



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 5, Issue 6, June 2022



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.54



9710 583 466



9710 583 466



ijmrset@gmail.com



www.ijmrset.com



A Study on Public Awareness towards Organic Foods with Special Reference to Erode District

K.Nandhini, Soundar Rajan. K

Asst. Professor, Department of Management Studies, Nandha Engineering College(Autonomous), Erode, India

II MBA Student, Department of Management, Nandha Engineering College (Autonomous), Erode, India

ABSTRACT: Health is wealth, is a statement which denotes the importance of health. Now a day's people lack in health because of eating an unhealthy, adulterated food product. In order to overcome this problem people must eat and use organic products which is grown or manufactured without use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic food consumption has become the trend of the time, owing to the multiple health benefits that it offers. Organic food is absolutely natural and is packed with load of vital nutrients which is required by the body. Hence, an attempt has been made to reveal the consumer preference towards organic products in ERODE.

I. INTRODUCTION TO THE STUDY

organic foods are grown under a system of agriculture without use of chemicals,pesticidesand fertilizers. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition and sound soil management, produces nutritious food rich in vitality which has resistance to diseases. India is bestowed with lot of potential to produce all varieties of agro products due to its agro climate regions. This holds promise for the organic producers to tap the market which growing steadily in domestic market related to the export market.The government of India has implemented the national programme for organic production (NPOP). The national programme involves the accreditation programme for certification bodies, norms for organic production, promotion of organic farming etc. The NPOP standards for production & accreditation system have been recognized by European commission and Switzerland as to their country standards. With these recognitions Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

II. STATEMENT OF THE PROBLEM

The current growth in the organic market is driven by health factor and safe consumption. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Some of the important problems related to agriculture and their possible solutions have been discussed below,

OBJECTIVE OF THE STUDY

- To analyse the problems faced by customers towards organic foods.

SCOPE OF THE STUDY

- The present study will be helpful in analysis the factors influencing to buy organic foods. products. The study makes to understand the problem faced by the consumer on using the organic food products.
- It will also help in suggesting to avoid non-organic food products and to take more organic food products.

LIMITATIONS OF THE STUDY

- Many consumers neglect to respond the survey in their busy schedule.
- Some consumers felt difficult to rank the problems in the organic food products.



- Some Peoples don't have the correct knowledge of organic food products.

III. REVIEW OF LITERATURE

1. **Goldman and Hylton (1972)** the definition of an organically produced food emphasizes the highlight dimensions such as 'green' and 'friendliness'.
2. **Collins, cartwright (1992)** A survey of super market customers in Oklahoma and Texas indicated that over 70% of consumers were concerned about the health effects of pesticide residues and were willing to pay over 10% price premium for pesticide residue – free produce.
3. **Klosky and Tourte (1998)** the definition of an organically produced food emphasizes the highlight dimensions such as 'biological' or 'natural production system'.
4. **FAO (1999)** the definition of an organically produced food emphasizes the limited use of artificial chemicals in organic production.
5. **Baker, Benbrook (2002)** a recent study by consumers union showed that organically grown food have fewer and generally lower pesticide residues than conventionally grown foods.

IV. RESEARCH METHODOLOGY

Research methodology is a structured path of exploration of some facts through the study of the object. The illustrative methods was used to carry this study. It is the use of specific techniques to identify, select, process, analyze information about the topic. It allows the reader to evaluate the reliability of the study.**83.1**

RESEARCH DESIGN

Research design refers to the substructure of research methods and techniques by the researcher. The design that is used by the researcher allows them to use the suitable methods for their study. For this study the questionnaire survey method has been used.

SAMPLING TECHNIQUE

In this study convenient sampling technique is used.

POPULATION

Unknown

SAMPLE SIZE

In this study the size of the sample is 112..

DATA COLLECTION METHODS

The data consists of both primary data and secondary data.

PRIMARY DATA

The primary data has been collected in the form of questionnaire.

SECONDARY DATA

The secondary data has been collected from various websites.

QUESTIONNAIRE

The questions were arranged in logical sequence. They were sent to the persons concerned with a request to answer the questions.

7.2 STATISTICAL TOOLS USED

- Simple percentage analysis
- Henry Garrett Ranking method



TABLE NO. 1
THOUGHTS ABOUT ORGANIC FOOD PRODUCTS

THOUGHTS	NO. OF RESPONDENTS	PERCENTAGE (%)
Pesticides/chemical free	42	37.5
Eco friendly	33	29.5
More nutritious	19	17
Costly	9	8
Natural	9	8
TOTAL	112	100

SOURCE: PRIMARY DATA

INTERPRETATION

37.5% of the respondents pesticides/chemical free, 29.5% of the choose eco-friendly, 17% of the respondents choose more nutritious, 8% of the respondents choose costlyand 8% of the respondents choose natural.

CHART NO: 1

THOUGHTS ABOUT ORGANIC FOOD PRODUCTS

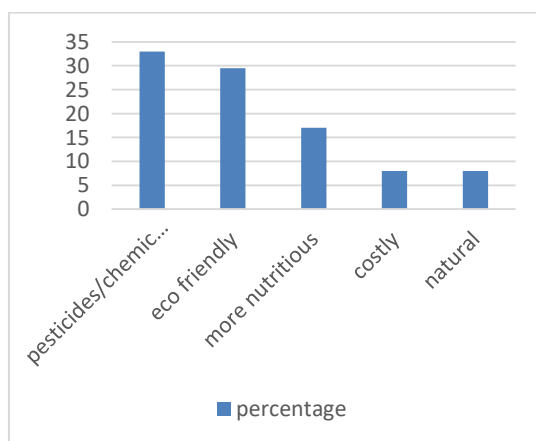




TABLE NO.2

THE PROBLEMS FACED BY RESPONDENTS DUE TO ORGANIC FOODS.

REASON	MEAN SCORE	TOTAL SCORE	RANK
Higher food price	390	390	5
Quickly rotting	339	1356	2
Limited choice of products	333	1665	1
Quantity varies from other food products	348	696	4
Quality varies from producers	346	1038	3

INTERPRETATION

From the above table we could know that limited choice of products is ranked first with the score of 1665. Quickly rotting holds the second rank with the score of 1356. Quality varies from producers in packaging holds on to third rank with a score of 1038. Quantity varies from other food products has the fourth rank with the score of 696. Higher food prices holds the fifth rank with the score of 390.

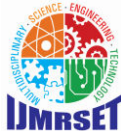
CHART NO. 2

RANK THE PROBLEM FACED BY THE RESPONDENTS



FINDINGS

1. Here in this study we could find that limited choice of products holds the first rank with the total score of 1665.
2. Quickly rotting holds the second rank with the total score of 1356.
3. Quality varies from producers holds the third rank with the weighted average score of 1038.
4. Quantity varies from other product hold fourth rank with the total score of 696
5. Higher food price hold the fifth rank with the total score of 390.



SUGGESTIONS

1. The government agency should procure organic food and give consumer at affordable price.
2. Positioning organic foods by their specific attributes. positioning organic foods by influencing consumer beliefs about the benefits they derive on consuming. positioning by reputation for quality “only organic”
3. In order to slow down rotting, preservative method such as freezing the organic foods could be adopted.
4. More variety of organic food products may be grown and bring to the market.
5. Mass production of the organic food may slightly reduce the price of the products.

V. CONCLUSION

Health benefits emerged as the most important determinant of the factors affecting consumer preference towards purchase of organic foods. major variables constituting this factor included health, safety, rich in nutrients, natural and food free from contamination. consumer ideology towards the concept of organic foods was identified. free from chemicals aspects of organic foods no-additives, unadulterated and non -toxic. hence, the study revealed that consumer’s overall preference for purchase of organic foods is primarily determined by two factors of perception that have emerged from the study. overall preference = taste + chemical-free

REFERENCES

1. Marketing Management – 11th edition – Philip Kotler
2. Marketing research – D.D.Sharma
3. Research Methodology and techniques – C.R. Kothari
4. Websites:
5. www.organicshop.com
6. www.organicgarden.com



INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor
7.54

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com