

## AN EXTRAORDINARY VISION OF CONSUMERS CHOICE AND SENSITIVITY FOR ORGANIC BEVERAGES IN TIRUNELVELI CITY.

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### ABSTRACT:

A beverage is a fluid or a substance that is intended to be consumed by humans. Aside from that, the beverage's basic task is to quench human thirst. Organic refreshments such as cow's milk, curd, butter milk, soft coconut and palm beverages used to be the principal way to quench one's thirst. These beverages quench thirst while also enhancing the immune system and elevating hyperglycemia in the human body. People are very happy with non-organic drinks such as coffee, tea, and other health mix beverages such as Boost, Bournvita, Horlicks, and cool drinks such as Coca-cola, Pepsi, Bovanto, and Fanta after a few decades. It merely quenches the thirst of the mammalian larynx, but it is harmful to our health and incompatible with our climate patterns. As a consequence, the study's impact is to learn about participants' knowledge of organic beverages.

**Keywords:** -Beverage, quench of thirst, refreshment to human body, hyperglycemia, climatic condition.

### 1.1. INITIATION

"Organic" refers to beverage that has been grown without the use of synthetic pesticides, insecticides, herbicides, fungicides, hormones, fertilizers, or other hazardous chemicals. In the manufacture of biological beverage, no artificial flavors or colors are employed.

In India, the natural market is growing substantially. Differences in consumer choices are the most major factor that influences expanded supply and demand of organic products. Due to various concerns about beverage sustainability, consumers are returning to organic drinks. Due to the general safety issues, consumers are ready to pay a 5-7 percent premium for organic beverage.

"Organic agriculture is an ecological production management approach that fosters and increases biodiversity, biological cycles, and soil biological activity," according to the USDA National Organic Standards Board (NOSB). It is founded on the use of minimal off-farm inputs and management approaches that restore, maintain, and improve ecological equilibrium. "Consumers who choose to buy or eat organic items or drink organic drinks should be able

to trust that organic beverage is more nutritious than conventional produce and may help individuals live longer and disease-free lives. Organic goods are held to high standards. Organic beverage has a pungent flavour. It also lowers the threats to one's health. It also generates healthy soil and makes efficient use of water resources. It also combines with nature and conducts cutting-edge research. The fabrication contributes to the health of rural communities.

"Organic veggies and fruits have antioxidant properties and also aid to diminish cancer and heart disease risk," according to a European Union research. Fruits and vegetables also aid in the development of a stronger immune system and healthier sleeping patterns. It's also less likely to make you fat than consuming regular meals. Organic beverages are also more flavourful and nutritious than commercial meals. Organic beverage helps to save the environment by avoiding the use of synthetic chemicals such as chemical fertilisers and pesticides. It also enhances animal welfare by avoiding the use of synthetic agrochemicals. This also results in reduced waste. More use of chemicals, fertilisers, and pesticides in conventional beverage production causes long-term harm to the soil and makes it less productive, whereas organic beverage production uses fewer substances, agricultural chemicals, and insecticides.

## 1.2. PROMINENCE OF ORGANIC FARMING IN INDIA

There are 44,926 organic ingredient farms on the total land area under organic farming. This corresponds to around 0.3 percent of all farmland. The sustainable farm sector in India is worth approximately 78 million dollars and is almost entirely output. There are different kinds of organic beverage, according to studies: certified and uncertified. A authorized agency assures the production system of licensed commodities. The wrapping of the merchandise must be of excellent quality. Certification is prohibitively exorbitant, pushing small family farms out of trade. IMO Certification and FKAL Worldwide are two bodies in India that conduct investigations and award accreditation for natural beverages. The Organic Consumers Association (OCA) has initiated a range of National Campaigns to defend standards Beverage. The greatest degree for health and sustainability is beverage designated "USDA organic." The farming process in ancient India was chemical free. Agrochemicals were only obtainable from living organisms products at the time. The Indian economy was built on organic farming. The findings indicate the lot of interests and ideologies which determine people's choices procurement of organic beverages.

### 1.3. INTENTION OF THE IS ANALYSIS:

- Researching the socioeconomic information about the target market.
- To explore customer perception towards organic drinks.
- To be cognizant the pieces of knowledge about organic beverages.

**1.4. SPAN OF THE REPORT:**

The poll's task is to know more about Tirunelveli's customers' requirements and knowledge of organic refreshments. As a sample, 100 individuals were selected. This research will look at a wide variety of organic beverage enthusiasts.

**1.5. TIRAL SKETCH:**

The investigator has used a simpler random strategy for the latest research. The handy sampling technique is employed in the random sampling method. For this analysis, the researchers gathered 100 samples.

**1.6. SUPPOSITION OF THE RESEARCH:**

**H<sub>0</sub>: There is no distinction in view on whether organic beverages are devoid of chemical preservatives based on gender.**

**H<sub>a</sub>: There is a distinction in view on whether organic beverages are devoid of chemical preservatives based on gender.**

**1.7. TECHNIQUE OF ANALYSIS AND TOOLS:**

To gather primary data, a survey interview and statistical techniques are utilised. The questionnaire is considered to be the optimum approach for obtaining credible information. The questionnaire comprises multiple choice questions to fulfil the research aim, and the analysis was performed using SPSS for Chi-Square analysis.

**Tools: - Simple percentage method is used for the demographic factors.**

**Chi-Square analysis is for the supposition framework**

**PROCEDURE OF DATA ACQUISITION:**

- **Primary data:** Primary data was sought to determine the organic refreshments and its recognition levels. The procedure of questionnaires was used to obtain primary data for the face-to-face chat.
- **Secondary data:** All pertinent secondary sources of data is obtained from a variety of locations, including the website, libraries, tabloids, and publications, among others.

**2.1. REVIEW ON LITERATURE:-**

"If you can afford them, purchase them," said New York University professor Marion Nestle. Organic beverage intake might be regarded the consequence of a connection between consuming a nutritious diet, care for the environment, and the individual's sociability, according to R Olivas and R Bernabeu (2012). He also demonstrates the disparity in sentiments regarding organic refreshments consumption in Spain between men and women consumers.

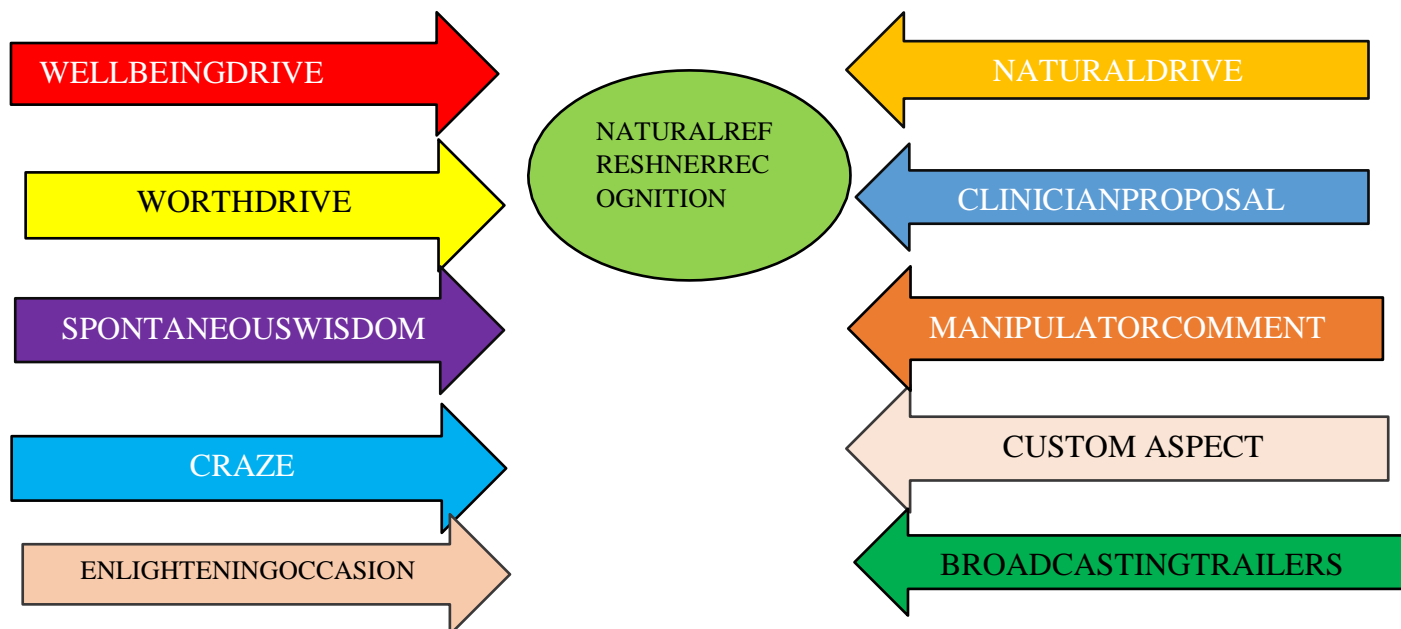
**2013 Tomsik&Kutnohorska** Discover that consumers of organic beverages have diverse attitudes, beliefs, and behaviours when it comes to health care. The majority of customers consider their health to be an essential aspect of their lives, and they believe that organic beverages are healthier than conventional beverages.

According to **K. Sudhalakshmi and K.M. Chinnadorai (2014)**, as consumers and marketers become more aware of the consequences of global warming, non-biodegradable solid waste, and the harmful effects of pollutants, both marketers and consumers are switching to eco-friendly products, and many businesses have accepted their responsibility not to harm the environment or waste natural resources.

People are aware of what is happening to the environment and ecological concerns, according to **S.Suganya and Dr.S.Aravinth (2014)**, and most customers believe that organic beverage products and beverages are healthier.

According to **Dr. Nilima Varma (2016)**, the primary motivation for buying organic beverage and beverage products is the desire for a healthier and more ecologically friendly method of manufacturing. Organic shoppers are often older and more educated than non-organic shoppers.

## 2.2. THEORETICAL BLUEPRINT:

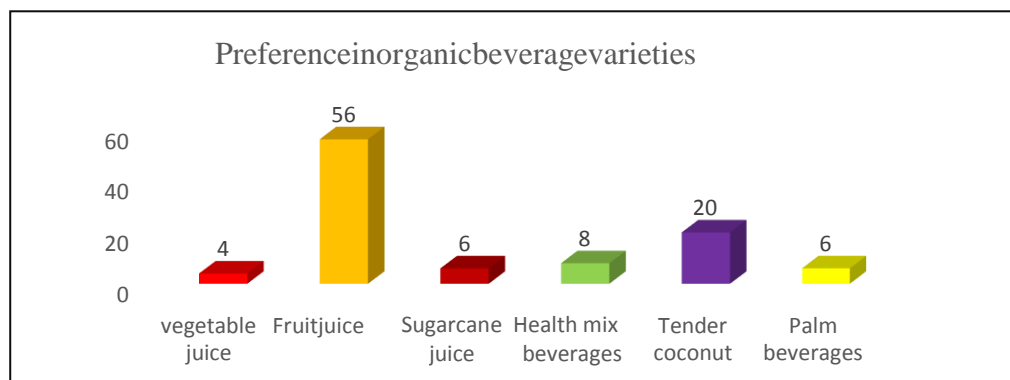


The foremost purpose is to increase public awareness about organic drinks and refreshers. Sources of recognition include consumers' own environmental consciousness, health consciousness, or any other information from television and newspaper advertisements, as well as organic users' feedback and medical practitioners' recommendations. Some people may also gain insight through educational events.

**3.1. SOCIOECONOMIC FINDINGS:**

As per the current analysis, optimum 40% of people polled are over 50 years old, greatest 69 percent of those surveyed are male, highest 32 percent of participants are professionals, optimum 71 percent of those polled live in urban areas, highest 82 percent of those surveyed are married, and peak 27 percent of those polled have a monthly income of more than Rs 50,000.

**Chart 3.1. VARIATIONS OF ORGANIC BEVERAGES FAVOURED ARE SHOWING IN GRAPH**



According to chart 3.1, fizzy squash are desired by 56 percent of those surveyed, soft coconut is favoured by 20 percent of those polled, and vegetable nectars are preferred by just 4 percent of those polled.

**3.2. OUTCOMES ABOUT THAT ORGANIC BEVERAGE IS SAFE, PREFERENCE FOR ORGANIC BEVERAGE, ENERGETIC.**

The simple percentage analysis indicated that the proportion of 78 percent of the subjects are effectively approved that organic fluids are potable, that the majority of 68 percent of those surveyed are favouring affinity of organic beverage or fluids and that the majority of 31 percent of the participants are effectively approved that organic beverages are revitalising and independent of adverse effects.

**TABLE 3.3: PROCUREMENT IN NATURAL STORES, TASTE, SOURCE OF INFORMATION, FREE FROM CHEMICALS**

S.No	PROCUREMENT IN NATURAL STORES	No of respondents	Percent
1	Approved	15	15
2	Effectively approved	34	34
3	Unbiased	0	0
4	Opposed	31	31
5	Effectively opposed	20	20
<b>Total</b>		<b>100</b>	<b>100</b>

S.No	THE FLAVOURS SUPERIOR THAN THAT OF A NON-ORGANIC BEVERAGE.	No of respondents	Percent
1	Approved	4	4
2	Effectively approved	40	40
3	Unbiased	0	0
4	Oppose	52	52
5	Effectively opposed	4	4
<b>Total</b>		<b>100</b>	<b>100</b>
S.no	INFORMER OF NATURAL FLUIDS	No of respondents	Percent
1	Friends and relatives	33	33
2	Doctor's recommendation	34	34
3	Health magazines	23	23
4	Television and paper advertisements	4	4
5	Other educational events	6	6
<b>TOTAL</b>		<b>100</b>	<b>100</b>
S.no	OFFERED VALUE FOR ORGANIC BEVERAGE IS EXACT	No of respondents	Percent
1	Not conscious	18	18
2	Slightly conscious	33	33
3	Broad conscious	49	49
<b>Total</b>		<b>100</b>	<b>100</b>
S.No	SUBSTANCES ARE NOT INCORPORATED IN ORGANIC BEVERAGES	No of respondents	Percent
1	Approved	32	32
2	Effectively approved	34	34
3	Unbiased	0	0
4	Oppose	22	22
5	Effectively opposed	12	12
<b>Total</b>		<b>100</b>	<b>100</b>

According to table 3.3, the highest 34 percent of those surveyed are effectively approved that organic beverages

may be acquired at natural stores, and the highest 40 percent of participants are effectively accepted that the flavour of organic beverages is superior to that of non-

organic beverages. The majority of 34 percent of the participants' knowledge gained about natural fluids from their near and dear ones, the majority 49 percent of the participants are well-informed about the offered value for organic beverages, and the majority 34 percent of the respondents were effectively approved that substances not incorporated in organic beverages.

#### 4.1. RESULTS:

According to the data, approximately 40% of the interviewees are above the era of

40. They are quite well acquainted that organic beverages do not include any toxic additives.

Organic beverages are preferred not just by those over the age of 40, but also by women of a younger generation.

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	100.000 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	95.380	1	.000		
Likelihood Ratio	123.820	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	100				

a. The anticipated count in 0 cells (.0 percent) is fewer than 5.

The recommended minimum count is 9.61.

The column indicates that the Overall is more than predicted count  $9.61 > 5$  when conducting SPSS Chi-square testing. As a result, the alternate hypothesis is accepted, and the null hypothesis is rejected since there is a difference in gender and mentality regarding whether organic beverages are chemical-free.

The statistics reveal that some of the respondents consume both organic and non-organic beverages. In terms of beverages, they believe that both organic and non-organic beverages are equivalent.

#### INTIMATION:

Nowadays, people's choices of beverage intake is determined by their demographic characteristics. They believe that organic and non-organic beverages are the same and that there is no difference between the two. Today's commercials do not persuade people to drink organic beverages; instead, they persuade people to drink non-organic beverages that are mostly made up of methane and explosives. Organic beverage intake is a popular and attractive trend. People are prioritising flavour above anything else. Some individuals believe that organic beverages are more expensive than non-organic beverages. Some individuals are unaware of the benefits of organic beverages. Drinking a non-organic beverage has negative consequences. Due to various reasons, some consumers avoid visiting websites promoting organic refreshments. The proportion of individuals are reluctant to drinking organic beverages such as vegetable juices and health mix beverages. Only a tiny percentage of individuals prefer to buy organic beverages from organic stores.



**5.SUPPOSITION:**

Organic refreshments seemed to have a prominent influence in past centuries, but their reputation is dwindling among some of the youth demographic. They are unintentionally swallowing non-organic beverages for dietary reasons. Due to “non-organic drinks corporations’ promotion on broadcast and in publications, people have forgotten about organic beverage types, reducing awareness concerning organic intake among the millennial population. They might not want to debate about the protracted ramifications.

Taste is given prime emphasis by the new generations. Some non-organic drinks have numerous adverse effects. As a result, they must abstain from consuming non-organic drinks. They must recollect that our India is an agriculture based country that is also hot and muggy. As a consequence, people must drink organic refreshments such as vegetable juice, fizzy drinks, tender coconut, palm beverages, and health mix beverages such as various grain granules, among many others. We must not emulate the conventions of certain other countries. Our beverage pattern must be focused on the impact of climate in our country. Only then can we be free of a wider range of ailments and harmful impacts. Our predecessors and parents exclusively drank organic refreshments, and as a result, they had long lifestyles devoid of ailments and detrimental consequences. Organic intake is the health secret of our forefathers and mothers. As a corollary, the younger generation must consume organic fluids in the upcoming, and only then will the Indian generation be strong and robust.

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