



STRATEGIC FINANCIAL REFORMS FOR
VIKSIT BHARAT
2047

Dr. D. Anbupriya

Dr. L. Santhi

STRATEGIC FINANCIAL REFORMS FOR
VIKSIT BHARAT
2047

Dr. D. Anbupriya

|

Dr. L. Santhi



EroGanic[®] Publications

Erode - 638112.

Tamilnadu, India.

<https://publications.eroganic.com>

Title : STRATEGIC FINANCIAL REFORMS FOR VIKSIT BHARAT 2047

Editor Details : Dr. D. ANBUPRIYA
Associate Professor & Head,
Department of Commerce (A&F),
VET Institute of Arts and Science (Co-Education) College,
Erode - 638012, Tamil Nadu, India.

Dr. L. SANTHI
Assistant Professor,
Department of Commerce (A&F),
VET Institute of Arts and Science (Co-Education) College,
Erode - 638012, Tamil Nadu, India.

Publisher Details : EroGanic Publications
Erode - 638112.
Tamilnadu, India.
<https://publications.eroganic.com>

Edition : 2025

ISBN : 978-81-19824-66-3



Copyright © 2025 by EroGanic Publications. All Rights Reserved.

No part of this book may be reprinted or reproduced or utilized in any form or by any electronic, mechanical or other means, now known or hereafter invented, including photocopying and recording or in any information storage or retrieval system, without prior permission in writing from the publishers.

Concerned Author's/Editors are solely responsible for their views, opinions, policies, copyright infringement, legal action, penalty or loss of any kind regarding their content. The publisher will not be responsible for any penalty or loss of any kind if claimed in future. Contributing Author's/Editors has No Right to demand any royalty for their content.



Organized by

**SCHOOL OF COMMERCE
VET INSTITUTE OF ARTS AND SCIENCE
(CO-EDUCATION) COLLEGE**

Affiliated to Bharathiar University
An Institution Run by Vellalar Educational Trust
Thindal, Erode - 638 012
Tamil Nadu, India.

10	FINANCIAL ARCHITECTURE FOR VIKSIT BHARAT @ 2047 : A THEORETICAL FRAMEWORK FOR INCLUSIVE AND SUSTAINABLE GROWTH <i>Dr. S. Thangamani, Dr. A. Nagalaxmi</i>	71
11	A STUDY ON “EMPOWERING YOUNG MINDS, EMPOWERING NATION” <i>Mrs. Kavitha.C, Dr. R Nagalakshmi, Ms. Kusuma S</i>	76
12	A STUDY ON ORGANIC FOOD VS CONVENTIONAL FOOD WITH SPECIAL REFERENCE TO KERALA <i>Mr. Jacob Jose, Dr. Mohana Priya .M</i>	83
13	VIKSIT BHARAT 2047 : A VISION FOR INDIA’S SUSTAINABLE DEVELOPMENT <i>Mr. Sirajudheen M, Dr. Vanitha P</i>	88
14	ROUTES TO VIKSIT BHARAT : APPROACHES FOR DEVELOPMENTAL ACHIEVEMENT <i>Dr. John Major Thomas, Mrs. Joshmy Philip</i>	94
15	A STUDY ON BANKING AND CREDIT REFORMS <i>Mrs. Jeya Padma Deepa .I</i>	106
16	GREEN MARKETING IN INDIAN CONTEXT <i>Mrs. S. Poornima, Dr. K. Antony Baskaran</i>	114
17	CONCEPTUAL STUDY ON TAXATION AND POLICY REFORMS IN INDIA 2025 <i>Mrs. Megala. A</i>	123
18	GREEN MONEY : MUTUAL FUNDS WITH A SUSTAINABLE FOCUS <i>Mrs. M. Bama</i>	130
19	EXPLORING LATENT FACTORS OF CUSTOMER PROPENSITY IN ONLINE SHOPPING USING SEM <i>Mrs. N. Pushpalatha, Dr. P. Kanagaraju</i>	138
20	SUBSTANTIAL DEVELOPMENT WITH FINANCIAL REFORM <i>Mrs. R. Kowsalyadevi, Dr. D. Anbupriya, Ms. S. Kavya Dharshini</i>	161

CHAPTER - 12

A STUDY ON ORGANIC FOOD Vs CONVENTIONAL FOOD WITH SPECIAL REFERENCE TO KERALA

Mr. Jacob Jose ¹, Dr. Mohana Priya .M ²

¹ *Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.*

Email id: mpshivangmcks@gmail.com

² *Assistant Professor and Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.*

Email id: mpshivangmcks@gmail.com

ABSTRACT

In the modern era, our food choices are influenced by a variety of factors. This study aims to examine the differences between consuming organic and conventional foods, focusing specifically on two key aspects: flavour and health benefits. While the taste of organic and conventional foods shows little variation once prepared, organic foods are believed to offer greater health advantages. Conventional foods may require less effort for digestion, which could potentially slow down the body's metabolic rate. Recent epidemiological research in humans suggests that consuming organic foods is linked to a reduced risk of allergies, although results from clinical intervention studies remain inconclusive. It is hypothesized that organic food may enhance an organism's overall resilience. However, to validate this theory, more targeted health effect studies on organic food are needed.

Keywords: *Organic Food, Health benefits, Conventional food.*

INTRODUCTION

Food is a fundamental necessity for both humans and animals. In today's world, we are surrounded by a vast array of food choices. The word *organic* originates from the Greek term *bios*, which means life or a way of living. Over the past twenty years, the consumption of organic food has seen a significant rise. From the consumer perspective, many are willing to spend more on organic products, which often cost anywhere from 10% more to several times the price of conventional food. This study aims to explore the consumption patterns of both organic and conventional foods, their effects on health, and the challenges people encounter when choosing between these two types of food.

OBJECTIVE OF THE STUDY

- ◆ To know how people are aware of it.
- ◆ To know the level of satisfaction.
- ◆ To study problems faced by the customer.
- ◆ To study usage level of the customer.

STATEMENT OF THE PROBLEM

Food—and the lack of proper nutrition—is one of the leading causes of various health issues. This study focuses on the consumption of both organic and conventional foods, examining their impact on health and the difficulties people face in choosing between them. Conventional foods are generally easier for the body to digest, which might reduce metabolic activity and, in turn, contribute to a slower metabolism. Additionally, conventional foods often contain a high calorie density, potentially leading to excessive calorie intake. The regular consumption of chemically treated or genetically modified foods may also result in long-term health problems, including digestive, hormonal, and other systemic disorders.

SCOPE OF THE STUDY

This study aims to compare fresh foods and packaged foods to determine which option is more suitable for maintaining a healthy lifestyle. It seeks to identify the potential disadvantages of conventional foods and encourages consumers to make informed choices that prioritize health. A key objective is to raise awareness about the benefits and drawbacks of both organic and conventional foods, ultimately guiding people toward healthier eating habits. By promoting conscious food selection, the study aspires to support individuals in achieving a longer, healthier, and happier life.

RESEARCH METHODOLOGY

Research methodology refers to the structured approach used to address a research problem. It encompasses the design of the study and the techniques employed to collect and analyze data. This particular study focuses on analyzing consumer preferences in selecting food for daily consumption.

SOURCE OF DATA

The study primarily relies on primary data, collected through a well-structured questionnaire distributed among various consumers. This original data collection was essential to gain direct insights relevant to the research objectives. Additionally, secondary data were also reviewed and gathered from reliable sources such as books, journals, and websites to support the study's findings. Both qualitative and quantitative aspects were considered during analysis.

Sample Size

A total of 150 questionnaires were collected from consumers using a convenient sampling method, ensuring responses from a diverse group of participants.

Statistical Tools Used

The following tools were used to interpret and analyze the collected data:

- ◆ Percentage Analysis
- ◆ Ranking Analysis
- ◆ Chi-Square Test

LIMITATION OF THE STUDY

- ◆ Time and resource constraint.
- ◆ Respondent may fail to express their opinions and beliefs.
- ◆ There may be a bias in collecting the data.

FINDINGS

The main goal of this study was to evaluate consumer awareness regarding conventional foods and examine the usage patterns of both organic and conventional foods. The research also aimed to assess consumer satisfaction levels, identify the challenges faced when consuming these two food types, and compare their impact on health. To achieve this, data was analyzed using percentage analysis, ranking analysis, and the chi-square test.

Simple Percentage Method Findings

- ◆ 44% of the respondents agreed that they are willing to make an effort to purchase both organic and conventional foods.
- ◆ 49.3% of the respondents believe that organic food is more nutritious compared to conventional food.

Chi-Square Analysis

The results indicate that monthly income does not have a significant relationship with consumer preference for organic or conventional food. This suggests that consumer choices are influenced more by other factors such as health concerns, convenience, or taste rather than income levels.

Rank Analysis

The ranking analysis reveals the following consumer preferences toward conventional food:

1. Quick Service – Ranked highest
2. Easy to Cook – Second preference
3. Good Taste – Third preference
4. Expensive – Fourth rank
5. Convenience – Fifth rank
6. Variety Offered – Ranked lowest

This indicates that speed and ease of preparation are the most valued attributes, while variety is seen as the least important factor in choosing conventional foods.

SUGGESTIONS

- ◆ Consumers should be encouraged to choose safe and non-harmful packaged foods that are as accessible and reliable as organic options.
- ◆ It is essential to raise awareness about the potential health risks associated with consuming processed or packaged foods.
- ◆ Although organic foods are generally safer, limited availability near residential areas makes regular consumption challenging, unlike conventional foods which are widely accessible.
- ◆ Many consumers lack complete awareness of the variety of organic food products available in the market. Currently, fruits and vegetables are the most recognized organic items, indicating a need for broader education.
- ◆ There is an urgent need to increase organic food production to support environmental sustainability and promote better public health. The current global health challenges have underscored the importance of health-conscious living, prompting more consumers to prefer organic foods.

CONCLUSION

This study concludes that organic foods are generally considered healthier than conventional (non-organic) foods. Despite the higher cost of organic products, many consumers still believe that they offer better health benefits. The research examined several aspects, including consumer awareness, preference, and satisfaction levels regarding both organic and conventional foods.

The findings revealed that while satisfaction levels for both food types were relatively similar, the motivations behind their preference differ. Consumers tend to choose organic foods for their health benefits, while conventional foods are preferred for their taste, affordability, and easy availability.

However, the limited availability of certified organic foods remains a challenge, making regular consumption difficult for some. Overall, the study highlights the need for greater awareness, improved accessibility, and enhanced production of organic foods to support healthier consumer choices.

REFERENCE

1. Dr. Ritu Singhvi, Nayana Sharma, Journal of pharmacognosy and phytochemistry 2018; 7(2): 2152-2155, MPUAT, Consumer perception and behaviour towards organic food.
2. M Sumathy, G Anitha Rathna research (2018), a study on marketing strategies and awareness on organic products in Coimbatore, ZENITH International Journal of Business Economics & Management Research, ISSN 2249-8826.
3. R. Initha Rina (2019) study on consumption behaviour of children
4. M Mohanraj, j Suresh Kumar, AT Jagannathan (2019) A study on customer preference towards online shopping of organic products in Coimbatore.
5. Shiksha kushwah (2019), study on awareness of organic products. Appetite 143, 104402.