

# Consumer Preference towards Organic products

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## ABSTRACT

In recent days organic products grasp many pupils. Thus, a consumer-oriented approach to understanding organic agriculture and organic products is important not only in its own right, but also in terms of shifting market dynamics. Organic products are obtained by processes friendly to the environment “Green World”, Pupils throughout the world receiving awareness by any form but still 12% don’t know and not sure, silent lack of knowledge is there about organic products. The latest innovation on organic products gives more importance among the pupil by the marketers. Consumer’s preference is highly turned towards the organic products increasing day by day. Consumers give their important to their safety, cheapest and chemical free, they have higher utility in organic products.

## INTRODUCTION

Current scenario consumer’s interest are grasped on organically products is increasing throughout the world. Organic give importance to food safety and human health, animal welfare considerations and concern about the environment. To classify and identify several categories of organic consumers are namely (1) environmentalists, (2) food fearful, (3) healthy wishers, (4) humanists and (5) wellbeing enthusiasts. The interest in organic agriculture and organic merchandise has prompted several personals to engaged both directly and indirectly to study on the comparing aspects of organic and non-organic products.

The future of organic agriculture will depend, to a large extent, on consumer demand. As a result, a consumer-oriented approach is used to understand the organic agriculture and organic products are important not only in its own right, but also in terms of shifting market dynamics. This could also vary depending on the region of the world. Thus, a clear understanding of consumer attitudes and the motivations core actions in responding to organically products is important.

Therefore there is no common definition of “organic” due to the fact that different countries have different standard for products to be certified “organic”. In clear note organic products are cleanly process to maintain the truth of the product without artificial ingredients, preservatives or irradiation.

Organic products are obtained by processes to save and being friendly to the environment for saving the world into “Green World”, by using better and modern cultivation techniques to develop that consider both the attributes of the final product and the production methods. This article descried that over half of Indian consumers reported ‘natural or organic’ features influencing hair and skin care purchase decisions. While 82per cent of consumers surveyed said that they would pick up only original Organic products.

The important role of Organic food is too produced by methods that comply with the standards of organic farming. Organic Standards may vary at wide-reaching, but organic farming in wide-ranging features practices that strive to cycle resources, promote ecological balance, and conserve biodiversity. Organizations regulating organic products may control the use of positive pesticides and natural fertilizers in farming to reduce the harm. In universal, organic foods are also frequently not processed using irradiations, industrial solvents or synthetic food additives.

## Organic healthy food products

Many people believing that organic food products have a higher nutrient content, are kinder to the environment and livestock and are healthier than the conventionally produced foods, demand for organic products shows rise. Organic food culture refers to a fresh collective and cultural trend in which there has been a blown up interest in organic food due to the frequent advertisements and healthy tips of coverage on media, food safety, and environmental dangers of pesticides. This approach considers food is the important

and central requirement for health, but it does not neglect the concern with beauty and also pleasurable aspects of food consumption.

### Organic textile products

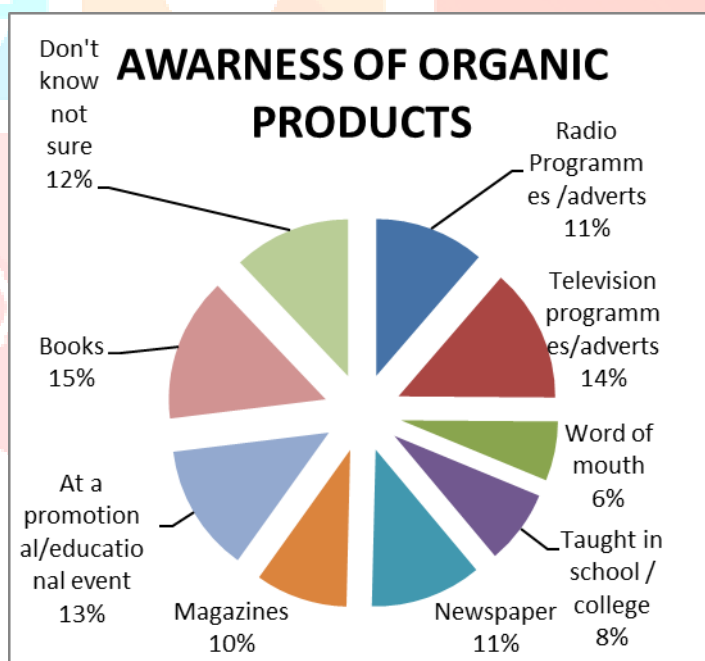
Organic clothing is the new trend arises in textile. Clothing is made from materials grown under the process of compliance with organic agricultural standards. Organic dress may be composed of Ramie, Jute, Silk, Cotton and Wool. Textiles do not need to be 100% organic to use the organic label. A additional general term in organic textiles, which includes both wear and domestic textiles. The technical desires in terms of guarantee and origin generally remain same for organic clothing and organic textiles.

### Organic personal care products

“Millennial consumers are leaded to seek the natural, untouched, unmade-up give the impression of being from their beauty care products. As they become enjoy about ‘green’ choices it not cause any harm to skin, its visible to know about the marked shift in preferences in favour of natural products,” consumers drives purchases of personal care products like shampoo, hair colour, skin creams and lotions. It is words such as ‘natural’, ‘organic’, ‘botanical’, ‘free from’ some harsh chemical, and even ‘religious compliance’.

### AWARNESS OF ORGANIC PRODUCTS

Pupils throughout the world receiving awareness by any form but still 12% don't know and not sure, silent lack of knowledge is there about organic products. The latest innovation on organic products gives more importance among the pupil by the marketers.



### Consumer safety

Consumers prefer organic products since it gives maximum utility at minimum rate, this leads to higher satisfaction and they feel organic are quiet safety. So the consumers are regular buying the organic product. The precautionary and speculative motive persons mostly prefer the organic products as safety for the whole life.

### Overall Health

Meanwhile organic products is not equipped by means of chemical solutions, it does not contain any traces of these physically powerful chemicals and might not influence the human body in harmful ways.

Natural colours, like saffron and turmeric works more naturally fine, and organic farmers are happy to make use of this yet safer, form of fertilizer.

### **Better Taste**

Some people intensely believe that organic product foods are tastes better than non-organic food products. The noticeable reason for this belief is that it is produced the food product using organic means of production. Moreover, organic food products are repeatedly seen nearby agric-land- sold locally, resulting in availability of fresh produce in the market, this gap may typically does taste better than produce that has been frozen or stored or packed food products, shipped and transported across long distances may also influenced by many consumers.

### **Better Nutrition:**

As likened to a longer time conventionally grown food, organic food products is much richer in nutrients. Dietary value of a food item is very high than other products is determined by its mineral and vitamin content. Organic farming improves the nutrients of the soil which is passed on to the plants and animals also, so it animals in organic farm is consider for getting better nutrition.

### **Environmental Safety**

Many pupil hands joined to set green environment 'Eco-Friendly' life for present and future circumstance by producing everything in organic manner. They are not encouraged to use harmful chemicals in organic farming, to protect the nominal soil, fresh air and non polluted water; thus ensuring a safer and healthier world for future generations to live in.

### **Animal Welfare**

Animal welfare is an important aspect of producing organic milk or diary products, organic meat or agro-food products, organic poultry and organic fishing gives more consumable products. People feel happy that the animals are not limited to a down locked up life so they take high consumption of eat organic animal products. Healthy and safety there is little scientific sign of benefit or harm to human health from a diet high in organic food, and directing any sort of hard experiment on the subject is very difficult.

In 2014 review found that the non organic food cause health issues like disease risks and health promoting mixes, and the development of steadfast biomarkers to be used in such studies are still in its childhood and the concept eradicate with the help of organic products arrivals and meta-analysis noted that "there have been no long-term studies of health outcomes of populations consuming largely towards organic products or some orthodoxy produced food controlling for socio-economic factors; such studies would be changed the patter of human era.

### **Pesticide exposure**

The main difference between organic products and non-organic products they are the chemicals involved during production process. The remainders of those chemicals in food products will hesitant effects on the human health. All organic products on the market have included some of pesticides and other types of chemicals that are used during production and processing are said to be safe.

### **Economical**

Demand for organically products is principally focused by concerns for personal health and for the environment. Global sales for organic products climb up in fast growth of the economy, recent highly consumable products preferred by the consumer by their economical condition is organic product. Producers produce the organically is also help to make it in cheaper cost, so economically organic products are best to the both producer and consumer.

## Conclusion

Hence most of the peoples in the world attracted by the new innovation of organic products namely organic healthy food products, organic textile products, and organic personal care products. Consumer's preference is highly turned towards the organic products increasing day by day. Consumers give their important to their safety, cheapest and chemical free, they have higher utility in organic products.

## Reference

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