



## A Study on Consumer behaviour towards Organic Product

*Prasanth U<sup>1</sup> and Sivakanni S<sup>2</sup>*

<sup>1</sup>PG student Jerusalem College of Engineering, Chennai

<sup>2</sup>Assistant Professor and Department of MBA, Jerusalem College of Engineering, Chennai

DOI: <https://doi.org/10.55248/gengpi.4.923.52091>

### ABSTRACT:

The market for organic products in India is still in its infancy but has grown steadily over the past several years. Health-related factors and safe use are what are driving the organic market's present rise. The consumer's objectives for purchasing products are changing daily as environmental and health concerns rise. Additionally, buyers are paying attention to how well the products are made as well as how they affect the environment. These are the primary motivating elements for buying organic items. The purpose of this research study, which focuses on Chennai locals, is to comprehend how consumers perceive organic products. Examining consumer health concerns, consumer quality variables, and the availability of organic products in Chennai are the objectives. 101 respondents have been selected simple random methods. Tools used for the study are Percentage analysis, Regression analysis, weighted average analysis, correlation analysis, and frequency tabulations, all facilitated by SPSS software.

Keywords: Organic products, Consumer's Perception.

### Introduction:

The organic products market has grown continuously over the past decade, but, the total share of organic products is still small compared with the total non-organic market. Organic agriculture not only preserves the environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods & products has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment.

Organic farm production and trade has emerged as an important sector in India as in other parts of the developing world, and is seen as an important strategy of facilitating sustainable development. The development of organic agriculture in India is receiving increasing attention among the farmer/Producers, processors, trader, exporters and consumers.

Organic products are produced under a agricultural system without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases.

decide what to wear on a given day on a daily basis. Because heavy rain, snow, and wind chill significantly limit outdoor activities, forecasts can be used to schedule activities around these phenomena, as well as to prepare ahead and survive them.

### REVIEW OF LITERATURE:

**Sadiq et al., 2021** First, organic consumers are environmentally aware, and it is essential to understand their buying motives, and preferences and explore their attitudes regarding the same. Based on this analysis industry experts can develop and integrate the production of organic food using green practices and also emphasize building strong organic brands. Second, in recent years problems related to pollution have intensified which has also changed the consumers' buying behaviour.

**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. For this both government and framers should pay attention to farming of organic product.

**Ms. S. Lakshmi Prabha, Dr.M. Sindhuja (2019)** conducted the study of aims to analyse the factor influencing the consumers to buy the organic products. The main goals are to examine the attitude, preference of the respondents and their valuable suggestions. This study is based on the purely original collected data. The data were collected on the basis of questionnaire method from 50 respondents. SPSS statistical tools like percentage,

ANNOVA, T-Test were used to check the reliability of data which was collected. Thus, this study analysed the consumer's preference towards organic products in Coimbatore District

**Dr. V Padmaja, Nikhil Parashar (2018)** conducted the study to understand the consumer buying behaviour towards organic food products. It discusses about the topic and organic farming in India. It gives a detail briefing about the history of organic food products as well as organic food industry. The objectives of this study are to analyse factors affecting buying behaviour for organic food products, the impact of income and price on buying intent of consumers and major constraints, which act as barrier in sale of organic product.

**Methodology:**

The primary objective of this study is to understand the consumer buying behaviour towards organic products and through identifying various motivating factors that influences the consumer at the time of purchase of organic products and knowing the personal views of Chennai people regarding behaviour towards organic products. This study has been conducted to check consumer behaviour and their purchase decision towards organic product. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. The limitations of the study are respondents are reluctant to response in all cases and since small size of 101 respondents are taken so it is difficult of draw inferences about the population from this sample size. Primary data is collected by providing questionnaire to friends, relatives & colleagues, through emails, WhatsApp, etc. Secondary data is collected by analyzing through websites, journals, etc.

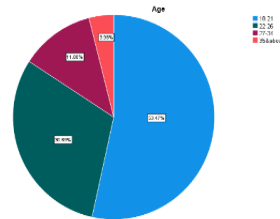
**ANALYSIS:**

**1. PERCENTAGE ANALYSIS FOR AGE VARIABLE**

TABLE 1

PARTICULAR	FREQUENCY	PERCENTAGE
18-21	54	52.40%
22-26	31	30.10%
27-34	12	11.70%
35&above	4	3.90%
TOTAL	101	100.00%

CHART 1



**INFERENCE**

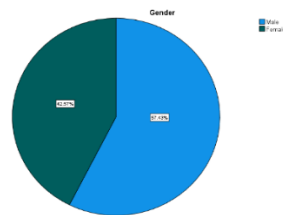
From the above result it is observed that out of 100 respondents 56% are 18-21 age group, 31% are 22-26 age group, 12% are 27-34 age group, and 4% are above 35 age group.

**2. PERCENTAGE ANALYSIS FOR GENDER VARIABLE**

TABLE 2

PARTICULARS	FREQUENCY	PERCENTAGE
MALE	58	56%
FEMALE	43	41%
TOTAL	101	100%

CHART 2



**INFERENCE**

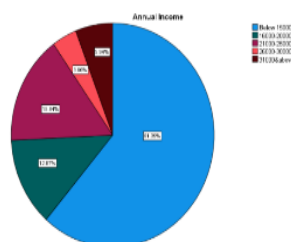
From the above data it is found that out of 100 respondents 56% are male and 41% are females.

**3. PERCENTAGE ANALYSIS FOR INCOME VARIABLE**

TABLE 3

PARTICULARS	FREQUENCY	PERCENTAGE
BELOW 15000	76	51%
16000-20000	14	12%
21000-25000	5	15%
26000-30000	1	3%
ABOVE 31000	4	5%
TOTAL	101	100%

CHART 3



**INFERENCE**

From the above result it is found that out of 100 respondents 51% earn below 15000, 12% earn 16000-20000, 15% earn 21000-25000, 1% earn 26000-30000 and 4% earn above 31000.

**4. REGRESSION ANALYSIS:**

Regression analysis is a statistical method used to quantify and understand the relationship between one or more independent variables and a dependent variable, helping to predict or explain outcomes within a dataset. It aims to find the best-fitting line (or curve) that minimizes the difference between observed data and the predicted values.

To find the significance relationship between factors of organic products and price of organic products of consumers.

**NULL HYPOTHESIS:**

**H<sub>0</sub>:** There is no significance relationship between factors of organic products and price of organic products of consumers.

**ALTERNATIVE HYPOTHESIS:**

**H<sub>1</sub>:** There is significance relationship between factors of organic products and price of organic products of consumers.

TABLE 4

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.441	3	1.147	0.824	.484 <sup>b</sup>
Residual	135.094	97	1.393		
Total	138.535	100			

**INFERENCE**

From the test it is found that the significance value is .484 which is less than the table value 0.5 the Null hypothesis was rejected That is There is significance relationship between contributing factors () of organic products and price of organic products of consumers.

**5. WEIGHTED AVERAGE ANALYSIS:**

Weighted average analysis involves calculating a mean by assigning different weights to various elements based on their significance or importance, providing a more accurate representation of the overall data set. This method accounts for variations in impact and emphasizes the influence of specific factors within the data.

To find out the difference between new organic product users & reason you considered for not purchasing the organic products.

**NULL HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant difference between the fresher organic product user & reason you consider for not purchase of the organic products by (majority. of. people)

**ALTERNATIVE HYPOTHESIS:**

**H<sub>1</sub>:** There is a significant difference between the fresher organic product user & reason you consider for not purchase of the organic products by (majority. of. people)

TABLE 5

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta	Std. Error		
(Constant)	1.913	0.265			7.223	0
ReasonyouconsiderformotpurchaseoforganicproductsbyMajorityofthep	0.019	0.124	0.015	0.1	0.149	0.882

**INFERENCE**

From the test it is found that the significance value is 0.882 which is greater than the table value 0.5. therefore, null hypothesis accepted.

There is no significant difference between the fresher organic product user & reason you consider for not purchase of the organic products by (majority. of. people)

## 6. CORRELATION ANALYSIS:

Correlation analysis assesses the strength and direction of a linear relationship between two variables, indicating how changes in one variable might coincide with changes in another.

To find the relationship between frequency of buying organic products & switching to organic from non-organic products.

### NULL HYPOTHESIS:

**H<sub>0</sub>:** There is no relationship between often do you buy organic products & have you ever switched from a non-organic.

### ALTERNATIVE HYPOTHESIS:

**H<sub>1</sub>:** There is a relationship between often do you buy organic products & have you ever switched from a non-organic.

**TABLE 6**

Correlations					
		How often do you buy organic products	Which organic products do you purchase more	Level of satisfaction organic products	Have you ever switched from a Non-organic products to an organic products
How often do you buy organic products	Pearson Correlation	1	.254*	.428**	.117
	Sig. (2-tailed)		.010	.000	.245
	N	101	101	101	101
Which organic products do you purchase more	Pearson Correlation	.254*	1	.032	.058
	Sig. (2-tailed)	.010		.753	.564
	N	101	101	101	101
Level of satisfaction organic products	Pearson Correlation	.428**	.032	1	.190
	Sig. (2-tailed)	.000	.753		.058
	N	101	101	101	101
Have you ever switched from a Non-organic products to an organic products	Pearson Correlation	.117	.058	.190	1
	Sig. (2-tailed)	.245	.564	.058	
	N	101	101	101	101

### INFERENCE

From the test it is found that the significance value is .058 which is greater than the table value 0.5. Therefore null hypothesis accepted. There is no relationship between often do you buy organic products & have you ever switched from a non-organic.

### FINDINGS:

According to the study respondents 56% are 18-21 age group, 31% are 22-26 age group, 12% are 27-34 age group, and 4% are above 35 age group. According to the study 56% are male and 41% are females. According to the study respondents 51% earn below 15000, 12% earn 16000-20000, 15% earn 21000-25000, 1% earn 26000-30000 and 4% earn above 31000. According to the study, therefore the Null hypothesis was accepted. That is There is relationship between factors of organic products and price of organic products of consumers. According to the study, Therefore, the null hypothesis was rejected. That is, there is an association between often do you buy organic products & have you ever switched from a non-organic. According to the study Therefore null hypothesis accepted. There is no significant difference between the fresher organic product user & reason you consider for not purchase of the organic products by (majority of people). According to the study Therefore null hypothesis accepted. There is no relationship between often do you buy organic products & have you ever switched from a non-organic.

### SUGGESTIONS:

The consumers, these days, have great focus on health benefits in their consumables, leading to the understanding of the remarkable difference between organic and conventional food products and have a robust positive perception towards the organic food products, the govt, NGOs and private organic food marketers can widely promote this aspect and may contribute to further expansion of organic market which in turn is highly beneficial to farmers, consumers, society and also the environment at large. As it is observed from the study that taste is more influential attribute in the purchase decision of consumers, organic food can be largely advertised as both tasty and healthy 'food option among the different segments of consumers like children, youngsters and old age people.

---

**CONCLUSIONS:**

The consumer's concerns on food safety, quality and nutrition on organic products are increasingly becoming important across the planet, which has provided growing opportunities for organic products within the recent years. The demand for organic products is steadily increasing within the developed countries, while developing countries like India still got to go a long way. The untapped potential markets for organic products within the countries like India got to be realized with organized markets for organic products within the countries like India got to realize with organized interventions in various fronts, which require a far better understanding of the consumers' preference on products. Therefore, an analysis of Consumer's perception towards Organic products in Chennai may be considered as important ground to build the markets for organic products in the initial phase of market development.

**REFERENCES:**

---

- Dr. Akankshya Patnaik, Consumers Perception Towards Organic Food: A Study, Journal of Emerging Technologies and Innovative Research (JETIR), Volume no:5, Issue no:6, ISSN2349-5162,Page no: 309-313
- Bhanwar Singh, Consumer Perception towards Organic Products, Journal of Advances and Scholarly Researches in Allied Education, Volume no:15, Issue no:9, ISSN 2230-7540, October-2018, Page no: 266-268
- Chandrashekar .H. M, Changing scenario of organic farming in India: An overview, International NGO Journal, Volume no:5, Issue no:1, ISSN 1993-8225, February, 2010, Page no: 034-039
- David Pearson, Joanna Henryks, and Hannah Jones, Organic food: what we know (and do not know) about consumers, Renewable Agriculture and Food Systems, Volume no:26, Issue no:2, ISSN 1742-1713, September 2010, Page no: 171-177