



A Study on Consumer Perception and Attitude Towards Organic Products With Reference to Western Districts of Tamilnadu – an Approach

KEYWORDS

Organic products, Cultivable, Organic farming, Export market.

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ABSTRACT *Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market.*

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.

Currently India ranks 10th among the top ten countries in terms of cultivable land under organic certification. The certified area includes 15% cultivable area with 0.72 million Hectare and rest 85% (3.99 million Hectare) is forest and wild area for collection of minor forest produces. The total area under organic certification is 4.72 million Hectare (2013-14).

What Is Organic?

Organic foods are foods produced by organic farming. Organic farming in general features cultural, biological and mechanical practices that foster cycling of resources, conserve biodiversity and promote ecological balance and conserve biodiversity. It is produced in a way that complies with organic standards set by national and international organizations. While the standards differ worldwide in general organic foods are also not processed using irradiation, industrial solvents or synthetic food additives.

There is a widespread customer belief is that organic food is safer, more nutritious and tastes better than conventional food. Such beliefs have fueled increased demand for organic food despite higher prices and difficulty in confirming the claimed benefits scientifically.

OBJECTIVES OF THE STUDY

- To study the consumer Awareness about organic products
- To know about the consumer Attitude towards organic products

THE SIGNIFICANCE OF THE STUDY

Organic food has become very popular and important nowadays. But navigating the maze of organic food labels, benefits, and claims can be confusing. Is organic food really healthier? Making a commitment to healthy eating is a great start towards a healthier life. Beyond eating more fruits, vegetables, whole grains, and good fats, however, there is the question of food safety, nutrition, and sustainability. How foods are grown or raised can impact both your health and the environment. There lies the importance of Organic foods.

WESTERN DISTRICTS OF TAMILNADU

The study area includes Krishnagiri, Salem, Erode, Namakkal, Karur, Dindigul, Tiruppur, Coimbatore and Nilgris.

RESEARCH METHODOLOGY

For this study primary and secondary data was used. For the primary data, the respondents from 9 districts out of where 300 respondents were contacted personally for data collection. The respondents were personally contacted for data collection. The information was entered into a structured questionnaire where they were asked to rank the factors which were impeding the consumer perception and attitude.

LIMITATIONS OF THE STUDY

The study is limited to Western Districts; hence the whole universe is restricted to certain limits.

Personal bias and time constraint also the reason for the study

ANALYSIS

S.no	Factor	Number of Respondents	Percentage
1	Aware that organic products are available in the market	75	25%
2	Aware that use of organic products leads to better health	54	18%
3	Aware that organic products are healthier	42	14%
4	Aware that Eco labels in organic products	39	13%
5	Aware that manufacturers reluctant in implementing organic product concept	27	9%
6	Aware that organic products are accessible in the market	27	9%
7	Aware that the uses of organic products	18	6%
8	Other Factors	18	6%

Total	300	100%
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Source: Primary Data

FACTORS IMPEDING THE USE OF CONSUMER PERCEPTION AND ATTITUDE TOWARDS ORGANIC PRODUCTS – KEY FINDINGS

1. Aware that organic products are available in the market

This obviously the prime factor about organic products and their availability in the market. About 25% of the respondents were aware about organic products because it plays an important role in the health considerations

2. Aware that use of organic products leads to better health

About 18% of the respondents were aware that the product leads to better health. There are lot of proven evidences that nowadays organic products gives more healthy and chemical free which is a better products preferred by all.

3. Aware that organic products are healthier

It was opined that 14% of the respondents feel that organic products are healthier. Many of them are aware that health is wealth. The concept goes by organic products are healthier.

4. Aware that Eco labels in organic products

Eco labels are important with 100% veg in Toto with the USDA certification. Labeling plays an important role in the marketing, 13% of the respondents aware that the Eco labels plays an important and safety roles for the products.

5. Aware that manufacturers reluctant in implementing organic product concept

A meager 9% of the respondents are were reluctant in implementing the organic product concept because they go by conventional ways.

6. Aware that organic products are accessible in the market

More awareness programmes to be conducted related to accessibility of organic products. only 9% were aware that the organic products are accessible in the market.

7. Aware that the uses of organic products

The awareness of the organic products and its uses and thorough knowledge about the organic products will be known only to the extent of 6%. More awareness programmes, Trade fairs, exhibitions, Campaigns are to be conducted to bring more awareness.

8. Other factors

Other factors includes cost of organic products, Accessibility, range of products, substitutes etc. also act as stumbling blocks in ensuring perception and attitude of the consumers.

CONCLUSION

Organic products play a significant role in the market. The products have a paradigm in its awareness and accessibility. Consumers are more aware but they are reluctant in cost and availability about the range of products. More awareness and demonstrations have to be conducted about the organic products.

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