



# A STUDY ON THE CONSUMPTION OF ORGANIC FOOD IN THE PERIOD OF PANDEMIC

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## ABSTRACT:

Organic food are foods produced and cultivated by organic way excluding any artificial chemicals it is a farming methods mostly used by small scale farmers mostly farmers with land of smaller that 1 Acer. But , it's a small market compared to total food production. Over the past decade peoples view on consuming food is changed drastically, especially in last few years people give more awareness to their food than other need because of covid-19 pandemic.

**KEY WORDS :** COVID-19 PANDEMIC – ORGANIC FOODS – PESTICIDES.

## INTRODUCTION:

Food industry is the one of the industry that had a major impact because of covid-19 pandemic. Whole world population shifts their food perception on healthy eating. Most of the People's think healthy eating as eating fresh and good foods. And To know about the people's perspective and view on organic foods. India is a country with most number of farmers with 650,000 Alone. Uganda, Mexico, Philippines are falls next

## OBJECTIVES OF THE STUDY:

- To understand about consumer's awareness to Organic foods
- To know about consumer's satisfaction of organicfoods in pandemic
- To know about buying behaviour on consumer

## REVIEW OF LITERATURE:

T .MOHANASOUNDARI,<sup>1</sup> A. KALAIIVANI<sup>2</sup> (2016) in their study captioned that, they delivered out the reality is that the humanbeings had been properly privy to pictures and availability, however now no longer loyalabsolutely too natural meals products. The respondents definitely attracted toward Organicmeals products. So the entrepreneurs ought to create promotions which can be each sensible and moraland the product availability in phrases of quantity and range are required to grow to be successfulin advertising and marketing natural meals products.

BRIJESH SIVATHANU<sup>1</sup> (2015) In his study entitled has showed that delivered out the groundrealityis the humanbeings had been properly privy to pictures and availability, however now no longer loyal absolutely too natural meals products. The respondents definitely attracted toward Organicmeals products. So the entrepreneurs ought to create promotions which can be each sensible and moraland the product availability in phrases of quantity and range are required to grow to be successfulin advertising and marketing natural meals products.

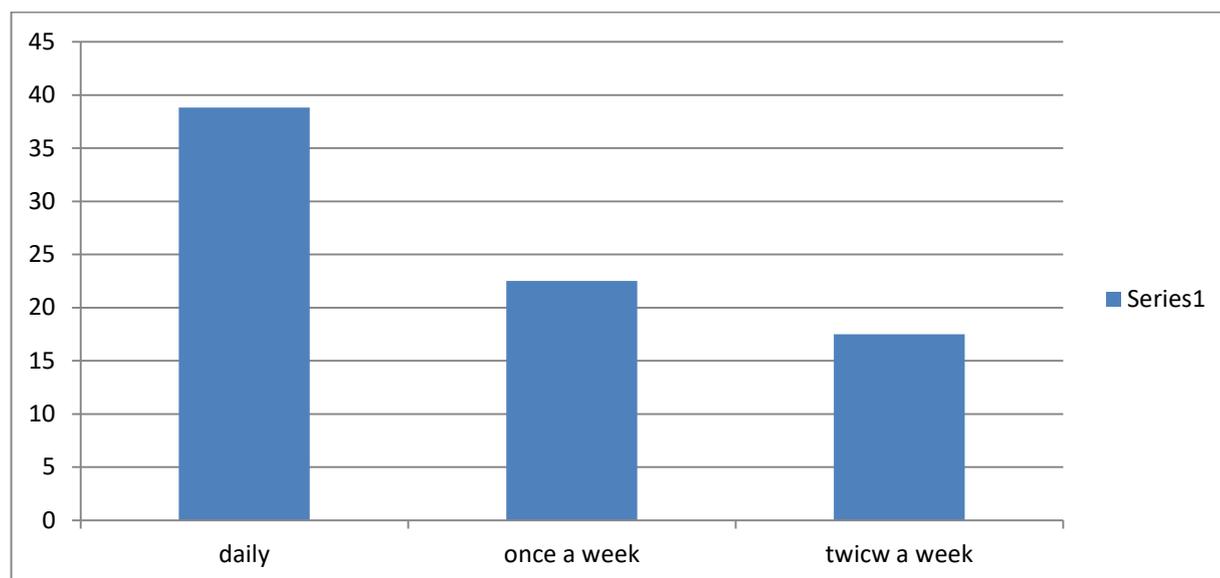
MOHAMED BILAL BASHA<sup>1</sup> (2015), “Consumer reputation toward natural ingredients”, Consumers, in recent times are extra situation approximately meals safety. Policymakers on the identical time placing extra interest toward the priority and converting in the Consumers behaviour. Such attention has impact the sample of ingredients buying. That issue has been the expansions of call for organically grown meals, and is swiftly Gaining Ground in lots of elements of the mind set of clients toward ingredients safety, surroundings situation and additionally natural meals products. Organic agriculture now no longer best maintain the Environment, however additionally has much less dangerous substance and improves fitness, bringing considerable benefits. The hobby of clients and public establishments in organically-produced ingredients has expanded globally

## OVERVIEW:

Most of the consumers thought organic products is expensive, they also continue consuming organic food after the pandemic too. They think the food cultivated by the local or more hygienear then the food they brought from the shops and supermarkets.And they also suggest organic foods to their neighbours and friends. And it’s all because of covid-19 changed their food consuming pattern

## DATA ANALYSIS:

	No of respondance	Percentage
Yes	61	45%
No	47	28.8%
Maybe	44	26.2%
Total	150	100%

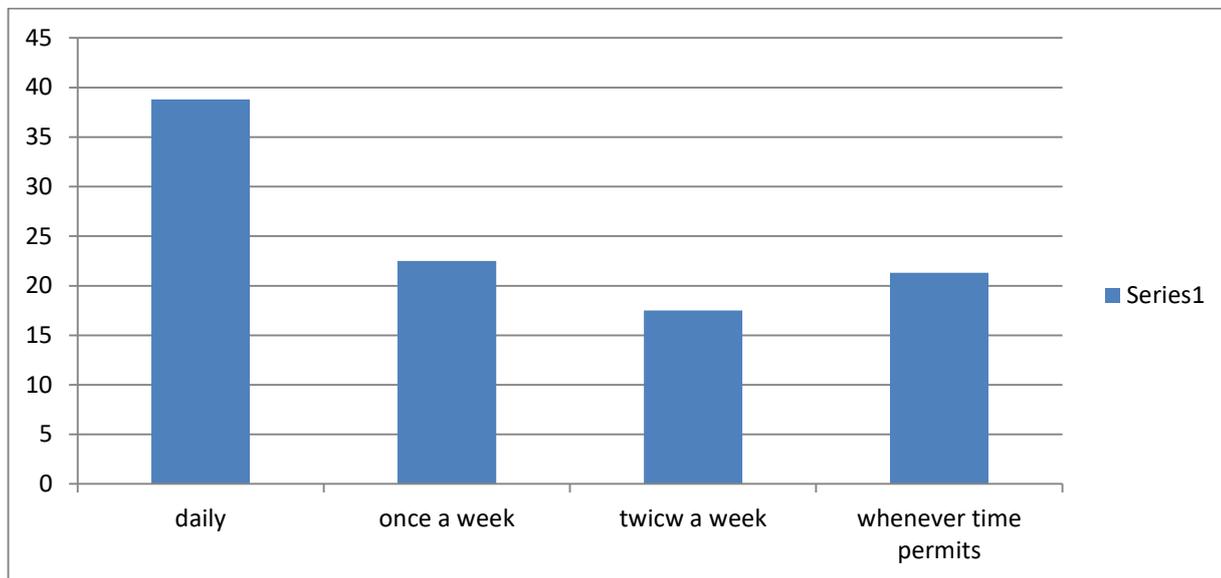


### INTERPRETATION:

Over the 150 response 61(45%), of them say yes 47(28.8%) say yes no and balance says maybe 44(26.2%) are saying organic food products are expensive.

### ANALYSIS:

Usage	No of response	percentage
Daily	58	38.8%
Once a week	34	22.5%
Twice a week	26	17.5%
Whenever time permits	32	21.3%
total	150	100%



### INTERPRETATION:

Over the 150 respondents 58(38.8%) of them buy daily 34(22.5%) purchase once a week, 26(17.5%) twice a week and 32(21.3%) whenever time permits.

### FINDINGS:

- Majority of respondents are female
- Majority of respondents prefer vegetables and fruits
- Over an half of respondents start to buy organic foods in pandemic

### SUGGESTION:

- Farmers want to understand all sides of the market and scope of the organic foods.
- States have to set a common ground for both consumers and farmers.
- and also improve the infra-structure of the market

### CONCLUSION:

Most of people start to capture organic foods in pandemic. Near 90% of them consume and treat as a part of their healthy lifestyle. India is a huge market to have potential to become a superpower in organic food market. Organic food is additionally a more robust choice for the environment similarly. Organic farming practices reduce pollution within the air, water, and soil. It also helps conserve water, reduce eroding, and uses less energy. "Organic products are the most effective from nature, and also the best for nature.

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