

**JETIR.ORG****ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue**

# **JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)**

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## **A STUDY ON FACTORS AFFECTING CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**Dr. D. Parasakthi**

(Professor and Head, Department of Corporate Secretaryship, Dr. N. G. P. Arts and Science College, Coimbatore)

**Mr. D. Senthilnathan**

(Assistant Professor, Department of Corporate Secretaryship, Dr. N. G. P. Arts and Science College, Coimbatore)

**Ms. P. Pavithra**

(Student of II M. Com CS, Department of Corporate Secretaryship, Dr. N. G. P. Arts and Science College, Coimbatore)

### **ABSTRACT**

This study is based on factors affecting organic food consumption in coimbatore city. Organic food is grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers, and does not contain genetically modified organisms (GMOs). Organic foods include fresh produce, meats, and dairy products as well as processed foods such as crackers, drinks, and frozen meals.

### **INTRODUCTION TO THE STUDY**

Food is the basic need of any living thing. And choosing healthy food that can provide us the best nutrients are the substances that help the human system stay active grow and have a healthy immune system. Organic farming protects the environment and has a greater socio-economic impact on nation. India is a country that is bestowed indigenous skills and potentiality for growth in organic agriculture. This study has been conducted to understand the consumer preference towards organic food products. It also discuss about the topic factors affecting consumer preference towards organic food products.

## SCOPE OF THE STUDY

The present study will be helpful in understanding the consumer preference towards organic foodproducts with reference to Coimbatore city

## OBJECTIVES OF THE STUDY

1. To study the preference of consumer towards organic food products.
2. To examine the consumer perceptions towards organic food products.
3. To provide suggestion to enhance the organic food among the consumer.
4. To identify the factors influencing the organic foods.
5. To know awareness and level of knowledge consumer towards organic foodproducts.

## Statistical Tools used for the Study

The statistical tools used for analysis are

- Simple percentage
- Correlation
- Chi-square
- Ranking Analysis

## LIMITATIONS OF THE STUDY

- The study is confined only to Coimbatore District.
- It is not applicable universally.
- The data collection is limited to female respondents only.
- Due to time constrains the results might not be accurate

## REVIEW OF LITERATURE

1. **Liu et al., (2021)<sup>1</sup>** Most studies have focused on the consumer motivation to buy organic products and their values. Due to the vague boundary of the two concepts, most studies are separated or mixed together when examining the effect of values or motivation on organic purchase.

2. **Jabir Ali (2020)<sup>3</sup>** depicts that health consciousness is the major driving factor among the consumers which influences their willingness to pay .It is followed by other factors like product quality, taste, packaging, and price and consumers preference for convenient shopping experience also. Income and education are the significant factors among the demographic variables in the purchase of health and wellness products.

## DATA ANALYSIS AND INTERPRETATION

In this chapter, the analysis and interpretation of the study on sample size of 200 respondents'and the data collected are classified and tabulated. Further the following Statistical measures are employed in fulfilling the objective of the study.

### STATISTICAL TOOLS USED FOR THE STUDY

The statistical tools used for analysis are:

- Simple Percentage Analysis
- Correlation
- Chi-Square Test
- Rank Analysis

### CORRELATION TEST

### ANALYSIS ON AGE OF RESPONDENT AND TYPE OF ORGANICFOODS

### HYPOTHESIS

$H_0$ : There is no significant correlation between Age of respondent and Type of organic foods preferred.

$H_1$ : There is significant correlation between Age of respondent and Type of organic foods preferred.

**Correlations**

		age of respondent	type of organic foods
age of respondent	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.000
	N	150	150
type of organic foods	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	
	N	150	150

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

The significance level observed (0.000) is below 0.01, so alternative hypothesis is accepted. It is interpreted that a significant relationship exists between Age of respondent and Type of organic foods preferred.

### CHI-SQUARE TEST RELATIONSHIP BETWEEN GENDER AND FAMILIARITY WITH ORGANIC FOODS

H<sub>0</sub>: There is no significant correlation between Gender and Familiarity with organic foods. H<sub>1</sub>: There is significant correlation between Gender and Familiarity with organic foods.

**Crosstab**

		familiarity with organic foods				Total	
		extremely familiar	moderately familiar	somewhat familiar	slightly familiar		
gender of respondent	male	Count Expected	8	38	0	3	49
		Count	6.5	32.7	6.5	3.3	49.0
		% within gender of respondent	16.3%	77.6%	0.0%	6.1%	100.0%
		% within familiarity with organic foods	40.0%	38.0%	0.0%	30.0%	32.7%
	female	Count	12	62	20	7	101
		Expected Count	13.5	67.3	13.5	6.7	101.0
		% within gender of	11.9%	61.4%	19.8%	6.9%	100.0%

	respondent % within familiarity with organic foods	60.0%	62.0%	100.0%	70.0%	67.3%
Total	Count	20	100	20	10	150
	Expected Count	20.0	100.0	20.0	10.0	150.0
	% within gender of respondent	13.3%	66.7%	13.3%	6.7%	100.0%
	% within familiarity with organic foods	100.0%	100.0%	100.0%	100.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11.517 <sup>a</sup>	3	.009
Likelihood Ratio	17.587	3	.001
N of Valid Cases	150		

a. 1 cells (12.5%) have expected count less than 5. The minimumexpected count is 3.27.

## INTERPRETATION

Above table shows that, Computed Value (CV=17.587) is greater than Table Value(TV=11.517). Hence is interpreted that a significant relationship exists between Gender and Familiarity with organic foods.

## FINDINGS, SUGGESTIONS AND CONCLUSION

## FINDINGS OF THE STUDY

- Majority of the respondents belong to age group of 21-30, (70%).
- Majority of the respondents are students (48%).
- Majority of the respondents are female (67.3%).
- Majority of the respondents belong to the income range 10001-20000 (34%).
- Majority of the respondents are unmarried (78.7%).

## CORREALATION

- Results show that respondents age influence Type of organic foods preferred.
- Results show that respondents family size and purchase of organic foods.

## CHI-SQUARE

- It is found that gender and familiarity with organic foods are associated with each other.
- It is found that relationship exists between occupation and source of information.

## RANKING ANALYSIS

- Majority of the respondents expectation towards organic food is safety( 75 respondents,40.0%) followed by look appealing, freshness, hygiene, eco-friendly.

## SUGGESTIONS

- Consumers are not entirely aware about organic foods available in the market also, there is a lack of awareness among the consumer and the well know organic food among consumer is fruits & vegetables. More advertising and promotions will be helpful in increasing sales.
- Most of the people believe that organic foods are healthy as, it provides many health benefits and some people also believe organic foods are unhealthy since it contains minimal content of pesticides/chemicals.
- Organic foods are safe, but it is hard to find organic foods in the nearest while the non-organic foods are easily found in every store and it creates difficulty in regular consumption of organic foods.
- While compared to the organic foods, Conventional foods are highly available in every place, at low cost. Still organic foods are not highly available and expensive. It is not affordable by everyone thus, organic food consumption are less among people.
- Organic foods are well known and highly recommended for its high Quality, Freshness, and its Unique taste. It not only promotes health benefits to the consumers and also it provides various benefits to the environment.
- There need to be a maximization in the production of organic foods for the betterment of environment and to witness human health. The current situation made us realize the health is the most important among others, consumer with health consciousness prefer organic food.

## CONCLUSION

The covid-19 has increased the health consciousness among people, and also it has made few changes in consumer buying behavior. Organic food products seems to have less impact on the environment. The main motives to purchase organic food products are health and environmental benefits. Organic food consumption is increasing because of concerns over environmental and health issues associated with food production. The increase in consumers' interest in organic food products has been attributed among other issues to the growing demand for food free from pesticides and chemical residues. With the present study an attempt is made to describe the existing situation regarding Bangladeshi consumers' perceptions about organic foods.