



A Study On Customer Perception Towards Organic Food Products

Dr. R. Indra ¹, Ms. C. Athulya ²

¹ Assistant professor, school of applied commerce, A.V.P college of arts and science, Tirupur.

² III-B.COM CA, school of applied commerce, A.V.P college of arts and science, Tirupur

Abstract: This study examines consumer perception towards organic food products in the context of increasing awareness about health, nutrition, and environmental sustainability. It explores how factors such as perceived health benefits, environmental impact, quality, price, availability, and trust in certification influence consumer attitudes and purchasing behaviour. Despite the growing popularity of organic food, challenges like high cost, limited accessibility, and lack of awareness continue to hinder its widespread adoption. The study aims to identify key determinants affecting consumer decisions and provide insights to promote the acceptance and market growth of organic food products.

Keywords: Organic food, consumer perception, health awareness, environmental sustainability, buying behaviour, price sensitivity, product quality, certification trust, market demand, consumer awareness, lifestyle diseases, food safety.

I. INTRODUCTION

In recent years, there has been a growing awareness among consumers about health, nutrition, and environmental sustainability. This awareness has led to an increased demand for organic food products, which are produced without the use of synthetic fertilizers, pesticides, or genetically modified organisms. Organic food is perceived to be healthier, safer, and more environmentally friendly compared to conventional food products.

With increasing awareness about health issues, lifestyle diseases, and environmental degradation, consumers are becoming more conscious of the quality and source of the food they consume. Organic food is often associated with improved health benefits, better taste, and reduced environmental impact. As a result, organic food products such as fruits, vegetables, cereals, dairy products, and packaged foods have gained popularity among different consumer groups.

Customer perception plays a vital role in determining the success of organic food products in the market. Factors such as price, availability, quality, trust in certification, and awareness influence consumers' attitudes and buying behaviour. Despite the increasing popularity of organic food, many consumers still face challenges such as high prices, lack of availability, and limited knowledge.

Therefore, this study aims to analyse customer perception towards organic food products and understand the factors influencing their purchase decisions.

II. REVIEW OF LITERATURE

Azhar Mustafa Ansari et al. (2018) conducted a study to understand the demographic profile of consumers of organic food products. The research design used in this study was descriptive in nature. The study found that consumers are increasingly aware of the health benefits of organic food products and show concern for environmental protection.

Anastasios Ntanos et al. (2019) conducted a study to examine the preferences for organic products among consumers. The research methodology involved analysing data collected through questionnaires answered by Greek millennial consumers. The findings of the study provided useful insights into millennial consumers' perceptions and attitudes towards organic products.

Ach Ainur Roman et al. (2019) conducted a study to investigate the multidimensional consumer perceived value of organic food. The study used a survey method with a structured questionnaire to collect data from respondents. The findings revealed that consumer perceived value has a



positive influence on customer satisfaction and their intention to purchase organic food products.

Bayad Jamal Ali et al. (2020) conducted a study to fill the literature gap regarding consumer perceptions of healthy and organic food in a specific region. The study used a survey research method to collect data from respondents. The findings showed that consumers are willing to pay premium prices for high-quality organic food products.

E. Muthukumar et al. (2019) conducted a study to examine the level of awareness among consumers regarding organic products. The questionnaire method was used for data collection from respondents. The findings of the study revealed that fruits and vegetables are the most frequently purchased organic items among consumers.

III. OBJECTIVES

- To analyse customer perception towards organic food products.
- To identify the factors influencing the purchase of organic food products.
- To examine consumer satisfaction with organic food products.

IV. RESEARCH METHODOLOGY

Research Design

The study is descriptive in nature, as it aims to describe the awareness, attitudes, and purchasing behaviour of consumers regarding organic food products.

Sources of Data

Primary Data: Collected directly from consumers using a structured questionnaire.

Secondary Data: Collected from books, journals, research articles, websites, and reports related to organic food and consumer behaviour.

Sampling Method

The study uses convenience sampling, selecting respondents who are easily accessible and willing to participate.

Sample Size

The data collected from 100 respondents.

Tools for Data Collection

A structured questionnaire containing multiple-choice and Likert-scale questions was used to collect primary data from respondents.

Checking Certification Labels

S. N O	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1.	Always	28	28%
2.	Sometimes	36	36%
3.	Rarely	20	20%
4.	Never	16	16%
	Total	100	100%

Interpretation:

From the above table it is interpreted that 36% of the respondents sometimes check certification labels, 28% always check them, 20% rarely check, and 16% never check labels.

Trust In Organic Food

S. N O	TRUST IN ORGANIC FOOD	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly trust	22	22%
2.	Trust	38	38%
3.	Neutral	26	26%
4.	Do not trust	14	14%
		100	100%

Interpretation:

The table shows the level of trust in organic food among respondents, most respondents 38% trust organic food, while 22% strongly trust it. about 26% remain neutral and 14% do not trust organic food

Main Reason For Buying Organic Food

S. N O	MAIN REASON BUYING ORGANIC FOOD	NO. OF RESPONDENTS	PERCENTAGE
1.	Health Benefits	45	45%
2.	Environmental Concern	20	20%
3.	Taste	20	20%



4.	Recommendation	15	15%
	Total	100	100%

Interpretation:

The above table, it is interpreted that 45% of respondents buy organic food for health benefits, 20% for environmental concern, 20% for taste, and 15% due to recommendations. Hence, the majority of respondents prefer buying organic food mainly for health benefits.

Rank Of Factors For Choosing Organic Food Products

PURPOSE	NO. OF PERSONS	RANKING
Health Benefits	32	1
Safety/Chemical-Free	20	2
Quality of Product	19	3
Taste of product	15	4
Environmentally Friendly	14	5
Trust in certification/Labels	12	6
Availability in local stores	11	7
Brand Reputation	9	8
Recommendation from friends/family	7	9
Price Affordability	2	10
Total	100	

Interpretation:

The table shows the ranking of factors influencing consumers to choose organic food products. Health benefits are ranked first with 32 respondents, indicating it is the most important reason for choosing organic food. Safety or chemical-free nature is ranked second with 20 respondents, followed by quality of the product ranked third with 19 respondents. Taste of the product and environmental friendliness are ranked fourth and fifth, showing moderate importance. Trust in certification or labels, availability in local stores, and brand reputation are ranked sixth, seventh, and eighth respectively. Recommendation from friends or family is ranked ninth, while price affordability is ranked tenth, indicating it is the least important factor. Overall, the results show that health, safety, and quality are the major factors influencing consumers to choose organic food products.

V. FINDINGS

- 36% of the majority of the Respondents are sometimes prefer checking certification labels
- 38% of the majority of the Respondents are Trust in organic food
- 45% of the majority of the Respondents are main reason buying organic food health benefits

VI. SUGGESTIONS

- The price of organic food products should be reduced to encourage more consumers to purchase them.
- The availability of organic food products should be increased in supermarkets and local markets.
- The government and organizations should create more awareness programs about the benefits of organic food.
- Proper certification labels should be clearly displayed to increase consumer trust.
- More advertisements and promotional activities should be conducted to attract consumers.
- Online platforms can be used to sell organic food products to reach more customers.

VII. CONCLUSION

The study on customer perception towards organic food reveals that consumers are becoming more aware of the benefits of organic food products. Most respondents prefer organic food because it is considered healthy, natural, and free from chemicals. The study also shows that factors such as health benefits, awareness, and availability influence the purchase of organic food. However, higher prices and limited availability still act as challenges for many consumers. Overall, the perception towards organic food is positive, and with better awareness, reasonable pricing, and improved accessibility, the demand for organic food products is expected to increase in the future.

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