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Consumption *Behaviour* of Women **House Hold on Organic Fruits and Vegetables of Traditional Varieties and** its Health Impact: With Reference to Velachery in Chennai, Tamil Nadu

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Sustainability is most debated topic. Sustainable consumption and production patterns are vital in the research domain. People opt for a healthier and organic food in particular. The focus of this study is on the consumption behavior of women house hold on organic fruits and vegetables of traditional varieties. Women in the house hold were cited as important factor in explaining consumers' behavior on organic products in general, Fruits and vegetables of traditional varieties in particular. The need to shift to more sustainable consumption patterns and production systems is the need of the current generation and this study in particular. Does the availability of organic fruits and vegetables of traditional variety in the study area matches with the changing consumption behavior of Women in the study area. This study is basically an empirical work. A sample of 100 respondents from Velachery, Chennai District of Tamil Nadu was selected using a simple random sampling technique and the data was collected through structured questionnaires. Published Online: 01.09.2025 This study has found that middle aged, educated women house hold who fall within the income group of 30,000 to 50,000monthly, live with a small family in Apartments and independent houses strongly prefer organic produce such as Fruits and Vegetables of traditional varieties who shop weekly as they prioritize fresh organic produce as part of their regular grocery routine. They grow Terrace gardens domestically to meet their growing need. Health benefits are the primary motivator. Primary advantage of home gardening is for better quality produce and Cost saving Motive. It is a great challenge for the women to make their home gardens self-sufficient for their families. It is inferred that Consumption behavior of women house hold on organic fruits and vegetables of traditional varieties has impact on the health of the women house hold in Velachery, District of Chennai, and Tamil Nadu.

> Keywords: Sustainability, Organic Fruits and Vegetables, Traditional Varieties, Changing Consumption Behavior, Locally Produced, Domestic Garden, Health Benefits, Great Challenge, Home Gardens, Self, Sufficient, Health Status.

Introduction

Sustainability is the ability to meet the needs of the present generation without compromising the needs of future generation. Economic sustainability, Social Sustainability and Environmental sustainability are together responsible to achieve the Millennium Development Goals of 2030. Sustainability is one of the most debated topics among the researchers. Sustainable consumption and production patterns are vital in the research domain.

People opt for a healthier lifestyle in the modern world that starts with the consumption of nutritious and healthy food, and organic food in particular. Developing healthy food patterns among the people is one of the key actions taken by the Government to achieve the 2030 agenda of sustainable development. In contrast to traditional consumption patterns, current food consumption pattern is more sustainable.

Food consumption pattern of the current generation also aims to improve quality of life, reduce resource consumption, minimize environmental harm, and attempt to preserve the right to consumption for future generations.

Sustainability and Food Consumption

Sustainable food consumption in terms of healthy diet is frequently encountered. The Food and Agriculture Organization and World Health Organization have undertaken efforts to develop sustainable, healthy diets internationally. Their primary objective is to assist countries in transforming their food systems to promote sustainable and healthy dietary habits, thereby achieve the sustainable development goals internationally. Sustainable diets are protective and respectful of biodiversity and ecosystems. Again Consumers' food choices play a key role in the shift to more sustainable diets. So there is a need that consumers understand the concept "sustainability" in relation to their eating patterns.

Sustainable Consumption and Economic Transformation

According to Food and Agriculture Organization of the United Nations up to 3.9 million lives could be saved each year if the consumption of fruit and vegetables were sufficient. Sustainable consumption is a significant component of economic transformation towards a sustainable future. Despite the World Health Organization advocating a healthy and balanced diet for consumers for many years, inadequate fruit and vegetable consumption remains a substantial issue with economic, social, environmental, and nutritional implications. So there is a necessity to look into the consumption of fruits and vegetables.

Sustainability and Organic Food

Consumption of organic food is often recognized as a way to improve the sustainability of food systems and promote the spread of sustainable diets. As a matter of fact environmental sustainability of organic food needs to be encouraged. As consumers have a key role in the transition to a more sustainable food system, the focus of this study is solely on the consumption behavior on organic fruits and

vegetables of traditional verities. That is, fruits and vegetables produced through organic farming that do not involve the use of artificial pesticides and fertilizer.

Organic food is produced using sustainable agricultural practices that are environmentally and socially responsible. Organic food encourages people to buy their food locally and cultivate domestically. But organic food requires a lot of extra farming practices, government regulations, and this is one of the reasons organic food is more expensive.

Health and Organic Vegetables and Fruits

Vegetables are herbaceous plants, high in nutrients, which support good health and build up the immune system. Organically produced fruits and vegetables are very much essential for healthier lifestyle. Fostering consumption of organic food such as Vegetables and Fruits is often recognized as a way to improve the sustainability of food systems and promote the spread of sustainable diets. At this juncture consumption behavior of Women House hold on environmentally sustainable organic food particularly fruits and vegetables of traditional varieties need to be studied. Women in the house hold were cited as important factor in explaining consumers' behavior on organic products in general, Fruits and vegetables of traditional verities in particular.

Importance of the Study

Food consumption and eating patterns of people environmentally sustainable is more important. Environmentally Sustainable Food Consumption is that the use of food products that bring a better quality of life by minimizing the harmful impact on human health over the life cycle and also not to jeopardize the needs of future generations. For this, transforming food consumption behavior of women in the house hold towards environmentally sustainable production and consumption is an essential condition and also to reach sustainability goals globally.

Buying locally produced or organically produced food or developing the habit to maintain organic food garden domestically may also be more environmentally sustainable. Thus, the need

to shift to more sustainable consumption patterns and production systems is the need of the current generation and this study in particular.

Review of Literature

Ralph Hansmann, et al, (2020) studied "Increasing Organic food consumption: An integrating model of drivers and barriers and found the Determinants of purchases of organic fruits and vegetables and identified the subjectively perceived requirements for more environmentally friendly and healthier food consumption.¹

Fernando et al (2021), opined that there is no doubt that the search for organic products is already more than a trend; it is an indisputable reality.²

Gabriel et al, (2021) conducted a study on "The willingness to consume organic food: A review" and found that there is a rising interest in naturally grown foods; several studies have contrasted various features of organic and conventionally grown foods in relation to consumer attitudes, perceptions, and preference for organic foods.³

According to Jayesh Pawar et al, (2022), who studied "Organic Food: The Importance from Public Health Perspective", opined that Organic food and food products are the finest healthy food which can be consumed without causing harm to body. Organic farming is an ideal type of agriculture provide high-quality agricultural products for a healthy lifestyle such as fruits, vegetables, grains, pulses, and other foods.⁴

PanelL M. et al, (2022), conducted a study on "Consumers' perceptions on food-related sustainability: A systematic review" found that consumers have a wide range of perceptions of food-related sustainability, Opined that consumers believe that sustainability does not influence their food choices. Currently, consumers consider price, taste and individual health more influential than sustainability.⁵

Elżbieta et al (2023), studied "Consumer Profiles of Sustainable Fruit and Vegetable Consumption in the European Union", opined that despite the World Health Organization advocating a healthy and balanced diet for consumers for many years, inadequate fruit and vegetable consumption remains a substantial issue with economic, social, environmental, and nutritional implications.⁶

Sukanya Barua et al, (2023), studied "Knowledge about organic food consumption and the factors behind it, and developed standardized knowledge test for the study and found valid and appropriate research tool for evaluating the knowledge level of urban citizens regarding organic food. The majority of respondents had a positive attitude towards organic food but possessed low to medium knowledge levels regarding organic food. Occasional awareness campaigns and capacity-building programs regarding various aspects of organic food in educational institutes, residential societies and through mass media can be beneficial to society.⁷

Camillus et al, (2024) examined organic vegetable attributes, consumer decisions and consumption patterns of consumers in Ghana. The study revealed that consumers prioritize health concerns and sensory attributes when purchasing organic vegetables as these were identified as the most important attributes.8

Tara A Kenny et al, (2024) Studied "Consumer attitudes and behaviors toward more sustainable diets: a scoping review "found that facilitating dietary change is a critical component of the transition toward more-sustainable diets.9"

From the above Review, it is observed that Public Health is Important from sustainability dimension. For this Knowledge on organic food consumption, willingness to consume organic food, Consumers' perceptions on food-related sustainability, organic vegetable attributes, consumer decisions and consumption patterns of consumers, Consumer attitudes and behaviors toward more sustainable diets are essential. There is an increasing trend on Organic food consumption and search for the availability of organic products. There emerges a gap between the demand for organic products, need for Fruit and Vegetable of traditional varieties in particular, and the sources of availability of organically produced products. With the base of above review, this study attempts to address the related issue.

Problem of the Study

It is essential to change eating patterns to more sustainable eating patterns. Consumers in current world are becoming more aware of environmental issues and the impact of their food choices on the environment, as sustainability receives more attention in the recent days. Lack of fruit and vegetables in the human diet or their low consumption may lead to an increased risk of chronic diseases and other health related issues. This is due to unsustainable consumer behavior.

Consumption of organic food is often recognized as a way to improve the sustainability of food systems and promote the spread of sustainable diets. As a matter of fact environmental sustainability of organic food such as fruits and vegetables of traditional varieties need to be encouraged. This study makes an attempt to study the consumption behavior of women house hold on organic fruits and vegetables of traditional varieties and its health impact in Velachery, Chennai, and Tamil Nadu.

There is a change in the overall consumption behavior of Women in the House hold towards organic food such as fruits and vegetables of traditional varieties'. But the problem is, does the availability of organic fruits and vegetables of traditional variety in the study area matches with the changing consumption behavior of Women in the House hold in Velachery, Chennai, Tamil Nadu.

Objectives

- To study the Consumption behavior of Women in the house hold on Organic Fruits and Vegetables of traditional variety in Tamil Nadu.
- To study the dependence status of Women in the house hold on organic Fruits and Vegetables of traditional variety in Velachery, Chennai District.
- To identify the behavior of Women in the house hold on organic farming of Fruits and Vegetables of traditional variety domestically.
- To find out the impact of Consumption of organic Fruits and Vegetables of traditional variety on the health status of the Women in the house hold.

Method

This study is basically an empirical work attempted to examine the Consumption behavior of women house hold on organic fruits and vegetables of traditional varieties and its impact on health: with reference to Velachery in Chennai, Tamil Nadu. A sample of 115 respondents from Velachery, Chennai District of Tamil Nadu was selected using a simple random sampling technique and the data was collected through structured questionnaires. After data cleaning, 100 respondents' Information was tabulated and a simple percentage is used to interpret the variables and inferences were made accordingly.

Velachery was once a village surrounded by agricultural fields and water bodies, turned a major city of Chennai, Tamil Nadu. But still cultivation habit is prevalent among the people of Velachery. According to the Census 2011population of Velachery is 143991. The male and female populations are 74918 and 69073 respectively. Velachery in Chennai is a city where organic food such as fruits and vegetables of traditional varieties are available in shops. Indigenous or traditional fruits and vegetables are widely grown domestically and consumed.

There are three basic reasons why velachery is chosen as the Study area. Firstly, it is a city where organic food markets are functioning more in number. Secondly, as density of population is more residential area is occupied by many apartments and skyscrapers. Despiteorganic cultivation is domestically done in this study area. Thirdly, Velachery is currently a major city with inherent faming features.

Limitation

As women play an important role in choosing food items and the health of a family relies in the hands of women, this study has focused only on the consumption behavior of women in the House Hold.

Data Analysis and Interpretation Demographic Status of the Respondents

Demographic particulars Such as Age, Education and Occupation are some essential factors to study the consumption behavior of women on organic fruits and vegetables of traditional variety in Velachery, Chennai, and Tamil Nadu.

Table 1 Age Composition of the Respondents

S. No	Age Composition	Number of Respondent	%
1	Below 25	2	2
2	26-35	10	10
3	36-45	42	42
4	46-55	40	40
5	Above 55	6	6
	Total	100	100

Among the respondents a majority of the respondents in this study area that is 42 percent and 40 percent are in the middle age.

Table 2 Educational Background of the Respondents

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S. No	Qualification	Number of Respondent	%
1	Primary	2	2
2	Secondary	14	14
3	Degree	84	84
Total	100	100	40
5	Above 55	6	6
Total		100	100

Nearly 84 percent of the respondents are degree holders and no one is illiterate among the sample respondents. More educated people are found in the study area.

Table 3 Family Size of The Respondents

S. no	Family size	Number of Respondent	%
1	Below 4	20	20
2	4	42	42
3	5	20	20
4	6	18	18
Total		100	100

Among the respondents 42 percent of the respondent's whose family size is 4. So,a larger percentage of respondents live in the small family.

Economic Status of the Respondents

To study the consumption behavior of women in the house hold on Organic Fruits and Vegetables

of traditional variety, economic variables such as income, Consumption of organic Fruits and Vegetables, Purchase status of organic Fruits and Vegetables and expenditure are to be studied.

Table 4 Household Income of the Respondents

S.No	Household income	Number Respondents	%
1.	Below 30,000	30	30
3.	30,000-50,000	46	46
4.	Above 50,000	24	24
5	Above 55	6	6
	Total	100	100

Among the respondents a larger number of the respondents that is 46 percent belong to 30,000 to 50,000 income group.

Table 5 Type of House of the Respondents

S.No	Type of House	Number of the Respondents	%	
1.	Apartment	54	54	
2.	Independent House	46	46	
	Total	100	100	

Among 100 respondents a larger number of 54 percent live in apartments and 46 percent reside in independent houses. Apartments and independent houses are the most prevalent type of housing among the surveyed group, with a slight more preference for apartments.

Table 6 Consumption of Organic Fruits and Vegetables

S.No	Consumption of Organic Fruits and Vegetables	Number of Respondents	%
1.	Yes	78	78
2.	No	22	22
	Total	100	100

Nearly 78 percent respondents purchase organic fruits and vegetables of traditional varieties. This shows that a majority of respondents strongly prefer organic produce.

Table 7 Purchase of Organic Fruits and Vegetables

S.No	Purchase Status of Organic Fruits and Vegetables	Number of Respondents	%
1.	Daily	2	2.56
2.	Weekly	62	79.49
3.	Monthly	8	10.26
4.	Rarely	6	7.69
	Total	78	100

Among 78 respondents who buy organic fruits and vegetables, nearly 80 percent purchase organic fruits and vegetables of traditional variety weekly. This data underscores a strong preference for weekly shopping of organic fruits and vegetables, indicating that many respondents prioritize fresh organic produce as part of their regular grocery routine.

Table 8 Reasons to Buy Organic Fruits and Vegetables

S.No	Reasons to buy organic fruits and vegetables	Number of Respondents	%
1.	Health Benefits	72	92.31
2.	Taste and Freshness	4	5.13
3.	Environmental Concerns	2	2.56
Total		78	100.00

Health benefits are the primary motivator for nearly 93 percent of the respondents who consume organic fruits and vegetables of traditional variety. This data underscores the significant role of health considerations a major driving force to purchase organic produce among the respondents.

Table 9 Dependence Status of Respondents on Organic Fruits and Vegetables

S.No	Reasons to buy organic fruits and vegetables	Number of Respondents	%
1.	Less than 25%	14	17.95
2.	25%-50%	32	41.02
3.	50%-75%	26	33.33
4.	More than 75%	6	7.70
	Total	78	100.00

Organic fruits and Vegetables may not be available throughout due to many reasons. So the respondents may look for other sources to purchase the organic fruits and Vegetables depending on their need, preference and consumption behavior. Out of 78 respondents who buy organic fruits and vegetables, 41 percent respondents rely on organic produce for 25-50 percent of their diet, while 34 percent depend on it for 50-75 percent. Though the data highlight varied levels of dependence on organic fruits and vegetables among the respondents, a major share of 75 percent of the respondents depend on organic fruits and vegetables of traditional varieties for daily life.

Table 10 Challenges Faced by the Respondents in Buying Organic Fruits and Vegetables

S. No	Challenges Faced by the Respondents	Number of Respondents	%
1.	High cost	54	69.23
2.	Limited Availability	12	15.38
3.	Lack of trust in Organic Labels	8	10.26
4.	Lack of Awareness	2	2.56
5.	Inconvenience in accessing stores	2	2.56
	Total	78	100.00

Out of 78 respondents who buy organic fruits and vegetables, 70 percent are of the opinion that it is costly and nearly 16 percent opined limited availability. So, there is a need to go for domestic cultivation of organic fruits and vegetables.

Table 11 Respondents Grow Organic Fruits and Vegetables in their Garden

S.No	Respondents Grow Organic Fruits and Vegetables in their Garden	Number of Respondents	%
1.	Yes	54	69.23
2.	No	24	30.77
	Total	78	100.00

Among 78 respondents who buy and use organic fruits and vegetables, nearly 70 percent of the respondents have a garden in their houses which shows that a larger number of the respondents meet part of their need from their own garden. Growth of organic fruits and vegetables in domestic garden help these respondents to meet their growing need which in turn show the consumption behavior of the respondents in particular.

Table 12 Types of Organic Garden Grown by
The Respondents

S.No	Types Garden	Number of Respondents	%
1.	Backyard Garden	20	37.03
2.	Terrace Garden	28	51.85
3.	Balcony Pots/ Containers	6	11.11
Total		54	100.00

Respondents of this study who buy organic fruits and Vegetable also grow garden of different types at home and meet their growing need. Terrace garden is the most popular type practiced by nearly 52 percent of the respondents who grow organic fruits and Vegetables. Backyard gardening is practiced by 37 percent of the respondents and 11 percent of the respondents use balcony pots/containers to grow organic fruits and Vegetables of traditional variety. Terrace garden are the preferred choice for producing organic fruits and Vegetables by a larger number of respondents among the respondents who grow organic fruits and Vegetables in their domestic garden.

Table 13 Motivations behind Startup of Organic Garden Domestically

S.No	Motivating Factors	Number of Respondents	%
1.	Health Benefits	48	88.90
2.	Environmental Concerns	2	3.70
3.	Cost savings	4	7.40
Total		54	100.00

Among the 54 respondents who grow organic fruits and vegetables domestically, 88 percent are motivated to grow organic fruits and vegetables at home for health benefits. Health benefits are the primary motivator to grow organic produce at home, while cost savings and environmental concerns playing a smaller role.

Table 14 Respondents Benefited by Growing Organic Fruits and Vegetables Domestically

S.No	Benefits	Number of Respondents	%
1.	Better quality produce	24	44.44
2.	Cost savings	28	51.85
3.	Stress relief and relaxation	2	3.70
	Total	54	100.00

Among the 54 beneficiaries who grow organic fruits and vegetables domestically for their consumption, nearly 45 percent of the respondents opined that domestic cultivation provides better quality and 52 percent of the respondents opined that domestic cultivation is cost saving. The primary advantage of home gardening is for better quality produce and cost saving.

Table 15 Sufficiency of Domestically Produced Organic Fruits and Vegetables

S.No	Garden Produce is Sufficient	Number of Respondents	%
1.	Yes	20	37.04
2.	No	34	62.96
Total		54	100.00

Regarding the Sufficiency of domestically prepared organic fruits and vegetables, among the 54 respondents who grow domestic garden and produce organic fruits and vegetables of traditional variety, only 37 percent find their home gardens produce is sufficient to meet the need of their family. While for a larger number that is 63 percent it is not sufficient. Most of the respondents do not consider their home

gardens adequate to meet the need of their family requirements which shows the challenges the respondents face in making their home gardens selfsufficient for their families.

Health Issue

Health issue is very common among all group of people and middle age group in particular. This particular factor is an essential variable to study the consumption behavior of organic fruits and vegetables consuming women house hold. Some health related issues are faced by the consumers of organic fruits and vegetables in this study are too.

Table 16 Health Issues Faced by The Respondents

S.No	Health Issue	Number of Respondents	%
1	Diabetes	20	25.64
2	Blood Pressure	26	33.33
3	Anemic	4	5.13
4	No Health Issue	28	35.90
Total		78	100.00

Among the 78 respondents who consume organic fruits and vegetables of traditional varieties, 25 percent respondents are diabetics, 33 percent respondents suffer from High blood pressure and 5 percent suffer from anemic. About 36 percent respondents have no health issues. All kinds of health issues stated by the respondents are life style health issues which can be treated medically. Though blood pressure and diabetes are the predominant health concerns among the respondents, a significant portion remains unaffected by any health issues.

Table 17 Medical Expenses Incurred by the Respondents

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S.No	Medical Expenses	Number of Respondents	%
1.	Less than 1,000	28	56
2.	1,000-3,000	20	40
3.	3,000-5,000	2	4
Total		50	100.00

Among the 25 respondents who face health issues 56 percent respondents spend less than Rs 1,000 monthly for medical expense.40 percent of the respondents spend monthly Rs 1000 -3000, and nearly 4 percent spend Rs 3000 -5000 for medical expense. Most of the respondents incur less medical expenses, a significant portionspending relatively low amount as medical costs.

Table 18 Impact of Consumption of Organic Fruits and Vegetables on Health

S.No	Impact on Health	Number of Respondents	%
1.	Yes	54	69.23
2.	No	24	30.76
Total		78	100.00

Among the 39 respondents who consume Organic fruits and vegetables, nearly 70 percent of them felt the impact of related consumption on their health. A significant majority of respondents feel that growing organic produce domestically and its consumption caused impact on their health, likely promoting healthier and more mindful eating. However, a minority still remain unaffected or uncertain about the impact of home-grown organic produce on their health.

Table 19 Health Status in the Post Consumption

S.No	Health Status of the Respondents	Number of Respondents	0/0
1.	Good Improvement	22	40.74
2.	Better	32	59.25
Total		54	100.00

Consumption of organic fruits and vegetables is expected to bring changes in the health condition of the consumers. Among the54 respondents who consume organic fruits and vegetables of traditional Variety, nearly 41percent have experienced Good Improvement in their health in the post intake of organic fruits and vegetables, nearly 60percent feel better physical health since starting their organic fruits and vegetables. A majority of respondents

have experienced positive changes in their physical health since they began to consume organic produce. Thus, it is inferred that consumption of organic fruits and vegetables has brought changes in the health status of the consumers.

Summary

Demographic particulars Such as Age, Education and Occupation are some essential factors studied to realize the objectives of this study. A majority of the respondents in this study are in the middle age, educated, live in the small family.

In order to realize the objectives, economic variable such as income, Consumption and Purchase status of organic Fruits and Vegetables, and expenditure are studied and found that a larger number of the respondents in this study belong to the income group of 30,000 to 50,000, live inapartments who strongly prefer and shop organic produce such as Fruits and Vegetables of traditional varieties weekly. Health being a major driving force to purchase organic produce, Cost and availability are the major challenges of the respondents while purchasing organic fruits and vegetables of traditional varieties.

Growth of organic fruits and vegetables in domestic garden help these respondents to meet their growing need. Terrace gardens are the preferred choice for producing organic fruits and Vegetables by a larger number of respondents. Health benefits are the primary motivator to grow organic produce at home. Primary advantage of home gardening is for better quality produce and Cost saving Motive. Domestic produce is inadequate to meet the need of their family requirements. It is a great challenge for the respondents in making their home gardens self-sufficient for their families.

Health factor is an essential variable studied to realize the objectives. Blood pressure and diabetics are the predominant health concerns among the respondents. A significant portion remains unaffected by any health issues in this study. Others incur less medical expenses, a significant portion spending relatively low amounts on medical costs. Growing organic produce domestically and its consumption caused impact on their health, likely promoting healthier and more mindful eating. A positive change in the physical health of the respondents is observed since the consumption of organic produce.

Conclusion

The study on the Consumption behavior of women house hold on organic fruits and vegetables of traditional varieties and its impact on health: with reference to Velachery in Chennai, Tamil Naduhas found that middle aged, educated women house hold who fall within the income group of 30,000 to 50,000monthly, live with a small family in Apartments and independent houses strongly prefer organic produce such as Fruits and Vegetables of traditional varieties who shop weekly as they prioritize fresh organic produce as part of their regular grocery routine. Health considerations are a major driving force to purchase organic produce. As organic fruits and Vegetables may not be available throughout, nearly 70 percent of them grow gardens domestically to meet their growing need which shows the consumption behavior of the respondents in particular. Health benefits are the primary motivator for nearly 89 percent of them to grow organic produce at home. Primary advantage of home gardening is for better quality produce and Cost saving Motive. As domestically produced organic fruits and vegetables are inadequate to meet the need of their family requirements, it is a great challenge for the women to make their home gardens self-sufficient for their families.

There is also a positive change in their physical health since they continue to consume organic produce regularly. Consumption behavior of women house hold on organic fruits and vegetables of traditional varieties has brought changes in the health status of all the 54 (100 percent) respondents who consume organic fruits and vegetables of traditional varieties and reduced medical expenditure in particular. Thus, it is inferred that Consumption behavior of women house hold on organic fruits and vegetables of traditional varieties has impact on the health of the women house hold in Velachery, District of Chennai, and Tamil Nadu.

Scope for Further Studies

- Consumption behavior of youngsters towards organic Products can be studied.
- Cost and benefit of organic products Consumption can be studied.

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