

# 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 analysis 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 interpreted the data. The major findings of this study is to exposes that there is a significant relationship between family monthly income and amount spend 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

## I. INTRODUCTION

The organic farming is one of the fastest growing sectors in India. Agriculture is one of the backbone of Indian economy. The years went the people are suffered from many diseases and more plants are developed with GMO's pesticides with preservatives with preservativation. With the help of RTI(Rights to information act) ,consumer protection act helps the people to understand about the products. The consumer are aware with the problems of pesticides products and engaged into more awareness programme relating to that. In the present, most of the people aware about the problem of non-organic food and they turned to traditional food as organic food . Now we can see that FMCG's products dropped and it's turnover is low . Because the consumer aware about the packet foods and it's preservatives. so they moving towards the organic products.

### 1.1 Objectives of the Study

- To study the demographic profile of the respondents using organic products in tirunelveli district.
- To assess the various factors the influence buyers to buy organic products in tirunelveli district.
- To know about the attitude and awareness of consumers regarding organic foods in tirunelveli district

## II. REVIEW OF LITERATURE

- Squires and et.al., (2001) in their study, they concluded that the reasons for preferring are organic food products tastes better than conventional produced foods, concerns about health and nutrition, environmental concerns, concerns over the use of chemicals and pesticides in conventional farming, the erosion of confidence in factory and concerns over animal welfare.
- Ranjithkumar (2006), has studied the satisfaction level of respondents towards the natural organic foods. He has studied the reasons to prefer organic food which prevents disease and gives taste. He has recommended to follow healthy diet chart by taking organic food.
- Rana,(2012), the results indicate that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due to different factors.

- Seyed (2010) states that organic farming systems differ from conventional system in several aspects such as no artificial pesticides or fertilizers are used on organic farms, organic farms generally have a wider crop rotation scheme, and also have larger areas of non- crop habitats.
- Nabsiah Abdul Wahid and Rahbar (2011), supported empirically the assumption that consumers' environmental knowledge or eco-literacy was a significant predictor of environmentally friendly behavior for preferring organic food.

### III. METHODOLOGY

This section describes the methodology which includes the collection of data, construction of questionnaire and frame work of analysis.

#### 3.1 Primary Data

The study mainly based upon the primary data . Interview schedule method is used to collect the data from the respondents.

#### 3.2 Secondary Data

To substantiate and to support the primary data required particular have been gathered by referring the reputed journals, magazines, standard and newspaper and book. Some of the information has been gathered from authorised web source.

### IV. DATA ANALYSIS AND INTERPRETATION

**Table 1:** Age wise classification

Age	No. of. Respondents	Percentage
Below 10 years	20	15.7
11-20 years	30	23.6
21-30 years	22	17.3
31-40 years	25	19.6
Above 40 years	30	23.6
<b>Total</b>	<b>127</b>	<b>100</b>

Sources: primary data

#### Interpretation

From the above Table-1 reveals that 20 percentage of the respondents are come under the age group of below 10 years, 30 respondents are the age group of 11-20 years,22 respondents are the age group of 21-30 years ,25 respondents are the age group of 31-40 years, 30 respondents are the age group of above 40 years.The major portion of the respondents belongs to the age group of 11-20 years and above 40 years.

**Table 2:** Gender wise classification

Gender	No. of. respondents	Percentage
Male	62	48.8
Female	65	<b>51.2</b>
<b>Total</b>	<b>127</b>	<b>100</b>

Source: primary data

#### Interpretation:

From the table -2 reveals that 62 respondents are male and the remaining 65 respondents are female. The major portion of the respondents is female.

**Table 3:** Level of satisfaction

Particulars	No. of. Respondents	Percentage
Highly satisfied	30	23.7
Satisfied	30	23.7
Neutral	22	17.3

Dissatisfied	25	19.6
Highly dissatisfied	20	15.7
<b>Total</b>	<b>127</b>	<b>100</b>

Source: primary data

**Interpretation:**

From the above table-4 reveals that 30 respondents are highly satisfied, 30 respondents are satisfied, 22 respondents are of neutral , 25 respondents are of dissatisfied,20 respondents are highly dissatisfied. The major portion of the respondents are highly satisfied & satisfied

**V. FINDINGS**

- It is found that most of the respondents are having the age of 11-20 years & above 40 years
- It is understood from the survey that the majority of the respondents are female
- It is indicated that majority of the respondents are highly satisfied with the organic products.
- It reveals that the majority of the respondents were frequently used to buy the organic products in organic shops.

**VI. SUGGESTIONS**

- The respondents who are living in urban area are having maximum level of Awareness towards organic food products due to fact that they can get awareness Easily from their circumstances. So, awareness programmes on organic products May be given through campaign, demonstration, and educating the public in rural Areas.
- The respondents who purchased for 1 to 2 times in a week are having maximum Level of awareness towards organic food products. Therefore, the consumer and Retailer and manufacturer of the organic food products should develop the self-Interest to use the organic food product in their daily life to lead to the safe life.
- The government needs to play a huge role in enhancing and enabling market Environment for organic food products.
- So, proper distribution channel is also needed to connect the all consumers Properly with a desired amount of product throughout the year with an affordable Price.
- The marketers and sellers should promote their products through the best of Quality as most of the consumers of organic food products and vegetables prefer To buy often.

**VII. CONCLUSION**

This study reveals that consumers’ awareness and attitude play a major role in Organic food products segment. The marketers of organic foods need to be innovative and Dynamic to meet the changing purchase behavior for organic food products among Consumers. The majority of organic food consumers believed that organic food products are of good quality and healthy for every human and also it accepted the same by the Non-organic food consumers. Due to lack of trust on the originality of organic food Products, the consumers are hesitating to purchase the organic food product. The study Confirms that further steps have to be taken to increase the awareness level and originality Of organic food products. Government can increase the trend for consumption of organic Foods by increasing public awareness through programs and advertisements in social Media and should come forward to offer financial assistance for organic food producers. Also, the same can be maintained to increase the retailers by increasing the availability of the products. Hence, the government and policy makers must find ways to create more awareness among the consumers to improve the buying attitude towards organic food Products in the study area, Tirunelveli district.

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