

## CONSUMER BRAND PREFERENCES FOR ORGANIC FOODS AND BEVERAGES WITH PARTICULAR REFERENCE TO THE CITY OF TIRUNELVELI

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### ABSTRACT:

People are changing their mind towards organic food and beverages because of their health consciousness and their safety factor only. Organic food are cultivated without using the artificial fertilizers and synthetic chemicals. Some sought of organic foods and beverages are selling exclusively in organic shops, in super markets and other small scale units also. Brand preference is the most important factor in marketing field. Most of the people are consuming the products with brand addiction. So the impact of the study is to determine the brand preference towards organic food and beverages with an extra ordinary citation to Tirunelveli City.

**Key words:** *Changing mind, organic food and beverages, health conscious, without using artificial fertilisers and synthetic chemicals.*

### 1.1 INTRODUCTION:

Organic food and beverages are eco friendly products. They are cultivated with the natural fertilizers only. Organic food and the beverages are not new one to our environment, it is our old pattern of cultivation method. In the olden organic method farmers used the organic way of cultivation. That type of cultivated food products does not cause any harmful and negative effects to our human physique. Instant food are causing lot of negative side effects to the body. Instant gas filled beverages leads to the lot of kidney problem also. So from the year of 2019 our Indian market is concentrating more on the cultivation and the production of organic food and organic beverages. For the organic food organic food and organic beverages it is growing period. (CAGR) Compound Annual Growth Rate 2601 million will cross in the year of 2026. It is the

greatest achievement to the organic industry sector. Consumption of organic food and beverage and its cultivation is an eco friendly one. It is the gift to our next generation people also. Through this organic cultivation method our soil system will be protected. The organic food variety consists of organic rice, wheat, organic cereal and food grains, organic meat, poultry and dairy, organic spices and pulses, organic processed food, organic fruits and vegetables. Now a days plant based food products are in rising demand for our day to day human diet. Organic beverages includes fruit juices, vegetable juices and other variety of fat burners and crush varieties are involved.

### **1.2: OBJECTIVES OF THE STUDY:**

- To determine the level of awareness towards organic brand varieties.
- To determine the consumers preference towards variety of organic food and beverages.

### **1.3: SCOPE OF THE STUDY:**

The purpose of the paper is to determine the consumer brand and variety preference towards organic food and beverages. In the study area 50 members are selected as sample. This study looks at a wide variety of organic food, organic beverages and its brand.

### **1.4: SAMPLE DESIGN:**

For this study researcher utilised simple random sampling method. It is suitable approach for the present study. For this study required sample size is 45 only. But the n value of the study is 50. So the 50 members are selected as participants for this study.

### **1.5: HYPOTHESIS OF THE STUDY:**

H0: There is no difference between residential area and brand preference towards organic food and beverages.

H1: There is a difference between residential area and brand preference towards organic food and beverage .

### **1.6: METHODS OF ANALYSIS AND STATISTICAL TOOL:**

To determine the demographic factor and brand preference. Simple Percentage analysis was used. To analyse the hypothesis chi-square test was used.

### **1.7: REVIEW ON LITERATURE:**

Aarthi and Balu Swamy (2019) in their research they pointed out that “MAN VALAM” is the topmost one in Tanjore District. 42% of the consumers are consuming the Man valam brand of organic food and beverage. They are consuming that particular brand for the reason towards it does not lead to any side effects. They found the difference between brand preference and gender towards consumption of organic food and beverages. Finally the alternative hypothesis is accepted.

Aparajita and Vinoth Saagar in 2021 their research they identified that “Maram Thalir Varam” brand in Erode district. That brand is having the specific purpose of health conscious only they are consuming a lot. They observed that there is no association between the brand preference and the place of purchase towards organic food and beverages. Hence the null hypothesis is concluded.

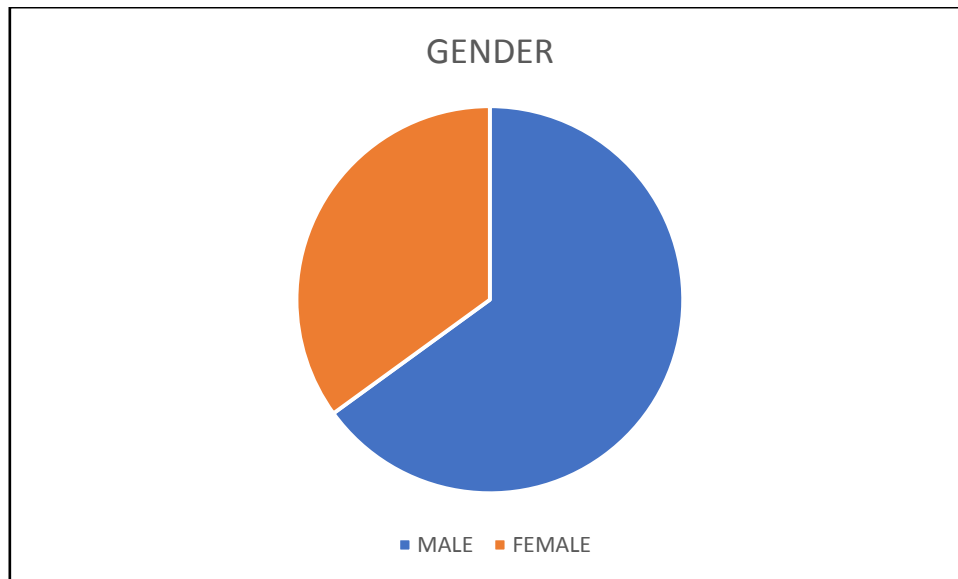
#### **1.8: THEORETICAL FRAME WORK:**

- This study covers about the consumption of brand and variety towards organic food and beverages.
- To find out the association between the brand preference and the place of purchase towards organic food and beverages.

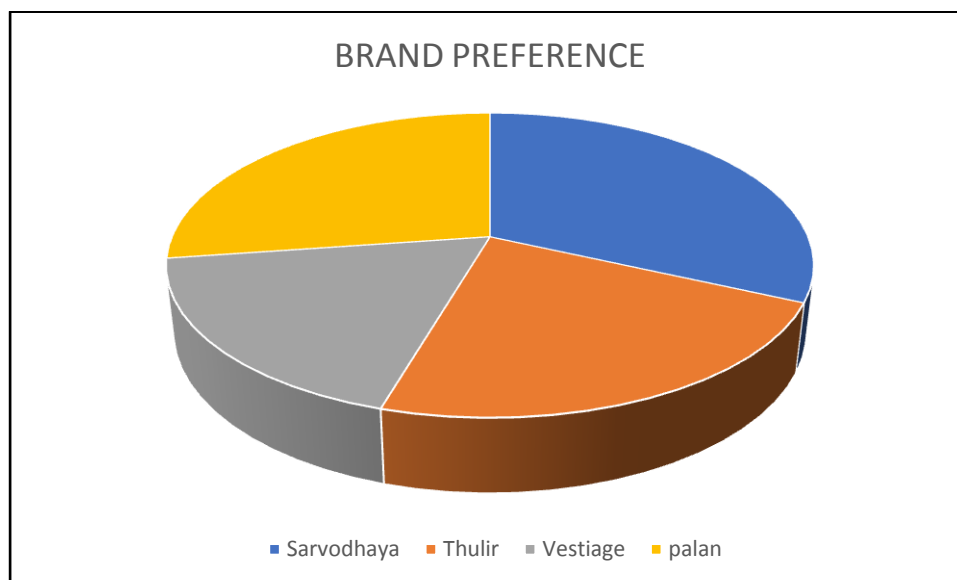
#### **1.9: COLLECTION OF DATA:**

The collection of data for this survey type is primary data. It is performed through the direct questionnaire from the sampled participants. The secondary data is collected from the books, journals, news papers and the magazines and other things are involved.

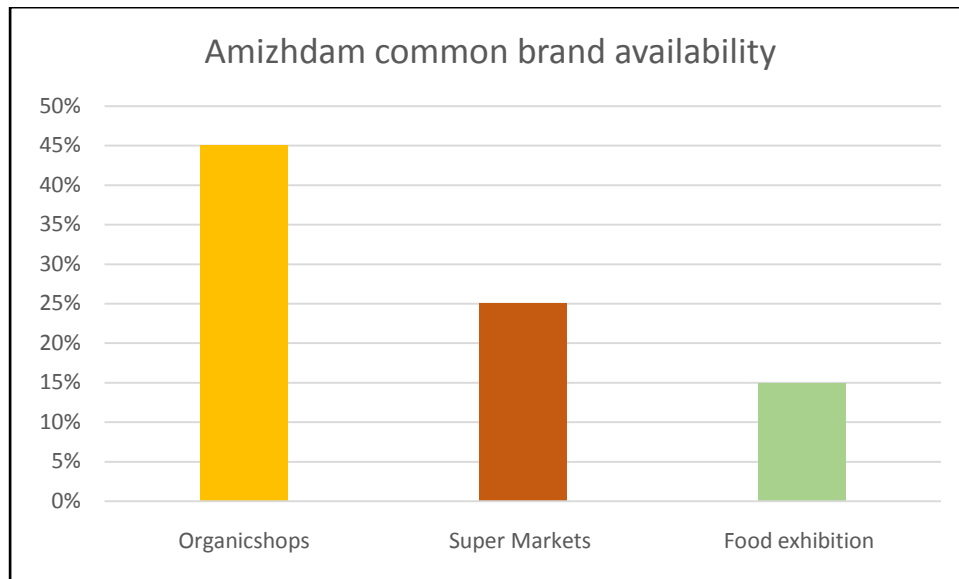
#### **2.1 FINDINGS:**



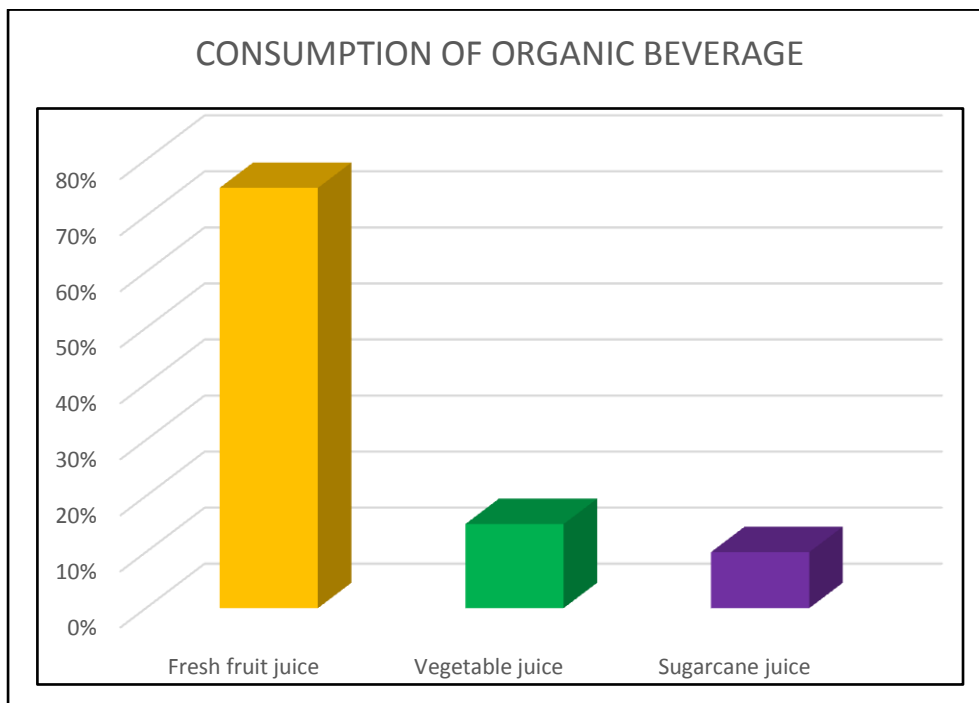
- ✓ It is found from the study that 65% of the consumers are male.
- ✓ This analysis indicates that 35% of the sampled participants are the 12<sup>th</sup> qualified.
- ✓ The analysis indicates that 45% of the sampled participants are residing in urban areas.
- ✓ This analysis originates that 45% of the people are consumed their organic food and beverages directly from farmers.



- ✓ It is analysed from the study that 35% of the people consumed the Sarvodaya brand of organic food and organic beverage in Tirunelveli city.



- ✓ It is analysed from the survey that 45% of the organic shops availability of Amizhdham brand is common one.
- ✓ The study depicted that 65% of the people are consuming the rice variety of organic food.



- ✓ The study identified that 75% of the people are consuming the fresh fruit juice variety of organic beverage.

- ✓ By the analysis of the chi – square test P – value of the output is lesser than the table value. So there is a difference between residential area and brand preference towards organic food and beverages.

## 2.2 SUGGESSTIONS

- ✓ All the brands are not available at all shops an at all different locations.
- ✓ People are not having much confidence towards logos and certificates of organic food and beverage.
- ✓ People are considering that there is not much difference between organic and non organic foods and beverages.
- ✓ Training programme should be given to the organic farmers.
- ✓ Trial pack should be given to the customers.
- ✓ Advertisement programmes are must.
- ✓ Awareness should be created among the young generation.

## 2.3 CONCLUSION:

Organic food and beverages awareness should be created. The farmers should be motivated for to cultivate the organic food and beverage. From this organic cultivation and the retailing organic food products, it will give solution to the unemployment problem. Intake of organic food and organic beverage it is eco friendly and by this food intake it will create the strength and the green environment India further.

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