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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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**ORGANIC FOOD: CONSUMER ATTITUDE AND BEHAVIOUR WITH REFERENCE TO CUDDALORE CITY**

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**ABSTRACT**

*Nature is an endowment of God. Everybody ought to take after the laws of nature to have socially, culturally, financially and sound life as "wellbeing is riches. In any case, to meet requests of expanding populace on the planet, abuse of common assets began. Overabundances of utilization of chemicals have disintegrated soil and its water holding limit and penetration. Pesticides cause passing, handicap, organ brokenness, debilitation and numerous different diseases. Today, India is not in a position to get rid of the utilization of manufactured agro chemicals, particularly the inorganic composts, in perspective of the extensive and expanding populace interest for nourishment items. The present study attempts to find out the extent of utilization, problem faced and satisfaction experienced by consumers of organic food. The study was limited to Cuddalore city. The present research design was descriptive and experimental in nature. The 100 consumers of organic food contacted and gave information about the extent of utilization, problems, satisfaction about organic food. Testing of theory through ANOVA demonstrated that the degree of impact of different purposes behind purchasing natural sustenance. Dominant part of buyers were fulfilled for all parts of appearance of natural nourishment, however the sustenance things were little in estimate, area of shop, taste and cost of natural sustenance.*

**KEYWORDS**

perception, expectation, satisfaction.

**INTRODUCTION**

**F**arming is an arrangement of outfitting nature for the sustenance of person. India is a nation where farming plays a critical place in the financial advancement of the country. Today likewise 57.2% of individuals depend on farming in India (Shah, 2004).

Natural compost is a domain well disposed, environmental generation framework that advances and improves biodiversity, organic cycle and organic exercises. It is based on minimal use of off-farm inputs and management practices that restore maintain and enhance ecological balance.

**JUSTIFICATION OF THE STUDY**

Natural sustenance is the present answer to supportable nourishment generation as well as to the solid and safe nourishment. A deliberate research is required around there to get a thought regarding customer's recognition concerning natural nourishment.

**STATEMENT OF THE PROBLEM**

The present study attempts to find out the extent of utilization, problem faced and satisfaction experienced by consumers of organic food.

**RESEARCH METHODOLOGY****TYPE OF RESEARCH**

Descriptive research design is used in this study. A descriptive study is undertaken in order to ascertain and describe the characteristics of variables of interest in a situation. Descriptive research provides data about the population or universe being studied. But it can only describe the "who, what, when, where and how. Therefore descriptive research is used when the objective is factual and accurate as possible.

**OBJECTIVES OF THE STUDY**

1. To find the perception of consumer towards organic food.
2. To identify the customer satisfaction towards organic food.

**RESEARCH INSTRUMENT**

A structured questionnaire has been used as an instrument for this study. Structured questionnaire is those in which there are definite, concrete and predetermined questions relating to the aspects for which the research collects data, same questionnaire has been used for all the respondents.

**QUESTIONNAIRE DESIGN**

The structured questionnaire consists of open ended, multiple choice, close ended, dichotomous question, ranking question.

**DATA COLLECTION****PRIMARY DATA**

Questionnaires are prepared and personal interview was conducted. Most of the questions are multiple choices. The structured interview method was undertaken. The interview was conducted in English as well as in Tamil. Proper care was taken to frame the interview schedule in such a manner it should be easily understood in view of educational level of the customers.

**SECONDARY DATA**

Secondary data is data collected by someone other than the user. These are second hand information which has been already gathered and stored such as journals, books, websites, and literature.

**PERIOD OF STUDY**

The study was undertaken for a period of three months from April 2017 to June 2017.

**SAMPLE SIZE**

100 different respondents have been taken for the study. All the levels of customers were taken into consideration while collecting the data.

**SAMPLING PROCEDURE**

Convenience sampling is used in this survey. This method of sampling involves selecting the sample elements using some convenient method going through the rigor of sampling method. The researcher may use of any convenient base to select the required number of samples.

**LIMITATIONS**

- There may be bias in the collected information.
- Few respondents were unwilling to answer due to their busy schedule.
- Some customers hesitate to reveal the details.
- The sample size of the study was limited to 100.
- The data was collected only in Cuddalore.

**ANALYSIS AND INTERPRETATION****TABLE NO. 1**

Particulars	No. of respondents	Percentage
0-24 Years	12	12
25-34 Years	25	25
35-50 Years	35	35
50-64 Years	13	13
More than 64 years	15	15
<b>Total</b>	100	100

**Inference**

Out of 100 respondents, 35% of respondents in the age group of 35-50 years are giving importance for the organic food followed by 25% of the respondents in the age group of 25 -34 years and 15% of the respondents in the age group of more than 60 years.

**TABLE NO. 2**

Particulars	No. of respondents	Percentage
Female	65	65
Male	35	35
<b>Total</b>	100	100

**Inference**

Out of 100 respondents, 65% of respondents are females and 35% are males in purchasing the organic food.

**TABLE NO. 3**

Particulars	No. of respondents	Percentage
No education	09	09
Primary education	17	17
Secondary education	36	36
High School	23	23
University education and higher	15	15
<b>Total</b>	100	100

**Inference**

Out of 100 respondents, 36% of respondents are secondary education qualified followed by 23% high school and 17 % are primary education.

**TABLE NO. 4**

Particulars	No. of respondents	Percentage
up to 5000	19	19
5001 - 10000	42	42
10001 - 15000	26	26
15001 to 20000	13	13
<b>Total</b>	100	100

**Inference**

Out of 100 respondents, 42% of respondents are spending 5001-10000 as maximum monthly net-household income followed by 26% are spending 10001 – 15000 and 19% are spending 5000 for the same.

**TABLE NO. 5**

Particulars	No. of respondents	Percentage
Supermarket chains	09	09
Discount markets	17	17
Organic shops	36	36
Open/Street Market	23	23
Specialized Shops (Bakery, Butcher...)	15	15
<b>Total</b>	100	100

**Inference**

Out of 100 respondents, 36% of respondents are purchasing organic foods from organic shops followed by 23% from open market and 16% from discount markets.

**ONE WAY ANOVA**

Aim: To find the significant difference among the factors for purchasing organic foods.

H0: There is no significant difference among factors for purchasing organic foods.

H1: There is significant difference among factors for purchasing organic products.

TABLE 6

Particulars	strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy for me and my family	5	12	6	2	1
They have high safety level of guarantee and control	5	8	0	4	1
Animals are treated better	10	12	3	2	2
Environment is less polluted	10	8	3	8	0
Taste good	5	8	6	6	0
Fresher than conventional food	0	0	6	6	0
High quality	5	8	0	6	2
Support local / small farmers	10	4	3	0	1
Support organic movement / sustainability	15	4	6	0	3
Not willing to support big multinational companies	5	12	3	2	3
Saving resources for next generations	5	8	0	2	3
It has positive image	5	8	3	2	3
It is fashion to consume	15	4	3	2	3

TABLE 7

ANOVA: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
strongly agree	13	95	7.307692308	19.23076923		
Agree	13	96	7.384615385	12.92307692		
Neutral	13	42	3.230769231	5.192307692		
Disagree	13	42	3.230769231	6.358974359		
Strongly Disagree	13	22	1.692307692	1.564102564		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	354.7077	4	88.67692308	9.794392523	3.64E-06	2.525215
Within Groups	543.2308	60	9.053846154			
Total	897.9385	64				

**RESULT**

Since P value > F crit

Reject null hypothesis

There is significant difference among factors for purchasing organic products.

**SUMMARY OF FINDINGS**

- ❖ 35% of respondents in the age group of 35-50 years are giving importance for the organic food followed by 25% of the respondents in the age group of 25 - 34 years and 15% of the respondents in the age group of more than 60 years.
- ❖ 65% of respondents are females and 35% are males in purchasing the organic food.
- ❖ 36% of respondents are secondary education qualified followed by 23% high school and 17 % are primary education.
- ❖ 42% of respondents are spending 5001-10000 as maximum monthly net-household income followed by 26% are spending 10001 – 15000 and 19% are spending 5000 for the same.
- ❖ Out of 100 respondents, 36% of respondents are purchasing organic foods from organic shops followed by 23% from open market and 16% from discount markets.

**STATISTICAL FINDINGS****ANOVA**

- ❖ There is significant difference among factors for purchasing organic products.

**SUGGESTIONS**

1. Marketers should pay attention to the household structures to promote organic foods.
2. Marketers should pay attention to conventional retail chains are the most preferred place for organic buyers, due to the lack of other sale channels.
3. Baby products need to be introduced to the market due to the high demand from the half of consumers

**CONCLUSION**

In this paper, organic consumption is examined by the help of questionnaires directed to organic buyers in Cuddalore. Similarities and differences are summarized in the findings. In spite of the limited respondent number, this research can give an overview about consumers' attitude and behavior towards organic products.

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## ANNEXURE

## QUESTIONNAIRE

1. How old are you?
  - a) 0-24 Years
  - b) 25-34 Years
  - c) 35-50 Years
  - d) 50-64 Years
  - e) More than 64 years
2. Sex:
  - a) Female
  - b) Male
3. What is the highest education level you have completed?
  - a) No education
  - b) Primary education
  - c) Secondary education
  - d) High School
  - e) University education and higher
4. In what range is your approximate maximum monthly net-household income?
  - a. up to 5000
  - b. 5001 - 10000
  - c. 10001 - 15000
  - d. 15001 to 20000
5. Where do you buy organic foods today?
  - a) Supermarket chains
  - b) Discount markets
  - c) Organic shops
  - d) Open/Street Market
  - e) Specialized Shops (Bakery, Butcher...)
  - f) Farm shop
6. I buy organic products, because of following:

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Healthy for me and my family					
They have high safety level of guarantee and control					
Animals are treated better					
Environment is less polluted					
Taste good					
Fresher than conventional food					
High quality					
Support local / small farmers					
Support organic movement / sustainability					
Not willing to support big multinational companies					
Saving resources for next generations					
It has positive image					
It is fashion to consume					

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