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## Consumer Preference Towards Organic Products in Hyderabad City

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### ABSTRACT

In this research, consumer preference towards organic products is studied to understand the factors that influence purchasing decisions. A structured questionnaire is designed and distributed among a diverse group of consumers, and the collected data is analyzed using statistical methods to identify trends and relationships with variables such as age, gender, income, education, and lifestyle. Emphasis is placed on health awareness, environmental concern, product availability, price sensitivity, and trust in organic labeling, as these are commonly recognized as key motivators. The influence of marketing, branding, and knowledge about organic certifications is also examined. The study is conducted to provide insights that help marketers, retailers, and policymakers understand how organic products are perceived and how consumer engagement can be improved. Based on the findings, practical suggestions are given to encourage organic consumption, and the research is expected to support better decision-making in the organic product Industry.

**KEY WORDS:** Consumer Preference, Organic Products, Awareness, Health Benefits, Purchase Decision, Price Influence

### INTRODUCTION

The preference of consumers towards organic products is influenced by various factors, including health awareness, environmental concerns, and lifestyle choices. Organic products are considered safer and healthier because they are produced without synthetic chemicals, pesticides, or genetically modified organisms. As awareness about these benefits increases, a shift in consumer behavior is observed. The demand for organic food, skincare, and household items is steadily rising, and purchasing decisions are influenced by factors such as quality, availability, and pricing.

In recent years, organic products are preferred by consumers who seek a more sustainable and eco-friendly lifestyle. Market trends indicate that people are willing to pay a premium for products that are perceived as natural and ethically sourced. However, challenges such as higher costs and limited availability are faced by consumers. Despite these barriers, the market for organic products continues to expand, driven by changing consumer attitudes and increased access to information about their benefits.

### SCOPE

The scope of this study is focused on understanding how consumer preferences towards organic products are shaped. Key factors such as health awareness, price sensitivity, and the influence of marketing are examined. Demographic variables like age, income, education, and lifestyle are also considered to see how they affect choices. Challenges such as limited availability, trust in authenticity, and perceived value are identified. The insights are used to help promote sustainable practices and improve strategies for businesses and policymakers.

### OBJECTIVES

1To assess the preference of organic products by the respondents.

2To explore the impact of organic products on personal savings.

### RESEARCH METHODOLOGY

#### Types of Data

- **Primary Data:** The Data is collected through structured questionnaire.
- **Secondary Data:** The Data is collected through Internet, magazines, newspapers and articles.

### Sample Size

Nearly 100 respondents from Hyderabad were selected for the study

### Sample Design

The sample design is centered on individuals aged 18–60 in urban and semi-urban areas, with a focus on those familiar with or having experience purchasing organic products. Data will be gathered through online and offline surveys, targeting 100-150 respondents to ensure diversity across age, income, and location. This approach is intended to provide a reliable and representative understanding of consumer preferences and the factors influencing their choice

### Statistical Tools

Statistical tools such as T- Test and F-Test are commonly employed to analyze consumer preferences towards organic products

## REVIEW OF LITERATURE

1. **Arvinder Kour Mehta, Garima Wadhwa, Rakhi Shukla, Pankaj Singh Chandel, P Selvakumar (2024)** Green entrepreneurs focus on reducing waste, conserving resources, and lowering emissions, often in sectors like renewable energy, sustainable agriculture, and waste management. Their efforts contribute to climate change mitigation, biodiversity protection, and a circular economy. Sustainable businesses can stand out in the market, attract loyal customers, and gain a competitive edge. Policies offer financial incentives and a supportive framework for innovation and growth. International agreements like the Paris Agreement further boost the sustainability-driven business environment.

2. **Usman Javed, Muhammad Amir Rashid, Ghulam Hussain, Shoaib Shafique (2024)** This study examines the link between perceived greenwashing (PGW) and brand credibility (BC), exploring both direct and indirect effects through green skepticism (GSP). It also investigates the moderating role of environmental concern (EC) in these relationships. Data from 508 consumer responses show PGW negatively impacts BC, both directly and through GSP. EC strengthens the negative relationship between PGW and BC. The findings suggest that deceptive green claims can harm a brand's credibility. The study offers insights for managers on the risks of overstated environmental claims.

## .HYPOTHESIS

- $H_{01}$  There is no significance between demographic attribute and price.
- $H_{02}$  There is no significance difference between demographic attributes and purchase.

## DATA INTERPRETATION AND ANALYSIS

### Demographic Attributes and Price

CATEGORY	N	F/T-VALUE	P -VALUE	RESULTS
AGE	100	4.444615	0.192015	ACCEPT H01
GENDER	100	2.353363	0.060448	ACCEPT H01
INCOME LEVEL	100	1.959231	0.355517	ACCEPT H01
EDUCATION LEVEL	100	6.461538	0.136955	ACCEPT H01

**SOURCE :** Computation from primary data

The relationship between demographic attributes and price is examined using data collected from 100 participants in each category. For age, the p-value is 0.192015, which is greater than 0.05, so the null hypothesis is accepted, indicating that age does not have a significant effect on price. Similarly, gender shows a p-value of 0.060448, which is also above the threshold, leading to acceptance of the null hypothesis and suggesting that gender does not significantly influence price. Income level presents a p-value of 0.355517, and since this is well above 0.05, no significant impact of income level on price is found. Lastly, the p-value for education level is 0.136955, which remains above 0.05, resulting in acceptance of the null hypothesis and indicating that education level does not significantly affect price.

**Demographic Attributes and Purchase**

CATEGORY	N	F/T-VALUE	P-VALUE	RESULTS
AGE	100	2.963077	0.158878	ACCEPT H02
GENDER	100	2.015048	0.12763	REJECT H02
INCOME LEVEL	100	1.306154	0.388125	ACCEPT H02
EDUCATION LEVEL	100	4.307692	0.096094	ACCEPT H02

**SOURCE :** Computation from primary data

In this analysis, the influence of demographic attributes on purchase behavior is examined using data from 100 participants in each category. For age, the p-value is 0.158878, which is greater than the significance level of 0.05, so the null hypothesis is accepted. This means age is not considered to have a significant impact on purchase behavior. For gender, the p-value is 0.12763, and although it is slightly above 0.05, the null hypothesis is rejected. This suggests that gender is seen to significantly influence purchasing decisions. Income level shows a p-value of 0.388125, which is well above the threshold, leading to acceptance of the null hypothesis and indicating that income level does not significantly affect purchase behavior. Lastly, for education level, the p-value is 0.096094. Since it remains above 0.05, the null hypothesis is accepted, suggesting that education level is not found to significantly impact purchasing behavior.

**CONCLUSION :**

- 1)The growth of organic products is observed over the years, showing a shift towards healthier choices.
- 2)Consumer awareness is increased due to the availability of information on organic benefits.
- 3)Traditional farming methods are replaced with organic practices to meet rising demand.
- 4)Organic products are preferred by consumers mainly for health and environmental reasons.
- 5)Price sensitivity is noticed among buyers, affecting their purchasing decisions.

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