



Factors Influencing towards the Preference of Organic Products Among Customer

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Abstract : Now a days every people want a healthy food diet. As the generation is running towards the next level of technology advancement. Humans are having a planned plate in their daily food chart. But how much it is healthy and tasty, we have to decide. In recent times, the generation is changing towards consumption of organic products. Organic product is more natural food item with naturally farming. The organic food products belong to chemical free products. It gives more vitamins, fibers, proteins, etc to human. A healthy plate, will lead to healthy life. Most of the customer are preferring to purchase organic product.

Key words: Customer Preference, Organic Products, Healthy Food Diet, and Technology.

Introduction

India is an agriculture country. We follow our food pattern in traditional way. All consumers are wishing to have a healthy food. The consumers preference for healthy food for its chemical free process. But the awareness and consumption pattern is low in organic food products. Now a day, there is a change in awareness level which has increased and consumption level has created a huge demand on organic food products. In recent days, consumers are preferring organic food products in their daily consumption. The organic products are significant for the purchasing decision of consumer, which goes to the extreme level of purchasing with the reasons of health concerns and environmental sustainability.

Objectives

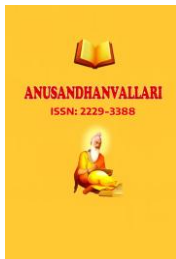
1. To know the awareness level of consumer towards organic food products.
2. To analyse the consumer preference towards organic products.

Statement of the problem

Consumers are getting awareness on healthy and quality food for the safety on consumption and environmentally friendly. The demand for organic products is increasing rapidly. In today's life style, healthy food is most important one. Consumers are concentrating on their daily food chart, which must contain good food. Organic products are preferred by many consumers for healthy life. Sundararajan and Muhammed (2024) Consumers are very serious and concentrating towards usage of organic food products.

Review of Literature

1. Ayswarya and Vasanthi (2018) the study is based on consumer perception towards organic products. The researcher made structured questionnaire among 100 sample respondents. The researcher found that organic products are eco-friendly. It is natural and gives more health benefits.



2. Krishna and Balasubramanian (2018) the study has been analyzed based on the behavior of consumer towards factors influencing in organic food products. The finding of the study is, farmers are not getting any support from the government. This lacking affects the marketing support.

3. Mohd Farhan and Deepak Pandey (2019) the study focus on the willingness of paying high focus on the willingness of paying high amount to purchase organic food products. The interest and need to purchase organic food products are for health concern. In many department stores, supermarkets and organic farming shop the organic food products are sold. Consumers are ready to spend high amount for organic food products.

4. Mythili and Priya Dharshini (2020) the study is based on primary data. The organic food products can be purchased with reduced price. The reduction of price creates an intension and stimulate to buy the products.

Research Methodology

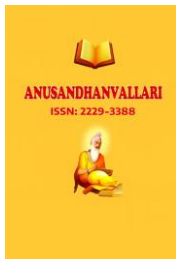
The study is descriptive to evaluate the consumer preference towards organic food products. The data are collected on primary base and secondary base. The primary data are collected from 100 respondent with which structure questionnaire. Jain and Bangur (2024) The secondary data are collected from journal, websites and book.

Analysis and Interpretation

The data is collected from 100 respondents which have been analyzed and interpreted with tools.

1. Demographic Profile

Classification	Respondents	Percentage
Age : below 25	17	17
25 – 35	34	34
35 – 45	29	29
Above 45	20	20
	100	100
Gender : Male	33	33
Female	67	67
	100	100
Education : +2	11	11
UG	19	19
PG	27	27
Professional	30	30
Others (illiterate)	13	13
	100	100
Job : Government	15	15
Private	18	18



Professional	21	21
Unemployed	19	19
Homemaker	27	27
	100	100
Income : Below 20000	37	37
20000 – 30000	49	49
Above 30000	14	14
	100	100

Source:Primary data

The above table reveals the age group who are aware of organic food product is 29%. 67% of the Female respondent are more familiar about the products because they are the home maker and selfcare taker. Mostly (30%) professionally educated people are getting the interest to consumer the organic food products. Mostly (27%) homemakers are having their daily life with healthy diet and providing the same to family members also. Most of the respondent are earning income between 20000-30000.

2. Awareness Level

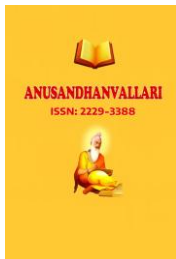
Sl.no	Awareness level	Total	Average Score	Rank
1	Available of information	5356	53.56	II
2	Growing demand	4811	48.11	IV
3	Taste of product	5124	51.24	III
4	Health benefits	5389	53.89	I
5	Environment friendly	4120	41.20	V

Source: Primary data

The table shows the ranking given by the respondents; rank one is given to health benefits because now a days consumers are more concentrating in health fitness. Second rank is given to available of information from various sources like media, society, etc. Jose and Navdeep (2024) Third rank belongs to taste of product because mostly consuming the food and temptation is taste of food quality. Fourth rank is for growing the demand of product. Finally, fifth rank is environment friendly which makes the surrounding neat and clean with healthy.

3. Reasons for purchasing organic products

Factors	Excellent	Good	Poor	No idea	Total
Natural farming	8.2	8.8	1.4	1.6	20
No chemical used	8.2	8.8	1.4	1.6	20
More nutritional value	10.25	11	1.75	2	25



Fresh & tasty	7.79	8.36	1.33	1.52	19
Reasonable price	6.56	7.04	1.12	1.28	16
	41	44	7	8	100

Source: Primary data

E – Expected frequency, O – Observed frequency

$$\text{Chi-square} = (O - E)^2/E$$

The above table shows that the reasons for purchasing organic products, by applying chi-square test, the result has been identified. Most of the factors are based on the nutritional value of product because it is chemical free. The fresh and tasty product gave satisfaction to the consumers. The price of the product is also so reasonable to be purchased by type of consumer. The CV is 2.324 and the table value is 21. The hypothesis is accepted.

4. Factors influencing for preference

Source of variation	Sum of the square	Degree of freedom	Mean sum of the square	Variation of F
Between sample	176	2	88	11
With in sample	47	6	8	

Source: Primary data

Null Hypothesis: There is no significant difference between the means.

Alternative Hypothesis: There is significant difference between the means.

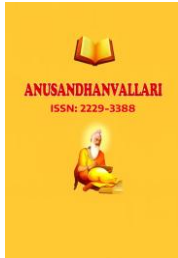
The table shows that the factors influencing for purchasing the organic products are healthy lifestyle, food adoption pattern and environment friendly. The result shows that there is not preference based on these factors. So the hypothesis is there is significant difference between the means.

Conclusion

The trending influence of social media are more in increasing rate to make aware of organic food products. Already consumers are well known with organic products. But media and web site give the knowledge of benefits and important of organic food products.

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