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A STUDY ON CONSUMER'S PERCEPTION TOWARDS ORGANIC PRODUCTS IN CHENNAI

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ABSTRACT

In India, Organic field is in rising stage this growth inside the organic market is driven by health issue and safe consumption. These are the foremost drive whereas shopping for the organic merchandise. Thus, this analysis study has been undertaken in chennai town and to focus the consumer's perception towards organic product. the objectives are to appear at the health concern of the consumer's, the quality factors influencing customers , the supply of organic merchandise in town and respondents valuable suggestions. 130 respondents are chosen straightforward random ways that. Tools used for the study are proportion analysis, Correlation, ANOVA .

Keywords - Organic product, Consumer's Perception.

INTRODUCTION

The term organic merchandise is formed public as a results of the merchandise that is free from preservatives and chemical contents. In INDIA, Organic merchandise regulated and recognized by Food Safety and Standards Authority of state (FSSAI) has the mandate to manage manufacture, distribute, sell or import "organic foods" as per the provisions ordered to a lower place Section twenty a pair of the Food Safety Standards Act, 2006.

REVIEW OF LITERATURE

Mr. Pardeep Kumar, Dr. Hema Gulati (2017) conducted the study of consumer's perception towards organic products in the area of Haryana to analyse the awareness of organic products among the consumers in that area. This study shows that lots of problems faced by the consumer's and how to aware them

Gomati. M & Dr. S. Kalyani (2013) conducted a study of Awareness on Organic foodstuff among General Public in Erode city, state India". The aim of this study is to analyse the awareness level of consumer's perception

Manoranjan dash. Ala ka Samanta ray. Dr. Madhusmita Dash (2014) conducted a study tried to understand information regarding shopper awareness, perception towards organic food consumption and also the means socio-economic variables .

OBJECTIVES OF THE STUDY

- To analyse the factors influencing the Consumer's Perception Towards Organic products in Chennai
- To analyse the health concern, quality factors, availability of the consumer's for using organic products in Chennai

RESEARCH METHODOLOGY

This study is predicated on the first and secondary information. the first information has been collected through form by mistreatment Convenience sampling technique on respondents. The secondary information had collected from revealed books, reports, journals, magazines, and net

DATA ANALYSIS AND INTERPRETATION

S NO	Particulars	No. of Respondents	Percentage
1.	Gender of the respondents		
	Male	80	61.5
	Female	50	38.5
	Total	130	100
2.	Age of the respondents		
	Below 20 years	13	10
	21 - 30 years	113	86.9
	31 - 40 years	3	2.3
	41 - 50 years	1	0.8
	Total	130	100
3.	<i>Income of the respondents per month</i>		
	<15000	42	32.3
	15000 to <45000	34	26.2
	>45000	2	1.5
	No income	52	40
	Total	130	100
4.	Marital status of the respondents		
	Married	118	90.8
	Unmarried	12	9.2
	Total	130	100
5.	How much money do you spend on organic products monthly		
	Less than 2,000	102	78.5
	2,000 to < 5000	20	15.4
	5,000 and above	8	6.2
	Total	130	100

CHI-SQUARE TEST

Gender of the respondents and Health[Organic products are healthier than the conventional products]

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.307 ^a	4	.860
Likelihood Ratio	1.999	4	.736
Linear-by-Linear Association	.005	1	.946
N of Valid Cases	130		

Interpretation

Since p(0.860) value is higher than 0.05, Therefore, there is no significant relationship between Gender and Health[Organic products are healthier than the conventional products].

CORRELATION

Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]

Correlations			
		HEALTH [Organic products contains low level of toxic metals]	HEALTH [Organic products are not genetically modified]
HEALTH [Organic products contains low level of toxic metals]	Pearson Correlation	1	.590**
	Sig. (2-tailed)		.000
	N	130	130
HEALTH [Organic products are not genetically modified]	Pearson Correlation	.590**	1
	Sig. (2-tailed)	.000	
	N	130	130

Interpretation

Pearson correlation value is 0.590. Therefore, there is a positive correlation between Health [Organic products contains low level of toxic metals] and Health [Organic products are not genetically modified]

ANOVA

Income Of the Respondents Per Month and Availability [Demand for the organic products are increasing day by day among the consumers]

ANOVA					
INCOME OF THE RESPONDENTS PER MONTH					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.191	3	5.397	3.453	.019
Within Groups	196.917	126	1.563		
Total	213.108	129			

Interpretation

Significance level is 0.019, which is below 0.05 therefore, there is a statistically a significant relationship between Income Of The Respondents Per Month and Availability [Demand for the organic products are increasing day by day among the consumers]

CONCLUSION

The consumer's considerations on food safety, quality and nutrition are more and more turning into vital across the earth, that has provided growing opportunities for organic foods inside the recent years. The demand for organic food is steadily increasing inside the developed countries, whereas developing countries like India still need to go an extended means. Thus AN analysis of Consumer's perception towards Organic product in city could also be thought of as vital ground to make the markets for organic product within the initial section of market development

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