



A Study on Consumer Awareness towards the Benefits of An Organic Food Products

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ABSTRACT

Consumer awareness plays a crucial role in shaping purchasing decisions, particularly in the context of organic food products. This research project aims to investigate consumer awareness towards organic food products, exploring the level of knowledge, understanding, and perception among consumers. The study aims to provide valuable insights into the factors influencing consumer awareness and its implications for the organic food industry. Through a combination of surveys, interviews, and data analysis, this project will assess consumer knowledge about organic food, including awareness of certification standards, production methods, and labelling regulations.

INTRODUCTION

The organic food industry in India has witnessed significant growth in recent years. The demand for organic food products has been increasing due to rising health consciousness, environmental concerns, and the perception that organic foods are healthier and safer than conventional foods. The scope of the organic food industry in India is immense due to the country's vast agricultural land and the growing awareness of the benefits of organic food products. India is also one of the largest producers of organic food products globally. Organic food products are available in various categories, including fruits and vegetables, grains and cereals, dairy products, meat and poultry, and processed food items. The organic food market in India is driven by both domestic and international demand. The domestic market is driven by an increase in the number of health-conscious consumers, while the international market is driven by growing demand from developed countries.

OBJECTIVES OF THE STUDY

- To identify the level of satisfaction of consumers towards organic food products.
- To examine the consumers preference towards organic food products.
- To describe the influencing factors of consumers perception and satisfaction towards buying decisions of organic food products.

STATEMENT OF THE PROBLEM

In India, the organic farming is a growing sector which is encouraged by the government and many private initiatives. The organic farm product concept has been developing and the consumer behaviour is always changed towards to maintain their health. The organic farming concept is old concept, but the marketing point of view that is new one to people. There are number of organic product brands available in Indian economy. The farmers have different purchase pattern towards price, package, availability, utility, and quality etc. The consumers select brand of organic product for various reasons.

SCOPE OF THE STUDY

The global demand for organic food products is growing at a very rapid rate. The market for organic food products has increased considerably over the last decade because of consumer increasing awareness of both health and environmental issues. The growth in demand is expected to continue in the coming years, even though the situation differs from one country to another in relation to type of products and qualities of production. Many efforts are needed to increase the growth of organic food products by communication its benefits to get potential consumers. The study also aims to reveal that the factors influencing the respondents to purchase organic food products.

RESEARCH METHODOLOGY

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate look acts overall validity and reliability.

AREA OF THE STUDY

The area of the study is about Coimbatore.

DATA COLLECTION

Data was collected using both primary and secondary data collection methods.

PRIMARY DATA

In this research the primary data that is been used in questionnaire. Structure questionnaire is been framed to collect the data from the respondent.

SECONDARY DATA

It will be checked to add the value between the primary data. This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.

SAMPLE SIZE

110 respondents constituted sample covering Coimbatore.

PERIOD OF STUDY

The period of study is within 2023-2024.

LIMITATION OF THE STUDY

- Data was collected from Coimbatore city's limited location.
- The sample size was confined to 160 respondents keeping in view time and cost constraints.
- The study may have been limited by time constraints which have affected the depth and scope of data collected.

REVIEW OF LITERATURE

- **Chakrabarti (2010)** studied the consumers' attitude as the most important factor that persuades the buying process of organic food consumers. The study was based on descriptive survey and explanatory survey. The outcome of the research was that persuading customer importance towards organic food product had an important impact to the customer loyalty for the organic food products.
- **Voon et al. (2011)** examined the factors of readiness to buy organic food among consumers in a Malaysian city, while using questionnaire survey. The results reflected that hard work to encourage utilization progress should aimed on persuading consumer attitudes.
- **Sakthirama and Venkatram (2012)** studied that the buying purpose of organic consumers in Coimbatore city, India and the results shows that the buying purpose of consumers towards organic food products was prejudiced by the outlook and information and acquaintance to consumers.
- **Padiya and Vala (2012)** mentioned in their study at Ahemdabad, exemplified the organic food buyers as less thoughtful about price, supporters of quality and knowledge, generally get information from magazine, newspaper and at the point of purchase.

TABLE USED: RANK ANALYSIS

From the ranking analysis, millets and meat, medicine and fruits and vegetables are most enjoyed organic food products by the consumers.

The major factors that influence not to buy organic products is, Taste is less, it is not pure and every information in the table is not true.

TABLE SHOWING THE RANKING OF ORGANIC FOOD PRODUCTS THAT YOU HAVE ENJOYED:

	1	2	3	4	5	Total	Rank
Millets & cereals	50	14	17	20	9	254	5
Fruits & vegetables	14	43	19	20	14	307	3
Oil	27	28	35	12	8	276	4
Medicine	13	35	30	25	7	308	2
Millets & meat	18	26	30	24	13	317	1

INTERPRETATION

- From the above table, millets and meat, medicine and fruits and vegetables are most enjoyed organic food products by the consumers.
- The 36% of the respondents prefers expensive. 26% of the respondents prefer that it is not pure. 30% of the respondents prefer easily not available. 8% of the respondents prefer others.
- The 11% of the respondents prefers medicines. 20% of the respondents prefer Millets and cereals. 55% of the respondents fruits and vegetables. 13% of the respondents prefer diary products. 3% of the respondents prefer others.

FINDINGS

- Majority of 55% of the respondents are purchasing it from super market.
- Majority of 38% of the respondents prefer nutritional benefits and quality.
- Majority of 43% of the respondents are trusting the certification process in Coimbatore.
- Majority of 46% of the respondents are conveying that, it is not available.
- Majority of 66% of the respondents are buying organic food products for nutritional benefits.
- Majority of 55% of the respondents purchased fruits and vegetables in the past.
- Majority of 36% of the respondents conveying it is very expensive in real-time.
- Majority of 48% of the respondents are stating that it is very expensive.
- Majority of 43% of the respondents are selected, every information in the label is not pure.

SUGGESTIONS

- Organic food products should improve their quality to get more popular among the people.
- Organic food products are much expensive in this modern world.
- Organic food products are much richer in nutritional benefits and health.
- It should be available in every local stores to buy easily by the consumers.
- Organic food products should increase the taste and purity to sustain its standard.

CONCLUSION

Organic food products have gained popularity in recent years, primarily due to their perceived health and environmental benefits. An extensive review of literature suggests that the organic food products offers several benefits over conventional food products. Moreover, organic farming practices promote soil health and bio-diversity. In conclusion, organic products provide several health benefits, improved environmental.

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WEBSITES

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