

## A STUDY OF CONSUMER PERCEPTION AND PREFERENCES TOWARDS ORGANIC TEA IN DELHI-NCR

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### ABSTRACT

Rapid Urbanization and growing consumer's concern for food safety, health and environment in recent times has resulted in a new tide in consumption of organic foods especially Organic Tea. Many recent researches have studied about the awareness and consumption pattern of Organic Foods and concluded that it is significantly higher in developed countries than developing ones. In countries like India, where organic food markets are still in the nascent phase of its growth, the level of awareness and acceptance is relatively low. The present study aims at analyzing factors effecting consumer awareness levels and buying perception regarding Organic Tea with the help of an Exploratory study using a structured survey of 200 respondents in Delhi-NCR through pre-tested Questionnaires using convenience sampling. This paper attempts to investigate the demand status of Organic Tulsi Tea as people residing in urban areas like Delhi-NCR as they are more conscious about their health and lifestyle and maximum of them are working professionals. The Consumers in Metro cities have a good purchasing power to pay premium prices for organic products so they prefer to include organic teas & supplements for a healthy lifestyle.

**KEYWORDS:** Urbanization, Environment, Organic Tea, Health, Lifestyle, Premium Prices