



A STUDY OF CONSUMER PREFERENCES TOWARDS THE PACKAGING OF ORGANIC FOOD PRODUCTS

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ABSTRACT

The demand for organic food items has significantly increased as a result of growing awareness of environmental sustainability and health issues. Consumer preferences are greatly influenced by packaging, particularly in the organic food market where eco-friendliness, design, labelling, and material transparency are critical considerations. The purpose of this study is to investigate customer preferences about organic food product packaging by looking at important factors that influence decisions to buy. The study offers insights into packaging components that improve the marketability, appeal, and trustworthiness of organic products by analyzing customer views. The results are intended to help marketers and manufacturers create packaging strategies that support sustainable practices and meet customer expectations. The expectations of customers about packaging have changed to include sustainable, practical, and visually appealing designs as they grow more aware of the effects on the environment and food safety. This research delves deeper into the ways that packaging preferences in the organic market are influenced by demographic characteristics, lifestyle decisions, and environmental beliefs. The results show how important it is to develop new, recyclable, and biodegradable packaging options that demonstrate brand values and uniqueness while simultaneously protecting the product. These observations are useful for influencing upcoming packaging patterns and encouraging ethical consumer conduct in the market for organic foods.

KEY WORDS: Organic food products, Consumer preferences, Packaging, Environmental sustainability, Health awareness, Eco-friendly packaging, Design and labelling.

I. INTRODUCTION

Consumer behavior, particularly in the food business, has been greatly impacted in recent years by the increased knowledge of sustainability, environmental issues, and health issues. Because of their eco-friendly manufacturing methods, natural farming techniques, and low chemical usage, organic food products have become incredibly popular. The packaging of these products has become a crucial determinant of customer choice as they look for healthier and more ecologically friendly solutions. Packaging is essential for maintaining product freshness, extending shelf life, and shielding organic food products from contamination. But packaging in the organic food industry needs to be more than just practical; it also needs to reflect the principles of environmental responsibility and sustainability. Customers anticipate environmentally friendly, visually appealing, and educational packaging for organic products. This study aims to explore consumer preferences toward packaging in organic food products, focusing on factors such as material choices, eco-friendly designs, clear labelling, and consumer expectations. Understanding these preferences can help businesses enhance their packaging strategies, promote sustainability, and meet the evolving needs of the organic foodmarket.

II. REVIEW LITERATURE

Nithya Natarajan, R. Kiruthika and S. Dhanaprakash (2022), The study deduced three factors to measure the preferences of the customers. All the factors were found to be significantly correlated to each other and the same was dealt analytically through correlation analysis. Organic agriculture

not only preserves the environment but also has less harmful substances and improves health, bringing benefits; thus, it is time to understand the requirement for proper food. Customers generally act based on knowledge; knowledge changes attitude; the more information they get, the more they have either favourable or unfavorable attitude towards the product; thus, it has become imperative to study perception, experience and expectation toward organic food products.

English Lane Ratliff (2021), This study utilized an online survey administered to South Carolina (SC) consumers in conjunction with a discrete choice modeling approach to examine: i) the knowledge and degree of familiarity with both the USDA Certified Organic and the Certified Naturally Grown labels, ii) the impact of several factors including demographic characteristics, purchasing behaviors, and frequency of organic consumption on consumer's preferences and Willingness to Pay (WTP) for organic products in South Carolina. This study also includes a Meta-Analysis of WTP for organic products.

Saugat Khanal (2020), This survey results showed 9.55 percent of respondents would not be willing to pay a premium price, while 91.45 percent would be willing to pay a certain percentage of surplus amounts for organic foods. Results have revealed that factors like personal disposable income, original product price, consumers' lifestyle, self-congruity, Ethics of production, etc. affect the consumer's attitude to paying a premium price. Moreover, health consciousness, environmental protection concerns, and food safety concerns increase the willingness of consumers to purchase organic foods. However, high prices, the paucity of regular supply, insufficient



information about the benefits of organic foods, and others have negatively influenced the consumers regarding the purchasing perceptions.

Hafiza Sobia Tufail, Sidra Ramzan, Fahad Javed Baig and Fasiha Nargis (2023), The finding of this study discussed that reason for (environmental concern and health consciousness) has a positive impact on consumer attitude and sustainable product purchase intention. Similarly, the results of this study explained that reason against (information barrier and perceived price) has negative impact on consumer attitude and sustainable packaging product purchase intention. Finally, the results of this study showed that the ascription of responsibility positively influenced attitude and reason for toward sustainable packaging products and negatively influenced on reason against toward sustainable packaging product purchase intention. Additionally, marketers can apply these findings both theoretically and practically.

Akanksha Rathore, Hiteshkumar choudhary and Paresh Patel (2021), The study brings out interesting insight that, though consumer were environmentally concerned and are ready to pay high for green products yet they were not aware as to what constitutes environmentally friendly products. Hence, marketers should more concentrate on increasing awareness of green products in much more effective ways.

Sigmon, K. (2019), This study assessed the perceptions that college students have regarding the labeling terms organic and natural-specifically in regards to the poultry industry. Through a focus group interview process and administration of a brief survey questionnaire, data was collected surrounding the various perceptions. The collected data was analyzed using the constant comparative method and NVivo software to arrive at common themes amongst respondents.

III. RESEARCH OBJECTIVE

1. To identify how demographic factors, relate to consumer preference for packaging of organic food products.
2. To explore consumer attitudes towards different disposal methods for organic food packaging.
3. To analyze consumer preferences and willingness to pay for eco-friendly packaging of organic food products.
4. To determine factors influencing consumer choices when purchasing organic products with sustainable packaging.

IV. SCOPE OF RESEARCH

1. Packaging Attributes and Consumer Preference: This study analyses how different packaging elements-such as material type, design, labelling, and sustainability-

impact consumer choices regarding organic food products.

2. Perception of Eco-friendly Packaging: The research investigates consumer perceptions and acceptance of eco-friendly and sustainable packaging options, emphasizing factors like biodegradability, recyclability, and environmental consciousness.
3. Influence of Demographic Factors: We examine how demographic variables such as age, gender, education, and income level influence preferences for the packaging of organic food items.
4. Labeling and Trust Building: The study explores the role of labeling-such as organic certification, nutritional information, and health claims-in enhancing consumer trust and affecting purchasing decisions.

V. HYPOTHESIS

1. There exists no association between income of the respondents and amount spend for organic food products.
2. There exists no association between qualification of the respondents and amount spend for organic food products.
3. There exists no association between age of the respondents and amount spend for organic food products.

VI. RESEARCH METHODOLOGY

Types of Data Collection

Data are the bricks with which the researcher has to make a house. While the quality of research findings depends on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective.

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary Data: Data that collected from primary data i.e., they are already exist somewhere. For the purpose of our study we collected both the data.

Sample Size: 112 customers in Pollachi

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

Sample Unit

The target population in this study was the consumers who belong to Pollachi Area. Non- probability, convenience sampling method is used in the study.

VII. DATA ANALYSIS AND INTERPRETATION

1. Income of the Respondents and Amount Spend for Organic Food Product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.467	12	.002
Likelihood Ratio	27.122	12	.007
Linear-by-Linear Association	9.489	1	.002
N of Valid Cases	112		



H0: There exists no association between income of the respondents and amount spend for organic food products.

Calculated χ^2 Value:30.467 Degree of freedom:12
 Signification level: .002

2. Qualification of the Respondents and Amount Spend for Organic Food Product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.417	12	.024
Likelihood Ratio	26.895	12	.008
Linear-by-Linear Association	5.386	1	.020
N of Valid Cases	112		

H0: There exists no association between qualification of the respondents and amount spend for organic food products.

Calculated χ^2 Value: 23.417 Degree of freedom: 12
 Signification level: .024

3. Age of the Respondents and Amount Spend for Organic Food Product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.214	16	.004
Likelihood Ratio	40.848	16	.001
Linear-by-Linear Association	15.809	1	.000
N of Valid Cases	112		

H0: There exists no association between age of the respondents and amount spend for organic food products.

strengthen brand loyalty and attract environmentally to understand buyers.

Calculated χ^2 Value: 35.214 Degree of freedom: 16
 Signification level: .004

VIII. FINDINGS

1. As the calculated χ^2 value (30.467) is significant (.002) at five percent level, there exist an association between income of the respondents and the amount spend for organic food products. Hence the null hypothesis is rejected.
2. As the calculated χ^2 value (23.417) is significant (.024) at five percent level, there exist an association between educational qualification of the respondents and the amount spend for organic food products. Hence the null hypothesis is rejected.
3. As the calculated χ^2 value (35.214) is significant (.004) at five percent level, there exist an association between age of the respondents and the amount spend for organic food products. Hence the null hypothesis is rejected.

IX. SUGGESTIONS AND RECOMMENDATIONS

1. Individuals aged 21 to 30 show a greater inclination towards purchasing organic products as part of their monthly expenditures.
2. Individuals aged 21 to 30 exhibit a greater interest in purchasing organic products on a weekly basis. Therefore, companies should consider enhancing their promotional offers during the weekends to encourage increased sales of organic products.
3. Individuals at the business level show a greater interest in purchasing organic fruits and vegetables, allowing companies to concentrate on targeting this specific segment of the market.
4. Eco-friendly packaging materials such as biodegradable wraps, paper-based containers, and reusable bags are highly preferred by consumers, suggesting that companies investing in sustainable packaging can

X. CONCLUSION

The study provides valuable insights into consumer behavior regarding organic products and sustainable packaging. It reveals a trend where the majority of respondents are young, female, and unmarried postgraduate students with a moderate family income. Health benefits and sustainability are driving their choice of organic products, with fruits and vegetables being the most common purchases. Monthly buying patterns and preferences for eco-friendly materials highlight the importance of packaging. Additionally, factors such as ease of handling, information on packaged products, and quality of packaging play a significant role in shaping purchase decisions. Furthermore, statistical analyses underline associations between demographic factors like income, education, and age, with spending on organic products and their attraction to sustainable packaging.

The study emphasizes the positive influence of eco-friendly designs and features such as reuse and durability on consumer preferences. However, it also notes that some demographic variables do not significantly impact packaging choices. Furthermore, the results imply that consumer happiness and trust can be raised by using less plastic, having clear labels, and creating visually appealing sustainable designs. Customers' willingness to pay more for goods with eco-friendly packaging is also important, suggesting that sustainability is becoming more valued than just looks or price sensitivity.

The study's overall findings indicate that consumers' knowledge and desire for sustainable practices in the organic food industry are rising, and that marketers and brands who make investments in creative, informative, and environmentally friendly packaging techniques stand to benefit from a competitive advantage in the changing market. Through marketing campaigns and increased accessibility to organic products packaged sustainably, future efforts should



concentrate on overcoming the gap between consumer awareness and actual purchasing behaviour.

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