SIGNIFICANCE OF THE CONSUMER AWARENESS TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI DISTRICT

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Designation: Lawyer

INTRODUCTION:

Environmental issues like global warming depletion of natural resources, changing weather, are most talked about issues now a day. A new sense of urgency about Indian environmental degradation has completed a number of ordinary individuals to make eco-conscious life style changes (Jain & kaur, 2004). The environment has become a mainstream issue and consequently consumers are becoming more concerned about their habits and the effect that these have on the environment (Krause, 1993). Environment friendly, eco-friendly, nature-friendly and green are marketing terms referring to goods and services, laws, guidelines, and policies that inflict reduced, minimal or no harm upon ecosystems or the environment. Considering the importance of the environment, Consumers around the globe started showing concern for environmental protection and started avoiding the products that are harmful for the environment. Awareness of the destruction of natural resources has raised the issue of Environmental protection, which in turn has created eco-friendly consumption called “green consumerism” (Moisander, 2007). Marketers responded to the growing environmental consciousness of consumers by adapting green practices and developing environment-friendly products. Today, Governments, Organizations, as well as the general public are concerned about the environment and are taking initiatives at their own level. Various governments have implemented environmental laws for Environment Protection and are also providing subsidies on green/environment-friendly products. Every year the populations of people who are rotating towards green brands or environmental friendly products are increasing thus magnifying the phenomenon. The need for sustainable business practices by corporations around the world is identified to be a result of overall increase in the consumer awareness of lack of environmental protection and social inequities. Driven by the green consumption, enterprises more choices to switch over to green lifestyle. Driven by the green consumption, enterprises begin to take customer as the guide of the green marketing strategy. In business, the terms -Green Product and Environmental product are used commonly to describe those that strive to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating use of toxic agents, and waste (J, Ottman, 1997). It is also referred as a product that is environmentally preferable relative to comparable products. Thus, green marketing approach is largely used as a tool by the gigantic corporate houses in order to make a difference in the consumer’s point of view when it comes to making market decisions.

An organic consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non-renewable energy, involves unethical testing on animals or human subjects (Elkington, 1994). Hence, it is essential to conduct a study on the consumer behaviour of organic consumers and find the factors influencing of consumer
behaviour. So, this study mainly focus to find out the impact of eco-friendly products towards Consumer behaviour in Chennai District.

BACKGROUND OF THE STUDY:

Organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods. Processed foods which are high in saturated fats, Sugar and Sodium, and low in essential nutrients are not only responsible for over weight problems but have been also shown to be major contributors to a number of health problems including diabetes, high blood pressure and heart disease. To make things worse, there are also various artificial preservatives, flavour enhances and a number of other chemicals with dubious effects on health. On the other hand, unprocessed foods are not as healthy as they seem to be either because most of them are conventionally grown which means with the use of pesticides, chemical fertilizers, antibiotics, growth hormones and who knows what else. Fortunately, there is a safer and healthier alternative - organic food.

Organic foods are foods that are produced using methods that do not involve modern synthetic inputs such as synthetic pesticides and chemical fertilizers. Organic foods are also not processed using irradiation, industrial solvents or chemical fertilizers. Organic foods were historically grown on small, family-run farms, limiting the sale of these goods to small grocery store and farmer’s markets. Organic food advocates claim that organically grown foods are safer and more nutritious than foods raised through non-organic methods such as pesticide and non-organic fertilizer use, or antibiotic and hormone use. Many people don’t trust these chemicals and don’t want to put them into their bodies. Since virtually all non-organically produced foods contain residues of pesticides, fertilizers and other chemicals, the only way to avoid them is to buy organic foods. To be certified as organic, food products need to come from farms and processing plants that are certified as organic.

The inspectors make sure that only organic methods are used and that the environment is not contaminated with pesticides, synthetic fertilizers or other non-organic compounds. The main idea of organic food production is avoidance of all non-organic farming methods which means that the use of pesticides, artificial fertilizers, antibiotics, growth hormones and similar things is strictly forbidden. Instead, organic food producers use all natural farming methods such as crop rotation, composting, companion planting, stimulating biodiversity, etc. As a result, organic products pose no risk of pesticide residues or presence of other potentially harmful chemicals. Organic food products are not allowed to contain any genetically modified ingredients nor artificial additives. Although conventionally grown food is claimed to be safe, absence of all non-natural ingredients makes organic food without a doubt healthier and safer choice because the long term effects of those "safe" doses of pesticides, preservatives and other chemicals remain unknown. Literally Article 21 of our constitution is a colourless article. The State has to follow the law and procedure established by law and in article 21 has been judicially construed a meaning which is reasonable, fair and just. The stream is endless and “Protection of life and liberty” is the basis of expansion.
of the concept of life. The Right to health in India got its initial recognition in Francis Coralie Mullin Versus Union Territory of Delhi case vi where the court held that Article 21 of the constitution includes the basic right to food, clothing, and shelter. Mere animal existence is not the life. The Supreme Court addressed the types of conditions necessary for enjoyment of health. In Morcha case vii, the court held that Right to live with human dignity also involves right to “Protection of health”.

SIGNIFICANCE OF THE STUDY:

This study attempts to gain knowledge about consumer’s satisfaction towards organic food products consumption. With rising concern for health issues and food safety, many consumers have turned their site to organic food products. The increased consumer’s interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use of harmful ingredients and thereby ensure health.

REVIEW OF LITERATURE:

Sathyendra Kumar AD and and Dr . H.M. Chandrashekar(2015) viii revealed that an attempt to understanding the consumer perception about organic products and marketing in Mysore city. Primary data are collected from retail outlets of organic products, organic products marketing agencies, by administering the structured questionnaires through simple random sampling method. Parentage analysis and SPSS will be adopted to analysis the consumer’s response towards organic food product in Mysore city. The results concluded that most of the consumer especially in urban people prefer organic food product. J. Padmathy and R. Saraswathy (2016) ix investigated 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. Convenience Sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with questionnaires. The statistical method used for the study as regression and chi-square analyses. The findings of the study reveal 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) x evaluated the current status of consumers’ buying behaviour towards organic foods in the emerging market. A well structured questionnaire was designed and distributed to around 105 respondents randomly in Malaysia(Penang). The data collected are analysed using SPSS software with version 21.0. The study found that government support and policy, perceived beliefs and attitudes, knowledge and availability have a significant positive relationship with consumer behaviour towards organic foods. According to Mostafa (2007) xi, green purchase behaviour refers to the consumption of products that are benevolent or beneficial to the environment, recyclable or conservable and sensitive or responsive to ecological concerns. Clem(2008) xii reveals that going green reflects a social consciousness around saving and advancing the Earth’s natural resources, preserving and protecting them for the sake of civilization. Consumers are becoming more and more aware of environmental issues and this has increased the demand for ecological
products. Green product’s quality is also a concerned factor for most consumers. Green consumers generally trust on these brand and are not ready to compromise on quality.

As there is an exception on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality, businesses must enhance green product quality as well as focus on environmental benefits of a product, and share these aspects with customers in order to achieve the recognition in the market(D’Souza et al, 2006). Hence, these reveal that traditional product characteristics such as brand name, its price and quality are still the most important ones that consumers considered when making purchasing decision(Gan et al, 2008).

R. Mahesh & P. Gomathi,(2016), conducted “A study on rural consumers buying behaviour of Green products with Special reference to selected villages in Tirupur District”. The researcher has analysed the environmental awareness, and factors influencing the consumers’ buying behaviour of green products in Tirupur district. The empirical research was conducted among 200 respondents who had purchased green products. Primary data were collected by a scheduled interview method with a structured questionnaire by adopting a convenient sampling technique. Percentage analysis, weighted ranking, chi-square test and Anova test were used to measure the interrelationship between the consumers’ demographic factors and their environmental awareness. The results revealed that the products which are originally grown with natural ingredients and products don’t harm and pollute the environment are the major factors influencing the consumers to purchase the green products. Hence, the study concluded that the consumer’s level of awareness about green products is high. The marketers also have a responsibility to make the consumer understand the need for the benefits of green products as compared to non-green products. C. Dilip Kumar and S.M. Yamuna,(2014) study entitled “A Study on Consumers preference towards green marketing products”, has analysed the consumer awareness, satisfaction of green products and examined the factors influencing consumer’s green purchasing intention towards eco-friendly products. The researchers framed structured questionnaire and distributed to 100 respondents in Coimbatore city using convenient sampling techniques and found that the design, price, quality, quantity, durability, unpolluted environment and availability are the aspects of eco-friendly products will have influence on the choice and preference of customers. Finally, the researchers concluded that the customers have to use green products in future which are usually biodegradable/recyclable resources for safe the Environment.

M. Nagamani and B. Navaneetha (2014) in their research work “A study on awareness and usage of green products among woman students- An empirical study”, analysed the awareness and usage of green products among the women students in Coimbatore collected through primary data from 100 green consumers using random sampling method and the respondents had the awareness about green products like paper bag, plates, cups, areca plates and eco-bowls in green marketing.

According to the authors, the economic aspects of green marketing should not be ignored because ecological issues are the main point of green marketing decision-making. The authors say that the consumers are willing to pay more for green products for enhancing the quality of life to satisfy their needs. Hence, in-order to understand the significance of eco-marketing the marketers have
to be very sensitive towards environmental and ethical aspects. The author Norazah Mohd Suki (2013)\textsuperscript{xviii}, discussed his study on “Green awareness effects on consumers purchasing decision: Some insights from Malaysia”, which attempts to examine the influence of consumer’s environmental concerns, awareness of green products, green price and brand image on their purchasing decision of green products. The data collection was done through convenient sampling technique by using structured questionnaire from 200 consumers in Malaysia. The awareness of brand image had a positive influence on consumer’s purchase of green product. Hence, the marketers should develop and implement emotional green branding strategies and to encourage positive sales of green products. Maha Mourad, (2012)\textsuperscript{xix} explained in his study on “Perception of green brand in an emerging innovative market”, stated the factors affecting the green brand preference. The data were collected from 302 consumers in the telecom industry through questionnaire survey using the convenient snowball sampling technique. The author found that green brand image, green satisfaction and green trust have a significant effect on the firm’s green brand preference. Though, the study suggests that Telecom company should have to promote and to communicate their brand as a “green brand” with the customer that will influence their purchase decision.

The author Hemantha. Y, (2009)\textsuperscript{xx} discussed in her study on “Green marketing-An exploratory research on Consumers in Bangalore City”, has evaluated the consumer attitude towards green marketing and green branding. The primary data were collected from 100 Consumers in Bangalore city through questionnaire survey method using random sampling technique. The consumers are well aware of green environment aspects. The results of the study indicated that the impact of significant changes in green marketing for effective utilization of resources and to reduce the negative effect of the products offered by the company to make environmental safe. Hence, the company should follow the strategies depending on market and competitive conditions to satisfy the green consumers.

Dr. Nilima Varma (2016)\textsuperscript{xxi}, the main reasons for purchasing Organic food Products are an expectation of a healthier and environmentally friendly means of Production. Organic Buyers tend to be older and higher educated than those who do not buy them. K. Sudhalakshmi and K. M. Chinnadorai (2014)\textsuperscript{xxii}, the growing awareness about the implication of global warming, non-biodegradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources. S. Suganya and Dr. S. Aravinth (2014)\textsuperscript{xxiii}, the people do aware of what is happening to the surroundings with regards to the environment and ecology problems and most consumers perceived that organic food product is healthier. Mithilesh Verma and V.K. Verma (2013)\textsuperscript{xxiv}, the consumer thought that organic food products are good for the environment as well as good for the human health but there is lack of more awareness between consumers about Organic food products. M. Gomathi and Dr. Kalyani(2013)\textsuperscript{xxv}, the awareness among the Public about organic products are less than 50%. Golnaz Rezai, Phuah Kit Teng, Zainalabidin Mohammed and Mad Nasir Shamsudin (2012)\textsuperscript{xxvi}, the respondents were aware of the green concept which is a strong indicator of consumers’ intention to go green in food consumption. The study by Moloy Ghoshal (2011)\textsuperscript{xxvii}
examined that Organic marketing was still in infancy. In the perception of marketing scholars, organic marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behaviour.

The organic marketers must understand to satisfy two objectives; improved environmental quality and customer satisfaction. Charles W Lamb et al (2004) explained that organic marketing has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole. The study conducted by Meenakshi Handa (2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behaviour of consumers across countries, educational levels, and age and income groups may differ, environmental concerns are increasing worldwide.

STATEMENT OF THE PROBLEM:

The market for organic food products in India has emerged because of the lucrative export potential available for the producers. Incidentally, in India, most of the organic produce is grown to be exported to the global market. The rest is sold at predetermined retail outlets. So, if the trend for organic products is growing among producers then, its benefits must naturally reach the local population of a country. This will also ensure that the food products are nutrient rich as processing required would be minimal from the point of origin and consumption. This study has been made to conduct survey among the consumers of organic products in Chennai city. As environmental sustainability is an important issue, in this regard there is a need to create awareness about the organic products and also to review the role of organic food products in the present scenario.

At this juncture, the following questions were probed by the researcher: To what extent the consumers are aware about the organic products in Chennai City? To what extent the consumers are satisfied towards using organic products in the study area?

OBJECTIVES OF THE STUDY:

The study is subject to the following specific objectives:

(i) To find the level of awareness in the usage of organic food products among the selected respondents.

(ii) To study the buying behaviour of consumers towards Organic food products. (iii) To analyse the satisfaction level of the consumers towards Organic food Products (iv) To identify the problems while using the organic food products

(iii) To offer Suggestions based on the findings.
LIMITATIONS OF THE STUDY:

This study is mainly confined to Chennai City.

This study is limited to 30 respondents.

FORMULATION OF HYPOTHESIS:

The following hypotheses are framed and tested for the present study namely,

Ho: There is no significant difference between the demographic profile of the respondents and their level of awareness towards Organic food products.

Ho: There is no significant difference between the gender wise awareness level of the respondents and their usage, purchase and marketing strategies of the organic products.

CHAPTER III

RESEARCH METHODOLOGY:

The word “METHOD” means “the mode a way of accomplishing an end”. Research Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interview surveys and other research techniques, and could include both present and historical information. Any Scientific approach should have a method or an outline to be followed to attain specific goals.

Sampling Unit & Sample Size:

The study has been made in Chennai. Chennai City is one of the top 10 fastest growing cities of India. It is the first largest city in the Indian State of Tamil Nadu and the 4th largest Urban agglomeration in India with a metropolitan population of over 2 million. Within the Chennai City, the researchers are collecting the Primary data for this present study. Sample Size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 30.

Sampling Technique:

The sampling technique used in this project is convenient Sampling method.

Statistical Tools:

Simple Percentage Method, Chi-Square Test.
Sources of Data:

Primary Data:

Primary Data are the data which are collected from the respondents through respondent’s sheet. Questionnaire was the main and important tool for collection of the Primary data. Hence, effort has been taken to construct the Structured Questionnaire in a systematic way so as to include adequate and relevant questions to ensure the research objectives. The data was also collected through structured Personal interview method. The Questionnaire contains 2 sections. In the first Section of the Questionnaire, the questions mainly included about the respondent’s demographic profiles and at the same time, the questions were asked to understand the extent of the attitude of respondents towards the Environment and understanding of eco friendly concept. In the second section, the researcher tried to found out the awareness level about the organic food products. Simple data analysis techniques were adopted such as Chi Square statistics; and Simple Percentage Analysis were used to find out the accurate analysis and inferences.

Secondary Data:

Secondary Data are collected from articles, Journals, Reference books and websites.

Data Analysis:

The data collected from the primary source were arranged sequentially and tabulated in a systematic order in the table for further analysis and Interpretation.

ANALYSIS AND INTERPRETATION OF DATA

SECTION 1 – DEMOGRAPHIC PROFILE OF RESPONDENTS:

![Age & Percentage of Respondents](image-url)
<table>
<thead>
<tr>
<th>AGE</th>
<th>NUMBER OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 YEARS</td>
<td>16</td>
<td>53%</td>
</tr>
<tr>
<td>26-40 YEARS</td>
<td>9</td>
<td>30%</td>
</tr>
<tr>
<td>41-55 YEARS</td>
<td>5</td>
<td>17%</td>
</tr>
<tr>
<td>56 YEARS &amp; ABOVE</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data
(i) PIE CHART AND TABLE SHOWING AGE OF THE RESPONDENTS

Interpretation:

The above table shows that 53 percent of the respondents are between the age group of 18-25 years, 30 percent of the respondents are between the age group of 26-40 years, 17 percent of the respondents are between the age group of 41-55 years. Majority of the respondents are between the age group of 18-25 years.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>NUMBER OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>12</td>
<td>40%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>18</td>
<td>60%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data
(ii) PIE CHART AND TABLE SHOWING GENDER OF THE RESPONDENTS

Interpretation:

The above table shows that 60 percent of the respondents are female and only 40 percent of the respondents are male. Majority (60%) of the respondents are female.

<table>
<thead>
<tr>
<th>EDUCATIONAL QUALIFICATION</th>
<th>NUMBER OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERGRADUATE</td>
<td>19</td>
<td>63%</td>
</tr>
<tr>
<td>POST GRADUATE</td>
<td>5</td>
<td>17%</td>
</tr>
<tr>
<td>DOCTORATE</td>
<td>6</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data
(iii) PIE CHART AND TABLE SHOWING THE EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS

Interpretation:

The table shows that 63 percent of the respondents have completed Undergraduate and only 17 percent of the respondents have completed Postgraduate regarding their qualification of Education. 20 percent of the respondents have completed doctorate.

<table>
<thead>
<tr>
<th>EMPLOYMENT STATUS</th>
<th>NUMBER OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN SERVICE</td>
<td>15</td>
<td>50%</td>
</tr>
<tr>
<td>Category</td>
<td>Count</td>
<td>Percentage</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>Own Business</td>
<td>5</td>
<td>17%</td>
</tr>
<tr>
<td>Student</td>
<td>5</td>
<td>17%</td>
</tr>
<tr>
<td>Home Maker</td>
<td>5</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data

(iv) **PIE CHART AND TABLE SHOWING THE EMPLOYMENT STATUS OF THE RESPONDENTS**

**Interpretation:**

The table shows that 50% of the respondents are in service, while 17% of the respondents are doing their own Business, 17% of the respondents are doing their graduation and finally 16% of the respondents are Home makers.
<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10,000 - 50,000</td>
<td>15</td>
<td>50%</td>
</tr>
<tr>
<td>50,000 - 100,000</td>
<td>15</td>
<td>50%</td>
</tr>
<tr>
<td>More than 100,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>
(v) PIE CHART AND TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENTS

Interpretation:

The above table shows that 50% of the respondents are earning a monthly income between 10000-50000 and 50% of the respondents are earning a monthly income between 50000-100000.
(vi) PIE CHART AND TABLE SHOWING THE MARITAL STATUS OF THE RESPONDENTS

Interpretation:

The above table shows that 80 percent of the respondents were married and 20 percent of the respondents were unmarried. Majority (80%) of the respondents were married.
### (vii) PIE CHART AND TABLE SHOWING THE CHILDREN OF THE RESPONDENTS

**Interpretation:**

The above table shows that 33 percent of the respondents have one child, 50 percent of the respondents have two children, 3 percent of the respondents have children of three and above, and finally 14 percent of the respondents do not have children. **Section II**

**IMPACT OF DEMOGRAPHIC PROFILE ON GENDER WISE CONSUMER AWARENESS:**

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>VARIABLES</th>
<th>GENDER</th>
<th>X2</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 1: Age Distribution by Gender

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Male (12)</th>
<th>Female (18)</th>
<th>Chi Square Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>4(6.40) (0.90)</td>
<td>12(9.60) (0.60)</td>
<td>3.2407</td>
</tr>
<tr>
<td>26-40</td>
<td>5(3.60) (0.54)</td>
<td>4(5.40) (0.36)</td>
<td>1.6447</td>
</tr>
<tr>
<td>41-55</td>
<td>3(2.00) (0.50)</td>
<td>2(3.00) (0.33)</td>
<td>.197825</td>
</tr>
</tbody>
</table>

*Chi Square Statistics Is 3.2407 (The result is not significant at p <.01).*

### Table 2: Educational Qualification Distribution by Gender

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Male (12)</th>
<th>Female (18)</th>
<th>Chi Square Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>6(7.60) (0.34)</td>
<td>13(11.40) (0.22)</td>
<td>.43939</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>3(2.00) (0.50)</td>
<td>2(3.00) (0.33)</td>
<td></td>
</tr>
<tr>
<td>Doctorate</td>
<td>3(2.40) (0.15)</td>
<td>3(3.60) (0.10)</td>
<td></td>
</tr>
</tbody>
</table>

*Chi Square Statistics Is 1.6447 (The result is not significant at p<.01).*
<table>
<thead>
<tr>
<th></th>
<th>MARITAL STATUS</th>
<th></th>
<th>EMPLOYMENT STATUS</th>
<th></th>
<th>Chi Square Statistics is</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MARRIED</td>
<td>9(9.00)(0.00)</td>
<td>9(9.00)(0.00)</td>
<td>.57615 (The result is not significant at p &lt;.01).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UNMARRIED</td>
<td>3(3.60)(0.10)</td>
<td>15(14.40)(0.02)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>6(6.00)(0.00)</td>
<td>1(2.00)(0.00)</td>
<td>1.6667 (The result is not significant at P &lt;.01)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3(2.00)(0.00)</td>
<td>3(2.00)(0.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2(2.00)(0.00)</td>
<td>3(3.00)(0.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>6(6.00)(0.00)</td>
<td>9(9.00)(0.00)</td>
<td>1 (The result is not significant at p &lt;.01)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MONTHLY INCOME</td>
<td>6(6.00)(0.00)</td>
<td>9(9.00)(0.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10000-50000</td>
<td>6(6.00)(0.00)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>50000-100000</td>
<td>6(6.00)(0.00)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data
Table 1 - Impact of the demographic profile of the respondents towards the awareness of the organic products.

Chi-Square Analysis:

The chi-Square test has been applied to find the relationship between demographic profile of the respondents and consumer awareness. It can be concluded from the analysis p < 0.01 and the null hypothesis is accepted at one percent level of significance. Hence the null hypothesis is accepted.

This shows that there is no significance relationship between the demographic profile of the respondents and the consumer awareness towards organic food products. The demographic independent variables are taken into consideration for the analysis of gender wise consumer awareness of age, educational level, marital status, employment and monthly income.

The above table reveals that all the demographic variables namely age, marital status, employment, monthly income do not have significant impact on the gender wise awareness level of respondents regarding the usage of organic products. Another important fact proved in this study is that 63% of the undergraduate respondents are aware of the usage of the organic products. With regard to the married respondents, 80% are familiar with the need to use organic products. Another interesting fact is 17% of the respondents who are doing own business and as well as home maker are aware about the immense necessary for the use of the organic products.

Majority (50%) of the respondents who earn monthly salary between 50000-100000 are well aware towards the usage of the organic products. It is heartening to note the fact that the young generations (50%) in the group of about 18-25 years are aware of necessity to use organic products.

AWARENESS LEVEL OF RESPONDENTS ON THE FOLLOWING DIMENSIONS OF ORGANIC PRODUCTS:

<table>
<thead>
<tr>
<th>SOURCES OF ORGANIC PRODUCTS</th>
<th>GENDER</th>
<th>X2</th>
<th>P VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIENDS/RELATIVES</td>
<td>MALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUPERMARKET</td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chi-Square statistic

.98321

(The result is
### TABLE 2 - Awareness level of the respondents and the sources of the organic products.

Source: Primary Data

AWARENESS LEVEL OF RESPONDENTS ON THE USAGE OF ORGANIC PRODUCTS

<table>
<thead>
<tr>
<th>USAGE OF ORGANIC PRODUCTS</th>
<th>GENDER</th>
<th>X2</th>
<th>P VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3(3.20)(0.01) 2(2.00)(0.00) 2(1.60)(0.10) 3(2.80)(0.01) 2(2.40)(0.07) 5(4.80)(0.01) 3(3.00)(0.00) 2(2.40)(0.07) 4(4.20)(0.01) 4(3.60)(0.04) is 0.3224 not significant at p<.01)
### Table 3: Awareness Level of the Respondents and the Usage of the Organic Products

**Awareness of the Respondents Towards the Purchase of Organic Products**

<table>
<thead>
<tr>
<th>Point of Purchase of Organic Products</th>
<th>Gender</th>
<th>X²</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Malls</td>
<td>Male</td>
<td>6(6.40)(0.03)</td>
<td>.767833</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>10(9.60)(0.02)</td>
<td>.962325</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2(1.80)(0.02)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2(2.40)(0.07)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4(4.20)(0.01)</td>
<td></td>
</tr>
</tbody>
</table>

Chi-square statistics is 0.2877

(The result is not significant at P<.01)

Source: Primary Data
## TABLE 4: Awareness level of the respondents and the Purchase of the organic products.

**AWARENESS OF THE RESPONDENTS AND THE MARKETING STRATEGIES FOR PROMOTING ORGANIC PRODUCTS**

<table>
<thead>
<tr>
<th>MARKETING STRATEGIES</th>
<th>GENDER</th>
<th>X2</th>
<th>P VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCAL SHOPS</td>
<td></td>
<td>3(2.80)(0.01)</td>
<td>4(4.20)(0.01)</td>
</tr>
<tr>
<td>INTERNET</td>
<td>3(2.80)(0.01)</td>
<td>4(4.20)(0.01)</td>
<td>4(3.60)(0.04)</td>
</tr>
<tr>
<td>SPECIALIZED SHOPS/UNITS</td>
<td>2(2.40)(0.07)</td>
<td>4(3.00)(0.33)</td>
<td>2(3.00)(0.33)</td>
</tr>
<tr>
<td>FACTORY OUTLET</td>
<td>1(2.00)(0.50)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data
### TABLE 5 – Awareness level of the respondents and the marketing strategies for promoting organic products.

The Chi-square test has been applied to find the relationship between awareness level of respondents towards the usage, purchase, preference, awareness and marketing strategies regarding organic products. It can be concluded from the analysis $p < 0.01$ and the null hypothesis is accepted at one percent level of significance. Hence, the null hypothesis is accepted. From the above table 2, 3, 4, 5 the research study finds that there is no significant relationship between the awareness level of the respondents towards the usage, purchase, preference, awareness and marketing strategies of the organic products.

It also reveals that majority of the respondents are aware regarding the benefits of organic products through friends, relatives (27%); 53% of the respondents use the organic products for the maintenance of health; Majority of the respondents purchase through local shops (23%) and specialized shops (17%) respectively. Many marketing companies create awareness through the advertisements using themes (53%) regarding the benefits and awareness of organic products.

<table>
<thead>
<tr>
<th>ADVERTISEMENTS USING THEMES</th>
<th>MALE</th>
<th>FEMALE</th>
<th>Chi Square statistics is $1.9271$</th>
<th>.587678</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELF EXPLANATORY LABELS</td>
<td>7(6.40)(0.06)</td>
<td>9(9.60)(0.04)</td>
<td>(The result is not Significant at $P &lt;.01$)</td>
<td></td>
</tr>
<tr>
<td>EDUCATIONAL CAMPAIGNS</td>
<td>2(1.20)(0.53)</td>
<td>1(1.80)(0.36)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CERTIFICATIONS</td>
<td>1(2.00)(0.50)</td>
<td>4(3.00)(0.33)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2(2.40)(0.07)</td>
<td>4(3.60)(0.04)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data
VERIFICATION OF FINDINGS:

By applying the chi-Square Statistics, in which the test is made at 0.01 level of significance, there is no significant relation between the demographic profile of the respondents and their level of awareness towards organic products. Additionally, there is also no significant relation between the gender wise awareness level of the respondents and their usage, purchase and marketing strategies of the organic products. Hence, the null hypothesis is accepted.

By using organic products one can improve the health and become eco friendly for the survival of all living things on this earth. Article 21 of the constitution implicitly recognize Right to health. Right to health includes the right to food, the reproductive rights, rights of workers to occupational health and safety, clean environment, adequate drugs, medical negligence, right against medical malpractices, emergency health care, public health care etc., on each and above aspects, the supreme court of India has emphasized and directed the state to take proper health measures for the welfare of the people.

**Simple percentage Analysis**

53 % of the respondents are between 18-25 years of age.

Majority (60%) of the respondents are female.

40% of the respondents are Male.

63% of the respondents had finished their undergraduate, while 17% of the respondents are currently doing their Post graduation. 20% of the respondents have finished their doctorate.

17% of the respondents are doing their business works and 50% of the respondents are working in service sector.

50% of the respondents are earning their monthly income between 10000-50000. Majority (80%) of the respondents are married. 20% of the respondents are unmarried. 33% of the respondents have one children in their family.

53% of the respondents are well aware about the importance and usage of the organic products with regard to maintenance of health.

27% of the respondents mainly suggests that the main source of awareness in providing information regarding organic products are friends and relatives.

80% of the respondents strongly agree that organic products can contribute in saving the Environment.

75% of the respondents prefer to use organic food products, clothes, cosmetics and personal care Products.
82% of the respondents buy organic products regularly.

50% of the respondents are willing to recommend organic products to friends and families.

**CONCLUSION:**

Consumer Satisfaction plays a major role towards Organic food products. The marketers of Organic food products need to be innovative and dynamic in order to compete with the changing purchase behaviour in the organic food product market among consumers. The importance of organic food products was ignored for quite a long period. As a result of Environmental Sustainability, importance is shifted towards organic food products rather than Conventional food products. The present research focused to examine the consumer awareness and satisfaction level towards organic food products in Chennai City. The study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic food products in Chennai city. The marketing Executive of Organic food products must create promotions which are both realistic and moral and the Product availability in terms of volume and variety are required to become successful in marketing organic food products. Knowledge and awareness about organic food products could affect attitudes and perceptions about the product and, ultimately, buying decisions of the consumers. Organic food products are most preferred and highly demanded. The commodities at present and the Price of food products are higher than other traditional food products. But, quality characteristics affect consumers’ preferences for organic products are higher than other traditional food products; with the most important including health and nutritional value, taste, fresh and general appearance. Consumers’ willingness to purchase is influenced by limited and erratic supply, higher price of the products and very limited access and information. As far as consumers are concerned the awareness level is increasing and has started implementing them in their normal life and also government intervention is needed to implement normal price in organic market. There is a need to educate the people on the usage of green products and on identifying the organic attributes of products they use. This would help to protect the environment for the future generation. One should know the importance of being nature friendly. From the research study, it is found that the most of the consumers in Chennai city are aware of environmental problems and organic products in the market. There is a positive attitude and behaviour towards organic products. The organic consumerism gains momentum in Chennai City.

**SUGGESTIONS:**

The following measures can be taken to improve the awareness level among people in using organic Products:

(i) The Wholesalers and retailers may take steps to create more awareness about the organic food products and its benefits.

(ii) The marketers may introduce some special offers to attract the organic food consumers and introduce luxurious shops and packages to cover all consumers. (iii) Government can
increase the trend for consumption of organic foods by increasing Public awareness through various programs and advertisements in TV and other Channels and further come forward to provide subsidy for organic Producers. (iv) Organic foods particularly fruits and vegetables are of highly quality, nutritious and taste better and can be maintained to hang on to current consumers and focus on new consumers by increasing the availability of the products.

(v) Constant efforts should be taken by Government ,NGO’s , Educational Institutions ,Business Houses and Society at large to create awareness among the consumers to promote organic products.

(vi) Government should subsidize the green efforts, so that marketer could avail green products and services at reasonable prices.

(vii) Organizations should adapt green policies as long term strategy because most of the green efforts took heavy initial cost but in long term it is beneficial and cost effective to the organizations.

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