



# A study on Buyer's perception towards Organic products

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## Abstract :

In India, organic foodstuff is in rising stage has practiced steadfast growth at intervals the past few years. this growth inside the organic market is driven by health issue and safe consumption. These are the foremost drive whereas shopping for the organic merchandise. Thus, this analysis study has been undertaken in Coimbatore city town and to focus the consumer's perception towards organic product. The objectives are to appear at the health concern of the consumer's, the quality factors influencing customers , the supply of organic merchandise in town and respondents valuable suggestions. 116 respondents are chosen straightforward random ways that. Tools used for the study are Percentage analysis, Correlation, ANOVA

**Keywords** - Organic product, Consumer's Perception.

## INTRODUCTION :

“Organic produce or products are those produced and processed through a system that encourages biological natural processes on the farm, allows farm animals to exhibit natural behaviour and excludes the use of synthetic pesticides, chemical fertilizers, antibiotics and genetically modified organisms”.

Farm produce in India was always well-regarded, valued and cultivated with the understanding towards sustainability of bio-network, the planet and future generations. However, the face of the Indian agriculture has changed drastically over few decades. The food available in market is laden with chemical fertilizers and pesticides to achieve early and abundant produce. Though by virtue of chemical fertilizers the production and productivity of crops has increased, the increased use of pesticides has posed many environmental and health problems. The chemical fertilizers and pesticides used over a long period of time have adverse toxic effects on the production potential of the land and the ultimate consumers of the products.

The increased consciousness towards healthy lifestyle has seen organic farm production and trade emerging as an important sector in India as in other parts of the developing world. Organic food is grown with nil or minimal use of chemical fertilizers and pesticides and in its processing no chemical, artificial colour or flavouring is used either as processing aid or as additive. These foods are cultivated using organic manures, bio-fertilizers and bio-pesticides. Organic products are being seen as a natural choice by consumers and producers.

## **OBJECTIVES:**

1. To identify the factors influencing consumers' perceptions of organic products.
2. To examine the level of awareness and satisfaction among consumers regarding the benefits of organic products.
3. To explore the influence of advertising and promotional activities on consumers' attitudes towards organic products.
4. To identify potential barriers and challenges in the adoption of organic products among consumers.

## **RESEARCH METHODOLOGY**

### **AREA OF THE STUDY:**

The city of Coimbatore is the exclusive focus of the research. Known as the Manchester of South India or the textile capital of the country, Coimbatore is the third-biggest city in the state and one of the most industrialized in all of Tamil Nadu. It is located on the banks of the Noyyal River. Coimbatore has a robust economy and is regarded as one of South India's best industrial cities, home to textile mills and small-, medium-, and large-scale businesses. In addition, Coimbatore is well-known for its automotive and foundry sectors, as well as for producing a wide range of technical products and services, textile industry equipment, spare parts, motor pump sets, and wet grinders.

**SOURCES OF DATA**

The collection of data is considered to be one of the important aspects in the research methodology. The study is based on primary and secondary data.

**SAMPLING DESIGN**

Convenient sampling has been adopted for the entire study.

**TOOLS FOR ANALYSIS:****Statistical Tools used**

The following tools are used for this study.

1. Simple percentage analysis
2. Chi-Square analysis
3. Garrett Ranking Technique
4. Correlation
5. Anova

**FINDINGS AND RESULT****TABLE NO 1****GENDER OF THE RESPONDENT**

S.No	Gender	No.of Respondents	Percentage(%)
1	Male	46	39.7
2	Female	70	60.3
<b>Total</b>		<b>116</b>	<b>100.0</b>

**INTERPRETATION :**

The above table shows that 39.7 % of the respondents are male and 60.3 % are female.

**TABLE NO 2**  
**AGE GROUP OF THE RESPONDENT**

S.No	Age	No.ofRespondents	Percentage(%)
1	<20 years	21	18.1
2	<b>21-30Years</b>	<b>70</b>	<b>60.3</b>
3	31-40Years	16	13.8
4	>40 Years	9	7.8
<b>Total</b>		<b>116</b>	<b>100.0</b>

**INTERPRETATION :**

The above table represents that 18.1 % of the respondents are below 20 years, 60.3 % are between 21 to 30 years, 13.8 % are between 31 to 40 years and 7.8 % are more than 40 years.

**CHI-SQUARE TEST:****TABLE SHOWING RELATIONSHIP BETWEEN AGE AND REASON TO BUY ORGANIC PRODUCTS**

**Null hypothesis(H<sub>0</sub>):** There is no significant relationship between age of the respondents and reason for preferring organic products.

**Alternative hypothesis(H<sub>1</sub>):** There is significant relationship between age of the respondents and reason for preferring organic products.

Calculated Value	Df	Level Of Significance	Table value	Significant/ Not Significant	Null Hypothesis
11	12	0.05	21.02	Not significant	Accepted

**INTERPRETATION**

The calculated value is 11 at 5% level of significance with the table value of 21.02. The table value is greater than the calculated value. Therefore, **null hypothesis(H<sub>0</sub>) is accepted.**

**ANOVA:**

One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

One-way ANOVA is typically used when you have a single independent variable, or factor, and your goal is to investigate if variations, or different levels of that factor have a measurable effect on a dependent variable.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
WHEREYOUBUY	Between Groups	3.735	3	1.245	1.236	.300
	Within Groups	112.843	112	1.008		
	Total	116.578	115			
HOWMANYYEARS	Between Groups	2.201	3	.734	.887	.450
	Within Groups	92.661	112	.827		
	Total	94.862	115			
HOWOFTENBUY	Between Groups	2.690	3	.897	1.547	.206
	Within Groups	64.922	112	.580		
	Total	67.612	115			
HOWMUCHMONEY	Between Groups	4.734	3	1.578	1.975	.122
	Within Groups	89.507	112	.799		
	Total	94.241	115			

**INTERPRETATION:**

**A.** As per the table, significance value of where you buy the organic products is 0.300. The calculated value (0.300) is less than 0.5

Thus, the Null hypothesis is rejected and Alternative hypothesis is accepted.

**It is inferred that there is a significant relationship between age and where you buy the organic products**

**B.** As per the table, significance value of where you buy the organic products is 0.450. The calculated value (0.450) is less than 0.5

Thus, the Null hypothesis is rejected and Alternative hypothesis is accepted.

**It is inferred that there is a significant relationship between age and how many years you buy the organic products**

C. As per the table, significance value of where you buy the organic products is 0.206. The calculated value (0.206) is less than 0.5

Thus, the Null hypothesis is rejected and Alternative hypothesis is accepted.

**It is inferred that there is a significant relationship between age and how often you buy the organic products**

D. As per the table, significance value of where you buy the organic products is 0.122. The calculated value (0.122) is less than 0.5

Thus, the Null hypothesis is rejected and Alternative hypothesis is accepted.

**It is inferred that there is a significant relationship between age and how much you spent to buy the organic products**

## CONCLUSION

The awareness about organic food products is increasing among the people and their intention to buy organic food is shaped by various beliefs. Their actual buying behaviour is direct result of strong intention and attitudinal values towards the benefits of the organic products. An attempt has been made in this study to analyze what motivates consumers to purchase organic food products. The results of the study show that the sample of the study was more concerned with environment friendly, health and safety factors in their decision to consume organic food products. However care should be taken in drawing generalizations of the results of the study as the study was undertaken with limited sample of consumers in a selected city. The study can be extended further by considering more number of variables and larger sample sizes.

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