

Impact of Organic Food Products Among The Public In Coimbatore City

Dr. Rama Sethu¹, Visnu K²

^{1,2}Dept of COMMERCE

^{1,2}SRI KRISHNA ADITHIYA COLLEGE OF ARTS AND SCIENCE

I. INTRODUCTION

Introduction

Consumers are more interested in "the green aspect" of items, as well as their impact on the environment, as human awareness for the natural environment grows. On the other hand, customers' primary concerns in purchasing things, particularly food, are becoming increasingly health-related. This appears to be the primary motivator for people to buy organic foods .

Food is our body's fuel but health required healthy food. The Indian food business is on the verge of a massive expansion, with its share of global food commerce expanding year after year. Because of its tremendous potential for value addition, the food business in India has emerged as a high-growth and high-profit sector, particularly in the food processing industry. The Indian food market is the sixth largest in the world, with retail accounting for 70% of totalsales. The Indian food processing sector, which accounts for 32 percent of the country's overall foodmarket and is rated fifth in terms of production, consumption, export, and predicted growth, is one of the country's largest industries.

OBJECTIVE OF STUDY

- To study the introduction & design.
- To study the review of literature and perceive of organic food products.
- To explore the preference on organic food products preference.
- To analyze the preference of the consumer.

STATEMENT OF THE PROBLEMS

In today's fast-paced world, with food options aplenty, it's become increasingly crucial to question what we consume and the long-term effects it has on our health. Over the years, organic products have emerged as an enticing alternative, promising various benefits such as improved nutrition

reduced exposure to harmful chemicals, and enhanced environmental sustainability.

Despite the numerous benefits of organic products, accessibility and affordability remain key challenges. Organic products tend to be more expensive than conventional options due to the additional labour and expertise required for organic farming practices. This cost disparity can limit access to healthier food choices for certain socio-economic groups.

SCOPE OF THE STUDY

The scope of this study is to explore the impact of organic products on people. Organic products have become increasingly popular in recent years, as more and more consumers are becoming a ware of the potential benefits they offer. This study will delve into the various ways in which organic products affect people, from their health benefits to their environmental impact. It will also address any potential drawbacks or concerns associated with organic products.

LIMITATIONS OF THE STUDY

- The survey was limited to Coimbatore region only, so it cannot be generalized to all the cities and sample size is 109.
- At most care taken by the researches to choose the correct information from the respondents.

RESEARCH METHODOLOGY

RESEARCH

The purpose of the study is to find out customer satisfaction services provided by research. In the study the unit of analysis is consumer satisfaction questionnaire survey was conducted in this study to collect analysis was conducted from information collected through questionnaire

RESEARCH DESIGN

A research design is purely and simply a basic them work or plan for a study that guides the collection of data and

analysis of the data. In this, the merchant has adopted descriptive research design in collection and analyzing the data.

SAMPLING TECHNIQUES

Sampling is a technique or method of selection of samples. Convenient sampling method is used. The researcher has taken 109 samples form customer.

SAMPLE SIZE

The sample size was limited to a number of 109 respondents

AREA OF THE STUDY

The area of the study comprises of the geographical area in which the study was conducted and in the case it is limited.

COLLECTION OF DATA:

Data collection is a process of gathering and measuring information on variables of Interest, in an established systematic fashion that enables one to answer stated research, questions and evaluate outcomes.

PRIMARY DATA

Primary data is in the form of "raw materials to which statistical methods are applied of the purpose of analysis and interpretation, Primary data were collected from customers through structured questionnaire.

SECONDARY DATA

Secondary data are in the form of finished product has already been treated statistically in some of the other The secondary data mainly consist of data and information collected records from books, journals and Websites.

PERIOD OF STUDY

The study was completed over a period of nearly 90 days.

TOOLS USED

The tools that I have used in my project is only one that is percentage method. In this method we have one basic formula to calculate it.

PERCENTAGE ANALYSIS

The expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economics statistics, Percentages are useful to clarify for the purpose of aiding comparison.

II. REVIEW OF LITERATURE

According to (Yang, 2022) The goal of this research is to look into the elements that drive customer attitudes about organic food in a rapidly increasing sector, as well as how that attitude influences consumer purchase intent. health consciousness, consumer knowledge and personal norms obviously showed their impacts on Chinese consumer attitude.

According to (Jyoti Rana, 2019), consumers in developing countries are eager to buy organic food, which is popular in wealthy countries. The lack of adequate distribution and promotion networks has a significant impact on organic food availability while also providing a chance to improve organic food accessibility. The need to purchase organic food to improve the quality of life will have huge implications for the retail, distribution and marketing functions of business.

III. PROFILE OF OGANIC FOOD PRODUCT

History

The word "organic" refers to the way farmers grow and process all agricultural products like fruits, vegetables, grains, dairy products and meat. Organic farming encourages soil and water conservation and helps in reducing pollution. Animals on organic farms are not given growth hormones or antibiotics. Since they are raised on organic farms they do not receive chemicals from the soil or in food they eat. This kind of farming is ecologically balanced. Organic foods are grown without the use of synthetic pesticides, insecticides and herbicides and no genetically modified products are used.

Current Trends For Organic Foods

Because of its popularity, the organic industry grew at a fast pace since the mid-1980s. Throughout the 1990s in the United States, the organic industry grew by 20 percent annually. Similar trends were observed in regions where affluent and educated consumers support environmentally sound production programs, small family farms, locally grown produce, and products free of pesticide residues or bioengineered materials. Thus the organic industry has also grown in Europe, Japan, New Zealand, and Australia, sometimes at a faster pace than in the United States. However,

questions exist as to the future expansion of the industry. Even though many conventional farmers are interested in converting to organic production, this process becomes more difficult as the area under production increases.

IV. DATA ANALYSIS AND INTERPRETATION

with the help of table and chart the respondents are represented in chapter

V. FINDINGS & SUGGESTION

FINDINGS:

1. Majority 66% of the respondents were between 18-24 age group
2. Majority 64% of the respondents are male
3. Majority 52% of respondents annual income up to 300000
4. Majority 43% of the respondents are from salaried persons.
5. Majority 39% of respondents are less than a year.
6. Majority 37% of respondents believe that it prevents from various diseases like cancer.
7. Majority 37% of respondents shows that organic foods are tastes better and organic food products are not adequately available in market.
8. Majority of 96% respondents prefer vegetables
9. Majority 68% of respondents are from friends/relatives/acquaintances.

SUGGESTION

Education and Awareness Campaigns:

Continue educating the public about organic food benefits through awareness campaigns, workshops, and social media.

Affordability:

Address the perception that organic food is expensive. Encourage affordable options and subsidies for organic produce.

Local Production: Promote local organic farming to reduce transportation and support regional economies.

VI. CONCLUSION

Positive Shift:

The shift toward organic food consumption is positive for health, the environment, and local communities.

Collaboration:

Stakeholders, including consumers, producers, and policymakers, should collaborate to further promote organic food adoption. Remember, the journey toward organic food adoption is ongoing, and collective efforts can lead to a healthier and more sustainable future. The impact of organic food products among the public is multifaceted, encompassing health, environmental, social, and economic dimensions.

While organic foods offer potential benefits in terms of health and sustainability, consumer perceptions and market dynamics play crucial roles in shaping their adoption and market growth. As awareness continues to spread and demand for organic products rises, it is essential for policymakers, industry stakeholders, and consumers to collaborate towards fostering a more sustainable and resilient food system.

ANNEXUR

1. **Name**
2. **Please select your gender**
Male Female
3. **Please select your age**
18-24
25-34
35-44
45-54
55-64
Above 64
4. **Please select your family income**
Up to 300000
300000 to 600000
600000 to 900000
900000 to 1200000
1200000 to 1500000
Above 1500000
5. **What is your source of information on organic products?** Friends/Relatives/Acquaintances
Television advertisements Newspaper/magazines advertisements Educational events Health Magazines
Not sure Other
6. **Please select your occupation**
Salaried Business Student
7. **For how long have you been using organic products?**
Less than a year 1-3 3-6
6-9
More than 9

8. **If you buy organic products, which of the following products do you buy? Select all that is applicable**

Fruits Vegetables

Egg/Meat/Other Poultry products Milk/Yogurt

Honey Spices

Edible oil/Ghee Sugar/jaggery Grains Soup

Tea/coffee

9. **According to you, what are the benefits of using organic food products. Rank the following 1 being the least important and 5 being the most important**

1. Ensures health and safety of the generations to come
2. Organic cosmetic products keeps your skin healthy
3. Consumption of organic foods instead of packed items prevents from obesity

10. **Please select the most appropriate response.**

1. People are well aware about Organic Products?

Strongly disagree Some what disagree

Disagree Neutral Agree

Somewhat agree Strongly agree

2. "Organic Food Products" outlet available in the market is not enough

Strongly disagree Some what disagree

Disagree Neutral Agree

Somewhat agree Strongly agree

3. Lot of literature in the market is available to raise awareness level about "Organic Product

Strongly disagree Somewhat disagree

Disagree Neutral Agree

Somewhat agree Strongly agree

4. "Organic Food Products" keeps us healthy and prolongs our life due to its better quality and non-contamination.

Strongly disagree Somewhat disagree

Disagree Neutral Agree

Somewhat agree Strongly agree

5. "Organic Food Products" are free from hazardous chemical contamination

Strongly disagree Somewhat disagree

Disagree Neutral Agree

Somewhat agree Strongly agree

VII. ACKNOWLEDGEMENT

I first and foremost thank the almighty for having bestowed his blessings on me to complete the project.

I am indebted to our beloved Principal **Dr.S.Palaniammal**, Sri Krishna Aditya College of Arts and Science, Coimbatore for her support and encouragement.

I take this opportunity to thank **Dr.P.S.Chandni.,M.Com.,M.phil.,Ph.D** Associate Professor and Head, PG and Research Department of Commerce Sri Krishna Aditya College of Arts and Science, Coimbatore for supporting me to complete this project work.

I thank my project guide **Dr. RAMA SETHU., M.Com., B.Ed., M.Phil., Ph.D.,** Assistant Professor, Department of Commerce, Sri Krishna Aditya College of Arts and Science, Coimbatore for his/her timely advice and guidelines which assisted me in completing the project work successfully.

I would like to express my gratitude to all the faculty members of Department of Commerce, Sri Krishna Aditya College of Arts and Science, Coimbatore for their encouragement and support for the successful completion of this project.

My special thanks to my **Parents, Friends and Well-wishers** for their moral support throughout the project work period.

REFERENCES

- [1] act of the COVID-19 on Consumer behavior
- [2] towards Organic Food in India. In Predictive and Preventive Measures for Covid-19 Pandemic. 2021. DOI: 10.1007/978-981-33-4236-1_8
- [3] MS. Impact of COVID-19 on lifestyle-related behaviors- a cross sectional audit of responses from nine hundred and ninety- five participants from India. Diabetes & Metabolic Syndrome: Clin. Res. Rev. 2020;14(6):2021–2030.
- [4] Jaco R., Sasidharan S. Effects of COVID-19 lockdown on type 2 diabetes, lifestyle and psychosocial health: a hospital-based cross-sectional survey from South India. Diabetes & Metabolic Syndrome: Clan. Res. Rev. 2020;14(6):1815– 1819.

- [5] Impact of Covid-19 on consumer behavior: Will the old habits return or die?. J Bus Res.
- [6] <https://ehjournal.biomedcentral.com/articles/10.1186/s12940-017-0315-4>
- [7] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8432837/>
https://en.wikipedia.org/wiki/Organic_food