

Customer Preference Towards Organic Food Products Consumption- With Special Reference to Chennai City

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Abstract – This study based on respondents who like better their organic food product for consumption. Through this study the researcher try to find out the customer activities. As a part of consumer behaviour, their perception, reason of purchasing and levels of happiness and demographic factors were studied. We have also tried to study the reasons for preferencing organic food product and the attributes that customer look for when they consumption of organic provisions. Simple random sampling method was adopted for this study with 100 respondents in chennai city. Simple percentage analysis adopted in this studyAt the end of the study, some suggestions were given by the researcher based on the findings.

Keywords: *Organic, provisions, happiness and preference.*

I. INTRODUCTION

The word “Organic”, expressed an natural administration invention system that promotes and enhances biodiversity, natural cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on managing practices that restore, maintain and enhance “biological harmony”. organic food product are minimally processed to maintain the integrity of the food without reproduction ingredients, irradiation. Organic food product are obtained by processes friendly to the environment, by farming techniques that consider both the attributes of the final product and the creation methods

II. OBJECTIVES OF THE STUDY

- The main objective of the study is to find out the customer preference towards organic food products consumption in Chennai city.
- To recognize the reason and preference for selecting organic food product items.

III. METHODOLOGY

The research gets information based on the collection and analysis of the data.

Research Design It has used multi-stage proportionate random sampling has used for this study.

Sampling design The direct personal interview method will be adopted to collect the duties from sample responds.

Sample size A total usable sample of 100 respondents was collected.

Data collection The study is based on primary and secondary data. The primary data were collected through

well structured questionnaire. Secondary data relating to motivation of public sector bank employees were collected from journal, website and magazines.

LIMITATIONS OF THE STUDY

The study only based on the opinion of the customer of Chennai city only.

Table 1 - Analysis Based On The Demographic Characteristics Of The Customers

Factors	Particulars	No.of Respondents	Percentage
Gender	Male	34	34
	Female	66	66
	Total	100	100
Age	Below 20	9	9
	21-30	47	47
	31-40	27	27
	Above 40	17	17
	Total	100	100
Education	SSLC	12	12
	HSC	8	8
	UG Degree	34	34
	PG Degree	46	46
	Total	100	100
Occupation	Student	41	41
	Employed	33	33
	Home maker	14	14
	Business	12	12
	Total	100	100

Source: *primary data*

From the above table, it is found that majority of the respondents are female (66%), 47% most of the respondents in the age between the category of 21-30, 46% of the respondents are post graduate degree holders, 41% of the respondents are students.

Table 2 - Purchase Preference Of Organic Food Product

Particular	Health reason	Safety reason	Nutritional reason	No chemical	No preservatives	Taste	Other	Total
Male	16	0	12	0	4	0	2	34
Female	26	6	7	12	9	6	0	66
Total	42	6	19	12	13	6	2	100
Below 20	6	3	0	0	0	0	0	9
21-30	28	0	4	6	5	4	0	47
31-40	10	5	8	0	2	0	2	27
Above 40	13	0	4	0	0	0	0	17
Total	57	8	16	6	7	4	2	100
SSLC	6	2	4	0	0	0	0	12
HSC	5	0	0	0	3	0	0	8
UG Degree	17	8	0	3	0	3	3	34
PG Degree	22	0	10	6	5	3	0	46
Total	50	10	14	9	8	6	3	100
Student	27	5	2	5	0	2	0	41
Employed	21	0	7	0	0	2	3	33
Home makers	9	0	0	3	2	0	0	14
Business	10	0	0	0	0	2	0	12
Total	67	5	9	8	2	6	3	100

The above table shows that the factors are affected by the gender, age, education and occupation of the respondents with the regard the organic food consumption.

IV. FINDINGS

Majority of female respondents 66 percent of consuming the organic food. The age group of 21-30 consuming the organic food 47 percent. The most of the respondents are 46 percent of post graduate degree holders. 41 percent of respondents are students. It is concluded that the selection factors are affected by the gender, age, education and occupation of the respondents with the regard the organic food consumption.

V. CONCLUSION

In the study part of Chennai city, the customer are conscious very healthy about compare than inorganic food products. The customer of the learn provide further organic products use for the purpose of the value and quality of the organic food items after contrast than the others. Finally, the inorganic product use reached a mile stone in the customer minds with in a short span of time in the spirited inorganic consumption style.

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