

Examining Consumer Preferences for Organic Products: A Thiruvallur District Perspective

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Abstract:

Consuming organic food has become popular and offers numerous health advantages. Organic products are completely natural and loaded with essential nutrients that the body needs. The goal of the study was to learn more about Tiruvallur district consumers' preferences for organic goods. This study's main objective was to determine customer preferences for and levels of satisfaction with organic goods. The literature gave a thorough overview of the ideas surrounding consumer preferences and organic goods. This study is descriptive and analytical research design involved gathering both primary and secondary data. 160 replies in all were gathered. The study aids in highlighting the significance of purchasing decisions for organic goods.

Introduction

Organic farming is the new name for traditional farming methods in India. A multibillion dollar sector with its own unique manufacturing, processing, distribution, and retail systems, the organic food market has expanded substantially since the late 20th century. Improving our standard of living through illness prevention. Organic products, grown without the use of harmful chemical fertilizers and pesticides, command a premium price because they are perceived as safer for buyers' health.

REVIEW OF LITERATURE

B. Krishnakumarea and S. Niranjamb (2017), The Preference of Customers for Organic Food Items 240 samples were collected from different consumers in Tirupur District in Tamil Nadu through a well-structured personal interview method in order to analyze the psychological aspects impacting consumer purchase behavior towards organic food goods. Percentage analysis, chi-square test, rank-based quotient, and multi-dimensional scaling techniques were the analytical tools utilized in the study. While most people who don't eat organic food think that organic food commodities are all-natural, the majority of those who do eat organic food think that organic food items don't contain any pesticides. Concern for one's health was the driving force for the purchase of an organic food item.

Mrs.S.Rengeswari and Dr.T.Palaneeswari (2017) Consumers' Purchasing Patterns in Relation to Organic Foods in Sivakasi. Understanding what drives people to purchase organic food is the primary goal of this paper. Main and secondary sources of information were used to compile the study. The analysis has made use of statistical tools like Multiple Regression, Percentage, and Correlation. Organic food consumption would rise if product features were

consistently improved, according to the research, since product characteristics have a significant impact on consumer behavior.

F A Abdullah et al (2022), The Propensity of Malay Consumers to Purchase Organic Food, The degree to which Malay consumers purchase organic food is investigated in this study. This study used a purposive sample strategy to recruit 200 participants from the Malay consumer population in Malaysia. After that, we used descriptive statistics to look at the data and calculated an average score. The study found that if Malaysia's organic food sector were to be improved, it would encourage organic farmers to produce more, which would assure Malaysia's food security.

Anamika Chaturvedi et al (2022), An Analysis of Consumer Behavior and Intentions to Buy Organic Food, The researcher delves into a thorough examination of the several aspects that impact consumer behavior in relation to organic food. Extracted from studies done all across the world, this article analyses relevant elements and offers recommendations for further study. The author sourced all four hundred papers for the literature review from online databases such as Google Scholar, EBSCO, Scopus, and social science research networks, with the publication dates ranging from 1985 to 2020. The last sample that determines customer attitude, purchase intention, and factors influencing organic food purchasing behavior. Attitude, health consciousness, consumer knowledge, and trust are the key elements that impact customers' decisions to purchase organic food, according to the paper's conclusion.

Prasanth U and Sivakanni S (2023), Research on How People Use Organic Products, Finding out how people in Chennai feel about organic products is the driving force for this study. A total of 101 people were chosen at random for this descriptive study, which aims to provide an accurate portrayal of the participants. This study makes use of SPSS-assisted statistical tools, including frequency tabulations, correlation analysis, weighted average analysis, regression analysis, and percentage analysis. According to the study, organic food can be promoted as a pleasant and nutritious option for various age groups, including children, young adults, and the elderly, since flavor is the most important factor in customers' purchasing decisions.

OBJECTIVE OF THE STUDY

- To study the consumer awareness level towards organic products
- To examine the consumer level of preference towards organic products
- To identify the problems while preferring organic products.

SCOPE OF THE STUDY

The survey was carried out in order to examine consumer preferences for organic goods.

Self-administered questionnaires were distributed in the Tiruvallur District to gather consumer feedback.

RESEARCH METHODOLOGY

Sampling

Researchers sent structured questions through Google Form using the convenience sampling technique. In Tiruvallur District, 160 samples in total were collected.

Tools used for study

Percentage analysis and the Chi-square test were the tools employed in this investigation.

Primary data was gathered using a Google form.

Conceptual framework

Organic farming

The word "organic" means the way farmers grow and process farming (agricultural) products. These products include fruits, vegetables and grains, dairy products such as milk and cheese, and meat.

Organic farming practices are designed to meet the following goals:

- Improve soil and water quality
- Cut pollution
- Provide safe, healthy places for farm animals (livestock) to live
- Enable natural farm animals' behavior
- Promote a self-sustaining cycle of resources on a farm

Materials or methods not allowed in organic farming include:

- Artificial (synthetic) fertilizers to add nutrients to the soil
- Sewage sludge as fertilizer
- Most synthetic pesticides for pest control
- Using radiation (irradiation) to preserve food or to get rid of disease or pests
- Using genetic technology to change the genetic makeup (genetic engineering) of crops, which can improve disease or pest resistance, or to improve crop harvests
- Antibiotics or growth hormones for farm animals (livestock)

Advantages of Organic Food

- Decreased contamination of water and soil
- 2. Less reliance on synthetic fertilizers and pesticides
- In organic farming, animals are handled more humanely.
- You won't feel guilty and need less antibiotics
- Higher food quality and greater taste
- Crucial throughout childhood development
- Staying away from anything that has been genetically altered (GMOs)
- Staying away from hormone replacement therapy
- Benefits to human health and improved nutritional value
- be a greener option than traditional food production

Problems of Organic Food

- Food prices are on the rise and their shelf life is short.
- Organic does not necessarily imply totally organic.
- Regular controls are required.
- Potential dangers to health in an inefficient production chain
- Consumers can become confused by the abundance of organic food labelling.
- Products having a narrow selection
- Not all claims made about organic food have been proven.
- A lot of labour goes into making organic food.
- Organic food quality differs substantially among manufacturers.

DATA ANALYSIS AND INTERPRETATION**PERCENTAGE ANALYSIS****Table No.1.1**

I Personal Profile of the Respondents:		
Details	No of Respondents	Percentage
1. Gender:		
Male	48	30%
Female	112	70%
2. Education:		
12 th	36	23%
UG	83	51%
PG	20	13%
Professional Degree	5	3%
Others	16	10%
3. Family Income:		
Upto 10000	42	26%
10000-15000	17	11%
15000-20000	89	56%
20000-25000	3	2%
Above 25000	9	5%
4.Age		
Below 20	34	21%
21-30 Years	31	19%
31-40 Years	49	31%
41-50 Years	44	27%
Above 50 Years	2	2%
5.Occupation		
Student	48	30%
Government Employee	13	8%
Private Employee	83	52%
Professional	11	9%
Entrepreneurs	5	2%

Interpretation

From the above table, most of the respondents belong, 70% of respondents are Female respondents, 51% of respondents are Under Graduate, 56% of respondents are belongs to the 15000-20000 Family Income group, 31% of respondents are belongs to 31-40 Years of age group and 52% of respondents are belongs to private employees.

I (a) The consumers get awareness about organic products**Table No.1.2**

Opinion	No. of Respondents	Percentage
Magazines	31	19%
Internet	94	59%
Friends & Relatives	30	19%
Others	5	3%

Interpretation

From the above table most of the respondents belong, 59% of respondents are get awareness about organic products in internet, remaining respondents 19% Magazines and Friends & 3% others.

I (b) Consumers Buying Behaviour of Organic Products**Table No.1.3**

Opinion	No. of Respondents	Percentage
Daily	16	10%
weekly	28	18%
Monthly	15	9%
Occasionally	101	63%

Interpretation

From the above table most of the respondents belong, 63% of respondents are buy an organic product occasionally, remaining respondents 18% weekly, 10 % Daily, 9 % monthly.

II. Correlation Analysis**2.1 Consumer Awareness and Interest level towards social media****Hypothesis**

Ho: There is no relationship between Consumer awareness and factors' motive towards organic products.

H1: There is relationship between Consumer awareness and factors' motive towards organic products.

Calculation Results:

N=160

$r = 0.873$

Interpretation

The Pearson correlation coefficient of 0.873 indicates a strong positive correlation between consumer awareness and factors motivating consumers towards organic products. Hence conclude that there is a significant relationship between Consumer awareness and factors motives consumers towards organic products.

Findings

1. Female respondents prefer most organic products more than males.
2. Most of them preferred organic products for their health and wealth.
3. Most of the respondents buy an organic products in occasionally
4. Many people are spending 0-2 hours every day on social media platforms.
5. Many of the consumers believe that organic food products not contain any preservatives and free from chemicals
6. Through Internet, the consumers gets many information for buying varieties of organic products.

Suggestions

1. There has to be greater publicity of natural agricultural supplies existence.
2. A consistent enhancement of the qualities of a good would result in a rise in the consumption of organic food products, as attributes of goods have a significant influence on consumers' purchasing decisions.
3. The government takes necessary action to improve the availability of organic products with reasonable prices.

Conclusion

Recently, customers are very concerned about the health advantages of the goods they buy, which has led to increased awareness of the key variances between traditional and organic food items. Natural ingredients and nutritional value are some of the major benefits for purchasing organic food include availability, food safety, and knowledge of abundance. The study came to the conclusion that consumers who were concerned about their well-being would buy organic food.

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