



Consumer Perception Towards Organic Food Products with Reference Madurai City.

¹J. Punitha Martina Nesamani, ²Dr. B. Kothai Nachiar

¹Research Scholar, PG & Research Dept. Of Commerce, Mannar Thirumalai Naicker College (Autonomous),
Pasumalai, Madurai, Tamil Nadu.

²Assistant Professor, PG & Research Dept. Of Commerce, Mannar Thirumalai Naicker College (Autonomous),
Pasumalai, Madurai, Tamil Nadu.

Abstract: The organic food farming is one of the best form of agriculture development in India. Consumers are interested and preferring to purchase organic food products. Organic food product consumption is now in trending. Customers are procuring organic food for different reasons like healthier, pesticides free, fresh, taste, nutritive value, etc. Consumer's preference on organic product is based on the general opinion that organic products have required appearances that unoriginally grown substitute. Organic food is considered as healthy and mostly preferred by green consumers. Consumers pay more responsiveness to organically grown products that are free of chemical pesticides and fertilizers to avoid consumer health problems. Consumer perception over predictable products because of the nutritious assessment and natural taste buds and measured the strongest product for human feasting.

Keywords: consumer preference, organic food products, agriculture, green consumer.

Introduction

Consumers are consuming different pattern of food life style in fast food world. Consumers are interested in organic food products, which increase the natural food habit among them for good health and diet chart. The current trend growth of organic food products is driven by health and safety consumption. Consumers are focusing on the green aspect of environment friendly. Consumer preference in organic food products is based on the general perception that organic products have more desirable conventionally grown alternatives. A part from health and diet, several other characteristics are nutritive value, taste, freshness, colours, etc.

Statement Of The Problem

The study is based on problem faced by usage of non-organic food products which cause chemicals at the time of production. Today the world requires new discussion and innovation which are leads to the potential buyers about the usage of consumers regard organic food products.

Objectives

- To study the perception of consumer towards organic food product.
- To study the consumer willingness to organic food product.

Review Of Literature

Dr. Geetika Sharma , Dr. Rakhee Dewan, Santosh Bali (2016) conducted the study of Chandigarh & Panchkula Consumers" will try to focus and to determine the Awareness of Organic Food Products & to study the purchase behaviour, preference & factors affecting towards organic food of the selected location. Raghavendra and Eswara (2024) This study was based on primary survey of 100 respondents living in the Chandigarh & Panchkula. Customers were approached randomly using a structured questionnaire. The questionnaire was designed to record the responses on food safety concerns, frequency of buying behaviour, from where they buy the products,



awareness, attitude, factors effecting buying behaviour, price effect on purchasing, behaviours towards organic food and effectiveness of sources for organic information. This study will help to create awareness amongst consumers about organic food by the organic companies.

Nayana Sharma and Dr. Ritu Singhvi (2018) conducted the study on consumer perception regarding organic food may add insight to emerging organic food industry in India and worldwide. The review of related literature in the area of the organic food market and consumer perception studied has provided many insights for the study. It has also provided direction in designing the present study. A number of researchers have identified the demand of organic food products worldwide and in India. Devarapalli et al. (2024) Further the various factors that influence consumer perception of organic food products have also been identified. Some studies have also been undertaken preference, knowledge, and satisfaction regarding organic food products. Having reviewed several studies and having identified the gap, the investigator felt a foremost need to undertake the present investigation.

Dr. Nakul, A. Deshmukh (2018) conducted the study of consumer attitude towards organic food. Mouth publicity of the organic product by experts and farmers can influence the perception of the consumers. Therefore, experts and farmers should arrange the promotion camps for consumers in their areas to awareness of the organic products that help to both farmers and consumers. Government should make the policy for health benefit, eco friendly for peoples that create large amount of class of liking organic food.

Gunaseelaprabhu .K, Ramya.J (2019) conducted the study to understand the 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. The study will also help to obtain knowledge about the purchase intention and attitude of the consumers. The findings of the present study would add insight to emerging organic food industry in India and worldwide and consumers interest and satisfaction towards it.

Tanveer Kaur (2020) conducted the study to analyse which factor impacts the most to the consumer on their decision making process of buying organic products. Market of Organic food is slowly shifting from a market for elitist to a market of healthy products for health conscious segment of society. At last robust market system should be in place in order to give strength and boost to production of organic products. Gupta and Gupta (2024) For this both government and framers should pay attention to farming of organic product.

Research Methodology

Data Collection

The research methodology is systematically process to study the research design, the sampling procedure, data collection and analysis procedure. The study is based on the primary data and secondary data. The researcher selected the population sample size for the study is 130

Analysis And Interpretation

Particulars		Respondent	Percentage
Gender	Male	55	42.3
	Female	75	57.7
	Total	130	100
Age of the respondent	Below 20 years	37	28.5
	21 - 30 years	49	37.6



	31 - 40 years	29	22.4
	Above 40 years	15	11.5
	Total	130	100
Income level of the respondent	Less than 15000	39	30
	15000 to 25000	46	35.4
	25000 to 35000	28	21.5
	Above 35000	17	13.1
	Total	130	100
Source of information	TV /Radio	33	25.4
	News paper	17	13.1
	Neighbour	42	32.3
	Friends	38	29.2
	Total	130	100
Frequently purchase the product	Daily	12	9.2
	Weekly	36	27.7
	Monthly	55	42.3
	Annually	27	20.8
	Total	130	100

Interpretation

The above table infers that, most (57.7%) of the female are having good idea about organic food products. 49 (37.6%) respondent belong the age group of 21-30 years. The income level of 46 respondent scale between Rs.15000-25000. 32.3% of the respondent buy the product based on the information given by their neighbour. 55 of the respondent purchase the product on monthly bases.

Ranking Analysis

Factors	SA	A	N	DA	SD	RANK
Healthier	65	29	17	12	7	I
Increase immunity	21	46	39	19	5	II
Antibiotic resistance	3	5	16	14	92	V
Biodegradable	9	21	31	59	11	IV
Natural nutrients	39	22	30	28	11	III

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



In the above table, the organic food product is healthier than non-organic foods which is first rank, the second rank goes to increasing the immunity power by consuming organic foods, natural nutrients took third place, fourth place is biodegradable and fifth place is antibiotic resistance.

Finding

- Majority (57.7%) of the female are having good idea about organic food products.
- Majority 49 (37.6%) respondent belong the age group of 21-30 years.
- The income level of 46 respondent scale between Rs.15000-25000.
- 32.3% of the respondent buy the product based on the information given by their neighbour.
- Mostly 55 of the respondent purchase the product on monthly bases.
- The organic food product is healthier than non-organic foods which is first rank

Conclusion

Organic food products are rapidly increase the interest among consumers is good. The present study is to describe the current situation of regarding organic food products in Madurai. The major motive is to purchase the products for health benefits. It increases the consumer perception about the organic food products. The demand of organic food is steadily increasing within the developed countries.

Reference

- [1] Barry, M. (2002). What does "organic" mean to today's consumer. Natural Sensibility, Available. at:<http://www.hartmangroup.com/products/natsens/issueV-03.html>.
- [2] Barret et al(2006),Organic Certification and the UK Market :Organic imports from Developing countries, Food policy,27(4) Pp.301, August 2007
- [3] Chandrashekar H.M. (2005) Changing Scenario of organic farming in India: An Overview, International NGO Journal, Vol.5, issue --- Pp 31-37.
- [4] Chinnakonda (2000) ,Comparative Research on organic traditional and conventional products, Revival of organic products ,proceeding held Chennai 2000
- [5] P.S Dharpal, and A.S Bonde: Organic food industry and consumer Behaviors in market Farah Ayuni Shafle(2012) :Procedia –Social and behavioral Sciences.(2012) Vol no 49 page
- [6] <http://www.shoporganic.com/index.html>
- [7] <http://www.organicfoodsandcafe.com/index.htm>
- [8] <http://www.organicthemes.com/index.htm>
- [9] Devarapalli, S., Mohapatra, L. M., & Matemane, R. (2024). Attaining sustainability through IR adoption: A case study analysis from Indian companies. ShodhPrabandhan: Journal of Management Studies, 1(1), 1–25. <https://doi.org/10.29121/ShodhPrabandhan.v1.i1.2024>
- [10] Dr. Geetika Sharma , Dr. Rakhee Dewan, Santosh Bali, Factors Influencing Consumer Buying Behaviour & Awareness towards Organic Food: A Study of Chandigarh & Panchkula Consumers, International Journal of Science and Research (IJSR), Volume no: 5, Issue no: 2, ISSN (Online): 2319-7064, February 2016, Page no: 689-696.
- [11] Dr. Nakul ,A. Deshmukh, A Study Of Market Potential And Consumer Perception Towards Organic Agriculture And Food” With Special Reference To Western Vidarbha, IJRAR- International Journal of Research and Analytical Reviews, Volume no: 5, Issue no:4, E ISSN 2348 –1269, PRINT ISSN 2349-5138, OCT.– DEC. 2018, Page no: 643-648.
- [12] Gupta, R., & Gupta, S. (2024). Savouring Success: The Impact of Social Media on the Growth of the Food Industry. International Journal of Research -Granthaalayah, 12(8), 206–210. <https://doi.org/10.29121/granthaalayah.v12.i8.2024.6640>



-
- [13] Gunaseelaprabhu. K, Ramya.J, On Recent Trends in Consumer Perception and Behaviour Towards Organic Food, International Journal of Innovative Technology and Exploring Engineering (IJITEE), Volume no:8, Issue no :10s, ISSN: 2278-3075, August 2019, Page no: 115-117
- [14] Tanveer Kaur, Empirical Study Of Consumer Perception Towards Organic Products, Journal of Xi'an University of Architecture & Technology, Volume no:12, Issue no:3, ISSN No : 1006-7930, 2020, Page no: 5657-5672.
- [15] Raghavendra, D., & Eswara, M. G. (2024). Integrating advanced technologies in retail: A conceptual framework for enhancing consumer experience and trust. International Journal of Engineering Technologies and Management Research, 11(10), 26–36. <https://doi.org/10.29121/ijetmr.v11.i10.2024.619>
- [16] Nayana Sharma and Dr. Ritu Singhvi, Consumers perception and Behaviour towards organic food: A systematic review of literature, Journal of Pharmacognosy and Phytochemistry, Volume no:7, Issue no:2, E-ISSN: 2278-4136 P-ISSN: 2349-8234, 2018, Page no: 2152-2155