

A Study on Consumer Awareness and Attitude Towards Organic Products in Tirunelveli District

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Abstract: *This study helps to understand the awareness towards organic products in tirunelveli district. The main objective of this study is to analyze the awareness towards organic products among the general public. The convenient sampling method has been used in this study. A well-structured questionnaire was designed and collected sample of 127 respondents from general public. The necessary statistical tools such as percentage analysis have been used to interpret the data. The major findings of this study is that it exposes that there is a significant relationship between family monthly income and amount spent for purchase of organic products. Finally, this study is concluded that the main source for getting awareness about organic products among the general public through promotion and advertisement of organic shops*

Keywords: Organic products, Awareness, General public, Social media and Promotion

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