

A Study on Consumer Awareness about the Organic Products in Chennai City among Students and Executives

Miss Parinaz R. Masalawala and Mansi Joshi

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra
parinazmasalawala89@gmail.com

Abstract: *The present age is at higher gamble over corpulence and heart sicknesses. Indeed, even kids are presented to the corpulence because of progress in way of life and food propensities. Fundamental reasons being the flare for the garbage and debased food items. Accordingly this study is led to figure out the level mindfulness towards natural items. Shoppers ought to be instructed that following through on significant expense for natural items today is a venture for the upcoming great wellbeing. The principal objective of this study is to figure out the degree of mindfulness about the natural items among understudies and chiefs. This study is an unmistakable report where direct data is been gathered through poll from understudies and chiefs. In this study it is observed that there is a connection between control of the respondents and acquisition of natural item however there is no connection between yearly pay of the respondents and acquisition of natural item. Larger part of respondents give most inclination to quality while buying. With the assistance of these discoveries we can recommend that making mindfulness in regards to the advantages of natural items from school level itself by remembering it for the schedule and understudies ought to be gone on to outing to agrarian field and test natural items ought to be appropriated in stores so clients can encounter the nature of natural items too*

Keywords: Organic Products, Mindfulness, Quality, Great Wellbeing