

A STUDY ON THE CONSUMPTION OF ORGANIC FOOD IN THE PERIOD OF COVID 19 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

Organic food is a food cultivate by the methods that comply with standard organic farming organization regulating organic products may restrict the use of pesticides and fertilizers in the farming methods used to produce such products.it's a small markets compared to total food production especially in last few years people view consuming food than other need because of covid-19 pandemic.

KEY WORDS : COVID-19 PANDEMIC – ORGANIC FOODS – PESTICIDES

INTRODUCTION:

Food industry is the one of the industry that had a major impact because of covid -19 pandemic. All consumer to eat organic foods because of the he/she perception is to eat the organic foods is good for health and it's grows with use of organic manual and use natural resource. So,human health and environment the organic food markets has grown continuously over past decade but the total share of organic foods still small compared with organic food India is a country with most number of farmer with 650,000 Alone.

OBJECTIVES OF THE STUDY:

- To know whether it help or not in the periods of pandemic .
- To know whether it expensive or not.
- Are they recommend to their family and friend.

REVIEW OF LITERATURE:

IHSAN EFFENDI [2015]

Analysis of Organic Food Consumer Behavior in North Sumatra Province, Indonesia," by Ihsan Effendi. This study is motivated by marketers' lack of understanding of organic consumers and the motivations behind organic purchases. The impacts of organic attitudes, purchasing intentions, and behaviour on variables such organic food knowledge, environmental knowledge, health knowledge, culture, product attribute, subject norms, and familiarity are investigated in the study. This survey is placed on a sample of 270 people who were randomly selected from multiple organic markets. Organic food knowledge, health awareness, and the subjective norm variable were found to be able to explain organic food purchases, however cultural and food features had no effect on attitudes.

HERU IRIANTO [2015]

Heru irianto (2015), Consumers attitude and intention towards organic food purchase: an extention of theory of planned behaviour in gender perspective". The goal of this study was to look into the factors that influence consumers' willingness to buy organic food, which in turn influences their purchasing intentions. This was explained using the theory of planned behaviour (TPB). Health consciousness, environmental consciousness, organic food price, attitude, subjective norm, intention to purchase organic food, and gender are all study variables. The survey method was used, with a sample of 200 respondents intending to buy organic food in Surakarta, Indonesia. The structural equation model was used as the analysis method (SEM). The study's findings revealed that health consciousness and environmental consciousness were determinants of an individual's positive attitude toward purchasing organic food; the implication of the study is that in the future, marketers should expose.

TIMMINS [2010]

According to Timmins (2010) research, more over three-quarters of consumers (77%) want

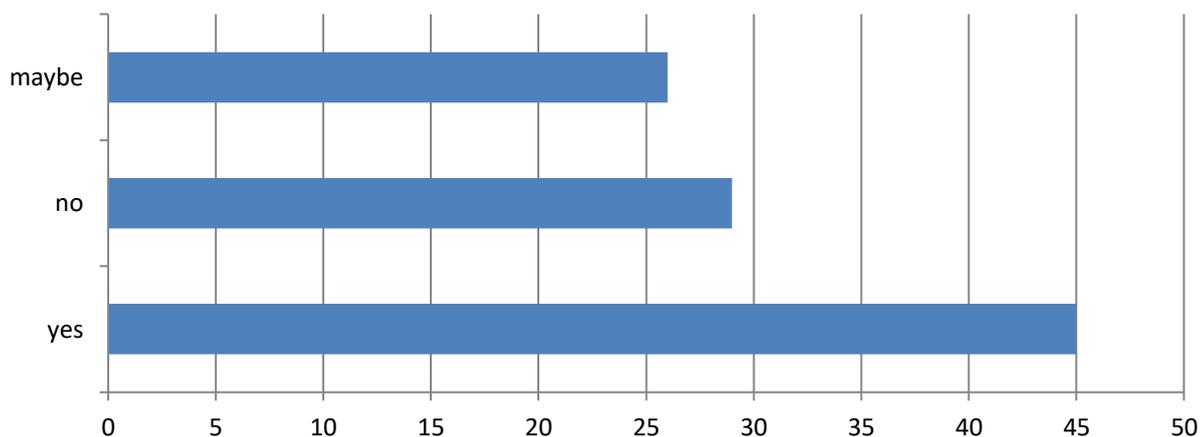
to purchase organic foods. Which is close to the 88 percent level observed by "actual" purchase panel data. This line executed that differences between the real and necessary incidental purchasing had narrowed since 2003, when required purchase was at 48% and panel data revealed organic purchase in 77% of homes. The following example executed that purchasing organical food is not a black-and-white issue: Organical foods was purchased by 4.3 out of 13 categories of customers on average. In every category where they made purchases, only 2% of customers bought organic food.

OVERVIEW:

Most of the consumers thought organic products is expensive, they also continue consuming organic food after the pandemic too. They think the food cultivated by the local or more hygienear then the food they brought from the shops and supermarkets.And they also suggest organic foods to their neighbours and friends. And it's all because of covid-19 changed their food consuming pattern

ANALYSIS AND INTERPRETATION:**ANALYSIS:**

	percentage	No. of respondents
yes	45%	68
no	29%	43
maybe	26%	39
total	100	150

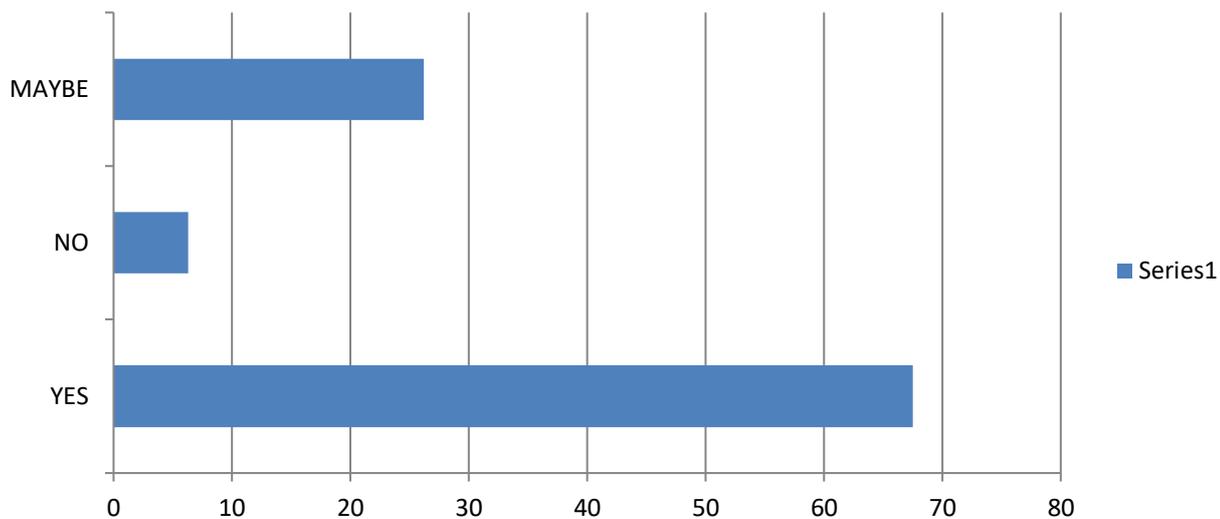


INTERPRETATIONS:

Over the 150 respondents 68(45%) of them says yes, 43(29%) says no and balance says maybe 39(26%) are saying organic foods are healthier.

ANALYSIS:

	percentage	No. of respondents
yes	67.5%	101
no	6.3%	10
maybe	26.2%	39
total	100%	150



INTERPRETATIONS:

for recommending to their friends and family most of 67.5%(101) recommending to their friends and families, 6.3% (10) don't recommend to their family and friends and 26.2% says maybe

FINDINGS:

- Majority of the respondents are female
- Majority of the respondents prefer vegetables and fruits
- Over an half of the respondents starts to buy organic foods in pandemic

SUGGESTION:

- Farmers want to understand all sides of market and the scope of the organic foods.
- States have to set a common ground for both consumers and farmers.
- and also improve the infra-structure of the market

CONCLUSION:

Most of people starts to captivate organic foods in pandemic. Near 90% of them consume and treat as a part of their healthy lifestyle. India is a huge market to have potential to become a superpower in organic food market. Organic food is additionally, A more robust option for the environment similarly. Organic farming practices reduce pollution within the air, water, and soil. It also helps conserve water, reduce eroding, and uses less energy. "Organic products are the most effective from nature, and also the best for nature.

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