



A Study on Consumer Preferences on Organic Food Products in Dindigul District

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Abstract

Now a day's consumers are most aware of their health so most of the peoples are preferred organic foods. The market of organic products is growing as the number of people willing to consume organic food and consumer preference towards organic food products is ever increasing. This study aims to understand consumer preferences and awareness regarding organic food products in Dindigul District. The study will help to identify the key factors influencing consumer decisions and provide insights for producers and marketers. The objective of this study used to analyse factors influencing consumer preferences. The increasing demand for organic food products in Dindigul and extensive support by consumers coupled with its focus on health and sustainability, but supply was not enough to meet the demand; this resulted in more prices for organic products. This study aims to determine the level of consumer preferences with organic products among consumers in the Dindigul District.

Keywords: organic products, consumer preferences, buying behaviour.

Introduction

Health is wealth, is a statement which denotes the importance of health. Now a day's people lack in health because of eating an unhealthy, adulterated food products. In order to overcome this people must eat and use organic products which is grown or manufactured without the use of fertilizers, pesticides and chemicals. So we must go organic farming to protect environment and ourselves. Organic product consumption have become the trend of the time, owing to the multiple benefits it offers

Organic food products are gaining popularity due to rising health concerns and environmental awareness. In recent years, consumers in tier-2 cities like Dindigul have shown increased interest in organic products. This study explores such preferences. The reasons for Consumers prefer organic foods due to the attributes like nutrition value, taste, accessibility, affordability, freshness, appearance, price and the like thereon. In Dindigul, Sirumalai, organic food products, especially vegetables and fruits, are generally preferred by consumers due to their



perceived health benefits and environmental friendliness. Consumers often seek out these products to avoid pesticides and chemical residues, and to support sustainable farming practices. Consumers are more aware of their health so that they prefer organic food products because it's safer and more nutritious. It's potentially supporting and improve the immunity. Organic farming reduce chemical use and also benefiting soil and water and it also encourages the eco friendly products.

Statement of the Problem

Despite the growing trend, the organic market in Dindigul is still emerging. Limited awareness, availability, and pricing issues may affect consumer choices. The study seeks to find out the underlying factors shaping these preferences. The study helps to indicates how the consumer's preferences and their knowledge of buying the organic products. The main reason safety of their health concern have been seen to be key factors are influencing consumer preference and sub-sequential buying decision. Many consumers think and also consuming organic products as an big asset and also investment in their health. Price is also a determinant in buying decision because organic products typically calls for a premium price, however the income elasticity for organic products has been found to be relatively small. The study will focus on decision making factors such as price, availability, food-safety concerns and environmental impact concerns.

Objectives of the Study

This study focuses on consumer preferences towards organic food products in Dindigul District. The primary objective of the study is to assess the level of awareness among consumers regarding organic food products. It also aims to analyse the various factors influencing consumer preferences, such as health consciousness, quality, price, and availability. Further, the study seeks to identify the challenges faced by consumers in buying organic products, including high cost, limited access, and lack of proper information. By examining these aspects, the

study attempts to gain a comprehensive understanding of consumer behaviour towards organic food products in the study area.

Literature Review

The following works of literature were reviewed to gather relevant information required for the topic.

Mendon, S et al (2020) The farming of organic products is a unique practice which balances the environmental sustainability and also controls the detrimental effect both on customer's safety by creating a positive notion in the minds of the customers. The study is basically related to the growth of Organic farm products and its influence towards customer attitude which leads to purchase intention.

A Study on the Organic Food Industry: Consumer Perception (May 2020) published by Roshny Munshi, Sakshi Agarwal, Saurav Radia, Shaili Makwana, and Soham Agarwal. This research article focuses on studying consumer perception towards organic food in Western Mumbai. It was conducted to study the motivations, barriers, awareness levels, and demographic characteristics of the population.

Factors Influencing Consumers to Buy Organic Products

Several factors influence consumers' decision to purchase organic products. One of the most important factors is health consciousness. Consumers believe that organic products are free from harmful chemicals and pesticides and are therefore safer and healthier than conventional food products. Increasing awareness of lifestyle diseases has further increased demand for organic food. Based on the sociodemographic factors are like age, education, family status, family size and monthly income of the family play a major role showing the strong preference for health and environment. Consumer prefer the organic foods are healthier and safer. Due to environmental concerns to support the animal welfare and fair trade practices. The main reason to buy the organic products are quality and taste. Social media is also a create a major awareness of the



organic products to the consumer. Awareness and information provided through advertisements, social media, friends, and family significantly influence consumers. Proper labelling and certification help build confidence and trust in organic products. Consumers' buying behaviour towards organic products is influenced by health benefits, environmental concerns, perceived quality, price, availability, and awareness. These factors collectively determine the acceptance and growth of organic products in the market.

Consumers are interested to purchase the organic food products create a demand in a market. Organic food products are more costs compare the other conventional foods. Main difficult to find the organic food products in a particular place. Current generation peoples are concentrating on their health and also more aware of this products. It is also create a demand for the products. And also based on their education, Occupation, Residential Area, level of awareness on Organic food, Period of consumption on organic food these are all the main factors are create demand for the organic products.

Suggestions

- Numbers of organic farm product store must be increased in main areas of Dindigul district in order to meet consumer needs.
- The price of the organic food products can be reduced to capture more market and consumers.

- Mass media such as television, newspapers and others should be used to create awareness of organic foods.

Conclusion

Health is most important investment in our life. In today's scenario most of the peoples are affected various diseases due to junk foods and adulterant of products. So that they are going to prefer fertilized organic products. Based on this study some of the following factors to influence to buy the organic products trust, perception of quality, freshness, lack of chemicals. This study indicates the organic food products are more expensive so that lower income peoples can't able to consume the products. In Dindigul district smaller productions of organic farms creates a distribution challenges to the markets.

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