



People Preference towards Organic Products

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Abstract

Organic products play an important role in people's life to protect them against various health issues. The study aims to identify the preference of the peoples towards organic products in Erode district. The study was based on well structured questionnaire with a sample of 100 respondents. The findings were analyzed using simple percentage analysis and friedman's ranking test. The study concludes peoples prefer to organic products lead a healthy life.

Keywords: Natural, Organic products, Peoples, Preference, Health, People.

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Introduction

Organic products are grown without the use of chemical fertilizers with user friendly approach. The main goal of organic products is to develop enterprises that are sustainable and harmonious with the environment. Organic products are originated early in the 20th century due to the changing farming practices. It refers to agricultural production systems reliant on green manure, biological pest control, and crop rotation to produce crops, livestock, and poultry. Organic products are done in the best natural way including the production of fibers, grains, vegetables, flowers, processed food products, and animal products such as milk, eggs, and meat.

Benefits of Organic Products

- ✓ *Organic products have fewer pesticides.*
- ✓ *Organic products are fresher*
- ✓ Organic products are better
- ✓ Organic products are not given antibiotics
- ✓ *Organic products are rich in nutrients*
- ✓ *Organic products are Genetically Modified Organisms (GMOs) free*

Need of the study:

- To know the present scenario of the organic products.
- To find out the people's preference towards organic products.

Review of literature:

J.Padmathy And R.Saraswathy (2016) examined the relationship between variables that affect consumers' buying behaviour for organic products and identifies the price levels consumers prefer to pay for organic products in Thanjavur district. A sample of 200 respondents were selected using convenience sampling method who make purchases for the products in the District. The collected data were analysed using regression and chi-square analyzes. The study concludes that there is significant relationship between the variables which affects consumers' buying behaviour for organic products.

Md Tareq Bin Hossain and Pei Xian Lim (2016) revealed the current status of consumers' buying behavior towards organic foods in the emerging market. A well structured questionnaire was collected among 105 respondents randomly in Malaysia (Penang). Primary data collected for the study are analysed using SPSS software with version 21.0 The findings of the study reveals that government support and policy, perceived beliefs and attitudes, knowledge and availability have a significant positive relationship with consumer behavior towards organic foods.

S.Amudha, and Dr.M.Kanagarathinam (2017) examined the consumer's awareness towards the organic food products and safety of the produce that they purchase in stores due to possible pesticide contamination. A well-structured survey of 550 respondents covering the Coimbatore city was taken and required statistical tools have been used for analysis. The findings of the study reveals that that most of the respondents have high level of awareness towards organic products.

Objectives of the study:

- To find the factors that determines the people's level of preference towards organic products.

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Limitations:

1. The result of the study is based upon the views expressed by the peoples of Erode District.
2. The statistical tools used to analyse the data have their own limitations.
3. All the limitations of primary data are applicable to this study.

The study is based on well structured questionnaire method and 100 peoples were selected by randomly sampling method. The primary data needed for the study has been collected from various peoples in Erode District. Secondary data have been collected from related journals, magazines and textbooks. Statistical tools used for the study are Simple percentage analysis and Friedman's Ranking Test.

Research Methodology:

The research study was done in Erode District.

Analysis and Interpretation:**Table 1.** Demographic profile of the Respondents

Factors	No of respondents n=100	Percentage
Gender		
Male	43	43
Female	57	57
Age(years)		
Up to 25	21	21
26 to 50	53	53
Above 50	26	26
Educational qualification		
Up to SSLC	20	20
HSC	24	24
Above UG Degree	56	56
Monthly Income		
Up to Rs. 10000	36	36
Above Rs.10000	64	64
Type of Family		
Joint Family	46	46
Nuclear family	54	54

Inference: Table No.1 describes the demographic profile of peoples towards organic products for the study. Out of 100 peoples who were taken for the study: it has been identified that most (57%) of the

peoples are female, (53%) whose age group is under 26 to 50, most (56%) of the peoples are graduate, the monthly income of (64%) peoples is above Rs.10, 000 and (54%) peoples belong to nuclear family.

Table 2. Peoples Preference – Friedman Rank Test

FACTORS	AVERAGE RANK	RANK
Easy Availability	3.8	3
Healthy	5.8	1
No Side Effects	4.6	2
No Chemicals	2.7	5
No Preservatives	1.2	4

The above table shows the preference factor of the peoples towards the organic products through Friedman rank test, it is found that majority of the

peoples are satisfied on healthy, no side effects, easy availability, no preservatives and no chemicals. Thus, it found from the above table that most of the peoples

prefer to organic products lead a healthy life.

Conclusion:

Organic products are consider healthier, safer, and smarter choice than other products that are grown with chemical pesticides. Consumers should aware about organic products so they use them. Organic products regulate the body in proper tune with nature. For thousands of years, humans have using organic farming. The research concludes that customer preference plays a vital role in determining the usage of organic products.

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