

## **A STUDY ON CONSUMER'S BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN SALEM DISTRICT.**

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### **ABSTRACT**

*This article titled on the consumer behaviour towards Organic Food Products in Salem District will try to focus and determine the consumer behaviour, level of satisfaction, and post-purchase behaviour towards organic food products of the selected areas. This paper is based on the primary data of 100 respondents living in the Salem district. The consumers were approached randomly and used a structure questionnaire. The questionnaire was framed to record the responses on the behaviour, Level of Satisfaction, Post-Buying behaviour of a consumer towards organic food and effectiveness of sources for organic information. It was suggested by the researcher that a sustained improvement in the post purchases behaviour. The organic food products are ahead in information more preference and acceptance over non-organic food products. Non- organic food products have unsafe effects due to high use of chemicals in farming, so the consumer taste and preference have been shifted towards organic food products.*

**KEYWORDS:** Behaviour, Consumer, Organic, Post purchase, Satisfaction

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### **Article History**

**Received: 08 Aug 2022 | Revised: 16 Aug 2022 | Accepted: 24 Aug 2022**