

**CONSUMERS TRANSITION OF TRADITIONAL PRODUCT CONVENTION
TOWARDS ORGANIC FOOD PRODUCTS**

PROJECT REPORT

Submitted by

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**In Partial Fulfillment of the Requirements for the Award of the Degree of
Master of Commerce**



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Department of Commerce
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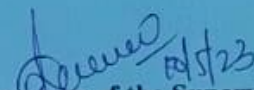
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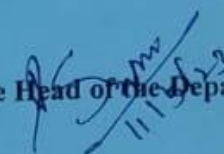
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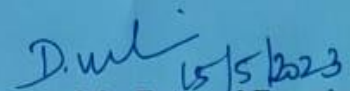
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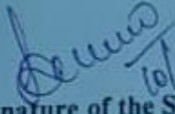


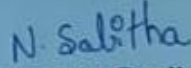
DECLARATION

I hereby declare that this project work entitled "CONSUMERS TRANSITION OF TRADITIONAL PRODUCT CONVENTION TOWARDS ORGANIC FOOD PRODUCTS" submitted to Department of Commerce, Avinashilingam institute For Home Science and Higher Education For Women, Coimbatore, in partial fulfillment of the requirements for the award of the Degree of Master of Commerce is the record of the original project work done by me during the period of study, under the supervision and guidance of Dr.P. Deivanai M.Com., M.Phil, MBA., Ph.D., PGDCA, PGDED Assistant Professor, Department of Commerce.

Place: Coimbatore

Date: 10.05.2023


Signature of the Supervisor


Signature of the Candidate

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Abstract

In recent years, people are concentrating about their health consciousness and they are searching for new like organic food products which are prevent the health issues. This shift is driven by a number of factors including increasing consumer awareness about the potential health and environmental benefits of organic food, as well as concerns about the use of synthetic pesticides and fertilizers in conventional agriculture. The present study focuses on past research to identify any gaps in consumer adoption of organic food products and conducts a full investigation of relevant topics in both the agricultural produce and marketing sectors. The study aims to identify the reasons for transiting towards organic food products, factors facilitating on purchase on organic food products, awareness on purchase of organic food products, customer satisfaction on purchase of organic food products and the problems faced by consumers while purchasing organic food products. By well framed questionnaires, primary data were collected from consumers of organic food products. The secondary data is gathered from both published and unpublished sources, such as journals, annual reports, magazines, newspapers, and various published documents. Percentage analysis, weighted ranking method, chi square test, one way ANOVA, regression analysis, garret ranking and factor analysis were the statistical tools used in this study. The study's finding is that there are some key motivators for buying organic food items, including factors influence to motivate and create awareness, consumer knowledge and ease the process. This study has emphasized the key aspects of switching from conventional to organic food products, which will have a significant effect on how society develops in the future based on organic products.

Keywords: Organic Food, Transition, Conventional Food, Traditional Products

CHAPTER 1

INTRODUCTION

“Let food be thy medicine, the medicine shall be thy food”

- Hippocrates

Organic food products have seen a significant rise in popularity in recent times, as consumers have become more conscious of the food they consume and its impact on their health and the environment. In recent times, some people are putting their life at risk with harmful pesticides and fertilizers. In India, population growth is increasing. By the growth of population, the need for the food also growing in day to day life. To fulfill the needs of the food production, they are using the chemical fertilizers, toxic pesticides and hybrids. By using this human health and the nature are being adversely affected. For this problem, organic farming is the only way to protect ourselves and nature from the deadly chemicals. Now a days, awareness about the organic agriculture in India is increasing among the farmers. (Pawar amruta vijay, 2023).

From the beginning of human life, everyone has needed food, water, and air to survive in the world. Both the water and air are the natural elements, however choosing what to consume or not can be very tough while looking for nourishment. One of the life's fundamental needs is food, which is also a necessity for every creature. Food plays a variety of functions in human life. "Any nourishing substance that people, animals, or plants consume to preserve life and growth" is the definition of "food" (Oxford Dictionary, 2016). Health is more important than formal education today's scenario of human life so it starts with food. (Smita & ET, 2017).

Food plays a major important role in day to day life of human. Both the parents and the teachers of the pupils must teach them about healthier lifestyle. The youngsters are interested in eating traditional foods prepared in traditional ways and using ingredients that their forefathers used and is aware of how the food they eat impacts their health. The lack of traditional nourishment in hotels, canteens, restaurants, markets, or other locations they keep returning their biggest challenges. (Dhanalakshmi, 2018). Foods are organically produced and consumed at higher rates than in previous decades. The percentage of farm and agricultural land is rising, and almost all countries in the world practice organic farming (Radman, 2005).

Organic Farming:

Now a day's organic farming is increasing not only in India but also in all over the world. Many peoples in the society have started feeling that they are using disenchant agricultural products which are produced using chemicals, so people are started to make effort to buy the organically cultivated food products (Gunaseelaprabhu, Ramya, 2019). Organic farming is a kind of farming that considers environmental conservation. The smallest amount of chemicals are included in the pesticides and fertilisers used in organic farming, which also results in less degradation of waterways. Additionally, organic farming protects animal welfare by maintaining them in surroundings that are more natural and free in order to reduce the use of antibiotics in veterinary care. In the farming process, it avoids irradiation and genetic modification (GM), which safeguards the crops. Therefore, biodiversity and wildlife are encouraged by organic farming. As a result, it differs from traditional farming. (Pawar amruta vijay, 2023)

Over the previous few centuries, the human population has increased tremendously, necessitating the creation of quick-growing agricultural products and the use of chemical pesticides and fertilizers. Agriculture is gradually transitioning back to an environmentally friendly, sustainable method known as organic farming after realizing the long-term harm caused by such practices that produce short-term benefits. Organic food items have gradually but certainly drawn customers' attention as a result of an ecologically responsible farming strategy. As consumers become more aware of the long-term negative effects of consuming food which has been pesticide-coated, which can results in deadly diseases like cancer, Alzheimer's disease, endocrine dysfunction, and many others, they are gradually switching to purchase organic food products. Social, economic, and ecological aspects of sustainable agriculture have been made about due to the effects of industrialized growth on organic food products. The twentieth century had seen the technological transformation of farming.

The technological revolution has brought more sustainable methods towards using farming resources, produce enough food, develop machines, and improve the yield of chemical fertilizers. Governments, consumers, and producers are moving towards the goal of realizing the benefits that can be obtained through more sustainable farming practices. In developed nations, organizational policies have emerged to demand for appropriate food production techniques. In order to develop an agriculture and farming system that seems to be ethical, environmentally friendly, and commercially successful, organic farming has been a crucial strategy. Industrialized countries decided to pay attention to organic food items in 1990.

As consumers become more aware, they have evolved to favor organic food over conventional food products. In today's educated society, where there is a great emphasis on nutritional and health qualities, additives made with natural ingredients are preferred. In the agricultural sector, the market for organic products has grown to become well-established. With this context, it is important to comprehend the change that has been occurring in the market for organic food consumption.

Current Status of Organic Farming:

Organic farming in India has seen significant growth in recent years, due in part to the increasing awareness of the health and environmental benefits of organic products. India is now one of the largest producers of organic products in the world, with a significant number of farmers adopting organic farming practices. The Indian government has been actively promoting organic farming in the country, with several initiatives aimed at increasing the adoption of organic farming practices, improving the quality of organic products, and creating a market for organic products. The government has also set a target of converting 5 million hectares of land to organic farming by 2020.

In terms of the market for organic products, the demand for organic food in India is growing, driven by increasing health consciousness and awareness of the environmental impact of conventional agriculture. The organic food market in India is expected to continue growing in the upcoming years, as more consumers become aware of the benefits of organic products and demand for organic food continues to rise. Overall, the growth of organic farming in India is a positive development, as it helps to promote sustainable agriculture, improve the quality of food products, and support the livelihoods of farmers.

Organic farming is a growing industry that has seen significant growth in recent years, with more and more consumers demanding organic food options. In many countries, the organic food market is expanding as consumers become increasingly aware of the health and environmental benefits of organic products. Additionally, advancements in organic farming techniques and technologies have made it easier for farmers to produce high-quality organic crops and livestock. However, despite the growth of the organic farming industry, it still faces some challenges. Organic farming can be more labour-intensive and requires more time and resources compared to conventional farming methods. Additionally, the lack of standardization and certification procedures for organic products can lead to confusion and mistrust among consumers. The higher cost of organic food compared to conventional food is another challenge, as many consumers are unable or unwilling to pay a premium for organic products.

In financial year 2022, more than two percent of the net area in India was under organic farming, this was an increase from last year. In general, the area under organic farming has increased continuously, signifying more demand for organic food. Experts estimate that the global organic food industry was worth \$110.25 billion in 2016; between 2017 and 2022, it is expected to increase at a CAGR of 16.15% in value, reaching \$262.85 billion. The organic food market has experienced an astonishing growth rate for a sector of its size. India ranks at the top of countries with the most organic producers worldwide, according to a new research by "World of Organic Agriculture in 2018". According to statistics, India has 835,000 producers who are certified as organic, which represents more than 30% of the 2.7 million organic farmers worldwide. Because they are healthy, free from the use of toxic pesticides and fertilisers, more nutritious, and environmentally friendly, organic food items are growing in popularity. However, the idea of organic food is not new. It is the result of a shift in mind set about healthy eating behaviours and can be viewed as a return to the traditional and natural eating behaviours that men have long practised.

There are increasing health risks everywhere due to the rise in sedentary lifestyles, in which people do not engage in sufficient levels of physical activity. Over 135 million people in India today are all at risk for health problems like diabetes, hypertension, obesity, and hormonal abnormalities, which has sparked concern and made consumers aware of the significance of food quality and safety (Ahirwar & Mondal, 2019). Nowadays, a lot of people adhere to the adage "You are what you eat," which has significantly increased demand for organic food (Norman et al., 2000). Additionally, consumers' disposable income has increased in line with this, making it possible for them to afford to buy organic food in order to improve their quality of life (Kriwy and Mecking, 2012).

In conclusion, the organic farming industry is seeing significant growth and has become more mainstream, but it still faces challenges that need to be addressed. However, as consumer demand for organic food continues to rise, it is likely that the organic farming industry will continue to grow and evolve in response.

Types of Organic Farming:

India is a large country with a variety of organic agricultural practises that vary widely based on the type of soil and climatic conditions that predominate throughout the country. The two main categories of organic farming are as follows:

1. Integrated Way of Organic Farming

The majority of the country, integrated organic farming is practised. The two fundamental aspects of organic farming are integrated nutrient management and pest management. Since earlier civilizations, integrated organic farming has been practised in Indian villages. By incorporating all the necessary

elements from natural resources, farmers may harvest crops while ensuring that they retain their full nutritional worth. In a natural approach, it simultaneously assists in protecting the plants from insect damages. In order to boost crop production through integrated organic farming, successive governments have over the years started a farmer awareness campaign to educate and train farmers. As a result, integrated organic farming has gained enormous popularity, which has improved agricultural yield—even in hilly areas like the North-eastern states. Meghalaya is a prime example of how integrated organic farming has improved agriculture. India has adopted integrated agricultural practises such as crop rotation and double and triple cropping systems, which have allowed the country's farmers to steadily raise their revenue over time.

2. Pure Form of Organic Farming

The only organic manures and insecticides are used in the pure type of organic farming. In particular, the herbicides employed in this type of farming don't include any chemicals. These pesticides are only produced using natural ingredients like neem, etc. In other words, we can argue that true organic farming completely forgoes the use of synthetic fertilisers, pesticides, and inorganic chemicals of any type.

3. Integration of Different Farming Systems

Along with the usual crop components, integrating multiple farming systems entails a number of additional farming activities, such as raising chickens, mushrooms, goats, and fish ponds.

Features of organic farming

1. Organic farming material which safeguards the quality of soil and also boosts up the biodiversity.
2. Fixation of nitrogen in soil by using legumes.
3. Organic farming which provides nutrition's indirectly to plants through the micro-organism of soil.
4. Controlling of pests and weeds which is based on the methods of crop rotation, biological diversity, natural predators, organic manures and chemical, thermal and intervention of biological activities.
5. Natural habitats and wildlife, rearing of livestock can be conserved.

Conventional Food Products:

'Conventionally grown' is a term used in agriculture to indicate a method of producing agricultural goods like edible plants. Fertilizers are used in conventional farming to increase crop yield. Insects and other pests that could harm crops are exterminated by farmers by spraying insecticides on their fields. Herbicides are utilized in these farming techniques to weed out unwanted crops. Traditional farmers inject reproductive pills, antibiotics, and additives into their animals to increase production as well as prevent illness. Conventional food is produced using inexpensive fossil fuels, fertiliser, agricultural processing methods, and food packaging. Compared to other techniques of agricultural production, traditional food production directly threatens the consumer's as well as the environment.

Conventional food products refers to the traditional, widely available and mass produced food items that are typically found in grocery stores and supermarkets. These are typically produced using conventional agriculture methods and may contain additives, preservatives, and genetically modified ingredients. It is important to note that conventional food products are widely available, they may not always be the healthiest options due to their high levels of artificial ingredients, additives and preservatives. Examples of conventional food products.

- Processed food (e.g. packaged snacks, frozen dinners, baked goods)
- Non organic fruits and vegetables
- Conventionally raised meat and dairy products
- Conventional grains (e.g. wheat, corn, rice)
- Conventional packaged drinks (e.g. soft drinks, fruit juices)

Problems Related to Conventional Farming

1. Conventional farming can affect the food chain.
2. Through conventional farming, soil fertility can be loss due to the lack of crop rotation and due to the excessive use of chemical fertilizers.
3. Soil erosion can occur due to the deep ploughing.
4. Conventional farming use more fuels for the purpose of cultivation.
5. Animals and plants of native can lose their space to exotic and hybrids.

Transition towards Consumption of Organic Food Products:

In recent years, there has been a growing trend towards the consumption of organic food products. This shift is driven by a number of factors including increasing consumer awareness about the potential health and environmental benefits of organic food, as well as concerns about the use of synthetic pesticides and fertilizers in conventional agriculture. Organic food is produced without the use of synthetic pesticides and fertilizers and must meet strict standards set by certifying organizations. As a result, many people believe that organic food is healthier and more environment friendly than the conventional food. In addition to these perceived benefits, consumers are also becoming more concerned about the long term sustainability of our food systems. Many people believe that conventional agriculture is not sustainable in the long run, as it relies on finite resources such as fossil fuels, and can lead to soil degradation and loss of biodiversity.

Over the past few years, the idea of such a food product has rapidly developed, from farmers to consumers. A modest but continuous resistance movement has begun to alter the "corporate" method of mass food production, which pollutes the land, the air, the water, and the soil while promoting the benefits of such packaged foods. Because of the structural modification of the genetic sequence DNA in genetically modified food crops, it is thought that these crops may cause undiscovered diseases in humans and as a result, people are avoiding them. It is believed that wax and other chemicals were used to coat the shiny packaging of fruits and vegetables so they don't attract flies and other insects. The requirement is quickly increasing in importance and acceptance among individuals all around the world. As a result, the marketing and consumption of food products are switching from conventional to organic. The shift towards this consumption may occur for a number of causes, all of which are covered in-depth in this research paper.

As a result of these trends, the demand for organic food products has been increasing and many grocery stores and supermarkets now offers a wide range of organic options. This shift towards the consumptions organic food products is likely to continue in the coming years, as more people become aware of the benefits of organic food, as concerns about the sustainability of our food systems continue to grow.

Distinguish between organic farming and conventional farming:

	Organic Farming	Conventional Farming
Meaning	An agricultural production system that avoids synthetic fertilizers, pesticides and genetically modified organisms.	A type of farming that uses synthetic fertilizers, pesticides and genetically modified organisms to increase yields and efficiency.
Crop yields	Yielding of crop is lower when compared to the conventional farming.	Yielding of crop is higher when compared to the organic farming.
Soil Health	Promotes soil health through the use of compost, cover crops and other natural methods.	Relies on synthetic fertilizers that can harm soil health over time.
Pest control	Relies on natural methods such as crop rotation, beneficial insects, and natural pesticides.	Uses synthetic pesticides to control pests.
Use of Antibiotics	Prohibits use of antibiotics for growth promotion in animals.	Allow use of antibiotics for growth promotion in animals.
Environmental Impact	Lower environmental impact due to reduced use of synthetic chemicals.	Higher environmental impact due to increased use of synthetic chemicals.
Cost of Production	Typically higher due to lower yields and less efficient use of inputs	Typically lower due to higher yields and more efficient use of inputs.
Consumer Health Benefits	Some studies suggest that organically grown foods contain higher level of nutrients, although more research is needed.	No significant health benefits compared to organic foods have been proven, but conventional foods are safe and regulated.

Organic Food Products:

The term 'organic' is derived from the Greek word which indicates the 'life or method for living'. Organic food was first initiated in the year 1940 and referred to the yielding of food, processed and stored or which handled with no chemical substances and modification of genetics to safeguard their originalities. (Pawar amruta vijay, 2023). Organic food are predominantly safe, it can be produced

using ecologically and environmentally sound method which does not involve synthetic inputs such as pesticides and chemical fertilizers, may not contain any genetically modified organisms and it does not involve any irradiations, solvents of industries or any chemical food additives (Paul and Rana, 2012).

The term "**organic**" can be used to describe food that has not been genetically modified or farmed without the use of toxic synthetic fertilizers or weed killers, among other things. The growing demand for organic food products are attributed to education and awareness, which have also played a significant role in changing people's perceptions of natural foods. (Rashmi Chaudhary and Ekta 2021) Consumers' interest in organic food items has increased significantly over the past 10 years in several industrialized nations, suggested by (Wier and Calverley 2002).

Generally defined, organic foods are products that have experienced minimal processing to preserve their nutritional value, free of artificial additives, preservatives, or radioactive. Organic products are produced using eco-friendly procedures and growing methods that take into consideration of both the qualities of the finished product and the manufacturing techniques. (Chandrasekhar 2014). Organic foods refer to food that does not contain any unnatural ingredients and it has been suggested that the organic label plays a significant role in the minds of consumers who value well-being, health, safety, quality, authenticity, and wholesomeness in food, and they typically buy organic food (Parras et al., 2013; Allen and Albala, 2007).

India is at 5th rank in terms of world organic agricultural land with 650000 organic producers and also the 1st in terms of total number of producers. Ministry of commerce and industries, government of India is implementing the national programme for organic production (NPOP). Among all states, Madhya Pradesh is the largest covered area under the organic certification followed by Maharashtra, Gujarat, Rajasthan, Odisha, Karnataka, and Uttarakhand, Sikkim, Uttar Pradesh and Jharkhand. (apeda.gov.in, 2022).

A product has been manufactured in accordance with the necessary requirements and has been certified as organic by a manufacturing organisation, so it can be categorised as **organic** (Ghofrani et al., 2017). The social attributes of organic food include the aspects of environmental protection or respecting the well-being of animals in organic farming, both of them are considered as non-utilitarian characteristics, and the fact that they are perceived by consumers' results from their altruism determining their behaviour (Łuczka-Bakuła, 2007). Accordingly, organic food is interpreted in such a wider context of the environment, its situation, and its relationship to agricultural production methods and health this may be due to consumers' increased environmental awareness, aggressive health

promotion, social marketing of businesses, and consumers' and producers' civic virtue. (Newerli-Guz and Miechowska, 2004).

To get the perspectives and opinions on organic food, a wide range of consumers of organic and non-organic food were approached and closely examined. Consumers of all organic food do not have approach organic food in the same way. The statistical method subsequently assists us in understanding the relationship and model of the trends in Indian consumer behavior for organic food. An ecological management and production system that promotes and enhances biodiversity, biological cycles, and soil biological activity is the concept described by the term "organic." The National Standards Board of the US Department of Agriculture (**USDA**) explains it as based on management approaches that restore, maintain, and develop "ecological harmony" and the minimal use of off-farm inputs. (Chandrashekar 2014). Since consumers are grown, raised, or manufactured without the use of chemicals and are acknowledged by national and international organizations as being high-quality organic products. Organic products aim to serve not only the needs of customers but also to assist and improve the environment. Because organic food is more widely recognized nowadays (Ghofrani et al., 2017). With sales exceeding \$114.5 billion in 1999, it is noted that organic food items are also one of the food market's fastest-growing segments in Europe, North America, Australia, and Japan. (Makatouni, 2002).

Nowadays, consuming organic products are strongly linked to issues of social, economic, and ecological sustainability in addition to the health issues. Experts in the agricultural and food industries believe that the trend towards organic food products has not yet peaked and that there is still significant scope for international growth in the organic market (Ebrahimi, 2007). Consumers are interested in purchasing organic food products. Although it growing tremendously in Malaysia. According to current statistics, the market for organic food items is currently the second-largest in the South, East Asian region, with increase in the organic consumption by annually 20% and the organic industry being worth US\$25 million. (Ramli, 2005; Organic Monitor, 2006).

(Selvarani, John, and Sim 2007) report that as people become more aware of the advantages of organic food. Malaysians are switching from commercially grown produce to organic food. Approximately 1% of the nation's farmland is dedicated to growing organic food. Although, the **Ministry of Agriculture and Agro-based Industry** established the organic certification programme **SOM (Skim Organik Malaysia)** in 2004, Chen (2007) noted that knowledge of organic food items is generally not promoted and the public is not well informed (Chen 2007). The demand of organic food products has emerged as a result of various factors. According to (Squires, Juric and Cornwell 2001), there are several reasons for including the statements of organic food product's taste which is better

than the conventionally growing foods, issues about health and nutrition, the environment and the use of chemicals and pesticides in conventional farming and the decrease in public's trust in industries, and animal welfare problems.

Singaporeans reported that more than 60% of people are consuming organic food items, and the majority cited personal health as their primary motivation, according to a **2005 Nielson Company survey** (The Straits Times (Singapore), November 21, 2007). Marketers must investigate the consumer purchasing behaviors and how they correspond to demographic and psychographic variables in order to promote organic food products. Planning marketing strategy requires this type of information extensively. Marketing initiatives should be targeted towards consumers who are more willing to spend more for organic food products and who have more favorable attitudes towards such products. (Musdiana Mohamad Salleh 2010). Because of its relative ease of measurement and application, socio-demographics have been the most frequently used variable for profiling, according to (**Schlegelmilch, Bohlen, and Diamantopoulos 1996**). This is supported by (**Bagozzi, et al.1998**), who agreed that age, gender, household income, and family size are common demographic factors exploited by marketers to segment markets. Additionally, they are common and easily accessible, and marketers think that customer habits are closely related to these factors (cited in Greenwell, Fink and Pastone, 2002, p.233).

(Wier and Calverley 2002) showed that the majority of research highlight health benefits as the primary reasons for purchasing organic food items. (Shaharudin's 2010) Malaysian consumers place relatively high levels of importance on perceived value and health consciousness while placing low levels of significance on safety issues and religious considerations when deciding if they want to buy organic food products. In the environment concerns, consumer are interested in buying organic products, and willingness to do prompted businesses to become more interested in organic marketing which is to start the significant improvements, and advance in innovations (Peattie & Crane, 2005).

The causes of this development is the perception among customers, that the organic food will not really harm the environment and it is healthier than produced food using traditional farming methods. Environmental and health concerns influence work perceptions, attitudes, and consumption of organic products (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). The most important characteristics that explain why consumers choose organic foods are their attitudes toward health and the environment. This situation highlights the value of researching consumer behavior, especially their intents and attitudes about purchasing organic foods (Irianto, 2015).

(Kalafatis, Pollard East & Tsogas 1999) investigating that actual purchase behaviour in context of organic products and in some previous studies that examined the model of attitudes and intentions

in behaviour of the organic product consumption has shown there are no consistent results yet. Health concerns are critical motivation for organic product purchase and consumption (Grankvist & Biel, 2001). (Makatouni 2002) found that attributes of health are the most significant variables effecting the intentions of consumer's to purchase organic product. Environmental concern is one of the primary motivation factors and reason for consumer's purchase any product including organic products is environmental concerns (Basha, Mason, Shamsudin, Hussain, & Salem, 2015).

Consumers of organic goods are more concerned with quality than they are with pricing (Basha et al., 2015). Taste, flavor, and chemical residues were all considered to be part of an organic product's quality (Xie et al., 2015). At this moment, quality has been acknowledged as one of the most important attributes for organic performance. The quality gap between conventional and organic products appears to be crucial for growing the percentage of regular consumers purchasing organic products (Tsakiridou et al., 2008).

Understanding something is a cognitive process, thus it has a significant impact on how people behave as consumers (Sapp, 1991). Knowledge on the organic product industry is essential because it can improve customer attitudes toward organic products and boost consumer understanding (Briz & Ward, 2009; Gil & Soler, 2006). Customers who have good attitudes regarding organic food are more likely to demonstrate positive behavior and create purchase intentions (Honkanen et al., 2006). The perception of organic products as being healthier than conventional alternatives is one of the factors most frequently cited in a consumer's positive attitude towards purchasing them. (Harper & Makatouni (2002) and Chinnici et al. 2002). Purchase intention mainly shows that what customers believe "they will buy" (Blackwell, 2001).

The demand for organic food products has increased due to concerns about the long term effects of consuming food contaminated with chemicals and the impact of conventional agriculture on the environment. Consumers are willing to pay a premium for organic products, which are often seen as being healthier, safer, and more environmentally friendly. In addition, advances in technology and transportation have made it easier for consumers to access organic food products, even in areas where they were previously difficult to find. The growth of online grocery shopping and home delivery services has also contributed to rise in popularity of organic food products. Overall, the trend towards organic food products shows no signs of slowing down, and it is likely that this trend will continue to grow in the coming years.

Advantages of Organic Food Products:

To sum up, the following are some prominent advantages of organic food over conventional food:

❖ Improving Nutrition

Organic food includes much more expensive supplements when compared to conventionally produced food which has been established over a longer period of time. A food product minerals, vitamins, and nutrient content act as reliable indicators of how nutritious it is. Organic farming enhances the soil's nutritional content, which is then transferred on to the animals and plants.

❖ Free from harmful chemicals

Pesticides and weedicides are dangerous synthetic substances which are not used in organic farming. Research shows that a significant proportion of people has already had diseases like a malignant growth that can turn into cancer after consuming toxic compounds used during conventional farming. Organic farming reduces the disorder and ailments they cause by avoiding those poisons.

❖ Better Taste

The taste of food also relates to its quality. Organic food often tastes better than conventional food. Fruits and vegetables grown organically have more sweetness due to the sugar in them.

❖ Prolonged shelf life

In comparison to conventional yields, organic plants have more prominent metabolic and essential integrity in their cell structure. This enhances the capacity of organic food which is to be stored for a longer period of time. Therefore, organic food has a longer shelf life and it is more consumable.

❖ Human health

Organic plants have more evident metabolism and essential integrity in their cell structure than conventional farming. This enhances the capacity of organic food to be stored for a longer time. As a result, organic food is more appealing and has a greater shelf life.

❖ GMO- and chemical free

Because of the strict regulation, organic food items are ensured to be manufactured without the usage of GMOs, artificial fertilizers, or harmful persistent pesticides.

❖ **High nutritional benefit**

The nutritional content of organic vegetables, fruits, and grains can be sustained and effectively absorbed by the human body because they are free of chemicals, which have no negative effects on human health.

❖ **Safe Environment**

Organic farming primarily focused on eco-friendly methods of agriculture. It helps to reduce soil erosion and water pollution. It promotes biodiversity conservation and improves ecological systems.

Myths about organic food products:

There are many myths about organic food, from their nutritional worth to their health benefits. The following are some common myths regarding organic food:

- ❖ Food that seems to be organic is more expensive.
- ❖ There is no danger of chemicals present in pesticides or fertilizers to human health.
- ❖ The production capacity of organic farming is insufficient to feed the world.
- ❖ When compared to normal foods, the taste is hardly different.
- ❖ All organic foods are not good for the environment.
- ❖ The word "Organic" is only a marketing trick.
- ❖ Food that is organic is not necessarily healthier.
- ❖ There is no proof or assurance that the organic food products available in the market are unique.

Global Organic Food Market

Foods produced using organic agriculture practises are referred to as natural foods. Organic farming often employs cultural, biological, and mechanical approaches that promote the recycling of resources, enhance environmental equality, and keep a record of biodiversity, even though the underlying concepts vary from country to country. Chemical pesticides and artificial composts are prohibited, while some approved pesticides may be employed. Additionally, mechanical solvents or artificial food additives are typically not used in the processing of organic foods. Currently, to advertise food as organic within the borders of the European Union, the United States, Canada, Mexico, Japan, and many other countries, producers must obtain a special accreditation. According to these regulations, organic food is defined as food produced in accordance with the organic standards and measurements established by national governments and international organisations. Governmental

food safety agencies like the US Department of Agriculture (USDA) or European Commission monitor and regulate the sale of food with the organic label even though the produce of kitchen gardens may be natural. The global organic food market, which was valued at \$ 110.25 billion in 2016, is expected to grow at a CAGR of 16.15% between 2017 and 2022, reaching \$262.85 billion. The global organic food market will be driven in the future years by growing consumer knowledge of the nutritional benefits of organic food, rising per-capita spending on organic food goods, and growing health concerns due to the emergence of numerous compound damaging situations. The global organic food market will be significantly impacted throughout the hypothesis period by continuing with product advancements and aggressive marketing techniques adopted by important players and internet retailers. Celestial Group Inc., General Mills Inc., United Fresh Food Inc., Nature's Path Foods Inc., Amy's Kitchen, Organic Valley, Newman's Own, Aurora Organic Dairy, SunOpta Inc., Stonyfield Farm, Inc., Harmony Organic, Eden Foods Inc., etc. are a few of the major companies operating in the global organic food market.

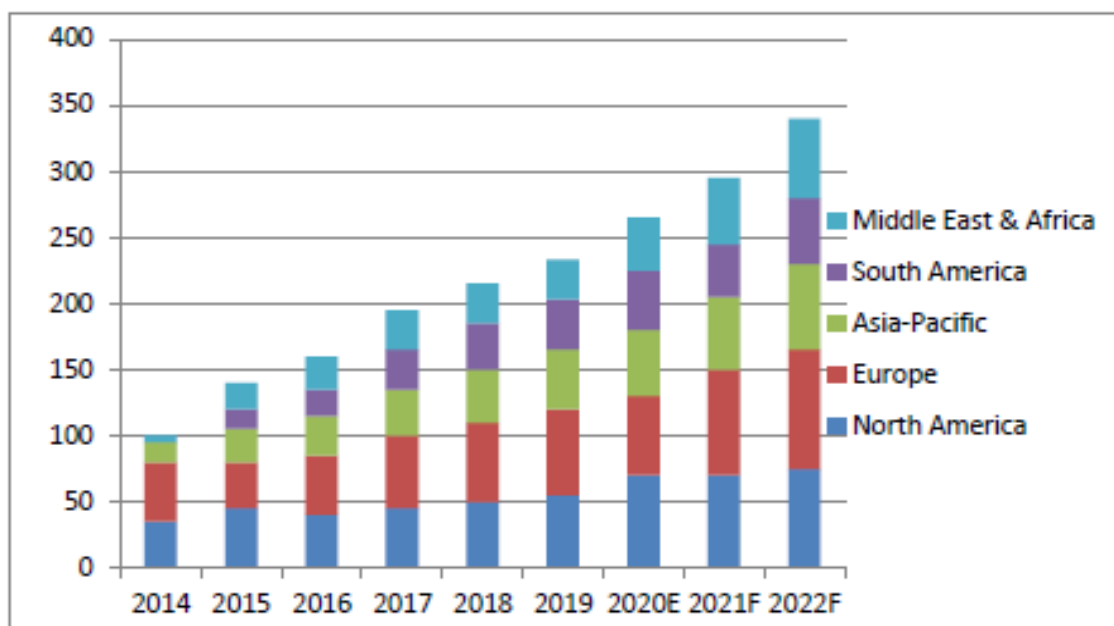


Figure: Global Organic Food Market, by region, 2014 – 2022F (Source: Techsci Research)

Organic Food Market in India – An Overview

The food & beverage, health & wellness, cosmetics & personal care, and textile industries all seem to have large organic markets in India. The "Organic food" segment is experiencing the biggest development, followed by the textile, beauty, and personal care industries. The estimated size of the

Indian domestic market is INR 40,000 million, and by 2020, exports are expected to increase by INR 100,000 to INR 120,000 million (ASSOCHAM Report 2018).

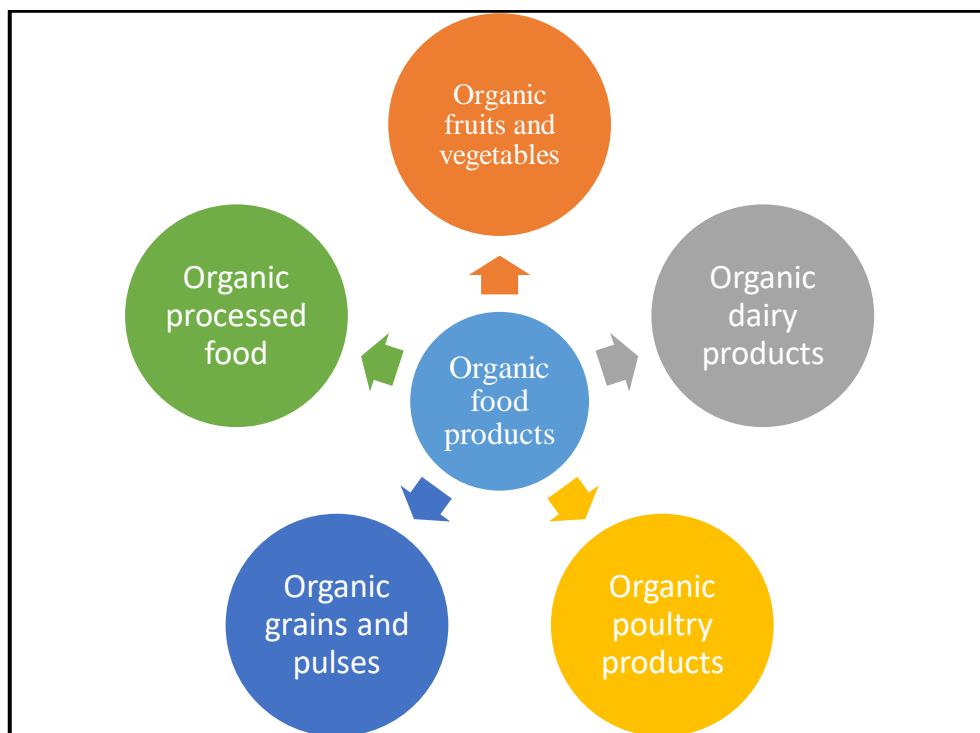
India is at 5th rank in terms of world organic agricultural land with 650000 organic producers and also the 1st in terms of total number of producers. Ministry of commerce and industries, government of India is implementing the national programme for organic production (NPOP). Among all states, Madhya Pradesh is the largest covered area under the organic certification followed by Maharashtra, Gujarat, Rajasthan, Odisha, Karnataka, and Uttarkhand, Sikkim, Uttar Pradesh and Jharkhand. (apeda.gov.in, 2022). India provides huge future opportunities for a breakthroughs in organic products. The majority of the organic foods produced in our country are targeted for export to markets in the developed world. The Indian organic food market is experiencing growth in parallel with expanding organic farming regions, a growing urban consumer preference for natural products and chemical-free food sources, and rising disposable income levels. According to the Ministry of Agriculture, 12 states in the country are mainly wherein organic farming is implemented. India's market for certified organic food is tremendously unorganized. The number of organic food growers and the area is covered by organic food cultivation are increasing, although the size of the farm is still modest. Because of growing health concerns, changing lifestyles, increased disposable income, and increasing accessibility of organic food products in malls, supermarkets, retail stores, and online business gateways, the organic food market in India expanded at a healthy rate between 2010 and 2014. Significant retail stores like Spencer's, Nilgiri's, and Nature's Basket, among others, are adding more organic food products to their shelves. Due to increasing government assistance in the form of endowments, the availability of straightforward financing options from financial institutions, government subsidies, etc. The organic food market in India is predicted to experience exponential expansion. States in the Himalayas like Himachal Pradesh and Uttarakhand, are focusing on developing organic foods like fruits and vegetables. The Central Government is also enhancing policies for farmers who plant areas for the cultivation of organic crops and for wild harvest. While the net planted area under organic cultivation is showing a mild increase, the area under wild harvest is seeing a decline.

The government also plans to make public a comprehensive plan and policies regarding organic farming. The establishment of three agricultural portals by the government is intended to increase responsibility and openness in the certification of organic products, the implementation of quality control procedures, and the issuance of soil health certificates. The organic food market in India was led in 2014 by organic grains and pulses. High-income and high-net-worth individuals in Tier I urban areas and metropolises are gradually shifting towards organic food goods. Additionally, Tier II urban regions are indicating their quality with organic beverages like tea and espresso. Understanding

how people make decisions about purchasing organic food and how to encourage consumption is crucial. In addition, it is important for customers to be aware of and knowledgeable about organic food. In order to address concerns about both human health and the environment, it is crucial to maximise motivators and reduce inhibitors while promoting the consumption of organic food.

Categories of Organic Food Products

Organic product can be classified based on the product type



❖ Organic grains and pulses

The largest segments of the Indian organic food market are organic pulses and food grains. Because they contain more nutritional supplements and have a longer shelf life without the use of additives, products in this segment are primarily consumed in urban areas. By 2020, the demand for organic pulses and food grains is expected to increase in the country as a result consumers becoming more aware of the harmful consequences of chemical pesticides used in food production.

❖ Processed organic foods

Foods like breakfast, snacks, flakes, and other processed foods are all included in organic food. This is the second-largest organic food market in India's revenue-generating segment. The market for organic processed food in India is being driven by food providers' increasing emphasis on tinned and

packaged food items as well as the country's growing popularity with ready-to-eat food sources. Better accessibility of these things in organised retail stores & online food pantries when compared to products in other segments is another element influencing the growth of the niche.

❖ **Organic fruits and vegetables**

When compared to other market segments, organic fruits and vegetables account for a very small portion of the Indian organic food market. This is due to their shorter shelf-life, inadequate logistics, and lack of a reliable supply for organic items in India. In India, sales of organic food could fall in the upcoming years if sufficient planning is not made.

❖ **Organic dairy products**

Milk, ghee, butter, cheese, curd, as well as other dairy products are all included in organic dairy foods. Most people in Tier I and Tier II of urban regions use organic dairy products. The enormous development of organic dairy products is being hampered by an ineffective supply chain network and uneconomic inventories.

❖ **Organic poultry products**

Organic poultry products come from those animals and birds that are raised on farms using land-based methods. Livestock management need not compete with the principles of organic farming and it should be based on:

- a. Breeding naturally;
- b. Protection of health and welfare of animals;
- C. Organic feed and fodder also provided.
- d. Grazing authorization in organic fields;
- e. Freedom to act naturally

List of registered organic food products stores in Coimbatore city:

S.NO	Store Name	Address
1	Green organic store	123, Sangam St, Sundarapuram, Kurichi, Coimbatore, Tamil Nadu, India – 641024 Phone: 0422 - -4357332 Mobile: 096778 44575
2	Sreevatsa organic farm products	7/1A, Mettupalayam Road, Between TVS & Ganga Hospital, Opp. Murugan Mills, Coimbatore, Tamil Nadu, India- 641 043 Phone: 0422 – 2451222
3	Thulir Organic	1a/1 Dr Radhakrishnan road Raja Naidu layout 1st street Gandhipuram Coimbatore - 641012 Mobile: 8760048302
4	Healthy Roots Natural Shop	1/15 krp complex, gct nagar, kashurinaikenpalayam, vadavalli. Coimbatore. 641041 Mobile: 9489833347, 9489833346
5	Vaiyagam organic store	1990, Shanmugam Building, Opp to Central studio bus stop, road, Singhanallur, Coimbatore, TamilNadu, India – 641005 Phone: 0422 - 231 6171
6	Sreevatsa Organic Farm Products	10, G.N. Mills Post, Coimbatore, Tamil Nadu, India – 641029 Phone: 0422 - 264 2150
7	ARAM – Natural Goodness	748, Rangai Gowder St, Town Hall, Coimbatore, Tamil Nadu, India – 641001 Phone: 0422 - 239 3352
8	Orga Foods	167 Near R.K.Photo Centre, Race Course, Kovai, Tamil Nadu, India – 641018 Phone: 0422 - 438 2929
9	Nattrinai Nalam	95/E, 1st floor, above nattrinai, sathy road, saravanampatty, Coimbatore, Tamil Nadu, India – 641035 Phone: 0422 - 266 6224
10	Senthur Organic Products	74, Sree Narayana Guru Rd, Opp. Narayana Guru Mission, Nesavaalar Colony, Saibaba Colony, Coimbatore, Tamil Nadu, India – 641011 Phone: 0422 - 244 5747

11	Pranas	2/1 Om Ganesh Nagar, Kamarajar Street, Vadavalli, Coimbatore, Tamil Nadu – 641041 Mobile: 9840313003
12	Vegetapple	8, Gandhipuram Sixth St, Hope College, Gandhipuram, Covai, Tamil Nadu, India - 641004 Mobile: 096599 69996
13	Aram organic store	2A, Narayana Guru Mission Road,, Coimbatore, Tamil Nadu, India – 641011 Mobile: 086818 48484
14	Jeevan – the pure and natural shop	66/1, Ramakrishna Puram,2nd street, opp. road to petrol bunk, Tamil Nadu 641001 Phone: 0422 - 451 9499
15	Go nature organic foods	21C1, 3rd Street, Ganesh Layout, Ganapathypudur, Coimbatore, Tamil Nadu, India - 641006 Mobile: 076676 12255
16	Avvai organic foods	1383, Thadagam Main Road, Opp.To Lawly Road Church, Lawly Road,, Coimbatore, Tamil Nadu, India – 641002 Mobile: 090420 36346
17	Multi organic foods	240, New Scheme Road, New Scheme Road, Papanaicken Palayam, Coimbatore, Tamil Nadu, India – 641037 Phone: 0422 - 224 0378
18	OTR Organic farm products (vadavalli branch)	Marudhamalai Rd, Near Swarna Residency, Curio Garden, Vadavalli, Coimbatore, Tamil Nadu, India – 641041 Mobile: 098940 45240
19	Aram stores	Big Bazaar St, Town Hall, Coimbatore, Tamil Nadu, India – 641001 Mobile: 086819 89898
20	Ganapathy natural store (patanjali)	253 Sathy Road Ganapathy, Coimbatore, Tamil Nadu, India – 641006 Mobile: 095665 81212
21	Aavaaram	Door no 4, E Ponnurangam Rd, R.S. Puram, Coimbatore, Tamil Nadu, India – 641002 Mobile: 073737 66575
22	Jeevan enterprises	Ramakrishna Puram Rd, near, Gandhi Park, Selvapuram North, Coimbatore, Tamil Nadu, India – 641001 Mobile: 098945 01258

23	Bio basics	5-6 BSA Nagar,, Bommanamaplayam Piruvu, Thondamuthur Road,, Vadavalli,, Coimbatore, Tamil Nadu, India – 641046 Mobile: 096776 10246
24	Smartly grown	7 chokkampudur road, Krishna nagar ,Coimbatore, Tamil Nadu, India – 641001 Mobile: 070107 27197
25	Harish homemade organic products	nalampalaym road,kavundampalayam, Coimbatore, Tamil Nadu, India – 641030 Mobile: 099651 20520
26	My rich India marketing	MS COMPLEX, VKK Menon Rd, Venkatasamy Layout, New Siddhapudur, Coimbatore, Tamil Nadu, India – 641044 Mobile: 094447 31426
27	Sai complex	Velandipalayam, Coimbatore, Tamil Nadu, India – 641038 Mobile: 093626 30148
28	B - naturo	59, Chokkampudur Rd, Ponnaiah Raja Puram, Shanmuga Nagar, Selvapuram North, Coimbatore, Tamil Nadu, India - 641001 Mobile: 095979 87530
29	Uyir agricultural pvt ltd	379, 100 Feet Rd, P N Palayam, Coimbatore, Tamil Nadu, India – 641037 Mobile: 093450 01144
30	Spoorti agro foods LLP (organic)	280 crosscut road ,Coimbatore, Coimbatore, Tamil Nadu, India – 641012 Mobile: 094888 93357
31	Sathuragiri iyarkai angadi	7, Avinashi Rd, P N Palayam, Coimbatore, Tamil Nadu, India – 641037 Mobile: 094860 72414
32	Mothers organic shop	2/192,9, j.j. complex, edayarpalayam road, vadavalli, Coimbatore, Tamil Nadu, India – 641041 Mobile: 096299 54993
33	SWEET CROP – Easan Foods Nature store	10A, Kavundampalayam Main Road, Near Angappa Matriculation School, Edayarpalayam, Coimbatore, Tamil Nadu, India – 641025 Mobile: 096009 56388
34	Rudhra stores patanjali	No.23,kothari mill lane,singanallur, Coimbatore, Tamil Nadu, India – 641005 Mobile: 094428 56167
35	B- naturo	95, Bharathi Road, Pudur, Selvapuram North, Coimbatore, Tamil Nadu, India – 641007 Mobile: 099945 65884

36	Tamilbharathi nature food and store	3/5, Perks Rd, Uppilipalayam, Coimbatore, Tamil Nadu, India – 641015 Mobile: 094430 02969
37	Iyarkai organic and Ayurveda	59, VK Rd, Peelamedu, Coimbatore, Tamil Nadu, India – 641004 Mobile: 090430 05671
38	Rudhra stores	No.23,kothari mill lane,singanallur, Coimbatore, Tamil Nadu, India – 641005 Mobile: 094428 56167
39	Vivasayam foods	No.11,Ananda teachers colony, 3rd street, near Avila convent, Thadagam Main Rd, Velandipalayam, Coimbatore, Tamil Nadu, India – 641025 Mobile: 090809 97211
40	Yugam organic shops	2, Varadharaja Puram Main Rd, periyar nagar, Masakalipalayam, Balan Nagar, Peelamedu, Coimbatore, Tamil Nadu, India – 641015 Mobile: 090950 59074
41	Rolliz organic foods and oils pvt ltd	136/2,Maruthaiya Nager Kattabomman street, Extn Via BSNL Exchange, Ganapathi Coimbatore-6 Mobile: 95242 – 33355
42	Iyal	13, 50 Feet Rd, Krishnaswamy Nagar, Sowripalayam Pirivu, Ramanathapuram, Coimbatore, Tamil Nadu, India – 641045 Mobile: 098427 01946
43	Aaryans organic stores	Akshaya Complex,, Villankurichi Rd, Sivathangam Nagar, Vinayagapuram, Coimbatore, Tamil Nadu, India – 641035 Mobile: 074181 47031
44	Bhadini cashew world	No.1789,Venkatalakshmi Complex, Trichy Road, Olympus, Ramanadhapuram., Coimbatore, Tamil Nadu, India – 641045 Phone: 0422 - 421 6312
45	Kongu organics	139, kattabomman street, ganapathy, Coimbatore, Tamil Nadu, India – 641006 Mobile: 099944 88788
46	SMK organic store	Marudhamalai Rd, Thirumurugan Nagar, Vadavalli, Coimbatore, Tamil Nadu, India – 641041 Mobile: 095433 55474
47	Sai bhavan organic shop	125,guru complex, sarvampatti post, Villankurichi Rd, Vishweshwara Nagar, Cheranma Nagar,

		Coimbatore, Tamil Nadu, India – 641035 Mobile: 090424 63336
48	Niranchana natural shop	No:5/130-1, Theni Main Road, Opposite Indian Cycle Mart, Nagamalai, Pudukkottai, Near Govt School, Coimbatore, 625019 Mobile: 072000 01960
49	sugam organic food store	11A,SPK Complex, Gold Wins, Avinashi Rd, Coimbatore, Tamil Nadu, India - 641014 Mobile: 099440 93072
50	Adhi foods	No.3, Robertson Road, R.S.Puram, Near Nehru Vidyalaya School,, Coimbatore, Tamil Nadu, India – 641002 Mobile: 098430 20889

Statement of Problem

Food is the most essential item and it is necessity for human survival. People eat a variety of foods from morning to night. Despite the reality that food is a basic necessity, it should be nutritional, contain minerals, and be of better quality. As a result of the population growth, high-quality food and food products are in high demand on the market. When we examine the modern food production sectors, including agriculture, we see that they heavily rely on and use a variety of chemicals, pesticides, fertilizers, and artificial flavors to manufacture food products and use prohibited plastic materials to pack food and preserve it for a long time.

In response to the market dynamics that control today's world, a research project titled **“Consumers Transition of Traditional Product Convention towards Organic Food Products ”** was designed to examine consumer attitudes towards organic products. Indian agriculture witnessed a huge transition as a result of the implementation of the green revolution, which allowed the country to become self-sufficient in the production of food grains because of its population. Large amounts of food products that appear to be pesticide-filled were manufactured, which had harmful effects. The public's perception of conventional food products has changed significantly over the past 10 years; they are now perceived as being contaminated with additives and chemicals as well as genetically modified. In contrast to the US and Japan, Indian consumers typically dislike purchasing organic food items. The goal of this study is to better understand the factors influencing customers' choices to buy organic food as opposed to conventional food.

In order to increase their profits from western nations, organic producers adopted an export-oriented strategy while neglecting to supply the domestic organic food market. As a result, marketers and producers must understand how consumers behave toward organic food products. The demand for organic food is rising in India due to a number of factors, including safety concerns, environmental concerns, and health benefits.

Research Question:

1. Do the consumers' possess awareness about organic food products?
2. What are the factors that facilitate on purchase of organic food products?
3. Are there any specific reasons for consumers to shift from conventional to organic food products?
4. What are factors that satisfy the level of consumers towards organic food products?
5. What are the problems faced by the consumers while purchasing the organic food products?

Objective of the Study

1. To analyse the consumers awareness of organic food products.
2. To identify the factors facilitating on purchase of organic food products.
3. To assess the reasons for the transition from conventional to organic food products.
4. To examine the level of satisfaction of consumers to purchase of organic products.
5. To examine the problems faced by the consumers while purchasing organic food products

Significance of the Study:

This present study considers both academic and real-world aspects of consumer behavior with regard to the transition from conventional to organic food products. This will help to better understand consumer preferred demand of the products in order to earn high profits from the business. This study brings out the association between a demographic profile and consumers' awareness of organic food products to measure the level of knowledge possessed by the consumers regarding organic food products. The study also assesses the reasons for consumer's transition from conventional to organic food products and will seek out what definitely causes them to switch over to organic food products in the market. Thus, the present study would help the researcher better understand the relationship among variables included in the study. It would also assist the marketers to sort out the underlying facts on switching over to organic food products.

Limitation of the Study:

The study is focused on the consumer's transition towards conventional to organic food products with special reference to the Coimbatore city. The number of samples taken into the study is restricted to 204 only. The findings points only towards contemporary views of the organic consumers and may not hold good for all time and may not be the same for the whole of the district, state or country. The researcher has not considered the opinion of producers, retailers, wholesalers, and marketers. Though there are several limitations in this study, the researcher has made sincere efforts in order to maintain the reliability of the findings.

Chapter Schemes:

Chapter I - It deals with the introduction which includes the organic farming, organic food products, features of organic farming and its benefits, effects of conventional farming ,current scenario, need and importance of the study, statement of problem, objectives of the study, hypothesis, research question, significance of the study, limitation of the study and chapterization.

Chapter II - Contains Literature Review and research gap.

Chapter III - Contains the research design, period of the study, sampling method, tools used, and operational definitions.

Chapter IV - Deals with the analysis of data and Interpretation of results in a scientific manner on demographic profile, awareness, factors influencing, problems, and satisfaction& expectation level of the consumers.

Chapter V - Reveals the major findings of the study, offers suitable suggestions, strategies to promote the organic food products and finally the report ends with conclusion and scope for further research.

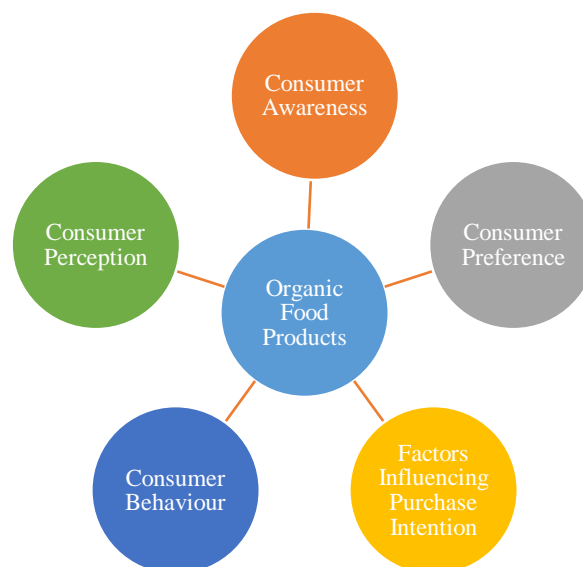
CHAPTER II

REVIEW OF LITERATURE

Introduction:

A review of the literature is a scientific and methodical analysis of the available research studies, articles, books, and other information sources on a specific subject. It is a crucial component of every research effort since it helps in determining the current level of knowledge, research gaps, and potential future topics of study. An extensive overview of the subject is intended to be provided as well as a synthesis and analysis of the body of knowledge already known in the field. It aids researchers in identifying the principal theories, research issues, and procedures applied in earlier studies. The structure of a review of the literature typically consists of an introduction, a summary of the existing research, and a conclusion that highlights the key findings and offers suggestions for the field's potential future study directions.

To find the most relevant sources while conducting a literature review, it's crucial to use pertinent databases and search engines like PubMed, Google Scholar, and Web of Science. It's crucial to assess the quality of the sources using the proper standards, such as the authors' standing, the methodology, and the veracity of the findings. In conclusion, a review of the literature is an essential part of any research endeavour since it offers a thorough overview of the body of existing information and aids in the identification of potential areas for further study.



2.1 Consumer Awareness towards organic food products:

Harinadh Karimikonda (2020) was conducted a study on “**A Study on Consumer Awareness of Organic Food Products and Practices with Reference to Select Organic Stores in Hyderabad City**”. The purpose of the study was to comprehend consumer perceptions of organic food goods and the business operations of a few Hyderabad-area organic retailers. The goals are to assess respondents' level of environmental consciousness and learn more about their helpful suggestions and green behaviours. For the study, 5 established and well-run food product outlets in Hyderabad were chosen. 100 respondents have been purposefully chosen using practical sampling. Frequencies, a descriptive analysis, and a one-sample T-test were utilised as study tools. The study concludes that the consumers are more aware about the organic food products.

Sushil Kumar (2011) was conducted a study on, “**Factors affecting the awareness level of consumers on organic food products**”. The goal of the study is to analyse the variables influencing consumer awareness of organic food items. Due to this situation, demand for organic food items has surged globally over the past ten years. The organic food can be divided into five types in this. Environmentalists, Hedonists, Healthy Eaters who are afraid of food, and Humanists.

Uma & Selvam (2016) conducted a study on the topic of “**Analysis of Awareness among Consumers towards Organic Food Products: With Reference to Vellore Organic Consumers Perspective**”. The aim of this study is to analyse consumer awareness on organic food products with reference to Vellore City, TamilNadu. The study will be based on information gathered from organic customers in the Indian state of Tamil Nadu's Vellore city. To gather qualitative feedback from the study's participants, a survey questionnaire will be created. In this context, the current research work is an attempt to investigate the general level of consumer knowledge of organic food items while taking the Indian organic business into account. The study's findings demonstrate that the growing interest in organic foods is a result of worries about their impact on the environment and human health. By overcoming the obstacles and issues with adopting the agricultural market, the organic food goods will flourish and spread.

Mohammad Altarawneh (2013) conducted a study on the topic of “**Consumer Awareness towards Organic Food: A Pilot Study in Jordan**”. This main objective was to analyse consumer knowledge of organic food items using a structured survey of 384 respondents in Amman, a significant city in Jordan. In order to determine the most likely variables influencing consumers' awareness of organic food, a regression model has been estimated. The study's findings demonstrate that criteria like gender, age, and trademark have little bearing on awareness.

Ibitoye & Kamarulzamanand et al (2014) conducted a study on the topic of “**Consumers awareness towards organic rice in Malaysia**”. This study aims to comprehend Malaysian consumers' awareness of organic rice. The exploratory survey was carried out at significant supermarkets in the Klang Valley. To establish the link, strength, and direction of the association between the data, descriptive analysis, chi-square analysis, cross-classification techniques, and correlation were used to study the data. According to the study's findings, the majority of respondents (85.6%) were aware of the existence of organic rice, but only 64.7% intended to eat it in the future. This shows that customer awareness of organic rice does not always convert into their intention to consume organic rice.

Irine Jiji and Guna priya (2019) was made a study on, “**A Study on Consumer Awareness towards Organic Food Products.**” The study focuses on consumer satisfaction with and awareness of organic food items. Data were gathered from both primary and secondary sources. 208 respondents, representing a variety of organic product customers, made up the study's sample size. Secondary information was gathered from books, magazines, newspapers, and websites. Researchers learned more about consumer awareness of organic food products from the survey.

Naveed Ahmed (2021) was conducted a study, “**Purchase intention toward organic food among young consumers using theory of planned behaviour: role of environmental concerns and environmental awareness**”. In order to better understand young Chinese consumers from colleges and universities, who are between the ages of 18 and 30, this study proposes an enlarged model of the theory of planned behaviour (TPB). Through this study, both primary and secondary data were gathered. Using a sample of 515 respondents and a standardised questionnaire, primary data were gathered. The results showed that EC mediates the connection between attitude and young consumers' intentions to buy organic food in a positive way. More significantly, environmental awareness positively modifies the association between all latent variables (A, SNs, and PBC) and young consumers' purchase intentions.

2.2 Consumer Attitudes and Purchase intention towards organic food products:

Pittawat Ueasangkomsate (2016) was conducted a study on, “**A study of consumer’s attitudes and intention to buy organic foods for sustainability**”. The primary goal of this study was to investigate consumer attitudes towards and plans to purchase organic foods in accordance with sustainable development principles. Data were gathered from both primary and secondary sources. Primary information gathered in Thailand utilizing a questionnaire with a sample size of 316 respondents. Through the use of several periodicals, magazines, and newspapers, secondary data were gathered. The association between characteristics and intention to purchase organic products was

determined by the research using Pearson correlation. The results showed that one of the most significant factors to positively link with the intention to buy is local origin.

Nurdasila Darsono and Afrida Yahiya et al (2018) was analysed a study on, “**Consumer Actual Purchase Behaviour for Organic Products in Aceh, Indonesia**”. The study's major goal was to understand how customers in Aceh behave while making purchases. It also sought to understand how attitudes about purchasing organic products were influenced by environmental concerns, health concerns, and concerns about product quality and expertise. 310 consumers in Aceh who regularly purchase organic products were the subjects of this investigation. Purposive sampling was used to collect the sample, while structural equation modelling and confirmatory factor analysis were used to statistically analyse the sample data (SEM). The findings indicate that attitudes and purchasing intentions were strongly influenced by product quality, knowledge, and health concerns but not by environmental concerns.

Abdullah and Saidi (2022) was made a study on, “**The Level of Buying Behaviour towards Organic Food among Malays Consumers**”. This study looks at Malay consumers' level of purchasing behaviour for organic food. In this study, 200 participants were chosen using the purposive sample method. The data were then examined using descriptive analysis, and the mean score was used to determine the results. All dependent and independent variables—consumer purchasing behaviour, attitude, subjective norm, and perceived behavioural control—showed high mean scores in the results. Thus, it can be inferred from this study that although Malay consumers would desire to eat organic food, their socioeconomic status might prevent them from doing so frequently.

Samuel (2013) attempted a study on, “**To study consumer's attitude and preferences towards organic products in East Africa**”. The slow growth of the organic industry over the years has been caused by a lack of consumer awareness, knowledge gaps, and difficulties the government has had creating rules and support systems. The highest record for awareness of organic food as compared to 2006 is in Tanzania, which can be attributed to an enormous rise in the use of radio and television as information sources there. The respondents agreed that consuming organic products is thought to be beneficial and that it is important to know whether the food they are consuming is deemed to be organic or not. The majority of consumers were able to identify the EAOM mark on items, facilitating identification and awareness. In the opinion of the vast majority of customers, eating organic food is beneficial. The main predictors of attitude towards organic food were thought to be taste, accessibility,

hygienic conditions, and cost. The primary reasons for the underdevelopment of the organic industry continue to be market access and a lack of organic markets.

Mohamed Bilal Basha and Ramesh (2014) was conducted a study on “**Consumer Attitude towards Organic Food in Trichy–South India**”. This study examined customer attitudes towards buying organic products, with particular attention paid to three factors: health consciousness, eco-friendly features, and safety considerations. The study also examines the elements that influence consumer decisions to buy organic goods. Utilizing a straightforward random sampling technique, questionnaires about these goods were distributed to 200 customers of five organic stores in Trichy, Tamil Nadu. It is undeniably established that customer perceptions of their own health consciousness rank higher than those of the environment and safety concerns. In order to compare the differences in mean ratings between customers with different income levels and purchasing attitudes, one way ANOVA was utilised in this study. The study's findings revealed that the primary driver behind the purchase of organic food is a concern for one's health.

Mary Renaldi (2014) was conducted a study on “**The Perceptions and Attitudes of Michigan Consumers about Organic Food Products**”. The purpose of the study was to gather information about consumers' perceptions of food, their willingness to pay more for organic goods, and their familiarity with and trust in the USDA's regulation of such foods. This qualitative study aims to investigate the decision-making abilities and processes of consumers. The findings show that consumers believe that this food is healthier, but that the high prices for the products are a deterrent to buying them. Through well-informed organic nutrition education, meaningful social change is created, including health benefit awareness for the environment and human health

Anjana Pandey and Pankaj Misra (2016) was conducted a study on, “**Consumer’s Attitude towards Organic Food Products with Reference to Delhi NCR**”. The purpose of this research was to identify the respondents' demographic characteristics, comprehend their views towards organic food items, and identify the reasons why respondents do not buy organic food products. The department stores and supermarkets in the city's NCR Region served as the source of the information. Following the distribution of 200 questionnaires to the respondents, a total of 170 completed questionnaires—representing an 85% response rate—were collected. Share analysis was used to analyse the data that was gathered. According to the study's findings, the majority of respondents are aware that organic food products have a superior flavour and are of higher quality. They are also more likely to be purchased through word-of-mouth advertising and are free of pesticides.

Musdiana Mohamad Salleh et al (2010) was conducted a study on, “**Consumer’s Perception and Purchase Intentions towards Organic Food Products: Exploring Attitude among Academician**”. This study's primary goal was to learn more about consumer perceptions of organic food products. Primary data as well as secondary data. 136 students from University Technology MARA (Northern Zone) completed a questionnaire to collect primary data, which was then analysed using reliability testing, correlation analysis, and regression analysis. The findings of this study showed that academics are aware of environmental issues and ecological concerns in their surroundings.

Khalid Ismail (2014) was conducted a study on, “**Consumers Perception, Purchase Intention and Actual Purchase Behaviour of Organic Food Products**”. This study aims to look at how consumers perceive organic food goods, their intentions to buy them, and their actual behaviour while making purchases. Data was gathered in the neighbourhood of Kluang, Johor, Malaysia, in supermarkets and the surrounding surroundings. Using an easy sampling procedure, 288 completed surveys were collected, representing a 96% response rate. The findings showed that customer perceptions of product safety, health, environmental impact, and animal welfare had a substantial impact on their inclination to purchase organic food.

Parichard Sangkumchalianga and Wen-Chi Huang (2012) was made a study on, “**Consumers’ Perceptions and Attitudes of Organic Food Products in Northern Thailand**”. Market demand has a big impact on whether organic production and processing will be adopted. 390 respondents provided information that was gathered. The main drivers of buying organic food products, according to the results, are hopes for a healthier and more sustainable production process. Compared to non-buyers, persons who purchase organic products are typically older and more educated.

Armin Shamsollahi (2013) was conducted a study on “**organic food intentions among consumers in the food industry.**” Intentions for organic food among customers in the food sector. Makers of organic food work to protect the environment and human health. Health awareness, knowledge, and education are discussed in this study. The strongest determinants of consumer purchase intention are cited as being government backing and policy perceived value.

2.3 Factors influencing the purchase of organic food products:

Luis Trento and Souza (2018) was conducted on study on, “**Factors that influence the consumption of organic foods**”. This study aims to pinpoint the elements that influence the southern Brazilian region's use of organic foods. To determine the variables affecting the intake of organic foods, a questionnaire was used. A total of 312 people responded as a consequence of the

questioner's application. When the Analytic Hierarchy Process was employed to analyse the responses (AHP). The study revealed that price, understanding about organic foods, and health are the key determinants of consumption. Producers are urged to invest in spreading awareness of organic food's advantages and working to bring costs down so that prices are competitive with those of conventional goods. Future research may examine the issue of how partnerships, families, and relationships affect organic food intake. Moreover, the growing.

Deepa Tomar and Monika Sharma et al (2021) was determined a study on, “**Significance of organic food towards human health in the present Covid-19 Time**”. This article emphasizes the importance on the health benefits of organic foods and offers a useful framework for determining the studies' overall scientific significance. Covid-19 primarily targets individuals under the age of 18 and those with compromised immune systems. The questionnaire was used to gather primary data, showing interest, knowledge, and dedication to the environment. Through the use of periodicals, newspapers, books, and websites, secondary data were gathered. The presence of various bioactive substances may have positive effects on the expansion and improvement of the human health system. In this study, we discussed the advantages of eating organic food and compared various nutritional values between organic and conventional food.

Michaela Janska and Cenek Celer (2020) was made a study a, “**Factors Influencing Purchases of Organic Food**”. The study's primary objective was to outline the elements that influence consumer decisions to buy organic food in a particular region in the Czech Republic. As primary data, information gathered by a questionnaire survey of chosen consumers was employed. Based on the influence of demographic statistics, the effect of several factors on the purchase of organic food was investigated. In order to analyse the relationships between the variables, hypotheses were put forth, and we looked at the statistical significance and correlation of several hypotheses. To look for relationships between the variables, we employed a decision tree, another statistical technique. The findings indicate that the price, taste, perception of health, and content all have an impact on people's decisions to buy organic food.

Bash et.al. (2015) have conducted research titled, “**Consumers angle towards organic food**”. The study has two main objectives: to examine the driving forces behind purchasing organic food and to investigate various facets of using organic food products. The data was gathered from fifty randomly selected respondents. The three elements that the study is focusing on are primarily environmental concern, health concern, and lifestyle awareness. To analyse the data and determine the mean and variance within the mean ratings for the variables, multivariate analysis was used. According to the survey, there were no significant differences among shoppers

of different religions in terms of lifestyle, food quality, or health concerns. According to the report, consumers' concerns about their health, the quality of the food, and their lifestyle are the main drivers of their purchase of organic food products.

Ratheesh Kumar (2017) in his research has found the “**Factors influencing the desire for purchasing OFP and customer satisfaction towards OFP in Coimbatore City**”. The main focus of this research concentrates on the variables affecting consumers' desire to buy organic food. The survey was administered to the 100 respondents using a straightforward random sample method. It was analysed using chi-square, percentage, and ranking tests. According to the study's findings, choosing organic food products is mostly done to help the environment. Advertising and suitability for children are the key determining factors. In the end, he comes to the conclusion that the government must give farmers financial aid so they can develop OFP and also enhance the packaging, quality, and market system, which will raise farmers' living standards.

Mariola Grzybowska-Brzezińska and Miłgorzata Grzywińska-Rapca et al (2017) was analysed a study on, “**Organic Food Attributes Determining Consumer Choices**”. The primary goal of the study was to determine the variables affecting people's consumption of organic food. In our study, we looked for a way to identify organic food and evaluate the characteristics that customers attribute to it. The technical and market aspects of these features were then analysed. The questionnaire was used to gather primary data, showing interest, knowledge, and dedication to the environment. According to this study, people who purchase organic food think that food production and processing do not harm the environment. However, merely highlighting the nutritional value and delectable qualities of organic food is insufficient; it must also be consistent with the consumer's pro-environmental bias and behaviour, both of which become apparent in his food selection.

Vishal Singh and Deepak Kumar Verma (2013) was conducted a study on, “**Organic Foods: Benefits and Market demand**”. The primary goal was to understand the market's advantages and needs. Secondary information was gathered from a variety of books, websites, newspapers, and journals. According to the study's findings, organic farming is founded on the idea of producing a maximum amount of high-quality food without harming the environment or soil fertility. The demand for organic veggies has expanded as a result of the steadily rising global population. The effectiveness of the soil and the quality of the produced goods have grown with the application of scientific methods, skilled labour, use of highly nutritious manures, and adequate irrigation.

2.4 Consumer Behaviour towards organic food products:

Tareq Bin Hossain (2019) was revealed study on, “**Consumer buying behaviour and social responsibility in respect of organic foods: cross-cultural evidence**”. This research aimed to assess the current state of consumers' purchasing habits in two rising markets with regards to organic foods. A survey administration method was employed to compile 190 respondents from Malaysia and Thailand. Five research hypotheses were examined using partial least squares structural equation modelling with resampling and bootstrapping. The study discovered that consumer purchasing behaviour in regard to organic foods is significantly positively correlated with environmental awareness and concerns, government support and policy, and pricing.

Padmathy & Saraswathy conducted a study on the topic of “**A Study on the Consumers' Buying Behaviour towards Organic Food Products in Thanjavur District**”. The study examines the price ranges customers in the district are willing to spend for organic goods and looks at the relationships between factors that influence consumers' "purchasing behaviour for organic items." Utilizing the convenience sampling approach, 200 respondents were included in the sample. Structured, open-ended questionnaires that had been pre-tested were used to gather the respondents' primary data. Chi-square analysis and regression were both used to analyse the data. The study's conclusions show a strong correlation between the elements that influence customers' decisions to purchase organic goods.

Rashmi Chaudhary and Ekta was conducted a study on, “**Consumer Behaviour towards Organic Food Products**”. The primary objective of this paper was to analyse consumer attitudes towards, intentions to purchase from, and satisfaction with organic food items. Haryana serves as the study's domain. Using a structured questionnaire and a judgmental sample technique, 200 respondents from Haryana provided the data. Descriptive statistics, the Kruskal-Wallis test, and regression analysis were used to analyse the data. According to the report, consumers are supportive of organic food products. Additionally, it has been discovered that people are eager to buy organic food items since they are readily available in the neighbourhood, affordable, pesticide-free, healthful, have a large selection, and come in attractive packaging. It has also been shown that benefits of organic food items are associated with consumer satisfaction.

Alexey Voinov and Firouzeh Taghikhah (2021) was conducted a study on, “**Shifts in consumer behaviour towards organic products: theory-driven data analytics**”. The study's main goal was to determine how consumer behaviour affects movements towards organic

products. Consumer preferences are influenced by a variety of circumstances, which lead to planned, impulsive, and unforeseen purchases. We use a thorough survey of Australian consumers (N=1003) to examine preferences between organic and conventional wine. We incorporate five behavioural theories into the survey design, and our machine learning algorithms—supervised and unsupervised—are used for analysis. We measure the discrepancy between intentions and actions, highlighting the significance of cognitive variables. When predictive ability and explanatory power are combined, findings go beyond correlation to behaviour causation. According to the findings, affective elements and normative cues may influence customers' irrational and spontaneous purchasing behaviour.

Anne Lise Brantsaeter et al (2016) was conducted on study, “**Organic Food in the Diet: exposure and health implications.**” In addition to summarising the scientific research on the compositional differences and health advantages of organic food vs food produced conventionally, this study offers an update on market data and customer preferences for organic food. Studies show certain differences in favour of organic food, including possible advantages for health. Although commercially produced foods expose consumers to more pesticide residue than organic foods do, it is unclear how this affects human health. The fact that eating organic food is significantly connected with various markers of a healthy living and that conventional agriculture's "best practises" are frequently very similar to those of organic complicates comparisons.

2.5 Consumer perception and preference towards organic food products:

Chandrashekar (2014) was conducted a study on, “**Consumers Perception towards Organic Products - A Study in Mysore City**”. The study's main goals were about to analyse potential markets for organic products and to assess and evaluate the characteristics that promote the consumption of organic products. This study focuses on how consumers view organic products as well. Both primary and secondary data were used to inform this investigation. By distributing the structured questionnaires to a sample of consumers, primary data on Simple Random sampling methods, Organic Product Retail Outlets, and Organic Product Marketing Agencies were gathered. The Department of Horticulture, organic farming certification organisations, APEDA, the District Statistical Office in Mysore, NISARGA and HASIRU Organic Products Marketing Organizations, and other organisations involved in the production and marketing of organic products in Mysore city provided the secondary data. In addition to this, the secondary data will be gathered from the internet, books, papers, journals, and magazines that have already been published. According to

the study's findings, respondents encounter numerous difficulties when shopping for organic goods at the marketplaces.

Pradeep Kumar and Hema Gulati (2017) was made a study on, “**Consumer’s Perception towards Organic Food Products in Rural Area of Haryana**”. The study's primary goal is to understand how consumers actually respond towards organic goods. 110 people participated in the study's sample size. This study was carried out to determine the level of organic product awareness in rural Haryana. A stratified random sampling approach is used for this purpose. The study's chosen location is the rural portion of Haryana's district Rewire. The conclusion is that these things are more easily accessible in urban areas than they are in rural ones. We can therefore conclude that inconsistent availability of organic goods influences customers' decision-making.

Rupesh Mervin and Velmurugan (2013) was made a study on, “**Consumer’s Preference towards Organic Food Products**”. The elements influencing customer perception of organic products. The market for organic foods is competitive and draws attention to high-quality, nutritious foods in connection to the reliability of the source, environmental responsibility, and nutritional value. The consumer's upbeat attitude encourages them to make a purchase. The audience for this study was decided upon among respondents in the Kozhikode district of Kerala. A convenience sampling technique was used, and 750 respondents took part in the investigation. ANOVA, the chi-square test, and the t-test analysis were used to analyse the data that had been gathered. Consumers who had been eating organic foods for more than four years had a very positive attitude concerning them. The results of this study showed that demographic factors such monthly income, location, gender, family status, level of awareness, time spent consuming, and well-being are linked to favourable attitudes about organic food products. Therefore, awareness campaigns must be created in conjunction with the general public and social clubs like the Lions Club and Rotary Club.

Ayaswarya and Vasanthi (2018) have made an attempt to measure the “**Consumer level of preference towards organic food products in Tiruchirappalli Corporation.**” They stated that the study's importance lay in raising consumer knowledge and causing a change in consumer taste and preferences, which will raise demand for organic products both domestically and internationally. 50 respondents made up the sample for the study, which used stratified random sampling methods, and the results were analysed using percentages and one-way ANOVA. Due to health concerns, chemical-free products, and environmental friendliness, people choose organic products to conventional ones. The alternative hypothesis was accepted in the analysis, whereas the null hypothesis was rejected. The researchers' final finding is that consumers' preferences have

grown as a result of their attention to environmental and health issues and organic food products gives natural look and palatability were further preferences.

Gunaseelaprabhu and Ramya (2019) was conducted a study on, “**On Recent Trends in Consumer Perception and Behaviour towards Organic Food**”. The objective of this study is to learn about consumer perception and behaviour and to understand about the key factors that motivate the consumers to choose organic food. Secondary data were collected for the study. Data were collected through various journals, websites, literature etc. The study will also help to obtain knowledge about the purchase intention and attitude of the consumers. The findings of the study would add insight to emerging organic food industry in India and worldwide and consumers interest and satisfaction towards it.

Thamaraiselvi and Rani et al (2020) was made a study on, “**Consumers’ Preference towards the Usage of Organic and Non Organic Food Products**”. The study's primary objective was to compare organic and non-organic food products in order to ascertain customers' preferences. The primary source of the data for this study was primary data. Primary data was gathered via calling and mailing questionnaires to people who were supposedly knowledgeable about the subject. Secondary information was also gathered regarding respondents' usage and satisfaction levels from a variety of sources, such as websites, newspapers, and different published and unpublished articles.

Dasari Panduranga Rao (2020) was revealed a study on, “**A Study On Consumers’ Motivations Towards Organic Food Products In India.**” This study looks at the elements that influence customers' decisions to buy organic food products and how those decisions are influenced by their intentions and actual purchases. Primary data were gathered via a questionnaire about the structure. The study's sample size was 580. Exploratory factor analysis and multiple regression analysis were used to conduct the analysis. The results suggested that customers' intentions to purchase and actual purchases of organic food products are favourably influenced by their consumption motives, which include worries about their health, the environment, and animal welfare.

Aleksandar and Djokic (2016) has conducted an analysis titled “**Organic food consumer profile within the Republic of Serbia**”. The study's primary goal was to identify the stages that clients go through when purchasing organic food. With the aid of standardised forms and interviews, the data was gathered. Four hundred people in total participated in a survey. Conjoined analysis and cluster analysis on consumer licences were utilised to segment the market. The study reveals that once respondents are open to innovation, the diverse flavours are quite important. Compared to

other variables, consumers placed a higher value on health and the preservation of the environment when it came to milk products.

Biljana Juric and Bettina Cornwell (2001) was conducted a study on, “**Level of market development and intensity of organic food consumption: Cross-cultural study of Danish and New Zealand consumers**”. The study's major goal was to give a cross-cultural analysis of the consumption of organic foods. Relationships between concerns about diet and health, the environment, consumer trust in the conventional food sector, demographic traits, and the prevalence of organic food products. To determine the importance of these issues in relation to the state of organic market development, the author assesses the suitability of the deficit value and market development conceptual framework.

Research Gap:

The previous research reviewed many works of literature under various headings such as attitudes, perceptions, purchase barriers, consumer decision-making process, influencing factors, intention to purchase, awareness, beliefs and motives for purchasing organic merchandise. The reason attributed to the transition towards such food products has been carried out only by few studies. This has helped the researcher to undertake an exploratory work behind the recent shift among its consumers. Hence, this helps the researcher to study the transition of customer mindset from conventional to organic products. Further, the research analyses the effect in Coimbatore city in Tamil Nadu.

CHAPTER III

RESEARCH METHODOLOGY

Introduction:

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Dictionary definition of research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Some people consider research as a movement from the known to the unknown. It is a voyage of discovery. We all possess the vital instinct of inquisitiveness. When the unknown confronts us more and more our inquisitiveness makes us probe and attain understanding of the unknown. The inquisitiveness is the mother of all knowledge and the method, which one employs for obtaining the knowledge of whatever the unknown can be termed as research.

Research refers to a search for knowledge of data. Research is an art of scientific investigation, involving the gathering of data to solve a problem or contribute to knowledge about a theory or practice. Research is an honest desire to understand something coupled with an energetic search to find the answer. It is an honest desire to explore, observe, or analyze a subject. The research involves a careful planning, an orderly execution and an effective way of presentation of results and drawings conclusions with references to past work. The general criterion of this research consists of systematic observations, verification, and classification of the facts and therefore the interpretation and generalization regarding possible relations.

Research Methodology:

Research methodology is a way to systematically solve the research problem. Research methodology has several dimensions and research methods to constitute a part of the research methodology.

Research Method:

Research methods or techniques refer to the methods the researchers use in performing research operations. In other words, all those methods which are used by the researcher during the course of studying their research problem are termed research methods. The research methodology is the way to solve the research systematically. It may be understood as an art of knowing how research is done scientifically and systematically. The study includes various steps that are generally adopted

by a researcher studying their problem along with the logic behind them. It is necessary for the researcher to know not only methods but also the methodology.

Research Design:

The purpose of the study it explains the methodology adopted to achieve the objectives of the study. This section provides the details of sample, collection of data and period of study and data analysis procedures. This study uses both primary and secondary data.

Collection of Data:

The required data for the study was collected from both primary and secondary data

Primary Data:

In this study the primary data has been collected using questionnaire method. However, this research has been done using questionnaire method utmost care was taken while preparing the questionnaire. The primary data were collected through questionnaire to analyze the consumer's awareness, problems and the reasons for the transition of conventional to organic food products.

Secondary Data:

The secondary is the second-hand information that is already available. These data may either be published data or unpublished data. In the study data has been collected from books, magazines, newspapers, journals, published studies and websites etc.

Sampling:

The researcher has adopted Convenience Sampling method for the collection of data. However, the researcher must careful to ensure that sample respondents are from the whole area of the study. This mainly depends upon the primary data which have been collected from 204 respondents. The questionnaire includes six parts. Part A includes the personal details of the respondents. Part B includes the general background of the respondents regarding the organic food products. Part C includes the awareness towards the organic food products. Part D constitutes the constructs relating to the factors facilitating on purchase of organic food products. Part E includes the reason for transition of conventional to organic food product constructs. Part F includes the constructs relating to customer satisfaction and problems relating in purchase of organic food products. These constructs are measured through the five-point Linkert scale.

Sample Size and Area:

In this study the sample size is restricted to 204 consumers in Coimbatore district.

Statistical Tool:

The raw data collected and carefully classified, edited and tabulated for this analysis. The analysis table were prepared analysed and interpreted with the basis of percentage. Some questions was scored on five points Likert scale on which weighted average method was used.

- **Percentage Analysis:**

Percentage analysis is the method to represent raw streams of data in percentage for the better understanding of collected data. The formula for calculating the percentage analysis is follows:

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

- **Weighted Average Method:**

It is the method in which average is calculated for each quality and a weighted is assigned to it. Likert scales were developed by using the item analysis approach wherein item is evaluated on the basis of how well it discriminated between those persons whose total score is high and whose total score is low. The formula for calculating weighted average method is follows:

$$\text{Score} = \frac{X_1W_1 + X_2W_2 + X_3W_3 + \dots X_nW_n}{\text{Number of respondents}}$$

- **Chi-Square Test:**

The chi-square test is one of the simplest and most widely used nonparametric tests in statistical work. In this study it was used to test the relation between socio economic profile and proportion of income on investment of the respondents. For testing the hypothesis chi-square test was employed with 5 percentage level of significant.

$$X^2 = \frac{\sum(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where, O_{ij} = Observed frequency of the cell in ith row and jth column

E_{ij} = Expected frequency of the cell in ith row and jth column

- **Garrett Ranking**

Garrett ranking technique was used to rank the preference indicated by the respondents for different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula,

$$\text{Percent Position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Rank given for i th variable by j th respondents

N_j = Number of variables ranked by j th respondents

With the help of Garrett's table, the per cent position estimated is converted into sources. Then for each factor, the scores of everyone are added and then total value of scores and mean values of scores is calculated. The factor having highest mean value is considered to be most important.

- **Regression Analysis:**

Regression analysis was used to estimate relationship among the variables. It helps in understanding how the distinctive value of the dependent variable changes with the change in one of the independent variables when other independent variables are unchanged.

- **Factor Analysis:**

The factor analysis was used for data reduction purposes and grouped the variables from individual in large number.

- **ANOVA:**

It is used to test the degree to which two or more groups vary or differ in an experiment. This technique was used to draw inferences about whether the samples have been drawn from a population having the same mean. It is used to investigate any number of factors which are hypothesized or said to influence the dependent variable.

CHAPTER IV

ANALYSIS AND INTERPRETATION

Introduction

The analysis and interpretation chapter deals with the classification and analysis of collected data. All collected data's are summarized and making tabulations, coding and find out the meaningful relationship derived from the analyzing of data. The results of the data will be interpreted in such a way to bring solutions to the problem. Analyzing the collected data is important to complete the study. Based on this analysis was conducted, and the results are presented under the headings below.

4.1 Socio Economic Profile of the Respondents:

The socio-economic profile of the respondents such as age, gender, marital status, education qualification, occupation, annual income, location of the respondents, family pattern, number of family members, purchase of organic food products per month. The below table attempts to analyse the socio economic profile of the respondents among organic food products.

Table 4.1

Socio Economic Profile of the Respondents

S.NO	Demographic Variables	Groups	Frequency	Percentage
1	Age	Below 25	96	47.05
		26- 45	54	26.47
		46 – 65	38	18.62
		More than66	16	7.86
		Total	204	100
2	Gender	Male	111	54.41
		Female	93	45.59
		Total	204	100
3	Marital Status	Married	94	46.08
		Unmarried	110	53.92
		Total	204	100

4	Education qualification	Up to SSLC	15	7.37
		HSC	20	9.80
		Graduate	95	46.56
		Post graduate	53	25.98
		Others	21	10.29
		Total	204	100
5	Occupation	Business Man	33	16.17
		Private Employee	73	35.78
		Government Employee	34	16.68
		Others	64	31.37
		Total	204	100
6	Annual income	Below 50000	85	41.66
		50000 – 80000	52	25.49
		80000 - 100000	34	16.66
		More than 100000	33	16.19
		Total	204	100
7	Location of the Respondents	Urban	51	25.00
		Semi Urban	60	29.42
		Rural	76	37.25
		Semi-Rural	17	8.33
		Total	204	100
8	Family Pattern	Individual family	93	45.59
		Joint family	111	54.41
		Total	204	100
9	Number of members in family	Two	42	20.58
		Three	62	30.39
		Four	30	14.72
		Five and above	70	34.31
		Total	204	100

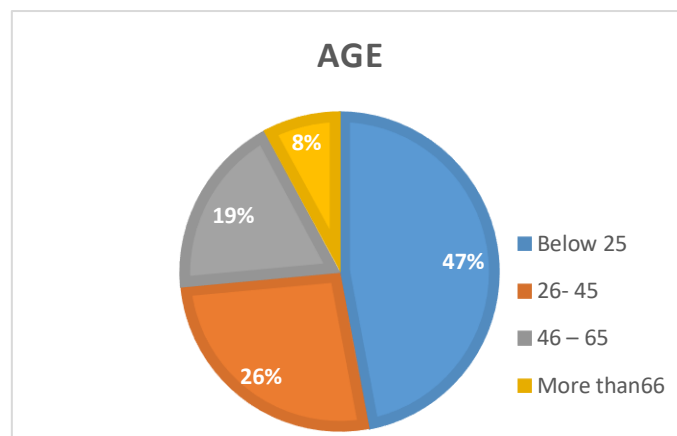
(Source: Primary Data)

Age of the Respondent

Age of the respondent is more important to determine the purchase decision of organic products. This study concentrate on consumer buying behavior of organic product and how far consumer age factors influence to purchase of organic products. The study analysis which age group respondent to influence more to purchase organic food products. The age group is divided into four groups of respondent who has purchased organic food products. Table 4.1 reveals that, out of total respondents (204) the majority of 47.05 percentage of the respondents (96) belongs to the age group of Below 25, where there are 26.47 percentage of the respondents (54) are belongs to the age group of 26 – 45 years, 18.62 percentage of the respondents (38) belongs to the age group of 46 – 65 years and 7. 86 percentage of the respondents (16) are belongs to the age group of the more than 66.

Figure 4.1.1

Age of the respondents

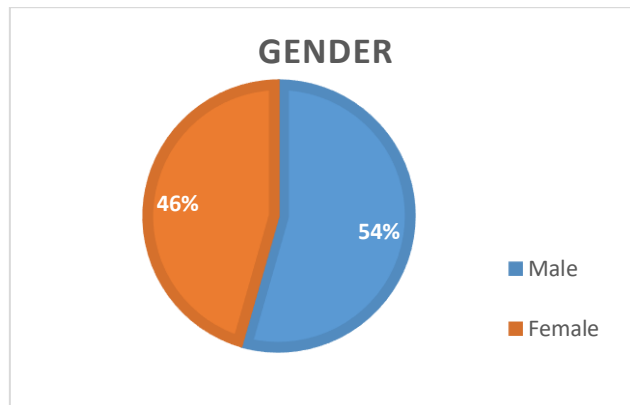


Gender of the Respondents:

The household goods that should be used in houses are determined by gender. The general assumption is that women have more influence on the products consumed in households. From the table - 4.1 shows that majority of 54.41 percentage of the respondents (111) are belongs to the category of male and the 45.59 percentage of the respondents (93) are belongs to the female category.

Figure 4.1.2

Gender of the respondents

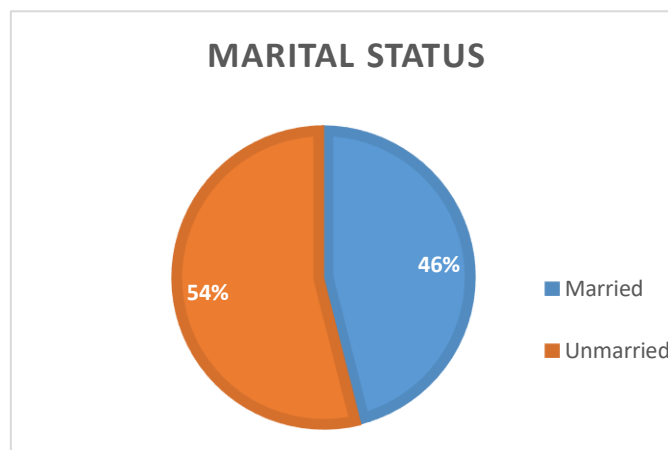


Marital Status of the Respondents:

The marital status of the respondents indicates that majority of the (110) respondents 53.92 percentage belongs to the unmarried category where the 46.08 percentage of the respondents (94) belongs to the married category.

Figure 4.1.3

Marital Status of respondents



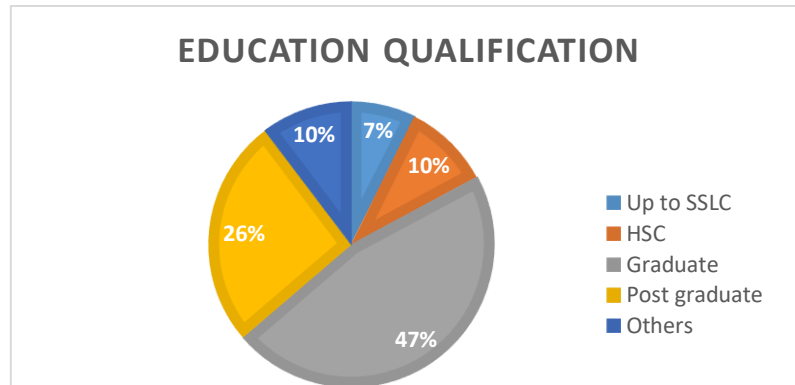
Education qualification of the Respondents:

Education can increase a customer's awareness of the products they consume. Also, it enables them to use the product they purchase more effectively. Table 4.1 reveals that majority of respondents 46.56 percentage of the respondents (95) are graduated, where the 25.98 percentage of the respondents (53) are post graduated, 10.29 percentage of the respondents (21) are belongs to the other category,

9.80 percentage of the respondents (20) belongs to the HSC category, and where the 7.37 percentage of the respondents (15) belongs to the up to SSLC category.

Figure 4.1.4

Education Qualification of respondents

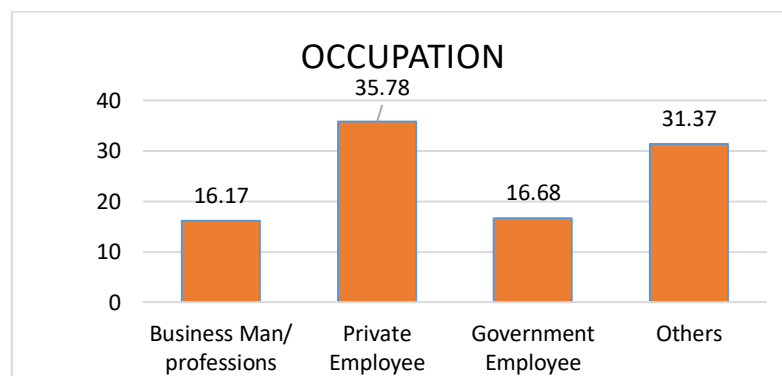


Occupation of the Respondents:

Occupation of the respondents indicates that the majority of 35.78 percentage of the respondents (73) belongs to the category of private employee, where the 31.37 percentage of the respondents (64) are belongs to the category of others, 16.68 percentage of the respondents (34) are belongs to the category of government employee and where the 16.17 percentage of the respondents (33) belongs to the category of business man or professions.

Figure 4.1.5

Occupation of respondents

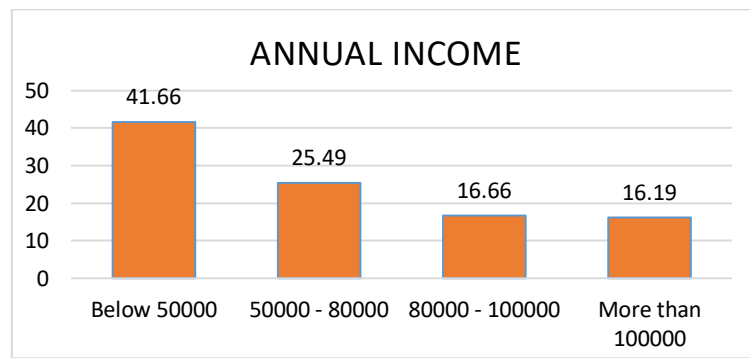


Annual Income of the Respondents:

Annual income provides information about the households' economic situation, which is useful in determining the respondents' standard of living. Table 4.1 reveals that 41.66 percentage of the respondents (85) belongs to the category of below 50000, where the 25.49 percentage of the respondents (52) were belongs to the category of 50000 – 80000, 16.66 percentage of the respondents (34) were belongs to the category of 80000 – 100000 and the 16.19 percentage of the respondents (33) were belongs to the category of more than 100000

Figure 4.1.6

Annual Income of respondents

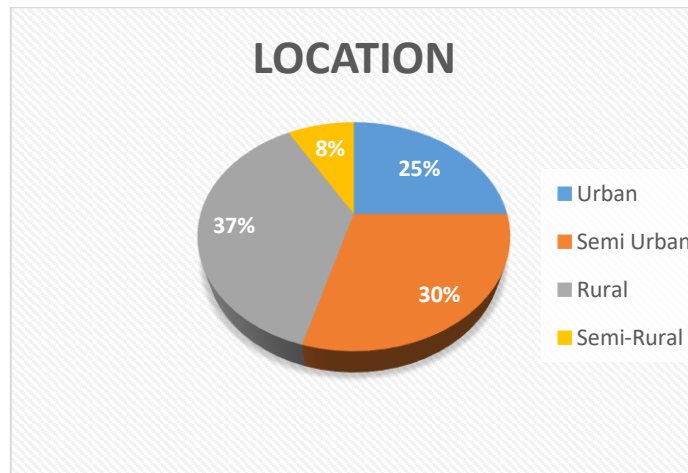


Location of the Respondents:

The location of the respondents indicates the quality of the food consumed is significantly influenced. It provides for the consumption of healthy foods. Majority of the 37.25 percentage of the respondents (76) belongs to the rural area, where the 29.42 percentage of the respondents (60) were belongs to the semi urban area, 25.00 percentage of the respondents (51) belongs to the urban area and the 8.33 percentage of the respondents (17) belongs to the semi-rural area.

Figure 4.1.7

Location of respondents

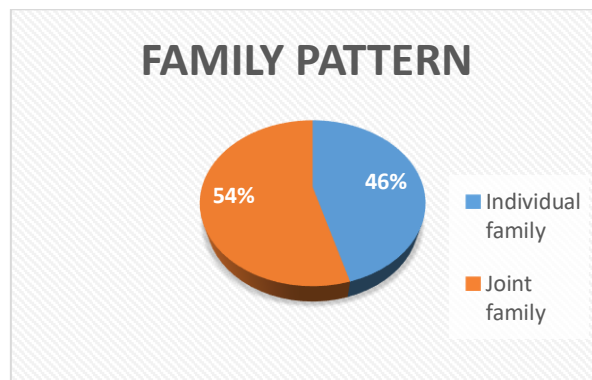


Family Pattern of Organic Food Product of Consumers:

The family pattern has an effect on quantity and type of food that is consumed. Table 4.1 reveals that majority of 54.41 percentage of the respondents (111) were belongs to the joint family category, where the 45.59 percentage of the respondents (93) are belongs to the individual family category.

Figure 4.1.8

Family Pattern of Organic Food Product of Consumers:

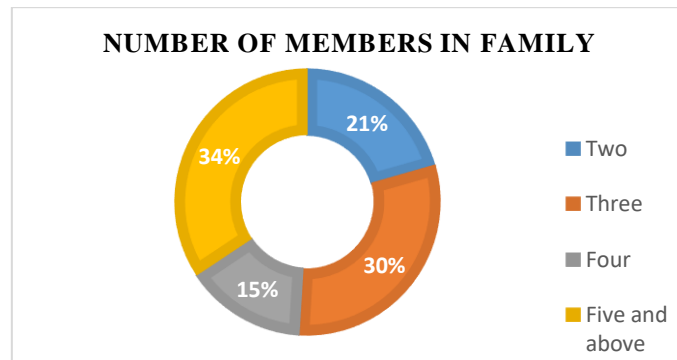


Number of Members in Family of the Respondents:

The number of family members determines how much needs to be purchased for the entire family. Majority of 34.31 percentage of the respondents (70) belongs to the five and above members, the 30.39 percentage of the respondents (62) were belongs to the three members in the family category, where the 20.58 percentage of the respondents (42) belongs to the category of two members in the family, 14.72 percentage of the respondents (30) belongs to the category of four members in the family.

Figure 4.1.9

Number of members in family



The above variables explain the various demographical classifications of the respondents involved in the study. The demographic profile gives the information on the socio-economic background of the study. This part briefly explained the demographic profile of the respondents.

4.2 Consumer preference and awareness of Organic Food Products:

The consumer's preference and awareness of Organic Food Products includes the place of buying organic food products, amount spend on purchase of organic food product, source of awareness etc. The table 4.2 reveals that to analyze the general background of the consumer's awareness on organic food products.

Table 4.2

Consumer Preference and Awareness of Organic Food Products

S NO	Demographic variable	Groups	Frequency	Percentage
1	Purchase of organic food products per month	Below 1000	33	16.19
		1000 – 2000	72	35.29
		2000 – 3000	34	16.66
		3000 – 4000	64	31.37
		Above 5000	1	0.49
		Total	204	100
2	Preference of organic food products	Personal Health	77	37.74
		Quality of the Product	43	21.09
		Eco friendly	60	29.41
		Pesticides Free	24	11.76
		Total	204	100
3	Place of buying organic food products	Supermarkets	18	8.82
		Stalls and exhibition	7	3.43
		Exclusive organic food products	23	11.27
		Local markets	36	17.64
		Health store	38	18.62
		Online shopping	23	11.27
		Village retail shops	20	9.84
		Farmers (who supply directly to home or buy directly from the yield of farmer)	39	19.11

		Total	204	100
4	Aware of organic food products	Yes	204	100
		No	Nil	Nil
5	Source of awareness	To know through the self-knowledge	16	7.84
		Advertisement in TV/ Radio	19	9.31
		Through the friends / relatives	19	9.31
		To know through the pop up advertisement	21	10.29
		Sales personnel	17	8.33
		Bill board	19	9.35
		Magazines and journals with pictures	17	8.33
		Notice , leaflets and pamphlets	16	7.84
		Exhibitions	20	9.80
		Awareness programme	18	8.82
		Banners at retail outlets	10	4.90
		Specialized shops	12	5.88
		Total	204	100

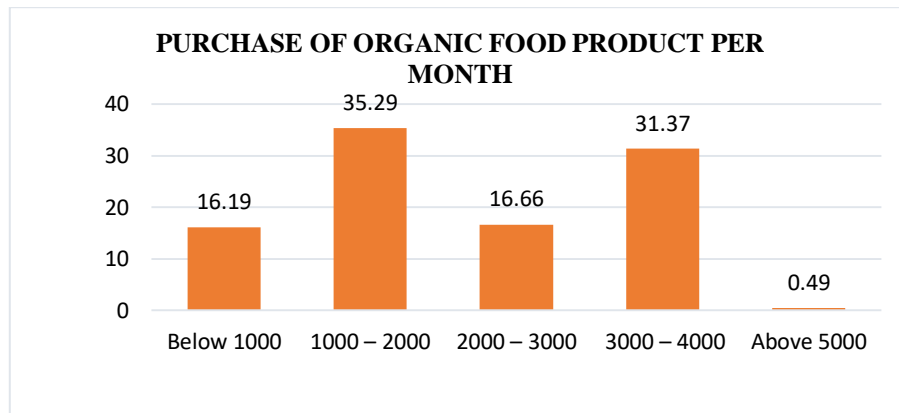
(Source: Primary Data)

Respondent Spending Behaviour to Purchase of Organic Food Products:

Majority of 35.29 percentage of the respondents (72) belongs to the category of 1000 – 2000 amount spend to buy organic food products, 31.37 percentage of the respondents (64) were spending 3000 – 4000 amount to buy organic food product per month, where the 16.66 percentage of the respondents (34) are spending 2000 – 3000, 16.19 percentage of the respondents (33) are spending below 1000 and the 0.49 percentage of the respondents (1) are spending above 5000 to buy the organic food products per month.

Figure 4.2.1

Respondent Spending Behaviour to Purchase of Organic Food Products:

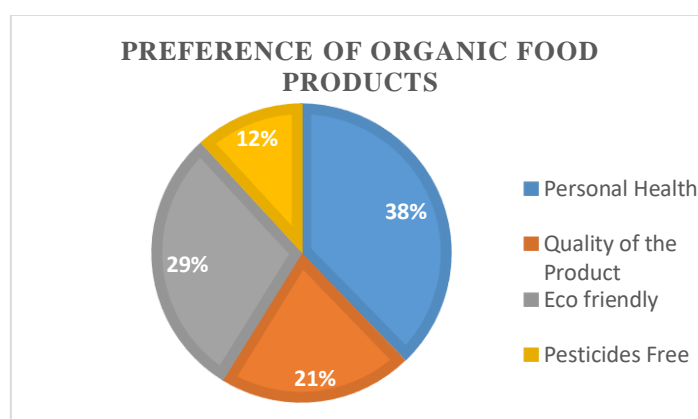


Consumer's Preference to purchase of Organic Food Products:

Table 4.2 highlights the consumer preference of the respondents. The majority of 37.74 percentage of respondents (77) have the preference on organic food products due to the personal health, 29.41 percentage of the respondents (60) are preferring the organic food products due to the eco-friendly, where the 21.09 percent of the respondents (43) are preferring the organic food products due to Quality of the Product and the 11.76 percent of the respondents (24) are preferring the organic food products due to the pesticides free.

Figure 4.2.2

Consumer's Preference to purchase of Organic Food Products

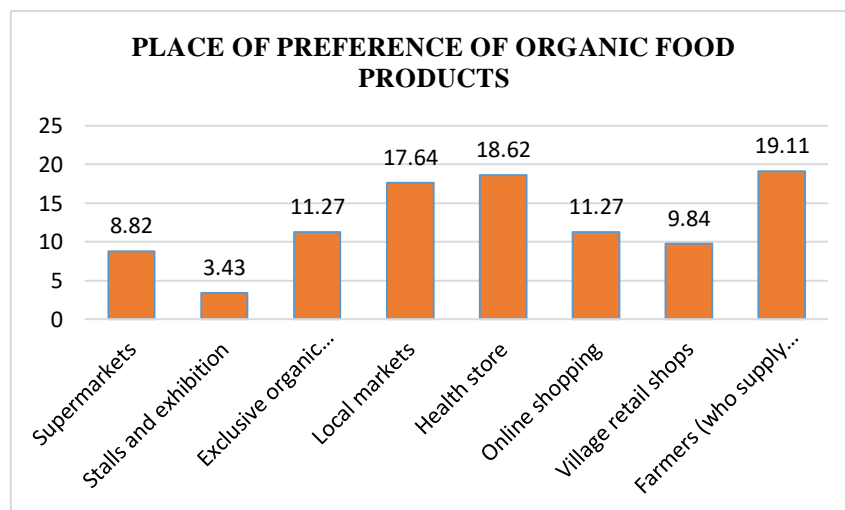


Place of Preference of Consumer to Purchase of Organic Food Products

Majority of 19.11 percentage of the respondents (39) are buying the organic food products in the place where the farmers who supply directly to home or buy directly from the yield of farmer, 18.62 percentage of respondents (38) are buying the organic food products in the health store, where the 17.64 percentage of respondents (36) are buying the organic food products in local markets, 11.27 percentage of respondents (23) are buying organic food products in online shopping and in the exclusive organic food stores, 9.84 percentage of respondents (20) are preferring village retail shops to buy the organic food products, 8.82 percentage of the respondents (18) are preferring the place of buying the organic food products in supermarkets, and the 3.43 percentage of respondents(7) are preferring the place of buying organic food products in stalls and exhibitions.

Figure 4.2.3

Place of Preference of Consumer to Purchase of Organic Food Products



Awareness of respondents:

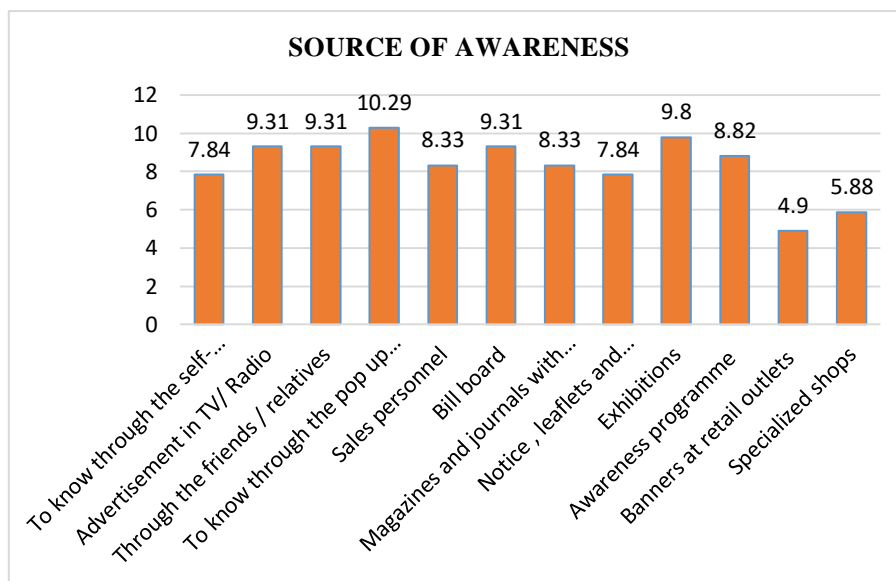
The people are around aware of the organic food products are explained in the table 4.2. 100 percentage of the respondents are fully aware about the organic food products.

Source of Awareness to Purchase of Organic Food Products:

Table 4.2 indicates that the majority of 10.29 percentage of respondents (10.29) are aware from the source of pop up advertisement, 9.80 percentage of the respondents (20) are aware from the source of exhibitions, 9.35 percentage of the respondents (19) are aware from the source of bill board, advertisement in TV/ Radio, through the friends/relatives, 8.82 percentage of the respondents (18) are aware from the source of awareness programme, 8.33 percentage of respondents (17) are aware from the source of sales personnel, magazines and journals with pictures, 7.84 percentage of respondents (16) are aware from source through the self-knowledge, notice, leaflets and pamphlets, 5.88 percentage of respondents (5.88) are aware from the Specialized shops, 4.90 percentage of respondents (10) are aware from the source of banners at retail outlets.

Figure 4.2.4

Source of Awareness to Purchase of Organic Food Products:



4.3 Opinion about Awareness to Purchase of Organic Food Products:

The table – 4.3 represents the awareness of the respondents towards the organic food products. In that it shows their weightage of the organic food products. Awareness of the respondents are ranked below using the weighted ranking methods.

Table 4.3
Opinion about Awareness to Purchase of Organic Food Products (Weighted Ranking Methods)

Opinion about Awareness to Purchase of Organic Food Products													
Rank Factor	I		II		III		IV		V		Total Score	Mean Score	Rank
	5		4		3		2		1				
Organic Product means not contaminated with chemical pesticides, not used preservatives, no additives, artificial colour etc.,	102		49		51		1		1		862	4.22	I
		510		196		153		2		1			
Organic food is tastier than ordinary food	60		100		39		3		2		825	4.04	V
		300		400		117		6		2			
Organic foods are generally Fresh	67		65		70		1		1		808	3.96	VI
		335		260		210		2		1			
Product Knowledge	69		89		44		1		1		836	4.09	II
		345		356		132		2		1			
Certification and Green logos on product	67		76		49		9		3		807	3.95	VII
		335		304		147		18		3			
Labelling information on product	71		77		52		3		1		826	4.04	V
		355		308		156		6		1			
Organic food products' quality is better other than the conventional products	78		78		40		6		2		836	4.09	II
		390		312		120		12		2			

Market Availability of Organic food product	64		96		41		2		1		832	4.07	III
		320		384		123		4		1			
Different Location of the shops	76		72		52		2		2		830	4.06	IV
		380		288		156		4		2			
Price of organic products are high, which is equal to its quality	49		94		58		2		1		801	3.92	VIII
		245		376		174		4		2			

(Source: Primary data)

It is clear from the table – 4.3 the awareness towards the organic food products. For this purpose, the study conducted for 204 respondents of the customers. Attempt has to be made in the section to analysis the collected data with reference to the activities of the customers a detailed analysis in a table 4.3. In this study most of the respondents give I rank to the organic product means not contaminated with chemical pesticides, not used preservatives, no additives, artificial colour etc. Organic food products' quality is better other than the conventional products and product knowledge secures II rank among the respondents. Market Availability of Organic food product secures III rank among the respondents. Different Location of the shops secures IV rank among the respondents. Organic food is tastier than ordinary food and Labelling information on product secures the V rank among the respondents. Organic foods are generally Fresh secures the VI rank among the respondents. Certification and Green logos on product secures a VII rank among the respondents. Price of organic products are high, which is equal to its quality secures the VIII rank among the respondents.

4.4 Factors Influencing to Purchase of Organic Food Products:

Factors like health consciousness, emotional attitude, natural content, safety and animal welfare and environment friendly are the most commonly used factors which facilitates while purchasing organic food products. The following tables- 4.4 clearly indicates the every factors briefly.

4.4.1 – Health Consciousness:

Health consciousness is the first factor which indicates the factors facilitating while purchasing organic food products. This factor includes the organic food products contains a lot of vitamins and minerals. It produced naturally and better for health, organic food grown without preservatives and artificial colours, organic food products ensures good health. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are explained on the table 4.4.

Table 4.4

Factors influence to Purchase of Organic Food Products as Health Consciousness (Weighted Rank Methods)

1. Health Consciousness													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean Score	Rank
It contains a lot of vitamins and minerals	117		49		30		7		1		886	4.34	I
		585		196		90		14		1			
It produced naturally and better for health	64		118		20		1		1		855	4.19	III
		320		472		60		2		1			
Organic food grown without preservatives and artificial colours	78		78		44		3		1		841	4.12	IV
		390		312		132		6		1			
It ensures good health	90		87		23		2		2		873	4.27	II
		450		348		69		4		2			

(Source: Primary data)

Table 4.4 highlights that, the factors facilitating the purchase of organic food products. In that first factor is health consciousness is clearly mentioned in the table 4.4. In this study most of the respondents give rank I for the organic food contains a lot of vitamins and minerals. Organic food ensures good health secures II rank among the respondents. Organic food produced naturally and better for health secures the III rank among the respondents. Organic food are grown without artificial colors and preservatives secures the IV rank among the respondents.

4.4.2 – Emotional Attitude:

Emotional attitude is the second factor which indicates the factors facilitating the purchase of organic food products. This factor include organic food helps us to cope with stress, aids me to balance work and life, comforts me to relax and makes me excited. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.5.

Table 4.5

Factors influence to Purchase of Organic Food Products as Emotional Attitude (Weighted Rank Methods)

2. Emotional Attitude													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
Organic food helps us to cope with stress	78		70		52		2		2		832	4.07	II
		390		280		156		4		2			
Aids me to balance work and life	54		107		41		1		1		824	4.03	III
		270		428		123		2		1			
Comforts me to relax	74		60		66		2		2		814	3.99	IV
		370		240		198		4		2			
Makes me excited	74		91		37		1		1		848	4.15	I
		370		364		111		2		1			

(Source: Primary Data)

The table – 4.5 clearly explains that, the factors facilitating purchase of organic food products in that second factor is Emotional Attitude are mentioned in the table 4.5. Most of the respondents give I rank to the organic food products makes me excited. Organic food helps us to cope with stress secures the II rank among the respondents. Aids me to balance work and life secures the III rank among the respondents. Comforts me to relax secures the IV rank among the respondents.

4.4.3 Natural Content:

Natural Content is the third factor which indicates the factors facilitating the purchase of organic food products. This factor include no additives involved, processed with natural ingredients and contains no artificial constituents. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.6.

Table 4.6

Factors influence to Purchase of Organic Food Products as Natural Content (Weighted Rank Methods)

3. Natural Content													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
No additives involved	117		56		29		1		1		899	4.40	I
		585		224		87		2		1			
Processed with natural ingredients	68		97		36		2		1		841	4.12	II
		340		388		108		4		1			
Contains no artificial constituents	75		80		48		1		0		841	4.12	II
		375		320		144		2		0			

(Source: Primary Data)

The table – 4.6 clearly explains the factors facilitating purchase of organic food products in that third factor is natural content. Most of the respondents give I rank to the organic food products does not contain any additives. Processed with natural ingredients and Contains no artificial constituents secures the II rank among the respondents.

4.4.4 Safety:

Safety is the fourth factor which indicates the factors facilitating the purchase of organic food products. This factor include most considerable way for food safety, safer to consume, less associated with health risk and preserves ecosystems. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.7.

Table 4.7

**Factors influence to Purchase of Organic Food Products as Safety
(Weighted Rank Methods)**

4. Safety													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
Most considerable way for food safety	102		58		41		2		1		870	4.26	I
		510		232		123		4		1			
Safer to consume	68		105		30		1		0		852	4.17	II
		340		420		90		2		0			
Less associated with health risk	66		91		45		2		0		833	4.08	III
		330		364		135		4		0			
Preserves ecosystems	95		69		39		1		0		870	4.26	I
		475		276		117		2		0			

(Source: Primary Data)

The table – 4.7 clearly explains the factors facilitating purchase of organic food products in that fourth factor is safety. Most of the respondents give I rank to the organic food products preserves ecosystems and most considerable way for food safety. Organic food products are safer to consume secures the II rank among the respondents. Less associates with health risk secures the III rank among the respondents.

4.4.5 Animal welfare and Environmental friendly:

Animal welfare and Environmental friendly is the fifth factor which indicates the factors facilitating the purchase of organic food products. This factor includes friendlier to the environment, reduces pollution and protects air, water and soil, uses minimal energy, considers animals humanely and concede the animal well-being. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.8.

Table 4.8

Factors influence to Purchase of Organic Food Products as Animal welfare and Environmental friendly

5. Animal welfare and environmental friendly													
Rank Factor	I		II		III		IV		V		Total score	Mean score	Rank
	5	4	3	2	1	1	1						
More friendlier to the environment	94	55	51	3	1	850	4.16	IV					
	470	220	153	6	1								
Reduces pollution and protects air, water and soil	77	93	33	1	0	858	4.20	III					
	385	372	99	2	0								
Uses minimal energy	59	80	63	1	1	807	3.95	V					
	295	320	189	2	1								
Considers animals humanely	80	94	30	0	0	866	4.24	II					
	400	376	90	0	0								
Concede the animal well being	88	84	29	2	1	868	4.25	I					
	440	336	87	4	1								

(Source: Primary Data)

The table – 4.8 clearly explains that, the factors facilitating purchase of organic food products in that fifth factor is animal welfare and environmental friendly are mentioned in the table 4.8. Most of the respondents give I rank to the organic food products concedes the animal well-being. Organic food products considers animals humanely secures the II rank among the respondents. Reduces pollution and protects air, water and soil secures the III rank among the respondents. Friendlier to the

environment secures IV rank among the respondents. Uses minimal energy secures V rank among the respondents.

4.5 Transition of Conventional to Organic Food Products:

Reason for transition of conventional to organic food products includes the factors like pesticides free, healthy, eco-friendly, better taste and freshness of the organic food products. The following table clearly indicates the reason for transition of conventional to organic food products.

4.5.1 Pesticides Free:

Transition of conventional to organic food products includes many reasons, in that first reason is pesticides free. This reason includes the organic food products are grown without the use of pesticides, organic foods are less susceptible to bacteria, contains lower chemical residues and it does not contain any preservatives. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.9.

Table 4.9

Reason for transition of Organic products due to Availability of pesticides free products (Weighted Rank Methods)

1. Pesticides Free													
Rank Factor	I		II		III		IV		V		Total score	Mean score	Rank
	5		4		3		2		1				
Organic food products are grown without the use of pesticides	93		70		38		2		1		864	4.23	I
		465		280		114		4		1			
Organic foods are less susceptible to bacteria	55		125		22		1		1		844	4.13	II
		275		500		66		2		1			
Contains lower chemical residues	52		87		65		0		0		803	3.93	III
		260		348		195		0		0			
It does not contain any preservatives	72		97		28		7		0		796	3.90	IV
		360		388		84		14		0			

(Source: Primary Data)

The table – 4.9 explains about the reasons for transition of conventional food towards the organic food products in that first reason is pesticides free explained in the table 4.9. Most of the respondents

give I rank to the Organic food products are grown without the use of pesticides. Organic foods are less susceptible to bacteria secures the II rank among the respondents. Contains lower chemical residues secures the III rank among the respondents. It does not contain any preservatives secures IV among the respondents.

4.5.2 Healthy:

Transition of conventional to organic food products includes many reasons, in that second reason is healthy. This reason includes the good for my children and family, contains high nutritional value, absence of genetically modified organisms, it protect us from deadly diseases and it does not cause any side-effects. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.10.

Table 4.10

**Reason for transition of Organic products due to Availability of Healthy products
(Weighted Rank Methods)**

2. Healthy													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
Good for my children and family	99		53		52		0		0		863	4.23	II
		495		212		156		0		0			
Contains high nutritional value	67		108		27		1		1		851	4.17	III
		335		432		81		2		1			
Absence of genetically modified organisms	69		83		48		2		2		827	4.05	V
		345		332		144		4		2			
It protect us from deadly diseases	86		90		27		1		1		874	4.28	I
		430		360		81		2		1			
It does not cause any side-effects	73		74		55		1		1		829	4.06	IV
		365		296		165		2		1			

(Source: Primary Data)

The table – 4.10 explains about the reasons for transition of conventional food towards the organic food products in that second reason is healthy explained in the table 4.10. Most of the respondents give I rank to the organic food products which protect us from deadly diseases. Good for

my children and family secures the II rank among the respondents. Organic food products contains high nutritional value secures the III rank among the respondents. Organic food product does not cause any side-effects secures IV among the respondents. Absence of genetically modified organisms secures the V rank among the respondents.

4.5.3 Eco Friendly:

Transition of conventional to organic food products includes many reasons, in that third reason is eco-friendly. This reason includes the self-service and satisfaction, regarded as superior quality products, preserves agricultural diversity, friendly to customers and it uses minimal energy. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.11.

Table 4.11

Reason for transition of Organic products due to Availability of Eco Friendly Products (Weighted Rank Methods)

3. Eco-friendly													
Rank Factor	I		II		III		IV		V		Total score	Mean score	Rank
	5		4		3		2		1				
Self-service and satisfaction	89		58		55		1		1		845	4.14	I
		445		232		165		2		1			
Regarded as superior quality products	58		109		35		2		0		835	4.09	II
		290		436		105		4		0			
Preserves agricultural diversity	71		76		54		2		1		826	4.04	IV
		355		304		162		4		1			
Friendly to customers	68		88		46		1		1		833	4.08	III
		340		352		138		2		1			
It uses minimal energy	69		79		54		1		1		826	4.04	IV
		345		316		162		2		1			

(Source: Primary Data)

The table – 4.11 explains about the reasons for transition of conventional food towards the organic food products in that third reason is eco-friendly explained in the table 4.11. Most of the respondents give I rank to the organic food products Self-service and satisfaction. Organic food products regarded as superior quality products secures the II rank among the respondents. Organic

food products are friendly to customers secures the III rank among the respondents. Organic food product uses minimal energy and Preserves agricultural diversity secures IV among the respondents.

4.5.4 Better Taste

Transition of conventional to organic food products includes many reasons, in that fourth reason is better taste. This reason includes the better flavors, proceeds with natural ingredients, organic products are palatable, natural appearance and colour and a wide variety of organic food products. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.12.

Table 4.12

Reason for transition of Organic products due to Availability of Better Taste of Products (Weighted Rank Methods)

4. Better Taste													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
Better flavours	88		57		57		1		1		842	4.12	II
		440		228		171		2		1			
Proceeds with natural ingredients	58		116		29		1		0		843	4.13	I
		290		464		87		2		0			
Organic products are palatable	81		63		58		1		1		834	4.08	III
		405		252		174		2		1			
Natural Appearance and colour	53		96		53		1		1		811	3.97	V
		265		384		159		2		1			
Wide variety	63		77		63		1		0		814	3.99	IV
		315		308		189		2		0			

(Source: Primary Data)

The table – 4.12 explains about the reasons for transition of conventional food towards the organic food products in that fourth reason is better taste explained in the table 4.12. Most of the respondents give I rank to the Organic food products Proceeds with natural ingredients. Better flavours secures the II rank among the respondents. Organic products are palatable secures the III rank among the respondents. Organic food product has wide variety of products secures IV among the respondents. Organic food products has natural appearance and colour among the respondents.

4.5.5 Freshness of the organic food products:

Transition of conventional to organic food products includes many reasons, in that fifth reason is fresh. This reason includes the it does not contain any artificial constituents, organic foods are hygienic and protective, organic foods are fresh and clean, supports farming directly and fresh products at door steps. By using the weighted rank methods these constructs are calculated and gives rank to the constructs which is detailed by the respondents are shown on the table 4.13.

Table 4.13

**Reason for transition of Organic products due to Availability of Fresh Products
(Weighted Rank Methods)**

5. Fresh													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
It does not contain any artificial constituents	88		55		54		5		2		834	4.08	III
		440		220		162		10		2			
Organic foods are hygienic and protective	48		107		45		2		2		809	3.96	V
		240		428		135		4		2			
Organic foods are fresh and clean	77		81		43		2		1		844	4.13	II
		385		324		129		4		2			
Supports farming directly	59		91		53		1		0		820	4.01	IV
		295		364		159		2		0			
Fresh products at door steps	83		90		29		1		1		865	4.24	I
		415		360		87		2		1			

(Source: Primary Data)

The table – 4.13 explains about the reasons for transition of conventional food towards the organic food products in that fifth reason is eco-friendly explained in the table 4.13. Most of the respondents give I rank to the Organic food products are fresh products at door steps. Organic foods are fresh and clean secures the II rank among the respondents. Organic products does not contain any artificial constituents secures the III rank among the respondents. Organic food product has Supports farming directly secures IV among the respondents. Organic food products are hygienic and protective among the respondents secures V rank among the products.

4.6 Customer Satisfaction level to Purchase of Organic Food Products:

The following table 4.14 clearly indicates the Customer Satisfaction level to Purchase of Organic Food Products.

Table 4.14

Customer Satisfaction level to Purchase of Organic Food Products

Customer Satisfaction level to Purchase of Organic Food Products													
Rank Factor	I		II		III		IV		V		Total score	Mean score	Rank
	5	4	3	2	1	0	0	1					
Nutritional value of the product	105		55		43		1		0		876	4.29	I
		525		220		129		2		0			
Hygienic value of the product	42		104		56		1		1		797	3.90	X
		210		416		168		2		1			
Freshness of the products	73		72		57		1		1		827	4.05	VII
		365		288		171		2		1			
Taste of the organic food products	73		90		38		2		1		844	4.13	VI
		365		360		114		4		1			
Package of the Organic Food Products	55		84		63		1		1		803	3.93	IX
		275		336		189		2		1			
I believe that organic food product is good for the healthy environment	80		100		20		2		2		866	4.24	II
		400		400		60		4		2			
Varieties of organic food products	74		91		36		2		1		847	4.15	V
		370		364		108		4		1			
Ideal for children/elders	77		91		36		2		1		862	4.22	III
		385		364		108		4		1			
Sold at premium price	52		95		55		1		1		808	3.96	VIII
		260		380		165		2		1			
Customer service in shop	89		68		46		1		0		857	4.20	IV
		445		272		138		2		0			

(Source: Primary Data)

The table – 4.14 clearly indicates the satisfaction of customers towards the organic food products. Most of the respondent's gives I rank to the nutritional value of the product. I believe that organic food product is good for the healthy environment secures II rank among the respondents. Ideal for children/elders secures III rank among the respondents. Customer service in shop secures the IV rank among the respondents. Varieties of organic food products secures V rank among the respondents. Taste of the organic food products secures VI rank among the respondents. Freshness of the products secures VII rank among the respondents. Sold at premium price secures VIII rank among the respondents. Package of the Organic Food secures IX rank among the respondents Products Hygienic value of the product secures X rank among the respondents.

4.7 Problems faced by the Consumers while purchasing the Organic Food Products:

The following table clearly indicates the Problems faced by the Consumers while purchasing the Organic Food Products.

Table 4.15**Problems faced by the consumers (Weighted Rank Methods)**

Problems faced by the consumers													
Rank Factor	I 5		II 4		III 3		IV 2		V 1		Total score	Mean score	Rank
Distrust on organic food products	81		77		42		1		3		844	4.13	I
		405		308		126		2		3			
Difficult to differentiate the organic products from inorganic products	61		97		44		1		1		828	4.05	IV
		305		388		132		2		1			
Flavour of organic food products is very less	66		80		56		1		1		821	4.02	V
		330		320		168		2		1			
Lack of varieties of organic food products	66		104		30		3		1		843	4.13	I
		330		416		90		6		1			
Low shelf life of products	58		102		38		2		4		820	4.01	VI
		290		408		114		4		4			
Lack of availability of organic stores	64		84		54		0		2		820	4.01	VI
		320		336		162		0		2			
The price of organic food products is high when compared to conventional foods	62		84		56		1		1		817	4.00	VII
		310		336		168		2		1			
More number of unbranded items' in the market	77		78		48		0		1		842	4.12	II
		385		312		144		0		1			
The place of organic food shops is long distance from the residence	63		96		43		1		1		831	4.07	III
		315		384		129		2		1			
The organic food product are unavailable when consumer need them	69		84		49		1		1		831	4.07	III
		345		336		147		2		1			

(Source: Primary Data)

The table – 4.15 clearly indicates the problems faced by the consumers while purchasing the organic food products. Most of the respondent's gives I rank to the lack of varieties of organic food products and distrust on organic food products. More number of unbranded items' in the market secures II rank among the respondents. The place of organic food shops is long distance from the residence and the organic food product are unavailable when consumer need them secures III rank among the respondents. Difficult to differentiate the organic products from inorganic products secures the IV rank among the respondents. Flavour of organic food products is very less secures V rank among the respondents. Lack of availability of organic stores and Low shelf life of products secures VI rank among the respondents. The price of organic food products is high when compared to conventional foods secures VII rank among the respondents.

4.8 List of Organic Food Products Purchased by Consumers

The table 4.16 highlights the List of Organic Food Products Purchased by Consumers and ranking of organic food products by the respondents in selecting a particular product.

Table 4.16

List of Organic Food Products purchased by Consumer

Organic food products	Ranks given by respondents										
	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th
Vegetables	40	30	20	15	15	14	13	10	10	10	27
Fruits	30	20	20	17	15	25	10	23	24	10	10
Pulses	15	28	23	40	28	15	13	11	10	11	10
Rice	19	19	20	20	20	11	15	29	10	11	10
Tea	15	20	23	11	33	15	22	20	18	15	12
Pickles	18	17	21	12	20	18	22	18	29	11	18
Sugar	13	18	11	18	22	15	22	10	27	26	22
Edible oil	9	26	27	25	11	16	16	15	16	25	18
Milk products	15	9	16	17	3	27	23	24	22	29	19
Masala	19	5	6	15	19	19	22	28	21	30	20
Health mix	11	12	17	14	18	29	26	16	17	23	21

Table 4.16 highlights the List of Organic Food Products Purchased by Consumers and ranking of a particular organic food products. Among the 204 respondents vegetables was ranked first by the 40 respondents. Fruits was ranked second by the 30 respondents. Rice and masala was ranked third by the 38 respondents. Pickles was ranked fourth by the 18 respondents. Pulses, tea and milk products was ranked fifth by the 45 respondents. Sugar was ranked sixth by the 13 respondents. Health mix was ranked seventh by the 11 respondents. Edible oil was ranked eighth by the 9 respondents.

4.8.2 List of Organic Food Products Purchased by Consumers

Table 4.17

List of Organic Food Products Purchased by Consumers (Conversion Table)

GARRETT RANKING CONVERSION TABLE

The conversion of orders of merits into units of amount of "soces"

Percent	Score	Percent	Score	Percent	Score
0.09	99	22.32	65	83.31	31
0.20	98	23.88	64	84.56	30
0.32	97	25.48	63	85.75	29
0.45	96	27.15	62	86.89	28
0.61	95	28.86	61	87.96	27
0.78	94	30.61	60	88.97	26
0.97	93	32.42	59	89.94	25
1.18	92	34.25	58	90.83	24
1.42	91	36.15	57	91.67	23
1.68	90	38.06	56	92.45	22
1.96	89	40.01	55	93.19	21
2.28	88	41.97	54	93.86	20
2.69	87	43.97	53	94.49	19
3.01	86	45.97	52	95.08	18
3.43	85	47.98	51	95.62	17
3.89	84	50.00	50	96.11	16
4.38	83	52.02	49	96.57	15
4.92	82	54.03	48	96.99	14
5.51	81	56.03	47	97.37	13
6.14	80	58.03	46	97.72	12
6.81	79	59.99	45	98.04	11
7.55	78	61.94	44	98.32	10
8.33	77	63.85	43	98.58	9
9.17	76	65.75	42	98.82	8
10.06	75	67.48	41	99.03	7
11.03	74	69.39	40	99.22	6
12.04	73	71.14	39	99.39	5
13.11	72	72.85	38	99.55	4
14.25	71	74.52	37	99.68	3
15.44	70	76.12	36	99.80	2
16.69	69	77.68	35	99.91	1
18.01	68	79.17	34	100.00	0
19.39	67	80.61	33		
20.93	66	81.99	32		

4.8.3 List of Organic Food Products Based on Ranking Analysis:

Table 4.18

List of Organic Food Products Based On Ranking Analysis

S.NO	100 (Rij - 0.5)/Nj	Calculated Value	Garrett Value
1	100(1 - 0.5)/11	4.54	82
2	100(2 - 0.5)/11	13.63	71
3	100(3 - 0.5)/11	22.72	64
4	100(4 - 0.5)/11	31.81	59
5	100(5 - 0.5)/11	40.90	54
6	100(6 - 0.5)/11	50.00	50
7	100(7 - 0.5)/11	59.09	45
8	100(8 - 0.5)/11	68.18	40
9	100(9 - 0.5)/11	77.27	35
10	100(10 - 0.5)/11	86.36	28
11	100(11 - 0.5)/11	95.45	17

(Source: Computed Data)

The Garret rank were calculated by using the appropriate Garret Ranking formula. Based on the Garret ranks, the garret value was calculated. The Garret tables and sources of each garret value in the above table are multiplied to record scores in table. Finally by adding each row, the total Garret score was obtained.

$$100 (R_{ij} - N_j)$$

Percent position = _____

$$N_j$$

R_{ji} = rank given for the variable by the jth respondents

N_j = number of variables ranked by the jth respondents

The result is provided in the following table

4.8.4 Calculation of Ranking Analysis for the List of organic food products

The calculation of Garret Value and Ranking of the particular organic food products are shown in the table 4.8.4

Table 4.19

Calculation of Garret Value and Ranking for List of Organic Food Products

S.NO	PRODUCTS	Ranks given by respondents											Total	Average score	RANK
		1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th			
1	Vegetables	3280	2130	1280	885	810	700	585	400	350	280	459	11159	54.70	2
2	Fruits	2460	1420	1280	1003	810	1250	450	920	840	280	170	10883	53.34	3
3	Pulses	1230	1988	1472	2360	1512	750	585	440	350	308	170	11165	54.73	1
4	Rice	1558	1349	1280	1180	1080	550	675	1160	350	308	170	9660	47.35	7
5	Tea	1230	1420	1472	649	1782	750	990	800	630	420	204	10347	50.72	4
6	Pickles	1476	1207	1344	708	1080	900	990	720	1015	308	306	10054	49.28	5
7	Sugar	1066	1278	704	1062	1188	750	990	400	947	728	374	9487	46.50	9
8	Edible oil	738	1846	1344	1475	594	800	720	600	560	700	306	9683	47.46	6
9	Milk products	1230	639	1024	1003	162	1350	1035	960	770	812	323	9308	45.62	10
10	Masala	1558	355	384	885	1026	950	990	1120	735	840	340	9183	45.01	11
11	Health mix	902	852	1088	826	972	1450	1170	640	595	644	357	9496	46.54	8

(Source: Computed Data)

Based on the ranks assigned by the sample respondents, identifies the product which are choosing mostly were analyzed through table 4.19. It is evident from the table 4.19 that the majority of the respondents gives I rank to pulses. Followed by II rank as vegetables, III rank as fruits IV rank as tea, V rank as pickles, VI rank as edible oil, VII rank as rice. And also the respondents gives VIII as Health mix, IX rank as sugar, X rank as milk products and XI rank as masalas was ranked by the respondents.

4.9 Classification of respondents based on Age and Spending Behavior to purchase of

Organic Food Products:

Age is the important factor to determine the respondents. The table shows that the age wise classification and the amount spending on purchase of organic food products. The age is categorized like below 25, 26 to 45, 46 to 65 and more than 66. The amount spend on purchase of organic food products includes below 1000, 1000 – 2000, 2000 – 3000, and 3000 – 4000 and above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.20

Classification of respondents based on age and Spending Behavior to purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Below 25	17	30	7	42	0	96
	(17.70)	(31.25)	(7.29)	(43.75)	(0)	(100)
26 – 45	7	20	20	7	0	54
	(12.96)	(37.03)	(37.03)	(12.96)	(0)	(100)
46 – 65	7	16	5	10	0	38
	(18.42)	(42.10)	(13.15)	(26.31)	(0)	(100)
More than 66	2	6	2	5	1	16
	(12.50)	(37.50)	(12.50)	(31.25)	(6.25)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.49)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

The table 4.20 indicates that out of 204 respondents, that the majority of 35.29 percentage of respondents who are spending 1000 – 2000 amount for purchase of organic food products per month. Among these 42.10 percentage of respondents who are under the age group of 46 – 65 are spending more amount on purchase of organic food products per month, 37.50 percentage of respondents who are under the age group of more than 66 are spending amount on purchase of organic food products per month, 37.03 percentage of respondents who are under the age group of 26 – 45 are spending

amount on purchase of organic food products per month, 31.25 percentage of respondents who are under the age group below 25 are spending amount on purchase of organic food products per month. The next majority of 31.37 percentage of respondents who are spending 3000 – 4000 amount for purchase of organic food product per month. Among these 43.75 percentage of respondents who are under the age group below 25 are spending more amount on purchase of organic food products per month, 31.25 percentage of respondents who are under age group more than 66 are spending amount on purchase of organic food products per month, 26.31 percentage of respondents who are under the age group 46 – 65 are spending amount on purchase of organic food products per month, 12.96 percentage of respondents who are under age group 26 – 45 are spending amount on purchase of organic food products. The next majority of 16.66 percentage of respondents who are spending 2000 – 3000 amount for the purchase of organic food products per month. Among these 37.03 percentage of respondents who are under the age group 26 - 45 are spending more amount on purchase of organic food products per month, 13.15 percentage of respondents who are under age group 46 - 65 are spending amount on purchase of organic food products per month, 12.5 percentage of respondents who are under the age group more than 66 are spending amount on purchase of organic food products per month, 7.29 percentage of respondents who are under age group below 25 are spending amount on purchase of organic food products. The next majority of 16.17 percentage of respondents who are spending below 1000 amount for the purchase of organic food products per month. Among these 18.42 percentage of respondents who are under the age group 46 - 65 are spending more amount on purchase of organic food products per month, 17.70 percentage of respondents who are under age group below 25 are spending amount on purchase of organic food products per month, 12.96 percentage of respondents who are under the age group 26 – 45 are spending amount on purchase of organic food products per month, 12.5 percentage of respondents who are under age group more than 66 are spending amount on purchase of organic food products. The next 0.49 percentage of respondents are spending above 5000 on purchase of organic food products. Among these 6.25 percentage of respondents who are under age group more than 66 are spending above 5000 for purchase of organic food products.

4.10 Classification of respondents based on Gender and Spending Behavior to purchase of Organic Food Products:

The classification of amount spend on purchase of organic food products based on gender is divided into male and female. The following table shows that how much they are spending for purchase of organic food products. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.21

Classification of respondents based on Gender and Spending Behavior to purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Male	25	39	23	23	1	111
	(22.52)	(35.13)	(20.72)	(20.72)	(0.9)	(100)
Female	8	33	11	41	0	93
	(8.6)	(35.48)	(11.82)	(44.08)	(0)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.49)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

Table - 4.21 shows that out of 204 respondents, that the majority 35.29 percentage of respondents are spending 1000 – 2000 amount for purchase of organic food products. Among these 35.48 percentage of respondents belongs to female category are spending more on purchase of organic food products, 35.13 percentage of respondents are male category who are spending amount on purchase of organic food products. The next majority of 31.37 percentage of respondents are spending 3000 – 4000 amount for purchase of organic food products. Among these 44.08 percentage of respondents are female category who are spending more on purchase of organic food products, 20.72 percentage of respondents are male category who are spending amount on purchase of organic food products. The next 16.66 percentage of respondents are spending 2000 – 3000 amount for purchase of organic food products. Among these 20.72 percentage of respondents are male category who are spending more on purchase of organic food products, 11.82 percentage of respondents are female category who are spending amount on purchase of organic food products. The next 16.17 percentage of respondents are spending below 1000 amount for purchase of organic food products. Among these 22.52 percentage of respondents are male category who are spending more on purchase of organic food

products, 8.60 percentage of respondents are female category who are spending amount on purchase of organic food products. The next 0.49 percentage of respondents are spending above 5000 amount for purchase of organic food products. Among these 0.9 percentage of respondents are male category who are spending more on purchase of organic food products.

4.11 Classification of respondents based on Martial Status and Spending Behavior to purchase of Organic Food Products:

The following table shows the classification based on the martial status and amount spend on purchase of organic food products. The martial status includes the married and unmarried and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.22

Classification of respondents based on Martial Status and Spending Behavior to purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Married	18	40	19	16	1	94
	(19.14)	(42.55)	(20.21)	(17.02)	(1.06)	(100)
Unmarried	15	32	15	48	0	110
	(13.63)	(29.09)	(13.63)	(43.63)	(0)	(100)
Total	33	72	34	64	1	204
	(30)	(65.45)	(30.9)	(58.18)	(0.9)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

Table – 4.22 explains that among the 204 respondents, that the majority of 65.45 percentage of respondents are spending 1000 – 2000 amount for purchase of organic food products. Among these 42.55 percentage of respondents are married category who are spending more on purchase of organic food products, 29.09 percentage of respondents are unmarried category who are spending amount on purchase of organic food products. The next majority of 58.18 percentage of respondents are spending 3000 – 4000 amount for purchase of organic food products. Among these 43.63 percentage of respondents are unmarried category who are spending more on purchase of organic food products, 17.02 percentage of respondents are male category who are spending amount on purchase of organic

food products. The next 30.90 percentage of respondents are spending 2000 – 3000 amount for purchase of organic food products. Among these 20.21 percentage of respondents are married category who are spending more on purchase of organic food products, 13.63 percentage of respondents are unmarried category who are spending amount on purchase of organic food products. The next 30 percentage of respondents are spending below 1000 amount for purchase of organic food products. Among these 19.14 percentage of respondents are married category who are spending more on purchase of organic food products, 13.63 percentage of respondents are unmarried category who are spending amount on purchase of organic food products. The next 0.90 percentage of respondents are spending above 5000 amount for purchase of organic food products. Among these 1.06 percentage of respondents are married category who are spending more on purchase of organic food products.

4.12 Classification of respondents based on Education Qualification and Spending Behavior to purchase of Organic Food Products:

The following table shows the classification based on the education qualification and amount spend on purchase of organic food products. The education qualification includes the up to SSLC, HSC, Graduate, Post graduate, others and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.23

Classification of respondents based on Education Qualification and Spending Behavior to purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Up to SSLC	2	2	1	10	0	15
	(13.33)	(13.33)	(6.66)	(66.66)	(0)	(100)
HSC	3	9	2	5	1	20
	(15)	(45)	(10)	(25)	(5)	(100)
Graduate	19	38	19	19	0	95
	(20)	(40)	(20)	(20)	(0)	(100)
Post graduate	5	21	8	19	0	53
	(9.43)	(39.62)	(15.09)	(35.84)	(0)	(100)
Others	4	2	4	11	0	21
	(19.04)	(9.52)	(19.04)	(52.38)	(0)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.49)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

The table 4.23 highlights that among the 204 respondents, that the majority of 35.29 percentage of respondents are spending 1000 – 2000 amount for purchase of organic food products. Among these 45 percentage of respondents are educated up to HSC level are spending more on purchase of organic food products, 40 percentage of respondents are educated up to graduate level who are spending amount on purchase of organic food products, 39.62 percentage of respondents are educated up to post graduate level who are spending amount on purchase of organic food products, 13.33 percentage of respondents are educated up to SSLC level who are spending amount on purchase of organic food products, 9.52 percentage of respondents belongs to other category are spending amount on purchase of organic food products. The next majority of 31.37 percentage of respondents are spending 3000 – 4000 amount for purchase of organic food products. Among these 66.66 percentage of respondents are educated up to SSLC who are spending more on purchase of organic food products, 52.38 percentage of respondents belongs to other category are spending amount on purchase of organic food products, 35.84 percentage of respondents are educated up to post graduate who are spending more on purchase of organic food products, 25 percentage of respondents are educated up to HSC are spending amount on purchase of organic food products, 20 percentage of respondents are educated up to graduate are spending amount on purchase of organic food products. The next majority of 16.66 percentage of

respondents are spending 3000 – 4000 amount for purchase of organic food products. Among these 20 percentage of respondents are educated up to graduate level who are spending more on purchase of organic food products, 19.04 percentage of respondents belongs to other category are spending amount on purchase of organic food products, 15.09 percentage of respondents are educated up to post graduate level who are spending more on purchase of organic food products, 10 percentage of respondents are educated up to HSC level are spending amount on purchase of organic food products, 6.66 percentage of respondents are educated up to SSLC level are spending amount on purchase of organic food products. The next 16.17 percentage of respondents are spending below 1000 amount for purchase of organic food products. Among these 20 percentage of respondents are educated up to graduate level who are spending more on purchase of organic food products, 19.04 percentage of respondents belongs to other category are spending amount on purchase of organic food products, 15 percentage of respondents are educated up to HSC level who are spending more on purchase of organic food products, 13.33 percentage of respondents are educated up to SSLC level are spending amount on purchase of organic food products, 9.43 percentage of respondents are educated up to post graduate level are spending amount on purchase of organic food products. The next 0.49 percentage of respondents are spending above 5000 amount for purchase of organic food products. Among these 5 percentage of respondents are educated up to HSC level who are spending more on purchase of organic food products.

4.13 Classification of respondents based on Occupation and Spending Behavior to purchase of Organic Food Products:

The following table shows the classification based on the occupation of respondents and amount spend on purchase of organic food products. The occupation includes the professionals/ business man, private employee, government employee, others and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.24**Classification of respondents based on Occupation and Spending Behavior to Purchase of Organic Food Products**

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Business Man/ Profession	33 (100)	0 (0)	0 (0)	0 (0)	0 (0)	33 (100)
Private Employee	0 (0)	72 (98.63)	0 (0)	0 (0)	1 (1.36)	73 (100)
Government Employee	0 (0)	0 (0)	34 (100)	0 (0)	0 (0)	34 (100)
Others	0 (0)	0 (0)	0 (0)	64 (100)	0 (0)	64 (100)
Total	33 (16.17)	72 (35.29)	34 (16.66)	64 (31.37)	1 (0.49)	204 (100)

(Source: Primary Data) (Parenthesis indicates the percentage)

The table – 4.24 indicates that among the 204 respondents majority of 35.29 percentage of respondents are spending 1000 – 2000 amount for the purchase of organic food products. Among these 98.63 percentage of respondents are only the private employee are spending more amount on purchase of organic food products. The next 31.37 percentage of respondents are spending 3000 – 4000 amount on purchase of organic food products. Among these 100 percentage of respondents belongs to the other category are spending more on purchase of organic food products. The next 16.66 percentage of respondents are spending 2000 – 3000 amount on purchase of organic food products. Among these 100 percentage of respondents are only the government employees who are spending more on purchase of organic food products. The next 16.17 percentage of respondents are spending below 1000 amount on purchase of organic food products. Among these 100 percentage of respondents are only the business man / professions who are spending more on purchase of organic food products. The next 0.49 percentage of respondents are spending above 5000 amount on purchase of organic food products. Among these 1.36 percentage of respondents are only the private employees who are spending more on purchase of organic food products.

4.14 Classification of respondents based on Annual income and Spending Behavior to Purchase of Organic Food Products:

Annual income plays a major important role in various expenditures made by members of the family. It also determines the consumption pattern of the family. The following table shows the classification based on the annual income of respondents and amount spend on purchase of organic food products. The annual income of respondents includes below 50,000, 50,000 – 80,000, 80000 – 100000 and More than 100000 and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.25

Classification of respondents based on Annual income and Spending Behavior to Purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Below 50000	6	25	4	50	0	85
	(7.05)	(29.41)	(4.70)	(58.82)	(0)	(100)
50000 - 80000	13	24	9	6	0	52
	(25.00)	(46.15)	(17.30)	(11.53)	(0)	(100)
80000 - 100000	6	14	9	5	0	34
	(17.64)	(41.17)	(26.47)	(14.70)	(0)	(100)
More than 100000	8	9	12	3	1	33
	(24.24)	(27.27)	(36.36)	(9.09)	(3.03)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.49)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

Table 4.25 indicates that among the 204 respondents majority of 35.29 percentage of respondents are spending 1000 – 2000 amount on purchase of organic food products. Among these 46.15 percentage of respondents have their annual income ranging from 50000 – 80000, 41.17 percentage of respondents have their annual income ranging from 80000 – 100000, 29.41 percentage of respondents have their annual income ranging from below 50000, 27.27 percentage of respondents have their annual income ranging from more than 100000 are spending amount on purchase of organic

food products. The next majority 31.37 percentage of respondents are spending 3000 – 4000 amount on purchase of organic food products. Among these 58.82 percentage of respondents have their annual income ranging from below 50000, 14.70 percentage of respondents have their annual income ranging from 80000 – 100000, 11.53 percentage of respondents have their annual income ranging from 50000 - 80000, 9.09 percentage of respondents have their annual income ranging from more than 100000 are the respondents annual income. The next majority 16.66 percentage of respondents are spending 3000 – 4000 amount on purchase of organic food products. Among these 36.36 percentage of respondents have their annual income ranging from more than 100000, 26.47 percentage of respondents have their annual income ranging from 80000 – 100000, 17.30 percentage of respondents have their annual income ranging from 50000 - 80000, 4.70 percentage of respondents have their annual income ranging from below 50000 are the respondents annual income. The next majority 16.17 percentage of respondents are spending below 10000 amount on purchase of organic food products. Among these 25 percentage of respondents have their annual income ranging from 50000 - 80000, 24.24 percentage of respondents have their annual income ranging from more than 100000, 17.64 percentage of respondents have their annual income ranging from 80000 - 100000, 7.05 percentage of respondents have their annual income ranging from below 50000 are the respondents annual income. The next 0.49 percentage of respondents are spending above 5000 amount on purchase of organic food products. Among these 3.03 percentage of respondents have their annual income ranging from more than 100000.

4.15 Classification of respondents based on Location and Spending Behavior to Purchase of Organic Food Products:

The following table shows the classification based on the location of respondents and amount spend on purchase of organic food products. The location includes the urban, rural, semi-rural, semi urban and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.26**Classification of respondents based on Location and Spending Behavior to Purchase of Organic Food Products**

Factors	Spending Behavior to purchase of Organic Food Products					
Location of the respondents	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Urban	10	19	5	17	0	51
	(19.60)	(37.25)	(9.80)	(33.33)	(0)	(100)
Semi urban	13	25	11	11	0	60
	(21.66)	(41.66)	(18.33)	(18.33)	(0)	(100)
Rural	7	24	11	11	0	76
	(9.21)	(31.57)	(14.47)	(14.47)	(0)	(100)
Semi-rural	3	4	3	6	1	17
	(17.64)	(23.52)	(17.64)	(35.29)	(5.88)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.49)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

The table 4.26 indicates that among the 204 respondents majority of 35.29 percentage of respondents spending 1000 – 2000 amount on purchase of organic food products. Among these 41.66 percentage of respondents from semi urban area, 37.25 percentage of respondents are from the urban area, 31.57 percentage of respondents are from rural area, 23.52 percentage of respondents are from semi-rural area. The next 31.37 percentage of respondents are spending 3000 – 4000 amount spend on purchase of organic food products. Among these 35.29 percentage of respondents are from semi-rural area, 33.33 percentage of respondents from urban area, 18.33 percentage of respondents are from semi-urban area, 14.47 percentage of respondents from rural area. The next 16.66 percentage of respondents are spending 3000 – 4000 amount spend on purchase of organic food products. Among these 18.33 percentage of respondents are from semi-urban area, 17.64 percentage of respondents from semi-rural, 14.47 percentage of respondents are from semi-urban area, 14.47 percentage of respondents from rural area, and 9.80 percentage of respondents are from urban area. The next 16.17 percentage of respondents are spending below 1000 amount spend on purchase of organic food products. Among these 21.66 percentage of respondents are from semi-urban area, 19.60 percentage of respondent from urban area, 17.64 percentage of respondents are from semi - rural area, 9.21 percentage of respondents

from rural area. The next 0.49 percentage of respondents are spending above 5000 amount spend on purchase of organic food products. Among these 5.88 percentage of respondents are only from the semi-rural area who are spending more than 5000.

4.16 Classification of respondents based on Family pattern and Spending Behavior to Purchase of Organic Food Products:

The following table 4.27 explains the classification based on the family pattern and amount spend on purchase of organic food products. The family pattern of the respondents includes the individual family and joint family and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.27

Classification of respondents based on Family pattern and Spending Behavior to Purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Individual family	25	39	23	23	1	111
	(22.52)	(35.13)	(20.72)	(20.72)	(0.90)	(100)
Joint family	8	33	11	41	0	93
	(8.60)	(35.48)	(11.82)	(44.08)	(0)	(100)
Total	33	72	34	64	1	204
	(16.17)	(35.29)	(16.66)	(31.37)	(0.490)	(100)

(Source: Primary Data) (Parenthesis indicates the percentage)

The table - 4.27 reveals that among the 204 respondents the majority of 35.29 percentage of respondents are spending 1000 – 2000 amount on purchase of organic food products. Among these 35.48 percentage of respondents are from joint family, 35.13 percentage of respondents are from individual family. The next 31.37 percentage of respondents are spending 3000 – 4000 amount on purchase of organic food products. Among these 44.08 percentage of respondents are from joint family, 20.72 percentage of respondents are from individual family. The next 16.66 percentage of respondents are spending 2000 – 3000 amount on purchase of organic food products. Among these 20.72 percentage of respondents are from individual family, 11.82 percentage of respondents are from joint family. The next 16.17 percentage of respondents are spending 1000 amount on purchase of organic food products. Among these 22.52 percentage of respondents are from individual family, 8.60

percentage of respondents are from joint family. The next 0.490 percentage of respondents are spending 1000 amount on purchase of organic food products. Among these 0.90 percentage of respondents are from individual family.

4.17 Classification of respondents based on number of members in family and Spending Behavior to Purchase of Organic Food Products:

The following table shows the classification based on the family pattern and amount spend on purchase of organic food products. The number of members in family includes the two, three, four and five and above and the amount spend on purchase of organic food products includes the below 1000, 1000 – 2000, 2000 – 3000, 3000 – 4000, above 5000. Cross tabulation and the chi square test are used to determine the relationship between two variables, and they are described below.

Table 4.28

Classification of respondents based on number of members in family and Spending Behavior to Purchase of Organic Food Products

Factors	Spending Behavior to purchase of Organic Food Products					
	Below 1000	1000 - 2000	2000 – 3000	3000 - 4000	Above 5000	Total
Two	3	16	8	15	0	42
	(7.14)	(38.09)	(19.04)	(35.71)	(0)	(100)
Three	17	22	11	11	1	62
	(27.41)	(35.48)	(17.74)	(17.74)	(1.61)	(100)
Four	5	9	7	9	0	30
	16.66	30.00	23.33	30.00	0	100
Five and above	8	25	8	29	0	70
	11.42	35.71	11.42	41.42	0	100
Total	33	72	34	64	1	204
	16.17	35.29	16.66	31.37	0.49	100

(Source: Primary Data) (Parenthesis indicates the percentage)

The table 4.28 shows that among 204 respondents the majority of 35.29 percentage of respondents are spending 1000 – 2000 amount on purchase of organic food products. Among these 38.09 percentage of respondents family includes the two members in family, 35.71 percentage of respondent’s family include the five and above members, 35.48 percentage of respondent’s family

includes the three members, 30 percentage of respondent's family includes four members. The next 31.37 percentage of respondents are spending 3000 – 4000 amount on purchase of organic food products. Among these 41.42 percentage of respondents family includes the five and above in family, 35.71 percentage of respondent's family include the two members, 30 percentage of respondent's family includes the four members, 17.74 percentage of respondent's family includes three members. The next 16.66 percentage of respondents are spending 2000 – 3000 amount on purchase of organic food products. Among these 23.33 percentage of respondents family includes the four in family, 19.04 percentage of respondent's family include the two members, 17.74 percentage of respondent's family includes the three members, and 11.42 percentage of respondent's family includes three members. The next 16.17 percentage of respondents are spending below 1000 amount on purchase of organic food products. Among these 27.41 percentage of respondents family includes the three in family, 16.66 percentage of respondent's family include the four members, 11.42 percentage of respondent's family includes the five and above members, and 7.14 percentage of respondent's family includes two members. The next 0.49 percentage of respondents are spending above 5000 amount on purchase of organic food products. Among these 1.61 percentage of respondents family includes three members.

4.18 Association between Socio Economic Profile and Spending Behavior to Purchase Of Organic Food Products:

The socio economic factors like age, gender, marital status, annual income, education qualification, location, family pattern, number of members in family which are compared to the amount spend on purchase of organic food products per month to find out whether it has an association between the two variables by using cross tabulation and chi square test.

H₁ – There is significant association between age and Spending Behavior to Purchase of Organic Food Products.

H₂ – There is significant association between gender and Spending Behavior to Purchase of Organic Food Products.

H₃ – There is significant association between marital status and Spending Behavior to Purchase of Organic Food Products.

H₄ – There is significant association between education qualification and Spending Behavior to Purchase of Organic Food Products.

H₅ – There is significant association between occupation and Spending Behavior to Purchase of Organic Food Products.

H₆ – There is significant association between annual income and Spending Behavior to Purchase of Organic Food Products.

H₇ – There is significant association between location and Spending Behavior to Purchase of Organic Food Products.

H₈ – There is significant association between family pattern and Spending Behavior to Purchase of Organic Food Products.

H₉ – There is significant association between number of members and Spending Behavior to Purchase of Organic Food Products.

Table 4.29

Association between socio economic profile and Spending Behavior to Purchase of Organic Food Products

Socio Economic Factor	Chi - Square	Degree Of Freedom	Pearson P = Value	Significant / Not Significant
Age	43.285	12	.000	Significant
Gender	18.108	4	.001	Significant
Marital Status	17.485	4	.002	Significant
Education Qualification	34.800	16	.004	Significant
Occupation	6.120	12	.000	Significant
Annual Income	69.52	12	.000	Significant
Location	23.470	12	.024	Significant
Family Pattern	18.108	4	.001	Significant
Number Of Members In Family	18.906	12	.091	Significant

(Source: Primary Data) Significant (P value <0.05); Not Significant (P value >0.05)

Interpretation:

The table 4.29 highlights the socio economic factors of the respondents and amount spend on purchase of organic food products per month. Pearson Chi Square value of the age from the above table is 43.285 at 1% level of significance, p value is less than 0.005 and degree of freedom value is 12, hence H1 is accepted. Hence, it concludes from the analysis there is a significant relation between the age and amount spend on purchase of organic food products. On the comparison of gender and amount spend on purchase of organic food products per month Pearson chi square value is 18.108 at 1 % level of significance, p value is less than 0.005 and degree of freedom value is 4, hence H2 is accepted. Hence, it concludes from the analysis there is a significant relation between the gender and amount spend on purchase of organic food products. As compared to the marital status and amount spend on purchase of organic food products Pearson chi square value is at 17.485 at 1 % level of significance, p value is less than 0.005 and degree of freedom value is 4, hence H3 is accepted. Hence, it concludes from the analysis there is a significant relation between the marital status and amount spend on purchase of organic food products. As compared to the education qualification and amount spend on purchase of organic food products Pearson chi square value is at 34.800 at 1 % level of

significance, p value is less than 0.005 and degree of freedom value is 16, hence H4 is accepted. Hence, it concludes from the analysis there is a significant relation between the education qualification and amount spend on purchase of organic food products.

On the result of occupation and amount spend on purchase of organic food products per month of respondents, the calculated value is 6.120 at 1% level of significance, p value is less than 0.005 and degree of freedom value is 12, hence H5 is accepted and there exists a strong relationship between occupation and amount spend on purchase of organic food products. It is deducted from the above table the calculated chi square value is 69.52 at 1% level of significance, p value is less than 0.005 and degree of freedom value is 12, hence H6 is accepted and there exists a relationship between annual income and amount spend on purchase of organic food products per month. It is deducted from the above table the calculated chi square value is 23.470 at 5% level of significance, p value is less than 0.005 and degree of freedom value is 12, hence H7 is accepted and there exist a relationship between location and amount spend on purchase of organic food products. It is deducted from the above table the calculated chi square value is 18.108 at 1% level of significance, p value is less than 0.005 and degree of freedom value is 4, hence H8 is accepted and there exist a relationship between family pattern and amount spend on purchase of organic food products. On the result of number of members in family and amount spend on purchase of organic food products per month, the calculated chi square value is 18,906 at 5 % level of significance, p value is less than 0.005 and degree of freedom value is 12, hence H9 is accepted and there exists a relationship between number of members in family and amount spend on purchase of organic food products per month.

4.19 Reason for Transition of Conventional to Organic Food Products and Customer Satisfaction on Purchase of Organic Food Products:

Multiple regression analysis was conducted to study the reason for transition of conventional to organic food products and customer satisfaction on purchase of organic food products. Reason for transition of conventional to organic food products is one of the important measures to calculate the customer satisfaction. Customer satisfaction is a measurement that determines how happy customers are with a company's products, services, and capabilities. In the regression analysis, the researcher has considered the dependent variable as customer satisfaction and the independent variable as pesticides free, healthy, eco- friendly, better taste, freshness of the products.

Table 4. 30

Analysis of Reason for Transition of Conventional to Organic Food Products and Customer Satisfaction (Model Summary)

Model	R	R Square	Adjusted R Square	Std.An error of the Estimate
1	.661 ^a	.437	.423	5.12342

a. Predictor (constant), pesticides free, healthy, eco-friendly, better taste, fresh.

The model summary table – 4.30 covers the multiple correlation between the set of independent variables and the independent variables. The R square value of 0.437 infers 43.7 percent of variance by reason for transition of conventional to organic food products on customer satisfaction. The adjusted R square shows the various explained by the reason for transition of conventional to organic food products. These value depict that the independent variable describes the conflict in the dependent variable to 42.3 percent.

Table 4.31**Analysis of Reason for Transition of Conventional to Organic Food Products and Customer Satisfaction (ANOVA Statistics)**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	4030.556	5	806.111	30.710	.000 ^a
	Residual	5197.380	198	26.249		
	Total	9227.936	203			

Based on the results in table – 4.31 the mean square of 806.111 and the F statistics is 30.710 with the 203 degree of freedom, and the significance is more minor than $p < 0.005$ (0.000). An unbiased significance value of 0.000 (<0.005) dictates rejecting the null hypothesis and affirming the alternate view. This shows that the independent variable significantly influences the dependent variable, and therefore that model is effective and proved to be fit.

Table 4.32**Reason for transition of conventional to organic food products on Customer Satisfaction**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std Error	Beta		
1	(Constant)	-5.529	4.636		-1.193	.234
	Pesticides Free	.731	.231	.204	3.162	.002
	Healthy	-.479	.225	-.142	-2.131	.034
	Eco friendly	.181	.221	.055	.819	.414
	Better taste	.656	.224	.213	2.926	.004
	Fresh	1.224	.220	.406	5.567	.000
a. Dependent variable : Customer Satisfaction						

A coefficient analysis explains the association between a dependent variable and each independent variable. The result from the Table- 4.32 shows that pesticides free (H1), healthy (H2), ecofriendly (H3), better taste (H4), fresh (H5) spot the significant analysis of reason for transition of conventional to organic food products towards the satisfaction of consumers who are purchasing organic food products at the 5 % level of significance. The above result indicates that the p-value is 0.000; hence regression model was found to be fit. Among these, pesticides free (.231) had a significant impact on the reason for transition of conventional to organic food products towards the satisfaction of customer while purchasing the organic food products, followed by healthy (.225), better taste (.224), ecofriendly (.221) and fresh (.220).

Regarding the p- value, four reasons for transition of conventional to organic food products influences on customer satisfaction. Freshness of the products (0.000) were the factors which shows the efficient, positive effect on customer satisfaction. Further pesticides free (.002), better taste (.004) and healthy (.034) have a significant impact on customer satisfaction at five percent level of significance. Additionally, p value of eco-friendly (.414), which is considered to be insignificant. Hence, the ecofriendly reason for transition of conventional to organic food products does not have an impact on customer satisfaction. Therefore, H3 hypothesis is rejected. Among these freshness of the product has the major impact on Reason for transition of conventional to organic food products of the respondents towards customer satisfaction followed by pesticides free, better taste and healthy has an impact on customer satisfaction.

4.22 Factors Influencing to Purchase of Organic Food Products:

With the help of the measured variables in the Likert scaling, the various aspects that affect consumers' decisions to buy organic food products are analyzed. The factors which have been influencing the respondents to buy organic food products were gathered from the respondents. The following are the findings of the factor analysis, which was used to reduce the study's dimension. Following are the findings of the factor analysis:

KMO and Barlett's Test:

To determine whether the sample selected for the research is enough for testing, the KMO and Barlett's test is used. This test is helpful for assessing whether the variables are from normal distribution based on which the factors influencing the purchase of organic food products seems to be numerous.

Table 4.33

Factors Influencing to Purchase of Organic Food Products

(KMO and Barlett's Test)

Kaiser–Meyer–Oklin	Measures of sampling adequacy	0.708
	Approx. Chi-Square	1.192E3
Bartlett's test of sphericity	df	190
	Sig.	.000*

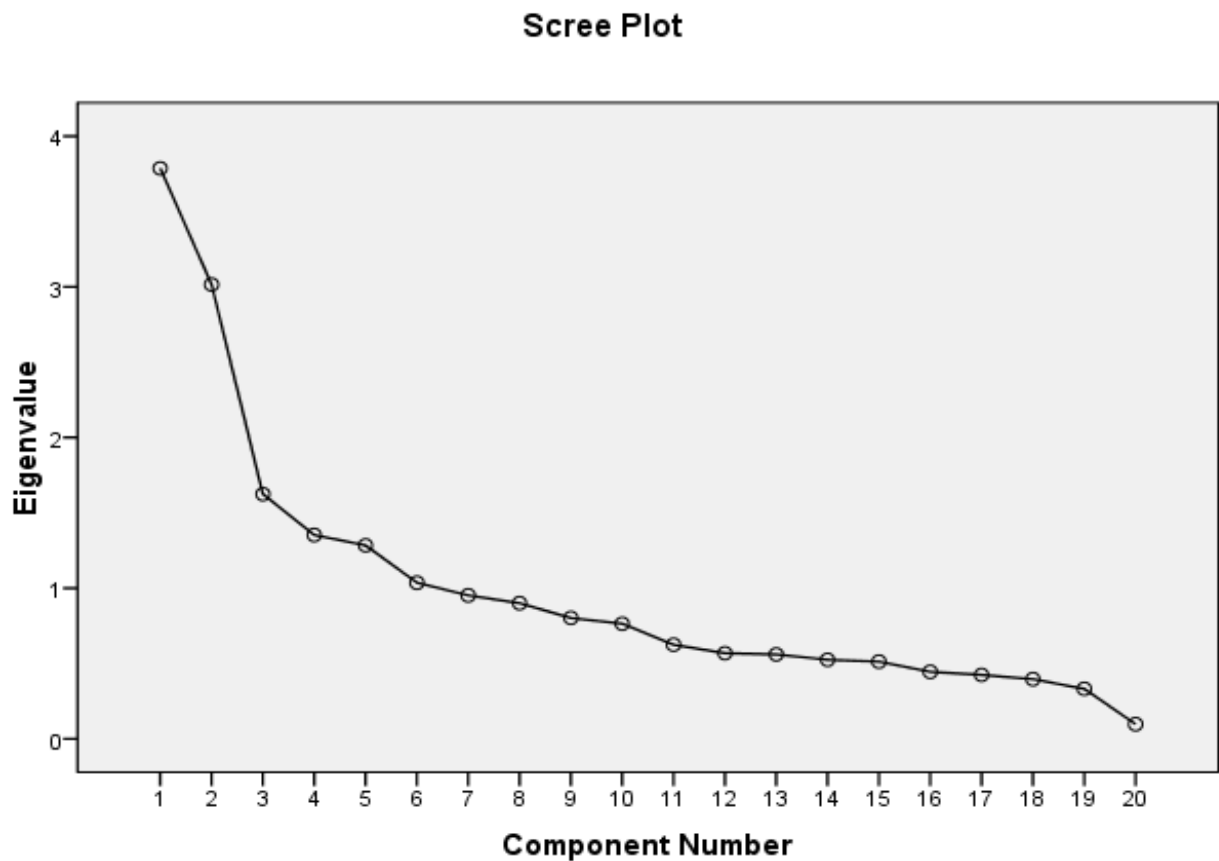
(* - indicates significance @ 1% level)

The Kaiser-Meyer Oklin (KMO) test evaluated at the accuracy of customers' opinions in determining the elements that motivate people to purchase organic food items. The test results show that the chi-square value is 1.192E3, and the sample adequacy score is at 0.722. The result's p-value is statistically significant at the 1% level. According to the test, the variable used to determine the factors seems to have a normal distribution.

Table 4.34**Factors Influencing to Purchase of Organic Food Products****(Component Table)**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Total	Total	Total	% of variance	Total	% of variance	Cumulative %
1	3.787	18.935	18.935	3.787	18.935	18.935	3.327	16.635	16.635
2	3.015	15.077	34.012	3.015	15.077	34.012	1.912	9.561	26.197
3	1.624	8.121	42.133	1.624	8.121	42.133	1.903	9.516	35.713
4	1.353	6.764	48.897	1.353	6.764	48.897	1.881	9.405	45.118
5	1.284	6.420	55.316	1.284	6.420	55.316	1.878	9.390	54.508
6	1.036	5.181	60.497	1.036	5.181	60.497	1.198	5.989	60.497
7	.952	4.760	65.257						
8	.900	4.500	69.757						
9	.802	4.010	73.766						
10	.764	3.821	77.587						
11	.624	3.120	80.707						
12	.568	2.842	83.549						
13	.560	2.801	86.350						
14	.525	2.624	88.974						
15	.512	2.561	91.535						
16	.445	2.223	93.758						
17	.424	2.119	95.877						
18	.396	1.980	97.857						
19	.332	1.658	99.515						
20	.097	.485	100.000						

The relationship between the factors in the table that affect customers' decisions to purchase organic food items is explained. The opinions of the consumers were examined and compared to the variations of the factors, which are then associated and explained. To understand the classification of the variables into factors, the variance of the variables and the relationship among them based on the variance are shown.



The screen plot presents the factors' development in diagrammatic form. The above graph illustrates the importance of the Eigen value in the factor analysis and indicates that any value larger than one is regarded as a factor.

Table 4. 35

Factors Influencing to Purchase of Organic Food Products (Rotated Compound Matrix)

Variables	Component					
	1	2	3	4	5	6
More friendlier to the environment	.851					
Uses minimal energy	.824					
Most considerable way for food safety	.742					
Organic food helps us to cope with stress	.671					
It contains a lot of vitamins and minerals	.667					
No additives involved	.567					
Makes me excited		.712				
Less associated with health risk		.627				
Aids me to balance work and life		.595				
concede the animal well being		.565				
It produced naturally and better for health			.731			
Considers animals humanely			.674			
safer to consume			.595			
processed with natural ingredients				.814		
contains no artificial constituents				.686		
Reduces pollution and protects air water and soil				.583		
Comforts me to relax					.681	
Preserves ecosystem					.661	
It ensures good health					.579	
Organic food grown without preservatives and artificial colours						.787

With the help of similar variables, the rotated component matrix demonstrates how the factors are formed. These variables are divided based on variances, and interdependence between variables is taken into consideration as a factor. The development of the six factors, which have twenty variables chosen for the study, is explained by the rotating component matrix table. The following is a list of the factors and the variables that affect them.

Factor – I – Environment Friendly and Nutritional Factor:

The matrix table developed using the rotational component method reveals that the first factor is based on the six variables that were used to determine the factors affecting people to purchase organic food. The first factor is formed with the help of variables viz, friendlier to the environment (.851), Uses minimal energy (.824), Most considerable way for food safety (.742), Organic food helps us to cope with stress (.671), It contains a lot of vitamins and minerals (.667), No additives involved (.567). The first factor's base was built upon these variables. The first element is disclosed in the above table as having six variables, the nature of which explains the simplification in environmentally friendly products as well as health concerns. Based on the nature of the contributing components, the factor that was created is considered to be healthy and environmentally beneficial.

Factor – II – Health Consciousness:

The second factor contains four variables, which is helpful in determining the organic food products' health consciousness. The second factor is formed with the help of four variables viz, Makes me excited (.712), less associated with health risk (.627), and aids me to balance work and life (.595), concede the animal well-being (.565). The nature of variables involved in the formation of second factor reveals the health consciousness of the consumers of organic food products. So the factor is termed as health consciousness.

Factor – III – Safety Factor:

The third factor of the analysis is formed with the help of three variables involved in the study. The opinion of the consumers has consciousness towards the safety of the products. The variables involved in the formation of the factors are the It produced naturally and better for health (.731), considers animals humanely (.674), safer to consume (.595). The above variables of the study are correlated and these variables were ideal for the third factor based on the values of factor analysis. The nature of the variables enable it to be termed as the safety factor.

Factor – IV – Natural Content and Organic Factor:

The fourth factor of the analysis is formed with the help of three variables involved in the study. The fourth factor is formed with the help of three variables viz, processed with natural ingredients (.814), contains no artificial constituents (.686), Reduces pollution and protects air water and soil (.583). The variable strongly reveals that the organic food products consuming are grown naturally without the usage of the pesticides and chemicals. Based on the nature of the contributing components, the factor that was created is considered to be Natural Content and Organic Factor.

Factor – V – Emotional Attitude Factors:

The fifth factor of the analysis is formed with the help of three variables involved in the study. The fifth factor is formed with the help of three variables viz, Comforts me to relax (.681), Preserves ecosystem (.661), It ensures good health (.579). The nature of variables involved in the formation of fifth factor reveals the emotional attitude of the consumers of organic food products. Based on the nature of components, the factor that was created is considered to be emotional attitude factors.

Factor – VI – No Additives Involved Factors:

The sixth factor of the analysis is formed with the help of one variables involved in the study. The sixth factor is formed with the help of one variables viz, Organic food grown without preservatives and artificial colours (.787). From the opinion of consumers the organic food products does not involves any artificial colours and does not contain any preservatives. The nature of variables involved in the formation of sixth factor reveals the no additives involved in the organic food products.

4.20 Relationship between the Location of Respondents and the Problems Faced By the Consumers while Purchasing the Organic Food Products:

The difficulties faced by consumers of organic food items are significantly influenced by the respondents' locations. The purchase of organic food products is fraught with difficulties for the consumer. The location could be the root of the customers' difficulties. To test the various problems faced by the consumers of the organic food products based on the location of respondents **one way ANOVA** is used. The result of the test are presented in the following table:

H₀ – There is no significant difference among the location of respondents and various problems faced by the consumers of organic food products.

H₁ - There is significant difference among the location of respondents and various problems faced by the consumers of organic food products.

Table 4.36

Relationship between the Location of Respondents and the Problems Faced By the Consumers while Purchasing the Organic Food Products

Variables		Sum of Squares	Df	Mean Square	F	Sig.
Distrust on organic food products	Between Groups	7.478	3	2.493	2.326	.076
	Within Groups	214.345	200	1.072		
	Total	221.824	203			
Difficult to differentiate the organic products from inorganic products	Between Groups	1.881	3	.627	.631	.596
	Within Groups	198.707	200	.994		
	Total	200.588	203			
Flavour of organic food products is very less	Between Groups	3.277	3	1.092	.983	.402
	Within Groups	222.306	200	1.112		
	Total	225.583	203			
Lack of varieties of organic food products	Between Groups	7.403	3	2.468	2.498	.061
	Within Groups	197.592	200	.988		
	Total	204.995	203			
	Between Groups	3.188	3	1.063	1.267	.287

Low shelf life of products	Within Groups	167.792	200	.839		
	Total	170.980	203			
Lack of availability of organic stores	Between Groups	2.575	3	.858	.755	.521
	Within Groups	227.361	200	1.137		
	Total	229.936	203			
The price of organic food products is high when compared to conventional foods	Between Groups	1.793	3	.598	.494	.687
	Within Groups	241.869	200	1.209		
	Total	243.662	203			
More number of unbranded items' in the market	Between Groups	5.581	3	1.860	1.561	.200
	Within Groups	238.340	200	1.192		
	Total	243.922	203			
The place of organic food shops is long distance from the residence	Between Groups	6.417	3	2.139	2.568	.056
	Within Groups	166.578	200	.833		
	Total	172.995	203			
The organic food product are unavailable when consumer need them.	Between Groups	5.131	3	1.710	1.457	.227
	Within Groups	234.766	200	1.174		
	Total	239.897	203			

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indicates significance @ 1 % level and * - indicates significance @ 5 % level)

Based on the ANOVA's results from Table 4.33, there is no significant variance in the problems faced by the consumers while purchasing the organic food products based on the location of the respondents. The test's null hypothesis is accepted because the p-value is not statistically significant. The variables and their p – values are Distrust on organic food products (.076), Difficult to differentiate the organic products from inorganic products (.596), Flavour of organic food products is very less (.402), Lack of varieties of organic food products (.061), Low shelf life of products (.287), Lack of availability of organic stores (.521), The price of organic food products is high when compared to conventional foods (.687), More number of unbranded items' in the market (.200), The place of organic

food shops is long distance from the residence (.056), The organic food product are unavailable when consumer need them (.227).

4.21 Relationship between the Income and the Problems Faced By the Consumers while Purchasing the Organic Food Products:

The income of the respondents provides the options for the consumers to purchase various products. The income of the respondents determines the purchasing power of consumers. The income is compared with the problems faced by the consumers in purchasing the organic food products. To test the various problems faced by the consumers of the organic food products based on the income of respondents **one way ANOVA** is used. The result of the test are presented in the following table:

H₀ – There is no significant difference among the income of respondents and various problems faced by the consumers of organic food products.

H₁ . There is significant difference among the income of respondents and various problems faced by the consumers of organic food products.

Table 4.37

Relationship between the Income of Respondents and the Problems Faced By the Consumers while Purchasing the Organic Food Products

Variables		Sum of Squares	Df	Mean Square	F	Sig.
Distrust on organic food products	Between Groups	4.191	3	1.397	1.284	.281
	Within Groups	217.632	200	1.088		
	Total	221.824	203			
Difficult to differentiate the organic products from inorganic products	Between Groups	5.337	3	1.779	1.822	.144
	Within Groups	195.252	200	.976		
	Total	200.588	203			
Flavour of organic food products is very less	Between Groups	18.605	3	6.202	5.992	.001**
	Within Groups	206.979	200	1.035		
	Total	225.583	203			
	Between Groups	1.090	3	.363	.356	.784
	Within Groups	203.905	200	1.020		

Lack of varieties of organic food products	Total	204.995	203				
Low shelf life of products	Between Groups	4.132	3	1.377	1.651	.179	
	Within Groups	166.848	200	.834			
	Total	170.980	203				
Lack of availability of organic stores	Between Groups	3.078	3	1.026	.905	.440	
	Within Groups	226.858	200	1.134			
	Total	229.936	203				
The price of organic food products is high when compared to conventional foods	Between Groups	8.378	3	2.793	2.374	.071	
	Within Groups	235.284	200	1.176			
	Total	243.662	203				
More number of unbranded items' in the market	Between Groups	12.895	3	4.298	3.721	.012*	
	Within Groups	231.027	200	1.155			
	Total	243.922	203				
The place of organic food shops is long distance from the residence	Between Groups	1.928	3	.643	.751	.523	
	Within Groups	171.067	200	.855			
	Total	172.995	203				
The organic food product are unavailable when consumer need them.	Between Groups	4.742	3	1.581	1.344	.261	
	Within Groups	235.155	200	1.176			
	Total	239.897	203				

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indicates significance @ 1 % level and * - indicates significance @ 5 % level)

The table 4.34 reveals that some of the variables in the problems faced by consumers while purchasing organic food products are statistically significant among the income of respondents. The analysis of relationship between income of the respondents and the problems faced by them reveals that the Flavour of organic food products is very less (.001) and More number of unbranded items' in the market (.012) are significant. The p – values of the above variables are significant at 5 % level of significance and the null hypothesis of those variables are rejected.

Among the variables distrust on organic food products (.281), Difficult to differentiate the organic products from inorganic products (.144), Lack of varieties of organic food products (.784), Low shelf life of products (.179), Lack of availability of organic stores (.440), The price of organic food products is high when compared to conventional foods (.071), The place of organic food shops is long distance from the residence (.523), The organic food product are unavailable when consumer need them (.261). These variables p – values are not statistically significant. The null hypothesis is accepted. The majority of variables do not differ significantly therefore the income of the respondents do not have any influence on these variables.

CHAPTER – V

FINDINGS, CONCLUSION AND SUGGESTIONS

Introduction:

In this chapter the researcher gives a brief explanation of the finding which has been found by means of the research and the suggestions to improve the products in the society. The research is focused on the impact and awareness of eco-friendly products.

5.1 Summary of Findings:

1. Demographic profile of respondents:

- Age of the respondent is more important to determine the purchase decision of organic products. This study concentrate on consumer buying behavior of organic product and how far consumer age factors influence to purchase of organic products. The age group is divided into four groups of respondent who has purchased organic food products. Among 204 respondents the majority of 47.05 percentage of the respondents (96) belongs to the age group of Below 25.
- The household goods that should be used in houses are determined by gender. The general assumption is that women have more influence on the products consumed in households. Majority of 54.41 percentage of the respondents (111) are belongs to the male category.
- The martial status of the respondents indicates that majority of the (110) respondents 53.92 percentage belongs to the unmarried category.
- Education can increase a customer's awareness of the products they consume. It enables them to use the product they purchase more effectively. Among the 204 respondents majority of respondents 46.56 percentage of the respondents (95) are graduated.
- Occupation of the respondents indicates that majority of respondents are private employees.
- Annual income provides information about the households' economic situation, which is useful in determining the respondents' standard of living. Majority of respondent's income was below 50,000.
- The location of the respondents indicates the quality of the food consumed is significantly influenced. Majority of respondents belongs to the rural area.
- Majority of respondents belongs to the joint family category.
- The number of family members determines how much needs to be purchased for the entire family. Majority of respondents having the family members above five.

2. Consumer preference and awareness of Organic Food Products:

Respondent Spending Behaviour to Purchase Of Organic Food Products:

- Majority of the respondents (35.29%) purchase organic food products worth between 1000-2000 per month, followed by 31.37% who spend between 3000-4000 per month. Only a small percentage (0.49%) of respondents purchase organic food products above 5000 per month.

Consumer's Preference to purchase of Organic Food Products:

- The most common reason for preferring organic food products among respondents is for personal health (37.74%), followed by eco-friendliness (29.41%). Quality of the product (21.07%) and being pesticide-free (11.76%) are also important factors for respondents.

Place of Preference of Consumer to Purchase of Organic Food Products

- Health stores (18.62%) and local markets (17.64%) are the most common places where respondents buy organic food products, followed by exclusive organic food stores (11.27%) and online shopping (11.27%). A small percentage of respondents (3.43%) buy organic food products from stalls and exhibitions.

Awareness of Organic Food Products:

- All respondents (100%) are aware of organic food products.

Source of Awareness to Purchase Of Organic Food Products:

- The most common source of awareness for organic food products is through pop-up advertisements (10.29%), followed by advertisements on TV/Radio (9.31%) and through friends/relatives (9.31%). Exhibitions (9.80%), awareness programmes (8.82%), and magazines/journals with pictures (8.33%) are also significant sources of awareness for respondents.

3. Weighted Average Ranking Method Analysis:

Opinion about Awareness to Purchase of Organic Food Products

- Among the 204 respondents awareness of the respondents towards the organic food products shows that majority of respondents given **I rank** to the “Organic Product means not contaminated with chemical pesticides, not used preservatives, no additives, artificial colour etc.”

Factors Influencing to Purchase of Organic Food Products:

- The factors facilitating in the purchase of organic food products based on health consciousness in that most of the respondents given **I rank** to the “It contains a lot of vitamins and minerals.”
- The factors facilitating in the purchase of organic food products based on emotional attitude in that most of the respondents given **I rank** to the “Makes me excited.”
- The factors facilitating in the purchase of organic food products based on natural content in that most of the respondents given **I rank** to the “No additives involved.”
- The factors facilitating in the purchase of organic food products based on safety in that most of the respondents given **I rank** to the “It contains a lot of vitamins and minerals.”
- The factors facilitating in the purchase of organic food products based on Animal welfare and Environmental friendly in that most of the respondents given **I rank** to the “Concede the animal well-being.”

Reason for Transition of Conventional to Organic Food Products:

- Reason for transition of conventional to organic food products based on pesticides free in that most of the respondents given **I rank** to the “Organic food products are grown without the use of pesticides”.
- Reason for transition of conventional to organic food products based on healthy in that most of the respondents given **I rank** to the “It protect us from deadly diseases”.
- Reason for transition of conventional to organic food products based on eco-friendly in that most of the respondents given **I rank** to the “Self-service and satisfaction”.
- Reason for transition of conventional to organic food products based on better taste in that most of the respondents given **I rank** to the “Proceeds with natural ingredients”.
- Reason for transition of conventional to organic food products based on freshness in that most of the respondents given **I rank** to the “Fresh products at door steps”.

Customer Satisfaction level to Purchase of Organic Food Products:

- Among the 204 respondents customer satisfaction towards organic food products shows that majority of respondents given **I rank** to the “Nutritional value of the product”.

Problems faced by the Consumers while purchasing the Organic Food Products:

- Among the 204 respondents Problems faced by the Consumers when purchasing the Organic Food Products shows that majority of respondents given **I rank** to the “Distrust on organic food products and Lack of varieties of organic food products”.

4. Classification on customer preference and ranking of choosing a particular products:

- Majority of the respondents rank the pulses as first. Followed by vegetables as second, fruits as third, tea as fourth, pickles as fifth, edible oil as sixth, rice as seventh.
- Health mix as eighth, sugar as ninth, milk products as tenth and masalas as eleventh was ranked by the respondents.

5. Association between socio economic profile and Spending Behavior to purchase of Organic Food Products:

- The chi square value between age and amount spend on purchase of organic food products factor is 43.285 and the p value is .000 which is significant at 5% level. Thus there is an association between the age and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between the gender and amount spend on purchase of organic food product factor is 18.108 and the p value is .001 which is significant at 5% level. Thus there is an association between the gender and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between marital status and amount spend on purchase of organic food products factor is 17.485 and the p value is .002 which is significant at 5% level. Thus there is an association between the marital status and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between education qualification and amount spend on purchase of organic food products factor is 34.800 and the p value is .004 which is significant at 5% level. Thus there is an association between the education qualification and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between occupation and amount spend on purchase of organic food products factor is 6.120 and the p value is .004 which is significant at 5% level. Thus there is an association between the occupation and Spending Behavior to Purchase of Organic Food Products.

- The chi square value between annual income and amount spend on purchase of organic food products factor is 69.52 and the p value is .000 which is significant at 5% level. Thus there is an association between the annual income and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between location and amount spend on purchase of organic food products factor is 23.470 and the p value is .024 which is significant at 5% level. Thus there is an association between the location and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between family pattern and amount spend on purchase of organic food products factor is 18.108 and the p value is .001 which is significant at 5% level. Thus there is an association between the family pattern and Spending Behavior to Purchase of Organic Food Products.
- The chi square value between number of members in family and amount spend on purchase of organic food products factor is 18.906 and the p value is .091 which is significant at 10% level. Thus there is an association between the number of members in family and Spending Behavior to Purchase of Organic Food Products.

6. Reason for Transition of Conventional To Organic Food Products and Customer Satisfaction on Purchase of Organic Food Products:

- The regression model with the predictor variables such as pesticides free, healthy, better taste and freshness of the product are statistically significant in explaining the variability in the dependent variable (customer satisfaction), as indicated by the p value (less than 0.005) associated with the F statistics. Where the variable eco-friendly which is not statistically significant in explaining the dependent variable.
- The result of regression analysis reveals that there is a significant relationship between the reason for transition of conventional to organic food products and customer satisfaction on purchase of organic food products. Among these freshness of the product has a major impact on Reason for transition of conventional to organic food products of the respondents towards customer satisfaction followed by pesticides free, better taste and healthy has an impact on customer satisfaction.
- There is a positive impact and significant relationship between the reasons for transition of conventional to organic food products towards the customer satisfaction.

7. Factors Influencing to Purchase of Organic Food Products:

A findings from the matrix table based on the rotated component method reveals that the first factor is based on the six variables that were involved in the factors that are influencing to buy organic food products.

- **The first factor Environment Friendly and Nutritional Factor** is formed with the help of variables viz, friendlier to the environment (.851), Uses minimal energy (.824), Most considerable way for food safety (.742), Organic food helps us to cope with stress (.671), It contains a lot of vitamins and minerals (.667), No additives involved (.567). The nature of variables involved enabled it term the formed factor as environmental friendly and nutritional factor.
- **The second factor health consciousness** is formed with the help of four variables viz, Makes me excited (.712), less associated with health risk (.627), and aids me to balance work and life (.595), concede the animal well-being (.565). The nature of variables involved enabled it term the formed factor as health consciousness.
- **The third factor Safety Factor** is formed with the help of three variables viz, the It produced naturally and better for health (.731), considers animals humanely (.674), safer to consume (.595). The nature of variables involved enabled it term the formed factor as safety factor.
- **The fourth factor Natural Content and Organic Factor** is formed with the help of three variables. Processed with natural ingredients (.814), contains no artificial constituents (.686), Reduces pollution and protects air water and soil (.583). Based on the nature of the contributing components, the factor that was created is considered to be Natural Content and Organic Factor.
- **The fifth factor Emotional Attitude Factors** is formed with the help of three variables viz, Comforts me to relax (.681), Preserves ecosystem (.661), it ensures good health (.579). Based on the nature of components, the factor that was created is considered to be emotional attitude factors.
- **The sixth factor No Additives Involved** is formed with the help of one variables viz, Organic food grown without preservatives and artificial colours (.787). From the opinion of consumers the organic food products does not involves any artificial colours and does not contain any preservatives. The nature of variables involved in the formation of sixth factor reveals the no additives involved in the organic food products.

8. Relationship between the Location of Respondents and the Problems Faced By the Consumers while Purchasing the Organic Food Products:

- The problems which was facing by the respondents are divided into ten predominant problems such as Distrust on organic food products, Difficult to differentiate the organic products from inorganic products, Flavour of organic food products is very less, Lack of varieties of organic food products, Low shelf life of products, the price of organic food products is high when compared to conventional foods, More number of unbranded items' in the market, the place of organic food shops is long distance from the residence and the organic food product are unavailable when consumer need them.
- Among these, Distrust on organic food products is facing by the respondents as very high problem. Difficult to differentiate the originality of the organic food products, lack of availability of organic food stores and more number of unbranded items are arrival in the market are facing by the respondents as highly problems. Low shelf life of products, The price of organic food products is high when compared to conventional foods, The place of organic food shops is long distance from the residence and the organic food product are unavailability when consumes need time are facing as problems by the respondents. The remaining problems such as Flavour of organic food products are very less, Lack of choice in varieties of organic food products are in the place of neutral.
- Further the relationship between the location of respondents, Monthly Income and the Problems Faced by the Consumers while Purchasing Organic Food Products are assed. It reveals that there is no significant relationship among the location of respondents and various problems faced by the consumers of organic food products
- There is close relationship between Monthly Income and Problems Faced by the Consumers while Purchasing Organic Food Products particularly two problems such as flavours of organic food product, more number of unbranded items in the market closely associated with the earning of the respondents. The customers are facing problems the above mentioned factors due to their different sizes of the income of respondents in the study. Followed by that other problems does not have a significant relationship among the respondents.

5.2 Suggestions:

The research intends to offer a range of suggestions for both the market and organic foods in the targeted survey area to develop and expand in such a beneficial method. As a result, it will undoubtedly provide clear guidance on how marketers could launch appropriate marketing tactics in order to stand out in the industry. People choose organic food over chemically processed food due of a high-quality lifestyle. On the basis of the results from the study, the following recommendations are made.

1. Compared to conventional food goods, organic food products receive less publicity in the Coimbatore district. Retailers should therefore focus on advertising through media like TV, radio, pamphlets, banners, etc. Consumers will be drawn to brand ambassadors because they are drawn to advertising mediums.
2. The educational level of the people examined to have a direct proportionate link with the health benefits of organic food products. Graduates and postgraduates are more enthusiastic about purchasing organic food than the uneducated and illiterate. The public should be educated about organic products by the government, non-governmental organisations (NGO), and organic food producers through road shows, meetings, and promotion.
3. Consumers have a limited range of options for organic food products. Engaging all prospective customers interesting in consuming organic food products would be possible by increasing the range and accessibility of such products.
4. The government offers soft loans and incentives to farmers and producers of organic food. And still, because not everyone in the community has access to this information, it indirectly drives up the cost of organic goods. It becomes crucial to inform farmers on the loan application and subsidy procedures.
5. The majority of respondents who are organic food consumers are aware of the existence of organic food products, but when more specific questions about the justification for such a purchase are posed, it appears that a sizeable portion of them are unaware of the precise advantages or points that set organic food apart from conventional food products. Therefore, it is crucial to clearly inform consumers of the benefits.
6. As much as you can, support regional organic producers to encourage the revival of community spirit. Avoid consuming food that has been sprayed with preservatives, and if organic food is unavailable due to seasonal harvest, choose the next best thing that is suitable for the climate instead of eating conventional food.

7. In order to reach a large customer base and attract new customers, the source of knowledge about organic food items tends to be friends and family of the customers. This trend needs to be changed with vigorous advertising campaigns from the marketing perspective.
8. The marketers are focusing on regular availability in addition to that majority of consumers believe that there aren't enough organic food options available. To retain their existing consumers and attract new consumers, marketers should take steps to ensure consistent availability in their stores.
9. Using social media, the government and marketers should take the required actions to inform the public about the advantages of consuming organic food products. By carrying on training and demonstration programmes, we may increase the general public's knowledge of organic food products. Merely consumer education will be necessary to expand the market potential for the organic food business.
10. In order to avoid the entry of fake products into the market and provide real certification for the best organic food products, the government should take steps to increase consumer confidence in purchasing organic food products by strengthening the certification processes for farmers and retailers.
11. Transitioning to organic products doesn't have to happen overnight. Take it one step at a time and gradually increase the number of organic products you consume. Remember that the switch to organic products is not only beneficial for your health but also for the environment. Small changes can make a big difference, so start your transition today.

Conclusion:

To conclude, the study examines the **“Consumers Transition of Conventional Product towards Organic Food Products”**. According to the study's findings, there is sufficient evidence to show that consumers are sufficiently knowledgeable about organic food products. As a result, consumer awareness is rising in Tamil Nadu. The consumers' decisions about the elements encouraging the consumption of organic food products are influenced by gender disparities. Respondents who are female in particular have a stronger impact on the variables that facilitate the purchasing of organic food. Organic products are seen as a positive development by consumers. As a result, it actually tells the industry that consumers are prepared for an eco-friendly lifestyle in the future. The switch from purchasing conventional to organic food products has occurred at a gradual rate. As a result, customers have started buying organic food items. The sovereign of the market and the voice of the world market are the consumers. In the modern world, the product's marketing plan has taken on a new significance. The new revolution overtaking all global markets into the production of organic food. Organic food products are thought to be safe for the environment, grown naturally without the use of chemical fertilisers and pesticides, and healthful. Also, they believe that organic foods are safe goods. The organic food items contain no antibiotics. Pricing is a major consideration when purchasing organic food. When compared to nonorganic food products, consumers believe the price is high. When farmers entirely switch their production methods from conventional to organic, the price is expected to decrease and output will rise as a result. As there is more supply on the market as a result of increased production, the price will automatically decrease. Consumers are aware of the regulations and standards for food safety, but they may not be as familiar with the emblems and certifications used on organic food products. The quality of organic food items is generally acknowledged by consumers to be higher than that of conventional food goods. Given the likelihood of the market being flooded with imitation goods, people are willing to pay higher costs for truly organic products.

Scope for Future Research:

- ✓ An endeavour to study the retailers' perspective of organic food products could be undertaken. The study may be stretched to cover further districts in Tamil Nadu.
- ✓ A study can also be made from the perspective of marketers and farmers of organic products.
- ✓ Comparative study of consumption of organic products among consumers between rural and urban areas of Tamil Nadu can also be carried out.
- ✓ The current study focuses only on the consumers' point of view on organic food.
- ✓ A future attempt can be conducted to study from intermediaries' perception of organic products.
- ✓ A separate study can be done to find out the challenges faced by intermediaries within a supply chain of organic food products.

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APPENDIX

Consumers Transition of Traditional Product Convention towards Organic Food Products

A) DEMOGRAPHIC PROFILE :

1. Name
2. Age
 - A) Below 25
 - B) 26 – 45
 - C) 46 – 65
 - D) More than 66
3. Gender
 - A) Male
 - B) Female
4. Marital Status :
 - A) Married
 - B) Unmarried
5. Education qualification
 - A) Up to SSLC
 - B) HSC
 - C) Graduate
 - D) Post Graduate
 - E) others
6. Occupation
 - A) Business Man
 - B) Private Employee
 - C) Govt. Employee
 - D) others
7. Annual income
 - A) Below 50,000
 - B) 50,000 – 80,000
 - C) 80,000 – 1,00,000
 - D) More than 1, 00,000

8. Location of the respondents
 - A) Urban
 - B) Semi urban
 - C) Rural
 - D) Semi-Rural
9. Family pattern
 - a) Individual family
 - b) Joint family
10. Number of members in family
 - a) Two
 - b) Three
 - c) Four
 - d) Five and above
11. How much you have you spend to purchase organic food products per month?
 - a) Below 1000
 - b) 1000 – 2000
 - c) 2000 – 3000
 - d) 3000 - 4000
 - e) 4000 – 5000 and above
12. Why do you prefer organic food products?
 - A) Personal Health
 - B) Quality of the product
 - C) Eco Friendly
 - D) Pesticides Free

13. Rank the product based on your preference

	RANK	I	II	III	IV	V	VI	VII	VIII	IX	X	XI
1	Vegetables											
2	Fruits											
3	Pulses											
4	Rice											
5	Tea											
6	Pickles											
7	Sugar											
8	Edible oil											
9	Milk products											
10	Masala											
11	Health mix											

14. Where do you buy organic food products?

1	Supermarkets	
2	Stalls and exhibition	
3	Exclusive organic food products	
4	Local markets	
5	Health store	
6	Online shopping	
7	Village retail shops	
8	Farmers (who supply directly to home or buy directly from the yield of farmer)	

Awareness towards organic food product:

15. Are you aware of organic food products?

A) Yes B) No

16. If yes, from which source did you get aware about organic food products?

- To know through the self-knowledge
- Advertisement in TV/ Radio
- Through the friends / relatives
- To know through the pop up advertisement
- Sales personnel

- f) Bill board
- g) Magazines and journals with pictures
- h) Notice , leaflets and pamphlets
- i) Exhibitions
- j) Awareness programme
- k) Banners at retail outlets
- l) Specialized shops

17. Constructs:

S.NO	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Organic Product means not contaminated with chemical pesticides, not used preservatives, no additives, artificial colour etc.,					
2	Organic food is tastier than ordinary food					
3	Organic foods are generally Fresh					
4	Product Knowledge					
5	Certification and Green logos on product					
6	Labelling information on product					
7	Organic food products' quality is better other than the conventional products					
8	Market Availability of Organic food product					
9	Different Location of the shops					
10	Price of organic products are high, which is equal to its quality					

Factors Facilitating on Purchase of Organic Food Products

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Health Consciousness					
a) It contains a lot of vitamins and minerals					
b) It produced naturally and better for health					
c) Organic food grown without preservatives and artificial colours					
d) It ensures good health					
2. Emotional Attitude					
a) Organic food helps us to cope with stress					
b) Aids me to balance work and life					
c) Comforts me to relax					
d) Makes me excited					
3. Natural Content					
a) No additives involved					
b) Processed with natural ingredients					
c) Contains no artificial constituents					
4. Safety					
a) Most considerable way for food safety					
b) Safer to consume					
c) Less associated with health risk					
d) Preserves ecosystems					
5. Animal welfare and environmental friendly					
a) More friendlier to the environment					
b) Reduces pollution and protects air, water and soil					
c) Uses minimal energy					
d) Considers animals humanely					
e) Concede the animal well being					

Transition of Conventional to Organic Food Products

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Pesticides Free					
a) Organic food products are grown without the use of pesticides					
b) Organic foods are less susceptible to bacteria					
c) Contains lower chemical residues					
d) It does not contain any preservatives					
2. Healthy					
a) Good for my children and family					
b) Contains high nutritional value					
c) Absence of genetically modified organisms					
d) It protect us from deadly diseases					
e) It does not cause any side-effects					
3. Eco-friendly					
a) Self-service and satisfaction					
b) Regarded as superior quality products					
c) Preserves agricultural diversity					
d) Friendly to customers					
e) It uses minimal energy					
4. Better Taste					
a) Better flavours					
b) Proceeds with natural ingredients					
c) Organic products are palatable					
d) Natural appearance and colour					

e) Wide variety					
5. Fresh					
a) It does not contain any artificial constituents					
b) Organic foods are hygienic and protective					
c) Organic foods are fresh and clean					
d) Supports farming directly					
e) Fresh products at door steps					

Customer Satisfaction of organic food products

S.no	Statement	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1	Nutritional value of the product					
2	Hygienic value of the product					
3	Freshness of the products					
4	Taste of the organic food products					
5	Package of the Organic Food Products					
6	I believe that organic food product is good for the healthy environment					
7	Varieties of organic food products					
8	Ideal for children/elders					
9	Sold at premium price					
10	Customer service in shop					

Problems Faced By the Consumers When Purchasing the Organic Food Products

S.no	Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Distrust on organic food products					
2	Difficult to differentiate the organic products from inorganic products					
3	Flavour of organic food products is very less					
4	Lack of varieties of organic food products					
5	Low shelf life of products					
6	Lack of availability of organic stores					
7	The price of organic food products is high when compared to conventional foods					
8	More number of unbranded items' in the market					
9	The place of organic food shops is long distance from the residence					
10	The organic food product are unavailable when consumer need them					