

A PERCEPTUAL STUDY ON ORGANIC FOOD PRODUCTS

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ABSTRACT

In the rapidly moving world, food habits also changing aggressively. Consumers are more conscious of their health. For a healthy lifestyle, the important thing is food habits. Nowadays organic foods are more widely spreading in every corner of the world. Consumers are swapping to organic food products vastly. Organic food products are entirely derived from agricultural practices that avoid the use of synthetic chemicals and pesticides. Agriculture forms the backbone of India's economy, and the increasing consumption of organic products is proving to be a significant advantage for the agricultural sector. A variety of food items, both raw and processed, are now available in the market, all cultivated without the use of harmful pesticides. This study aims to explore the factors that encourage consumers to switch to organic food products and to gain insight into their preferences. The sample of 250 respondents of organic product user was surveyed using a structured questionnaire.

KEYWORDS Organic Food Products, Healthy Lifestyle, Factors, Preferences.