

A STUDY ON CONSUMERS' ATTITUDE AND BUYING INTENTION OF ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO KANNUR DISTRICT

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Abstract

The phrase "organic food" has evolved to distinguish between foods that have been produced without the use of chemical or genetic enhancers from those that have. Many people hold the opinion that despite the possibility of higher yields, inorganic foods are less nutritious than organic ones. There is little scientific evidence in favor of this, thus more study is required. However, on average, more inorganic food is produced per unit of investment than organic food. Because of growing knowledge of the health benefits of eating organic foods and beverages, there is a surge in organic farming all over the world.

Key words: Organic Foods, Consumer, Consumption, Organic Farming

I. INTRODUCTION

Since the country's small and medium-sized farmers cannot afford the high expenses of chemical inputs, estimates state that 67% of India's arable land is organic by default. International Competence Center for Organic Agriculture (ICCOA) projects that by 2017, around 1.6% of India's total agricultural land would be certified organic, giving India a 2.4% share of the global market thanks to its robust organic export program. India has emerged as one of the largest potential markets for the consumption of organic food in the world since organic foods and goods are nutritious, contain no chemicals or preservatives, and are fully natural. Due to increasing income levels, more consumer knowledge of healthy foods, and modifications in consumer behavior, the nation's nascent organic food market is swiftly growing into the biggest in the world.

The Indian customer is growing more and more concerned with their health, and the Indian market is opening up more and more opportunities for food categories that promote good health, such organic foods. For those worried about the negative effects of high chemical infusion levels in food products, both for their own consumption and the environment, organic food offers a viable option. An individual's preference for consuming organic food depends greatly on their level of understanding, their ability to pay for it, and their access to it.

Due to the rising need for food and related products, agriculture is currently undergoing a transformation into a more dynamic, productive, and profitable industry. A lot of pressure will likely be placed on agricultural inputs to meet the food production target. Utilizing chemicals as plant protection methods protects against the possibility of losing not only the crop but also the money spent on innovative technologies that are used as inputs to increase production. The extensive use of various agrochemicals on farms as a result of advancements in their development has boosted agricultural output across all nations.

II. AREA OF STUDY

The idea of organic food products is growing around the world as a result of the negative impacts of its chemical ingredients. This has a huge impact on the health of those who experience chronic illnesses that harm their natural systems. Thus, the intake of food items that promote a healthy way of living through organic food products, which replace artificial manuring, is identified as the cause of numerous diseases that affect the immune systems of children and adults. Therefore, the organic food revolution and its promotion contribute to safeguarding both human health and the environment. Organic food encourages a healthy balance between people, other living things, and the environment. Additionally, it encourages the use of natural preservatives and works to preserve food's inherent flavor.

This study aimed to learn more about consumer awareness regarding the use of organic foods and see whether there was a chance that this could alter consumers' behavior. This study's explanation is that environmental consideration can only come from informed citizens who are aware of and firmly committed to their rights to a decent environment and health. The current study paves the way for additional investigation into Kannur District residents' perceptions of and inclinations to buy organic food goods.

III. SIGNIFICANCE OF THE STUDY

This study sought to learn more about consumer perceptions of organic food consumption and to determine whether there was a chance that this could influence consumers' behavior. This study's premise is that environmental consideration can only come from informed citizens who are aware of and fully committed to their rights to a decent environment and health. The current study sets the stage for an analysis of consumer attitudes toward and intentions to buy organic food items in the Kannur District.

IV. STATEMENT OF THE PROBLEM

Health consciousness has a significant impact on consumer attitudes and inclinations toward organic food products. Everyone from the uninformed to the professional has found common knowledge to be more easily understood thanks to the global shift in how we view technology. Indians were forced to choose only choices from the items that were readily available due to their great poverty. A typical member of society is now well aware of the health issues caused by conventional products in their daily lives, such as unnatural farming methods and the production of food products with harmful fertilizers and chemical additives that are not suitable for human health and can result in a variety of diseases regardless of an individual's age or sex. Consequently, consumers behaviour towards buying organic food products only from the exclusive organic food shops. must get through the crucial step of finding food products through carefully chosen organic food merchants, without being afraid to purchase the product. This is a result of the marketplace's availability of identical unnatural products. The organic consumers are identified based on their knowledge, health consciousness, environmental concerns, preference, attitude, and purchase of organic food items, as well as their purchase intention to eat organic foods, even though the transition is occurring slowly.

It is important to comprehend:

1. Whether customer buying behavior toward organic food goods has been influenced by knowledge, health consciousness, and environmental concern?
2. Is there a correlation between preference and attitude and the use of organic food products?
3. Has the consumer interest in purchasing organic food products increased?
4. What obstacles must be removed before consumers can purchase organic food items?

Based on the findings of the investigation, it is also vital to persuade customers to solely choose organic food products in their daily lives.

V. OBJECTIVES OF THE STUDY

- i. To investigate how consumers feel and think about purchasing organic food.
- ii. To determine whether consumers prefer organic foods due to knowledge, health awareness, or environmental concerns.
- iii. To assess the obstacles customers face while purchasing organic food.
- iv. To research the factors influencing consumers' intentions to purchase organic food in Kannur Corporation.
- v. To examine customer spending intentions regarding organic food.

VI. HYPOTHESIS OF THE STUDY

1. There is no correlation between respondents' educational attainment and their level of perception and belief about organic food goods.
2. Age of respondents and level of perception and belief toward organic food products are not significantly correlated with one another.
3. There is no correlation between respondents' monthly income and their level of perception and belief regarding organic food goods.

VII. METHODOLOGY

The methodology of the study describes the broad framework of the procedure for gathering trustworthy and genuine data necessary to carry out the investigation. The methodology of this study includes information on the sample size, sampling technique, description of the tools, and method of data analysis, as well as information on the research design and sample size.

A. Designing Research

The majority of the research is descriptive. The intent of this design is to accurately represent Kannur District consumers' preferences for buying organic food products. An attempt is made to ascertain customer attitudes about and plans to purchase organic food based on the study's findings. Collection of data and study duration, sampling strategy, and statistical tools and procedures are all covered in the methodology for the study titled "Consumers' Attitude and Buying Intention of Organic Food Products: An Empirical Study with Reference to Kannur District." The methodical approach to data collection and sequential analysis is what determines a study's validity. Both original survey data and secondary sources underwent thorough investigation as part of the current study.

B. Sampling Design

The current study examines consumer knowledge, health consciousness, environmental concern, and attitudes that influence their decision to purchase organic food items. 100 consumers of organic food items who had purchased them from retail establishments and specialized businesses in the Kannur District were included in the study's sample. The consumers had to be over 30 years old, employed, and have their own income.

C. Sources of Data

- **Primary Data :** Primary data is the main source of information used in the study. A sample study was conducted using a well-framed questionnaire and got fully completed in order to achieve the stated goals. The identification of the samples from the Kannur District is the initial step in the collecting of primary data. A reliable analysis might be performed with the aid of sample selection.
- **Secondary Data :** Publications and reports, as well as other unpublished reports from non-governmental groups, unpublished research reports, doctoral theses from various universities, books, journals, articles, websites, and other sources, are examples of secondary data sources.

D. Statistical Tools and Techniques Employed

The objectives framed for the present study formed the basis of the identification of the relevant statistical techniques used to analyze and interpret the results, such as

- i. Percentage Analysis
- ii. Weighted Mean
- iii. Garret Ranking
- iv. Chi-Square Test

VIII. RESTRICTIONS TO THE STUDY

1. Despite the fact that there are many organic items on the market, the study is limited to the primary organic food products.
2. The study's geographical scope is restricted to the Kannur District.. Hence, a finding of the study may not be generalised at district, state or national level.
3. The study is restricted to a limited number of people only.

IX. REVIEW OF LITERATURE

Deshpande and Suresh Reddy, (2010), in their paper has reviewed over the last four decades the various ill effects of modern agricultural practices, which tend to use irrationally various chemical to improve crop yield and how it has led to the loss of natural habitat balance and has caused nutritional health loss of soils, alongside causing many hazards like erosion of soil, drop in the ground water levels, salinization of soil, pollution of soil due to the use of pesticides and fertilizers, the drop in genetic stability, the various bad effects on the environment, the reduction in the quality of food, the increase in the production cost and cultivation cost, all of these leading to the culmination of poverty of the farmers, year by year and also that this scenario has led many farmers to commit suicide, since agriculture is no longer a viable proposition for earning livelihood (Ram, 2003).

In his study, Ashish Kumar Singh Chauhan (2011) found that consumers are more certain about the nutritional value and quality of food produced by organic farming than by conventional farming, and they are also aware of the environment in which it is grown. They are also confident in the transparency of the food chain. Crops grown organically support sustainable agriculture in a variety of ways, including the food web they support, which keeps soil nutrients from eroding and decaying, as well as the fact that the pesticides used are not synthetic but organic in origin, containing only minute amounts of agrochemical wastes and very small traces of pesticides.

Ratna Chandra (2014) have proposed that the increasing awareness about health and environmental issues are guiding the way for the growing demand for organically produced agro products not only in India, but all across the globe, and is causing a boom in the organic farming business. Farming systems based on synergism with nature, opens up enormous possibilities towards enhancing the soil health and overall environment and it offers sustainable livelihoods too, and by incorporating the age-old systems with modern techniques, we can amplify the benefits manifold. They suggest that the state of Jammu and Kashmir has a huge potential for development of the organic agriculture given the climatic conditions and the prevalence of age-old techniques amongst the farmers here. They conclude that the modern day biotechnological approach can help promote organic practices and thereby cause an increase both regionally and globally, for organic products.

Kanna Rao (2015) Because of the public's view that non-organic food products are tainted with chemicals, the organic food sector is expanding. Chemical fertilizers, man-made pesticides, and insecticides that harm both the environment and human health are absent from organic food. Simply defined, organic foods are grown without the use of synthetic inputs. This kind of food products are not grown using pesticides, chemical fertilizers, or food additives, and they are not used anywhere along the supply chain. Customers are turning away from naturally cultivated items as a result of food contamination by various chemicals. However, the moment is not yet right for organic food to be marketed widely. Even while organic food now commands a higher price from customers, a small but growing number of health-conscious consumers are buying it.

Corinna Hempel and Ulrich Hamm (2016) have tried to locate Local and/or Organic: a study on customer preferences for Food from Different Origins and Organic Food. For 641 people in Germany, the researcher tried a choice experiment and consumer survey. He utilized the Stimulus-Organism-Response paradigm to frame the important finding. Although organic items from a variety of places, including local, in Germany, neighboring countries, and outside the continent were accessible, the consumer only chose products that were produced locally, according to the research. The majority of consumers are prepared to pay a premium price for organic produce and prefer local food to organically produced food for all products, despite there being some variation in where people want their food.

X. THEORETICAL OVERVIEW OF ORGANIC FOOD

Organic food is produced using organic farming techniques. Currently, the European Union, the United States, Canada, Mexico, Japan, and many other countries demand that producers obtain particular certification in order to market food as organic within national borders. In the context of these regulations, food is referred to be organic food if it is produced in conformity with organic standards defined by national governments and international organizations. Contrary to backyard gardening, the manufacturing of organic food is a closely regulated industry. Organic farming generally adapts to site-specific farming and crop conditions by incorporating cultural, biological, and mechanical practices that encourage resource cycling, advance ecological balance, and preserve biodiversity. This is true even though the term "organic" is defined differently in different countries.

Chemical fertilizers and synthetic pesticides are not allowed, although some organic pesticides that have been approved may be used under particular conditions. In general, the preparation of organic foods does not involve the use of industrial solvents, radiation, or chemical food additives. Evidence showing significant differences between organic and conventional food does not support claims that organic food is safer or healthier than conventional food. Furthermore, there is little evidence to support claims that organic food is more flavorful.

A. Organic Farming

Examples of techniques used in organic farming include crop rotation, green manure, compost, and biological pest management. When used in organic farming, herbicides, insecticides, and fungicides are allowed as long as they are considered natural (for example, phycoerythrin from flowers or bone meal from animals). However, other practices, such as synthetic petrochemical fertilizers and pesticides, hormones for plants, antibiotic use in livestock, genetically modified organisms, human sewage sludge, and nanomaterials, are either completely banned or used in very small quantities.

B. Organic Food in India

The first organic food retailer in India was Greenway, which began selling organic food in 2004. When it first launched in 1997, there was no knowledge of organic food in India. Greenway continues to be a well-known brand and offers Mumbai residents organic food that is both reasonably priced and of high quality. It features 20 nearby farms that practice chemical-free and organic farming.

Two years later, Conscious Foods launched as an additional location. Small local farmers provide Conscious Foods with the organic goods. In all of India's main cities, Conscious Foods has organic supermarkets, markets, and dining establishments.

C. Benefits of Organic Food: Agriculture in India

India, whose economy is based on agriculture, will be the leader in organic exports and has access to vast amounts of farmland for producing organic goods. India reportedly boasts more than 77,000 hectares of land devoted solely to organic cultivation. Each year, more than 70% of the 120,000 tons of organic products produced in the nation are exported to several nations throughout the world. In India, home consumption of organic produce is a result of increased awareness of organic products and their advantages. It is getting worse. According to studies from 2005, only 1% of Indians consumed organic food grown there. This is because organic items were too expensive for the ordinary middle class consumer, costing up to 30% more than non-organic alternatives.

E. Pros of Organic Food

1. Healthier to Consume
2. Superior Taste
3. Higher Level of Antioxidants
4. Promotes a Healthy Family
5. Safer to Eat
6. Protects the Environment
7. Promotes Improved Animal Reproduction
8. Supports the local economy
9. It is Cheaper

F. CONS OF ORGANIC FOOD

1. More Expensive
2. Doesn't Last Longer
3. Not Widely Available
4. Takes a Lot of Work
5. Does not live up to the hype
6. Organic Consumer

XI. STATISTICAL ANALYSIS

A. ANALYSIS BASED ON PERCENTAGE ANALYSIS

1. DEMOGRAPHIC VARIABLES

The survey was done at Kannur Corporation to look at consumer attitudes and purchasing intentions regarding organic food goods. The table below shows how the customers that entered Select Organic showroom were categorized based on their Age, Gender, Educational Level, Occupation, and Monthly Income.

Table 1: Demographic Variables of the Organic Food Consumers

Sl.No.	Demographic Variables	Respondents (100 Nos.)	Percentage (100%)
1.	Age		
	Upto 30 years	30	30%
	31-50 years	38	38%
	Above 50 years	32	32%
2.	Gender		
	Male	57	57%
	Female	43	43%
3.	Educational Qualification		
	Upto Higher Secondary	25	25%
	Graduates	41	41%
	Post Graduates	26	26%
	Professionals	8	8%
4.	Occupation		
	Private Sector	39	39%
	Public Sector	19	19%
	Self employed(business)	38	38%
	Professional	4	4%
5.	Monthly Income		
	Below Rs.20000	28	28%
	Rs.20000 to Rs.40000	27	27%
	Rs.40000 to Rs.60000	29	29%
	Above Rs.60000	16	16%

Source :Primary Data

Interpretation:

According to Table 1, the majority of respondents (38%) fall into the age range of 31 to 50 years, 32% fall into the age range of 50 and older, and the remaining 30% fall into the age range of up to 30 years. Male respondents made up 57% of those who entered organic businesses to make purchases, while female customers made up 43% of those who went in. Maximum (41%) of the

respondents who entered the organic stores had completed their education up to the point of graduation; roughly 26% are postgraduates, 25% are higher secondary graduates, and the remaining 8% are professionals. The majority of responders (39%) work in the private sector. 38% of respondents reported being self-employed, 19% reported working in the public sector, and the remaining 4% reported being professionals. The majority of respondents (29%) had a monthly income between Rs. 40 000 and Rs. 600 000, while 27% had a monthly income between Rs. 20 000 and Rs. 40 000, 28% had a monthly income below Rs. 20 000, and the remaining 16% had a monthly income above Rs. 600 000.

2. CLASSIFICATION OF ORGANIC FOOD PRODUCTS

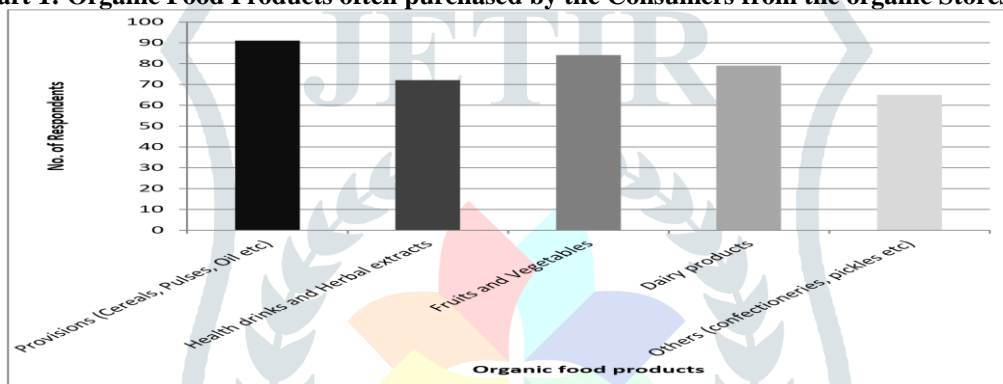
The organic food products are classified into Provisions, Health Drinks and Herbal Extracts, Fruits and Vegetables, Dairy products and Others such as Confectioneries, Pickles etc. which are bought by the consumers are presented as a multi-choice response Table 2 hereunder.

Table 2: Classification of Organic Food Products often purchased by the Consumers from the organic Stores

Organic food products	Number of respondents	Percentage
Provisions (Cereals, Pulses, Oil etc)	91	91%
Health drinks and Herbal extracts	72	72%
Fruits and Vegetables	84	84%
Dairy products	79	79%
Others (confectioneries, pickles etc)	65	65%

Source: Primary Data

Chart 1: Organic Food Products often purchased by the Consumers from the organic Stores



Interpretation:

It is clear that majority (91%) of the consumers opt provisions such as Cereals, Pulses, Oil, etc. which they consume on a regular and daily basis, whereas 84% of the respondents consumers bought fruits and vegetables on a regular basis, while 79% of the consumers purchased Dairy Products like milk, cure, butter, etc., 72% of the respondents purchased health drinks and herbal extracts which may have good impact on health also some medicinal values and finally, 65% of the respondents purchased other products like confectioneries, biscuits, pickles, etc.

3. PREFERENCE AND BUYING OF ORGANIC FOOD PRODUCTS

The researcher evaluated the preference and buying behaviour of organic food products by the consumer in Kannur Corporation for which the classification of variables such as Impact factor of choosing organic foods, most influenced factor of organic food products, frequency of buying organic foods, Source of Awareness, Reasons for Buying organic foods, Specific reason for choosing the store and finally, delivery services provided by the organic store are tabulated and presented hereunder.

Table 3: Impact Factor for choosing organic food products

Sl.No.	Impact Factor	Respondents	Percentage
1.	Availability and offers	28	28%
2.	Quality of organic products	47	47%
3.	Others (delivery, packing, previous experience etc)	25	25%

Source: Computed from Primary Data

Interpretation:

Table 3 shows that the less than half (47%) of the respondents stated quality as the impact factor for choosing organic food products, while, 28% of the respondents indicated availability and offers and the remaining 25% of the respondents revealed other options like delivery, packing, previous experience, etc.

Table 4: Influence Factor for choosing organic food products

Sl.No.	Influence Factor	Respondents	Percentage
1.	Brand value of the product	28	28%
2.	Ingredients and showroom display	26	26%
3.	Others (freshness, discount, promotional offers etc.)	46	46%

Source: Primary Data

Interpretation:

Table 4 shows that maximum (46%) of the respondents stated that they were most influenced by other aspects like freshness, discount, promotional offers, etc. while, 28% of the respondents expressed brand and value of the products and the remaining 26% of the respondents opined ingredients and showroom display as the most influencing factor for choosing organic food products.

Table 4: Frequency of buying of organic food products

Sl.No.	Frequency of Buying	Respondents	Percentage
1.	Less frequent	38	38%
2.	Moderately frequent	39	39%
3.	Highly frequent	23	23%

Source: Primary Data

Interpretation:

Table 5 shows that less than half (39%) of the respondents buy organic products in a moderate frequency, while, 38% of the respondents stated less frequent and the remaining 23% of the respondents opined high frequency of buying organic food products.

Table 5: Source of awareness about organic food products

Sl.No.	Source of Awareness	Respondents	Percentage
1.	Friends/Relatives	25	25%
2.	Advertisements	64	64%
3.	Doctors/ Dieticians	11	11%

Source: Primary Data

Interpretation:

Table 6 shows that most (64%) of the respondents are highly aware about organic food products through advertisement while, 25% of the respondents are aware about organic food products through friends / relatives and the remaining 11% of the respondents are aware through Doctors / Dieticians.

Table 6: Reasons of buying organic food products

Sl.No.	Reasons	Respondents	Percentage
1.	Health consciousness and Nutritional values	30	30%
2.	Recommendations by doctors/dieticians	37	37%
3.	Others (Environmental concern, curiosity etc)	33	33%

Interpretation:

Table 7 shows that maximum (37%) of the respondents opined doctors recommendations as the reason for buying organic food products, while 30% of the respondents indicated health consciousness and nutritional values, and the remaining 33% of the respondents opined other reasons such as environmental consciousness, curiosity, etc..

Table 7: Opinion on Delivery

Sl.No.	Opinion on Delivery	Respondents	Percentage
1.	Yes	26	26%
2.	No	51	51%
3.	Only on request	23	23%

Source: Primary Data

Interpretation:

Table 10 shows that more than half 50.9% of the respondents stated that delivery services are not provided by the organic stores, 25.3% of the respondents indicated delivery services are provided only when the slab of purchase value exceeding the store specifications and the remaining 23.7% of the respondents opined only on request.

B. ANALYSIS BASED ON WEIGHTED MEAN**Table 8: Opinion of the Organic Food Consumers on Perception and Belief**

Perception and Belief	S D	D	N	A	S A	Weighted Mean
Consuming organic food is trendy	37	31	24	6	2	2.05
Organic food has high nutritional value	1	2	18	38	41	4.16
Organic food is good value for money	2	2	21	40	35	4.04
The price of organic food is too high	24	11	31	18	16	2.91
Organic food is good for myself and my family's health	3	2	25	33	37	3.99

Source: Primary Data

Interpretation:

The descriptive statistics on perception and belief of the organic consumers are presented in the table 12. The perception and belief of the organic food consumers was high with respect to the statement "Organic food has high nutritional value" with the mean of 4.16 and the least level of perception was with respect to the statement "Consuming organic food is trendy" with the mean of 2.05.

Table 9: Opinion on Knowledge about Organic Food Products

Knowledge	S D	D	N	A	S A	Weighted Mean
Because I have thorough understanding of organic foods,	8	5	14	43	30	3.82
I can determine how many chemicals	10	4	22	36	28	3.68
I consume daily thanks to my study of them.	11	16	9	33	31	3.57
Understanding the advantages of organic food for the environment is made easier by growth in knowledge and education. perception of flavors	13	19	32	12	24	3.15
Organic growers give farming practices and trends more thought	6	10	5	40	38	3.91

Source: Primary Data

Interpretation:

The descriptive statistics on opinion of the respondents towards knowledge about organic food products are presented in the table 13. All means are above the midpoint of 3.00. The opinion of the respondents about the knowledge of organic food products was high with respect to the statement "Organic farmers put more care into farming methods and trends" with the mean of 3.91 and the least level of perception towards knowledge was with respect to the statement "self knowledge is important in organic foods taste perception" with the mean of 3.15.

Table 10: Opinion on Health Consciousness

Health Consciousness	S A	D	N	A	S A	Weighted. Mean
Traditional fare is as nutritious to organic fare.	3	7	17	47	26	3.86
Organic food has no or fewer chemical residues, making it healthier.	2	4	21	48	25	3.90
Organic food is good for you.	4	6	19	30	41	3.98
Because they contain less or no growth hormones, antibiotics, and other additives, organic foods are healthier.	5	3	23	29	40	3.96
Because they are natural, organic foods are healthier for my health.	4	5	15	24	52	4.15

Interpretation:

The descriptive statistics on opinion of the respondents towards health consciousness in buying organic food products are presented in the table 14. All means are above the midpoint of 3.00. The opinion of the respondents towards health consciousness aspects in buying organic food products was high with respect to the statement "Organic foods are natural and therefore better for my health" with the mean of 4.15 and the least level of perception towards health consciousness was with respect to the statement "Conventional foods are as healthy as organic foods" with the mean of 3.86.

XII. FINDINGS, SUGGESTIONS AND CONCLUSION**A. FINDINGS**

- In conclusion, it is evident that the majority (38%) of respondents fall within the 31–50 age range. Males made up more than half (57%) of the respondents who went into organic stores to buy products. Most respondents (41%) who entered the organic stores had completed their education, and most (39%) were employed in the private sector. Most respondents (29%) had monthly incomes of between Rs. 40000 and Rs. 60000.
- The statement "Organic farmers put more care into farming methods and trends" received a high rating from respondents regarding their knowledge of organic food products, while the statement "self knowledge is important in organic foods taste perception" received a low rating, with a mean of 3.91.
- The respondents' perception of the importance of health consciousness in purchasing organic food products was highest with regard to the claim that "organic foods are natural and better for my health" with a mean score of 4.16 and lowest with regard to the claim that "conventional foods are as healthy as organic foods" with a mean score of 3.86.
- With a mean of 3.33, respondents' perceptions of the statement "Organic farming helps to control air and water pollutants and protects the environment" as it relates to purchasing organic food products were highly favorable, while the statement "The environment is adequately protected" received the least favorable perceptions (Mean 3.08)
- The statement "Buying organic foods is one of the things I can do to protect my body" received the highest rating from respondents regarding attitude toward purchasing organic food products, with a mean score of 4.10, and the statement "conventional farms use sustainable farming practices" received the lowest rating from respondents, with a mean score of 3.75.
- The statement "better taste, flavour, and quality" received the highest level of perception from respondents regarding their intention to purchase organic food products, with a mean of 4.05, and the statement "The price of organic produce is coming down / getting cheaper" received the lowest level of perception, with a mean of 3.87.

B. SUGGESTIONS

- Based on the study's findings, it was determined that certain demographic groups had very low levels of knowledge, indicating the need to increase awareness by providing information about the advantages of consuming organic food, the benefits of the products' characteristics for consumers, and a comparison of the use of organic vs. non-organic food products.
- The promotion will be done through government programs, NGOs, organic food producers, and volunteers who are concerned about the environment and the implementation of organic farming. Ads for food goods should properly convey the information that is intended to reach the minds of consumers who may be strongly influenced by the perception of organic food products.

- The initiative is also required to remove the obstacles that organic food promoters encounter when trying to market food items that are not widely accepted for a variety of reasons. The focus of marketing and promotion efforts should be on the changes made to the products as a result of growing customer awareness and potential environmental problems.

C. CONCLUSION

Marketing techniques have more social impact in the modern society. Promotion of organic foods has taken on paramount relevance for contemporary marketers. In India, popular opinion and the government are primarily focused on protecting the environment and people's personal health. As a result, the study focuses on analyzing how customers' perceptions and beliefs, knowledge, health consciousness, environmental concern, buying intention, and purchase attitude affect their decisions to consume organic food items as well as the challenges they experience in doing so. The study's findings showed a significant relationship between perceptions and beliefs and demographic characteristics, partially accepting the variation between consumers' preferences for buying organic products and their knowledge, awareness of their health, and concern for the environment.

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