

CONSUMER PERCEPTION TOWARDS CONSUMPTION OF ORGANIC PRODUCTS

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ABSTRACT

The current examination expects to assess the shopper discernment towards utilization of natural items. Populace of this exploration is each person who purchase and utilize the natural item in their utilization. Today, Natural food items are increasing more acknowledgment and inclination over inorganic food items in light of the expanding worries about wellbeing and security. The analyst chose test size 200 for defined arbitrary inspecting strategy. The scientist measurable apparatuses utilized for t-test and F-test. Result shows that respondents contrast in their degree of customer observation towards natural items dependent on sex. Accordingly the greater part of the respondent's are 26 to 35 years. Overview shows that respondents contrast in their respondent's degree of inclination for natural items. Thus, most of the respondents are fulfilled have significant level of inclination. Buyer philosophy towards the idea of natural food items was distinguished. Liberated from synthetic substances parts of natural food items no-added substances, unadulterated and non - poisonous. Henceforth, the examination uncovered that shopper's general inclination for acquisition of natural food items is essentially controlled by two components of discernment that have risen up out of the investigation.

Keywords: consumer, perception, towards, organic and product.

INTRODUCTION

A natural item is produced using materials delivered by natural farming. There are various kinds of natural items. Anyway natural item is more known for food things like natural staple, natural vegetables, and natural affirmed food and so on. Most suitably natural items can be clarified as any items that is made or developed naturally ought to be treated as a natural item. The vast majority of the nation has severe sanitation and security rules to shield purchasers from expending unsafe items. A large portion of the nation has its own norm to characterize items as natural. There is no basic meaning of "natural" because of the way that various nations have distinctive norm for items to be guaranteed "natural". In least difficult words natural nourishments are negligibly handled to keep up the respectability of the food without fake fixings, additives or illumination. Natural items are acquired by measures benevolent to the earth, by development procedures that consider both the characteristics of the last item and the creation techniques.

A wide scope of shoppers of natural food and non-natural food were tended to and examined to get their perceptions and dreams towards natural food. All natural food shoppers are not having a similar strategy for approach towards natural food. Hence the measurable cycle guides us to grasp the connection and the model of the buyer conduct patterns in natural food in India. The Meaning of "Natural", an environmental administration creation framework that advances and upgrades biodiversity, organic cycles and soil natural action. It depends on the negligible utilization of off-ranch inputs and on the executives rehearses that reestablish, keep up and improve "biological agreement" (Public Norms leading group of the US Division of Farming (USDA)).

The modern and innovative advances food items with used to murder irritations and synthetic substances are the significant part of everybody's demonstration of eating example of human life. In India has happened to the restricted mindfulness and observation among customers. Subsequently this investigation intends to contribute buyers as natural agreeable, this is more consideration given by buyers to natural cultivating. The customer view of natural cultivating might be identified with the accessibility of natural items in a particular region.

REVIEW LITERATURE

Prakash N. (2019) directed an examination on Client Observation towards Natural Items: An Exploratory Investigation. Natural items are gotten by measures which are agreeable to the earth, by crop strategies that consider both the properties of definite item and creation technique. The utilization of natural food has expanded as of late because of its immediate effect on buyer wellbeing, way of life and social comfort, just as on the earth and maintainable turn of events. The interest for natural items in India has been developing altogether during the most recent five years. Purchasers are eager to pay more for natural items. This article researches the clients' recognition and disposition towards natural items. The information was gathered from 200 respondents utilizing poll and investigated by clear and inferential insights. The discoveries uncovered that the ability of customers to purchase natural items is impacted by restricted and whimsical gracefully, more exorbitant cost of items and restricted admittance and data.

Manoranjan Run (2014) made an investigation on purchaser's Recognition towards Natural Food Items. Food is the way to our endurance. Alternately, we are ready of the way that the food we eat is corrupted and polluted, the explanation for this being the utilization of synthetic compounds, and so on to mature the products of the soil the newness of vegetables. This can demonstrate dangerous to our wellbeing over the long haul, as opposed to profiting us. Since the time the preservationists raised their misgiving with respect to unsafe impact of expanding utilization of synthetic substances in cultivating, the shoppers are getting cognizant and specific about palatable items. This expanding mindfulness has caused shifts in buyers' preferences and inclinations which have prompted the homegrown just as worldwide ascent sought after for natural items. Mindfulness and information has become a critical factor in changing the disposition and conduct of purchasers towards natural nourishments, which thus drives the development in the natural food markets. This examination endeavored to pick up information about

buyer mindfulness, discernment towards natural food item utilization and how financial factors identify with purchaser dynamic concerning the acquisition of natural nourishments.

METHODOLOGY

Objectives

- To examine the consumer perception towards organic products in the study area.
- To find out the level of consumer perception towards organic products based on demographic variables.
- To assess the respondent's level of preference for organic products.
- To identify the respondents level of place of purchase of organic products.

Hypothesis

- ✓ There is no significant difference between consumer perceptions towards organic products based on demographic variables...
- ✓ Respondents significantly differ in their level of preference for organic products.
- ✓ There is no significant difference between places of purchase of organic products.

Sample size


200 samples are selected based on stratified random sampling method.


Data Collection

The researcher selected for primary data are to be collect and interview methods resolve be used. The respondent's will be interviewed and using questionnaire to the data collection.

Statistical tools used

The statistical tools used for

 t-test

 F-test

RESULT AND DISCUSSION

The table 1 exhibits the details of Mean, S.D. and F-value for respondent's opinion about consumer perception towards organic products based on Gender. It is observed from the calculated t- value is significant at 0.001 levels. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. So, it is concluded that respondents differ in their level of consumer perception towards organic products based on gender.

Table: 1- Respondent’s opinion about consumer perception towards organic products based on Gender

| Gender | Mean | S.D | t-value | P-value |
|--------|------|------|---------|----------------------|
| Male | 8.94 | 2.58 | 6.39 | 0.001 Significant |
| Female | 5.17 | 1.79 | | |

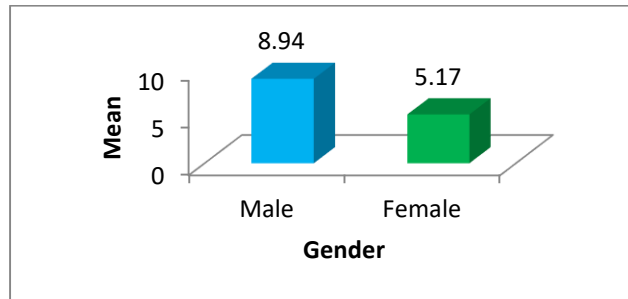


Table: 2- Respondents level of consumer perception towards organic products based on Age

| Age | Mean | S.D | F-value | P-value |
|----------|------|------|---------|---------------------|
| Below 25 | 5.42 | 1.21 | 4.80 | 0.01 Significant |
| 26-35 | 7.14 | 2.04 | | |
| Above 35 | 3.16 | 1.37 | | |

Table 2 reveals that respondent’s level of consumer perception towards organic products based on Age. The statistically proved on F-value there is a significant level of 0.01. But the null hypothesis rejected and alternate hypothesis is accepted. So, it finished that respondents differ in their level of consumer perception towards organic products based on Age. Therefore the most of the respondent’s are 26 to 35 years.

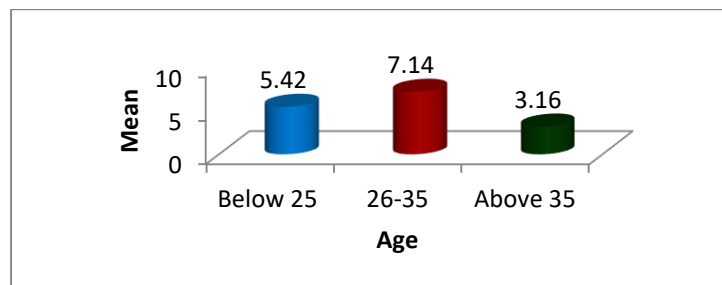


Table: 3- Showing Mean, S.D. and t-value for respondents level of preference for organic products

| Preference | Mean | S.D | t-value | P-value |
|------------|------|------|---------|----------------------|
| Yes | 14.9 | 3.80 | 6.51 | 0.001 Significant |
| No | 3.66 | 1.07 | | |

The table 3 reveals the details of Mean, S.D. and t-value for respondent's level of preference for organic products. It is observed from the obtained t-value there is a significant difference in respondent's level of preference for organic products. Since the calculated t-value (6.51) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their respondent's level of preference for organic products. So, the majority of the respondents are satisfied have high level of preference.

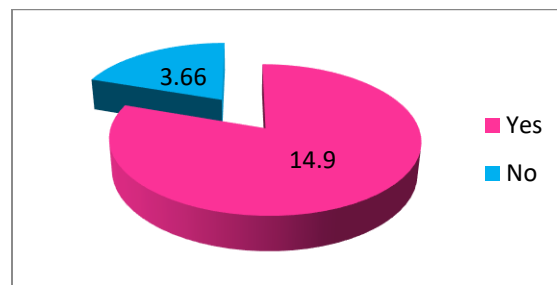
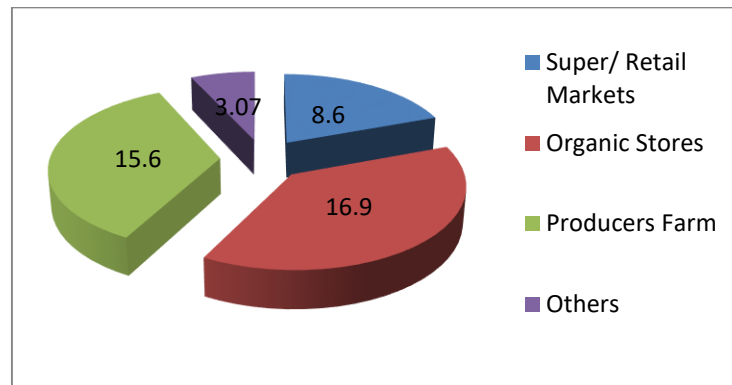


Table: 4- Respondents level of place of purchase of organic products

| Purchasing Place | Mean | S.D | F-value | P-value |
|-----------------------|------|------|---------|---------------------|
| Super/ Retail Markets | 8.60 | 2.12 | 6.13 | 0.01 Significant |
| Organic Stores | 16.9 | 3.67 | | |
| Producers Farm | 15.6 | 3.89 | | |
| Others | 3.07 | 0.86 | | |

Table 4

Reveals that respondents level of place of purchase of organic products. The statistically proved on F-value there is a significant level of 0.01. But the null hypothesis rejected and alternate hypothesis is accepted. So, it finished that respondents differ in their level of place of purchase of organic products.



FINDINGS

- Result shows that respondents differ in their level of consumer perception towards organic products based on gender
- Analysis proved that respondents differ in their level of consumer perception towards organic products based on Age. Therefore the most of the respondents are 26 to 35 years.
- Survey exhibits that respondents differ in their respondents level of preference for organic products. So, the majority of the respondents are satisfied have high level of preference. Further it is inferred that respondents differ in their level of place of purchase of organic products.

CONCLUSION

The current study aims to evaluate the consumer perception towards consumption of organic products. Population of this research is every individual who buy and use the organic product in their consumption. Today, Organic food products are gaining more acceptance and preference over inorganic food products because of the increasing concerns about health and safety. The researcher selected sample size 200 for stratified random sampling method. The researcher statistical tools used for t-test and F-test. Result shows that respondents differ in their level of consumer perception towards organic products based on gender. Therefore the most of the respondents are 26 to 35 years. Survey exhibits that respondents differ in their respondents level of preference for organic products. So, the majority of the respondents are satisfied have high level of preference. Consumer ideology towards the concept of organic food products was identified. Free from chemicals aspects of organic food products no-additives, unadulterated and non -toxic. Hence, the study revealed that consumer's overall preference for purchase of organic food products is primarily determined by two factors of perception that have emerged from the study.

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