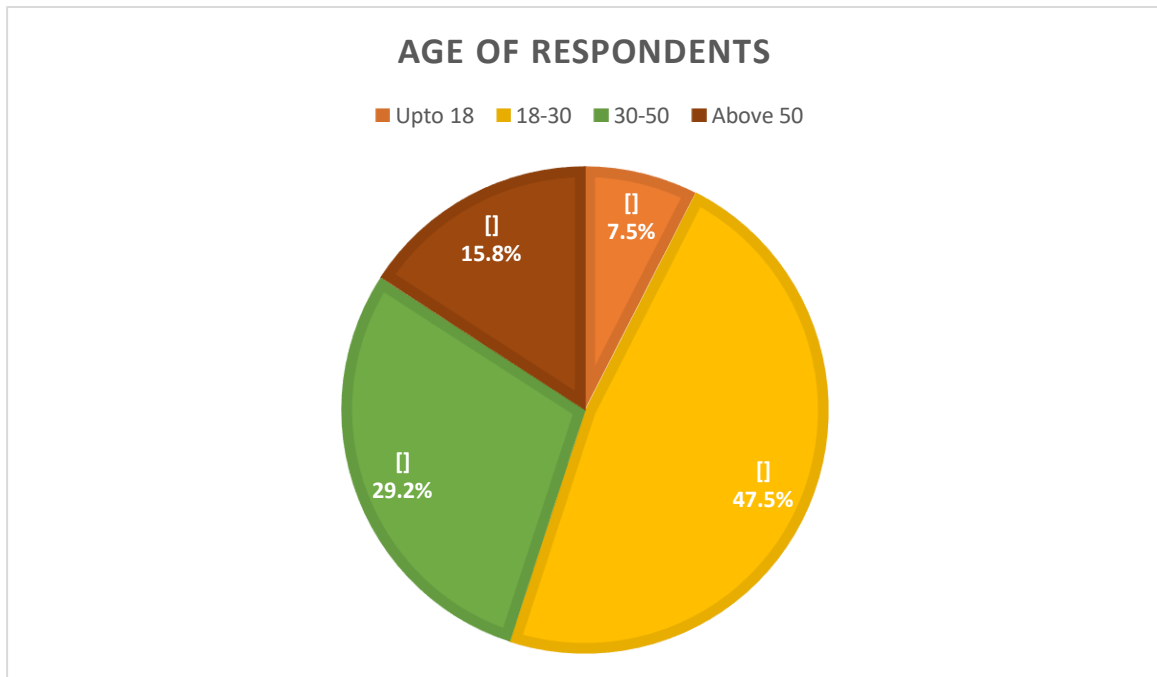
4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1: AGE OF THE RESPONDENTS

Years	No of Respondents	Percentage
Upto 18	9	7.5
18-30	57	47.5
30-50	35	29.2
Above 50	19	15.8
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.1: AGE OF RESPONDENTS



4.1.1: INTERPRETATION

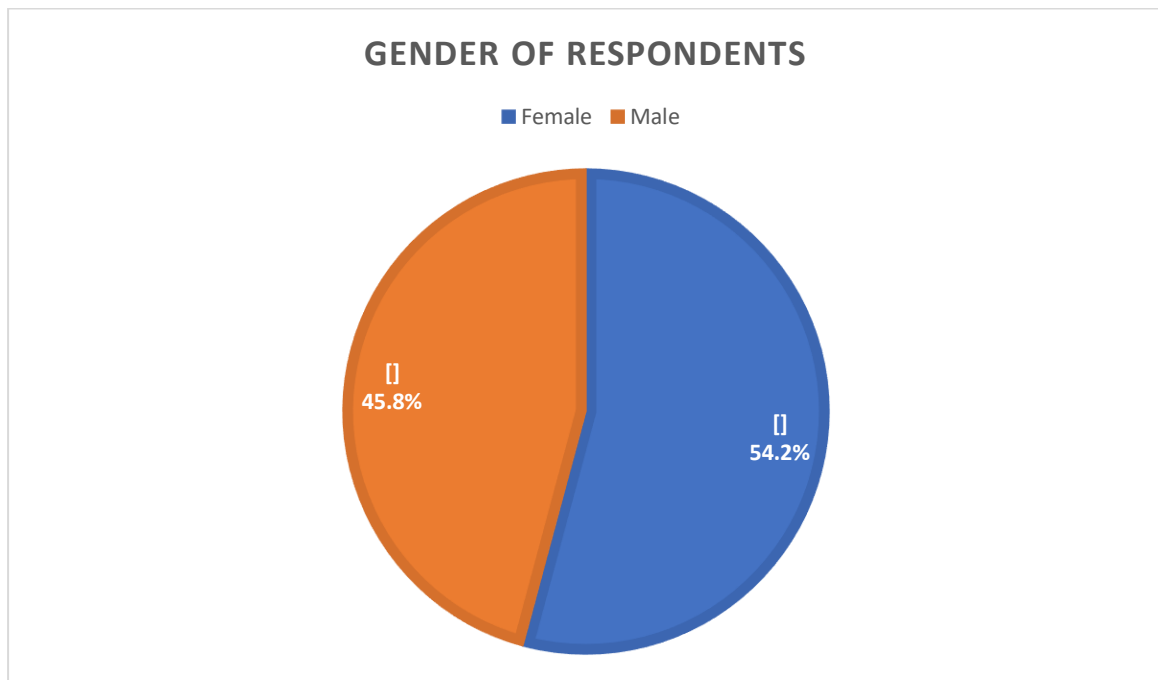
From the above table, out of 120 respondents, 7.5% of respondents are of age upto 18, 47.5% of respondents are of age between 18 to 30, 29.2% or respondents are of age between 30 to 50 and 15.8% of respondents are of age above 50. Majority (47.5%) of the respondents are of age between 18-30.

TABLE 4.1.2: GENDER OF RESPONDENTS

Gender	No of respondents	Percentage
Female	65	54.2
Male	55	45.8
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.2: GENDER OF RESPONDENTS



4.1.2: INTERPRETATION

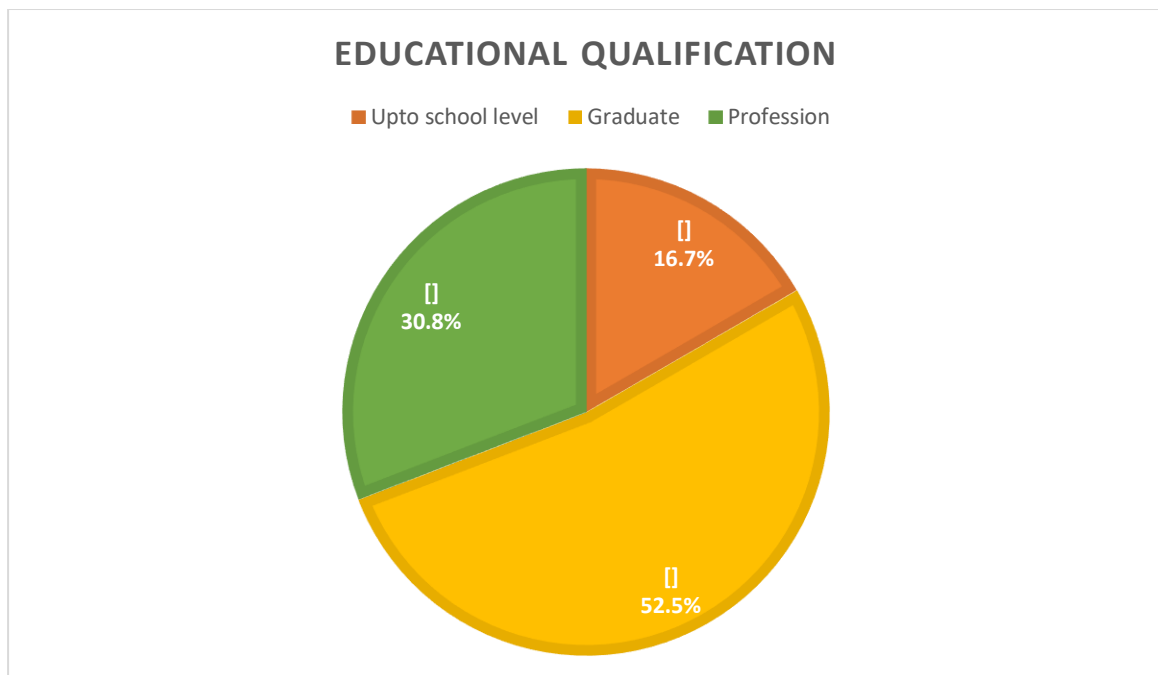
From the above table 4.1.2, out of 120 respondents, 54.2% respondents are female and 45.8% of respondents are male. Majority (54.2%) of the respondents are female

TABLE 4.1.3: EDUCATIONAL QUALIFICATION

Qualification	No of respondents	Percentage
Upto school level	20	16.7
Graduate	63	52.5
Profession	37	30.8
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.3: EDUCATIONAL QUALIFICATION



4.1.3: INTERPRETATION

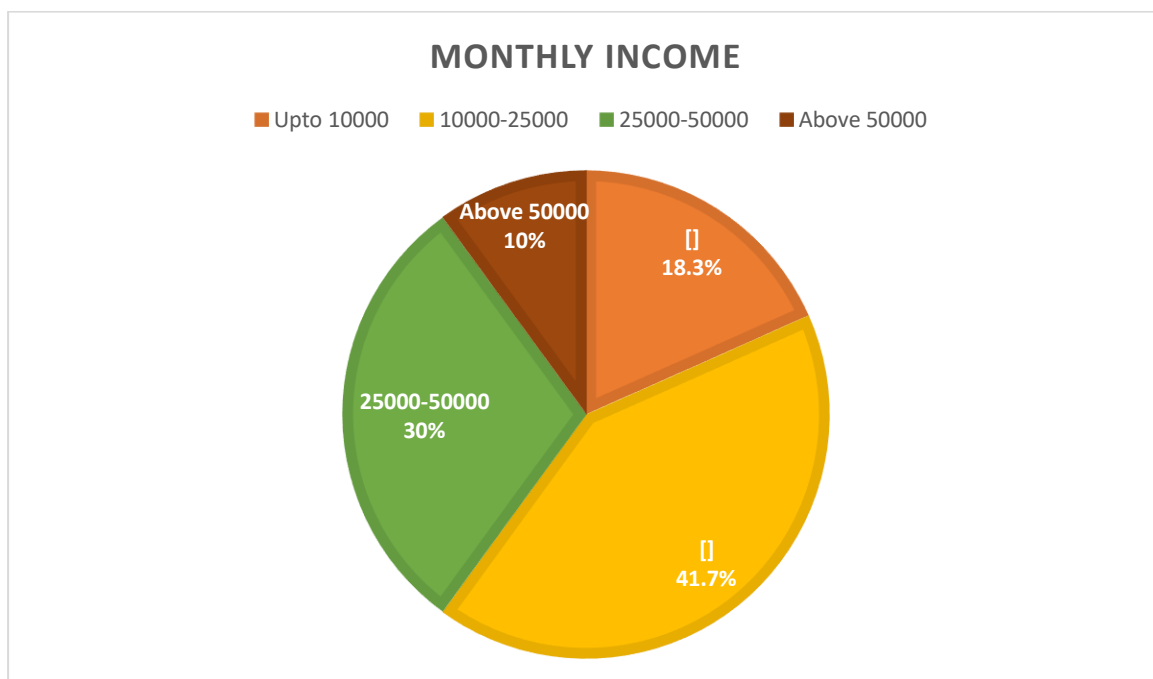
From the above table 4.1.3, out of 120 respondents, it is interpreted that 16.7% of the respondents are upto school level, 52.5% of respondents are graduate, 30.8% of the respondents are profession. Majority (52.5%) of the respondents are graduates.

TABLE 4.1.4: MONTHLY INCOME OF RESPONDENTS

Monthly income	No of respondents	Percentage
Upto 10000	22	18.3
10000-25000	50	41.7
25000-50000	36	30
Above 50000	12	10
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.4: MONTHLY INCOME OF RESPONDENTS



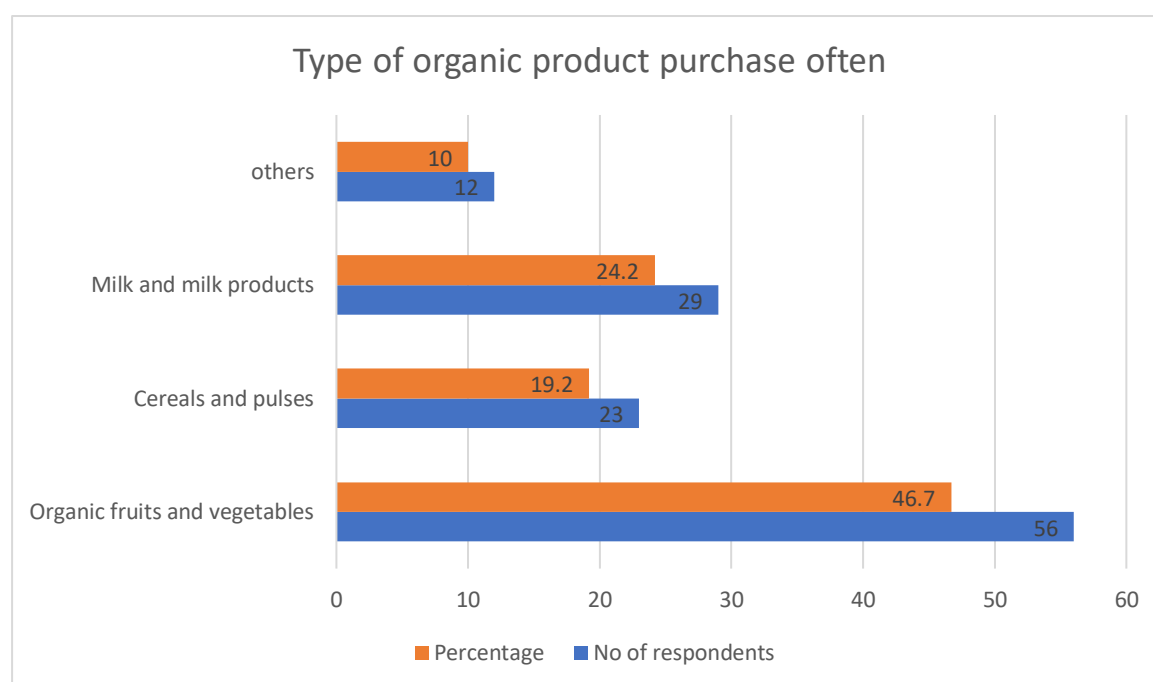
4.1.4: INTERPRETATION

From the above table, out of 120 respondents, it is interpreted that 18.3% of respondents monthly income is upto 10000, 41.7% of respondents monthly income is between 10000 to 25000, 30% of respondents monthly income is between 25000 to 30000 and 10% of the respondents monthly income is above 50000. Majority (41.7%) of the respondents monthly income is between 10000 to 25000.

TABLE 4.1.5: TYPE OF ORGANIC PRODUCTS PURCHASE OFTEN

Type of organic product	No of respondents	Percentage
Organic fruits and vegetables	56	46.7
Cereals and pulses	23	19.2
Milk and milk products	29	24.2
others	12	10
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.5: TYPE OF ORGANIC PRODUCTS PURCHASE OFTEN

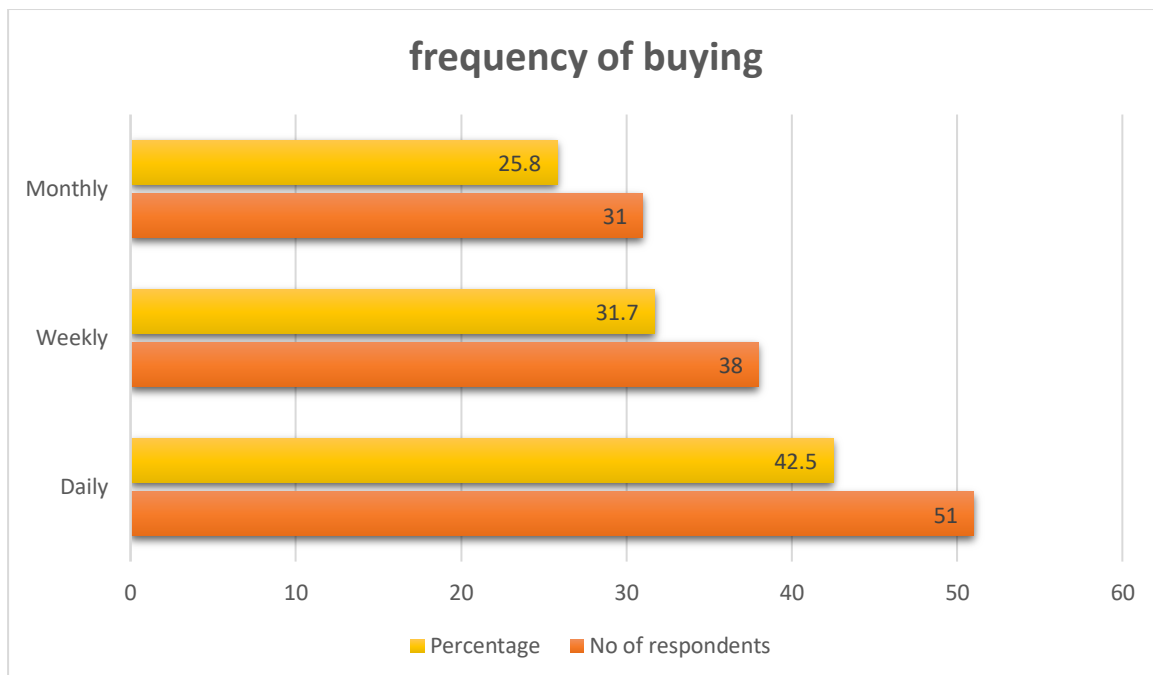
4.1.5: INTERPRETATION

From the above table 4.1.5 out of 120 respondents, it is interpreted that 46.7% of respondents purchase organic fruits and vegetables, 19.2% of respondents purchase cereals and pulses, 24.2% of respondents purchase milk and milk products and 10% of respondents purchase other organic products. Majority (46.7%) of the respondents purchase organic fruits and vegetables often

TABLE 4.1.6: FREQUENCY OF BUYING

Frequency of buying	No of respondents	Percentage
Daily	51	42.5
Weekly	38	31.7
Monthly	31	25.8
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.6: FREQUENCY OF BUYING

4.1.6: INTERPRETATION

From the above table 4.1.6, out of 120 respondents 42.5% of respondents purchase organic products daily, 31.7% of respondents purchase weekly, 25.8% of respondents purchase monthly. Majority (42.5%) of the respondents purchase organic food products daily

TABLE 4.1.7: PLACE OF SHOPPING

Place of shopping	No of respondents	Percentage
Market	56	46.7
Departmental store	29	24.2
Organic shop	23	19.2
Online	12	10
Total	120	100.0

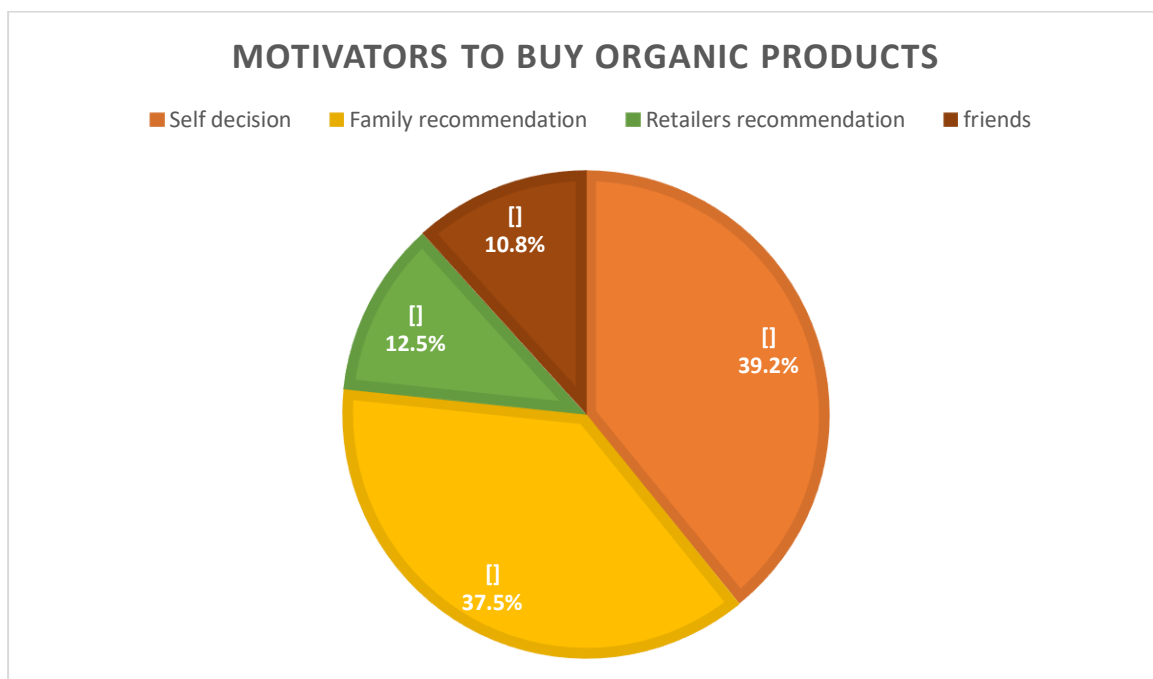
SOURCE OF DATA: Primary data

CHART 4.1.7: PLACE OF SHOPPING**4.1.7: INTERPRETATION**

From the above table, out of 120 respondents, it is interpreted that 46.7% of respondents buy organic product at market, 24.2% of respondents buy at departmental store, 19.2% of respondents buy at organic shop and 10% of respondents buy through online shopping. Majority (46.7%) of respondents buy organic food products at market.

TABLE 4.1.8: MOTIVATORS TO BUY ORGANIC FOOD PRODUCTS

Motivators	No of respondents	Percentage
Self decision	47	39.2
Family recommendation	45	37.5
Retailers recommendation	15	12.5
Friends	13	10.8
Total	120	100.0

CHART 4.1.8: MOTIVATORS TO BUY ORGANIC FOOD PRODUCTS**4.1.8: INTERPRETATION**

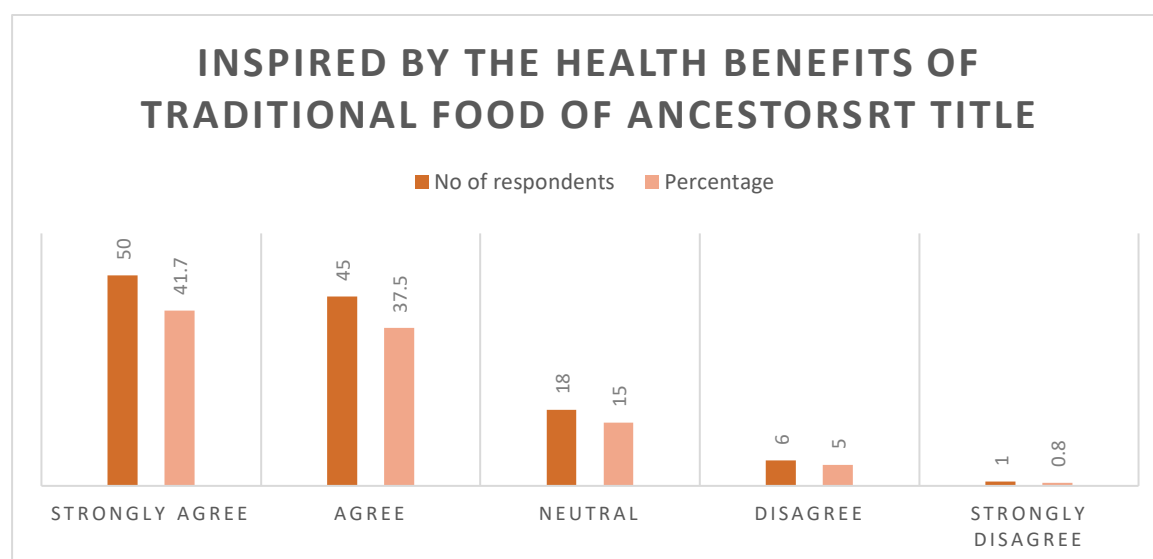
From the above table, out of 120 respondents it is interpreted that 39.2% of respondents buy organic products of their self decision, 37.5% of respondents take family recommendation, 12.5% of respondents take retailers recommendation and 10.8% of respondents take friends decision. Majority (39.2%) of respondents buy organic food products by their self decision

TABLE 4.1.9: INSPIRED BY THE HEALTH BENEFITS OF TRADITIONAL FOOD OF ANCESTORS

I buy organic food products as I'm inspired by health benefits of traditional food of ancestors	No of respondents	Percentage
Strongly agree	50	41.7
Agree	45	37.5
Neutral	18	15
Disagree	6	5
Strongly disagree	1	0.8
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.9: INSPIRED BY THE HEALTH BENEFITS OF TRADITIONAL FOOD OF ANCESTORS



4.1.9: INTERPRETATION

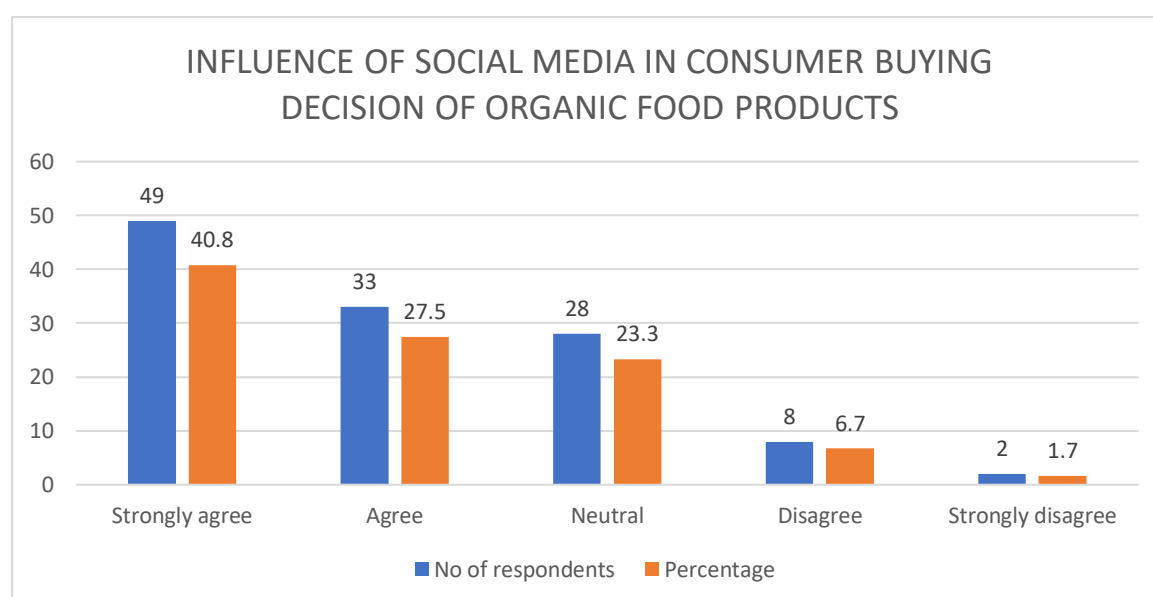
From the above table, out of 120 respondents it is interpreted that 41.7% of respondents strongly agree that they are inspired by the health benefits of traditional food of ancestors, 37.5% agree, 15% neutral, 5% disagree and 0.8% strongly disagree with that opinion. Majority (41.7%) of respondents strongly agree that they are inspired by the health benefits of traditional food of ancestors.

TABLE 4.1.10: INFLUENCE OF SOCIAL MEDIA PLAYS AN IMPORTANT ROLE IN CONSUMER BUYING DECISION OF ORGANIC FOOD PRODUCTS

Influence of social media plays an important role in consumer buying decision of organic food products	No of respondents	Percentage
Strongly agree	49	40.8
Agree	33	27.5
Neutral	28	23.3
Disagree	8	6.7
Strongly disagree	2	1.7
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.10: INFLUENCE OF SOCIAL MEDIA PLAYS AN IMPORTANT ROLE IN CONSUMER BUYING DECISION OF ORGANIC FOOD PRODUCTS



4.1.10: INTERPRETATION

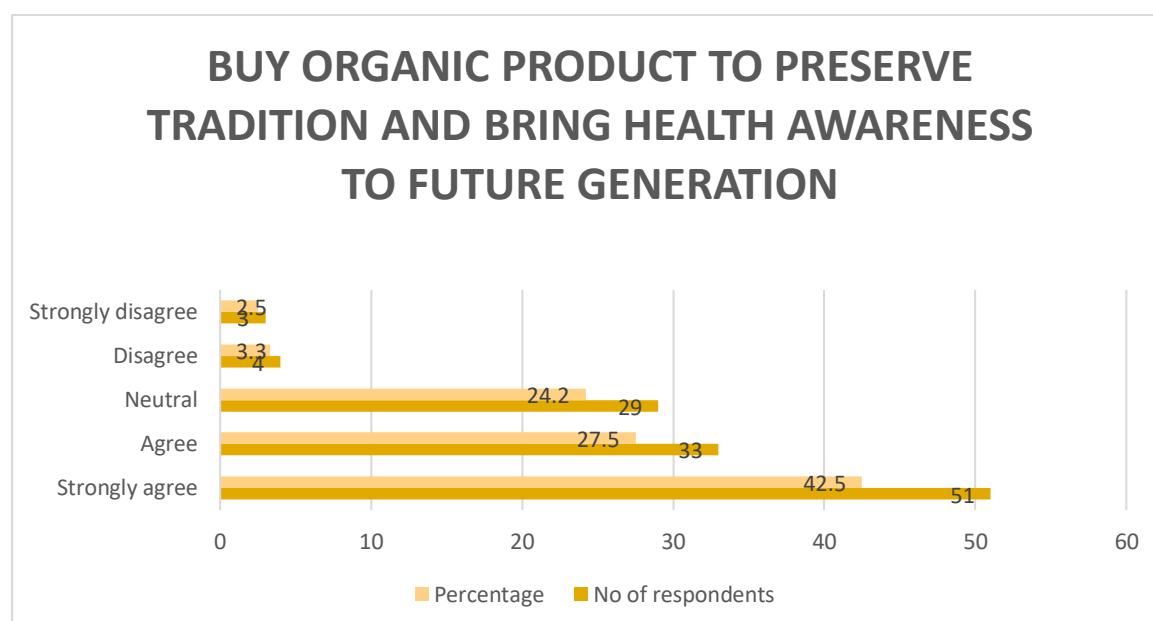
From the above table, out of 120 respondents it is interpreted that 40.8% of respondents strongly agree that they get influence by social media like youtube, whatsapp, facebook, Instagram, twitter etc to buy organic food products, 27.5% agree, 23.3% remain neutral, 6.7% disagree and 1.7% strongly disagree.

TABLE 4.1.11: BUY ORGANIC PRODUCT TO PRESERVE TRADITION AND BRING HEALTH AWARENESS TO FUTURE GENERATION

I buy organic food product to preserve traditional food and bring health awareness to future generation	No of respondents	Percentage
Strongly agree	51	42.5
Agree	33	27.5
Neutral	29	24.2
Disagree	4	3.3
Strongly disagree	3	2.5
Total	120	100.0

SOURCE OF DATA: Primary data

CHART 4.1.11: BUY ORGANIC PRODUCT TO PRESERVE TRADITION AND BRING HEALTH AWARENESS TO FUTURE GENERATION



4.1.11: INTERPRETATION

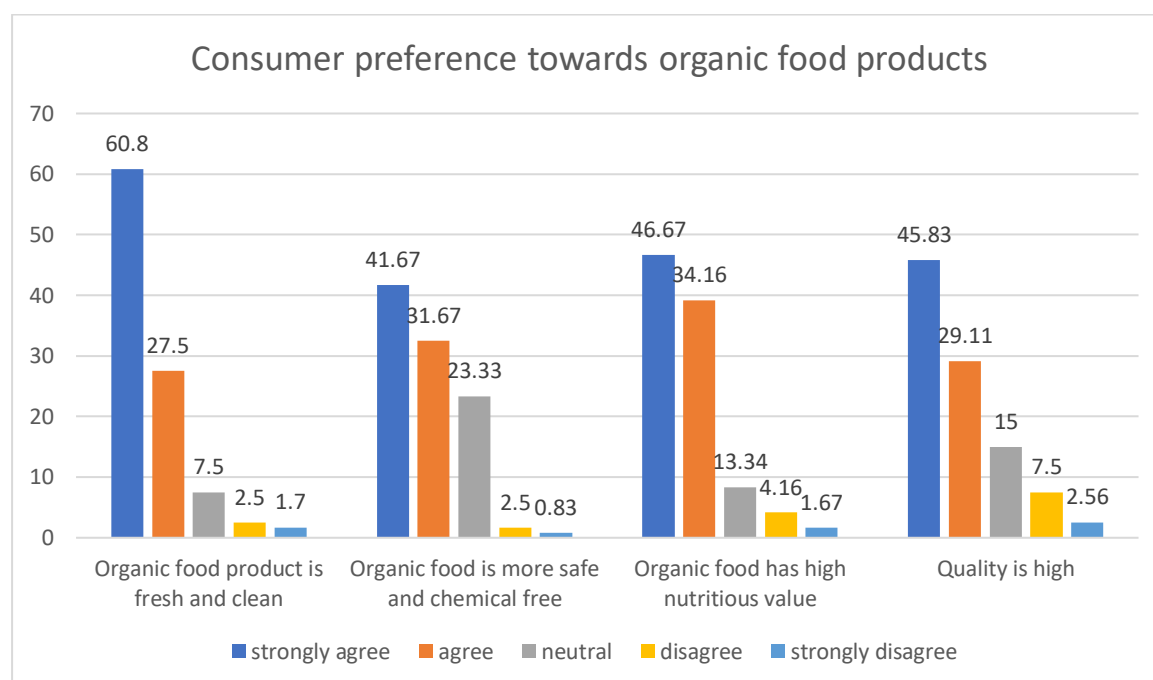
From the above table 4.1.11, out of 120 respondents, it is interpreted that 42.5% of respondents like to buy organic food products to preserve our tradition and to bring health awareness to future generation, 27.5% agree, 24.2% of respondents neutral, 3.3% disagree and 2.5% of respondents strongly disagree with that statement.

TABLE 4.1.12: CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS

Consumer preference towards organic food products	No of respondents (Percentage)					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Organic food product is fresh and clean	73 (60.8)	33 (27.5)	9 (7.5)	3 (2.5)	2 (1.7)	120 (100)
Organic food is more safe and chemical free	50(41.67)	38 (31.67)	28 (23.33)	3 (2.5)	1 (0.83)	120 (100)
Organic food has high nutritious value	56 (46.67)	41 (34.16)	16 (13.34)	5 (4.16)	2 (1.67)	120 (100)
Quality is high	55(45.83)	35 (29.11)	18(15)	9 (7.5)	3 (2.56)	120 (100)

SOURCE OF DATA: Primary data

CHART 4.1.12: CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS



4.1.12: INTERPRETATION

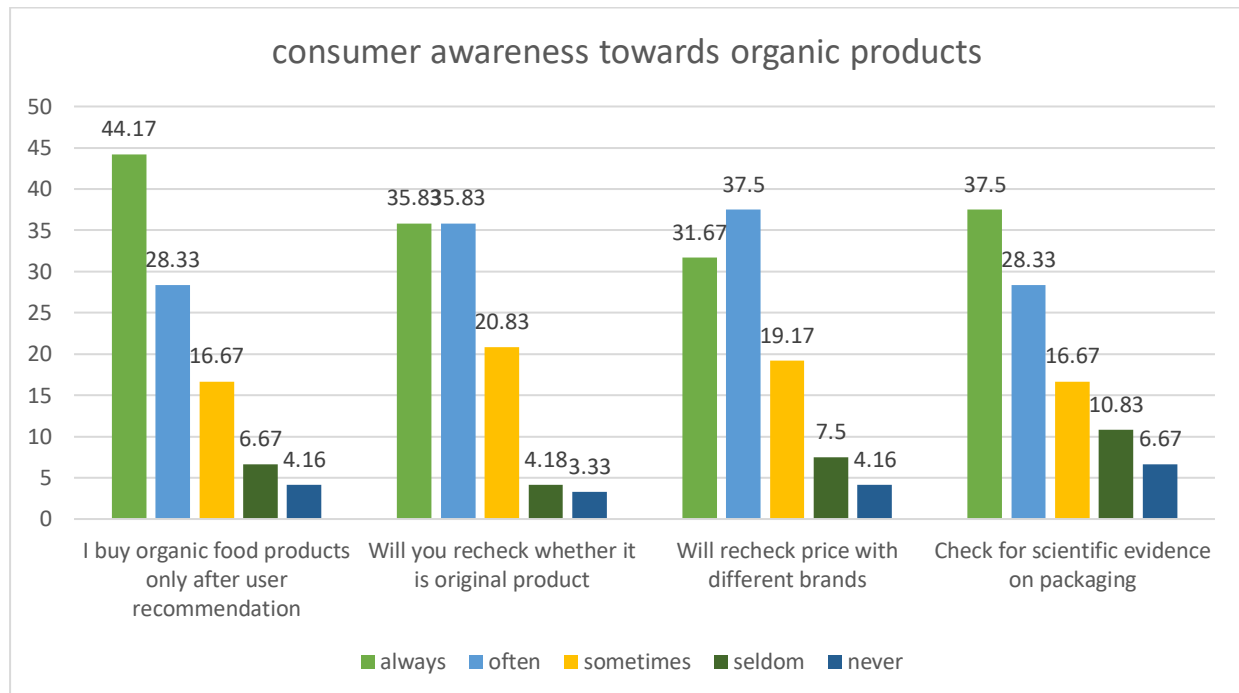
From the above table consumer preference towards organic food products 4.1.12, organic food product be fresh and clean, 60.8% of respondents strongly agree, 27.5% of respondents agree, 7.5% of respondents neutral, 2.5% of respondent disagree and 1.7% of respondent strongly disagree. Organic food is more safe and chemical free 41.67% strongly agree, 32.5% agree, 23.33% neutral, 1.67% disagree and 0.83% strongly disagree. Organic food has high nutritious value 46.67% strongly agree, 39.16% agree, 23.33% neutral, 1.67% disagree and 0.83% strongly disagree. Majority (60.8%) of respondents strongly agree that organic food product be fresh and clean. Majority (41.67%) strongly agree that Organic food is more safe and chemical. Majority (46.67%) strongly agree that Organic food has high nutritious value.

TABLE 4.1.13: CONSUMER AWARENESS TOWARDS ORGANIC PRODUCTS

Consumer awareness	No of respondents (Percentage)					Total
	Always	Usually	Sometimes	Seldom	Never	
I buy organic food products only after user recommendation	53 (44.17)	34 (28.33)	20 (16.67)	8 (6.67)	5 (4.16)	120 (100)
Will you recheck whether it is original product	43 (35.83)	43 (35.83)	25 (20.83)	5 (4.18)	4 (3.33)	120 (100)
Will recheck price with different brands	38 (31.67)	45 (37.5)	23 (19.17)	9 (7.5)	5 (4.16)	120 (100)
Check for scientific evidence on packaging	45 (37.5)	34 (28.33)	20 (16.67)	13 (10.83)	8 (6.67)	120 (100)
Search for more information of products in different online platforms	42 (35)	38 (31.67)	21 (17.5)	14 (11.67)	5 (4.16)	120 (100)
Check the list of ingredients on label	45 (37.5)	33 (27.5)	21 (17.5)	12 (10)	9 (7.5)	120 (100)
Check for organic standard certificates	30 (25)	48 (40)	21 (17.5)	14 (11.67)	7 (5.83)	120 (100)

SOURCE OF DATA: Primary data

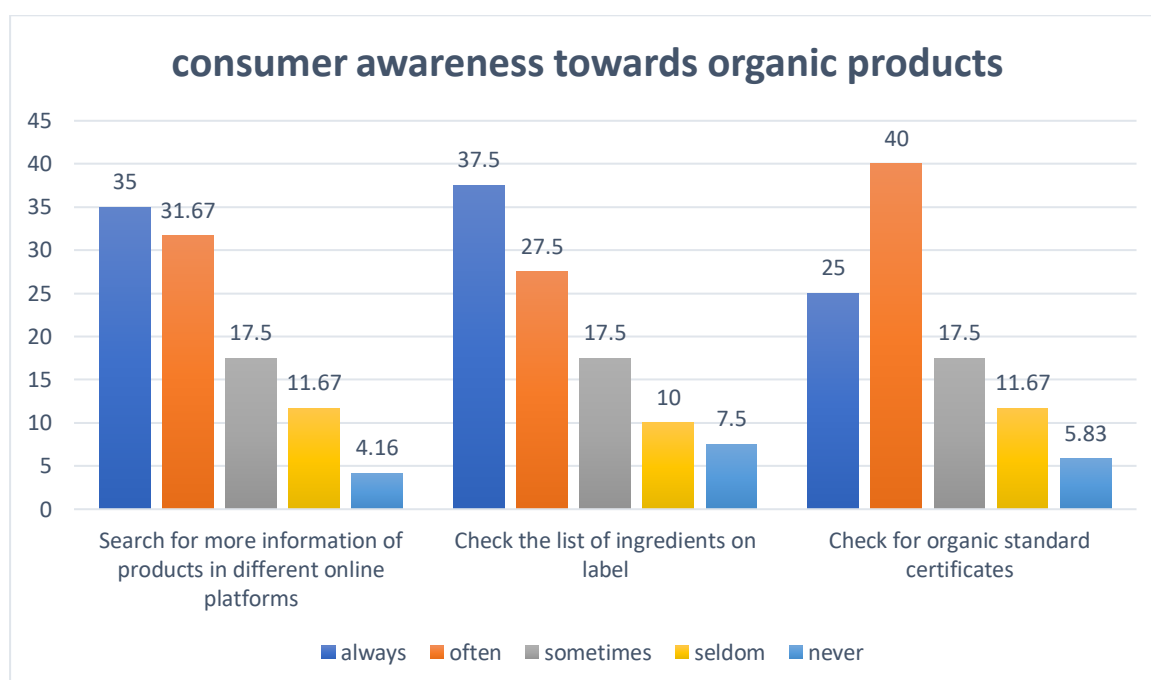
CHART 4.1.13.1: CONSUMER AWARENESS TOWARDS ORGANIC PRODUCTS



4.1.13.1: INTERPRETATION

From the above table 4.1.13.1 the consumer awareness towards organic products is recorded. The buying of organic products is made only after user recommendation, 44.17% of respondents says always, 28.33% of respondents says often, 16.67% of respondents says sometimes, 6.67% of respondents says seldom and 4.16% of respondents says never. Consumer awareness towards recheck its original product, 35.8% of respondents says always, 35.83% of respondents says often, 20.83% of respondents says sometimes, 4.18% of respondents says seldom and 3.33% of respondents says never. Consumer awareness towards rechecking price with different brands, 31.67% of respondents says always, 37.5% of respondents says often, 19.17% of respondents says sometimes, 7.5% of respondents says seldom and 4.16% of respondents says never. Consumer awareness towards checking for scientific evidence on packaging, 37.5% of respondents says always, 28.33% of respondents says often, 16.67% of respondents says sometimes, 10.83% of respondents says seldom, 6.67% of respondents says never.

CHART 4.1.13.2: CONSUMER AWARENESS TOWARDS ORGANIC PRODUCTS



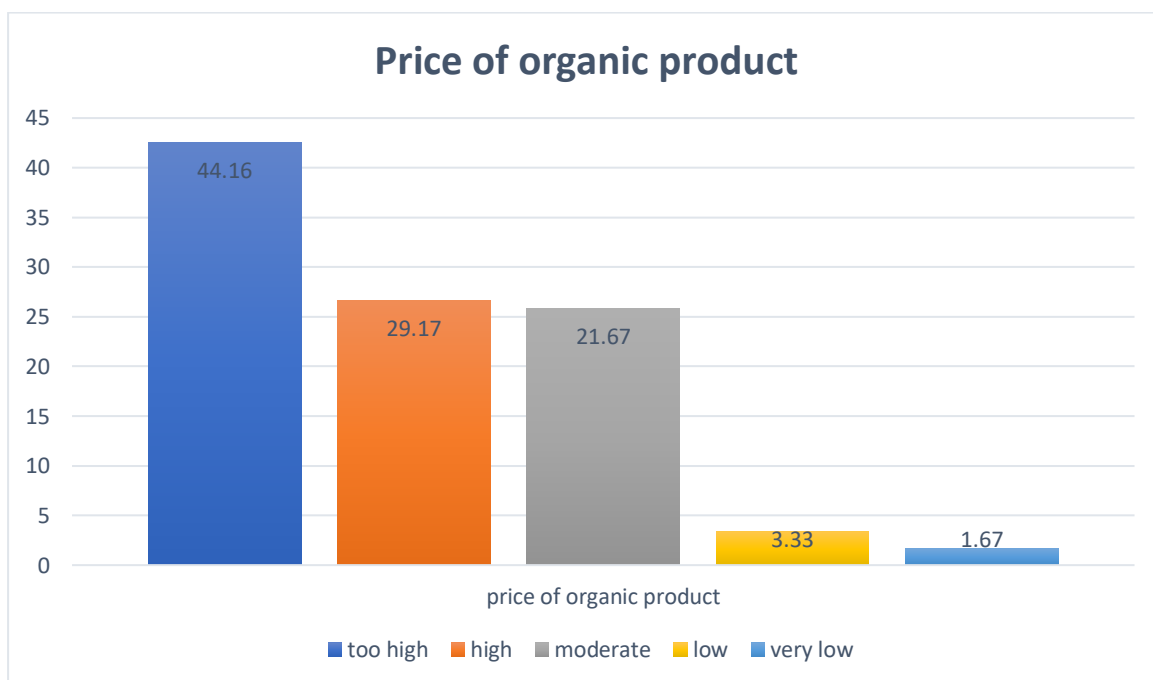
4.1.13.2: INTERPRETATION

From the above table 4.1.13.2, out of 120 respondents the awareness of consumers towards organic food products is recorded. Consumers Search for more information of products in different online platforms, 35% of respondents says always, 31.67% of respondents says often, 17.5% of respondents says sometimes, 11.67% of respondents says seldom and 4.16% of respondents says never. Consumer Check the list of ingredients on label, 37.5% of respondents says always, 27.5% of respondents says often, 17.5% of respondents says sometimes, 10% of respondents says seldom and 7.5% of respondents says never. Consumers Check for organic standard certificates, 25% of respondents says always, 40% of respondents says often, 17.5% of respondents says sometimes, 11.67% of respondents says seldom and 5.83% of respondents says never.

TABLE 4.1.14: PRICE

Price	No of respondents (Percentage)					Total
	Too high	high	Moderate	Low	Very low	
The price of organic product	53 (44.16)	35 (29.17)	26 (21.67)	4 (3.33)	2 (1.67)	120 (100)

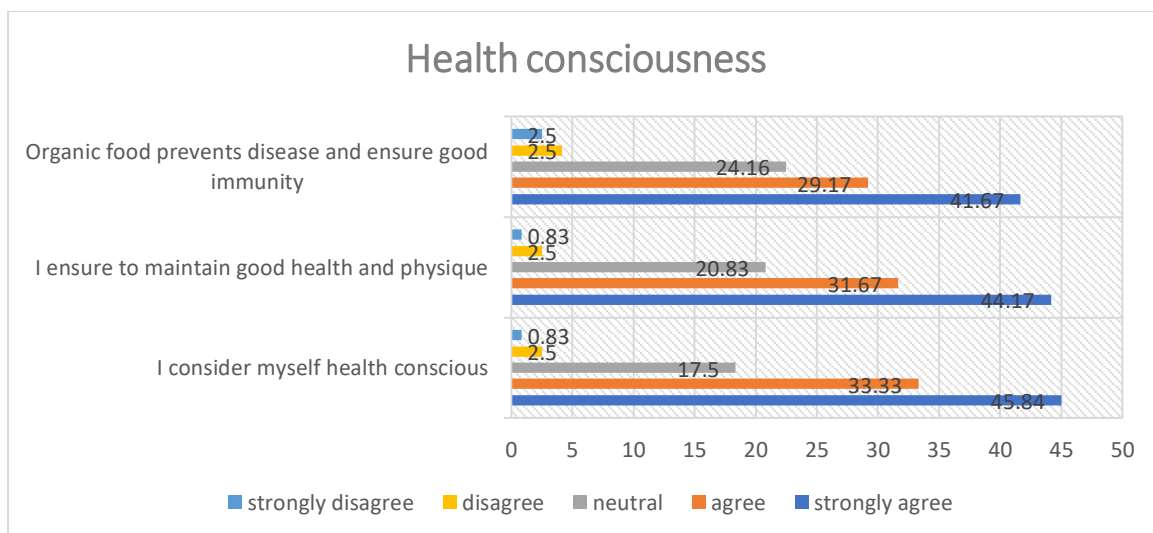
SOURCE OF DATA: Primary data

CHART 4.1.14: PRICE**4.1.14: INTERPRETATION**

From the above table 4.1.14, out of 120 respondents, it is interpreted that 42.5% of respondents says that the price of organic food products is too high, 26.67% of respondents says that price is high, 25.8% of respondents says price is moderate, 3.36% of respondents says price is low and 1.67% of respondents says price is very low. Majority (42.5%) of the respondents says price of organic food product is very high

TABLE 4.1.15: HEALTH CONSCIOUSNESS

Health consciousness	No of respondents (Percentage)					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagreed	
I consider myself health conscious	55 (45.84)	40 (33.33)	21 (17.5)	3 (2.5)	1 (0.83)	120 (100)
I ensure to maintain good health and physique	53 (44.17)	38 (31.67)	25 (20.83)	3 (2.5)	1 (0.83)	120 (100)
Organic food prevents disease and ensure good immunity	50 (41.67)	35 (29.17)	29 (24.16)	3 (2.5)	3 (2.5)	120 (100)

SOURCE OF DATA: Primary data**CHART 4.1.15: HEALTH CONSCIOUSNESS**

4.1.15: INTERPRETATION

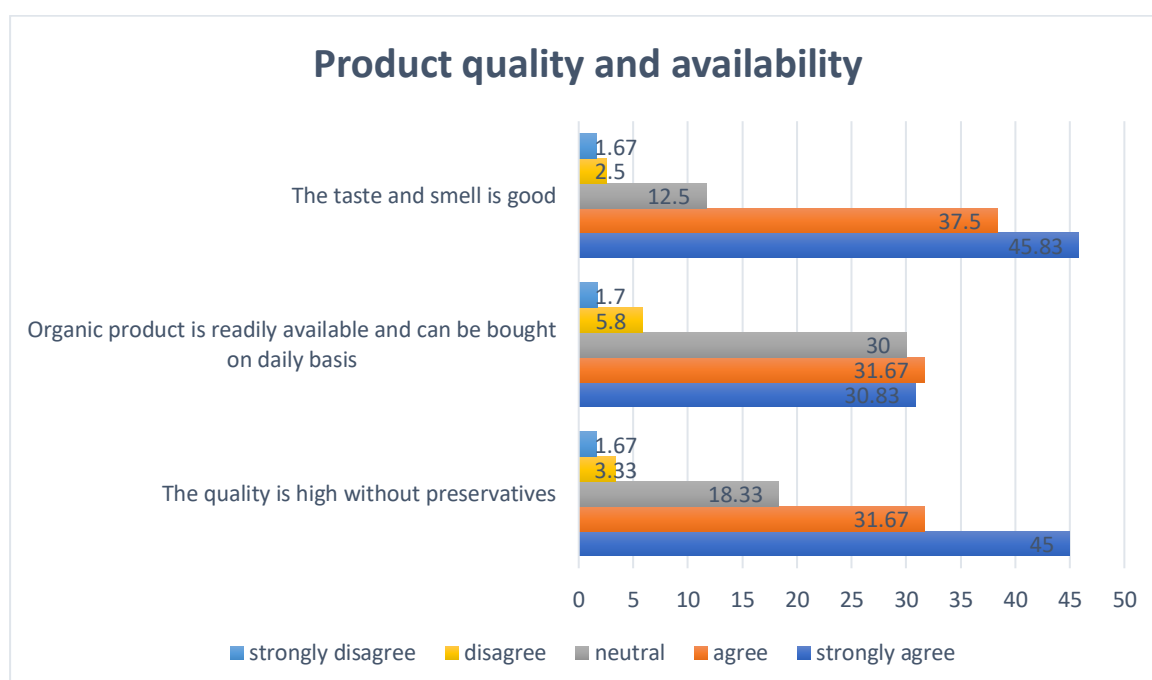
From the above table 4.1.14, out of 120 respondents, the reason to buy organic food product is health consciousness, 45% of respondents strongly agree, 33.33% of respondents agree, 18.34% remains neutral, 2.5% of respondents disagree and 0.83% of respondents strongly disagree. The reason to buy organic food product is to ensure good health and physique 44.17% of respondents strongly agree, 31.67% of respondents agree, 20.83% of respondents remains neutral, 2.5% of respondents disagree and 0.83% of respondents strongly disagree. The reason to buy organic product is that it prevents from disease and improves immunity, 41.67% of respondent strongly agree, 29.17% of respondents agree, 22.5% of respondents remains neutral, 4.16% of respondents disagree and 2.5% of respondents strongly disagree.

TABLE 4.1.16: PRODUCT QUALITY AND AVAILABILITY

Product quality and availability	No of respondents (Percentage)					Total
	Highly satisfied	satisfied	Moderate	Dissatisfied	Highly dissatisfied	
The quality is high without preservatives	54 (45)	38 (31.67)	22 (18.33)	4 (3.33)	2 (1.67)	120 (100)
Organic product is readily available and can be bought on daily basis	37 (30.83)	38 (31.67)	36 (30)	7 (5.8)	2 (1.7)	120 (100)
The taste and smell is good	55 (45.83)	45 (37.5)	15 (12.5)	3 (2.5)	2 (1.67)	120 (100)

SOURCE OF DATA: Primary data

CHART 4.1.16: PRODUCT QUALITY AND AVAILABILITY



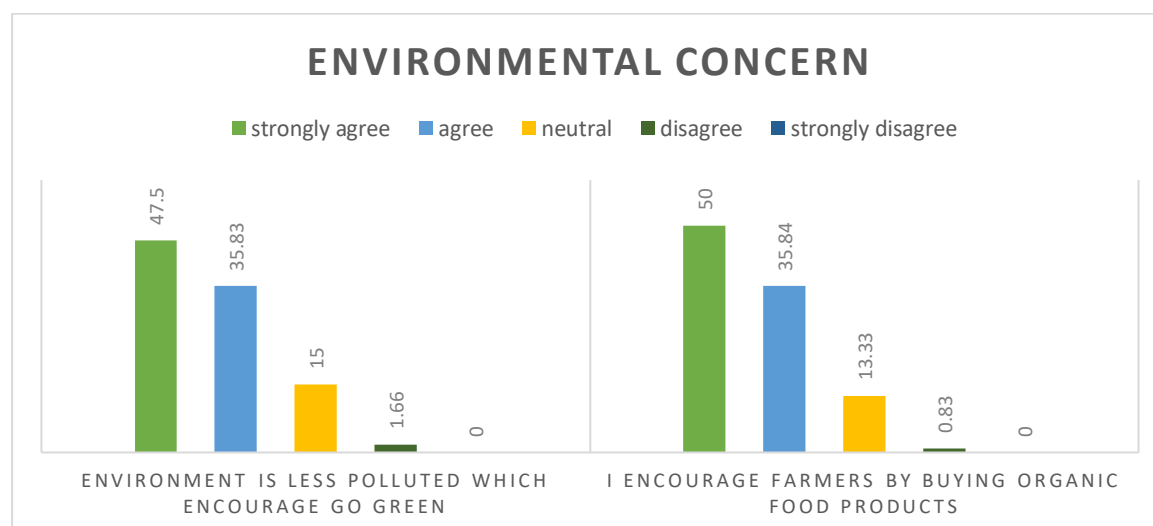
4.1.16: INTERPRETATION

From the above table 4.1.16, out of 120 respondents the reason to buy organic product is that quality and availability. The quality is high without preservative 45% of respondents strongly agree, 31.67% of respondents agree, 18.33% of respondents remains neutral, 3.33% of respondents disagree and 1.67% of respondents strongly disagree. The reason to buy organic product is readily available and can be bought on daily basis, 30.83% of respondents strongly agree, 31.67% of respondents agree, 30% of respondents remains neutral, 5.8% of respondents disagree and 1.7% of respondents strongly disagree. The reason to buy organic product is the taste and smell, 45.83% of respondents strongly agree, 38.33% of respondents agree, 11.67% of respondents remains neutral, 2.5% of respondents disagree and 1.67% of respondents strongly disagree

TABLE 4.1.17: ENVIRONMENTAL CONCERN

Environmental concern	No of respondents (Percentage)					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Environment is less polluted which encourage go green	57 (47.5)	43 (35.83)	18 (15)	2 (1.67)	0	120 (100)
I encourage farmers by buying organic food products	60 (50)	43 (35.84)	16 (13.33)	1 (0.83)	0	120 (100)

SOURCE OF DATA: Primary data

CHART 4.1.17: ENVIRONMENTAL CONCERN

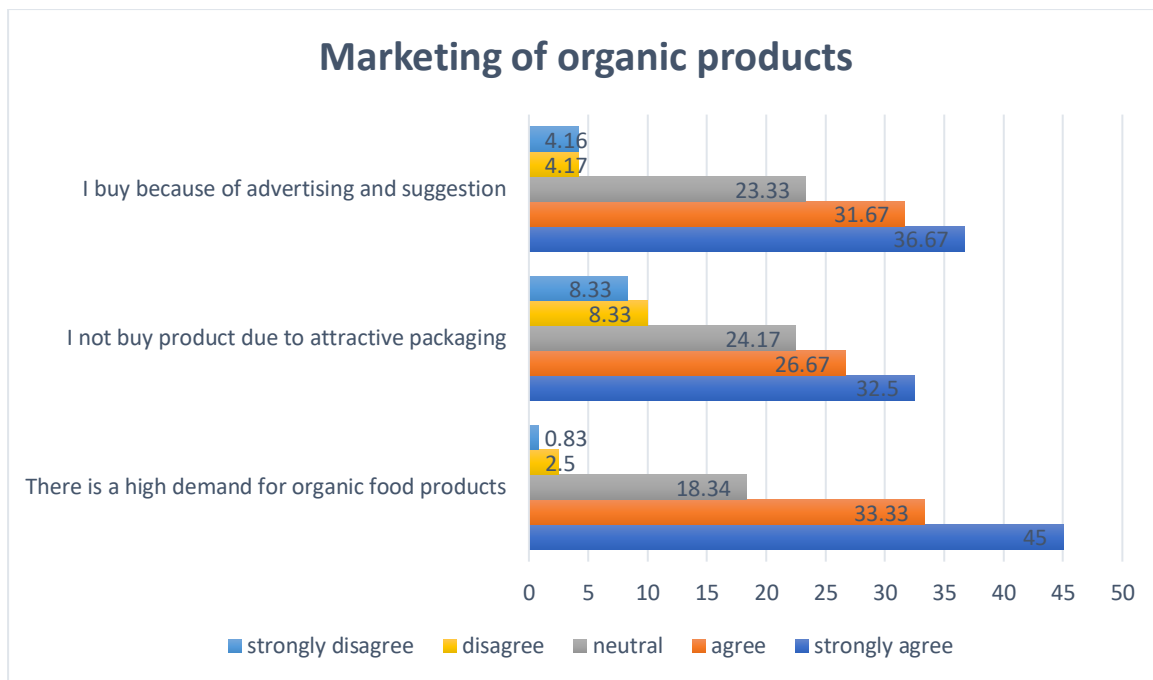
4.1.17: INTERPRETATION

From the above table 4.1.17, out of 120 respondents the reason to buy organic food products. Environment is less polluted which encourage go green, 46.67% strongly agree, 36.67% agree, 15% neutral, 1.6% disagree and there is no strongly disagree. Environmental concern where I encourage farmers by buying, 50% strongly agree, 36.67%, 12.5% neutral, 0.83% disagree.

TABLE 4.1.18: MARKETING

Marketing	No of respondents (Percentage)					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
There is a high demand for organic food products	54 (45)	40 (33.33)	22 (18.34)	3 (2.5)	1 0.83)	120 (100)
I not buy product due to attractive packaging	39 (32.5)	32 (26.67)	29 (24.17)	10 (8.33)	10 (8.33)	120 (100)
I buy because of advertising and suggestion	44 (36.67)	38 (31.67)	28 (23.33)	5 (4.17)	5 (4.16)	120 (100)

SOURCE OF DATA: Primary data**CHART 4.1.18: MARKETING**



4.1.18: INTERPRETATION

From the above table 4.1.18, out of 120 respondents the reason to buy organic product is that marketing. There is a high demand for organic food products, 45% of respondents strongly agree, 33.33% of respondents agree, 18.34% of respondents remains neutral, 2.5% of respondents disagree and 0.83% of respondents strongly disagree. The buying of organic product is not due to attractive packaging, 32.5% of respondents strongly agree, 26.67% of respondents agree, 22.5% of respondents remains neutral, 10% of respondents disagree and 8.33% of respondents strongly disagree. The reason to buy organic product is advertisement and suggestions, 36.67% of respondents strongly agree, 31.67% of respondents agree, 23.33% of respondents remains neutral, 4.17% of respondents disagree and 4.16% of respondents strongly disagree.

4.2 STATISTICAL ANALYSIS:

4.2.1 ANOVA :

The table showing the relationship between monthly income of consumers and their opinion towards price of organic food products.

Null hypothesis (H₀): There is no significant difference between income of consumers and price of organic food products.

Alternative hypothesis (H_a): There is a significant difference between income of consumers and price of organic food products.

Descriptives								
income								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
very high	53	2.04	.275	.038	1.96	2.11	1	3
High	35	2.11	1.078	.182	1.74	2.48	1	4
moderate	26	3.00	1.095	.215	2.56	3.44	1	4
Low	4	3.00	.000	.000	3.00	3.00	3	3
very low	2	3.00	.000	.000	3.00	3.00	3	3
Total	120	2.32	.889	.081	2.16	2.48	1	4

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
income	Based on Mean	29.397	4	115	.000
	Based on Median	12.387	4	115	.000
	Based on Median and with adjusted df	12.387	4	65.034	.000
	Based on trimmed mean	31.564	4	115	.000

ANOVA					
income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.499	4	5.125	8.022	.000
Within Groups	73.467	115	.639		
Total	93.967	119			

INTERPRETATION:

Since p value is greater than 0.05, we accept the null hypothesis and reject alternate hypothesis. Therefore, there is significant relationship between income of consumers and price of organic food products.

4.2. CORRELATION ANALYSIS

Table showing correlations between gender and consumer awareness

Descriptive analysis

	Mean	Std. Deviation	N
gender	1.46	.500	120
Consumer awareness	4.21	1.243	120

Correlation

		gender	Consumer awareness
gender	Pearson correlation	1	.670**
	Sig (2-tailed)		<.001
	Sum of squares and cross products	29.792	49.542
	Covariance	.250	.416
	N	120	120
Consumer awareness	Pearson correlation	.670**	1

	Sig (2-tailed)	<.001	
	Sum of squares and cross products	49.542	183.792
	Covariance	.416	1.544
	N	120	120

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

INTERPRETATION:

H1: There is significant relationship between gender and consumer awareness towards organic food products.

Pearson correlation of gender and consumer awareness was found to be moderately positive and statistically significant ($r=.670$, $p<.001$). Hence H1 was supported. This shows that an moderate increase in awareness among the gender.

4.3 CHI-SQUARE ANALYSIS

Hypothesis is set between gender and consumer awareness towards organic food products

Null hypothesis(H0): There is no significant difference between gender and consumer awareness towards organic food products.

Alternate hypothesis(H1): There is significant difference between gender and consumer awareness towards organic food products.

gender * consumer awaereness Crosstabulation							
Count							
		consumer awaereness					Total
		always	usual	sometime s	seldom	never	
gender	female	45	17	0	0	3	65
	male	0	17	20	13	5	55
Total		45	34	20	13	8	120

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.210 ^a	4	.000
Likelihood Ratio	107.802	4	.000
Linear-by-Linear Association	53.342	1	.000
N of Valid Cases	120		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.67.			

INTERPRETATION:

Since p value is less than 0.05 we accept alternate hypothesis.

H1: There is significant relationship between gender and consumer awareness towards organic food products.

CHAPTER-5

FINDINGS AND SUGGESTIONS

5.1: FINDINGS

- Majority (47.5%) of the respondents are of age between 18-30
- Majority (54.2%) of the respondents are female
- Majority (52.5%) of the respondents are graduates.
- Majority (41.7%) of the respondents monthly income is between 10000 to 25000.
- Majority (46.7%) of the respondents purchase organic fruits and vegetables often
- Majority (42.5%) of the respondents purchase organic food products daily
- Majority (46.7%) of respondents buy organic food products at market.
- Majority (39.2%) of respondents buy organic food products by their self decision
- Majority (41.7%) of respondents strongly agree that they are inspired by the health benefits of traditional food of ancestors
- Majority (40.8%) of respondents strongly agree that they get influence by social media like Youtube, Whatsapp, Facebook, Instagram, twitter etc to buy organic food products.
- Majority (42.5%) of respondents like to buy organic food products to preserve our tradition and to bring health awareness to future generation.
- Majority (60.8%) of respondents strongly agree that organic food product be fresh and clean.
- Majority (41.67%) strongly agree that Organic food is more safe and chemical.
- Majority (46.67%) strongly agree that Organic food has high nutritious value.
- Majority 44.17% of respondents says always as the buying of organic products is made only after user recommendation.
- Majority 35.8% of respondents says always, 35.83% of respondents says often for awareness towards recheck whether its original product
- Majority 37.5% of respondents says often they are aware towards rechecking price with different brands
- Majority 37.5% of respondents says always as they are aware towards checking for scientific evidence on packaging

- Majority 35% of respondents says always as they Search for more information of products in different online platforms.
- Majority 37.5% of respondents says always as they Check the list of ingredients on label.
- Majority 40% of respondents says often as they Check for organic standard certificates.
- Majority (45%) of respondents strongly agree that the reason to buy organic food product is health consciousness.
- Majority (44.17%) of respondents strongly agree that the reason to buy organic food product is to ensure good health and physique.
- Majority (41.67%) of respondent strongly agree that the reason to buy organic product is that it prevents from disease and improves immunity.
- Majority (42.5%) of the respondents says price of organic food product is very high
- Majority 45% of respondents strongly agree that the reason to buy organic product is that quality and availability. The quality is high without preservative.
- Majority 31.67% of respondents agree the reason to buy organic product is readily available and can be bought on daily basis.
- Majority 45.83% of respondents strongly agree the reason to buy organic product is the taste and smell.
- Majority 46.67% of respondents strongly agree that the reason to buy organic food products is the environmental concern. Environment is less polluted which encourage go green
- Majority 50% of respondents strongly agree that the reason to buy organic food products is the environmental concern where I encourage farmers by buying organic food products.
- Majority 45% of respondents strongly agree that there is a high demand for organic food products.

5.2 SUGGESTIONS:

The following are the suggestion are made based on the results of the study.

- The influence of social media is very high among consumers and so the encouragement for buying organic food products should be made.
- The price of the organic food products are very high and there is high demand, so encouragement of organic food products with high production is encouraged.
- The availability is very less and should be available in every stores near by.
- The awareness is less among the consumers regarding the originality of organic food products.
- The reason for buying organic food products is health consciousness and environmental concern which is high among the consumers.

5.3 CONCLUSION

Organic food products is better than conventional food products. As there is high demand the productivity should be increased. The government should take initiatives regarding the awareness towards organic food products as consumers are less aware. The price should be decreased with increased productivity and be available to every. Organic food is also a better choice for the environment as well. Organic farming practices reduce pollution in the air, water, and soil. It also helps conserve water, reduce soil erosion, and uses less energy. The availability is less in nearby markets it should be available to all consumers to enhance their nutrition. The awareness be increased by the government and be initiated to common people easily. The people should be more aware in identifying the original organic food products in the market and health benefits of organic food products.

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APPENDIX- 1

QUESTIONNAIRE:

1. Age *
 - Upto 18
 - 18-30
 - 30-50
 - Above 50
2. Gender *
 - Female
 - Male
3. Educational qualification *
 - Upto school level
 - Graduate
 - Profession
4. Monthly income *
 - upto 10000
 - 10000-25000
 - 25000-50000
 - above 50000
5. Type of organic food products purchase often *
 - organic vegetables and fruits
 - cereals and pulses
 - milk and milk products
 - others
6. Frequency of buying *
 - Daily
 - monthly
 - weekly
7. Place of shopping *
 - market
 - departmental store
 - organic shop
 - online
8. Motivators to buy organic food products *
 - Self decision
 - family recommendation
 - retailers recommendation
 - friends
9. I buy organic products as I am inspired by the health benefits of traditional food by ancestors *

- strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. The influence of social media like Youtube, Whatsapp, Facebook, Instagram, Twitter etc plays a vital role for organic food buying decision *

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. I like to buy organic food products to preserve our tradition and to bring health awareness to future generation

- strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Consumer preference towards organic food products *

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Organic food product is fresh and clean					
Organic food products is highly nutritious					
Organic food products is safe and chemical free					
Quality is high					

13. Consumer awareness towards organic food products *

	Always	Often	Sometimes	Seldom	Never
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I buy organic food products only after recommendation by users					
Will you recheck whether it is original organic product					
I will recheck product price with different brands					
Check for scientific evidence on packaging					
Search for more information of products in different online platforms					
check the list of ingredients on label					
check for organic standard certificates					

14. Consumer opinion towards the price of organic food products

- Very high
- High
- Moderate
- Low
- Very low

15. Health consciousness *

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I consider myself					

health conscious					
I ensure to maintain good health and physique					
organic food products prevents from disease and ensure immunity					

16. Product quality And availability *

	Highly satisfied	Satisfied	Moderate	Dissatisfied	Highly dissatisfied
The quality is high without preservatives					
Organic products is readily available and can be bought on daily basis					
The taste and smell Is good					

17. Environmental concern *

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Environment is less polluted which					

encourage go green					
I encourage farmers by buying organic food products					

18. Marketing *

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There is high demand for organic food products					
I buy because of advertising and suggestion					
I don't buy product due to attractive packaging					

APPENDIX- 2

A STUDY ON CONSUMER AWARENESS AND OPINION OF PRICE TOWARDS ORGANIC FOOD PRODUCTS IN RECENT TRENDS

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Abstract

In recent times the consumption of organic food products has been increasing, consumers have been shifting from conventional food products to organic food products. In this research, the study on environmental factors like demographic, cultural, social and psychological factors which influence the consumers to switch to organic food products is going to be done. The analysis on consumer opinion towards to the price factor of the organic food products is made. The awareness of consumers towards the organic standard certificates, check for scientific evidence and motivators who encourage the consumers to buy the organic food products has been made. The study uses questionnaire to collect primary data from the consumers. The questionnaires are collected directly from the consumers and it is analysed. The analysis is made by statistical tool like percentage analysis, chi-square, correlation on spss.

Key words: Environmental factors, price, awareness of organic food products

Introduction

Organic food products are grown under system of agriculture without use of harmful fertilizers and pesticides with environmentally socially responsible approach. The term “organic” refers to the way agricultural products are grown and processed. There is an increase in demand for organic products as the consumers belief that organic food products are safe, more nutritious and environment friendly.

The market for organic food is currently exhibiting strong growth. The major driven factor is rising in levels of health awareness. The global organic food market projected to grow at CARG of 9% over the forecast period 2019-2024. Due to constantly increasing demand for organic food and the limited supply in relation to demand organic foods, the area under organic farming has increased worldwide, ever since 2011. The worldwide production areas were reported to be 57.8 million hectares in the year 2016, which is an increase from 37.2 million hectares in 2011.

The consumer interest towards buying of organic food products is increasing day by day. The preference of palm sugar instead of white sugar, organic milk available near them, organic crystal salt in replacement of normal salt, intake of millets, ragi as breakfast, country chicken and eggs in place of broiler chicken and eggs, expectation of organic infused daily usable products etc is increasing day by day. They prefer as they consider organic food products are free from pesticides and harmful chemicals. The health consciousness of the consumers is greatly increased.

Organic food products are better for environment where organic farming reduces pollution, herbicides, fungicides, antibiotics or chemical fertilisers. Natural fertilisers like manure, food waste, domestic waste etc are used for the cultivation of organic food products

Literature Review

Shayista Akhtar and Gazala Nisar (2016) aims to study the awareness towards organic foods: a comparative study amongst adolescents with Srinagar district of Kashmir. The main scope this study made an attempt on awareness of organic food among the adolescents. The major findings of this study was adolescents having awareness about organic foods. However, adolescents' girls were more aware than adolescents' boys.

S. Priya and M. Parameswari (2016) revealed consumer attitude towards organic products. The main objective of the study to find out the awareness of consumer about the organic product. The major findings of the study revealed that awareness about organic food is among the people and their intention to buy organic food is perfectly shaped by the beliefs. Finally, they concluded that strong intent and attitude values towards the benefits of the organic product.

R. Ayswarya and Dr. S.Vansathi (2018) analyses the consumer perception towards organic products in Tiruchirappallai Corporation. The main objective of this study to examine the consumer perception towards organic product which relate to demographic profile of the consumer. The major findings of this study towards organic products relates to eco-friendly and health benefits.

Chaitra Bharath and H.M. Chandrashekar (2018) focused study on the consumer awareness of organic certification of food products in Mysore city. Objectives of the study to evaluate the awareness among the organic food consumers regarding the certification of organic food. The major findings of this study was lag in adoption of

organic food and lack of awareness on premium price has be charged on the organic food products.

Research Methodology

The research design of the study is descriptive research. The descriptive research is concerned with describing the characteristics of particular individual or group. The studies concerned with specific prediction, with narration of facts and characteristics concerning individual, group or situation are examples of descriptive research. A sample of 120 is collected directly from the respondents by questionnaire method.

Objectives

- 1.To determine the consumer awareness towards buying of organic food products.
2. To evaluate the consumer opinion towards the price of the organic food products.

ANALYSIS

PERCENTAGE ANALYSIS:

TABLE 6.1: CONSUMER AWARENESS TOWARDS ORGANIC PRODUCTS

Consumer awareness	No of respondents (Percentage)					Total
	Always	Usually	Sometimes	Seldom	Never	
I buy organic food products only after user recommendation	53 (44.17)	34 (28.33)	20 (16.67)	8 (6.67)	5 (4.16)	120 (100)
Will you recheck whether it is original product	43 (35.83)	43 (35.83)	25 (20.83)	5 (4.18)	4 (3.33)	120 (100)
Will recheck price with different brands	38 (31.67)	45 (37.5)	23 (19.17)	9 (7.5)	5 (4.16)	120 (100)
Check for scientific evidence on packaging	45 (37.5)	34 (28.33)	20 (16.67)	13 (10.83)	8 (6.67)	120 (100)

Search for more information of products in different online platforms	42 (35)	38 (31.67)	21 (17.5)	14 (11.67)	5 (4.16)	120 (100)
Check the list of ingredients on label	45 (37.5)	33 (27.5)	21 (17.5)	12 (10)	9 (7.5)	120 (100)
Check for organic standard certificates	30 (25)	48 (40)	21 (17.5)	14 (11.67)	7 (5.83)	120 (100)

SOURCE OF DATA: Primary data

INTERPRETATION

From the above table 4.1.13.1 the consumer awareness towards organic products is recorded. The buying of organic products is made only after user recommendation, 44.17% of respondents says always, 28.33% of respondents says often, 16.67% of respondents says sometimes, 6.67% of respondents says seldom and 4.16% of respondents says never. Consumer awareness towards recheck its original product, 35.8% of respondents says always, 35.83% of respondents says often, 20.83% of respondents says sometimes, 4.18% of respondents says seldom and 3.33% of respondents says never. Consumer awareness towards rechecking price with different brands, 31.67% of respondents says always, 37.5% of respondents says often, 19.17% of respondents says sometimes, 7.5% of respondents says seldom and 4.16% of respondents says never. Consumer awareness towards checking for scientific evidence on packaging, 37.5% of respondents says always, 28.33% of respondents says often, 16.67% of respondents says sometimes, 10.83% of respondents says seldom, 6.67% of respondents never. Consumers Search for more information of products in different online platforms, 35% of respondents says always, 31.67% of respondents says often, 17.5% of respondents says sometimes, 11.67% of respondents says seldom and 4.16% of respondents says never. Consumer Check the list of ingredients on label, 37.5% of respondents says always,

27.5% of respondents says often, 17.5% of respondents says sometimes, 10% of respondents says seldom and 7.5% of respondents says never. Consumers Check for organic standard certificates, 25% of respondents says always, 40% of respondents says often, 17.5% of respondents says sometimes, 11.67% of respondents says seldom and 5.83% of respondents says never.

TABLE 6.2: PRICE

Price	No of respondents (Percentage)					Total
	Too high	high	Moderate	Low	Very low	
The price of organic product	53 (44.16)	35 (29.17)	26 (21.67)	4 (3.33)	2 (1.67)	120 (100)

SOURCE OF DATA: Primary data

INTERPRETATION

From the above table 4.1.15, out of 120 respondents, it is interpreted that 42.5% of respondents says that the price of organic food products is too high, 26.67% of respondents says that price is high, 25.8% of respondents says price is moderate, 3.36% of respondents says price is low and 1.67% of respondents says price is very low. Majority (42.5%) of the respondents says price of organic food product is very high

6.3: CHI-SQUARE

The table showing the relationship between monthly income of consumers and their opinion towards price of organic food products.

Null hypothesis (H₀): There is no significant difference between income of consumers and price of organic food products.

Alternative hypothesis (H_a): There is a significant difference between income of consumers and price of organic food products.

Case Processing Summary

	Valid		missing		total	
	N	Percent	N	Percent	N	Percent
Income*price	120	100.0%	0	0.0%	120	100.0%

Income*price cross tabulation

			Price					
			Very high	high	moderate	Low	Very low	total
income	Upto 10000	count	1	16	5	0	0	22
		Expected count	9.7	6.4	4.8	.7	.4	22.0
	10000-25000	count	49	1	0	0	0	50
		Expected count	22.1	14.6	10.8	1.7	.8	50.0
	25000-50000	count	3	16	11	4	2	36
		Expected count	15.9	10.5	7.8	1.2	.6	36.0
	Above 50000	count	0	2	10	0	0	12
		Expected count	5.3	3.5	2.6	.4	.2	12.0
Total		count	5.3	35	26	4	2	120
		Expected count	53.0	35.0	26.0	4.0	2.0	120.0

CHI-SQUARE TESTS

	Value	df	Asymptotic significance (2-sided)
Pearson chi-square	134.101 _a	12	<.001
Likelihood ratio	148.101	12	<.001
Linear-by-linear association	20.130	1	<.001
N of valid cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .20.

INTERPRETATION:

Since p value is greater than 0.05, we accept the null hypothesis and reject the alternate hypothesis. Therefore, there is no significant relationship between income of consumers and price of organic food products.

6.4 CORRELATION ANALYSIS

Table showing correlations between gender and consumer awareness

Descriptive analysis

	Mean	Std. Deviation	N
Gender	1.46	.500	120
Consumer awareness	4.21	1.243	120

Correlation

		gender	Consumer awareness
Gender	Pearson correlation	1	.670**
	Sig (2-tailed)		<.001
	Sum of squares and cross products	29.792	49.542
	Covariance	.250	.416
	N	120	120
Consumer awareness	Pearson correlation	.670**	1
	Sig (2-tailed)	<.001	
	Sum of squares and cross products	49.542	183.792
	Covariance	.416	1.544
	N	120	120

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

INTERPRETATION:

H1: There is significant relationship between gender and consumer awareness towards organic food products.

Pearson correlation of gender and consumer awareness was found to be moderately positive and statistically significant ($r=.670$, $p<.001$). Hence H1 was supported. This shows that an moderate increase in awareness among the gender.

Findings

- The price of the organic food products is very high and there is high demand, so encouragement of organic food products with high production is encouraged.
- The availability is very less and should be available in every stores near by.
- The awareness is less among the consumers regarding the originality of organic food products.
- The awareness regarding organic certificate is very less among the consumers.

Conclusion

Organic food products is better than conventional food products. As there is high demand the productivity should be increased. The government should take initiatives regarding the awareness towards organic food products as consumers are less aware. The price of the organic food products are very high and there is high demand, so encouragement of organic food products with high production is encouraged. The availability is very less and should be available in every stores near by. The awareness is less among the consumers regarding the originality of organic food products. The reason for buying organic food products is health consciousness and environmental concern which is high among the consumers.

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