

# A STUDY ON CONSUMERS PERCEPTION TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO CHIDAMBARAM TOWN

**Dr. C. Vilvijayan,**

Asst. Professor of Commerce, PG Research Department of Commerce,  
ThiruKolanjiyapparGovt Arts College, Virudhachalam

**Dr. N. Lalitha**

Asst. Professor of Commerce, PG Research Department of Commerce,  
ThiruKolanjiyapparGovt Arts College, Virudhachalam

## ABSTRACT

The study conducted in Chidambaram town of Tamil Nadu state has investigated the Consumers Perception towards Organic Products based on the data collected from 235 respondents. Besides looking into the awareness level, the study has found the association between demographic characters and awareness level about organic products. The study has revealed that factors like gender, family income, education and occupational status differentiate consumers of organic and non-organic food products. Besides, psychological factors such as attitude, perception, belief and intention have shown positive results for the organic Products consumers of Chidambaram town.

**Key Terms:** organic foods, organic product, consumer satisfaction, attitude, Consumers attitude

## 1. INTRODUCTION

Organic food sector is large distance spread and the consumers are becoming more interested in organic products. This research study try to an unspecified to understand consumer's perception towards organic products .Organic agriculture is a place producing system which had been followed by farmers from ancient times, is free from the use of made by chemicals, fertilizers, a chemical substance, growth regulators and have life feed give food to somebody. The Definition of the word “Organic”, an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance “ecological harmony” (National Standards Board of the US Department of Agriculture (USDA)(<https://www.usda.gov>)

For **example, organic food** like vegetables, fruit, eggs, milk and meat is produced without: Synthetic (human-made) pesticides, herbicides and fertilizers. **Organic** farmers may use natural pesticides approved for **organic food** production.

### Types of organic products

- ❖ Organic food products
- ❖ Organic clothing products
- ❖ Organic personal care products

## **2. REVIEW OF RELATED LITERATURE**

Paul, J., & Rana, J. (2014) The main objective of this study is to understand the behavior of ecological consumers and their intention to purchase organic food. The study aims to determine the factors influencing consumer behavior towards organic food. This study provides valuable insight into consumer behavior regarding organic food by examining the factors that influence consumers' intention to purchase organic food, within the Indian context. The lessons can also be replicated in other countries for marketing organic foods. Meas, T., et al (2015) The study found strong substitution effects between organic and local production claims, an issue that has thus far received minimal treatment in the existing literature on organic and local food willingness-to-pay studies. The results indicate a large degree of overlapping values in the willingness-to-pay for these two food attributes. In addition, the "small farm" attribute considered in the study also appears to be a substitute for organic and local attributes, which confirms the previous belief that one of the many reasons consumers purchase organic or local products is to support small or family-owned farms.

Vrhovec-Žohar, et al, (2015) Over the past two decades, organic food production system was transformed from a loosely coordinated network of local producers and consumers, into a globalized system that defines formally regulated trade that links socially and spatially distant places of production and consumption. Customers today are more informed on food production, genetic manipulation and the impact of food on health, through a variety of information channels (fairs, events marketing, Internet, etc.). Therefore, today it is not enough to meet the basic needs of hedonistic consumer, because it cannot be enough to motivate the customer.

Kumar, P., & Choudhary, H. (2017) Organic products are grown under a system of agriculture 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. The purpose behind this study is to understand the reasons behind the preference of consumers for organic products. Brantsæter, A. L. et al, (2017) Organic foods convey lower pesticide residue exposure than do conventionally produced foods, but the impact of this on human health is not clear. Comparisons are complicated by organic food consumption being strongly correlated with several indicators of a healthy lifestyle and by conventional agriculture "best practices" often being quite close to those of organic.

## **3. OBJECTIVES**

- To study the reasons of inclination of buyers towards organic products
- To study the consumer perceptions towards purchase of organic products in Chidambaram town
- To examine the consumer level of preference towards organic products.

## **4. HYPOTHESIS OF THE STUDY**

Ho—There is no association between gender and satisfaction of consumers

H0: There is no significant relationship between monthly income and type of Organic products.

**5. RESEARCH METHODOLOGY**

**Data Collection**

Primary data is first had information it was collected from the respondent by using a structural Questionnaire. The researcher has got the primary data through survey method. Secondary data are those which have been already collected by someone else and which have been passed through the statistical processes. In this study data has been taken from various secondary sources like newspapers, internet, books, magazines, reports, publications and journals.

**Sampling Design:** For the purpose of this study the data were collected from 235 respondents using random sampling technique.

**Sampling Size:** The sample size of the research is 235 respondents.

**Tools Used for study:** Percentage analysis and SPSS will be adapted to analysis the consumer’s response towards Organic products in Chidambaram Town.

**Limitations of the Study**

- Due to time constraint, the sample size is limited to 235 and the study area is restricted to Chidambaram town.
- The sample size is limited to 235 respondents only.
- The analysis is made based on the opinion given by the sample respondents in the study area.

**I. PERCENTAGE ANALYSIS**

**TABLE NO: 1 GENDER**

S. No	Gender	No of the Respondents	Percentage of Respondents
1	Male	108	46.0
2	Female	104	44.3
3	Prefer not to say	23	9.8
Total		235	<b>100.0</b>
<b>Sources:</b> collected and computed through Questionnaire			

**Interpretation**

Table showing 46% of the respondents are male, 44% of the respondents are female and 10% of the respondents are preferred not to say gender.

**TABLE NO: 2 AGE**

S. No	Age	No of the Respondents	Percentage of Respondents
1	21-30	96	40.9
2	31-40	67	28.5
3	Above 40	35	14.9
4	Up to 20	37	15.7
Total		235	<b>100.0</b>

**Sources:** collected and computed through Questionnaire

**Interpretation**

Table showing 40.9% of the respondents are 21 to 30 age group, 28.5% of the respondents are 31 to 40 age group, 15.7% of the respondents are up to 20 age group and 14.9% of the respondents are above 40 age group.

**TABLE NO: 3 EDUCATIONS**

S. No	Education	No of the Respondents	Percentage of Respondents
1	Diploma/ITI	38	16.2
2	PG and above	105	44.7
3	UG	52	22.1
4	Up to H.Sc	40	17.0
Total		235	<b>100.0</b>

**Sources:**collected and computed through Questionnaire

**Interpretation**

Table showing 44.7% of the respondents are PG and above qualified, 22.1% of the respondents are UG, 17% of the respondents are up to Hsc and 16.2% of the respondents are Diploma qualified.

**TABLE NO: 4 OCCUPATIONS**

S. No	Occupation	No of the Respondents	Percentage of Respondents
1	Agriculture	24	10.2
2	Private Service	134	57.0
3	Public Service	42	17.9
4	Self Employed (Business)	35	14.9
<b>Total</b>		<b>235</b>	<b>100.0</b>

**Sources:** collected and computed through Questionnaire

**Interpretation**

Table showing 57% of the respondents are employed in private sectors, 17.9% of the respondents are in public sectors, 14.9% of the respondents are doing business and 10.2% of the respondents are doing agriculture.

**TABLE NO: 5 MONTHLY INCOMES**

S. No	Income	No of the Respondents	Percentage of Respondents
1	Above 40,000	39	16.6
2	Rs.20,001 - 30,000	56	23.8
3	Rs.30,001 - 40,000	47	20.0
4	Upto 20,000	93	39.6
<b>Total</b>		<b>235</b>	<b>100.0</b>

**Sources:** collected and computed through Questionnaire

**Interpretation**

Table showing 39.6% of the respondents income up to Rs 20,000,23.8% of the respondents income Rs.20,001 to Rs.30,000,20% of the respondents income Rs.30,001 to Rs.40,000 and 16.6% of the respondents income above Rs.40,000.

**TABLE NO: 6AWARENESS ABOUT ORGANIC PRODUCTS**

S. No	Awareness about Organic Products	No of the Respondents	Percentage of Respondents
1	Maybe	35	14.9
2	No	47	20.0
3	Yes	153	65.1
<b>Total</b>		<b>235</b>	<b>100.0</b>
<b>Sources: collected and computed through Questionnaire</b>			

**Interpretation**

Table showing 65.1% of the respondents are awareness about Organic Products, 20% of the respondents are not awareness about Organic Products and 14.9% of the respondents are may be awareness about Organic Products.

**HYPOTHESIS TEST**

**Ho–There is no association between gender and satisfaction of consumers**

Table shows that the result of the chi-square tests and the Asymp.Sig. (2.sided) P-value is .652 which is greater than .05. The hypothesis is rejected which shows that there is an association between gender and level of satisfaction.

**Ho: There is no significant relationship between monthly income and type of Organic products**

Table shows that the result of the chi-square test and the Asymp.Sig.(2.sided) P-value is .372 which is greater than .05. The hypothesis is rejected which shows that there is an association between Income and the type of organic product.

**CONCLUSION**

Health edges emerged because the most vital determinant of the factors poignant shopper preference towards purchase of organic food merchandise. Major variables constituting this issue enclosed health, safety, wealthy in nutrients, natural and food free from contamination. Shopper ideology towards the conception of organic food merchandise was known. Free from chemicals aspects of organic food merchandise no-additives, pure and non-toxic. Hence, the study disclosed that consumer’s overall preference for purchase of organic food merchandise is primarily determined by two factors of perception that have emerged from the study.

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