

**CONSUMERS ATTITUDE
AND BUYING INTENTION OF ORGANIC FOOD PRODUCTS**

PROJECT REPORT

SUBMITTED

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UNDER THE GUIDANCE OF

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**IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF
MASTER OF COMMERCE WITH (COMPUTER APPLICATIONS)**



**DEPARTMENT OF
COMMERCE VINASHILIGA INSTITUTE FOR HOME SCIENCE AND
HIGHER**

**EDUCATION FOR
WOMEN COIMBATORE -
641043**

MAY 2022

CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled, "CONSUMERS ATTITUDE AND BUYING INTENTION OF ORGANIC FOOD PRODUCTS" submitted to the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, in partial fulfilment of the requirements for the award of degree of **MASTER OF COMMERCE WITH COMPUTER APPLICATIONS** is the record of original project work done by **MUBINA BANU U**, during the period of her study, under my supervision and guidance.

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DECLARATION

DECLARATION

I hereby declare that this project work entitled “**CONSUMERS ATTITUDE ANDBUYING INTENTION OF ORGANIC FOOD PRODUCTS**” submitted to Department ofCommerce, Avinashilingam Institute for Home Science and Higher Education for Women,Coimbatore, in partial fulfilment of the requirements for the award of the **DEGREE**

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ABSTRACT

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Organic foods are the one that are chemical free and grown using no pesticides or chemical fertilizers. There are many benefits involving organic food products. Organic foods have higher nutritional content than chemical rich foods. They contain more vitamins and minerals.

The main objectives of the study is to find the awareness of consumers about organic foods, to study the consumer preference towards organic products, to identify the factors influencing consumers to buy organic products. To evaluate the barrier faced by consumers while opting for organic products. To assess the level of satisfaction.

To attain these research objectives, a research methodology was framed, The research design is descriptive in nature. The primary data were collected using structured questionnaire. The study was conducted with the sample of 150 consumers using convenient sampling techniques. The data was analyzed by applying the percentage analysis, mean score analysis, Garret ranking technique, weighted average, Chi-square and Likert scale technique.

The study determined that Consumers have enough awareness about organic food products. The most significant factors influencing Consumers organic food products are organic foods are more nutritious than traditional foods, organic food taste better than traditional foods, organic foods reduce the risk of illness, organic foods are more healthy, fresher than conventional food. Health is an important reason for buying organic food. Consumers are aware of various organic foods and perceive that it is too expensive comparing with the conventional products. Majority of the consumers are highly satisfied and satisfied with the usage of organic products and they prefer to recommend others also.

INTRODUCTION

CHAPTER

INTRODUCTION

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Thehasty modernizationandindustrializationoftheworldduringthetwentiethcentury has seen the global population explosion. Due to technological advancement andincreased mortality rates, the global population is ever growing and this mounting populationdemandsfoodsupplythatcanmatchit.This hasresultedinfoodproductiononanindustrialized extent. Innovative implementations to supply as large an amount as is possiblewith as little input and as possible can only go so far as to satisfy the demand. However, tomeet the demand and maximize output and profit there have been other measures introduced.One example being battery farming method, where as many animals as possible are crawlinginto unnatural growing pens that require minimal human input. Also, the addition of animalfeed additives such asproteins to make animals grow quicker and bigger is used. Alsoscientific manipulation of crop foods which enables pest resistant crops to grow more quickand in more abundant quantities. On the downside to this great demand to satisfy humanconsumption; the ethical andenvironmental toll these agricultural practices have been pointtoconsideration.

Animal welfare has been overlooked, the environmental damage and manipulation ofnatural pollination cycles as well as the human consumption, implications of geneticallymodified foods has been placed below profit lines of multinational corporations. Of which,many are often lacking in corporate responsibility and transparency. The dawn of the twentyfirst century has seen the rise of the ethically conscious consumer. People have become awarehow important their health is to them and the importance of the ingredients of what theyconsume. Eating can be said to be a political act as every time you choose what you eat; youaremakingarangeofenvironmental, ecologicalandpolitical choicestatements.

Traditional food practices are gained impetus in the food practices of present culture.Twentiethcentury hasbeenthewitnessofmosttechnologicalagriculturalrevolutionarychanges leaving remarks on degradation of population and environment. The simultaneousgrowth of world population, life expectancies and economies created increasing demand forfoodsupplies.Tomeetthisdemandthetechnicalgreenrevolutionhasbeenthecornerstoneof India's agricultural achievement transformed India from a food deficient to self-sufficientcountry. But this self-sufficiency was achieved through a haphazard and excessive use ofchemicalfertilizersandsyntheticpesticides,thatjeopardizedtheagriculturalproductivityin

the long run. The harmful chemicals and pesticides entered our food chain and the current agricultural practices become unsustainable. Hence, sustainable development has caught the imagination and action all over the world. Sustainable agriculture is necessary to attain the goal of sustainable development. This necessitates an alternative agricultural method that can function in an eco-friendly system in crop production.

Augmented in pervasiveness of several chronic diseases is strongly associated with food intake and food choices. Further, ethical movements are becoming widespread in the developed and developing economies towards animal health, welfare on farms and its people and environment as a whole. The consumers are becoming more health conscious and they solicit for more information about health and nutrition. The food related health jolt motivates the consumers to talk more about food safety, health benefits and environmental issues and as a result their food habits and dietary patterns are changing. Considerable attention and interest has been shown by the consumers towards the food products free from chemicals, additives, preservatives etc., and hence they are willing to spend more premium to greener, healthy and natural food products. This has gained a lot of momentum in recent years with the growth of organic sector.

OVERVIEW OF ORGANIC FOOD PRODUCTS AND ITS INDUSTRY

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

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

Currently, India ranks 10th among the top ten countries in terms of cultivable land under organic certification. The certified area includes 15 per cent cultivable area with 0.72 million Hectare and rest 85 percent (3.99 million Hectare) is forest and wild area for collection of minor forest produce. The total area under organic certification is 4.72 million Hectare (2013-14).

The Government of India has implemented the National Programme for Organic Production (NPOP). The national programme involves the accreditation programme for Certification Bodies, standards for organic production, promotion of organic farming etc. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, Indian organic products duly certified by the accredited Certification Bodies of India are accepted by the importing countries.

PRODUCTION

India produced around 1.24 million MT of certified organic products which includes all varieties of food products namely Sugarcane, Cotton, Oil Seeds, Basmati rice, Pulses, Spices, Tea, Fruits, Dry fruits, Vegetables, Coffee and their value added products. The production is not limited to the edible sector but also produces organic cotton fibre, functional food products etc.

Among all the states, Madhya Pradesh has covered the largest area under organic certification followed by Himachal Pradesh and Rajasthan.

EXPORTS

India exported 135 products last year (2013-14) with the total volume of 194088 MT including 16322 MT organic textiles. The organic agri export realization was around 403 million US \$ including 183 US \$ organic textiles registering a 7.73 percent growth over the previous year. Organic products are exported to US, European Union, Canada, Switzerland, Australia, New Zealand, South East Asian countries, Middle East, South Africa etc.

Oilseeds-Soybean 70 percent lead among the products exported followed by Cereals & Millet other than Basmati 6 percent, Processed food products 5 percent, Basmati Rice 4 percent, Sugar 3 percent, Tea 2 percent, Pulses and Lentils 1 percent, Dry fruits 1 percent, Spices 1 percent and others.

ORGANIC LOGO

A trademark - "India Organic" will be granted on the basis of compliance with the National Standards for Organic Production (NSOP). Communicating the genuineness as well

as the origin of the product, this trademark will be owned by the Government of India. Only such exporters, manufacturers and processors whose products are duly certified by the accredited inspection and certification agencies, will be granted the licence to use of the logo which would be governed by a set of regulations.

ORGANIC FOOD IS ENVIRONMENT-FRIENDLY

The long-term effects of soil contamination are likely to be disastrous to the future generations. Today's mantra of – 'destroy all, consume all' means there is unlikely to be a living planet, as we have known it for millions of years. The large-scale production and usage of organic food will definitely go a long way in sustaining and preserving the ecological balance of our bio-system.

The short-term benefits of organic food include the following:

- Local wildlife is not harmed.
- The groundwater and soil is not contaminated.
- The diversity of the ecosystem is preserved.
- Less energy is consumed during farming.
- Waste production is minimized.
- The environment is free from pollution.

ORGANIC FOOD IS FARMER-FRIENDLY

Constant exposure to chemicals such as, organophosphate pesticides and fertilizers can be detrimental to the health of farmers leading to a wide variety of serious health conditions.

The gastrointestinal system, eye, skin, respiratory and the nervous system can be affected. Continuous exposure also increases the incidence of congenital birth defects, depression, miscarriages and cancer.

ORGANIC FOOD IS CONSUMER-FRIENDLY

A diet comprising of non-organic food exposes the consumer, particularly infants and small children, to pesticides. A study conducted on school children fed on conventional food revealed that they exhibited a alarming level of pesticides in the blood, which drastically

reduced when the children were put on an organic diet. Pesticides act as mutagens, which increase the risk of cancer and other serious medical conditions.

Historically, man as hunter-gatherer could not affect the environment because he was using the natural population of animals and plants well below the sustainable yields except in those areas where trading of animals and/or plants was introduced.

Man's agricultural use of land is a relatively recent event. The evolution of systematic agriculture of today is 200 years old and dates back to the days of the Industrial Revolution.

Agriculture has been considered as a way of life. Ever increasing population places greater demands on agriculture to increase the production, to match the increasing demands for food supply. With agricultural development though food production has successfully increased nearly everywhere but it has failed to match with the growing population in many areas—especially developing countries of Africa, Asia and Latin America.

This again has forced the pace of agricultural development to be maintained, so that teeming millions do not starve.

Over the period of time, the development of agriculture was achieved in terms of:

1. Expansion and/or conversion of agricultural lands;
2. Increased agricultural productivity;
3. Multiple-cropping pattern;
4. Conversion of single-cropping system to two-tier and/or three-tier cultivation and
5. Expansion of natural limits.

In due course of time, agricultural development became possible due to (a) development of modern scientific techniques; (b) advanced technology; (c) expansion of irrigational facilities; (d) use of chemical fertilizers; (e) use of pesticides and insecticides; (f) development and use of high yielding varieties of seeds; (g) changed agricultural practices; (h) mechanization of agriculture; (i) varying crop sequences and (j) land ownership and the land tenure.

It will be difficult for us to maintain our present standard of living and current consumption-pattern if we continue to destroy land. Considering this, it becomes essential to understand the related incidences causing environmental degradation.

THE HIGH YIELDING VARIETIES PROGRAMME

The introduction of high yielding varieties has changed the agricultural environment by creating a variety of pest problems. Many of these either were unknown or were of minor importance in the early sixties.

The increased irrigational facilities, higher use of fertilizers and the high yielding varieties led to the resurgence of pests. The high-yielding varieties and the monoculture practices led to material change in the pest complex.

Pests and diseases such as gall midge, brown plant hopper, bacterial blight and tungro virus (or paddy) considered minor diseases earlier to the Green Revolution suddenly appeared as major diseases.

Agricultural losses due to such pests and/or diseases increased tremendously since the high-yielding varieties were more prone to pests and diseases. Naturally, use of pesticides increased and this brought about widespread occurrence of pesticide-residues practically in every agricultural produce, widespread pesticide resistance in vectors and finally even resistance to pesticides in stored grains.

Such pesticide resistance in pests of agricultural importance became a major constraint in improving agricultural productivity.

ENVIRONMENTAL BENEFITS OF ORGANIC FOOD PRODUCTION

Conventional food producers claim that there is not enough scientific evidence for organic food production being better for the environment. This may be true but the facts speak for themselves.

Fact number 1 - organic food production eliminates soil and water contamination. Since organic food production strictly avoids the use of all synthetic chemicals, it does not pose any risk of soil and underground water contamination like conventional farming which uses tons of artificial fertilizers and pesticides.

Fact number 2 - organic food production helps preserve local wildlife. By avoiding toxic chemicals, using of mixed planting as a natural pest control measure, and maintaining field margins and hedges, organic farming provides a retreat to local wildlife rather than taking it away its natural habitat like conventional agriculture.

Fact number 3-

organic food production helps conserve biodiversity. Avoidance of chemicals and use of alternative, and natural farming methods have been shown to help

conserve biodiversity as it encourages a natural balance within the ecosystem and helps prevent domination of particular species over the others.

Fact number 4 - organic food production helps the fight against global warming. Most organically produced food is distributed locally. As a result, less energy is used for transportation which automatically reduces carbon dioxide emissions which are believed to be the main cause of global warming.

Fact number 5-

organic food production reduces erosion. Organic crop production methods do not foresee elimination of all vegetation except for crops. As a result, more soil is covered with vegetation preventing the wind to carry away the top most fertile soil layers.

Despite the lack of scientific studies and existence of a few which even deny the environmental benefits of organic food production, there is no doubt about which food production methods cause the greatest harm to the environment. The fact alone that organic farming methods strictly forbid the use of all synthetic chemicals is enough to reject allegations about organic food production not being any more environmentally friendly than the conventional farming practices. The effect of pesticides and artificial fertilizers have been scientifically proven seriously damaging to both the environment and human health. Pesticides do not only kill pests but many beneficial insects too including honey bees, while some are even lethal for small mammals and birds. But their effect on the environment does not end here. Pesticides and fertilizers penetrate deep into the soil reaching the underground which is the main source of drinking water in many parts of the world including a large part of the UK.

Organic food production is by some accused to use more land to produce equal amounts of food. This may be true but unlike conventional agriculture, organic farming is significantly less disturbing for the environment because it often supports the local wildlife rather than stripping it of its natural habitat. In fact, many organic farmers encourage wildlife species such as birds, bats and other predatory animals to live on their farmland and assist them in pest control.

Organic food is not only healthier because it does not contain residues of any synthetic chemicals but also due to the fact that it is more nutritious. The conventional farmers claim that their fruits and vegetables contain equal amounts of nutrients and many studies confirm their claims. However, they often forget to mention that the nutritional value of a freshly harvested apple, for instance, is significantly higher than that of an apple that has

been offered for days or even weeks. This is due to the fact that nutritional value of fruits and vegetables begins to drop almost immediately after being harvested. For example, fresh broccoli loses as much as 50 percent of vitamin C content as early as 7 days after harvest.

Loss of nutritional value of fresh fruits and vegetables after harvest may seem to have little to do with the way they are grown. However, it has a lot to do with plant growing methods. Organic farming does not only strictly avoid the use of chemicals during plant growth but also forbids the use of any kind of preservatives or chemicals to extend their shelf life. As a result, organic food spoils a lot earlier and needs to be eaten in a considerably shorter period of time than conventionally grown fruits and vegetables. These are typically harvested before ripening to “survive” the transport or/and treated with all sorts of things to extend their shelf life. They remain fresh-looking a lot longer than organic fruits and vegetables, and therefore often provide less essential nutrients than they are claimed to contain.

Food labeling has improved significantly over the last few years and the consumers are offered considerably more information about the origin, ingredients, etc. but it is still not possible to find the date of harvest for instance which is very important for nutritional value of fresh fruits and vegetables. The appearance itself does not reveal anything because all conventional produced fruits and vegetables are typically treated with preservatives. Thus they may look fresh and taste fresh even if they were harvested weeks ago. A unique health guide has been published by leading sports trainers which is very informative. The labels of organically grown fruits and vegetables usually do not contain the date of harvest either but due to their very short shelf life, most of organic fruits and vegetables are offered to the consumers almost immediately after harvest because some show signs of deterioration within 24 hours after being picked. This means that they are offered really fresh which makes them more nutritious than conventionally grown fruits and vegetables.

Nutritional value of meat and dairy products may not seem as problematic because they have to be offered fresh, frozen or refrigerated regardless of their method of production. However, it is hard to imagine that a chicken that never has an access to sunlight for instance produces equally nutritious eggs as chicken that has both access to daylight and scratching, or a cow confined at high stocking density in a barn producing as nutritious milk as a cow grazing outdoors on grass all year round.

ORGANIC FOOD AND ITS EFFECTS ON HEALTH

The public is becoming increasingly aware of the importance of healthy nutrition for general health and overall well-being. Processed foods which are high in saturated fats, sugar and sodium, and low in essential nutrients are not only responsible for overweight problems but have been also shown to be major contributors to a number of health problems including diabetes, high blood pressure and heart disease. To make things worse, there are also various artificial preservatives, flavor enhancers and a number of other chemicals with dubious effects on health. But on the other hand, unprocessed foods are not as healthy as they seem to be either because most of them are conventionally grown which means with the use of pesticides, chemical fertilizers, antibiotics, growth hormones and who knows what else. Fortunately, there is a safer and healthier alternative—organic food.

Critics claim that there is not enough evidence for organic food being either healthier or safer than the conventional one; however, the organic farming methods speak for themselves. The main idea of organic food production is avoidance of all non-organic farming methods which means that the use of pesticides, artificial fertilizers, antibiotics, growth hormones and similar things are strictly forbidden. Instead, organic food producers use all natural farming methods such as crop rotation, composting, companion planting, stimulating biodiversity, etc. As a result, organic products pose neither risk of pesticide residues nor presence of other potentially harmful chemicals. Organic food products also are not allowed to contain any genetically modified ingredients nor artificial additives. Although conventionally grown food is claimed to be safe, absence of all non-natural ingredients makes organic food without a doubt a healthier and safer choice because the long term effects of those “safe” doses of pesticides, preservatives and other chemicals remain unknown. They may be harmless but they may also be seriously harmful.

The main advantage of organic food is without a doubt absence of all non-natural ingredients but the benefits of organic food for health do not end here. Due to the fact that organic food products must not contain any artificial preservatives and if so their shelf life is much shorter. This is particularly important when it comes to fresh fruits and vegetables which start to lose nutritional value the same moment they are harvested. And it is the shorter shelf life that makes organic fruits and vegetables more nutritious because they have to be consumed relatively soon in contrary to conventionally grown ones which look like they were just harvested for weeks or even months. As a result, organic food provides

considerably greater amounts of essential nutrients which play the key role in human health.

In addition to direct health benefits, organic food offers a number of indirect but just as important positive effects on both human health and the environment. Since organic food production strictly forbids the use of hazardous chemicals, there is no risk of soil or water contamination which does not just affect the population living nearby conventional farms but wider areas as well considering that groundwater accounts for 80 percent of the drinking water in some parts of Southern England.

HISTORY OF ORGANIC FOOD

The word, 'Organic farming', was first introduced by Lord Northbourne. The term is used in his book, 'Look to The Land', in which he had put forth suggestions for a wholesome approach to ecologically-balanced farming.

However the practice of organic farming has been prevalent from the time agriculture was first conceived. It was with the advent of the 'green revolution' that the natural way of growing crops started becoming unpopular and economically less feasible. More crop yields meant higher profits to the farmer and better utilization of the land. At times when only one crop was grown per season or year, the farmers who used fertilizers started growing two crops during the same time-period.

Organic food farming continued in small, mostly family-run, farms or kitchen gardens where people grew food for their own requirements. The produce was sold in farmer's markets. Large scale organic farming was begun by farmers and scientists, as a mark of protest to the agricultural industrialization. Now, organic food is widely available and has become very popular, with soaring sales.

Extolling the virtues of organic food has largely been through 'word-of-mouth', although attempts have been made by the media and by the proponents or advocates of organic food.

There are compelling reasons to become an organic food convert. Most health experts claim that organic food is natural and pure, highly nutritious, has a superior taste and is entirely safe. It lays claim to several health benefits, as it has copious amounts of vitamin C that the conventional food cannot lay claim to. Raw organic food is also known to cleanse the blood stream by eliminating toxic wastes. Besides, organic food farming is known to be entirely environment friendly.

HISTORY AND DEVELOPMENT OF ORGANIC MOVEMENTS

The Origins of organic farming go back to the 1920s to Dr. Rudolf Steiner incorporated the “Biodynamics”, which is a very similar yet more precise form of Organic agriculture that encompasses spiritual, ethical and ecological practices to agriculture, food production and nutrition in general. Biodynamics can be characterized as a pseudoscience or a spiritual science that takes a holistic approach over a reductionist approach. The timely rise of Organic farming offers an alternative solution to industrialized agriculture at a time that coincides with consumer’s demand.

Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on Organic farming and was one of the most prosperous countries in the world, till the British ruled it. In traditional India, the entire agriculture was practiced using Organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. The cow, not only provided milk, but also provided bullocks for farming and dung which was used as fertilizers.

India is an Agrarian country with around 56 per cent of its population directly or indirectly depending upon Agriculture. In ancient times the practice of agriculture is considered to be the greatest service to the society and this practice is inter-twined in their Tradition and Culture. Agriculture may be defined as an integrated system of techniques to control the growth and harvesting of animal and vegetables. It is an uncomplicated endeavor comprising of technical and practical processes that helps in the maintenance of the ecological balance and protect human resources; and most importantly it is a viable food production system. After the Green revolution and use of chemical fertilizers, people started realizing the adverse effects of these chemical fertilizers and started Organic agriculture in India.

Organic agriculture is a system for crops, livestock and fish farming that emphasizes environmental protection and the use of natural farming techniques. It is concerned not only with the end-product, but with the entire system used to produce and deliver the agricultural products. To the other end, the entire farm cycle, from production to processing, to handling and delivery, excludes the use of artificial products such as Genetically Modified Organisms (GMOs) and certain external agricultural inputs such as pesticides, veterinary drugs, additives and fertilizers. Organic farmers rely instead on natural farming methods and modern scientific ecological knowledge in order to maximize the long-term health and productivity of the ecosystem, enhance the quality of the products and protect the environment.

The growth of Organic agriculture production and trade has been accompanied by an increase in national legislation in order to set the minimum requirements for Organic agriculture and create the institutional framework for certification, thus giving the Organic label greater credibility. Legislations ensure fair competition among producers and facilitate equivalence with other countries for international trade. Because of the health and environmental benefits and trade opportunities associated with organic agriculture, Governments sometimes pass regulations that encourage farmers to shift to Organic methods, through tax reductions or exemptions, subsidies, or support in research and marketing.

During 1950s and 1960s, the ever increasing population of India and several natural calamities lead to a severe food scarcity in India. As a result, the Government was forced to import food grains from foreign countries. To increase food security, the Government had to drastically increase the production of food in India. The Green Revolution (under the leadership of M.S. Swaminathan) became the Government's most important program in the 1960s. Large amount of land was brought under cultivation. Hybrid seeds were introduced. Natural and Organic fertilizers were replaced by chemical fertilizers and locally made pesticides were replaced by chemical pesticides. Large chemical factories were established.

Before the Green Revolution, it was feared that millions of poor Indians would die of hunger in the mid of 1970s. However, the Green Revolution, within a few years, showed its impact. The country, which was greatly relied on imports for its food supply, reduced its imports every passing year. In 1990s, India had surplus food grains and once again become an exporter of food grains. As time went by, extensive dependence on chemical farming has shown its darker side. The land is losing its fertility and is demanding larger quantities of fertilizers to be used. Pests are becoming immune requiring the farmers to use stronger and costlier pesticides. Due to increased cost of farming, farmers are falling into the trap of money lenders, who are exploiting them no end, and forcing many to commit suicide. Both consumer and farmers are now gradually shifting back to organic farming in India. It

is believed by many that Organic farming and consuming is healthier than GM farming. Though, the health benefits of organic foods are yet to be proved, consumers are willing to pay higher premium for the same. Many farmers in India are shifting to Organic farming due to the domestic and international demand for Organic food.

Prior to 1980s, the organic agriculture movement was driven by a collection of grassroots organizations, farmers and traders, who formed national associations to

advocate for their cause. Many of these associations banded together in 1972 to form the International

Federation of Organic Agriculture Movements (IFOAM), an international umbrella organization for the movement. IFOAM today unites over 850 organizations in 118 different countries. The Organic movement was especially concerned with the quality of the food and standards that were needed to create consumer trust and to provide assurance that production processes were similar across different farms.

The first legislation to set the standards for organic agriculture appeared in Oregon and California in the United States, in 1974 and 1979 respectively. Consumers created a persistent demand for Organic agriculture and beginning in the 1980s, local and national governments responded to it with legislation on organic agriculture. The recognition that Organic agriculture could help countries achieve environmental objectives further encouraged governments to adopt organic environmental laws to promote organic farming.

The science of nutrition is now passing from the vitamin age to an organic age. For the past two decades, everyone talked about vitamins, which were considered to hold the secret of health, but today's world is going towards organic. The growth of Organic food exists because lapses found in the quality and safety of conventional food products. Organic food products are produced without using modern inputs such as synthetic pesticides and chemical fertilizers in an environmentally and socially responsible approach. Organic agriculture in India was practiced long back by Sri Albert Howard, a British Agronomist, in a local village of North India and he is often referred to as the "Father of Modern Organic Agriculture".

Today's educated society is showing greater interest to health and prefer food products with more nutritional values, less additives and the food product coming from natural production methods and thus they are beginning to search and opt for more food products of Organic origin in order to protect them from chronic disease. Hence eating Organic foods has become a popular and healthy trend among consumers.

Organic farming and its food products balance both the sustainable livelihood of the farmers as well as safeguard the consumer's health. It promotes healthy use of natural resources, improves soil fertility, preserves biodiversity and minimizes all forms of pollution. It aims to produce a food product which gives a long term benefit to both the environment and health of future generations. Many consumers believe that the preferences for Organic foods among consumers are associated with multiple factors.

Organic food sector is the fastest growing sector all around the world. By all accounts, Organic production and consumption is booming in many countries. According to the latest FIBL (Forschungsinstitut für Biologischen Landbau Research Institute Switzerland), IFOAM (International Federation of Organic Agriculture Movements) survey on certified Organic agriculture worldwide, (data as of end of 2015), data on Organic agriculture are available from 170 countries (up from 164 in 2015). World wide there are 43.1 million hectares of Organic agricultural land (including in conversion area).

With growing awareness towards healthy foods, surging income levels and shift in consumer behavior, India's emerging Organic food market is recently transforming into the world's fastest growing food market. India is emerging as one of the largest potential markets for Organic food products, as it is bestowed with lot of potential to produce all varieties of organic food products because of its various agro climate regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds good opportunity for India to take up a production of organic food products for exports and domestic use. Globally India ranks 35th in terms of total land under Organic cultivation and 88th position for agriculture land under organic crops to total farming area. The cultivated land under certification is around 4.43 million hectares in the year 2014-15. Further, there are over 15,000 certified organic farms in India. India is one of the most important suppliers of organic food to the developed nations. No doubt, the organic movement has again started in India.

Organic food production is actually being pushed by the positive Government regulations in many places. Several Countries provide subsidies to their farmers during their conversion of conventional farming into organic farming, to assist in building organic marketing channels and to provide technical assistance etc. Since, organic farming addresses soil health, human health and environmental health, this sector is receiving a focused attention from Government of India. Incredibly, every second of every day, a new headline about the effects of global warming, species loss and other distressing environmental and health news are threatening the world. Thus the study is to analyze the consumer attitude and buying intention of organic food products with reference to Coimbatore district.

HISTORY OF THE ORGANIC MOVEMENT

The organic movement is more of a renaissance than a revolution. Until the 1920's, all agriculture was generally organic. Farmers used natural means to feed the soil and

tocontrolpests.

It was not until the Second World War that farming methods changed dramatically. It was when research on chemicals designed as nerve gas showed they were also capable of killing insects.

In 1939, Paul Muller developed DDT, the first of a new class of insecticides—chlorinated hydrocarbons to counter the pest problems. Since then, a new way of farming emerged, where the use of chemicals was heavily promoted. This led to the outright dismissal of organic farming methods.

The modern organic movement began at the same time as industrialized agriculture. It began in Europe around the 1920s, when a group of farmers and consumers sought alternatives to the industrialization of agriculture. In Britain, the organic movement had gathered pace in the 1940's.

In 1962, science writer Rachel Carson published *Silent Spring*, a book where she criticized the indiscriminate use of chemical pesticides, fertilizers and weed killers. The book title refers to the ultimate disappearance of songbirds because of the effects of DDT.

The 'be natural' approach of the 1960s and 1970s, the growing consumer interest in health and nutrition, the growth of the green movement, the focus on conservation and environmental issues stimulated the development of the organic market and encouraged farmers to adopt organic methods.

In the middle of the 20th century enthusiasts brought organic farming techniques from Europe to Australia.

The organic movement had sprung directly from the customers' demand as they became sick of the health hazards associated with the use of chemicals in food and household products.

Products offered only through health food stores in the 1970s and 1980s spread to the corners of supermarkets in the 1990s. Today, organic products occupy prime shelf space in the big chain supermarkets.

ORGANIC

Organic food and products are characterized by the following features:

1) SUSTAINABLY FARMED

Organic farming uses sustainable agricultural principles which build up the soil fertility and prevent top soil degradation and erosion. Keeping the soil in good condition and preventing its erosion is vital in achieving a natural balance with the environment in which a farm exists and to be as self-sustaining as possible.

2) FREE OF CHEMICALS

Organic food is grown without the use of synthetic chemicals such as pesticides, herbicides, fungicides and fertilizers.

In organic farming, diseases, weeds and pests are proactively and preventively managed through cultural methods such as good soil health for natural plant resistance, selection for physically stronger plants, crop rotation, companion planting, natural predators and beneficial insects.

Physical means such as crop covers, slashing, weeding, hand plucking beetles off plants are also used in organic farming. Organic farmers can use natural oils or plant derived, biodegradable pesticides as a second line of defense. These are strictly monitored and used under stringer restriction.

Organic food products are processed without the use of synthetic food additives such as colorings, preservatives, flavorings, fillers, trans-fats, enhancers, stabilizers and sweeteners.

3) NOT IRRADIATED

Organic food is not subjected to irradiation, a process in which food is exposed to high energy ionizing radiation.

4) NOT GENETICALLY MODIFIED

Organic food does not have artificial human intervention as genetic modification is not allowed in the production and processing of organic food and food products. The long term effects of genetically modified food on our health are unknown.

5) NO ANTIBIOTICS AND GROWTH HORMONES IN LIVESTOCK

Organic livestock are allowed to mature naturally without the use of growth promoting agents. Antibiotics are not routinely used to prevent diseases. Use of homeopathic and natural treatment is preferred when treating illnesses.

6) HUMAN TREATMENT OF LIVESTOCK

In organic farming, livestock are treated humanely, given access to fields, clean water, daylight and adequate ventilation, allowed plenty of space to express their natural behavior, given comfortable bedding and good shelter from prevailing winds. They eat their natural diet, supplemented by organic, not genetically modified grain. There are a fewer animals stocked on every acre of field to prevent overgrazing.

Organic poultry can wander outdoors instead of spending their lives in a cage or packed in a shed. The practice of de-beaking where the beaks of all birds are seared off with a hot blade to prevent them from attacking each other in a confined cage is banned as it causes immense pain to the birds.

Organic poultry are not fed food that contains any animal wastes or growth enhancing agents or anything containing genetically modified ingredients. They are raised differently from battery hens, thus organic eggs are far less likely to contain salmonella. The cramped, unhygienic conditions in which battery hens are raised form a breeding ground for diseases such as this.

GENUINE ORGANIC PRODUCTS

Organic certification is your guarantee that what you are eating and consuming has been grown or produced using rigorous organic standards. There is a very strict set of guidelines that governs any product that bears the label 'certified organic'.

Organic standards are enforced by certification bodies around the world. Certification by a recognized organic body is a lengthy process, involving careful assessment to ensure that all of the strict criteria are satisfied.

Certified organic products contain (excluding water and salt) at least 95 per cent organically produced agricultural ingredients. The remaining ingredients (up to 5 per cent) can be non-agricultural substances or non-organically produced agricultural ingredients with strict criteria such as absolutely no synthetic chemicals or genetic modification.

Where organic ingredients comprise between 70 per cent and 90 per cent of a processed product, this can be labeled 'contains certified organic ingredients'.

Single ingredient products or any products labeled as '100 per cent organic' must be 100 per cent organically derived with the exception of any water or salt contained in the products.

When you are shopping for organic food and organic products, look for the certifier's logo and the label 'certified organic' to ensure that you are buying genuine organic products.

14 KEY REASONS FOR PURCHASE OF ORGANIC PRODUCTS

1) NO CHEMICALS

Organic food is free of chemicals such as pesticides, residues, artificial colorings, preservatives, flavorings, trans-fats, enhancers, stabilizers, fillers, sweeteners and other food additives that could have cumulative health effects.

2) HEALTHIER KIDS

Feeding our kids with organic food will significantly reduce their exposure to pesticide residues. Infants and children are more susceptible to the effects of chemicals due to their larger intake of food per kilo of body weight, narrower range of food consumed, increased intake of fruit and vegetable, and the reduced ability of their developing vital organs in eliminating toxins.

3) NO ANTIBIOTICS, HORMONES OR PATHOGENS

Organic farming does not allow livestock to be routinely given antibiotics or feeds that contain animal by-products which could have been contaminated with pathogens. Organic livestock have lower levels of pathogens due to high animal welfare standards. If you are eating organic meat, you are much less likely to be eating food that contains antibiotic residues or pathogens.

4) BETTER NUTRITION

Organic farming produces healthier plants as they are grown on nutrient rich soil, which in turn produce healthier foods that give our bodies the nourishment to function at an optimum level. In contrast, the use of synthetic fertilization of soil, early picking, over-processing and extended storage of food in conventional farming deplete their nutritional value.

5) NO GENETIC MODIFICATION

The only way to be sure you are not eating genetically modified food is to buy certified organic food. Genetically modified food has not been independently tested for their long term effects on our health.

6) NO IRRADIATION

Organic food cannot be irradiated. Irradiation causes changes to both macro and micronutrients in foods and creates free radicals. These free radicals can combine with existing chemicals such as pesticide residues in food to form new chemicals called unique radiolytic products. There are limited scientific studies on the long term effects of these new chemicals, especially on babies and children.

7) BETTER TASTE

Higher soil nutrients, healthier plants grown in season, fewer early pickings, reduced time in storage, lack of over-processing, higher natural sugar content and happier animals raised in a natural environment, all contribute to a better quality and flavor in organic food.

8.) SAFER HOME

By choosing organic, you will live in a safer home where indoor pollution and toxic chemicals play little part in your daily life. The garden will be a safer place for your children and pets to play in.

9) BETTER FUTURE

Buying organic products increases the demand which in turn, encourages farmers and food processors to produce more organic products. This will make organic products more readily available, less expensive and therefore more affordable to all. Increasing demand will also lead to the reversal of conventional farming practices and the harmful effects they are having on our health and environment.

10) HEALTHIER ECOSYSTEMS

Organic farming practices reduce the amount of toxic chemicals used and help to eliminate chemical leaching, thus protecting and conserving our environment and water resources. Organic farmers also create healthier habitats for native animals which in turn, helps to promote the re-establishment and balance of the native ecosystems that have been lost through decades of conventional farming practices.

11) SUSTAINABLE FUTURE

Organic farming practices are considered to be highly sustainable and are based on the principle of building and nurturing the natural biodiversity and structure within the soils and the surrounding environment.

12) BIODIVERSITY

Conventional farming is about killing everything that poses a threat to the maximum yield of the crop being produced. Organic farming is about preserving and nurturing life and promoting diversity within the environment. It encourages natural biodiversity and preservation of the natural genetic variety of plants, insects and animal species.

13) ANIMAL WELFARE

Organic livestock practices are more humane and allow livestock to grow in a natural environment with free access to fields or outdoor areas, natural bedding and plenty of indoor areas. They are not mutilated, confined or caged. They graze on organic pasture and are fed organic feedstuff that has not been contaminated with chemicals, animal by-products or genetically modified foods.

14) FARMER WELLBEING

Conventional farmers and their families are exposed to toxic chemicals and pesticides. In this world of chemical-driven mass agricultural production, organic farming is a means of survival for small, independently owned family farms. Every time you purchase organic food, you are investing in the future of our country.

This is a future we can ill afford not to invest in and we have the power in our own hands on every single day of our lives to make this difference. If it is one thing we actively and positively do every day of our lives, it can be this simple act of asking for and purchasing organic products.

STATEMENT OF THE PROBLEM

In recent years the world has seen a growing awareness about health issues. Consumers worldwide are being concerned about the quality and safety of food that they eat. They are anxious about the effect of pesticides, livestock effluent and veterinary drugs on their health and livelihoods. Organic agricultural methods considered to be a viable solution to most of these concerns. Many researches were carried out in developed countries the study related to Consumer's awareness, perception and willingness towards Organic Products is very limited. This study aims to disclose more information about Consumers attitude and buying intention of organic food Products. Hence the following research problem have been taken into account of the study.

SCOPE OF THE STUDY

The research study has an enormous scope. Coimbatore acts as one of the major players in organic food products manufacturing. The study focused on the preferences and fulfillment level of the consumers towards organic food products.

OBJECTIVES OF THE STUDY

- To find the awareness of consumers about the organic foods.
- To study the consumer preference towards organic products.
- To identify the factor influencing consumer to buy organic products.
- To evaluate the barriers faced by consumers while opting for organic products.
- To assess the level of satisfaction.

LIMITATION OF THE STUDY

- The demographic region for the study is restricted to Coimbatore. So the results may not generalize to other areas.
- The study has been conducted on organic food products. The Coimbatore district, due to the limit of only 150 respondents, was selected for sampling; it does not cover all consumers.

CHAPTERSCHEME

The following are the chapters scheme of the study as under

CHAPTER I	First chapter deals with the introduction about organic products
CHAPTER II	Second chapter covers the “ Review of Literature ”, under which a brief description of earlier studies have been included.
CHAPTER III	This chapter deals with the “ Research Methodology ” which includes description regarding sources of data, collection of data and tools used for analysis of data.
CHAPTER IV	This chapter deals with “ Analysis and Interpretation ”, under which data collected through questionnaire were analyzed and interpreted.
CHAPTER V	Chapter deals with summary of “ Findings, Conclusion and Suggestions ”.

REVIEWOFLITERATURE

CHAPTER

II REVIEW OF LITERATURE

INTRODUCTION

Generally, a writing survey recognizes, assesses and incorporates the applicable writing inside a specific field of examination. It enlightens how information has developed inside the field, featuring what has just been done, what is by and large acknowledged, what is arising and what is the present status of deduction on the theme. Moreover, inside examination based message, for example, a theory, a writing survey distinguishes an exploration hole and verbalize show as a specific examination project tends to the hole.

- **Dr. Harinadh Karimikonda (2020)**, Conducted a study on “**A Study on Consumer Awareness of Organic Food Products and Practices with Reference to Select Organic Stores in Hyderabad City**” examined the level of awareness and determine the green practices of the respondents and their valuable suggestions. 5 well established and organized food products stores in Hyderabad are taken for the study. 100 respondents have been selected purposively based on convenient sampling. Tools used for the study are Frequencies and Descriptive analysis, One Sample T-Test.
- **M. Aarthi and S. Balusamy (2020)**, Conducted a study on “**Consumers Satisfaction towards Organic Food Products in Coimbatore**”, revealed more women were open to buying organic food products than men – the percentage was 77 per cent for women and 23 per cent for men. Buying in organic stores located in and around Coimbatore. However, the consumers have concerns on organic produce, primarily the certification and authenticity of organic food products has to be improved. They lack awareness towards originality and certification process involved in Organic food products. Also, this market is huge and untapped. So, there are innumerable benefits for all the stakeholders; however, a few challenges. This study provided a better understanding of consumers' attitude, purchase intention and actual buying behavior towards organic food products. For this purpose, a survey data were collected from 773 Coimbatore consumers through structured questionnaire.

Statistical tools adopted to execute the results. And necessary findings provided with data interpretations.

- **Dr.SumanGhalawat,Dr.SeemaParmar,Prof.SunitaMehla,Dr.AmitaGirdhar (2019)**, conducted a study on “**A Consumer Awareness Study towards Purchasing of Organic Products in Hisar City**”, determined the relationship between kind of organic products customers buy and benefit of using Organic Products and secondly to determine the significant relationship between reasons for choosing organic products and benefit of using Organic Products. Data has been analysed with the help of a questionnaire on a Like scale ranging from 1= Strongly Agree to 5=Strongly Disagree. The data is analysed using SPSS version 13.0. Findings of the study revealed that customers were agreed that organic products contribute to their better health followed by quality of product and preferring the taste/texture/feeling and the corresponding mean value was 1.48, 1.92 and 1.92 respectively. Regarding preferring the organic product over non organic product, customers were considered that organic products were preferred for health concern followed by preferring the taste/texture/feeling and quality of product and the corresponding mean value was 1.48, 2.04 and 2.08 respectively.
- **G. Jaya Pennarasi and V. Dhanalakshmi (2019)**, conducted a study on “**A study on consumer preference towards organic food products in Salem town**”, attempted to gain knowledge about consumer's satisfaction towards organic food product consumption. With rising concern of health issues and food safety, many consumers have turned their site to organic food products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use of harmful ingredients and thereby ensures health.
- **Vidhyavarsini.R.K, and Dr.M.Nirmala (2019)**, Conducted a study on, “**A Study On Consumer Satisfaction Towards Organic Food Products (With Special Reference To Coimbatore City)**” understood the factors influencing to purchase and the level of satisfaction towards organic food products and marketing in Coimbatore city. It was decided to use various tools like percentage analysis and correlation. The result

indicated that most of the people frequently purchase fruits and vegetables and level of satisfaction is also good and it is significant as per correlation coefficient.

- **V. Abirami and P. V. Agilaa (2019)**, Conducted a study on, "**A Study on Consumer's Awareness and Perception towards Organic Food Products in Coimbatore City**", aimed to measure the level of awareness, perception, attitude, purchasing behavior and opinion regarding the consumption of organic products at Coimbatore city. In recent decades, consumer attitude and buying intention have changed for natural food products. Consumers are focusing more and more on their health. The domestic market has enlarged in offering eco-friendly food segments such as that of naturally grown food. Organic food serves as a hopeful elective for the population alarmed about the consequences of large amounts of chemicals included in food products – both in terms of consumption as well as the negative impact on the environment. The consumer preference towards uses of natural food products is highly dependent on concern for health levels, affordability and individual accessibility.
- **Dr. N. Savithri, and B. Lavanya (2019)**, Conducted a study on "**A Study On Perception Of Indian Consumers**" conducted the facts of consumer perception towards organic food products. Organic food products are popular across Europe and United States of America. Asia is not far behind with India being a prominent player. The concept of organic food products is not new to Indian farmers. However, there is not much of a consumption taking place domestically despite the fact that India is one of the top 10 players in the world when it comes to the number of Farmers engaged in organic cultivation
- **Dr. Nakul and A. Deshmukh (2018)**, Conducted a study on "**A Study Of Market Potential And Consumer Perception Towards Organic Agriculture And Food**", paid due attention to designing and adhering to the appropriate methodology throughout the study for improving the study for improving quality of research. The main theme of the study that "a study of market potential and consumer perception towards organic agriculture and food" with special reference to western Vidarbha

present study to investigate the increasing organic agriculture farming and food for healthy life.

- **Erdoğan-**
Yazar and Burucuoğlu (2018), Conducted a study on “**Consumer Attitude towards Organic Foods: A Multigroup Analysis across Genders**” examined the relationship between consumers’ health consciousness, food safety concerns, attitudes towards organic products, and intention to purchase organic food products. For this purpose, we first developed a research model; then, we tested the research model based on gender differences. According to the results of the research, the attitude toward organic food is a powerful indicator of the consumer’s intention to purchase organic food. Health consciousness, food safety concerns, attitudes, and intentions have a significant relationship with each other. As a result of the gender-based binary model comparison, the attitudes and intentions of male and female consumers towards organic food are different. Participants’ awareness of health consciousness and food safety concerns increase the relevance of organic products, and has an impact on the development of the organic product market.
- **Dr. Akankshya Patnaik (2018)**, Conducted a study on “**Consumers Perception Towards Organic Food: A Study**”, highlighted the corporate endeavor toward environmental safety and also emphasized on the inimitable strategy of the agri-business practices which directly affects the health of customer & climate overall. This paper intensifies the perception of general customer towards this organic concept especially for food. Organic strategy proved to be one of the best competitive strategies in this aggressive global platform. It is a lavish corporate sponsor which becomes prolific in amplifying common consumer to green consumer and lead them to a standard green & healthy life style. Simply the motto of this paper is to give a hand to this green revolution to counteract the growing climatic & health dilemma.
- **Sooraj S Narayan (2018)**, Conducted a study on “**Customer Perception Of Organic Food products –A Review**”, discussed price as a main variable as it is the one main thing that determines the purchase of organic food products. This paper also discusses the need for the aspect of environmental safety and friendliness in this paper. This

study aims at understanding the perception of different customers about organic products.

- **Nurdasila Darsono, Afrida Yahya, Abdul Muzammil, Said Musnadi, Chairil Anwar, Wirdah Irawati (2018)**, Conducted a study on “**Consumer Actual Purchase Behavior for Organic Products in Aceh, Indonesia**”, gained insight into consumers’ purchase behavior, to determine the influence of health concern, environmental concern, product quality and knowledge on attitude, purchase intention and how that can effect an actual purchase behavior of consumers’ toward organic product in Aceh. This study was conducted on 310 consumers that consume organic product in Aceh. The sample were taken using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The result showed that attitude and purchase intention was significantly affected by health concern, product quality and knowledge but not by environmental concern. Then, attitude was have a significant direct effect on purchase intention, and this significant result has an impact on actual purchase behavior, in which attitude and purchase intention significantly affected actual purchase behavior of consumers’ toward organic product.
- **Chaitra Bharath and H.M. Chandrashekar (2018)**, Conducted a study on “**A Study on the Consumer Awareness of Organic Certification of Food Products in Mysore City**”, tried to understand how much the consumers are aware of organic certification and what would increase their level of trust in organic food in Mysore city. Many studies have charted out the consumer profile of organic food. But there is a gap in research as to know whether the consumers who buy organic food paying a premium price for these products actually know the certification process.
- **Ripal Patel and Gautam Donga (2018)**, Conducted a study on “**Consumers’ Awareness and Consumption: A Study of Organic Product**”, revealed that majority of consumers are aware about organic product but a very few out of them purchase it. The major reasons of non-consumption of organic products were unavailability of organic product, lack of information about benefits of organic product and its high price. Demographic factors like teenager in family, education and monthly income affect consumption of organic product. Consumers were facing problem while

purchasing organic product like hard to differentiate organic product from conventional product, lack of certification and labeling. The findings of this paper may help marketer to better strategic and marketing decisions. It also helps government bodies in designing public awareness programs.

- **Ayisaa Adams , Jacob K. Agbenorhevi, Francis Alemawor, Herman E. Lutterodt, Gilbert O. Sampson (2018)**, Conducted a study on “**Assessment of the Consumers’ Awareness and Marketing Prospects of Organic Fruits and Vegetables in Techiman, Ghana**”, revealed that key factors such as age, marital status, income and knowledge of chemical residues and their associated health risks significantly influenced consumers’ choice and willingness to pay a premium for organic fruits and vegetables. The estimated market potential for the organic fruits and vegetables were GH¢3,514,383,194.70 (~926 million USD) and GH¢5,341,348,087.50 (~1407 million USD) per year, respectively. Most consumers are aware of organic foods in the Techiman market of Ghana and they became aware generally through the radio and school/books. Most of the consumers acknowledged that they had concerns about the environmental and health risks associated with chemically grown fruits and vegetables on their health and wellbeing. Almost all the consumers were willing to pay up to 50% premium for the organic fruits and vegetables purchased in the Techiman municipality.
- **M. Shireesha, Prof. and V. Chandra Sekhar Rao (2018)**, Conducted a study on “**A Study on Urban Consumer Perception towards Organic Food Products**”, revealed that both male and female urban consumers have perceived noticeable differences between organic and conventional food products in terms of taste, appearance, freshness, shelf life and cooking time. It is also observed that health, nutrition, taste and chemical/fertilizer free nature are the attributes that have an influence on the purchase decision of organic food products by urban consumers.
- **Nayana Sharma and Dr. Ritu Singhvi (2018)**, Conducted a study on “**Consumers perception and behavior towards organic food: A systematic review of literature**”, provided many insights for the study. It has also provided direction in designing

the present study. A number of researchers have identified the demand of organic food products worldwide and in India. Further, the various factors that influence consumer

perception of organic food products have also been identified. Some studies have also been undertaken preference, knowledge, and satisfaction regarding organic food products. Having reviewed several studies and having identified the gap, the investigator felt a foremost need to undertake the present investigation

- **Vinod Kumar Bishnoi and Praveen Kumar (2017)**, Conducted a study on “**Role of health consciousness and food safety concern in buying organic food products**”, examined how health consciousness and awareness for food safety can influence consumer perception regarding buying organic food products. This study vehemently revealed that health is the prime motive for buying organic food products followed by food safety. Elder consumers are more health conscious and prefer to buy organic food. Well educated affluent consumers are more likely to buy organic food products. Finding reveals that male and female consumers have similar level of health consciousness and food safety concern. Organic consumers can be identified through demographic variables such as income, education, and age. There is need to create awareness among consumers especially in young generation regarding health and safety benefits with respect to organic food. It seems challenging to create understanding among uneducated and less educated people regarding health and safety issues related to food.
- **Mr. Pardeep Kumar and Dr. Hema Gulati (2017)**, Conducted a study on “**Consumer’s Perception Towards Organic Food Products in Rural Area of Haryana**”, conducted to examine the customer perception towards organic products in rural area of Haryana in India. The main aim of the study is to know that what customer actually behave towards organic products. For the purpose of the study a sample of 110 respondents was taken.
- **N. Priyadharshini and Dr. V. Vijayalakshmi (2017)**, Conducted a study on “**Consumer Awareness About Organic Food Products In Coimbatore District- An Empirical Study**”, aimed through a light on importance of organic food products for healthy life. The main aim of the paper is to Know about the awareness about Organic Food Products. The opinion of consumer about organic food products was that 85.83 percent of respondents found that organic food products are good for the environment. The changing trend in the perception of the consumers of organic food

products is understood by the increasing number of organic food buyers. A scientific study would bring out the changing perceptions of organic food consumers

- **Abisha KA and Dr. P Kannan (2017)**, Conducted a study on “**Consumer awareness and satisfaction towards organic products in Palakkad district-Kerala**”, indicated that the main reason for purchasing organic food products is an expectation of a healthier and environment friendly means of production. Organic buyers tend to be older and higher educated than those who do not buy them. However, the main barrier to increase the market share of organic food products is consumer information.
- **S Amudha and Dr. M Kanagarathinam (2017)**, Conducted a study on “**A study on consumer awareness towards organic food products in Coimbatore**”, indicated that the public is concerned about the awareness of the organic food products and safety of the produce that they purchase in stores due to possible pesticide contamination. A well-structured survey of 550 respondents covering the Coimbatore city, Tamil Nadu. Suitable statistical tools have followed for analysis on consumer awareness. Food plays a vital position in everyone’s lives. Organic food refers to crops or livestock that are grown on the farm without the application of synthetic fertilizers or pesticides, and without using genetically modified organisms. It also requires Organic certification. Because the organic food industry is relatively small and new, it is important that consumers become aware of its claims, limitations, and potential benefits.
- **Dr. D. T. Venkatakishnan (2017)**, Conducted a study on “**A Study On Consumers Awareness Towards Organic Food Products With Special Reference To Tirupur District**”, attempted to find out the consumers awareness towards organic food. A sample of 100 respondents was purposively selected from Tirupur District. These selected samples are analyzed using simple percentage, chi-square test and multiple regression analysis test. It is found that three variables namely there exists any significant association between gender, age, educational qualification, monthly income and consumer awareness towards organic food products of the respondents.
- **Hawa Singh and Rachna (2017)**, Conducted a study on “**A study of Consumers Attitude towards Organic Products**”, attempted to understand the consumer’s attitude towards organic products. The data were collected with the help of a questionnaire

from 30 respondents of Rohtak city. The consumers were asked to represent their attitude towards organic products on five point scale for eleven statements. Quality of organic products and health aspects represented the major reasons for their sales.

- **Mr. Pardeep Kumar and Dr. Hema Gulati (2017)**, Conducted a study on “**Consumer’s Perception Towards Organic Food Products in Rural Area of Haryana**”, examined the customer perception towards organic products in rural area of Haryana India. The main aims of the study is to know that what customer actually behave towards organic products. For the purpose of the study a sample of 110 respondents was taken
- **Dr. D. Divya Prabha (2017)**, Conducted a study on “**A Study On Consumer Awareness And Perceptions Towards Organic Food Products With Special Reference To Coimbatore District**”, studied to know the consumer awareness level of attitude towards organic food products in Coimbatore district. For this purpose data was collected from a sample of 110 respondents and different statistical used were used to analyse the data. The conclusion is that more consumer awareness programs, reduction in the price for these organic products, effective distribution to all the areas and a better government support in procurement and sale of the organic products will help the organic food manufacturers to have a better market share.
- **Camelia F. Oroian, Calin O. Safirescu, Rezhn Harun, Gabriela O. Chiciudean , Felix H. Arion , Iulia C. Muresan ID and Bianca M. Bordeanu (2017)**, Conducted a study on “**Consumers’ Attitudes towards Organic Products and Sustainable Development: A Case Study of Romania**”, investigated the perception and attitudes of the organic food consumers from the North-West Development Region of Romania. Consumers’ perception towards organic food products was measured using 30 items. The data were collected from 568 respondents and analyzed using descriptive and inferential statistics. A factor-cluster approach was used to identify consumer groups. The findings indicated that health concerns, sensory appeal, sustainable consumption and weight concerns are the main reasons for consuming organic food products. Three main groups of organic food consumers were identified: “gourmand”, “environmentally concerned” and “health concerned”.

- **Niranjana Sand Krishnakumare, B. (2016)**, Conducted a study on “**Consumer Attitude Towards Organic Food Product**”, made a humble attempt on attitude towards organic food product in Tirupur District, Tamil Nadu of the consumer especially in urban people prefer organic food product. The major reason for the purchase of organic food product was health and lack of trust and non-availability was the reason for non-purchase of organic food products. Attitude towards organic food products was positive in case of organic respondents.
- **S Priya and M Parameswari (2016)**, Conducted a study on “**Consumer attitude towards organic food products**”, focused on consumer attitude towards organic food products and carried out in Coimbatore City with the sample size of 150 household respondents who are familiar with Organic Food Products by adopting multistage sampling technique. The data collected were analysed using descriptive statistics.
- **Anjana Pandey and Pankaj Misra (2016)**, Conducted a study on “**Consumer’s Attitude Towards Organic Food Products with Reference to Delhi NCR**”, accessed the demographic profile of respondents, to understand the attitudes towards organic food products and to find out the reason for not to purchase organic food products. The data was collected from the malls and supermarkets of Delhi NCR Region. 200 questionnaires were distributed to the respondents and total 170 completed questionnaires were gathered, representing 85% response rate, using convenient sampling method. The data collected were analyzed using percentage analysis. Finding of the paper indicates that majority of the respondents are aware about the organic food products are better in taste, better in quality, purchased by the publicity through word of mouth, food products free from pesticides. However, majority of the respondents said that organic food products are more expensive, not easily available in market places and the information related to organic food products is very limited.
- **Anish K and Dr. KK Ramachandran (2016)**, Conducted a study on “**Consumer’s awareness and attitude towards organic food products in Coimbatore City**”, aimed at understanding the consumer awareness and attitude towards organic food

products. The objectives examined the organic consciousness, level of awareness, attitude, preference of the respondents and their valuable suggestions. 16 well established and

organized food products stores in Coimbatore are taken for the study. 214 respondents have been selected purposively. Tools used for the study are Percentage analysis, Weighted Average and Chi-Square Test.

- **Dr. Madhavaiah.C and Shashikiran.L (2016)**, Conducted a study on **“Review Of Consumer Behavior Towards Organic Food Products In Bangalore City”**, intended to research the measurements important to customers in India connected with their prepurchase evaluation of organic food products. Information was gathered in Bangalore City at various Organic food stores located across city. A Total of hundred and sixty paper-based responses were received. The results of this study uncovered that Indian customers' buying behavior towards organic food product is affected by the factors like: Organic product related, Certification & other regulatory factors, and their attitude (variety seeking and self-indulgence). Further, these factors had an direct & indirect effect on the while they search, purchase & consume organic food products.
- **Dr Nilima Varma (2016)**, Conducted a study on **“Consumption Of Organic Food And Consumers Awareness”**, drawn on a survey of 100 respondents. Results indicated that the main reasons for purchasing organic food products are an expectation of a healthier and environmentally friendly means of production. Organic buyers tend to be older and higher educated than those who do not buy them. In addition, consumers' trust in the authenticity of the goods and price are also issues. However, the main barrier to increase the market share of organic food products is consumer information.
- **Safdar Muhammad, Eihab Fathelrahman and Rafi Ullah Tasbih Ullah (2016)**, Conducted a study on **“discussed effective factors influencing consumers' awareness about the benefits of organic food in the United Arab Emirates”**, Sample data and ordinary least square (OLS) regression techniques are applied to delineate factors influencing consumers' awareness about organic food. The results from this regression analysis highlight the importance of specific socioeconomic determinants that change awareness about organic food products in United Arab Emirates (UAE) households. This study finds that awareness about organic food is influenced more effective factors such as gender, nationality, and education as well as income, occupation and age. These research findings apply to the economies and

societies that have an increasing per capita spending on organic food, but also where people are highly sensitive to information provided about organic food. Therefore, these results are important to these research beneficiaries including food marketing planners, researchers, and agricultural and food policymakers.

- **T. Mohanasoundari and A. Kalaivani (2016)**, Conducted a study on “**A Study on Consumers Preference Towards Organic Products-in Tirupur Dist**”, explored the potential market for customers, it is important to know how consumers relate issues of food quality and food system. The aim of this project is to educate in depth the behavioural process of customers with respect to organic food. Organic is the one of the fastest growing agricultural markets due to consumer’s increased concern about their own health, the environment, and the reported crises and emergencies worldwide on food safety and environmental issues in recent decades. It has now become an alternative for an increasing number of consumers that are worried about the presence of chemicals residues and the negative consequences on the environment caused by chemical intensive production method.
- **Uma.R and Dr.V.Selvam (2016)**, Conducted a study on “**Analysis of Awareness among Consumers towards Organic Food Products: With Reference to Vellore Organic Consumers Perspective**”, analysed consumer awareness on organic food products with reference to Vellore City, Tamilnadu. The study based on the data collected from the organic consumers in Vellore city, Tamil Nadu, India. A survey questionnaire will be developed to collect qualitative questionnaire from the consumers of the study. In this backdrop, the present research work is an attempt to explore basically on consumers level of awareness on organic food products with the consideration of Indian Organic industry. The present study result shows that.
- **Phuong T. Nguyen, Tuan M. Ha (2016)**, Conducted a study on “**Consumers Perception Of Organic Food In A Peri-Urban Area In Queensland, Australia**”, aimed to understand peri-urban areas as consumers’ perception of organic food and the importance of organic certification in customers’ decisions for obtaining insights into their consumption of organic food. Data was collected through a questionnaire survey at two main supermarkets in Gattontown (Queensland, Australia).

This research showed that 42.4% of consumers purchase organic food at least once per month.

Health protection was found the most important reason for Australian peri-urban consumers to purchase organic food. Most of them (89.5%) were interested in organic food, but only around 59% of consumers were confident with the claimed benefits of the food and 42% trust in the organic certification. The more consumers are interested in, trust and are confident with the claimed benefits, the more likely will they purchase organic food. In addition, organic labels and certification turned out to be important for the consumers when shopping organic food. This research was the first study to investigate the consumers perception of organic food in an Australian peri-urban area, especially relationships between the frequency of purchase and consumers level of knowledge and their behavior toward organic food. Both practical and the theoretical contributions of this study are also discussed.

- **Xia Tong Cheng (2016)**, Conducted a study on “**Perception of consumers towards organic food: A review**”, showed that in Australia and other countries, there have been variation in people’s understanding of organic agriculture and organic food, and differences in consumers’ attitudes, motivations and behaviours within consumer groups and in different places, although there have been basic similarities. Consumers’ perceptions have probably changed over time. A large proportion of consumers have been identified as having an understanding of organic food as being grown without chemicals, but the level of knowledge has been variable. ‘Health benefits’ was the first and primary reason for purchasing organic food, while ‘high price’ was the key deterrent to purchasing organic food. There have been various and even opposite findings related to the relationships between organic food consumption and personal elements such as age, gender, income, education, household with children and household size. In some countries, there was no link or minimal link, but overall link was found in others. Although most consumers exhibited positive attitudes towards organic products and expressed their purchase intentions, the level of their trust in organic labels and certifications are very important factors influencing purchasers’ decision of buying organic food.
- **Xiufeng Li & Yazhi Xin (2015)**, Conducted a study on “**Factors Influencing Organic Food Purchase of Young Chinese Consumers**”, provided some conflicting results and could not produce a comprehensive understanding of organic food consumers in

China. Given the present research, this paper attempts to conduct a comprehensive study of organic food consumption by examining a variety of factors influencing the consumption of organic food and provide some marketing implications through a survey of young consumers in a large metropolitan area in China. The results have shown that the revised TRA model has been successfully applied in this study. The research has concluded that “food safety”, “nutrition”, and “environmental friendly” are significant factors to impact the purchase of organic food while considering

the demographical variables. In addition, the study found that consumers prefer vegetables, fruits, grain and beans, milk, meat and eggs to be organic, which are ranked according to the degree of preference. Moreover, the research suggests that the main barriers bringing about the gap between attitudes and behaviors are price, the distrust on certifications of organic food, and unavailability. These findings have implications for marketing communications to consumers and potentially for organic product development.

- **S.sarumathi, Dr.M.Banumathi (2015)**, Conducted a study on “**A Study On Consumer Behavior Towards Organic Food Products In Pondicherry**”, focused on consumers of organic food products. It is analysed from the view of their knowledge, perception, attitude and trust towards organic food products. Partial Least Squares Structural Equation Model (PLS-SEM), Regression analysis, ANOVA and T-test was performed to analyze the behavior of 202 Indian and 204 Foreign organic food consumers in Pondicherry.

RESEARCH GAP

The above literatures states that only few studies have been carried out in the area of consumers attitude and buying intention of organic food products. This research gap was found out. A research study is needed to fulfil this research gap and to find out a solution to the research problem. There is a need to learn about the awareness of consumers about the organic food Products and consumers preference towards organic food Products and factors influencing consumers towards the purchase of organic food products and barriers faced by consumers while opting for organic food products to measure the level of satisfaction of consumers.

RESEARCHMETHODOLOGY

CHAPTER

III RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research Methodology is the best approach to methodically pay attention of the examination issue. The explanation for the exploration is to search out answer to handle through the employment of logical ways. The first purpose of the analysis is to get reality that is rooted up and that has been not be found at the purpose. The assortment of data and investigation procedures square measure organized in like manner.

RESEARCH DESIGN

Research design refers to the strategy used to complete the research that defines a compact and coherent arrangement to handle set up research question through the assortment, understanding, investigation and conversation of information. The research design adopted

in this study is descriptive in nature. It describes the characteristics of a particular institution, or a group, situation and involves a fact finding investigation with adequate and appropriate interpretation.

AREA OF STUDY

Coimbatore city was selected as the area of the study owing to the reason that, it is the third biggest city in Tamil Nadu. It is an industrial hub with educated population, middle class, active environmental organizations spreading awareness on environmental degradation at the pioneer stage guiding towards Organic food consumption. More than 50,000 acres across the state have been brought under Organic Certification programme by Tamil Nadu Organic Certification Department. It has head office in Coimbatore and branches in Tiruchi, Madurai and Vellore. The increasing population and migrant peoples across the states are important concern. The continuous increase of people statistically destructs the environment as well as the food and life habits. Due to this, there are wide range of people are aware about the Organic food products and defects of genetically modified food grains. Consumers are becoming more health conscious and they are moving eagerly towards natural greener products like Organic products because of their increasing economic status. In order to make it easy for the people to switch over to Organic products, during past five years many new

Organic specialty shops have been opened and in many retail outlets there is availability of Organic products in the Coimbatore District. It has almost all fruits vegetables and grocery items available under one roof. Institutions like Tamil Nadu Agriculture University, Tamil Nadu Department of Organic Certification and Indian Society for Certification of Organic Products (ISCOP) related to Organic farming and its products are situated in the western districts is an added advantage. Hence, there arises the necessity and importance to undertake such research on this area.

PERIOD OF STUDY

The study was dispensed during the period of December 2021 to January 2022.

SOURCES OF DATA

Data collection is the way towards gathering and estimating information on focused factors in a set up framework, which at the point empowers one to respond to pertinent, inquires and assesses results. Data collection is the assortment part in all the examination fields, including physical and sociologies, humanities and business.

Data collection empowers an individual or organization to address applicable inquiries, assess results and make forecasts about future probabilities and patterns. Precise data collection is a fundamental one to keep up the trustworthiness of examination, settling on educated business choices and guaranteeing quality affirmation.

Data collection is the most important step in research. Data can be collected through interviews, questionnaires, surveys, observations, documents, records, focus groups, etc. In this research study, the following data are used.

Both primary and secondary sources were used.

PRIMARY DATA

The primary data were collected using structured questionnaire.

SECONDARY DATA

Secondary data were collected from various journals, magazines, newspapers, printed sources and websites.

METHOD AND SAMPLE SIZE

The present study is based on non-probability sampling method namely convenient sampling. The sample size of the study was 150 Organic food products in Coimbatore.

TOOLS USED FOR ANALYSIS

Data collected was analyzed by using SPSS. The following are the tools applied in the study:

- Frequency analysis
- Mean score analysis
- Garre ranking technique
- Weighted mean
- Chi square analysis
- Likert scale

FREQUENCY ANALYSIS

Frequency or simple percentage methods refer to the specific kind which is used in making comparisons between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitates relative comparison.

FORMULA:

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

MEAN SCORE ANALYSIS

Mean is the simplest measurement of central tendency and is a widely-used measure. Its chief use consists in summarizing the essential features of a series and in enabling data to be compared. Calculating the mean is much more quantitative and reliable than using simple averages, especially in economic and social studies where direct quantitative measurements are possible.

Thus we have a basic statistical formula,

$$\bar{X} = \frac{\sum X_i}{n}$$

N

Where,

\bar{X} = Mean

Σ = Symbol for summation

X_i = Value of the i th item, $i=1,2,\dots,n$

N = Total number of items.

GARRETRANKINGTECHNIQUE

Garretranking technique was used to indicate the preference indicated by the respondents on various variables. The respondents are asked to rank the variables and the outcomes have been changed into score value with the following formula:

$$\text{Percentage Position} = \frac{100(R-0.5)}{N}$$

Where, R = Rank

k, N = No of items

.

Then for each variable the score and the total value of score and mean values of scores is determined. The variable having the highest mean value is considered to be the most significant variables. In this study, the Garret ranking technique is used to find out the consumer preference towards organic products.

WEIGHTEDMEAN

The weighted mean is a mean where there is some variation in the relative contribution of individual data values to the mean. Each data value (X_i) has a weight assigned to it (W_i). Data values with larger weights contribute less to the weighted mean.

The formula is,

$$\bar{X}_w = \frac{\sum W_i X_i}{\sum W_i}$$

Where,

$\overline{X_w}$ = Weighted item

Σ = Symbol for

summation W_i = Weight of

ith item

X_i = Value of the ith item

CHI-SQUARE TEST

Chi - square test, Greenwood et.al., also represented as Z test, is a statistical hypothesis test in which the sampling distribution of the statistics is a chi squared distribution when the null hypothesis in statistics is to test the goodness of fit to verify the distribution of observed data with assumed distribution. Therefore it is a measure to study the divergence of actual and expected frequencies.

The formula for computing chi-square is as follows.

$$\chi^2 = \frac{\sum (O - E)^2}{E}$$

O = Observed

frequency, E = Expected

frequency, c = Number of C

columns, r = Number of

Rows.

LIKERTSCALE

A Likert scale could be a psychological scale normally concerned with analysis that employs questionnaires. It's the foremost wide used approach to scaling responses in survey analysis, such the term is usually used interchangeably with rating scale though there square measure alternative sorts of rating scales. Responders could specify their level of agreement to an announcement generally in 5 points:

- **Highly satisfied** -5
- **Satisfied** -4
- **Neutral** -3
- **Dissatisfied** -2
- **Highly satisfied** -1

This technique is used to ascertain the consumer's level of satisfaction.

ANALYSIS AND INTERPRETATION

CHAPTER IV ANALYSIS

AND INTERPRETATION

The present chapter of the study deals with analysis and interpretation of the collected data. In order to achieve the objectives of the study the primary data has been collected and it was classified under various heads.

The analysis of the study is presented under the following sections:

- I. SocioEconomicProfileofConsumers.
- II. ConsumerAwarenesstowardsOrganicFoods.
- III. ConsumerPreferencetowardsOrganicProducts.
- IV. Factorinfluencingconsumerto buyproducts.
- V. Barriersfaced byconsumerwhileoptingfororganicproducts.
- VI. ConsumerSatisfactiontowardsorganicproducts.

I. SOCIOECONOMICPROFILEOFCONSUMERS

The following table describes the socio – economic profile of the selected organic foodproducts consumers. The profile including gender, age, qualification, occupation, monthlyincome,areaofresidence, noof members in familyand types of family.

TABLE 1. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

PARTICULARS		NUMBERS	PERCENTAGE
Gender	Male	65	44
	Female	85	57
	Total	150	100

Age	Upto25years2	62	41
	6-35 years	32	21
	36-45years	26	18
	46-55years	15	10
	55 yearsandabove	15	10
	Total	150	100
Educational qualification	UptoSchoolLevel	27	18
	UndergraduatePostgraduate	36	24
	Professional	53	35
	Others	24	16
		10	7
	Total	150	100
Occupational Status	Student	32	22
	Business	20	13
	Private	39	26
	employeeGovt	22	15
	employeeProfession	14	9
	Other	23	15
	Total	150	100
Monthly income	Lessthan15000	50	33
	15000-20000	26	18
	20000-25000	30	20
	Above25000	44	29
	Total	150	100
Area of residence	Urban	52	35
	Rural	53	35
	Semi-urban	45	30
	Total	150	100

Number of members in family	Upto3member4	51	34
	-6member	57	38
	Morethan 6 members	42	28
	Total	150	100
Typeof family	Joint	90	60
	familyNuclearfamily	60	40
	Total	150	100

GENDER

The above table shows the result for gender of the respondents. Out of 150 respondents, 44 percent are male and 57 percent are female. It shows that most of the respondents are female.

AGE

The above table shows results for age of the respondents. Out of 150 respondents, 41 percent of the respondents falls under the age group of up to 25 years, 21 percent falls under the age group 26-35 years, 18 percent of respondents belongs to the age group of 36-45 years, 10 percent of respondents belongs to the age group of 46-55 years, 10 percent of respondents falls under the age group of above 55 years. It shows that most of the respondents having age up to 25 years of age.

EDUCATIONAL QUALIFICATION

The table above indicates the results for the educational level of the respondents. Out of 150 respondents, 18 percent of respondents are school level education, 24 percent of respondents are under graduated degree, 35 percent of respondents are post graduated degree, 16 percent of respondents are professional degree and 7 percent of respondents are educational degree. It shows that majority of the respondents have completed the post graduated degree.

OCCUPATION

The above table shows the results for nature of business of the respondents. Out of 150 respondents, 22 percent of respondents are students, 13 percent of respondents are business, 26 percent of respondents are private sector, 15 percent of respondents are government sector, 9 percent of respondents are professional employment and 15 percent of respondents are occupation. It shows that most of the respondents employed in the private sector.

MONTHLY INCOME

The above table shows the results for monthly income of the respondents. Out of 150 respondents, 33 percent of the respondents earns below 15000, 18 percent of the respondents earns from 15000-20000, 20 percent of the respondents earns from 20000-25000 and 29 percent of respondents earns above 25000. It shows that most of the respondents are having monthly income less than 15000.

AREA OF RESIDENCE

The above table shows the results for area of residence of the respondents. Out of 150 respondents, 35 percent of the respondents are urban area and 35 percent of the respondents are rural area and 30 percent of the respondents are semi urban area. It shows that most of the respondents are rural area.

NUMBER OF MEMBERS IN FAMILY

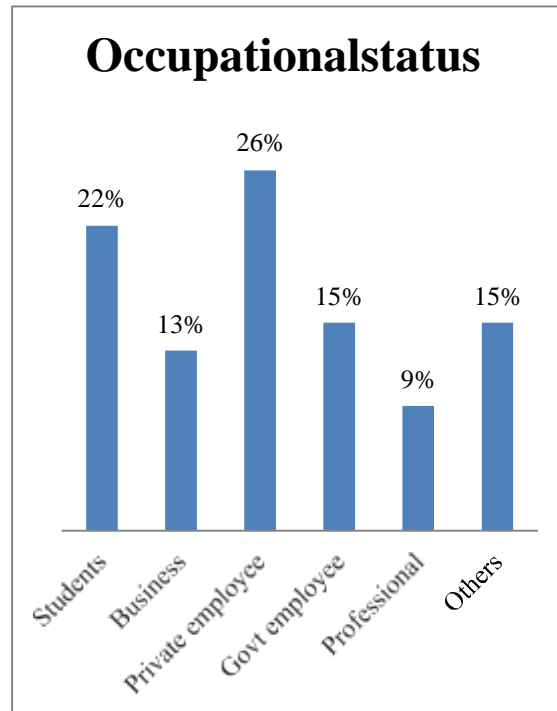
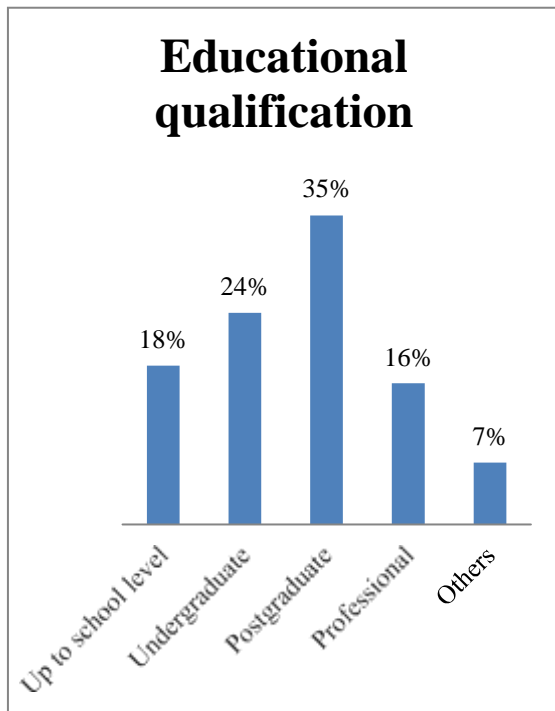
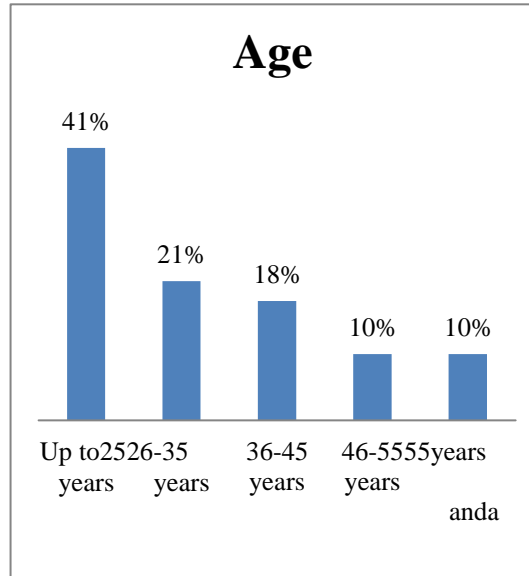
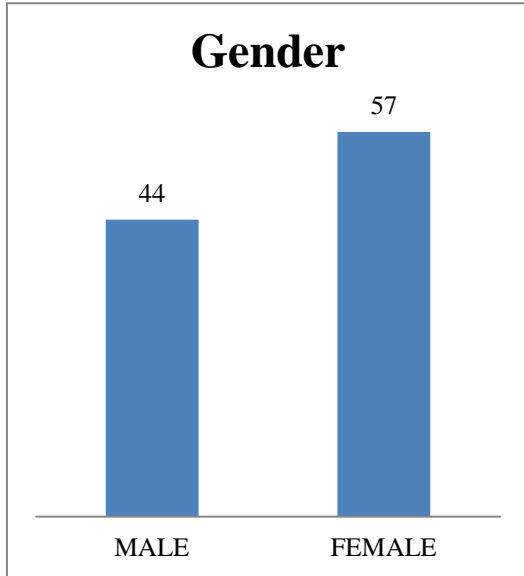
The above table indicates the results for number of members in the family of the respondents. Out of 150 respondents, 34 percent having up to three members in the family, 38 percent having 4-6 members in the family, 28 percent having more than six members in the family. It depicts that most of the respondents having 4-6 members in the family.

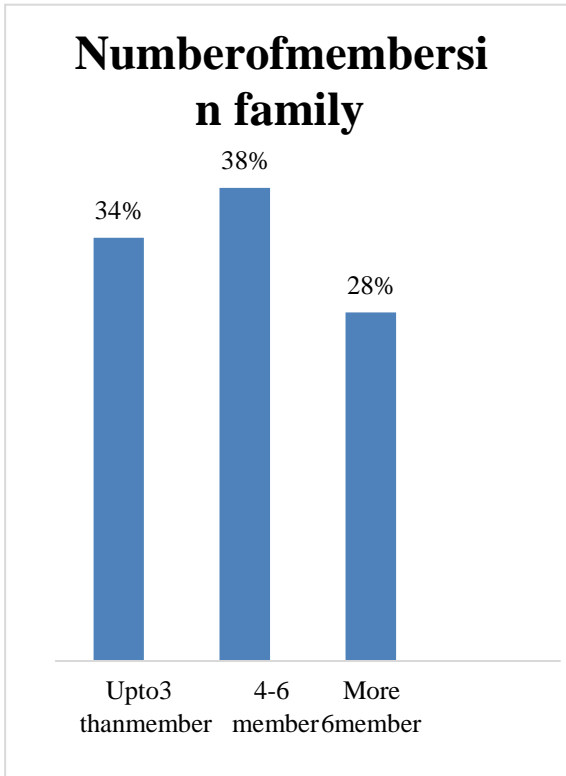
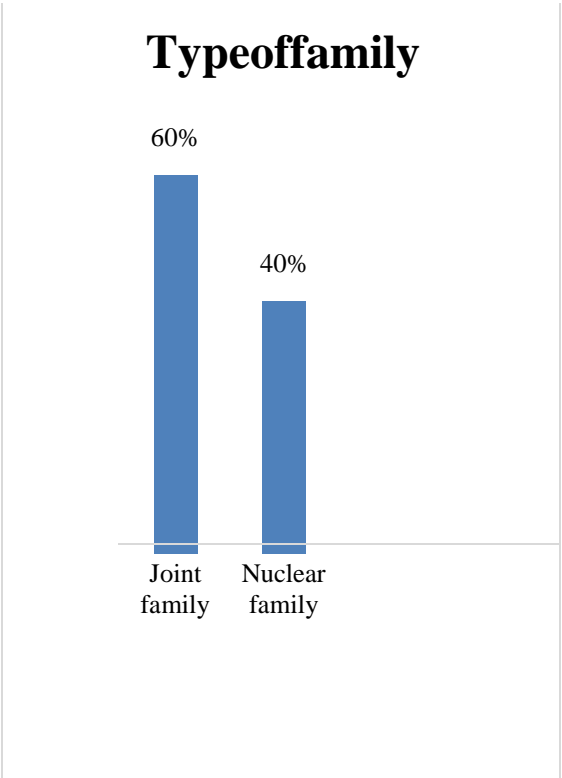
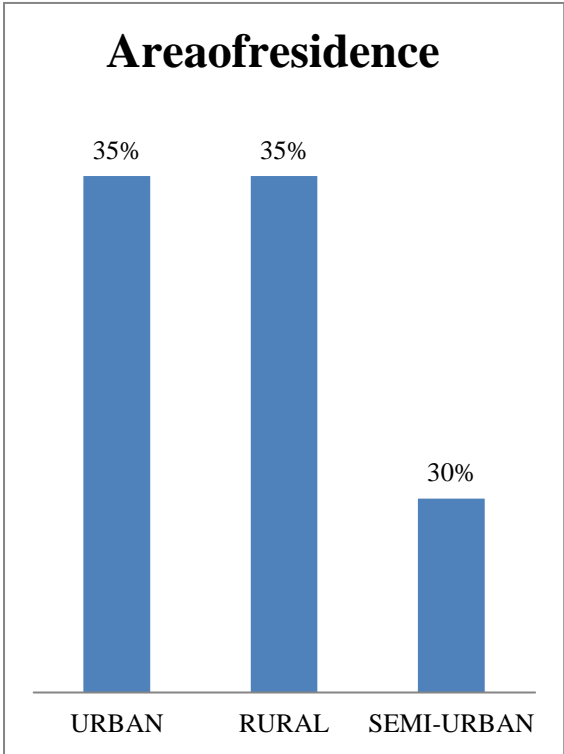
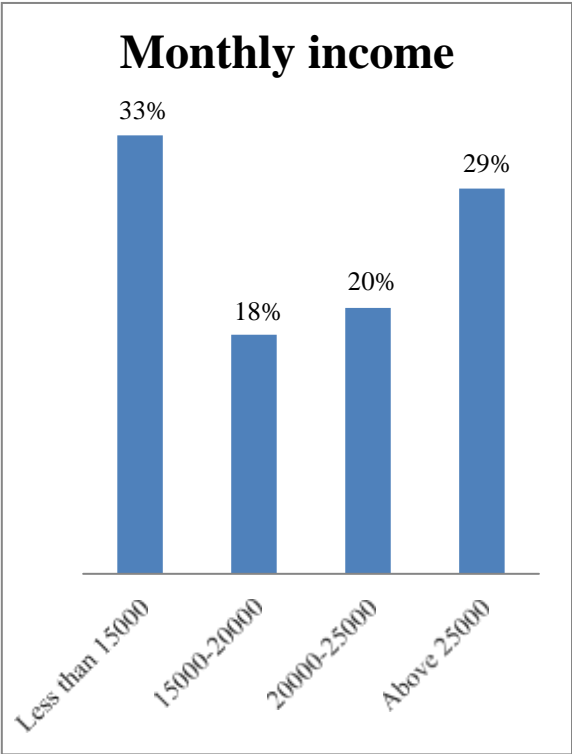
TYPE OF FAMILY

The table above shows the results for type of family of the respondents. Out of 150 respondents, 60 percent living in joint family and 40 percent having nuclear family. It

showsthatmost of therespondents havingjoint family.

**CHART 1.SOCIO-ECONOMIC PROFILE OF
THERESPONDENTS**





II. CONSUMER AWARENESS TOWARDS ORGANIC FOODPRODUCTS

The following table represents the consumer awareness towards organic food products.

TABLE 2. CONSUMER AWARENESS

PARTICULARS		NUMBERS	PERCENTAGE
Products awareness	Yes	150	100
	Total	150	100
Source of knowledge about organic products	Family Friends	40	26
	Colleagues	25	16
	Peers	11	8
	Advertisements	33	22
	Social media	30	20
	Others	11	8
	Total	150	100
Place of purchase of the organic products	Supermarket	46	30
	Producers	48	32
	Organic product shop	58	38
	Total	150	100
Source of influence of organic products	Family and friends	58	38
	Colleagues	14	10
	Advertisements	37	24
	Social media	43	28
	Total	150	100

Level of interest in buying organic products	Very high	39	26
	High	34	22
	Moderate	53	35
	Low	17	11
	Very low	9	6
	Total	150	100
Usage duration	Less than 1 year	35	23
	1-3 year	70	47
	Above 3 years	30	20
	Very long time	15	10
	Total	150	100

AWARE OF ORGANIC PRODUCTS

The above table shows the results for aware of organic products of the respondents. Out of 150 respondents, 150 percent of the respondents are aware about organic products. It indicates each consumer has awareness about organic products.

SOURCE OF KNOWLEDGE OF ORGANIC PRODUCTS

The above table shows the results for source of knowledge about organic products of the respondents. Out of 150 respondents, 26 percent come to know about organic products from family, 16 percent come to know from friends, 8 percent come to know from colleagues, 22 percent come to know from advertisements, 20 percent from social media and from other 8 percent. It indicates that majority of the consumer came to know about organic products from their family.

PLACE OF PURCHASE OF ORGANIC PRODUCTS

The above table shows that place of purchase of organic products of the respondents. Out of 150 respondents, 30 percent of the respondents are purchase in super market, 32 percent of the respondents are purchase in Producers farm, 38 percent of the respondents are purchase in

organic products shop. It indicates that majority of the consumer purchase in organic products shop.

SOURCE OF INFLUENCE

The above table shows that source of influence of the respondents. Out of 150 respondents, 38 percent of the respondents are influenced by the family and friends, 10 percent of the respondents are influenced by the colleagues, 24 percent of the respondents are advertisements and 28 percent of the respondents get influenced by the social media. Majority of the respondents get influenced by the family and friends.

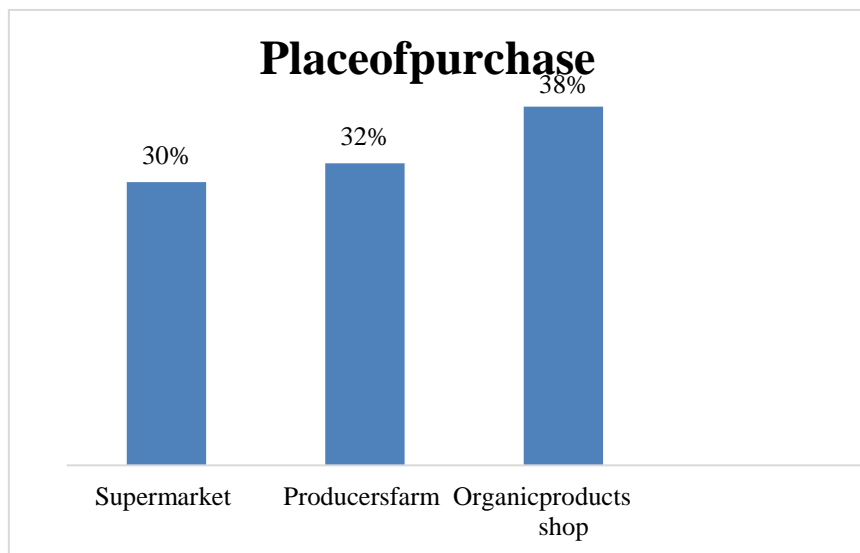
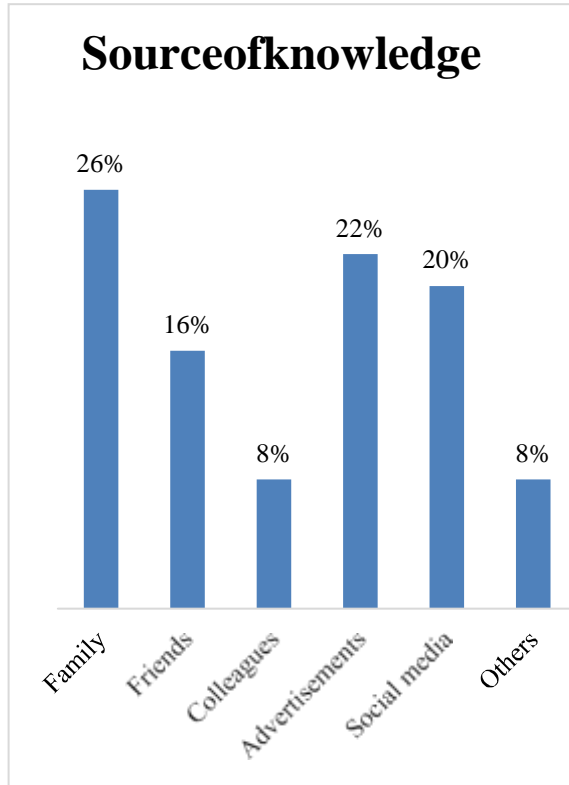
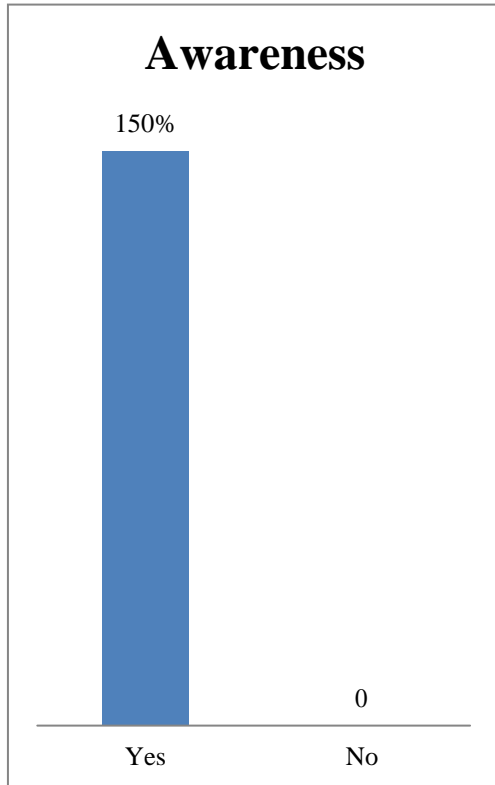
LEVEL OF INTEREST IN BUYING ORGANIC PRODUCTS

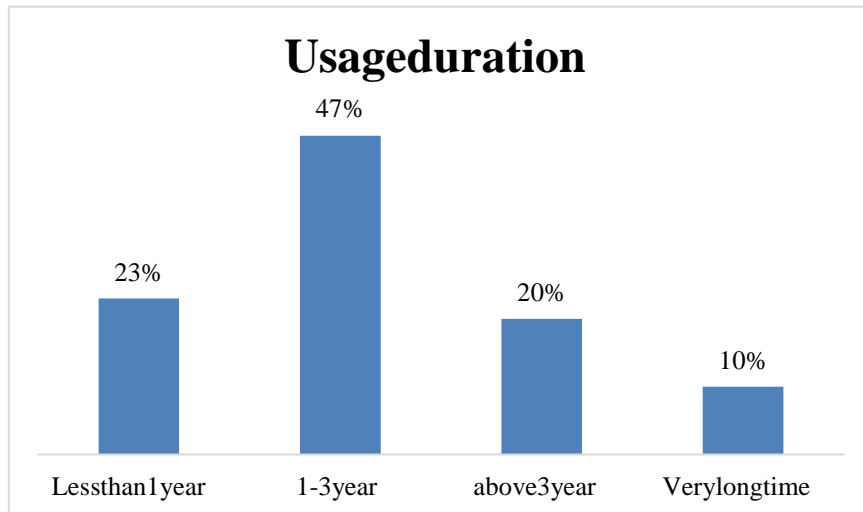
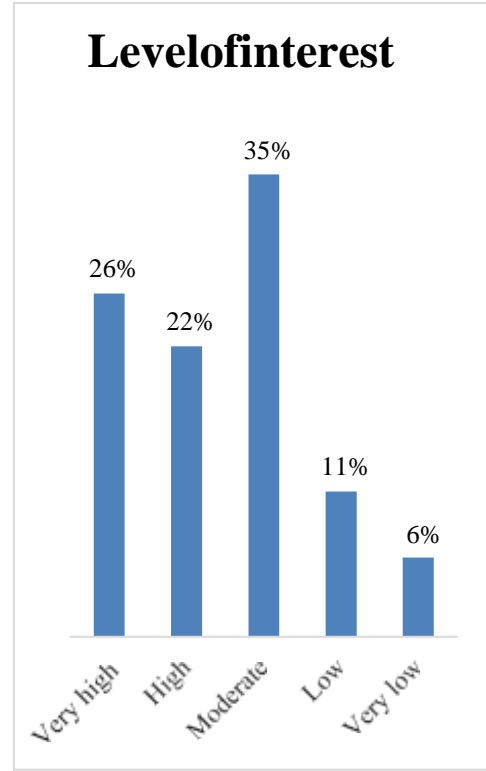
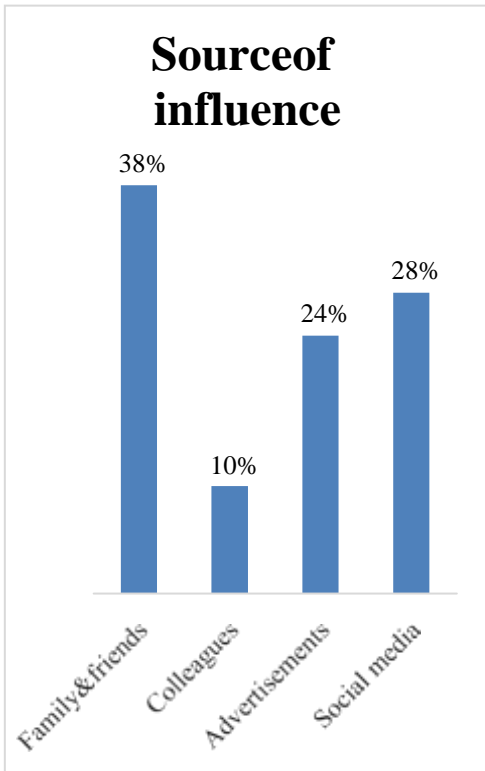
The above table shows that level of interest in buying organic products of the respondents. Out of 150 respondents, 26 percent of the respondents are very high, 22 percent of the respondents are high, 35 percent of the respondents are moderate, 11 percent of the respondents are low, 6 percent of the respondents are very low. It indicates that majority of the respondents are moderate.

USAGE DURATION

The above table shows that usage duration in buying organic products of the respondents. Out of 150 respondents, 23 percent of the respondents use organic products less than 1 year, 47 percent of the respondents use organic products for 1 to 3 years, 20 percent of the respondents use organic products above 3 years and 10 percent of the respondents use organic products for very long time. Majority of the respondents use Organic products for about 1-3 years.

CHART2.CONSUMER AWARENESSTOWARDS ORGANIC FOOD PRODUCTS





III. LEVEL OF AWARENESS TOWARDS ORGANIC FOODPRODUCTS

The following table represents the consumers awareness towards organic food products.

Table3. CONSUMER AWARENESS

Particulars	HA		A		N		SA		UA		Mean Score	Standard Deviation
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
Fruits	119	79.3	10	6.66	14	9.33	03	0.2	04	2.6	1.43	0.937
Vegetables	75	50.0	59	39.3	8	5.33	7	4.66	1	0.66	1.68	0.838
Dairy Products	37	24.6	44	29.3	59	39.3	8	5.33	2	1.33	2.30	0.947
Tea	16	10.6	61	40.6	53	5.3	11	7.33	9	0.6	2.55	0.973
Millets	52	34.6	57	38.0	23	15.3	13	8.66	5	3.33	2.09	1.074
Pulses and Beans	48	29.3	52	27.3	32	23.3	8	7.3	10	12.7	2.20	1.147
Cereals	42	28.0	51	4.0	44	9.3	7	4.66	6	0.4	2.23	1.037
Snacks	26	17.3	50	33.3	54	36.0	10	66.6	10	66.6	2.52	1.066
Nuts, Seeds and Dry Fruits	69	46.0	49	32.6	24	16.0	6	4.0	2	1.33	1.80	0.867
Beverages	48	32.0	47	31.3	17	11.3	12	8.0	6	4.0	2.21	1.101

Spices	50	33.3	46	30.6	37	24.6	10	6.66	7	4.6	2.20	1.111
Herbs	44	29.3	53	35.3	38	25.3	12	8.0	3	2.0	2.18	1.010
Medicines	56	37.3	49	32.6	33	22.0	9	6.0	3	2.0	2.03	1.006
BodyHealthCare	48	32.0	53	35.3	31	20.6	11	7.33	7	4.6	2.17	1.104
FacialCare	28	18.6	60	40.0	43	28.6	12	8.0	7	4.6	2.37	1.014
Baby and KidCare	46	30.6	59	39.3	30	20.0	8	5.33	7	4.6	2.15	1.064
HairCare	49	32.6	56	37.3	28	18.6	13	8.66	4	2.6	2.11	1.046

From the above table it is clear that the level of awareness scores that was found to be the highest in the Consumers awareness towards the organic products are Tea and Snacks with a mean score of 2.55 and 2.52 respectively. This was followed by Facial care and Dairy Products with the mean score of 2.37 and 2.30 respectively. Cereals and Beverages with the mean score of 2.23 and 2.21 respectively. Spices and Pulses and Beans with the mean score of 2.20 and 2.20 respectively. Herbs and Body Health Care with the mean score of 2.18 and 2.17 respectively. Hair Care and Millets with the mean score of 2.11 and 2.09 respectively. Medicines and Nuts, Seeds and Dry Fruits with the mean score of 2.03 and 1.80 respectively. Vegetables and Fruits with the mean score of 1.68 and 1.43 respectively are the lowest level of awareness in the organic food products.

IV. CONSUMER PREFERENCE TOWARDS ORGANIC PRODUCTS

The following table represents the consumer preference towards organic products.

Table 4. CONSUMER PREFERENCE

Particulars	Total Score	Garret Mean Score	Mean Ranking
Maintain good health	9455	63.03	I
Prefertasteandfeeling	8301	55.34	IV
Qualityoffood	8234	54.89	VI
Accessibility	8337	55.58	III
Freshness	8278	55.18	V
Storeambiance	8168	54.45	VII
Explanationandreception	6782	45.21	VIII
Freefromchemicalpesticides	6439	42.92	IX
Commercial advertisement regarding nutritional value of organic food products with attractiveslogan	8475	56.50	II

Garret ranking technique was used to analyze the various reasons for preferring organic food products. The above table indicates that Maintain good health holds the first rank (with the mean score of 63.03) followed by a preference for taste and feeling, quality of food, accessibility, freshness, store ambience, explanation and reception, free from chemical pesticides, commercial advertisement regarding nutritional value of organic food products with attractive slogan. The table shows that maintain good health holds the top rank.

V. FACTORS INFLUENCING CONSUMER TO BUY ORGANIC PRODUCTS

The following table represents the factors influencing consumer to buy organic products.

Table 5. CONSUMER FACTORS

PARTICULARS	NO OF RESPONDENTS					Weighted Average Score	Mean Score	Rank
	HS (5)	S (4)	N (3)	DS (2)	HDS (1)			
Organic foods taste better than traditional foods	112 (560)	17 (68)	10 (30)	4 (8)	7 (7)	673	44.86	II
Organic foods are more nutritious than traditional foods	37 (185)	90 (360)	15 (145)	5 (10)	3 (3)	703	46.86	I
Organic foods reduce the risk of illness	53 (265)	30 (120)	60 (180)	30 (60)	1 (1)	626	41.73	III
The vitamins and minerals content of organic foods are more than those of traditional foods	46 (230)	55 (220)	40 (120)	2 (4)	6 (6)	580	38.66	XII
Organic foods are more reliable than traditional foods	42 (210)	79 (316)	24 (72)	3 (6)	2 (2)	606	40.40	VI
I think the consumption of organic food is a trend	53 (265)	51 (204)	40 (120)	3 (6)	2 (2)	597	39.80	VIII
Organic foods are more healthy	66 (330)	50 (200)	26 (78)	2 (4)	6 (6)	618	41.20	IV

Organic foods protect the environment	29 (145)	85 (340)	30 (90)	3 (6)	3 (3)	584	38.93	XI
Organic foods are of more quality	45 (225)	58 (232)	40 (120)	2 (4)	5 (5)	586	39.06	X
To protect/ safeguard by health condition	44 (220)	70 (280)	30 (90)	2 (4)	4 (4)	598	39.86	VII
Animals are treated better	38 (190)	77 (308)	27 (81)	5 (10)	3 (3)	592	39.46	IX
Fresher than conventional food	51 (255)	66 (264)	27 (81)	3 (6)	3 (3)	609	40.60	V

The above table indicates that the Organic foods are more nutritious than traditional foods (With the mean score of 46.86, Rank I) followed by a Organic foods taste better than traditional foods with Rank II, Organic foods reduce the risk of illness with Rank III, Organic foods are more healthy with Rank IV, Fresher than conventional food with Rank V, Organic foods are more reliable than traditional foods with Rank VI, To protect/ safeguard by health condition VII, i think the consumption of organic food is a trend VIII, animals are treated better IX, organic foods are more quality X, organic foods protect the environment XI, the vitamins and minerals content of organic foods are more than those of traditional foods XII. The table shows that organic foods are more nutritious than traditional foods holds the top rank.

VI. BARRIERS FACED BY CONSUMERS WHILE OPTING FOR ORGANIC FOOD PRODUCTS

The following table represents the barriers faced by consumers while opting for organic food products.

Table 6. CONSUMER BARRIERS

PARTICULARS	NO OF RESPONDENTS					Weighted Average Score	Mean Score	Rank
	HS (5)	S (4)	N (3)	DS (2)	HDS (1)			
Non availability of organic products	78 (390)	23 (92)	37 (111)	8 (16)	4 (4)	613	40.86	II
Higher price	46 (230)	83 (332)	16 (48)	4 (8)	1 (1)	619	41.26	I
Lack of varieties	41 (205)	36 (144)	65 (195)	3 (6)	5 (5)	555	37.00	VIII
Mislabeling	20 (100)	67 (268)	49 (147)	11 (22)	3 (3)	540	36.00	IX
Lack of certificate	40 (200)	54 (216)	49 (147)	6 (12)	1 (1)	576	38.40	VI
Lack of knowledgeable employees in the shop to explain its benefits	41 (205)	50 (200)	54 (162)	3 (6)	2 (2)	575	38.33	VII
Very few organic stores	44 (220)	66 (264)	36 (108)	3 (6)	1 (1)	605	40.30	III

Lowquality	44 (220)	66 (264)	31 (93)	7 (14)	2 (2)	593	39.53	V
Priceisnotuniqueinallsh ops	48 (240)	63 (252)	35 (105)	2 (4)	2 (2)	603	40.20	IV

The above table indicates that the higher price(with the mean score of 41.26, rank 1) followed by a non availability of organic products II, very few organic store III, Price is not unique in all shopsIV, low quality V, lack of certificate VI, lack of knowledgeable employees in the shop VII, lack of varieties VIII, mislabeling IX. The table shows that non availability of organic products holds the top rank.

DISTRIBUTION OF RESPONDENTS BY THEIR AWARENESS: CHISQUARE ANALYSIS

Relationship between educational qualification and their awareness about organic food products.

In this section an attempt is made to analyze the educational qualification of the respondents and their awareness about organic food products. It was decided to measure the association between the educational qualification of the respondents and their awareness about organic food products by applying chi square. The identified personal and educational qualification which influences the awareness of respondents about organic food products is educational qualification.

ASSOCIATION BETWEEN THE EDUCATIONAL QUALIFICATION OF THESE RESPONDENTS AND THEIR AWARENESS ABOUT ORGANIC FOOD PRODUCTS

It is expected that the educational level of the respondents would influence their awareness level. Attempt has been made to examine the association between the awareness in organic food products and the educational level. For which the following null hypothesis has been framed.

NULL HYPOTHESIS (H₀): There is no significant relationship between the educational level and consumers awareness about the organic food products.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between the educational level and consumers awareness about the organic food products.

Table 7. EDUCATIONAL LEVEL AND AWARENESS

particulars	Calculated value	P value	Degree of freedom	Level of significance	Significance Level
Fruits	14.230	0.024	16	5%	Significance
Vegetable	15.644	0.478	16	5%	Not Significance
Daily products	17.129	0.377	16	5%	Not Significance

Tea	19.775	0.231	16	5%	NotSignificance
Millets	17.872	0.331	16	5%	NotSignificance
Pulses and Beans	13.958	0.045	16	5%	Significance
Cereals	29.285	0.022	16	5%	Significance
Snacks	18.738	0.282	16	5%	NotSignificance
Nuts, Seeds and Dry	12.217	0.034	16	5%	Significance
Beverages	21.984	0.144	16	5%	NotSignificance
Spices	20.758	0.188	16	5%	NotSignificance
Herbs	16.470	0.021	16	5%	Significance
Medicines	11.376	0.786	16	5%	NotSignificance
Body HealthCare	18.615	0.289	16	5%	NotSignificance
FacialCare	22.174	0.038	16	5%	Significance
Baby and KidCare	13.873	0.608	16	5%	NotSignificance
HairCare	14.732	0.048	16	5%	Significance

The above table shows that, the determined value of chi- square test is more than the table at 5% significance level for the factors Fruits, Pulses and Beans, Cereals, Nuts seeds and dry fruits, Herbs, Medicines, Facial care and Hair care. Thus the alternative hypothesis is accepted and then the null hypothesis is rejected. Hence, there is no significant relationship between the educational level and awareness of organic food products.

VII. CONSUMERS SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS

In order to find out the consumers level of satisfaction 5 point likert scale is carried out.

Table 8. CONSUMERS SATISFACTION

PARTICULARS	NO OF RESPONDENTS					Total Score	Mean Score	Rank
	HS (5)	S (4)	N (3)	DS (2)	HDS (1)			
Product performance	88 (440)	32 (128)	19 (57)	10 (20)	1 (1)	646	4.30	I
Clarity of product information	30 (150)	98 (392)	17 (51)	4 (8)	1 (1)	602	4.01	VIII
New products makes quick result	46 (230)	51 (204)	49 (147)	3 (6)	1 (1)	588	3.92	X
Product reliability	36 (180)	85 (340)	26 (78)	2 (4)	1 (1)	603	4.02	VII
Usage of natural ingredients	57 (285)	73 (292)	17 (51)	1 (2)	2 (2)	632	4.21	II
Standard quality	50 (250)	76 (304)	20 (60)	1 (2)	3 (3)	619	4.12	V
Long lasting effect	55 (275)	61 (244)	29 (87)	2 (4)	3 (3)	613	4.08	VI

Expectation met	42 (210)	79 (316)	20 (60)	6 (12)	3 (3)	601	4.00	IX
Qualityretention	59 (295)	67 (268)	18 (54)	4 (8)	2 (2)	627	4.18	III
Fairprices	52 (260)	79 (316)	14 (42)	2 (4)	3 (3)	625	4.16	IV

From the table, it clearly indicates that consumers organic products are highly satisfied with the product performance (mean score= 4.30, rank= 1), usage of natural ingredients

II,qualityretentionIII,fairpricesIV,standardqualityV,longlastingeffectVI,productreliability VII, clarity of product information VIII, expectation met IX, new product makesquickresult X.

This shows that most of the respondents using organic products are highly satisfied and satisfied about the quality, quantity, past experience, performance etc. They also encourage othersto useorganicproducts.

FINDINGS, CONCLUSION AND SUGGESTIONS

CHAPTER V

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS

I. SOCIOECONOMIC PROFILE

- The result of the study shows that 57 percent of the respondents are women. It shows that women use organic products more than men.
- The result of the study shows that among the five age groups, most of the respondents using organic products were belonging up to 25 years of age.
- The result of the study shows that most of the respondents using organic products were Post graduates. Educated consumers easily understand the benefits of organic products than Non-Organic products.
- The result of the study shows that 26 percent of the respondents using organic products were private employees.
- The result of the study shows that 33 percent of the respondents using organic products earn monthly income less than 15000.
- The result of the study shows that 35 percent of the respondents are in urban and rural area.
- The result of the study shows that 38 percent of the respondents having 4-6 members in the family.
- The result of the study shows that 60 percent of the respondents are living in joint family.

II. CONSUMERS AWARENESS ABOUT THE ORGANIC FOOD PRODUCTS

- It was found that all respondents were aware of organic products. The study reveals that respondents came to know about organic products from family 40 percent, friends 25 percent, colleagues 11 percent, advertisements 33 percent, social media 30 percent, others 11 percent. Majority of the respondents came to know about organic products from family.
- The study reveals that respondents where you purchase the organic products from supermarket 46 percent, Producers farm 48 percent, and organic products shop 58

percent. Majority of the respondents purchase the organic products from organic products shop.

- It was found that family & friends 58 percent, colleagues 14 percent, advertisements 37 percent, social media 43 percent influence the most while choosing the Organic Products. The study indicates that most of the respondents get influenced by family & friends.
- The analysis shows that level of interest in buy organic products from very high 39 percent, high 34 percent, moderate 53 percent, low 17 percent, very low 9 percent. Majority of the respondents level of interest in buying organic products from moderate.
- It reveals that majority of the respondents have using organic products between 1-3 years.

MEAN SCORE RESULTS

From the above table it is clear that the level of awareness scores that was found to be the highest in the Consumers awareness towards the organic products are Tea and Snacks with a mean score of 2.55 and 2.52 respectively. This was followed by Facial care and Dairy Products with the mean score of 2.37 and 2.30 respectively. Cereals and Beverages with the mean score of 2.23 and 2.21 respectively. Spices and Pulses and Beans with the mean score of 2.20 and 2.20 respectively. Herbs and Body Health Care with the mean score of 2.18 and 2.17 respectively. Hair Care and Millets with the mean score of 2.11 and 2.09 respectively. Medicines and Nuts, Seeds and Dry Fruits with the mean score of 2.03 and 1.80 respectively. Vegetables and Fruits with the mean score of 1.68 and 1.43 respectively are the lowest level of awareness in the organic food products.

CHI SQUARE ANALYSIS

The study indicates that educational level and awareness in Consumers organic food products does have significant association with the Consumers.

III. TO STUDY THE CONSUMERS PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS

GARRET RANKING TECHNIQUE RESULTS

Garret ranking technique was used to analyze the various reasons for preferring organic food products. The above table indicates that Maintain good health holds the first rank (with the mean score of 63.03) followed by a prefer taste and feeling, quality of food, accessibility, freshness, store ambience, explanation and reception, free from chemical pesticides, commercial advertisement regarding nutritional value of organic food products with an attractive slogan. The table shows that maintain good health holds the top rank.

IV. TO IDENTIFY THE FACTOR INFLUENCING CONSUMERS TO BUY ORGANIC FOOD PRODUCTS

The above table indicates that the Organic foods are more nutritious than traditional foods (With the mean score of 46.86, Rank I) followed by a Organic foods taste better than traditional foods with Rank II, Organic foods reduce the risk of illness with Rank III, Organic foods are more healthy with Rank IV, Fresher than conventional food with Rank V, Organic foods are more reliable than traditional foods with Rank VI, To protect/ safeguard by health condition VII, I think the consumption of organic food is a trend VIII, animals are treated better IX, organic foods are more quality X, organic foods protect the environment XI, the vitamins and minerals content of organic foods are more than those of traditional foods XII. The table shows that organic foods are more nutritious than traditional foods hold the top rank.

V. TO EVALUATE THE BARRIERS FACED BY CONSUMERS WHILE OP TING FOR ORGANIC FOOD PRODUCTS

The above table indicates that the non availability of organic products (with the mean score of 40.80, rank 1) followed by a very few organic stores II, price is not unique in all shops III, higher price IV, low quality V, lack of certificate VI, lack of knowledgeable employees in the shop VII, lack of varieties VIII, mislabeling IX. The table shows that non availability of organic products holds the top rank.

VI. TO ASSESS THE LEVEL OF SATISFACTION

From the table, it clearly indicates that consumers organic products are highly satisfied with the product performance (mean score= 4.30, rank=1), usage of natural ingredients II, quality retention III, fair prices IV, standard quality V, long lasting effect VI, product reliability VII, clarity of product information VIII, expectation met IX, new product makes quick result X.

This shows that most of the respondents using organic products are highly satisfied and satisfied about the quality, quantity, past experience, performance etc. They also encourage others to use organic products.

CONCLUSION

Now a days people are facing many health issues because of non organic food products that are produced using toxic pesticides and fertilizers. The consumers are aware about organic products. They believe that the organic products will improve the quality of life and they know that these products can address the health issues as well. Consumers have high awareness on the benefits of products for the health. Consumers have level of awareness on purchasing organic products. Consumers highly prefer organic products for maintain good health. The main reason for influencing consumer to buy organic products is organic foods are more nutritious than traditional foods. The main barrier faced by the consumer for opting non availability of organic products. The customers are highly satisfied towards organic food products for their product performance. To conclude the consumer's attitude and buying intention of organic products which will be useful to the organic farmers. To promote and improve organic farming and to attract more consumers to lead a healthy lifestyle.

SUGGESTIONS

- ✓ Organic food products can be made available at fair price shops.
- ✓ Organic food products should be packed organically.
- ✓ Advertisement plays a major role to create awareness and information on durable products. It must be attractive and it develop the brand image.
- ✓ Organic product companies must develop and offer more attractive schemes to encourage and draw more consumers.
- ✓ The price of some organic products are higher, so it should be available in less price.

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ANNEXURE

ANNEXURE

I. SOCIOECONOMICPROFILE

1. Name: _____

2. Gender:

- a) Male[]
- b) Female[]

3. Age:

- a)Upto25yrs[]
- b)26–35yrs[]
- c)36–45yrs[]
- d)46–55yrs[]
- e)55yrsandabove[]

4. EducationalQualification:

- a) Uptoschool level[]
- b) Undergraduate[]
- c) Postgraduate[]
- d) Professional[]
- e) Others[]

5. OccupationalStatus:

- a) Student[]
- b) Business[]
- c) Privateemployee[]
- d) Govtemployee[]
- e) Professional[]
- f) Others[]

6. Monthly income:

- a) Less than 15000 []
- b) 15000-20000 []
- c) 20000-25000 []
- d) Above 25000 []

7. Area of Residence:

- a) Urban []
- b) Rural []
- c) Semi-urban []

8. No of members in family:

- a) Upto 3 members []
- b) 4–6 members []
- c) More than 6 members []

9. Type of family:

- a) Joint family []
- b) Nuclear family []

II. CONSUMER AWARENESS

10. Are you aware of organic products?

- a) Yes []
- b) No []

11. How do you know come to about organic products?

- a) Family []
- b) Friends []
- c) Colleagues []
- d) Advertisements []
- e) Social media []
- f) Others []

12. Where you purchase the organic products?

- a) Supermarket[]
- b) Producers farm[]
- c) Organic products shops[]

13. Which factor influences you the most while choosing the organic food products?

- a) Family and friends[]
- b) Colleagues[]
- c) Advertisement[]
- d) Social media[]

14. State your level of interest in buying organic products?

- a) Very high []
- b) High []
- c) Moderate []
- d) Low []
- e) Very low []

15. How long you have been using organic products?

- a) Less than 1 year []
- b) 1-3 years []
- c) Above 3 years []
- d) Very long time []

III. CONSUMERS AWARENESS ABOUT THE ORGANIC FOODPRODUCTS

16. To find out awareness of consumers about the organic foods.

Particulars	Extremely Aware	Moderately Aware	Somewhat Aware	Slightly Aware	Not at all aware
Fruits					
Vegetables					
Dairy Products					
Tea					
Millets					
Pulses and Beans					
Cereals					
Snacks					
Nuts, Seeds and Dry Fruits					
Beverages					
Spices					
Herbs					
Medicines					
Body Health Care					
Facial Care					
Baby and Kid Care					
Hair Care					

IV. CONSUMER PREFERENCE ABOUT THE ORGANIC FOOD PRODUCTS

17. To study the consumer preference towards organic food products.

SA-Strongly Agree A-Agree N-Neutral D-Disagree SDA-Strongly Disagree

PARTICULARS	SDA	DA	N	A	SA
Maintain good health					
Prefer taste and feeling					
Quality of food					

Accessibility					
Freshness					
Store ambience					
Explanation and reception					
Free from chemical pesticides					
Commercial advertisement regarding nutritional value of organic food products with attractive slogan					

V. FACTORS INFLUENCING CONSUMER TO BUY ORGANIC FOOD PRODUCTS

18. To identify the factor influencing consumer to buy organic food products.

SA-Strongly Agree A-Agree N-Neutral D-Disagree SDA-Strongly Disagree

PARTICULARS	SDA	DA	N	A	SA
Organic food taste better than traditional foods					
Organic foods are more nutritious than traditional foods					
Organic foods reduce the risk of illness					
The vitamins and mineral content of organic foods are more than those of traditional foods					
Organic foods are more reliable than traditional foods					
I think the consumption of organic foods is a trend					
Organic foods are more healthy					
Organic goods protect the environment					
Organic goods are of more quality					
To protect/safeguard my health condition					
Animals are treated better					
Fresher than conventional food					

VI. BARRIERS FACED BY CONSUMERS WHILE OPTING FOR ORGANIC FOOD PRODUCTS

19. To evaluate the barriers faced by consumers while opting for organic food products.

SA-Strongly Agree A-Agree N-Neutral D-Disagree SD-Strongly Disagree

PARTICULARS	SA	A	N	D	SD
Non-availability of organic products					
Higher price					
Lack of varieties					
Mislabeling					
Lack of certification					
Lack of knowledgeable employees in the shop to explain its benefits					
Very few organic stores					
Low quality					
Price is not unique in all shops					

VII. CONSUMERS SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS

20. To assess the level of satisfaction

HS-Highly Satisfied S-Satisfied N-Neutral DS-Dissatisfied HDS-Highly Dissatisfied

PARTICULARS	HS	S	N	DS	HDS
Product Performance					
Clarity of product information					
New product makes quick result					

Productreliability					
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Usageofnaturalingredients					
Standardquality					
Longlastingeffect					
Expectationmet					
Qualityretention					
Fairprices					