

**A STUDY ON CONSUMER PERCEPTION AND BEHAVIOUR TOWARDS ORGANIC  
FOOD PRODUCTS IN TIRUNELVELI DISTRICT**

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**ABSTRACT**

India is the second largest country in the world based on population and a major part of the population are depends on agricultural activities. Now a day the organic agriculture is improving very well. Organic agriculture is not a replacement concept in India. We are leading a hectic life these days. Due to the scarcity of our time, lifestyle changes, taste and preference changes, there has been an inclination towards conventional food products which are readily available in the supermarkets such as vegetables, fruits, dairy products meat products and so on. The beginning stage people were not concerned about the safety and quality of conventional or inorganic food products and the implications these conventional food products will have on their health. The present study is focused on consumer perception towards organic products and it has been carried out with the sample size of 120 represents who are familiar with organic products.

**Introduction**

Every human being living in eating food. So healthy food is essential for all human. Now a days the number of chemical fertilizers to using agriculture production and they are to facing lots of medical problem. So now the people to move on for organic foods because the organic food is good for health. Organic product industry is rapidly growing sectors within the present time. An organic food includes products obtained from a farming field which avoids using synthetic fertilizers, pesticides, hormones, and genetically modified organisms. “Organic food” is food which is grown without use of chemical from planting seed to harvesting. Recent

trend has inclined towards organic food. Organic product is free from all the chemical which generally used to grow crops like pesticides, insecticides, and fertilizers, which harm environment and harm human body as well. Generally, farming methods used for organic food production makes use of the developed modern technology and to offer a more sustainable solution to food production.

## Review of Literature

Considering the scenario of 2018, reports by officials say that “ State is about halfway towards its ambitious goal of going 100% organic and agriculturally self sufficient by 2020”. This major change in of the Indian State became possible because of the increasing health problems. Biju Prahakar - Director of Agricultural Development of Kerala said that they have found high amount of pesticides on vegetables and antibiotics in meat and poultry, which has become one of the reasons of increased rate of cancer in the state and therefore it, is the time to switch towards organic produce.

Kataria Singh and Bashishat Tarun (2019) The study brought out the fact that the people were well aware of images and availability, but was not loyal entirely towards organic food products. So the marketers are suggested to create realistic promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing organic food products.

Anwasha Chattopadhyay and Priyanka Khanzode (2019) This paper also aims at understanding the consumption pattern of individuals in Kolkatta. Main objectives of the research were, to study briefly the consumption pattern of the consumers in Kolkatta, to give an idea about factors affecting consumption of organic food by the consumers in Kolkata. From the data interpreted it was evident that the consumption of organic food has risen in last five years, but is should habe raised more than what has actually happened. People are cognizant of organic food and therefore the benefits driven from it.

## Objectives

1. To examine the level of awareness towards organic product in Tirunveli City.
2. To examine the consumers perception and behaviour towards organic products in Tirunelveli City.

- To assess and evaluate the factors facilitate the consumption of organic product in the study area.

## Methodology

The present study examines the consumer's perception and behaviour towards the organic food products with reference to Tirunelveli city. This study includes both primary and secondary data. Primary data were collected among 120 respondents from various aspects for attitude, awareness, preference, buying behaviour. Secondary data collected from government reports and census information through online sources.

## Sources of Data

The study will be based both on primary and secondary data. This study is based in the primary data collected through well-framed and structured., convenient Random Sampling method is used to collect the response from the consumers. The source of secondary data for the purpose of the study is collected from various websites, books and journals, internet, newspaper, and magazines.

**Table No: 1**  
**TOTAL POPULATION**

<b>Tirunelveli - Historical Population Data</b>		
<b>Year</b>	<b>Population</b>	<b>Growth Rate</b>
2024	604,000	1.85%
2023	593,000	1.72%
2022	583,000	1.57%
2021	574,000	1.41%
2020	566,000	1.43%
2019	558,000	1.27%

Tirunelveli - Historical Population Data		
Year	Population	Growth Rate
2018	551,000	1.29%
2017	544,000	1.49%
2016	536,000	1.32%
2015	529,000	1.54%
2014	521,000	1.36%

**Source : Census of India.**

According to the population data the above table mentioned last ten years Tirunelveli district corporation population details. And every year the population growth rate will be increased. So the increasing population also consume the organic food products.

**Table No: 2**

### DEMOGRAPHIC DESCRIPTIONS

Variable	Category	Frequency	Percentage (%)
Gender	Male	64	53.33
	Female	56	46.67
Age	>25	48	40
	26-35	32	26.67
	36-50	24	20
	>51	16	13.33

<b>Place of Residence</b>	Rural area	56	46.67
	Urban area	64	53.33
<b>Education Level</b>	Primary	26	21.67
	Secondary	42	35
	University	52	43.33

**Source : Primary data**

The above table shows that 53.33% of male consuming organic food, and the 40 % of below 25 year people to eat the organic food, and to compare the rural and urban area the urban area people consuming the highest level 53.33% and mostly the educated people to buy the organic food.

**Table No: 3**  
**PURCHASE CHANNEL**

<b>Purchase Channel</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Farmers Organic Farm	22	18.33
Producers store	18	15
Markets	36	30
Fairs, Stalls	20	16.67
Specialized organic Stores	15	12.5
Internet	9	7.5
<b>Total</b>	<b>120</b>	<b>100</b>

**Source : Primary data**

The above table shows that agriculture organic food purchase channel the farmers organic farm get 18.33% sales and Producers store get 15% of sales and Markets get 30% of purchase and Fairs and stalls get 16.67% and Specialized organic stores get 12.5% finally the internet shopping get 7.5%

Table No: 4

**CONSUMER BUYING BEHAVIOUR**

<b>Organic Product</b>	<b>Occasional Consumption (%)</b>	<b>Once or more than once a weak (%)</b>	<b>Total %</b>
Milk	97.3%	2.7%	100%
Dairy Products	100%	-	100%
Fruits	71.0%	29.0%	100%
Vegetables	68.4%	31.6%	100%
Meat	97.3%	2.7%	100%
Cereals	86.8%	13.2%	100%
Eggs	89.4%	10.6%	100%

**Source : Primary Data**

The table No. 4 reveals that organic product consumption for the various products. Milk product occasional consumption 97.3% and Dairy products 100% for the customer preference and fruits for 71% for occasional consumption and vegetables for 68.4% and meat consumption level is 97.3% and cereals 86.8% of consumption and eggs is 89.4% occasional consumption level for the consumer buying behaviour in Tirunelveli district.

## Findings

- In the year 2024 Tirunelveli district population was 604,000 and the percentage is 1.85%.
- The Tirunelveli City 53.33% of male consume organic food and below 25 age group people to purchase organic food and the majority of 53.33% of urban people to buy the organic products. And also mostly educated people to buy the organic food product and the percentage is 43.33.
- 30% of people to purchase markets for the organic product in Tirunelveli district.
- 100% of dairy products used in occasional consumption for the particular collected datas.

## Suggestion

- As consumers are the ultimate beneficiaries of organic food products it is important to educate them to spend on organic food than medical treatment through to save their life from diseases.
- It is the retailers who can create awareness among the consumers therefore every retailer should maintain a shelf for organic food articles.
- Farmers should take initiatives to convert their farmland into organic field now which will raise the cultivable land soon.
- Government should insist the schools and colleges to have a special course on green products and its benefits.

## Conclusion

Organic food is universally accepted as safest for consumption due to its eco-friendly farming methods and nutritive values, which makes it more edible and nature fresh. Our mental, physical, psychological, emotional well-being depends on how food we eat is grown – organically or conventionally. The eco-friendly farming practices affect plants, animals and humans equally, positively and climactically. Organic food production has several potential benefits for human health. Making an active commitment to choose healthy alternatives and nutrition is a great way to commit to a healthier life. Organic food is a better option for human

health and environment as it reduces pollution in the air, water, and soil. It also helps us conserve water, reduce soil erosion, and minimize energy consumption.

## Reference

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