



# MARKETING OF ORGANIC FOOD PRODUCTS IN CADDLOR DISTRICT – A STUDY

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## ABSTRACT

Today, the world faces many challenges, including the destruction of natural ecosystems, increased disease and environmental degradation. Changing environmental attitudes and consumer practices are becoming increasingly important in the common goal of addressing major global challenges. Environmentally and socially sustainable food production is needed to address global challenges such as natural resource depletion, biodiversity loss and ongoing rural depopulation. Two out of three consumers consider environmental protection to be the most important issue to encourage economic growth. With a growing awareness of environmental, ethical and wellness issues, consumers now expect their food to be produced and processed with greater respect for environmental safety and consumers are increasingly looking for quality in food products.

**Key words: Organic Food Products, Natural Eco-systems ,Environment, socially, Consumer Practices, Economic Growth**

## Introduction

The advancement of science and technology has exposed humans more to information technology, knowledge and education than ever before. Consumers around the world are increasingly concerned about their health and environmental sustainability. The expansion of the country's geographical and agricultural lands is impossible the pressure to feed the population increase is geared towards the need to increase the productivity of the agricultural area as a result of this pressure that the farmer must ask for support for chemical fertilizers, plant-based chemicals, etc. The introduction of the green revolution led to better irrigation, better crop varieties, the use of various chemical pesticides and fertilizers, and better access to credit helped the agricultural sector break through. In the current scenario, the use of various chemical fertilizers and chemical pesticides in crops is now being used at such an alarming rate that it affects the environment and the health of living organisms. Although India has achieved self-sufficiency in food grain production, the post-green revolution, excessive use of chemical inputs has

led to rapid soil degradation and negatively impacted farmers' health. Excessive use of chemicals in the agricultural system has deteriorated soil, water and air quality. From a consumer perspective, increased amounts of pesticides and fertilizers have resulted in food contamination and associated health damage.

Today, the world faces many challenges, including the destruction of natural ecosystems, increased disease and environmental degradation. Changing environmental attitudes and consumer practices are becoming increasingly important in the common goal of addressing major global challenges. Environmentally and socially sustainable food production is needed to address global challenges such as natural resource depletion, biodiversity loss and ongoing rural depopulation. Two out of three consumers consider environmental protection to be the most important issue to encourage economic growth. With a growing awareness of environmental, ethical and wellness issues, consumers now expect their food to be produced and processed with greater respect for environmental safety and consumers are increasingly looking for quality in food products. Organic food production systems are seen as a possible solution to these problems. Over the past decade, consumer consumption patterns have changed, particularly in food consumption because all consumers like to eat organic foods. Organic foods are healthy and they grow more organically through the use of organic resources, so that consumer behaviour has been shifted to organic foods, and the quality and safety of food attracts consumer interest in organic foods that are free of pesticides and chemical residues. In third world countries such as India, the benefits of organic food products have been gradually realized and the government is also launching new policies and reforms to motivate and train farmers in sustainable farming practices and the safe use of its products. In recent decades, the organic market has grown rapidly and the trend towards organic products has increased due to increased awareness of health, quality, safety and the environment. Consumers prefer organic products over conventional products because they see health problems, chemical-free products and environmental impact as some reasons. The increased health and environmental concerns affect the demand for organic food. As a result, organic markets are growing rapidly, with consumption recognized as one of the contributors to a healthy and sustainable lifestyle.

### **Concept of Organic Food**

Different nations have defined the organic product according to their standards for products to be declared organic. The term "organic" was first used, in relation to agriculture, by North Bourne in 1940. He talked about biological inputs such as compost and the concept of managing a farm as an integrated and comprehensive system. The organic term is rooted in the bio of Greek bios which means life or way of life. Organic food products were first invented in the 1940s and refer to foods raised, grown and stored and/or processed without the use of synthetically produced chemicals or fertilizers, herbicides, pesticides, fungicides, growth hormones and generic regulators or modifications. In December 2000, the U.S. Department of Agriculture's National Organic Standards Board established a national standard for the term organic. Now, there is a range of organic products on the market like food and beverages, cosmetics, dairy products, electronics, automobiles, etc. The term "organic" is used to describe foods grown without the use of most artificial fertilizers or pesticides and in a way that emphasizes crop

rotation, making the most of natural fertilizers and ensuring that soil life is maintained. Organic food is food that is grown, stored and processed without using most conventional pesticides, fertilizers made with synthetic ingredient or sewage sludge, bioengineering or ionizing radiation. Organic food is a product from a farming system that avoids the use of synthetic fertilizers and pesticides. Organic foods free from artificial chemicals such as herbicides, antibiotics, fertilizers, pesticides and genetically modified organisms and are not subjected to irradiation. It is considered healthy because it does not involve synthetic chemicals in the process of production.

According to the World of Organic Agriculture Report 2018, India ranks first for having the largest number of organic producers in the world. Today, organic food stores have captured a significant share of the grocery market. Organic foods refer to the entire organic and biodynamic supply chain, from inputs to manufactured products, as well as to the cultural and social aspects of the movement, not just on-farm production. Organic foods are also processed without the use of irradiation, industrial solvents or chemical food additives. Organic food products include various food categories ranging from fruits and vegetables, dairy products, processed foods, pulses and food grains to other products such as beverages, confectionery, etc. Consumers are increasingly health conscious and prefer to buy organic products that turn to its health benefits. India's organic food sector is growing faster in the world. Organic foods contribute to an emerging paradigm for food production that relies on biology, ecology and sociology rather than one-dimensional chemical and physical management approaches.

### **Statement of the Problem**

Malnutrition and food insecurity are the main challenges that have led to global sustainability. Still seeing the current condition, the organic market in India is at a nascent stage, and many consumers are not aware of the benefits associated with the products and the environment. The price and availability of organic products are the main barriers to buying organic food products. A major problem is that consumers are not quietly aware, have a lack of confidence, and often confuse organic with conventional products. The higher cost of organic food, the costly process in the form of intensive management and labour used in organic production, and the changing consumers' perceptions of the health benefits of organic foods are major problems facing the industry. Although organic products are so beneficial, there are even fewer buyers of organic products on the market. The main constraints on the purchase of organic food are sometimes more or higher price premiums, availability and, to a lesser extent, lack of information, lack of confidence in organic certification systems and quality.

On the production side, insufficient government support, lack of knowledge of consumers and producers, marketing problems, bio-mass shortage, inadequate infrastructure, high input costs, lack of financial support, low yields, inability to meet export demand, market development for organic products, etc. are the problems facing the organic food industry. In the current scenario, consumers have become very health conscious and particular about what they eat, stating that food is the main contributing factor that determines their health. The scope of organic food marketing in India is broad and has not yet been explored to its full potential. At this point, this research seeks answers to key questions: How high is consumer awareness of organic foods? What are the factors that affect consumers to

buy organic food products? What is the level of perception of organic food products? How satisfied are consumers with organic food products? And what are the problems for consumers with organic food products? In this context, the researcher attempted to study the marketing of organic food products in Caddalore district.

## Objectives of the Study

The main objective of this research is to study the commercialization of organic food products in the District of Caddalore. In addition, the specific objectives of the study are:

1. To find out the factors that influence consumers in the purchase of organic food products in Caddalore district.
2. To study consumer perceptions of the attributes of organic food products in Caddalore district.
3. To study the level of consumer satisfaction with organic food products in Caddalore district.
4. To find out consumer problems related to organic food products in Caddalore district.
5. To suggest appropriate measures for the effective marketing of organic food products based on the results of the study.

## Testing of Hypotheses

In order to examine consumers perceptions of the marketing of organic food products, the following null hypotheses were formulated and tested.

**H<sub>01</sub>:** Consumer demographics will not affect the factors that influence purchase of organic food products.

**H<sub>02</sub>:** The socio-economic profiles of consumers will have no influence on the perception of the attributes of organic food products.

**H<sub>03</sub>:** Consumers' socio-economic profiles will not affect their level of satisfaction with organic food products.

**H<sub>04</sub>:** There is no significant relationship between consumer in different demographic profiles and problems with the organic food products.

## Scope of the Study

The study examines the marketing of organic food products in Caddalore district. An organic food product is not very familiar to rural areas. Therefore, consumers of the town panchayats and municipalities of the Caddalore district are only taken for the study. Therefore, the study is limited to consumers of organic food products in 16 town panchayats and 5 municipalities. This study is limited to two organic food products, namely fruits and vegetables, cereals and pulses. In this study, search on information, sources of awareness, purchasing pattern, factors influencing purchasing, perception of organic food products, satisfaction with organic food products, and problems related to organic food products were only studied.

## Sampling Design

The study examines marketing of organic food products in Caddalore district. As of December 31, 2022, the Caddalore district has 16 town panchayats and 5 municipalities. In order to collect primary data of the study, the

multi-stage sampling technique was adopted. In the first stage, the 16 town panchayats and 5 municipalities were selected. The researcher decided the sample size to 750 consumers. Therefore, in the second stage, by adopting a proportionate random sampling, consumers of organic products were selected. The researcher had to address consumers who were available in supermarkets, organic food stores and departmental stores at the time of the interview. Therefore, the sampling is not free of convenience sampling defects, but there is no alternative but to use convenience sampling. The following table shows the distribution of the sampling.

**Table 1**  
**Sampling Distribution**

S. No.	Town Panchayat/Municipality	Population as per 2011 Census	Samples
<b>Town Panchayats:</b>			
1	Annamalai Nagar	16289	17
2	Kattumannarkoil	27294	29
3	Parangipettai	25541	27
4	Vadalar	39514	42
5	Thittagudi	22894	24
6	Kurinjipadi	27471	29
7	Bhuvanagiri	21956	23
8	Gangaikondan	6434	07
9	Pennadam	19494	21
10	Srimushnam	13971	15
11	Sethiyathope	8824	09
12	Lalpettai	16561	17
13	Mangalampettai	9278	10
14	Thorapadi	16700	18
15	Melpattampakkam	6887	07
16	Killai	13608	14
<b>Municipalities:</b>			
1	Chidambaram	62153	66
2	Cuddalore	173636	184
3	Nellikuppam	46678	49
4	Panruti	60323	64
5	Virudhachalam	73585	78
	Total	709091	750

## Tools for Data Collection

This study is empirical, based on the survey method. As an essential part of the study, primary data were collected from 750 consumers through an exit interview. Based on the objectives of the study, an interview schedule was constructed based on Likert's scaling technique. Primary data were collected for a six-month period from July 2019 to December 2019. Secondary data were collected from journals, magazines, books, research reports, the internet and other published sources. In view of the study, a schedule was prepared after a reading of the available literature and in-depth consultation with experts in related fields. The collected data was entered into a master table and compiled to reach useful conclusions. A pilot study was conducted in November 2019 using an interview schedule with 50 organic food consumers. According to the pilot study, the necessary changes were incorporated into the questions and their sequences. As a result, the irrelevant questions found in the draft schedule were deleted and the relevant questions were included.

## Framework of Analysis

The data collected for the study were edited, quantified, classified and compiled in logical order. In analyzing the data, statistical tools such as t-test, variance analysis, co-efficient of variation, factor analysis, discriminant function analysis, multiple regression analysis, path analysis, inter-correlation analysis, and percentage analysis were used.

## Limitations of the Study

A committed effort has been made to conduct the study and provide a reliable and positive outcome from which an appropriate strategy can be adopted to strengthen the marketing plan and consumer perception of organic food products. The marketing of organic food products can sometimes lead to negative feelings or assessments if they are not properly designed. Despite all efforts, there were limitations that served as obstacles to the conduct of the study:

1. The survey data was obtained from only 750 semi-urban and urban consumers. Therefore, the results of this study do not reflect the rural and general state of organic consumers in Tamil Nadu, even in Cuddalore district. In addition, the study is limited to only 2 main organic food products, regardless of the many organic products available on the market. Thus, the results cannot be generalized.
2. This study cannot be extended internationally, as the perceived behaviour of intent to purchase organic food products varies by cultures.

## Findings

### Consumer Purchase Pattern for Organic Food Products

1. The seminar and conference are the source of information on organic food products for 8.93% of respondents, television/radio advertising is the source of information on organic foods for 29.33% of respondents, and shop display is the source of organic food information for the 30.53% of respondents. Of the 750 respondents, 32.27%, 39.07% and 40.13% of respondents are aware of organic food products through farmers, journals, magazines and books, and newspapers, respectively. Sales personnel, food exhibition and word of mouth are the sources of information for consumers to be aware of organic food products at 43.07%, 45.07% and 46.93%, respectively. Notices, leaflets and pamphlets, internet/electronic word of mouth, doctors/ environmentalist /health workers, and friends and relatives are the main sources of information for respondents to know about organic food products at 50.27%, 52.67%, 53.87% and 55.73% respectively.
2. Of 750 respondents, 30.27 per cent of respondents buy organic food products daily because most organic food products are perishable in nature. On the other hand, 43.87% of respondents like to buy organic food products on a weekly basis. A maximum number (50.27%) of consumers buy organic food products once in 15 days. 41.33 per cent reported buying organic food products once a month.
3. Of 750 consumers, 16% of consumers purchase branded organic food products, 36.13% purchase unbranded organic food products, and 47.87% of respondents purchase branded and unbranded organic food products in Cuddalore district.
4. For organic food consumption, 50.40% of respondents buy fruits and vegetables that top the list of preferences. The second most preferred group was cereals and pulses with a preference of 42.40 per cent and the third group was grains with 42.27 per cent. 39.33 per cent expressed an interest in buying organic milk. 37.47% buy spices and 25.33% buy cooking oil.
5. Out of 750 respondents, almost 64.13% buy organic food products in supermarkets, 38.93% in local stores, 51.60% in organic stores and 25.73% in farmers' markets. 12.27 per cent of respondents buy organic food products directly from the producer or farmer, 24.67 per cent of respondents buy online and 37.20 per cent of respondents buy organic food products from departmental stores.

### Factors Influenced the Purchase of Organic Food Products

6. There is no significant relationship between respondents of different genders, age groups, educational status groups, monthly family income groups and occupations, and the factors that influenced the purchase of organic food products. A significant relationship is found between respondents from different locations and places of residence, and the factors that influenced the purchase of organic food products.

7. Male consumers, respondents over the age of 55, respondents with a PG and higher qualifications, salaried consumers, respondents with a monthly family income Rs. 35001-45000, consumers in municipalities and respondents residing in the Virudhachalam municipality are more accepted by the factors that influenced the purchase of organic food products in Cuddalore district.
8. Female consumers, consumers aged 46 to 55, consumers with a degree or diploma, salaried consumers, consumers with monthly family income less than Rs.15000, municipal consumers and consumers residing in the Panruti town panchayat are consistent with the factors that influenced the purchase of organic food products in Cuddalore district.
9. There has been a close positive correlation (0.917) between consumer demographics and the factors that influenced the purchase of organic food products. R square is equal to 0.841 or 84.10 per cent of the variation in factors that influenced the purchase of organic food products is explained by consumer demographics. This means that 84.10 per cent of the variation in the dependent variable (influence factors) is caused by independent variables (gender age, education, monthly family income and location), while 15.90% of the variation in factors influenced the purchase of organic food products is attributable to other variables outside the regression model. The F value showed that multiple correlations are significant at a level of significance of 1%. Gender, age, education and monthly family income have no significant influence on the factors that influenced the purchase of organic food products. The location has a significant influence on the factors that influenced the purchase of organic food products at a level of significance of 1%.
10. Discriminant function analysis shows that advertising and sales promotion is the maximum discriminating factor between respondents from the town panchayat and the municipality, followed by better taste/feeling, better quality in that order.
11. Of the 750 consumers, the majority of respondents (29.47%) neither agree nor disagree on the factors that influenced the purchase of organic food products, followed by strongly agree (26.65%), and agree (17.73%). 14.67% and 11.47% of respondents disagree and strongly disagree, respectively.

### **Consumer Perception of Organic Food Products**

12. There is no significant relationship between respondents of different genders, age groups, educational status groups, monthly family income groups and occupations, and consumer perception of organic food products. A significant relationship lies between respondents from different locations and places of residence, and consumer perceptions of organic food products.
13. Male consumers, consumers aged 46 to 55, respondents with aH.Sc qualification, salaried consumers, respondents with monthly family income above Rs.45000, consumers in municipalities and respondents residing in the municipality of Nellikuppam are more accepted by the attributes of organic food products in Cuddalore district.
14. Female consumers, consumers between the ages of 26 and 35, consumers with H.Sc qualification, farmers, consumers with monthly family income of more than Rs.45000, municipal consumers and consumers residing



in the Mangalamettai town panchayat are consistent with the perception of organic food products in Cuddalore district.

15. There was a close positive correlation (0.829) between consumer demographics and the perception of organic food products. R square reveals that 84.10% of the variation in the dependent variable (influence factors) is caused by independent variables (gender age, education, monthly family income and location), while 31.20% of the variation in the perception of organic food products is attributable to other variables outside the regression model. The F value showed that multiple correlations are significant at a level of significance of 1%. Gender, age, education and monthly family income have no significant influence on the perception of organic food products. Location has a significant influence on the perception of organic food products at a level of significance of 1%.
16. Factor analysis reduced the 32 statements relating to the attributes of organic food products to 11 factors: safety, value for money, harmlessness, healthy ingredients, quality, fashion, guaranteed consumption, environment friendly, healthiness, recyclables and use of no artificial additives.
17. Of the 750 consumers, the majority of respondents (33.73%) strongly agree on the safety of organic food products, followed by neither agree nor disagree (30.27%) and agree (15.33 %). 13.20% and 7.47% of respondents disagree and strongly disagree, respectively.
18. The majority of respondents (33.87%) strongly agree on value for money for organic food products, followed by neither agree nor disagree (28.27%) and agree (15.73 per cent). 14.80 per cent and 7.33 per cent of respondents disagree and strongly disagree, respectively.
19. Of the 750 consumers, the majority of respondents (36.26%) strongly agree on the harmlessness of organic food products, followed by neither agree nor disagree (28.13%) and disagree (15.47 %). 14% and 6.13% of respondents agree and strongly disagree, respectively.
20. Of the 750 consumers, the majority of respondents (34.53%) strongly agree on the healthy ingredients of organic food products, followed by neither agree nor disagree (28.67%) and disagree (15.33 %). 14.13% and 7.33% of respondents agree and strongly disagree, respectively.
21. The majority of respondents (33.07%) strongly agree on the quality of organic food products, followed by neither agree nor disagree (28.40%) disagree (16.67 per cent). 13.73% and 8.13% of respondents agree and strongly disagree, respectively. The results indicate that "organic food products are of better quality" is the most important attribute of organic food products and ranked first with the highest mean score of 3.52 and that "organic food products are of better smell/flavor" ranked second with a mean score of 3.41.
22. Of the 750 consumers, the majority of respondents (37.60%) strongly agree on the fashion of organic food products, followed by neither agree nor disagree (28.67%) and disagree (14.53 per cent). 12.67 per cent and 6.53 per cent of respondents agree and strongly disagree, respectively.
23. Of the 750 consumers, the majority of consumers (36.93%) strongly agree on the guaranteed consumption of organic food products, followed by neither agree nor disagree (29.47%) and agree (14.13 per cent). 13.47 per cent and 6 per cent of respondents disagree and strongly disagree, respectively.

24. The majority of respondents (35.33%) strongly agree on the environment friendly of organic food products, followed by neither agree nor disagree (27.33%) disagree (15.73 per cent). 13.87% and 7.33% of respondents agree and strongly disagree, respectively.
25. Of the 750 consumers, the majority of respondents (36%) strongly agree on the healthiness of organic food products, followed by neither agree nor disagree (30.40%) and agree (14.27 per cent). 13.87% and 5.47% of respondents disagree and strongly disagree, respectively.
26. Of the 750 consumers, the majority of respondents (39.73%) strongly agrees on recyclables of organic food products, followed by neither agree nor disagree (22.40%), and agree and disagree (14.93%). On the other hand, 8% of respondents strongly disagree on the recyclables of organic food products.
27. The majority of respondents (36.40%) strongly agree on the use of no artificial additives for organic food products, followed by neither agree nor disagree (30.93%) and agree (14.13 per cent). 13.33 per cent and 5.20 per cent of respondents disagree and strongly disagree, respectively.

### Consumer Satisfaction with Organic Food Products

28. There is no significant relationship between respondents of different genders, age groups, educational status groups and monthly family income groups, and satisfaction with organic food products. A significant relationship is found between respondents with different occupations, locations and place of residence, and satisfaction with organic food products.
29. Female consumers, consumers aged 46 to 55, respondents with PG and higher qualifications, respondents with monthly family income above Rs.45000, businessmen, consumers in municipalities and respondents residing in the municipality of Cuddalore are more satisfied with organic food products
30. Female consumers, consumers aged 46 to 55, consumers with H.Sc qualification, businessmen, consumers with a monthly family income of more than Rs.45000 municipal consumers and consumers residing in Cuddalore municipality are consistent with the satisfaction of organic food products.
31. There has been close positive correlation (0.631) between consumer demographics and satisfaction with organic food products. R square reveals that 39.80% of the variation in the dependent variable (consumer satisfaction) is caused by independent variables (gender age, education, monthly family income and location), while 60.20% of the variation in satisfaction with organic food products is attributable to other variables outside the regression model. The F value showed that multiple correlations are significant at a level of significance of 1%. Age, education and monthly family income have no significant influence on the satisfaction of organic food products. Gender and location have a significant influence on the satisfaction of organic food products.
32. Of the 750 consumers; the majority of consumers (43.73%) are highly satisfied with organic food products, followed by neither satisfied nor dissatisfied (27.47%) and satisfied (14.27%). 10.53% and 4% of respondents dissatisfied and highly dissatisfied, respectively.

### Respondents' Satisfaction with Organic Food Products

33. There is no significant relationship between respondents of different genders, age groups, educational status groups, occupations and monthly family income groups, and problems with organic food products. A significant relationship is found between respondents with different locations and place of residence, and problems with organic food products.
34. Female consumers, consumers over the age of 55, respondents with aH.Sc qualification, professionals, respondents with a monthly family income Rs. 35001-45000, consumers in town panchayats and respondents residing in the Killai town panchayat are more accepted by the problems of organic food products.
35. Female consumers, consumers between the ages of 46 and 55, consumers with up to SSLC qualification, professionals, consumers with monthly family income Rs. 35001 to 45,000, town panchayat consumers and consumers residing in the Bhuvanagiri town panchayat are consistent with the problems of organic food products in Cuddalore district.
36. There was a close positive correlation (0.718) between consumer demographics and problems related to organic food products. R square reveals that 51.50% of the variation in the dependent variable (consumer problems) is caused by independent variables (gender age, education, monthly family income and location), while 48.50% of the variation in organic food problems is attributable to other variables outside the regression model. The F value showed that multiple correlations are significant at a level of significance of 1%. Gender, age and monthly family income have no significant influence on the problems of organic food products. Education and location have a significant influence on the problems of organic food products.
37. Of the 750 consumers, the majority of respondents (30.27%) strongly agree with the problems of organic food products, followed by neither agree nor disagree (24.67%) and agree (18.27 per cent). 14.93 per cent and 11.87 per cent of respondents disagree and strongly disagree, respectively.
38. The results of the path analysis showed that the perception variable and barriers had a significant effect on the influence of purchases. Whereas the perception of organic food products has not had a significant effect and that the barriers to satisfaction have had a significant effect as direct effects. The effect of the influence on purchasing on the satisfaction of organic food products was also significant. Perception and barriers had an indirect influence on the satisfaction of organic food products, and these effects were comparatively higher than their direct effects. The inter-correlation analysis revealed that influence score on organic food products is positively correlated with the perception of organic food products (0.786) and satisfaction with organic food products (0.583). It has a negative correlation (0.697) with problems of organic food products. Consumer perception has a moderate positive correlation with organic food satisfaction (0.495) and has a moderate negative correlation with organic food problems (0.630). The consumer satisfaction score on organic food products is negatively correlated with problems related to organic food products (0.470).
39. Respondents, ranged from 13.60% to 45.47%, suggested that raising children's awareness, promoting sales, an intensive marketing campaign, conducting awareness programs and easy access to organic stores will expand the scope of the organic food market. Market research, lower prices, organic certification, use of the range of

marketing channel and government support for organic farmers are suggested by respondents ranging from 50.80% to 56.80% to expand the organic food market in Cuddalore district.

## Suggestions

1. Producers and marketers need to create realistic promotions and attract consumer attention and the availability of products in terms of quantity, quality and variety is necessary to succeed in the organic food market. Retailers should use promotional messages that emphasize that by purchasing organic food, the customer can protect the environment. The retailer should focus on the benefits of organic food in advertisements, packaging or leaflets. They should focus on the level of vitamins, minerals and antioxidants in foods.
2. Many consumers are unaware of the difference between natural and organic foods. Many people buy products labeled as natural thinking they are organic. It is therefore necessary to raise public awareness of organic products. The most successful outreach initiatives can be taken by marketers who communicate the message about organic foods repeatedly and consistently through various modes of communication such as their websites, newsletters, magazine advertising, sponsoring events, sample products in stores, and media coverage of their products. Governments, organizations and non-governmental organizations must work together to increase awareness and knowledge of organic food products.
3. Marketers should promote the safety and health benefits of organic foods by sharing scientific evidence. Retailers should encourage customers to purchase organic foods by explaining the nutritional content of foods and how eating them will help them stay healthy and protect the environment. Marketers should develop marketing strategies that promote the health benefits associated with organic foods, as this enhances consumer confidence in organic foods.
4. Raising children's awareness of the benefits of consumption of organic products through school education would help promote the consumption and production of organic products. In addition, convinced of the environmental and health benefits of organic products, school children could serve as catalysts to motivate their parents to buy and consume such products. Organizations could consider raising public awareness of the health and environmental benefits of organic food consumption through educational institutions by encouraging these educational institutions to incorporate these topics into relevant courses.
5. Easy access to organic stores and the availability of organic food products consumed by people are also essential conditions for promoting the consumption of organic food products on a larger scale. As a result, the distribution system should be improved so that more and more producers and intermediaries are attracted to organic food distribution and marketing systems. In addition, more stores can be opened so it will be useful for consumers to buy them regardless of the prices offered.

6. Reasons for high pricing are the cost of production, the cost of certification, the cost of transportation, the cost of processing, the cost of quality assurance, the cost of storage, the cost of shipping, the cost of labour and the cost of inputs. If high-cost areas of the organic food production and marketing process are identified and can apply cost-cutting techniques, the high price can be reduced and consumption can be increased. In addition, there is no appropriate regulator to regulate organic food prices. The government must therefore take appropriate action in light of price regulation.
7. Certification improves the credibility of the product and also ensures quality. This will improve customer confidence and trust and result in increased sales. For most small and marginal farmers, the certification process is costly and unaffordable. Therefore, the government should find an alternative for certification of organic products. The government can create an agency exclusively for this purpose with different branches to solve this problem to some extent. Certification will help producers or national groups export their products. Non-governmental organizations and consumer forums must strive to create a pleasant environment to share knowledge of organic certification.
8. The institutional market segment, organic cooperatives and the regulated market are still untapped. The State Department and non-governmental organizations can help and train domestic organic producers to properly operate these channels. The regulated markets are all then give a separate price facility and the installation of the market in the yard only.
9. Marginal and small farmers are at risk of low yields for the first three years of conversion to organic farming. There should be programs to support farmers and compensate for their loss during the gestation period. The government should support organic farming through good organic market facilities, financial support, post-harvest facilities, etc. To overcome the unavailability and high cost of organic inputs, inputs can be distributed at subsidized rates through the Department of Agriculture.
10. A systemic approach is needed to study, plan, implement, monitor and correct organic management activities. Each subsystem must attract individual attention and a professional approach is needed. If a specialized department can conduct research in the areas of supply, production, quality assurance, pricing, distribution, communication, funding and management of the organic supply chain, implement and coordinate the activities of value chain members based on research results, the dream of an effective integrated organic management model can be realized.
11. In order to promote organic products, a coherent marketing strategy is needed, which depends on a better understanding of consumers and their buying behaviour. Consumers preferred advertising as promotional activities that would educate organic food consumers about the brand and that need to be considered by market leaders and emerging product producers to organize their sales strategies. In this context, publicity is an indispensable tool to promote organic food products.

## Conclusion

Organic farming has been practiced in India for thousands of years. The great Indian civilization flourished on organic farming and was one of the most prosperous countries in the world, until the British ruled it. In traditional India, all agriculture was practiced using organic techniques, where fertilizers, pesticides, etc. were obtained from plant and animal products. Today, India is at a crossroads. It is responsible for maintaining a reasonable buffer stock for more than 1.35 billion people. It must find solutions to the problems that have arisen from green revolution technologies and their impact, in particular on the decline in fertility and soil productivity. There is a strong lobby against the adoption of organic products in its true mind, fearing that production will drastically decline and turn the country into a "begging bowl" to import food. However, in order to improve soil conditions and maintain the productivity on which 70 per cent of our population depends for their livelihood, it is imperative to move into alternative agriculture. Organic farming practices reduce pollution in the air, water and soil. It also helps conserve water, reduce soil erosion and use less energy. Organic foods are a better choice for the environment. Organic foods are essential to protect the human body from diseases and abnormalities of the body's mechanism. Barriers to organic food consumption include lack of knowledge, costs and difficulty in identifying organic foods. Sustained improvement in product characteristics such as packaging, certification and freshness would result in an increase in the consumption of organic food products. Awareness of environmental quality and health is often encouraged by environmental groups. The resulting demand for organic products creates the opportunity to sell organic products at higher prices, allowing organic farmers to continue and often grow. As a result, this study was conducted in Cuddalore district with 750 consumers to discuss the marketing of organic food products. The researcher offered various measures for the effective marketing of organic food products. If the study encourages those involved to take positive steps to improve it, the researcher will feel well rewarded.

## Referance

- 1.The national list|Agriculture Marketing Service. [www.ams.usda.gov](http://www.ams.usda.gov).Retrived 2019-05-28.
- 2.Organic Standard Agriculture Marketing Service. [www.ams.usda.gov](http://www.ams.usda.gov).Retrived 2019-05-28.
- 3.Robinson, Lawrence (2018-11-02). Organic Foods:What you need to know help guide .Org helpguide.org/. Retrieved 2019-05-28.
- 4.As per the available statistics, India's rank **5th** in terms of World's Organic Agricultural land and **1st** in terms of total number of producers as per 2021 data (Source: FIBL & IFOAM Year Book, 2020).
- 5.As on 31st March 2022 total area under organic certification process (registered under National Programme for Organic Production) is **9119865.91 ha** (2021-22). This includes **4726714.74 ha** cultivable area and another **4393151.17 ha** for wild harvest collection.