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BALTIC JOURNAL OF LAW & POLITICS

A Journal of Vytautas Magnus University

VOLUME 15, NUMBER 4 (2022)

ISSN 2029-0454

Cite: *Baltic Journal of Law & Politics* 15:4 (2022): 495-508

DOI:10.2478/bjlp-2022-004052

A Public Opinion on Organic Food Products in India

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Received: August 8, 2022; reviews: 2; accepted: November 29, 2022.

Abstract

One of the methods that agricultural products are cultivated and processed is referred to as organic. Organic foods are those that are produced using only natural fertilizers and pure water in the fields. These foods have not been grown using pesticides, insecticides, or genetically engineered techniques. But, later farmers started to use chemical fertilizers for the food products to let them grow at a fast pace. This factor led to the people suffering and their health started to deteriorate. Slowly and firmly people are now adapting to organic foods. In accordance with this, farmers shifted their agricultural practice towards organic as there is a great demand in both International and Internal boundaries. The objective of this study is to explore the organic food products preference, to investigate the trends, to analyze the preference of the consumer in regard to organic food products. The tool used was a structured questionnaire questioning the respondents on the notion of organic products. In this study, a convenience sampling method was used and the sample size was 200. This research study aims at finding the preference of the consumer for organic food products. This study analyses that there is a better future scope for organic farming in the future and organic food may become a popular demand in the upcoming days. India is said to be an upcoming country in producing organic foods. Organic foods are a necessity for health factors because there are certain pollutions that make the health worse and this is a remedy for life.

Keywords

Organic farming, Organic food, Health concern, Free from pesticides, Organic farming in India, Preference for organic food.

INTRODUCTION

Organic farming is considered to be an ancient practice of our ancestors. Food products that are produced without using chemical fertilizers and are free from pesticides, concerning health are the major factors in organic farming. Back to tradition, the great Indian civilization flourished and prospered in organic farming until British intervention

into the country. Later, it adapted to Chemical farming in the early 1960s due to the severe food scarcity in India. As a result, the government was forced to import food from other foreign countries to India. The Green Revolution was born. Slowly but surely people started to adapt to organic food consumption concerning their health factors. As a result of this many farmers shifted their agricultural practice to organic as there is a high demand for this both International and Internal boundaries. The recent statistics for the financial year 2022 in India have seen more than 2% of the net area and there is a high demand for organic food worldwide. The US and UK are known for organic farming and have been practicing it for a very long time. A recent study shows that Asia is viewed as the market of the future. The World of Organic Agricultural Report, 2018 stated that India has the largest number of organic producers in the world. In accordance with it, the government of India has been actively engaged for the past five years in promoting organic farming. There are certain initiatives done by the Indian government, famously known as PARAMPARAGAT KRISHI VIKAS YOJANA (PKVY), MISSION ORGANIC VALUE CHAIN DEVELOPMENT FOR NORTH EASTERN REGION (MOVCDNER).

Paramparagat Krishi Vikas Yojana is a detailed component of the National Mission of Sustainable Agriculture that focuses on Soil Health Management. Through the adoption of the organic village by cluster concept and PGS certification, organic farming is encouraged under PKVY.

Mission Organic Value Chain Development For North Eastern Region is an initiative during the 12th plan period in the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. The plan aims to develop certified organic production in a value chain mode to connect farmers with consumers and to support the growth of the entire value chain beginning with inputs, seeds, certification, and the creation of facilities for collection, aggregation, processing, marketing, and brand-building initiatives.

The factor affecting organic farming is the use of chemical fertilizers and there are incidents of polluted water because of agrochemical-based farming. (RichaMisra, Deepak Singh, 2016). The study focuses on the factor affecting organic farming is because of low production, highly expensive and is not adequately met, (Elayaraja, Vijai, 2020). The current trends depict that the region with the significantly highest percentage of organic agricultural land is reportedly Oceania (37%), followed by Europe (24%) and Latin America (20%). The percentage compared here reveals that Oceania and Europe are the highest. India currently holds the tenth-highest position among the top ten nations in terms of the amount of land that can be used for organic farming. The certified area is made up of 90% forest and wild land for the collection of minor forest products, and 10% of it is cultivable with 0.50 million hectares. It is stated that 5.21 million hectares are all covered by organic certification (APEDA, 2013). Around 1.34 million Mt of certified organic products were produced in India, including all food product varieties such as sugarcane, cotton, basmati rice, pulses, tea, spices, coffee, oil seeds, fruits, and their value-added products. Producing organic cotton fiber, functional foods, and other items are also done in addition to the edible industry (APEDA, 2013). Madhya Pradesh has certified the most land among all the states as organic, followed by Rajasthan and Uttar Pradesh. Madhya Pradesh in India has the largest area dedicated to organic farming (1.1 MHA or 52%), followed by Maharashtra (0.96 MHA, or 33.6%) and Orissa (0.67 MHA, or 9.7%), while Uttarakhand and Sikkim are also organic States. There are different techniques used for organic food production by farmers. It is considered to be one of the best techniques for better environmental practices. Organic farming is practiced in 162 countries. One of the leading countries that practice organic farming in Germany and it dominates the global market with its production. Asia countries, such as Japan, Singapore, and Hongkong are developed economies. Developing countries like India have set a foot on the global level and are slowly being taken into consideration. It is also said that Switzerland and Denmark have the highest per unit of population. India is considered to be a developing country with 21 agroecological Zone and it results in the

overproduction of organic food products. In the responding terms, the rich soil and climatic condition of India are favourable to organic farming.

OBJECTIVES:

- To explore the preference on organic food products preference.
- To investigate the trends related to organic foods.
- To analyze the preference of the consumer.
- To find the availability of organic food products.

LITERATURE REVIEW

This research study focuses on the perception of consumers toward organic food products and their impact on them. The factors affecting organic products in India are the lack of awareness of health, highly expensive, and the lack of awareness regarding the product. The findings by the researcher are that the citizens are not able to afford organic food products because of high prices. **(ShivaniKalra, et al, 2020)**. The purpose of this research study is to examine the current status of organic farming, organic food, and its advantages and disadvantages in India. The factors affecting organic food are low production, doesn't last longer, high and price levels. It is being concluded that organic food is benefitted to both individuals and society. **(M. Elayaraja, Dr.C.Vijai, 2020)**. This research study aims at organic farming in India and its benefits and challenges. The major challenges faced in organic farming are shortage of biomass, Disparity of supply and demand, time, high MRP, and lack of special infrastructure. The findings concluded with the note that organic farming is going back to the traditional method i.e., free from chemicals, pesticides, and fertilizers. **(M. Elayaraja, Dr.C.Vijai, 2020)**. The primary purpose of this research study is to find out who are the buyers of organic food in the national capital region, Delhi. The findings revealed that demographic variables are educated, high level of income, and females prefer organic food frequently. It is concluded that governments, corporates, and NGOs should promote the organic food concept to the people. **(GunjanGumber, JyotiRana, 2019)**. This research study aims at finding the consumers' Willingness to Pay (WTP) for organic foods in Greece and Athens. The findings stated that consumers have trust in the certified labels and brand names. The conclusion states that WTP by the consumers for organic foods is larger, particularly for fruits and vegetables. **(AthanasiosKrystallis, George M. Chrysochoidis, 2005)**. This research paper investigates the Scottish consumers' perceptions, beliefs, attitudes, and purchasing of organic dairy products. The findings by the researcher are that women prefer organic dairy products compared to men. The closure given by the researcher is that the health and taste preference is taken into account by the consumers' and they are willing to pay for organic dairy products. **(Morven G. McEachern, P.McClean, 2002)**. The research study aims at finding the factors affecting consumers' preference with regard to organic food. In this study, the findings suggested that consumers prefer to buy organic food in terms of considering their health. It is also observed that females prefer organic foods at a higher rate. The conclusion given by the researcher is that consumers buy organic food products because of their perception that organic foods are safe and nutritious. **(BrijeshSivathanu, 2015)**. This research study is about consumers' perception of organic products in Mysore city. The findings by the researcher are that organic food products are expensive, there is a limitation of organic foods in markets, and lack of awareness about organic food. It is concluded that the higher price of products stops the consumers' from purchasing the food product and have to look at the cost reduction. **(Dr.H.M.Chandrasekar, 2014)**. This paper is a study of consumers' perception in accordance with organic food. As per the researcher, it is stated that consumers' finds that organic products are Eco-friendly and healthier. The major condition they prefer organic products is because of health factors and environmental concerns. It is concluded that some people are not aware of organic food products and some initiatives

should be taken in order to make them aware of organic food products. **(Dr.AkankshyaPatnaik, 2018)**. This research study aims at finding the consumers' perception and behaviour toward organic food. The findings suggested that buying organic foods is mainly influenced by gender, income, age, level of education, and the presence of children in the household. The conclusion reveals that organic food is highly appreciated for its taste and quality and as it is free from pesticides. **(Nayana Sharma, Dr.RituSighvi, 2018)**. The research article aims at studying the changing scenario of organic farming in India. The major factor that affected organic farming is the shift to chemical farming in the 1960s. The research study also focused on organic food consumption in India and it is on an active note. The conclusion ends with a note that organic farming and food products are a bit costly in India, but in a positive note, it helps the farmers. **(H.M.Chandrasekar, 2010)**.The purpose of this research paper is to examine the current status of organic farming, and its advantages and disadvantages in India. The major advantages are that they taste better, safety, soil health, and health factor. The disadvantage is that low production, doesn't last long, and high price levels. The conclusion respond that organic food is more of an advantage note to the consumers. **(Dr.C.Vilvijayan, Dr.N.Lalitha, 2021)**. The research paper deals with the factors influencing consumer behaviour and their awareness of organic food. It is being discussed that organic foods are available in the local market and it is easy for consumers to purchase them. It is concluded that there is little availability of organic food in the market and it makes the consumers get it. **(Dr.Geetika Sharma et al, 2016)**. This research study aims at studying Indian consumers and organic products. The factors affecting are consumers are hesitant to buy organic products because of lack of product information, and less availability of products. The conclusion state that consumers will be more interested in purchasing organic products if there is an availability of food at an affordable price. **(Baisakhi Mukherjee, 2017)**. This research study is about the availability of organic food during the covid-19 pandemic. During the outbreak of the pandemic, people were affected by the deadly disease and organic food helped them in gaining immunity. It is concluded that organic food is the need of the hour and is considered an immunity booster. **(ShivaniKalra, Shailja Dixit, 2020)**. The research paper deals with the study of organic food consumption, terming it "Organic Food Consumers". It deals with both advantages and disadvantages stating various factors on a positive and negative note. In the end, it is stated that low prices will let the consumers buy. **(Renee Shaw Hughner, et al, 2007)**. The aim of this research paper is to identify consumers' preferences for organic food products in Greece. The factors affecting is that organic food products are that prices are high and lack of availability of products. It is being suggested that awareness should be given about the availability of organic food products. **(EfthimiaTsakiridou, et al, 2007)**.The research study aims at studying the government intervention in green industries in Denmark. The government intervention in Denmark increased the provision of public goods. The conclusion states that there is a demand for organic food products, at a premium price but at an affordable rate for all consumers. The government implemented a positive note. **(CarstenDaugbjerg, GertTinggaardSvendsen, 2010)**. The research study is about studying the quality of plant products from organic agriculture. The major factor in organic food is the use of contaminants, such as nitrates and nitrites, and the usage of pesticides. It is concluded that consumers prefer safer foods, concerning health. **(EwaRembialkowska, 2007)**. The objective of this research study is to understand consumer awareness of organic products and the health benefits of organic products. The major objectives of this study are to understand customer awareness of organic food products and to find out the health benefits of organic food among married women. The conclusion states that awareness among the general public about organic farming which useful to prevent many diseases. **(M. Deepthi, Dr.Sreeya B, 2020)**

Hypothesis: (Table 1)

Null Hypothesis: There is no significant relationship between the age of the respondents and the opinion of the respondents on whether they prefer organic products.

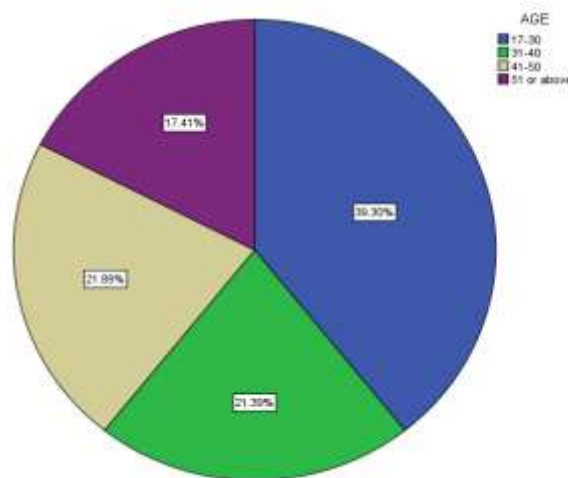
Alternate Hypothesis: There is a significant relationship between the age of the respondents and the opinion of the respondents on whether they prefer organic products.

METHODOLOGY

The study was based on an empirical method of research. The data were collected within Thandalam, Chennai by adopting the convenient sampling method and the sample size is 200. The used for the study is the structured questionnaire the independent variable included in the study is age, gender, locality, and occupation. The dependent variable used in the study is the opinion of the respondents on whether they use organic products, the opinion of the respondents on whether there is an availability of organic products in their locality, and the opinion of the respondents regarding the agree and disagree statement, the opinion of the respondents on the reasons to prefer organic products, the opinion of the respondents on the reason not to prefer organic products, and the opinion of the respondents on the rating of the organic food products. The tools used for analysis were pie charts and bar charts. The Hypothesis was tested using the chi-square test.

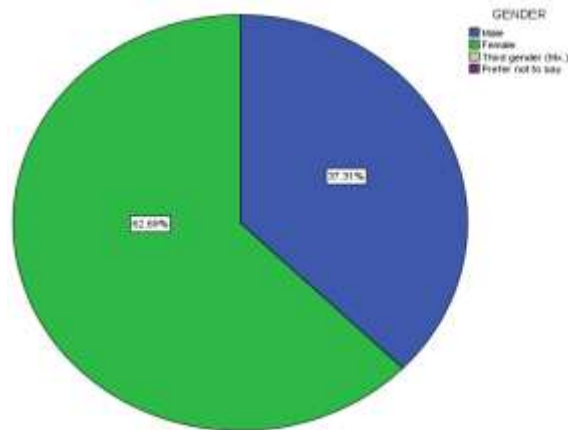
ANALYSIS:

Fig 1:



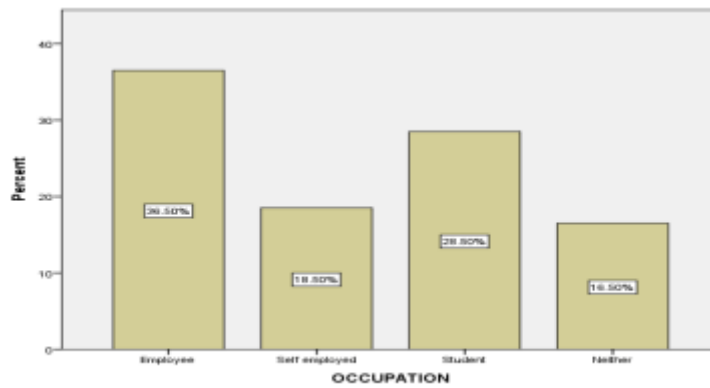
Legend: The above figure represents the age of respondents.

Fig: 2



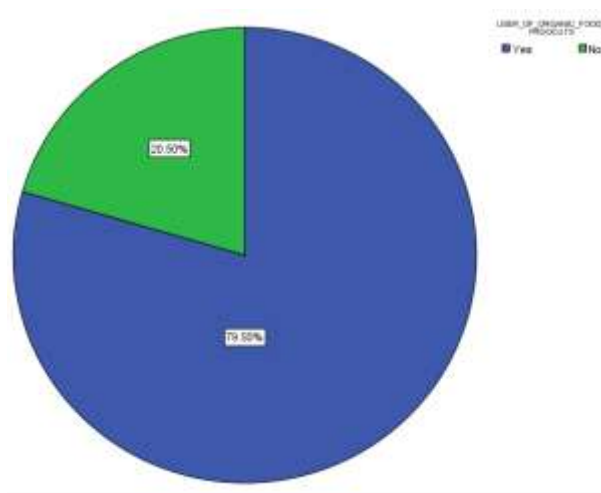
Legend: The above figure represents the gender of the respondents.

Fig 3:



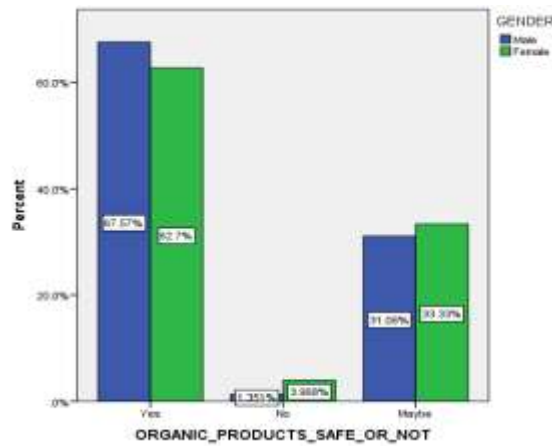
Legend: The above figure represents the occupation of the respondents.

Fig: 4



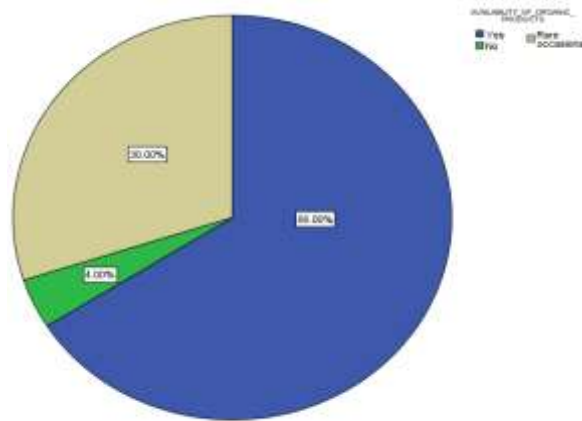
Legend: The above figure represents the opinion of the respondents on whether they use the organic products.

Fig 5:



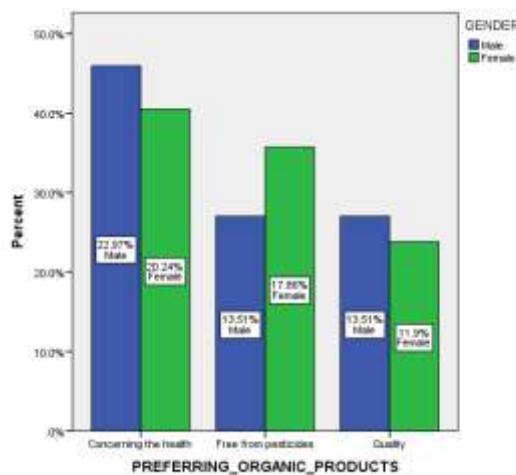
Legend: The above figure represents the opinion of the respondents on whether they think that organic products are safe or not.

Fig 6:



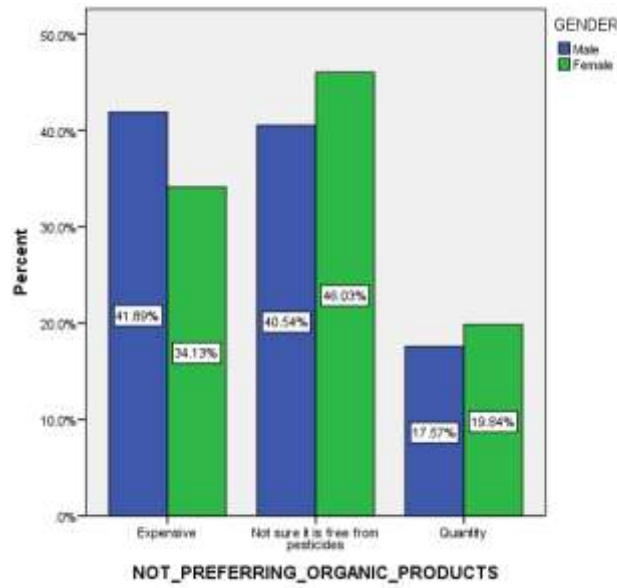
Legend: The above figure represents the opinion of the respondents on the availability of organic products.

Fig 7:



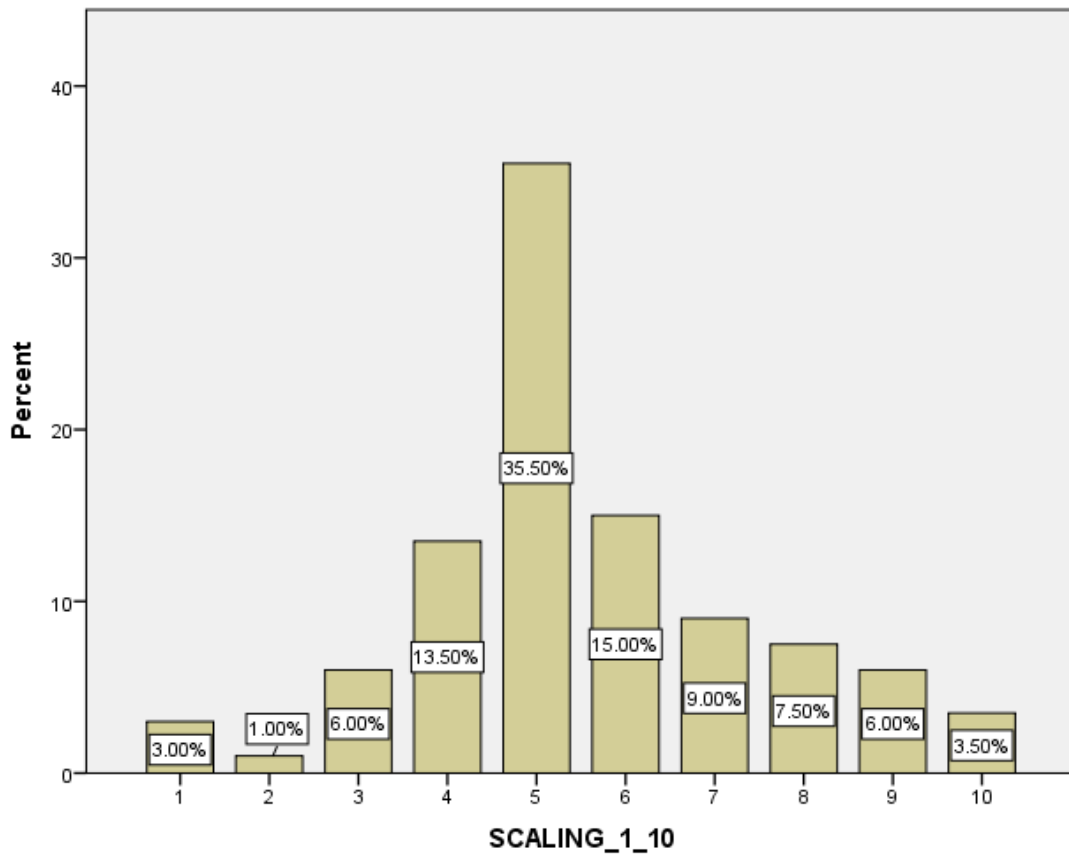
Legend: The above figure represents the opinion of the respondents on the preferring the organic products.

Fig: 8



Legend: The above figure represents the opinion of the respondents on not preferring the organic products.

Fig 9:



Legend: The above figure represents the opinion of the respondents on scaling – organic products safe or not.

Table:1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * PREFERRING_ORGANIC_PRODUCTS	200	99.5%	1	0.5%	201	100.0%

GENDER * PREFERRING_ORGANIC_PRODUCTS Crosstabulation

Count

		PREFERRING_ORGANIC_PRODUCTS			Total
		Concerning the health	Free from pesticides	Quality	
GENDER	Male	34	20	20	74
	Female	51	45	30	126
Total		85	65	50	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.604 ^a	2	.448
Likelihood Ratio	1.628	2	.443
Linear-by-Linear Association	.037	1	.848
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.50.

Legend: The above figure depicts the chi-square test on the age of the respondents and the opinion of the respondents on the preference of the organic products.

RESULTS

In **fig 1**, The age of the respondents was 17–30 is 39.30%, the highest and the least responded by 51 or above is 17.41%. In **fig 2**,The gender of the respondents, the male is 37.31%, female is 62.69%. In **fig 3**, The occupation of the respondents was employee 36.50%, self-employed 18.50%, student 28.50%, and none of the above 16.50%.In **fig 4**,the question which was asked to the public was whether they are users of organic products and the response is Yes 79.50% and No 20.50%.In **fig 5**,The question which was asked to the public was whether they think that organic products are safe or not, and the response was that Yes is more which is 67.57% by the males, next comes No 3.968% by females and maybe is 33.33% by females.In **fig 6**, The question which was asked to the public for their responses on whether there is any availability of organic products in their locality, to which Yes was highest that is 66.00%, next comes Rare occasional 30.00% and No 4.00%. In **fig 7**,The question which was asked to the public for their responses on why they prefer organic products to which concerning health was highest by males 22.97%, next free from pesticides females 17.86%, and quality male 13.51%. In **fig 8**,The question which was asked to the public for their responses on why do they do not prefer organic products to which the response was expensive was highest by males 41.89%, next not sure it is free from pesticides females 46.03% and quantity female 19.84%. In **fig 9**, The question which was asked to the public for their responses on how they rate the organic food products to which the response was 5 the highest that is 35.50%, next comes 6 is 15.00%, next 4 that is 13.50%, next 7 that is 9.00%, next 8 that is 7.50%, next 3 and 9 that is 6.00%, next 10 that is 3.50%, next 1 that is 3.00%

and the least is 1.00%. In **fig 10**, There is a significant relationship between the age of the respondents and the opinion of the respondents on whether they prefer organic products as p value is 0.00.

DISCUSSION

In **fig 1**, The majority of the respondents are from the age group 17-30 and 31-40 because the majority of the respondents was collected from students and working employees. In **fig 2**, The majority of the responses are from the male because they consider organic products as a necessity and important considering the health. In **fig 3**, The majority of the respondents are working employees as they are earning factors and prefer organic food products as there is a chance of getting stressed because of work stress. In **fig 4**, The majority of the responses from the respondents on whether they are users of organic products and the response is Yes as they wanted to keep themselves healthy, concerning the health factor. In **fig 5**, The majority of the response from the respondents on whether they think that organic products are safe or not and Yes is the highest as they believe that organic foods are free from pesticides and other chemical fertilizers. In **fig 6**, The majority of the response from the respondents on whether there is any availability of organic products in their locality and the Yes option is the highest as some of them live in urban and also there is an availability of organic foods in villages too. In **fig 7**, The majority of the response from the respondents on why do they prefer organic products to which maximum chosen option concerning the health factor and it shows they are health-oriented. In **fig 8**, The majority of the response from the respondents on why they do not prefer organic products to which the maximum chosen option is expensive and this shows that the availability of organic products is costly and rarely available in urban. In **fig 9**, The majority of responses by the respondents on how they rate the organic product to which the maximum number chosen was 5 and it shows they partially agree and disagree stating the response is diplomatic. In **fig 10 (table 1)**, There is a significant relationship between the age of the respondents and the opinion of the respondents on whether they prefer organic products as p value is 0.00.

Limitation:

Due to the constraint of time, the study was restricted within a limited sample frame. A large area was unable to be studied. There is a major constraint in the convenient sampling method, as the survey was collected through a google form questionnaire. The other limitation is the sampling size of 200 respondents, which cannot be assumed as a thinking process of the entire population in a particular country, state, or city. The physical factor has a larger impact, thus limiting the study.

CONCLUSION

Organic farming is considered to be an ancient practice of our ancestors. Food products that are produced without using chemical fertilizers and are free from pesticides, concerning health are the major factors in organic farming. Back to tradition, the great Indian civilization flourished and prospered in organic farming until British intervention into the country. Organic food is finding a solid demand in India. India is anticipated to become self-sufficient by 2020. It started creating organic food items, which are devoid of chemicals. It will also start to export a lot more organic food. It is going to be considered a moving product on the world market. Personal aspects are quite important. Organic food is preferred by Indian consumers because they value it and considered it to be safe. Environmental sustainability is another cause for consumers to prefer organic food products. This study determines the user of organic products and the majority of them prefer organic food products concerning their health factor and they strongly believe that organic products are free from pesticides. But some believe that organic food products are being exploited and they doubt whether it is truly free from pesticides. Organic food products are a bit expensive and the government needs to work on that as

even the nominal incomers can prefer organic foods. It is proved that the sample respondents in accordance to gender prefer the organic products. There is a better future scope for organic farming in the future and organic food may become a popular demand in the upcoming days. Organic foods are a necessity for health factors because there are certain pollutions that make the health worse and this is a remedy for life.

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Syllables	224	Average Sentence Length (word)	20.2
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Unique Word(s)	23 (81%)	Paragraph(s)	1
Average Word Length (character)	5.1	Diffcult Word(s)	10 (33%)

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The study was based on an empirical method of research. The data were collected within Thailand, Chennai by adopting the convenient sampling method and the sample size is 200. The used for the study is the structured questionnaire the independent variable included in the study is age, gender, locality, and occupation. The dependent variable used in the study is the opinion of the respondents on whether they use organic products, the opinion of the respondents on whether there is an availability of organic products in their locality, and the opinion of the respondents regarding the agree and disagree statement, the opinion of the respondents on the reasons to prefer organic products, the opinion of the respondents on the reason not to prefer organic products, and the opinion of the respondents on the rating of the organic food products. The tools used for analysis were pie charts and bar charts. The Hypothesis was

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Result

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Extra Word Count Statistics

Syllables	183	Average Sentence Length (word)	20.2
Sentences	11	Syllables Per Word(s)	1.1
Unique Word(s)	113 (61%)	Paragraph(s)	1
Average Word Length (character)	5.2	Diffcult Word(s)	16 (39%)

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Conclusion
Organic farming is considered to be an ancient practice of our ancestors. Food products that are produced without using chemical fertilizers and are free from pesticides, concerning health are the major factors in organic farming. Back to tradition, the great Indian civilization flourished and prospered in organic farming until British intervention into the country. Organic food is finding a solid demand in India. India is anticipated to become self-sufficient by 2020. It started creating organic food items, which are devoid of chemicals. It will also start to export a lot more organic food. It is going to be considered a moving product in the world market. Personal aspects are quite important. Organic food is preferred by Indian consumer because they value it and considered it to be safe. Environmental sustainability is another cause

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