



# A STUDY ON CONSUMERS' AWARENESS TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO PERUNDURAI TALUK, ERODE DISTRICT, TAMILNADU.

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## ABSTRACT:

Consumer Awareness is a demonstration of ensuring the purchaser or buyer knows about the data and information about items, products, administrations, and buyers' privileges. Consumer awareness is significant with the goal that purchasers can settle on the best choice and settle on the ideal decision. Shoppers reserve the privilege to data or information, the option to pick, right to wellbeing .Finding of this research may help the consumers in the organic foods to make suitable revisions to efficient awareness among the consumers. Suitable statistical tools have followed for analysis on consumer awareness. The results of the study also help the customers to identify the best organic food products for their purchase to get maximum satisfaction. The study reveals that among the various organic food

**Keywords:** Organic foods, Consumer behaviour, Satisfaction, Awareness

## INTERODUCTION:

Organic food, fresh or processed food produced by organic farming methods. Organic food is grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers, and does not contain genetically modified organisms (GMOs). Organic foods include fresh produce, meats, and dairy products as well as processed foods such as crackers, drinks, and frozen meals. The market for organic food has grown significantly since the late 20th century, becoming a multibillion dollar industry with distinct production, processing, distribution, and retail systems.

## NEED FOR THE STUDY:

Nowadays, the organic product thought is increasing worldwide; most of the consumers have turned their view towards organic food products due to increasing concern of health problems and hygienic. Organic food products promote refusal of artificial products. The demand has been changing because of the false consumer awareness that organic products are elite. This research study is to develop and understand that concern for the environment and health benefits. So, this study is to increase knowledge about the respondents and about the consumer perception towards organic food products.

## REVIEW OF PREVIOUS STUDIES:

*Manika (2019)*, The results imply that the precondition for price comparisons and evaluations, i.e., noticing prices, is met for most products in all consumer groups. Regular and occasional organic consumers pay attention to the prices of organic and conventional products despite their organic 'predisposition'.

*Demirtas (2018)* Reducing consumption obstacles, along with efforts to increase the organic food knowledge of consumers, will increase organic demand. While trying to increase the supply of organic products, especially in regions where consumers are concentrated, the food production sector should also focus on informing, raising awareness, and promoting.

#### OBJECTIVES OF THE STUDY:

1. To find out the demographic profile of respondents.
2. To study the level of awareness of the respondents towards organic food products(OFP).

#### RESEARCH METHODOLOGY

##### SAMPLING DESIGN

The study aims at analyzing the consumer awareness of organic food products. A total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

##### HYPOTHESIS:

1. "There is no significant association between age groups of respondents and awareness level towards OFP."
2. "There is no significant difference between the gender of the respondents with the awareness level towards OFP."
3. "There is no significant relationship between Household Income of respondents and their awareness level towards OFP."
4. "There is no association between different education qualification groups and awareness level towards OFP."

##### LIMITATIONS OF THE STUDY:

1. The sample size limited to 120 respondents only.
2. The study is confined to Perundurai taluk only.
- 3.

##### DATA ANALYSIS AND INTERPRETATION:

TABLE 1

Demographic variables of the respondents:

DEMOGRAPHIC VARIABLES		FREQUENCY	PERCENTAGE
<b>Gender</b>	Male	62	52
	Female	58	48
Age group	Upto 25yrs	27	23
	25 to 35 yrs	40	33
	35 to 45 yrs	28	23
	Above 45 yrs	25	21
Educational qualification	SSLC	16	14
	HSC	29	24
		47	39
	Post graduate	28	23

Marital status	Married	65	54
	unmarried	55	46
Occupation	Business	33	28
	Profession	24	20
	Govt. employee	29	24
	Private sector employee	34	28
Income level (Monthly)	Below Rs. 10,000	33	27
	From Rs. 10,000 to 20,000	39	33
	From Rs.20,000 to 40,000	22	18
	Above 40,000	27	22

Source : primary data

#### CHI SQUARE ANALYSIS:

##### Hypothesis:

There is no significant association between age groups of respondents and awareness level towards OFP.

TABLE 2

Age of the respondents and level of Awareness(Two way table)

Age group	Level of Awareness			Total
	Fully Awared	Partly Awared	Not Awared	
Upto 25yrs	17	5	6	27
25 to 35 yrs	28	7	5	40
35 to 45 yrs	16	5	7	28
Above 45 yrs	12	5	8	25
<b>Total</b>	<b>73</b>	<b>22</b>	<b>26</b>	<b>120</b>

Source : primary data

The chi square statistic is 1.63.The p value is .44 .Hence the result is not significant at  $p < .05$

**Hypothesis:**

There is no significant association between Educational qualification of respondents and awareness level towards OFP.

TABLE 3

Educational qualification of the respondents and level of Awareness(Two way table)

Educational qualification	Level of Awareness			Total
	Fully Awared	Partly Awared	Not Awared	
SSLC	17	5	6	27
HSC	28	7	5	40
Under graduate	18	4	6	28
Post graduate	17	4	4	25
<b>Total</b>	<b>80</b>	<b>20</b>	<b>21</b>	<b>120</b>

Source : primary data

**Hypothesis:**

The chi square statistic is 1.49.The p value is .96 .Hence the result is not significant at  $p < .05$

There is no significant association between Occupation of respondents and awareness level towards OFP.

TABLE 4

Occupation of the respondents and level of Awareness(Two way table)

Occupation	Level of Awareness			Total
	Fully Awared	Partly Awared	Not Awared	
Business	17	5	6	27
Profession	29	6	5	40
Govt. employee	18	6	4	28
Private sec tor employee	15	5	5	25
<b>Total</b>	<b>79</b>	<b>22</b>	<b>20</b>	<b>120</b>

Source : primary data

The chi square statistic is 2.02.The p value is .92 .Hence the result is not significant at  $p < .05$

Source : primary data

**FINDINGS:**

Majority (52%) of the respondents were male.

Majority (33%) of the respondents were coming under the age group of from 25 to 35 years age group.

Majority (54%) of the respondents were under married.

Majority (28%) of the respondents were businessman.

Majority (33%) of the respondents had monthly income from 10000 to 20000.

**SUGGESTIONS:**

1. Government can increase the trend for consumption of organic food by increasing public awareness through various programs and advertisements in TV and other channels and further come forward to provide subsidy for organic producers.

2. The marketers may introduce some special offers to attract the organic food consumers and introduce luxurious shops and packages to cover all consumers.

**CONCLUSION**

Organic food is one of the most oldest, widely accepted, highly appreciated organic farming. It should reach each and every man for their health. The consumption and demand of organic food products are flourishing gradually around the globe. There is a small gap in customer's awareness and organic food products. At one end customers are acquiring knowledge through digital media sources and taking precautions to remain healthy; on other side farmers are not receiving enough demand to produce organic food crops. There is a need for educating the consumers and awareness about organic goods. Government, agriculturist, health organization should take necessary steps to make awareness about organic food products. There is huge gap between the agriculture and consumer awareness. This gap can be removed through two methods one is giving awareness about the organic food product and another is educating them about organic farming. The research concludes that consumer awareness plays a vital role in determining the buying behavioral aspect for selecting organic food.

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