

A STUDY ON IMPORTANCE AND SATISFACTION OF ORGANIC FOOD PRODUCTS

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Abstract: *Accessibility of natural information and yield is basic for improve of natural shaping in the nation. Improvement of proficient promoting framework is the need of great importance for reinforcing the natural generation in India. This paper made a modest endeavour to understanding the purchaser recognition about natural item and promoting in Rajapalayam city. Processed foods which are high in saturated fats, sugar and sodium, and low inessential 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. The outcomes inferred that the majority of the customer particularly in urban individuals like natural nourishment item. Advertising of natural item is so poor in study region so the interest for natural item is increments however supply is extremely low. The significant reasons are natural maker are low, sufficient market office isn't there, not many number of shops, absence of mindfulness, etc. Subsequently if rancher just as government give enthusiasm to natural cultivating effectively improving great promoting framework in Tamilnadu.*

Keywords: *Anti-microbials, natural manageability, CQA, OMRI Certification.*

1. INTRODUCTION:

Planet earth is confronting a significant test of a dangerous atmospheric deviations. Green showcasing idea is especially similar the green plants that give oxygen which is the fundamental need of living. So, in the event that each individual on this planet inclines toward a green item, at that point the day won't be far when we can really spare our "mom earth"; the "maker" of people, so right now is an ideal opportunity to consider the Mother Nature¹. Agribusiness is right now changing into revamped into dynamic gainful and beneficial segment attributable to consistently expanding interest for nourishment and nourishment items. To adapt up to the nourishment generation focus on, a great deal of pressure is presumably going to be to rural data sources². Natural nourishments are conveyed by systems that agree to the measures of regular cultivating. Gauges vary far and wide, yet characteristic developing when all is said in done features practices that try to cycle resources, advance ecological adjustment, and apportion biodiversity³. Natural nourishment advances no fake additives and best keep up the innovation of nourishment. This avoids abundance utilization of destructive fixings and along these lines guarantees wellbeing. This investigation endeavoured to pick up information about purchaser mentality towards natural nourishment item utilization and to see whether there is any potential this may have for changing their conduct⁴. It is basically an idea towards planet earth that delivers a thing or organization that may be biological pleasant or being made in an eco-obliging way⁵. Subsequently, this investigation endeavours to discover the buyers' expert natural concerns, mindfulness and learning about condition related issues, affect on their purchasing conduct to incline toward and purchase eco-accommodating items and pay a top notch cost for such items. The inevitable part manages 'Green Marketing'⁶.

Natural Agriculture not just safeguards the condition yet it likewise improves general wellbeing, bringing critical advantages both to the economy just as to the social attachment of rustic zones. The enthusiasm of purchasers and open foundations in naturally delivered nourishments has expanded, principally in created nations, in light of purchasers' worries about sanitation, human wellbeing and the earth⁷. This is an extraordinary development towards a logically straight forward farm to-grandstand process. It should empower agriculturists to understand the components of assessing and the activity of go-betweens in the whole method. Up until this point, agriculturists have been working in an incredibly outlandish condition. Work arranges in the lively section and a huge piece of it involves farmers⁸.

A crisis in agrarian part as a result of the monster advances and advances which are paid by the banks to the farmers. The progressing designs in the agricultural part have outlined a deceleration in the agrarian improvement⁹. The living being in all likelihood will bolster farmers and monetary experts to discover colossal in game plan identifying with developing, crop age, etc. Improvement in country effectiveness and better pay to farmer would be recognized with extraordinary linkage among farmers and market information¹⁰. Naturally developed nourishments don't really mean

poison free. Plants produce their own regular poisons and these can defile natural items, just as the endorsed utilization of regular pesticides, for example, sulphur, and copper, which can likewise be found on the naturally developed nourishments. When discussing creatures, naturally raised creatures are those raised with natural feed and kept free from development hormones and anti-microbials, just as a rule treated all the more empathetically and given better territories to wander than their non-natural partners¹¹. Natural agribusiness limits the danger of yield disappointment, eases returns and advancement in the life of little ranchers' families. Natural agribusiness shows rich benefits, as it diminishes a considerable lot of the ecological effects of ordinary horticulture, it can expand effectiveness in little ranchers' fields, and it decreases dependence on exorbitant outer data sources, and ensures cost premiums for natural items¹². The authority has analysed the diverse online interfaces in India that are expecting otherworldly employment in moving the normal sustenance things and how they are exhibited the electronic life¹³.

2. REVIEW OF LITERATURE:

Abisha KA and P Kannan (2018)¹⁴, in their paper entitled "Consumer awareness and satisfaction towards organic products in Palakkad district-Kerala" observed that synthetic concoctions act with totally various pieces of the plant plan and sully might occur in regard of element or the inverse. Lately utilization of synthetic compounds especially manure and pesticides turned into a reason for genuine concern since it has been set apart out as toxins effects affecting setting just as individual. As of late numerous reports proposes that the agrochemical, especially the concoction composts square measure prompting setting debasement by way of dirtying plant and soil condition, water bodies, affecting the layer and so forth. They also sully the base water and surface water prompting eutrophication of water bodies.

S. Kalaiselvi (2017)¹⁵, in his paper entitled "Consumer Satisfaction towards Organic Food Products - A Study with Special Reference to Erode City" concluded that Purchaser fulfilment assumes a significant job towards natural nourishment items. The advertisers of natural nourishment items should be imaginative and dynamic so as to contend with the changing buy conduct in the natural nourishment item showcase among buyers. The significance of natural nourishment items was overlooked for a serious extensive stretch. Because of natural manageability, significance is moved towards natural nourishment items as opposed to regular nourishment items.

S.V.Ramesh & M.Divya (2015), in their paper entitled "A study on consumers' awareness attitude and satisfaction towards select organic food products with reference to Coimbatore" observed that organic food products use is growing a result of fears over ecological and medical problems related with food creation. The expansion to customers' greatest advantage in natural nourishment items has been ascribed among different issues to the developing interest for nourishment free from pesticides and compound deposits. With the present study an endeavor is made to depict the current circumstance in regards to. The fundamental intentions to buy natural nourishment items are wellbeing and ecological advantages, in addition to help for neighborhood or little ranchers.

3. OBJECTIVES:

- To study on importance of organic food products.
- To study on consumer satisfaction of organic food products Madurai District.
- To identify the level of satisfaction of consumers towards organic products among the consumers.

4. METHOD:

4.1 TOOLS FOR COLLECTION OF DATA

Data, which is a vital aspect in any research, has been collected through various resources for the study. Both primary data and secondary data have been collected and used for the research.

4.2 IMPORTANCE OF ORGANIC FOOD PRODUCTS

Supplement Denser Food:

Natural nourishment has more wholesome prevalence than its non-natural counter parts. More grounded, More Energetic Body: No pesticides, synthetic concoctions, or prepared added substances impeding your framework implies a little danger of malady, disease, and clutters in yourself. Nothing leaves you feeling worn out and net like unfortunate low-quality nourishment.

It Tastes Better:

Genuine, it may not taste as great in case you're acquainted with the addictive characteristics of low-quality nourishment added substances, for example, handled sugar and MSG. Be that as it may, after only a brief timeframe of your body encountering really solid nourishment, you'll be needing it. No, truly, you will. And all the poo will begin having a terrible delayed flavour impression.

Fertilizer

One of the hitches looked by governments approximately the globe nowadays is the issue of waste. Present day social orders produce an extreme measure of trash that is quickly collecting in our landfills and in any event, sully the seas. Fertilizing the soil is presently broadly perceived as a method for profitably transforming a portion of this loss into material for planting and nourishment generation.

For the individuals who are not yet fertilizing the soil, or need more for their present planting ventures, customers can buy manure from their nearby nursery provider. Various assortments are accessible, running from treated the soil creature excrement to different items with such base fixings as mushroom or shrimp. The fixings might be unique, yet they all sustain your dirt in a 100% characteristic manner that advances energetic development, more grounded roots, and greater blossoms, while additionally meeting CQA (The Compost Quality Alliance) affirmation guidelines.

Compost

In any event, when plants are not implied for human or creature utilization, it is imperative to sustain them utilizing manures that are gotten from normal sources, as opposed to made in a lab. This helps keep our dirt unadulterated and common, to guarantee customary, solid degrees of development.

OMRI Certification

One reliable path is to check for OMRI affirmation. OMRI represents the Organic Materials Review Institute and their statement of purpose incorporates giving "clear data and direction about materials, with the goal that makers know which items are proper for natural tasks."

A non-benefit, they autonomously survey a scope of items, including manures and irritation controls, to ensure that they meet all requirements for the assignment of natural, in view of a lot of set up models. Make certain to check bundling for the

The Goal of a Sustainable Future

Everybody longs for a sheltered and economical future, and natural items add to that objective. On account of headways in the adequacy of such products, everybody can do directly by their grass and garden, procuring better outcomes while additionally keeping our planet sound and suitable in the decades to come.

Manure

One of the difficulties looked by governments around the globe today is the issue of waste. Current social orders produce an over the top measure of trash that is quickly amassing in our landfills and in any event, polluting the seas. Fertilizing the soil is currently generally perceived as a method for beneficially transforming a portion of this loss into material for planting and nourishment creation.

For the individuals who are not yet treating the soil, or need more for their present cultivating ventures, buyers can buy fertilizer from their nearby nursery provider. Various assortments are accessible, going from treated the soil creature fertilizer to different items with such base fixings as mushroom or shrimp. The fixings might be unique, however they all support your dirt in a 100% regular manner that advances overwhelming development, more grounded roots, and greater blossoms, while likewise meeting CQA (The Compost Quality Alliance) accreditation models.

GMO nourishments are all over. GMO (hereditarily changed life forms) have been connected to fruitlessness, hypersensitivities, intestinal harm, malignancy, Alzheimer's, and different sicknesses. Actually, we are still generally dumbfounded concerning what these GMOs do to our bodies, and we may not really know until it is past the point of no return. Tragically, maintaining a strategic distance from GMO nourishment is by unimagined until you start devouring natural nourishment.

Pesticide free natural nourishment. Studies have shown that GMO products of the soil are treated with pesticides that consequently produce pesticides inside them, thus the hereditarily altered nourishments we eat, have pesticides, both in them and on them, which may make further intricacies and dangers your body.

Natural nourishment contains more supplements. Natural nourishments are better for your wellbeing generally speaking. Research shows that natural foods grown from the ground are high in cancer prevention agents, nutrient C, calcium, iron, chromium, and magnesium.

Natural nourishment is beneficial for you and the earth. The pesticides utilized in non-natural generation escape with water and dirty our water as well. This is terrible for water life and awful for us who drink the water or use it on our harvests.

Natural tastes so great. Since it isn't hereditarily altered, or concealed with pesticides, natural produce has a more extravagant and better in general taste and is substantially more satisfying.

Natural is how nourishment was intended to be delivered; nourishment that we put into our bodies ought not be loaded with pesticides or hormones and anti-toxins, and they ought not be hereditarily adjusted.

Actually, we know beyond a shadow of a doubt that non-natural things are possibly increasingly destructive to our wellbeing and us and have a lot more symptoms than we definitely know. Eating natural nourishment enables the earth and it can help diminish your danger of disease and other wellbeing impacts.

Perhaps the best thing that you can do is to quit being so particular about how your nourishment looks, each day general stores need to toss out impeccably great leafy foods that have been disregarded for not looking flawless. Along these lines, grocery stores are experiencing strain to make flawless looking nourishment – which prompts GMO. So, start eating appalling products of the soil – they will taste better and will emphatically influence your wellbeing.

Hormones

Numerous ladies today experience the ill effects of different hormonal issues including PMS, PMDD and polycystic ovary disorder. It is truly conceivable that these issues could be exacerbated by our utilization of dairy items. Non-natural milk-creating cows are regularly infused with hormones so as to compel them to proceed with milk well after their calves have been conceived, and this estragon can go into the milk that we expend. This can cause hormonal unevenness in the two ladies and men, and could be a contributing variable to conditions, for example, PMS and PMDD in ladies and gynecomastia in men.

Anti-microbials

The utilization of anti-microbials is potentially the most significant explanation you ought to consistently decide to purchase natural meat and dairy. Anti-infection agents are infused unpredictably into any meat or dairy creating creature so as to diminish their weakness to infections. The issue with this training is that infections adjust to anti-toxins, so the more anti-infection agents are utilized, the more infections will figure out how to adjust. On the off chance that anti-toxins are utilized exorbitantly it is felt that infections will in the end transform into devastating 'super-infections' that we will at that point have no resistance against.

The serious issue with this, obviously, isn't it will make a super bug that will unleash destruction among the world's livestock populace however that it will make a super bug fit for being passed to people (by chance a tad of those anti-toxins are presumably being passed into your framework each time you eat a bit of non-natural produce, making your framework simply that smidgen increasingly defenceless to each changing infection out there). Researchers concur this unimaginably significant issue could be effectively turned away on the off chance that we could just oppose the compulsion to over use anti-microbials, which appears to me like an extremely convincing motivation to purchase just natural produce.

HYPOTHESIS

Ho: There is no significant association between the Age of consumer and their consumer satisfaction to the Taste level.

H1: There is significant association between the Age of consumer and their consumer satisfaction to the Taste level.

TABLE-1

5. ANALYSIS AND INTERPRETATION OF DATA:

S.No	Factors	Variable	Respondent	Percentage
1.	Gender	Male	50	45.46%
		Female	51	46.36%
		Transgender	09	8.18%
2.	Area of Study	Urban	47	42.73%
		Semi- Urban	24	21.82%
		Rural	39	35.45%
3.	Age	Below 20	15	13.6%
		21-25	50	45.45%
		26-30	26	23.63%
		Above 30	19	17.27%
4.	Occupation Status	Employed	67	60.91%
		UnEmployed	53	39.09%
5.	Education Level	Secondary	16	14.54%
		UG	20	18.18%
		PG	60	54.54%

6.	Income	Above PG	14	12.73%
		Below 20000	33	30%
		20001-30000	39	35.45%
		30001-50000	22	20%
		Above 50000	16	14.54%
7.	Religion	Cristian	34	30.90%
		Muslim	27	24.54%
		Hindu	49	44.54%
8.	Family Type	Nuclear Family	62	56.36%
		Jount Family	48	43.63%

Above Table. 1 highlighted the Majority of the consumer profile.

- Majority 46.36 % of the respondents are female.
- Majority 42.73 % of the respondents are their area in Urban.
- Majority 45.45 % of the respondents are their age group up to “21 to 25 years”.
- Majority 60.91 % of the respondents comes under employed category.
- Majority 54.54 % of the respondents Education Level PG.
- Majority 35.45 % of the respondents Income level in 20,001-30,000 .
- Majority 44,54 % of the respondents Religion in Hindu consumer.
- Majority 56.36 % of the respondents Family Type in Nuclear family.

TABLE 2

5.1 ANALYSIS IF LIKERT SCALE DATA

Showing the satisfaction level of the respondent of Organic food products in Rajapalayam Taluk

S.No	Variable	Highly Satisfied	Satisfied	Dis Satisfied	Likert scale value ($\sum fx / \sum f$)
1.	Quality	72	29	09	2.57
2.	Price	43	65	02	2.373
3.	Avaiability of product	45	63	02	2.39
4.	Taste	82	27	01	2.7364
5.	Health	97	11	02	2.855
6.	Package	60	47	03	2.52
7.	Advertisement	41	63	06	2.32
8.	Freshness	91	26	03	2.982

Above Table. 2 From the above table consumer satisfied with Freshness, Health, Taste, Quality, Package, Avaiability of product, Price, Advertisement.

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TABLE 3
CHI-SQUARE TABLE

S.No	O (Observed Value)	E (Expected Value)	CHI-SQUARE VALUE
1.	23	24.6	0.1041
2.	30	29.07	0.0298
3.	20	16.4	0.7902
4.	9	6.71	0.7815
5.	10	8.1	0.4457
6.	8	9.57	0.2576
7.	2	5.4	2.141
8.	7	3.93	2.398
9.	0	0	0

10.	1	0.3545	1.1754
11.	0	o	0
TOTAL OF CHI-SQUARE VALUE			8.1234

Above Table Hypothesis significance relationship between Taste of the Organic food Products and age of the consumer. Since Calculated value (8.1234) less than the Chi-square table value (12.59). There is significant relationship between Taste of the Organic food Products and age of the consumer in Hypotesis accepted.

6. CONCLUSION:

India has huge potential, to a great extent undiscovered, for a significant achievement in natural agribusiness. With the effort of government to streamline administrative instruments for improve of natural produce and mindfulness among nearby customer for household utilization will clear path for quicker improvement of natural cultivating. What's more, all offer partner to rancher to develop the natural item. Customer conduct is assuming the significant job while purchasing not just natural item any item. So the natural shops and item supply is restricted yet interest for it is all the more so rancher and all so government are think to improve or expanding generation of natural item as well as great bundling, quality and market framework it improves the way of life rancher and all it beneficial to condition and all so it serves to government. The merchant of the natural item is all so increment.

The advertisers of natural food should be imaginative and dynamic so as to finish with the evolving buy conduct in the organic food items showcase among urban people. The principle explanations behind expending natural sustenance being validity and accessibility. The thwarting elements for devouring natural food being absence of information and trouble to recognize natural food sources. Expanding the mindfulness level of natural items, urging individuals to make their own organic agriculture can build utilization of organic food items. Continued enhancements in item includes like bundle, affirmation, and freshness would prompt increment in utilization of natural nourishment items.

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