A STUDY ON CONSUMER'S PREFERENCE TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN

A project report submitted to the Mahatma Gandhi University, Kottayam in partial fulfilment of the requirements for the award of Bachelors' Degree in Commerce.

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MARCH 2020

CERTIFICATE

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Certified that this is a bonafide report of the project work undertaken by **AMAL SURESH KUMAR (REGISTER NO: 170021083225), ARUN KURIAKOSE (REGISTER NO: 170021083234), BILAL MUHAMMED (REGISTER NO: 170021083240), JERLIN JOSE MATHEW (REGISTER NO: 170021083261), JOBIN K.BIJI (REGISTER NO: 170021083267)** of B.Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelors' Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

Faculty -in-Charge

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Principal

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DECLARATION

We do hereby declare that the project titled **" A Study on Consumers' reference towards Organic Products with Special Reference to Kottayam Town"** is a bonafide report of the project work undertaken by us in partial fulfilment of the requirement for the award of the Bachelor of Commerce (Model III – Computer Application) of Mahatma Gandhi University, under the guidance of **Ms. Silpa Mary John** Assistant Professor, P.G Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.

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In partial fulfilment of the award of B.Com degree by Mahatma Gandhi University which is mandatory for the regular students of Model III B.Com of the university to prepare a project report to be submitted to the college / university.

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We express our sincere gratitude towards all the faculty members of Saintgits College of Applied Sciences for their valuable helps.

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CHAPTER -1
INTRODUCTION

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 products. In order to overcome this people must eat and use organic products which is grown or manufactured without the use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic product consumption have become the trend of the time, owing to the multiple benefits it offers. Organic product 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 **A STUDY ON CONSUMER PREFERENCE TOWARD ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN.**

Organic products are grown under a system of agriculture without the use of chemicals, pesticides and 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 soil management, produces nutritious food rich in vitality which has resistance to diseases. India is bestowed with lots 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 grows steadily in domestic market related to the export market. The government of India has implemented the National Programme for Organic Product (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 recognised been by

European commission and Switzerland as to their country standard. With these recognitions Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

The market for organic food products is growing as the number of people are willing to consume organic food and consumer's preference towards organic food products is ever increasing. The promotion of organic products constitutes an important option not only for producers, government and consumers but also to respond to societies' desire for higher food quality and food production that is less damaging to environment systems and improve the quality of life.

Consumer's preference on organic products is based on the general perception that organic products have more desirable characteristics that conventionally grown alternatives. Apart from health, food & environmental considerations, several other characteristics such as nutritive value, taste, freshness, colours and other sensory characteristics influence consumer preference.

There is an inverse relationship between consumer awareness and consumer preference towards organic food. Organic food is considered as healthy and it is more preferred by the green consumers.

STATEMENT OF THE PROBLEM

The research problem is **"A STUDY ON CONSUMERS' PREFERENCE TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN"**. The study indicates that how far the consumer's preferences and their knowledge of organic products and their buying habits. Health and safety concern have been seen to be key factors in influencing consumer preference and sub-sequential buying decision. Some consumers see consuming organic products as an investment in their health. Price is also a determinant in buying decision because organic products typically calls for a premium price, however the income elasticity for organic products has been found to be relatively small. The study will focus on decision making factors such as price, availability, food-safety concerns and environmental impact concerns. So the study will give idea about how consumers prefer organic products.

OBJECTIVES OF THE STUDY

1. To examine customer perception towards organic products with special reference to Kottayam town.
2. To find out the satisfaction level created by organic products among customers in the Kottayam town.
3. To find out the factors influencing the purchase of organic products.
4. To analyse the potential market for organic products.

METHODOLOGY

Primary data and secondary data are used for the study.

1. Primary data:

    Primary data collected through questionnaires.

2. Secondary data:

    Secondary data collected from newspapers, magazines, journals, websites, etc.

3. AREA OF STUDY:

    The study is confined to Kottayam town.

4. SAMPLINGTECHNIQUE:

Convenience sampling technique is used for selecting appropriate samples of consumers for the collection of data.

5. SAMPLE SIZE:

Sample size is restricted to 50 respondents.

6. TOOLS FOR STUDY:

Simple statistical tools such as graphs, tables and percentage analysis were used for verifying the validity of data collected through questionnaire.

SCOPE & SIGNIFICANCE OF THE STUDY

With rising concern of health issues and food safety, many consumers have turned their site to organic products. The increased consumers' interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behaviour. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behaviour can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer's attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main agenda of this study.

LIMITATIONS:

- Difficult to make some customers understand some customers about the purpose of interview.
- Some consumers are unwilling to give response.

CHAPTER SCHEME

The report is presented in four chapters:

Chapter 1-Introduction

Chapter 2-Review of Literature &Theoretical Framework

Chapter 3-Analysis & Interpretation

Chapter 4- Findings Suggestions & Conclusion

CHAPTER 2
REVIEW OF LITERATURE & THEORETICAL FRAMEWORK

OVERVIEW:

The study on **"CONSUMER'S PREFERENCE TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN"** indicate how far the consumer's preference and their knowledge of organic products and their buying habits. This study will focus on decision making factors such as price, availability, food safety concerns and environmental impact concerns. So the study will give idea about how consumers in Kottayam town prefer organic products.

Katrin Woese, Dirk Lange, Christian Boess, Klaus Werner Bogl (1997) in their extensive review compared the quality of organically and conventionally grown food products with the help of different fertilization systems, physic-chemical investigations of concentration and proportions of desirable and undesirable ingredients, pesticide residues, contaminants, feed experiments with animals and nutritional studies on humans.

Salvador V Garibay and Katke Jyoti (2003), organic agriculture offers trade opportunities for farmers in the developing and developed countries. The market of organic farming is expected to grow globally in the coming years and high growth rates are expected. The organic market expansion makes it possible for farmers to reap the benefits of a trade with relatively high price premiums.

However this market is not very well known to most farmers, especially those living in the developing countries. The absence of sufficient technical and market information and financial support also means that few farmers will risk changing their method of production. In developing countries it is therefore essential for major players (eg: NGOS, exporters, etc.) that promote organic farming to have up-to-date information on the available opportunities and trends of the organic products.

George N Lodorfos, June Dennis (2008) examines the determinants that influence consumer's intention to purchase organic products. Attitudes, subjective norms and perceived behavioural control were examined to determine whether they affect consumer's intention to make organic product purchase. The findings offer considerable support for the robustness of Ajzen's theory of planned behaviour (TPB). Price, availability of products, product information and the subjective opinions of others are important determinants of consumer's intent to buy organic products.

Hanna Stolz (2011) in research work reported that positive assessments of organic production referred to 'better taste', 'healthier', 'no artificial additives', and 'no chemical synthetic pesticides', 'limited use of antibiotics', and 'no GMOs', etc. The research result showed that strong support for the relationship between organic knowledge, subjective norms and environmental concern on organic attitudes. It was pointed out that the relationship between environmentalism and consumer attitudes have strong correlation. Health conscious also play as a vital role to shape consumer attitudes and behaviour.

Budi Suprapto and Tony Wijaya (2012) has found that that healthy consumption life style are a good predictor for attitude toward organic food, meanwhile attitude toward organic food directly influence to purchase intention toward organic food. The particular people who are important for them have favourable though toward organic food; they are more willing to pay for organic food.

Joanna Henryks, Ray Cooksey and Vic Wright (2014), emphasized on key determinants that either facilitate or restrain the consumers from making the actual purchase of organic food at the final hurdle, i.e. the point of purchase. The key determinants that influence the final buyer behaviour at the point of purchase are identified as consumer intention to purchase organic product while entering the retail outlet, habit, availability, false assumption, visibility and access of organic food and price.

Weng Marc Lim, Juliete Li Shuang Yong and Kherina Suryadi (2014), insisted that organic market still remains a niche market and that further investigations are required to better understand the consumer perceptions and circumstances in which they are willing to purchase organic food. However the research article concluded that consumers who perceive a positive value with regard to organic food products are more willing to purchase it, with health being the perceived benefit. Price premium and the inability to notice a striking difference between organic and conventional food products are identified as limiting factors to purchase organic food.

Indian consumers gives their personal definition of the Organic food products as Organic produce or products are those produced and processed through environment friendly techniques, non-chemically treated, fresh or minimally processed, non-pesticide, free from genetically modified organism, having organic certificates, traditional/indigenous products, herbal product and naturally grown. The market of organic products is growing as the number of people willing to eat organic food and attitude towards organic food products is increasing. The future of organic agriculture will, to a large extent, also depend on favourable attitude and motivational factors towards organic food products.

Food consumption practice is changing worldwide among the consumers and now they want to opt food which is free from synthetic chemicals, fertilisers and pesticides i.e. they want to consume for organic food which is not only sustainable for health but also environment- friendly. Organic products are not so much among consumers because of lower productivity of organic produce by farmers, which in result lead to the high market price of organic food. There is a need to create awareness about the advantages of organic food products among people and promote its use whereas on the other hand there is the foremost need to motivate the farmers to opt for organic farming. The study on consumer on consumer preference towards organic food products may add insight to emerging food industry in India and worldwide.

The organic food industry has grown considerably over recent years on a worldwide basis and has been the subject of much media attention over the past decade. Global demand for organic products remains robust, with sales increasing by over five billion US dollars a year over the past several years, the organic food industry in India has been experiencing an annual growth between 20-22 per cent. The nation has the potential to be largest organic food producer. In India, there are over 15,000 certified organic farms and the number is growing fast over the year. Apart from this, there are many small farmers growing organic food by using the organic practices.

The future of organic agriculture will, to a large extent, depend on consumer demand. Thus, a consumer oriented approach to understanding holistic and green marketing is important not only in its own right, but also in terms of response to shifting market dynamics. From a marketing perspective, it is important to understand the sustainable attitude of consumers regarding organically produced foods, and how consumption can be promoted. Product development and marketing strategies are also affected by consumer beliefs, attitudes and responses. This could vary depending on the region of the world. Thus, a clear understanding of consumer attitudes and the motivations underlying actions in responding to organically grown products in India is important.

There is no common definition of “organic” due to the fact that different countries have different standard for products to be certified “organic”. Research has shown that consumers have a basic understanding of the term “organic”. Indian consumers gives their personal definition of the Organic food products as Organic produce or products are those produced and processed through environment friendly techniques, non-chemically treated, fresh or minimally processed, non-pesticide, free from genetically modified organism, having organic certificates, traditional/indigenous products, herbal product and naturally grown.

The market of organic products is growing as the number of people willing to eat organic food and attitude towards organic food products is increasing. The future of organic agriculture will, to a large extent, also depend on favourable attitude and motivational factors towards organic food products. Several studies have been undertaken to examine issue in the wider context of comprehensive in the area of consumers' behaviour and consumers' attitudes toward organic food. The researcher has also found out positive attitude towards organic food products in India.

The literature review emphasizes important variables to examine the consumers’ attitude towards Organic food products like health concern, environmental concern, animal welfare, food safety, sensory variables, prestige, organic food knowledge, ethical concerns, price premium and socio-demographical factors.

Environmental and animal rights issues had a strong influence on attitudes towards organic food. He also established that the more people are concerned about ethical issues, the more positive attitude they have towards organic food, and the more likely it is that they will consume organic food. It was found out that the students' attitudes are positive but their buying rates are rather low.

Jyoti Rana and Justin Paul (2017) reviewed and discussed the factors which affect the change in the consumer behaviour towards organic foods. They find that health- conscious consumers shows growing preference towards organic over the conventionally grown foods. This shift in the attitude of the modern consumers is greatly influenced by the rising incidence of lifestyle disease such as heart disease and depression.

Overall, more positive attitudes towards organic food have been detected in women as opposed to men. People with higher education are more likely to express positive attitudes towards organic products, require more information about the production and process methods of organics have the confidence to negotiate conflicting claims in relation to organic food, and are more willing to pay a premium for organic food. Moreover, demand for organic food seems to be positively correlated to income. Higher income households are more likely to form positive attitudes and to purchase more organic products.

THEORETICAL FRAMEWORK

An organic product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use. Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. They are manufactured using toxic-free ingredients and environmentally-friendly procedures and are certified by recognized organizations like Energy star, Forest Stewardship Council, etc.

Some of the characteristics of an organic product are:

- Grown without the use of toxic chemicals and within hygienic conditions
- Can be recycled, reused and is biodegradable in nature
- Comes with eco-friendly packing
- Uses the least resources
- Is eco-efficient
- Has reduced or zero carbon footprint
- Has reduced or zero plastic footprint

In the usual scenario, brands producing green products use green marketing to communicate their value proposition to the market.

Advantages of going organic to the brands:

- Access to New Markets: Developing green products opens the doors to an all-new market of green consumers who buy only green products and even pay more for the same.
- Competitive Advantage: It is a proven fact that going green is a big competitive advantage in the market right now.

- Positive Public Image: When a brand does something for the society and the environment, its brand image automatically enhances.
- Brand Loyalty: Green companies automatically gain a set of loyal green customers who prefer green products over conventional non-environmental friendly products.
- Advantages of going organic to the customers:
- Cost-effective products: Green products last longer than conventional products. Moreover, these products consume less energy and other resources thus reducing the bills of the users. For example, solar speakers can last for 10 hours just by charging with solar energy.
- Low maintenance: If operated responsibly and maintained properly, the green products result in low maintenance costs. Take green buildings, for example. They market themselves not only for being environmentally friendly but also at less operating cost.
- Improves health: Since eco-friendly products are made from materials that are free from harmful chemicals and components, they not only improve physical but also mental health. In green buildings, large windows are installed which allows healthy and fresh air along with natural lighting in abundance. It improves mental health and reduces stress.

Advantages of going organic to the society:

- Generate More Jobs: According to a study conducted by IRENA (International Renewable Energy Agency), the renewable energy industry has created almost 5 lakh new jobs opportunity in 2017, an increase of 5.3% than 2016. It is predicted that if the demands of organic products continue to grow, the number will rise to 16 million by 2030. Thus, with the development of green products not only the environmental but also the economic conditions are improving.
- Prevents overuse of resources: Green products reduce the threat of overuse of resources and fossil fuels and encourages the generation of energy using natural resources.
- Protects the environment: Organic products are made from organic and biodegradable materials and are designed to use least non-renewable resources and toxic chemicals to produce energy.
- This reduces the generation of greenhouse gases like CFCs, Ozone, methane etc. and hence prevents pollution and deterioration of climatic.

Organic industry analysis

The global organic foods market is likely to derive growth from the recent advancements in organic foods and deliveries. According to a report by Fortune Business Insights, titled organic product market Size, Share and Industry Analysis, By Raw Material/Commodity (Fruits and Vegetables, Cereals and Grains, Others), By End-use (Bakery and Confectionery, Ready-to-eat food products, Breakfast Cereals, Processing Industry, Others), By Distribution Channel (Direct Market, Processing Industry) and Regional Forecast, 2019-2026," the market will derive growth from the increasing demand for organic foods across the world.

List of the leading companies that are operating in the global organic foods market are:

- General Mills
- White Wave Foods Company
- Dean Foods Company
- United Natural Foods, Inc.
- The Kroger Co., Inc.
- Whole Foods Market, Inc.
- The Hain Celestial Group, Inc.
- Clif Bar and Company
- Dole Food Company, Inc.
- Amy's Kitchen, Inc.
- Organic Valley

The growing awareness regarding the consumption of healthy foods has emerged in favour of the growth of the global organic food market. In addition to healthy food, organic foods are chemical-free and possess several advantages over normal foods. The inclination towards healthy goods, combined with the consumer preference for organic foods, will aid the growth of the global market.

The growing disposable income in developing countries, changing lifestyle habits, and the demand for quality foods have all contributed to a subsequent rise in the demand and adoption of organic foods across the world. According to the Organic Trade Association, the overall sales of organic foods in the United States rose at a CAGR of 8.81% in the period of 2013 to 2018. Such an impressive growth rate indicates that this market will grow at an impressive rate in the coming years.

The report provides a comprehensive overview of the global organic foods market. The report encompasses several factors that have contributed to the growth of the market in recent years. Besides this, the report highlights a few of the factors that have restrained market growth. The report provides in detail, a brief summary of major companies operating in the market and labels leading companies that have generated respectable organic foods market revenue in recent years.

Major Segments includes:

- Fruits and Vegetables
- Cereals and Grains
- Dairy Products
- Others
- Bakery and Confectionery
- Ready-to-eat food products
- Breakfast Cereal

The report provides a detailed analysis of several factors that have contributed to the growth of the global organic foods market. With a view to expanding on the global stage, companies are adopting newer market strategies such as R&D initiatives, company collaborations, and takeovers. The report summarizes the impact of these factors on the growth of the market. In February 2019, Dole Food Company Inc. initiated a joint venture with Organic Valley for the distribution of organic foods.

This collaboration will not only help these companies generate adequate organic foods market revenue, but will also contribute to market growth. Similarly, Dole Food entered into a partnership with Safeway Fresh Foods LLC with a view to expanding its product portfolio. Such mergers and acquisitions will have influence the growth of the global organic foods market in the forthcoming years.

North America to Dominate the Global Market

The growing popularity of organic foods and drinks will favour the growth of the organic foods market in North America. The growing awareness regarding the health benefits of organic foods will contribute to the growing demand for organic foods in several countries across North America. According to the Organic Trade Organization, the United States is the largest market with regard to import as well as export of organic foods.

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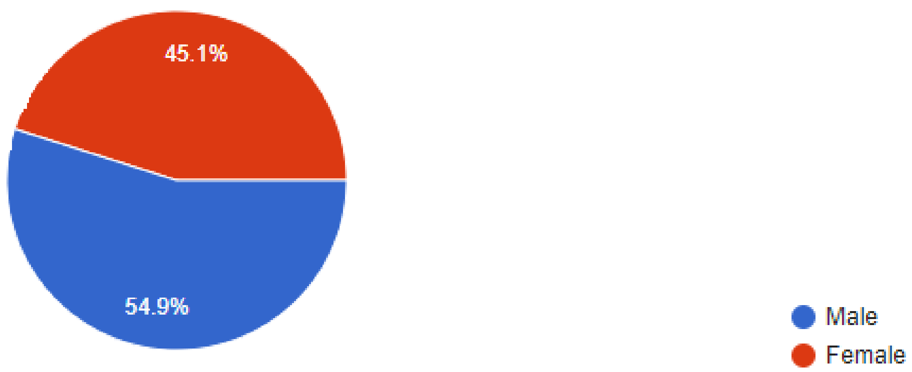
CHAPTER 3

DATA ANALYSIS & INTERPRETATIONS

TABLE 3.1: GENDER WISE CLASSIFICATION

GENDER	Percentages	Responses
Male	54.90%	28
Female	45.10%	23

FIG 3.1: GENDER WISE CLASSIFICATION

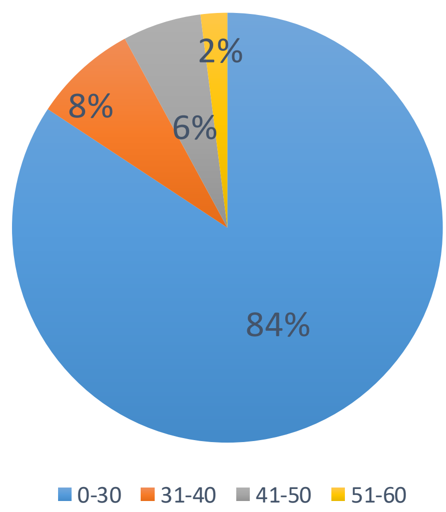


INTERPRETATION: 55% of total number of customers are male and 45% are females.

TABLE 3.2: AGE WISE CALSSIFICATION

Age	Percentage	Response
Below 30	84.30%	43
31-40	7.80%	4
41-50	5.90%	3
51-60	2.00%	1

FIG 3.2: AGE WISE CLASSIFICATION

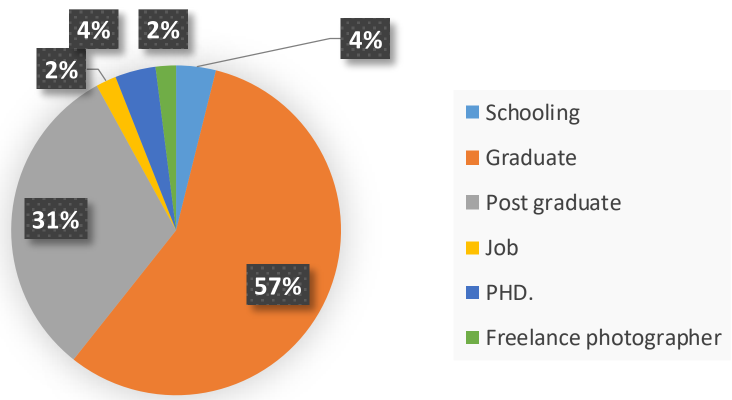


INTERPRETATION: Majority of customers are of age group below 30 are 84% and remaining are of age group 41 and above.

TABLE 3.3: EDUCATIONAL QAULIFICATION

Educational qualification	Percentage	Response
Schooling	3.90%	2
Graduate	56.90%	29
Post graduate	31.40%	16
Job	2.00%	1
Ph.d	4.00%	2
Freelance photographer	2.00%	1

FIG 3.3: EDUCATIONAL QAULIFICATION

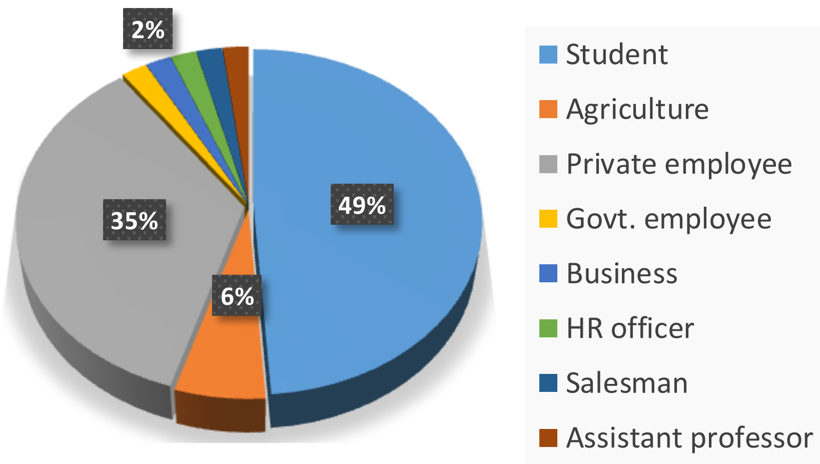


INTERPRETATION: Majority of customers that is 57 % are graduates 31 percentage are postgraduate and remaining customers are PhD, schooling, job, etc.

TABLE 3.4: OCCUPATION

Occupation	Percentage	Response
Student	49.00%	25
Agriculture	5.90%	3
Private employee	35.30%	18
Govt. employee	2.00%	1
Business	2.00%	1
HR Officer	2.00%	1
Salesman	2.00%	1
Assistant profesor	2.00%	1

FIG 3.4: OCCUPATION

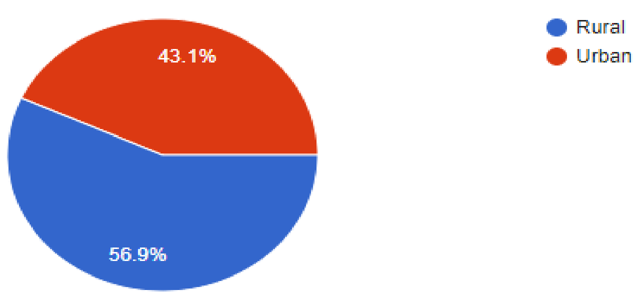


INTERPRETATION: Occupation of majority of customers are students and 35 percentage are private employee and 5 percentage of agriculture and remaining of government employees businessman assistant professors.

TABLE 3.5: AREA OF RESIDENCE:

Area of residence	Percentage	Response
Rural	56.90%	29
Urban	43.10%	22

FIG 3.5: AREA OF RESIDENCE:

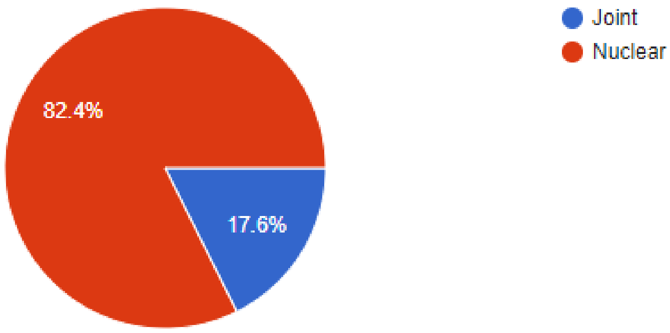


INTERPRETATIONS: 57 percentage of customers are rural people and 43 percentage of people are from urban area.

TABLE 3.6: NATURE OF FAMILY

Nature of family	Percentage	Response
Joint	82.40%	9
Nuclear	17.60%	42

FIG 3.6: NATURE OF FAMILY

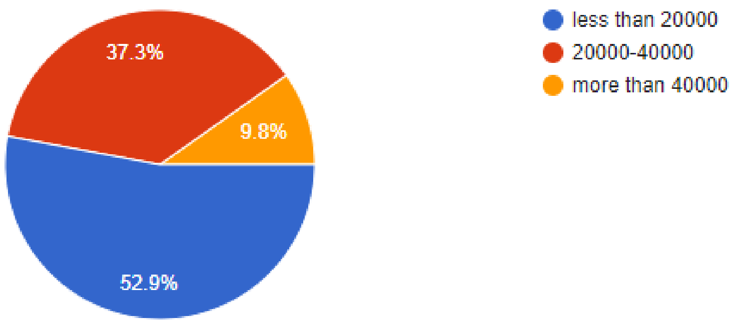


INTERPRETATION: 82 percentage are of nuclear family and 17 percentage of joint family 17 percentage are of joint family.

TABLE 3.7: MONTHLY INCOME

Monthly income	Percentage	Response
Less than 20,000	52.90%	27
20,000-40,000	37.30%	19
more than 40,000	9.80%	5

FIG 3.7: MONTHLY INCOME

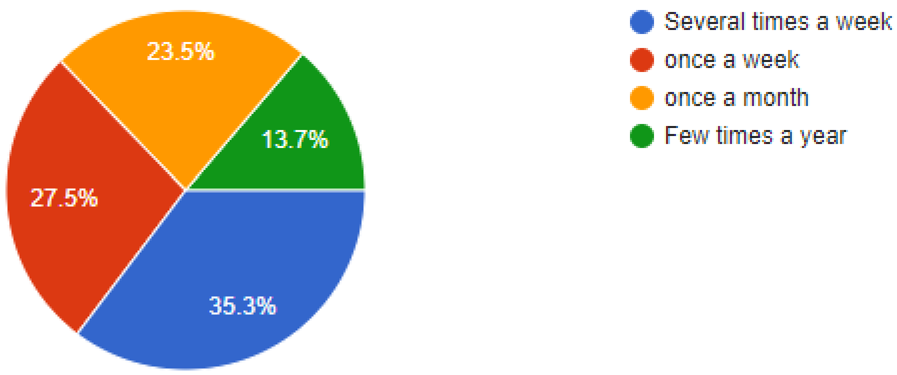


INTERPRETATION: Most of the customers belonging to monthly income of more than RS.40, 000 is 53 percentage. Customers who have monthly income of earning below RS.20,000 to 40,000 is 37 percentage and remaining earning income less than RS.20,000.

TABLE 3.8: Consumers buying organic product frequently

Buying organic product	Percentage	Response
Several times a week	35.30%	18
Once a week	27.50%	14
Once a month	23.50%	12
Few times a year	13.70%	7

FIG 3.8: Consumers buying organic product frequently



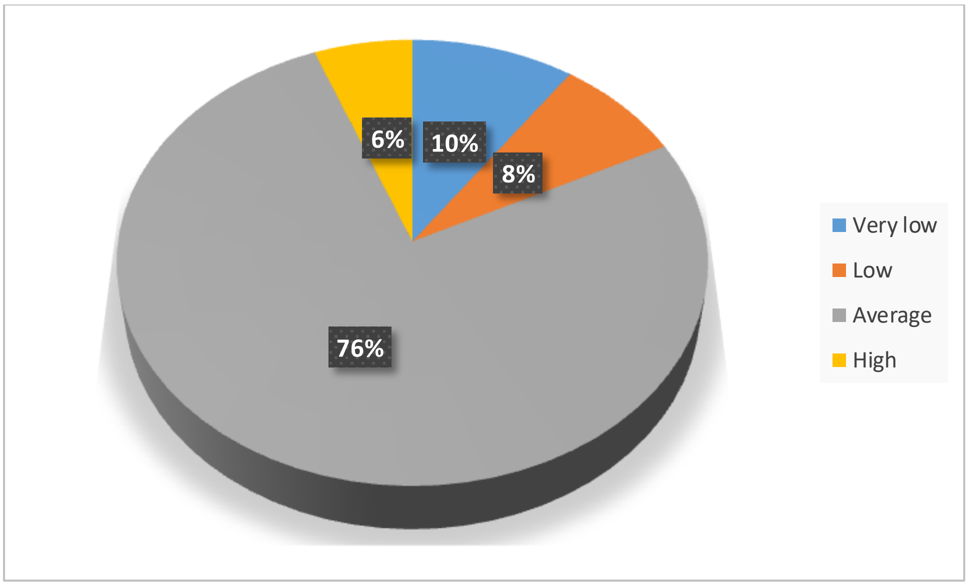
INTERPRETATION: (1)35 percentage of customers buy organic product several times a week and 27 percentage of customer's buy organic product once a week.

(2)23 percentage of customer's bio organic product once a month and remind 13 percentage buy few times a year. 76 percentage of customer rate purchase us average. 9.8 % of customers rate purchase very low and 7.8 % of customers repeat purchase are low and remaining 5 percentage of customer rate purchases as high.

TABLE 3.9: Rate your purchase

Rate your purchase	Percentage	Response
Very low	9.80%	5
Low	7.80%	4
Average	76.50%	39
High	5.90%	3

FIG 3.9: RATE YOUR PURCHASE

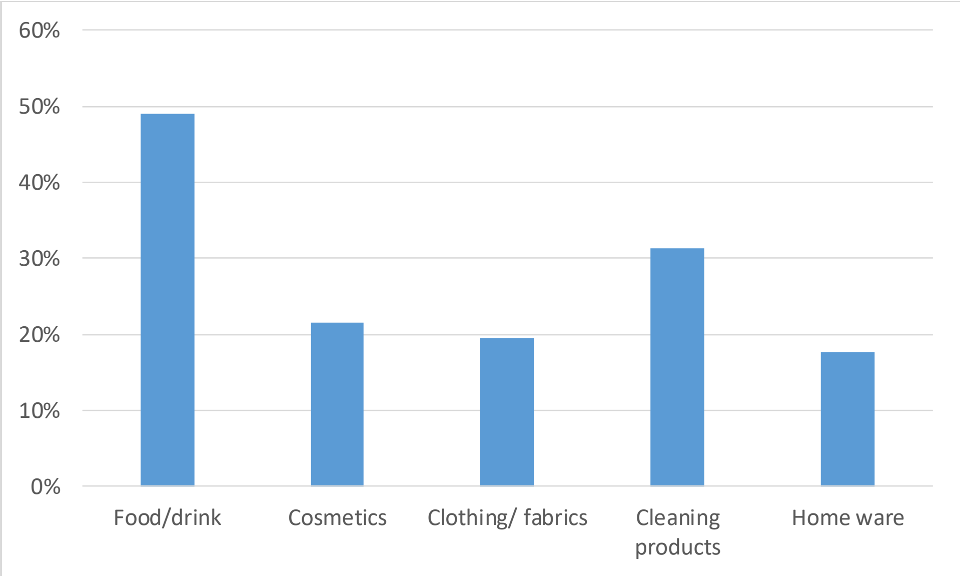


INTERPRETATION: 76% of customers make purchases on an average base, 10% of customer rate purchase is very low, 8% of consumer rate purchases are low and remaining 5% of customer purchase rate is high.

TABLE 3.10: KIND OF ORGANIC PRODUCT DO YOU BUY

Items	Percentage	Response
Food/drink	49%	45
Cosmetics	21.60%	11
Clothing/ fabrics	19.60%	10
Cleaning products	31.40%	16
Home ware	17.60%	9

FIG 3.10: KIND OF ORGANIC PRODUCT DO YOU BUY

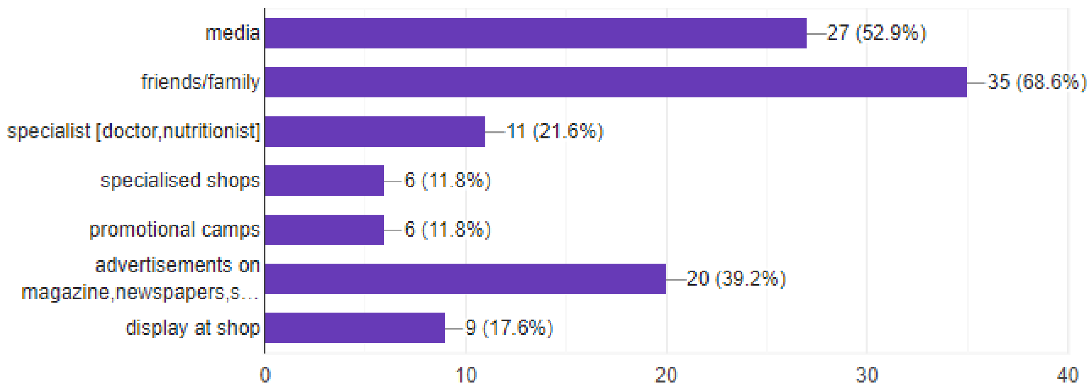


INTERPRETATION: 49% of consumer purchases food/drink, 12% of consumers purchase cosmetics, 11% of them purchases clothing's or fabrics, 18 %of them purchases cleaning products and rest 10% purchases home ware products.

TABLE 3.11: Please tick mark your source of awareness on organic product

Source of awareness	Percentage	Response
Media	52.90%	27
Friends/ family	68.60%	35
Specialist[doctors, nutrionist]	21.00%	11
Specialised shops	11.80%	6
Promotional camps	11.80%	6
Advertisement on media ,newspaper &magazine	39.20%	20
Display at shop	17.60%	9

FIG 3.11: Please tick mark your source of awareness on organic product

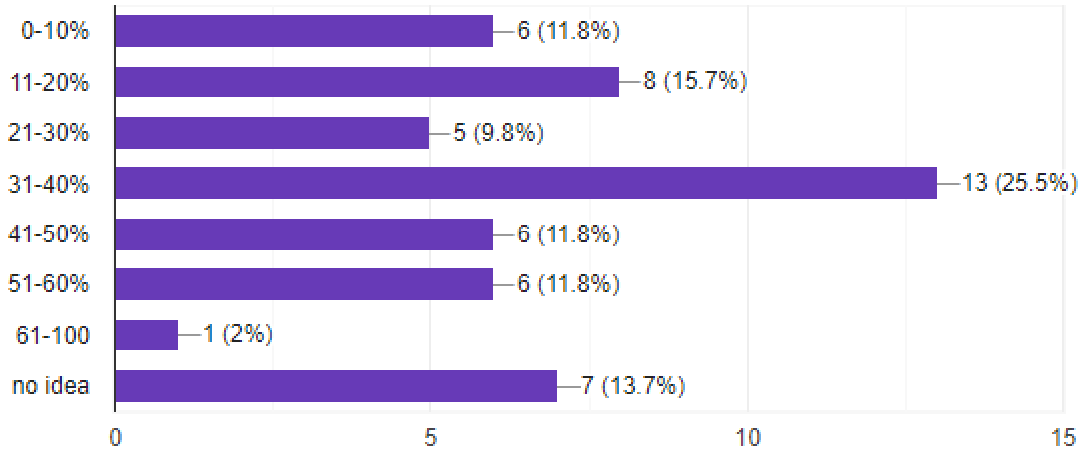


INTERPRETATION: 53% of consumers came to know from media, 69% of consumers came to know from friends or family.22% came to know from specialist, 12% of them got information from specialised shops. 12% from promotional camps, 39% from advertisements shown on magazines, newspaper, etc. and rest 9% from products displayed in shops.

TABLE 3.12: Percentage of product that you consume is organic

% of food consumed is organic	Percentage	Response
0-10	11.80%	6
11-20	15.70%	8
21-30	9.80%	5
31-40	25.50%	13
41-50	11.80%	6
51-60	11.80%	6
61-100	2.00%	1
No idea	13.70%	7

FIG 3.12: Percentage of food that you consume are organic



INTERPRETATION: 1)11.8% of consumers believe that 0-10% of product that they consume is organic.

2) 15.7% of consumers believe that 11-20% of product that they consume is organic.

3) 9.8 % of consumers believe that 21-30% of product that they consume is organic.

4) 25.5% of consumers believe that 31-40% of product that they consume is organic

5) 11.8% of consumers believe that 41-50% of product that they consume is organic.

6) 11.8% of consumers believe that 51-60% of product that they consume is organic.

7) 2% of consumers believe that 60-100% of product that they consume is organic.

8) 13.7% of consumers have no idea about what percentage of product they consume is organic.

TABLE 3.13: MOTIVATING FACTORS OF YOUR PRODUCT PURCHASED

TABLE 3.13.1: HEALTHIER

Most healthier	Percentage	Response
Most important	97.00%	34
Important	3.00%	17
Least important	0.00%	0
No importance	0.00%	0

TABLE 3.13.2: BETTER FLAVOUR

Better flavour	Percentage	Response
Most important	28.00%	15
Important	69.00%	35
Least important	1.00%	1
No importance	0.00%	0

TABLE 3.13.3: SAFER

Safer	Percentage	Response
Most important	63.00%	32
Important	33.00%	17
Least important	4.00%	2
No importance	0.00%	0

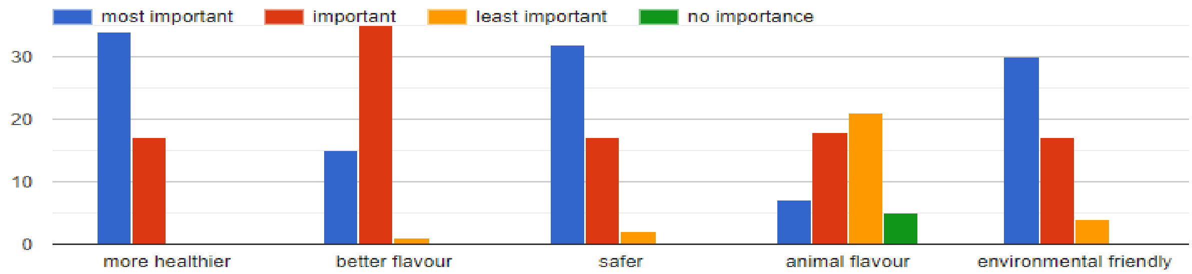
TABLE 3.13.4: ANIMAL FLAVOUR

Animal flavour	Percentage	Response
Most important	14.00%	7
Important	35.00%	18
Least important	41.00%	21
No importance	10.00%	5

TABLE 3.13.5: ENVIRONMENTAL FRIENDLY

Environmental friendly	Percentage	Response
Most important	59.00%	30
Important	33.00%	17
Least important	8.00%	4
No importance	0.00%	0

FIG 3.13: MOTIVATING FACTORS OF YOUR PRODUCT PURCHASED



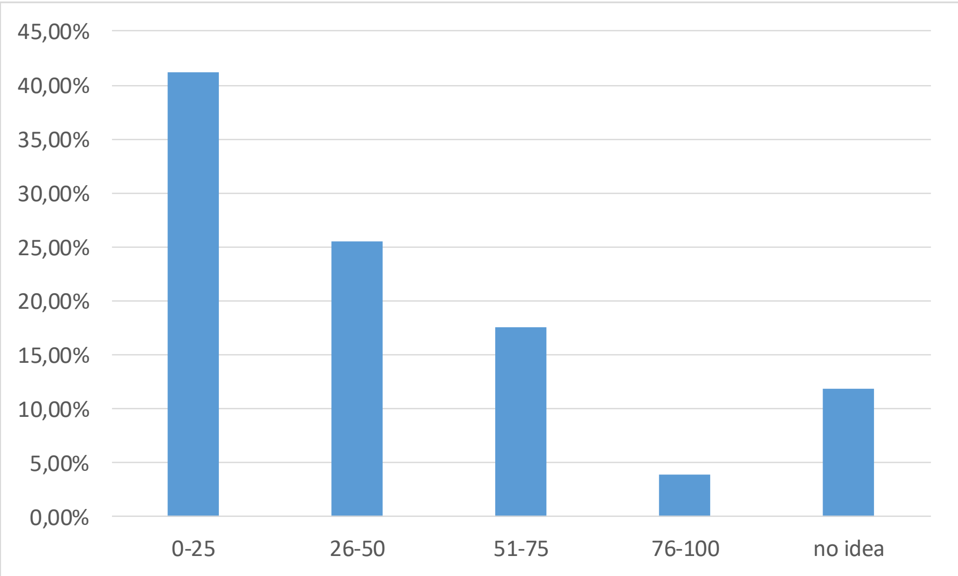
INTERPRETATION:

1. Healthier: About 97% of consumers says that it is most important, 3% says important.
2. BETTER FLAVOUR: About 28% of consumers says that it is most important, 69% says important and 1% says that it is least important.
3. SAFER: About 63% of consumers says that it is most important, 3% says important and 4% says that it is least important.
4. ANIMAL FALVOUR: About 14% of consumers says that it is most important, 35% says important, 41% says that it is least important and 10 % says that it has no importance.
5. ENVIRONMENTAL FRIENDLY: About 59% of consumers says that it is most important, 33% says important and 8% says that it is least important.

TABLE 3.14: ORGANIC PRODUCT THAT YOU PURCHASED IS IMPORTED

% of product is imported	Percentage	Responses
0-25	41.20%	21
26-50	25.50%	13
51-75	17.60%	9
76-100	3.90%	2
no idea	11.80%	6

FIG 3.14: ORGANIC PRODUCT THAT YOU PURCHASED IS IMPORTED



INTERPRETATION: 1) 41.2% of consumers believe that 0-25 percent of organic product that they purchase is imported.

2) 25.5 % of consumers believe that 26-50 percent of organic product that they purchase is imported.

3) 17.6% of consumers believe that 51-75 percent of organic product that they purchase is imported.

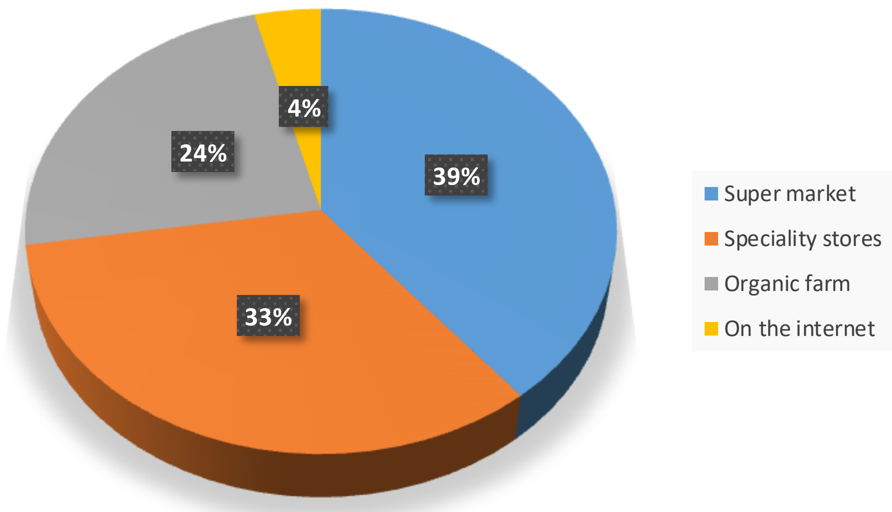
4) 3.9% of consumers believe that 76-100 percent of organic product that they purchase is imported.

5) Rest 11.8 % has no idea whether their product tis imported or not.

TABLE 3.15: THE PLACE WHERE YOU PREFER TO BUY

Prefer to buy	Percentage	Responses
Super market	39.20%	21
Speciality stores	33.30%	13
Organic farm	23.50%	9
On the internet	3.99%	2

FIG 3.15: PLACE THAT CONSUMERS PREFER TO BUY ORGANIC PRODUCTS



INTERPRETATION: 1) 39.2% of consumers prefer to buy from supermarket.

2) 33.3% of consumers prefer to buy from speciality store.

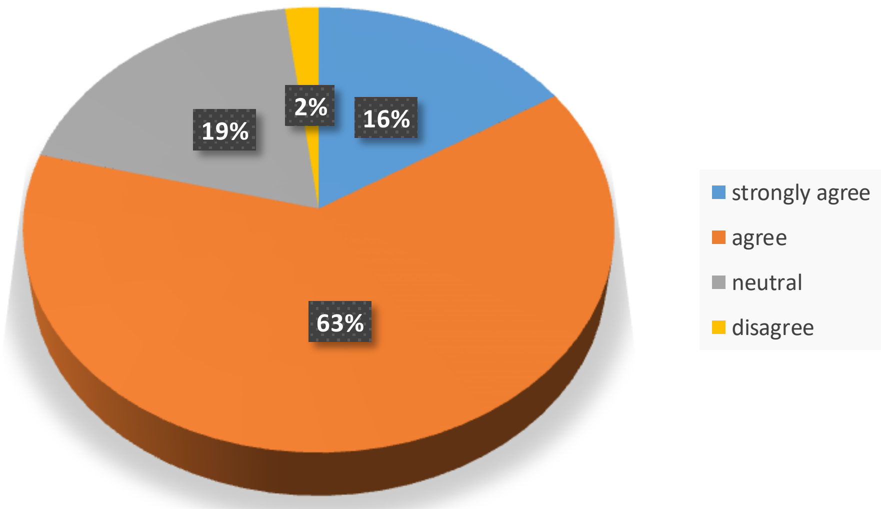
3) 33.5% of consumers prefer to buy from organic farm.

4) 23.5% of consumers prefer to buy from online.

TABLE 3.16: YOUR FAMILY AND FRIENDS' ADVICE HAS INFLUENCED YOUR PURCHASE DECISION

Purchase decision	Percentage	Responses
strongly agree	16.00%	8
agree	63.00%	32
neutral	19.00%	10
disagree	2.00%	1
strongly disagree	0.00%	0

FIG 3.16: YOUR FAMILY AND FRIENDS' ADVICE HAS INFLUENCED YOUR PURCHASE DECISION



INTERPRETATION: 1)16% of consumers strongly agrees that their family and friend's decision has influenced their purchase decision.

2)63% of consumers agrees that their family and friend's decision has influenced their purchase decision.

3) 19% of consumers says that their family and friend's decision has not influenced their purchase decision.

4)2% of consumers disagrees that their family and friend's decision has influenced their purchase decision.

5)0% of consumers strongly disagrees that their family and friend's decision has influenced their purchase decision.

TABLE 3.17: RATE YOUR OPINION ABOUT ORGANIC PRODUCT

TABLE 3.17.1: HEALTHIER

Healthier	Percentage	Response
Strongly agree	58%	29
Agree	36%	18
Neutral	4%	2
Disagree	2%	1
Strongly disagree	0%	0

TABLE 3.17.2: TASTIER

Tastier	Percentage	Response
Strongly agree	25%	13
Agree	57%	29
Neutral	14%	7
Disagree	2%	1
Strongly disagree	2%	1

TABLE 3.17.3: CLEANER

Cleaner	Percentage	Response
Strongly agree	32%	16
Agree	50%	25
Neutral	14%	7
Disagree	2%	1
Strongly disagree	2%	1

TABLE 3.17.4: NATURAL

Cleaner	Percentage	Response
Strongly agree	32%	23
Agree	50%	17
Neutral	14%	7
Disagree	2%	1
Strongly disagree	2%	2

TABLE 3.17.5: MORE FRESH

Cleaner	Percentage	Response
Strongly agree	34%	17
Agree	50%	25
Neutral	14%	7
Disagree	2%	1
Strongly disagree	0%	0

TABLE 3.17.6: CHEMICAL FREE

Chemical free	Percentage	Response
Strongly agree	49%	24
Agree	37%	18
Neutral	8%	4
Disagree	2%	1
Strongly disagree	4%	2

TABLE 3.17.7: RICH NUTRIENT

Rich nutrient	Percentage	Response
Strongly agree	32%	16
Agree	42%	21
Neutral	20%	10
Disagree	2%	1
Strongly disagree	4%	2

TABLE 3.17.8: IDEAL FOR CHILDREN & ADULT

Rich nutrient	Percentage	Response
Strongly agree	37%	18
Agree	49%	24
Neutral	10%	5
Disagree	4%	2
Strongly disagree	0%	0

TABLE 3.17.9: SUPPORT FOR LOCAL FARMERS

Rich nutrient	Percentage	Response
Strongly agree	36%	18
Agree	40%	20
Neutral	22%	11
Disagree	4%	1
Strongly disagree	0%	0

TABLE 3.17.10: FASHION TO CONSUME

Rich nutrient	Percentage	Response
Strongly agree	20%	10
Agree	43%	21
Neutral	27%	13
Disagree	4%	2
Strongly disagree	6%	3

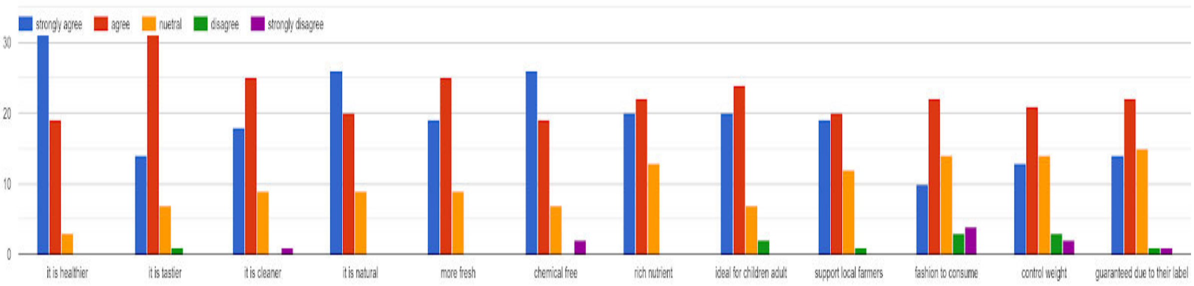
TABLE 3.17.11: CONTROL WEIGHT

Rich nutrient	Percentage	Response
Strongly agree	24%	12
Agree	39%	19
Neutral	29%	14
Disagree	4%	2
Strongly disagree	4%	2

TABLE 3.17.12: GURANTEED DUE TO THEIR LABEL

Rich nutrient	Percentage	Response
Strongly agree	28%	14
Agree	42%	21
Neutral	26%	13
Disagree	2%	1
Strongly disagree	2%	1

FIG 3.17: Please rate your opinion about organic products



INTERPRETATION:

1. Healthier: 58% strongly agreed, 36% agree, 4% neutral, 2% disagree of consumers that consumption of organic product is due to health status.
2. Tastier: 25% strongly agreed, 57% agree, 14% neutral, 2% disagree of consumers and 2% strongly disagree that consumption of organic product is due to taste.
3. Cleaner: 32% strongly agreed, 50% agree, 14% neutral, 2% disagree of consumers and 2% strongly disagree that consumption of organic product is due to that they are clean.
4. Natural: 32% strongly agreed, 50% agree, 14% neutral, 2% disagree of consumers and 2% strongly disagree that consumption of organic product is due to that they are natural.
5. More fresh: 34% strongly agreed, 50% agree, 14% neutral, 2% disagree of consumers that consumption of organic product is due to that they are fresher.

6. Chemical free: 49% strongly agreed, 37% agree, 8% neutral, 2% disagree of consumers and 4% strongly disagree that consumption of organic product is due to that they are chemical free.
7. Rich nutrient: 32% strongly agreed, 42% agree, 20% neutral, 2% disagree of consumers and 4% strongly disagree that consumption of organic product is due to that they have rich nutrients.
8. Ideal for children and adult: 37% strongly agreed, 49% agree, 10% neutral, 4% disagree of consumers that consumption of organic product is due to that they are ideal for children and adults.
9. Support for local farmers: 36% strongly agreed, 40% agree, 22% neutral, 4% disagree of consumers that consumption of organic product is to support local farmers.
10. Fashion to consume: 20% strongly agreed, 43% agree, 27% neutral, 4% disagree of consumers and 6% strongly disagree that consumption of organic product is a fashion.
11. Control weight: 20% strongly agreed, 39% agree, 29% neutral, 4% disagree of consumers and 4% strongly disagree that they consume as it controls weight.
12. Guaranteed due to their label: 28% strongly agreed, 42% agree, 26% neutral, 2% disagree of consumers and 2% strongly disagree that consumption of organic product due to they are guaranteed by label.

TABLE 3.18: Indicate the reason for not buying organic product

TABLE 3.18.1: EXPENSIVE

Expensive	Percentage	Response
Most important	40%	14
Important	29%	19
Least important	2500%	12
Not important	6%	3

TABLE 3.18.2: HARD TO FIND /NOT AVAILABLE

Hard to find/ not available	Percentage	Response
Most important	30%	15
Important	52%	26
Least important	16%	8
Not important	2%	1

TABLE 3.18.3: I DONOT TRUST THAT THEY ARE ORGANIC &ORGANIC PRODUCT CERTIFICATION ARE NOT RELAIBLE

Trust &certification	Percentage	Response
Most important	27%	14
Important	47%	24
Least important	22%	11
Not important	4%	2

TABLE 3.18.4: I am used to buy conventional products

Buy conventional food	Percentage	Response
Most important	18%	9
Important	51%	26
Least important	23%	12
Not important	8%	4

TABLE 3.18.5: THEY DO NOT HAVE ATTRACTIVE APPEARANCE

ATTRACTIVE	Percentage	Response
Most important	20%	10
Important	39%	20
Least important	20%	10
Not important	21%	11

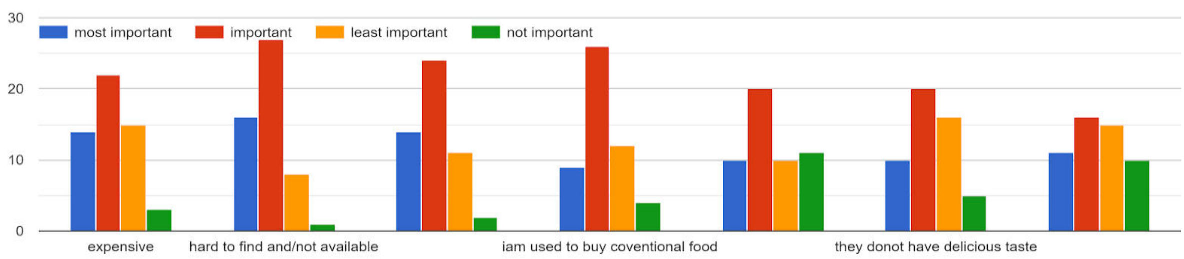
TABLE 3.18.6: THEY DO NOT HAVE DELICIOUS TASTE

DELICIOUS FOOD	Percentage	Response
Most important	20%	10
Important	39%	20
Least important	31%	16
Not important	21%	5

TABLE 3.18.7: I AM NOT THE PERSON WHO DOES FOOD SHOPING

FOOD SHOPING	Percentage	Response
Most important	22%	11
Important	32%	16
Least important	28%	14
Not important	18%	9

FIG 3.18: Please indicate why you do not purchase organic product as often as you wish?



INTERPRETATION:

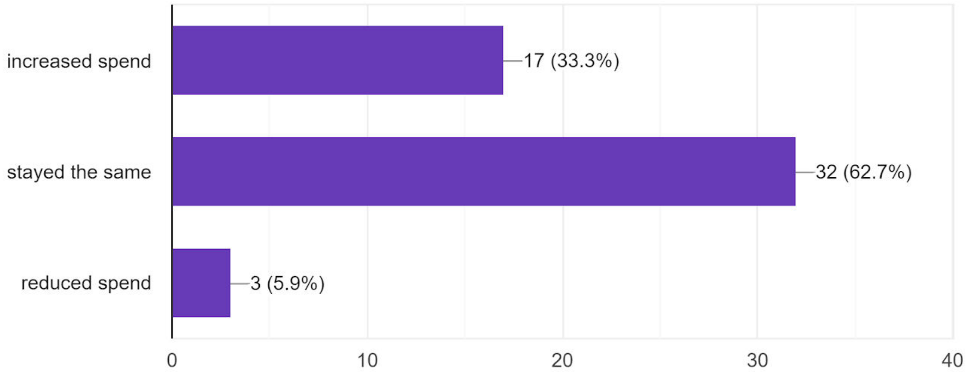
I. Expensive: About 40% of consumers says that it is most important, 29% says important and 25% says that it is least important and 6% as no importance.

II. Hard to find/ not available: About 30% of consumers says that it is most important, 52% says important and 16% says that it is least important and 6% as no importance.
III. I do not trust that they are organic and organic product certification are not reliable: About 27% of consumers says that it is most important, 47% says important and 22% says that it is least important and 4% as no importance.
IV. I am not used to buy conventional product: About 18% of consumers says that it is most important, 51% says important and 23% says that it is least important and 8% as no importance.
V. They do not have attractive appearance: About 20% of consumers says that it is most important, 39% says important and 20% says that it is least important and21% as no importance.
VI. They do not have delicious taste: About 20% of consumers says that it is most important, 39% says important and 31% says that it is least important and 21% as no importance.
VII. I am not the person who does food shopping: About 22% of consumers says that it is most important, 32% says important and 28% says that it is least important and 18% as no importance.

TABLE 3.19: THE ECONOMIC DOWNTURN AFFECTED YOUR ORGANIC PRODUCT PURCHASES

Affect purchase	Percentage	Response
increased spend	62%	17
stayed same	34%	31
reduced spending	4%	2

FIG 3.19: THE ECONOMIC DOWNTURN AFFECTED YOUR ORGANIC PURCHASES



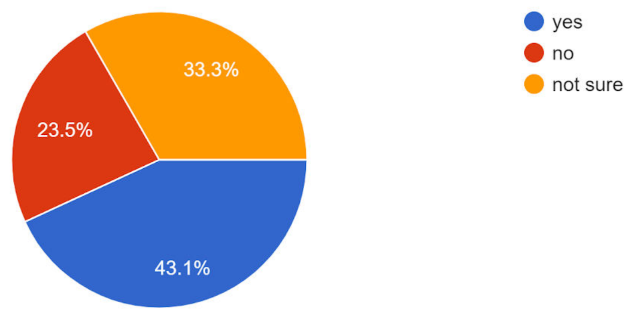
INTERPRETATION: 62.7% of consumers say that their spending has stayed the same, 33.3% of consumers say that their spending has increased and rest 5.9% of consumer says that their spending has decreased.

TABLE 3.20: IF THE PRICE OF PRODUCT CONTINUED TO RISE, WOULD YOU CONTINUE TO PURCHASE

Continue to purchase	Percentage	Response
Yes	39%	22
Not sure	30%	17
No	30%	17

FIG 3.20: If the price of product continued to rise, would you continue to purchase

;

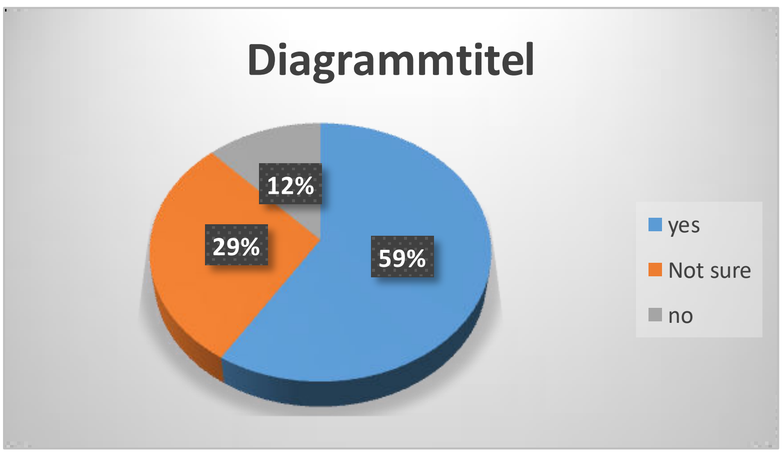


INTERPRETATION: 43.1% of consumers says that they would continue purchase even if the price rises, 23.5% of consumers says that would not continue purchase if price rises and 33.3% of consumers are not sure whether they will continue to purchase.

TABLE 3.21: BELIEVE THE INFORMATION PUBLISHED ABOUT ORGANIC ADVANTAGE

Believe	Percentage	Response
Yes	59%	30
Not sure	29%	15
No	12%	6

FIG 3.21: BELIEVE THE INFORMATION PUBLISHED ABOUT ORGANIC ADVANTAGE

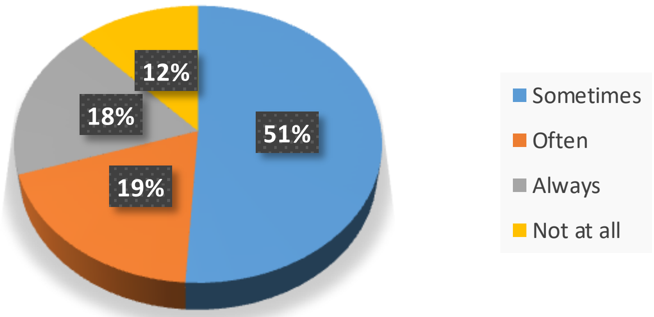


INTERPRETATION: 59% of consumers believe the information given about organic product advantage. 29% of consumers are not sure and rest 12% of consumers will not believe the information given about organic product advantage.

TABLE 3.22: REPEAT YOUR PURCHASE OF ORGANIC PRODUCTS

Repeat purchase	Percentage	Response
Sometimes	51%	26
Often	19%	10
Always	18%	9
Not at all	12%	6

FIG 3.22: REPEAT YOUR PURCHASE OF GREEN PRODUCTS?

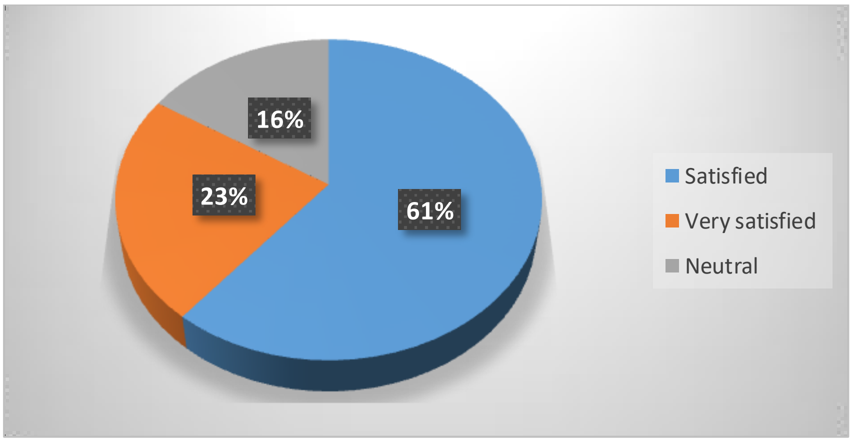


INTERPRETATION: 51% of consumers say that sometimes they would repeatedly purchase organic products, 19% of consumers say that often they would repeatedly purchase organic products, 18% of consumers say that always they would repeatedly purchase organic products, 12% of consumers say that they would not repeatedly purchase organic products.

TABLE 3.23: YOUR LEVEL OF SATISFACTION REGARDING GREEN PRODUCTS

Satisfaction of product	Percentage	Response
Satisfied	61%	31
Very satisfied	23%	12
Neutral	16%	8
Disagree	0%	0

FIG 3.23: your level of satisfaction regarding green products?



INTERPRETATION: 23% of consumers have very much satisfaction, 61% of consumers have just satisfaction and rest 16% of consumer's satisfaction is neutral.

TABLE 3.24: CONSIDER USING ORGANIC PRODUCTS IN THE FUTURE?

Consider green product in future	Percentage	Response
Always	56.90%	29
Sometimes	41.2%	21
Not at all	1.9	1

FIG 3.23: CONSIDER USING ORGANIC PRODUCTS IN THE FUTURE

INTERPRETATION: From the table and fig it is clear that 57% of consumer will surely consider organic product while purchasing, 41% will considered sometimes and 2% of consumers will not consider at all during purchase.

CHAPTER 4

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

1) Most of the customers are male. The percentage of male customers are more.

2) Most of the customers are between ages of below 30, which is 84.3%.

3) Most of the customers are graduate.

4) Majority of the customers are found to be students with an increase of 49%.

5) Most of the customers are from rural areas.

6) Majority of the customers are found with nuclear family.

7) Majority of the customers earn their monthly income at less than 20,000.

8) Most of the people buy organic products several times in a week.

9) Most of the customers rate their purchase by saying average.

10) Majority of the customers prefer to buy organic substances like food/drinks.

11) Most of the customers says that they get information about organic products from their family and friends.

12) 31-40% of customers believed that the product they consume is organic.

13) 41.2% of consumers says that about 25% of organic product that they purchase is imported.

14) The motivating factors of your food purchased ,In most healthier basis 97% is most important, In safer basis most of them prefer most important, In animal flavour there is an increase in least important and In environment friendly most of them prefer most important.

15) Most of the customers (39.2%) prefer to buy organic products from supermarkets.

SUGGESTIONS:

- More organic products should be provided in urban areas.
- Purchase rates should be made higher by increasing the awareness.
- Organic cleaning products should be produced more.
- Awareness of organic products should be given through different media outlets.

- The motivating factor of purchasing organic products should be the 'safety' factor.

- Super markets should provide more organic products.

- Organic products should be made less expensive.

- Organic products should have government certification to make it more reliable.

- Government should provide more incentives for organic products.

- The government should provide loans for the farmers to produce organic products for their wellbeing.

Conclusion:

Every organic products had a unique image in the minds of the people. It provides certain values which make the organic products higher than the other non-organic products in the market. From the study it is seen that the people prefer organic products other than conventional products in the market as it has got better quality. The cost of organic products are more as compared to other non-organic products in the market but people choose for organic products without considering the cost. From the study it can see that people are ready to spend any amount of money for organic products.

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ANNEXURE:

A STUDY ON CONSUMER'S PREFERENCE TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO ORGANIC PRODUCTS

Gender: ○ Male ○ Female

Age group:

- Below 30
- 31-40
- 41-50
- 51-60
- 60 above.

Educational qualification:

- Schooling
- Graduate
- Post graduate
- Others:___________

Occupation:

- Student
- Agriculture
- Private employee
- Govt. employee
- Business
- Others:______

Area of residence:

- Rural
- Urban

Nature of family

- Joint
- Nuclear

Monthly income

- Less than 20,000
- 20,000-40,000
- 40,000 above

How often do you buy organic products? [Food/ Manufacture]

- ☐ Several times a week
- ☐ Once a week
- ☐ Once a month
- ☐ Few times a week

How do you rate your purchase?

- ☐ Very low
- ☐ Low
- ☐ Average
- ☐ High

Please tick mark your source of awareness on organic products?

- Media
- Friends/Family
- Specialist [Doctors, Nutritionist]
- Specialised shops
- Promotional camps
- Advertisement on magazine, newspaper, social media
- Display at shop
- Others:________

Please indicate why you don't purchase organic product as often as you wish?

	Most important	important	Least important	No importance
Expensive	☐	☐	☐	☐
Hard to find and /not available	☐	☐	☐	☐
I do not trust that they are organic and organic product certification are not reliable	☐	☐	☐	☐
I used to buy conventional food	☐	☐	☐	☐
They do not have attractive physical appearance	☐	☐	☐	☐

What kind of organic products do you buy?

- ☐ Food /Drinks
- ☐ Cosmetics
- ☐ Clothing /Fabrics
- ☐ Cleaning products
- ☐ Home wares
- ☐ Others: _________

What are the motivating factors of your organic product purchases?

	Most important	important	Least important	No importance
More healthier	☐	☐	☐	☐
Better flavour	☐	☐	☐	☐
Safer	☐	☐	☐	☐
Animal flavour	☐	☐	☐	☐
Environmental friendly	☐	☐	☐	☐

What percentage of food that you consume is organic?

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-100%
- No idea

Please rate your opinion about organic product

I buy because:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
it is healthier	☐	☐	☐	☐	☐
It is tastier	☐	☐	☐	☐	☐
It is cleaner	☐	☐	☐	☐	☐
It is natural	☐	☐	☐	☐	☐
More fresh	☐	☐	☐	☐	☐
Chemical free	☐	☐	☐	☐	☐
Rich nutrient	☐	☐	☐	☐	☐
Ideal for children &adult	☐	☐	☐	☐	☐
Support for local farmers	☐	☐	☐	☐	☐

Fashion to consume	☐	☐	☐	☐	☐
Control weight	☐	☐	☐	☐	☐
Guaranteed due to their label	☐	☐	☐	☐	☐

_________of organic product that you purchased is imported?

- 0-25%
- 26-50%
- 51-75%
- 76-100%
- No idea

Where do you prefer to buy organic products?

- Super market
- Organic product speciality shops
- On the internet
- Organic farm
- Others:_____________

Whether your family and friends' advices has influenced your purchase decision?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

How often do you repeat your purchase?

- Not at all
- Sometimes
- Often
- Always

In what ways has the economic downturn affected your organic purchases?

- ☐ Increased spending
- ☐ Stayed at the same
- ☐ Reduced spending

If the price of the product continued to rise, would you continue to purchase?

- Yes
- No
- Not sure

Do you believe the information published about organic advantage?

- Yes
- No
- Not sure

Please rate your opinion about organic product

I buy because:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
it is healthier	☐	☐	☐	☐	☐
It is tastier	☐	☐	☐	☐	☐
It is cleaner	☐	☐	☐	☐	☐
It is natural	☐	☐	☐	☐	☐
More fresh	☐	☐	☐	☐	☐
Chemical free	☐	☐	☐	☐	☐
Rich nutrient	☐	☐	☐	☐	☐
Ideal for children &adult	☐ v	☐	☐	☐	☐
Support for local farmers	☐	☐	☐	☐	☐

Fashion to consume	☐	☐	☐	☐	☐
Control weight	☐	☐	☐	☐	☐
Guaranteed due to their label	☐	☐	☐	☐	☐

What are the motivating factors of your organic product purchases?

	Most important	important	Least important	No importance
More healthier	☐	☐	☐	☐
Better flavour	☐	☐	☐	☐
Safer	☐	☐	☐	☐
Animal flavour	☐	☐	☐	☐

Environmental friendly	☐	☐	☐	☐

Please indicate why you don't purchase organic product as often as you wish?

	Most important	important	Least important	No importance
Expensive	☐	☐	☐	☐
Hard to find and /not available	☐	☐	☐	☐
I do not trust that they are organic and organic product certification are not reliable	☐	☐	☐	☐
I used to buy conventional food	☐	☐	☐	☐
They do not have attractive physical appearance	☐	☐	☐	☐

Do you repeat your purchase of green products?

- Not at all
- Sometimes
- Often
- Always

How will you describe your level of satisfaction regarding organic products?

- Very much satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very much dissatisfied

Will you consider using green products in the future?

- Sometimes
- Not at all
- Always