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## **A Study on Customer Satisfaction towards Organic Food Products with Special Reference to Coimbatore City**

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### **ABSTRACT :**

The high growth of population and life expectancies during the recent years demand for food supplies in India. Overexploitation of natural and non-renewable resources has impaired ecological balance and has put the health of the consumer in jeopardy. The global demand for organic food products is growing at a very rapid rate. Ever since the environmentalists raised their concern regarding harmful effect of increasing use of chemicals in farming, the consumers are getting conscious and selective about edible products. The Study about the satisfaction towards organic food products. A well structure was framed to 120 respondents to identify consumer satisfactions towards organic food products. In this we find that the customers have certain expectations from the items they purchase such as its quality, price...

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### **INTRODUCTION :**

The global demand for organic food products is growing at a very rapid rate. Ever since the environmentalists raised their concern regarding harmful effect of increasing use of chemicals in farming, the consumers are getting conscious and selective about edible products. This increasing awareness has caused shifts in consumers' tastes and preferences which have led to the domestic as well as global rise in demand for organic products. To supplement this demand, farmers have taken to organic farming for getting price premiums which resulted in around 3.5 million hectare land across the globe under organic farming.

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### **STATEMENT OF PROBLEM:**

- In this competitive world, we can see many problems in marketing of any product or service
- Some problems can be solved but so many problems many may not be solved.
- The customers have certain expectations from the items they purchase such as its quality, price, food services of retailers and customers as well.
- At present the customers are also more dynamic

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### **OBJECTIVES OF THE STUDY**

1. To understand the social distribution on consumers toward organic food products.
2. To understand the consumer attitude towards organic food products
3. To understand the problems of consumers in going for organic food products.
4. To study the consumer behavior for buying organic food products
5. To find out the awareness level about organic food products.

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### **HYPOTHESIS:**

**H<sub>1</sub>**-There is significant relationship between the gender of the respondents and who thinks organic food product are too priced.

**H<sub>1</sub>**-There is significant relationship between the age of the respondents and kind of organic products the respondents buy.

**H<sub>1</sub>**-There is significant relationship between the education qualification and the organic food products the respondents buy the most.

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### **LIMITATION OF THE STUDY**

- The study was conducted in and around Coimbatore area only. Hence the results may not be applicable to other geographical areas.

- The size of the sample is low when compared to the total population.
- The study was limited to extend of abilities and willingness of the respondents to answer appropriately.
- The study is limited to the sample size of 120 respondents only.
- The research has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

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## REVIEW OF LITERATURE

Yayar (2012) investigated on packed and unpacked fluid milk consumption and preferences among Turkish households using the data from a consumer survey and based on socio economical demographic characteristics of consumers that determine households' fluid milk consumption choices among packed, unpacked and both packed unpacked milk consumption choices. A Stratified random sample of 347 households was surveyed using face to face questionnaire that consist of questions related to the choice of purchasing fluid milk alternatives and the socioeconomic information. Empirical results indicate that better educated household heads, higher income and larger households, and households with children under seven years of age consumed more packed milk than others. A similar result was found for unpacked milk consumption, except for a negative effect of education, working wife and income.

Manafzadeh et al. (2012) studied the relationship between marketing mix and consumer behavior in dairy products in Iran. A Statistical sample of 385 consumers of dairy products in Refah chain Shop (Iran) was taken for a questionnaire survey. The study made hypotheses to test the relationship between age. Further, the study found price as an important factor in explaining the consumer behavior in dairy products.

Venkateswaran et al. (2011) in their research article "A Study on Customers' Brand Preference of Selective Household Brands at Dindigul, Tamil Nadu" stated that consumers prefer a particular brand based on what benefits that brand can offer to them. They observed that in forming the tendency of customer to prefer a particular brand, the marketing variables like advertising, quality of the product, brand name and brand image plays an essential role. Availability, mode of packaging, advertising and price and consumer behavior in purchasing dairy products. The study found no significant relationship between Consumer education and availability, whereas found significant relationship between packaging and consumer behavior according to variable of gender

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## RESEARCH METHODOLOGY

Research Methods is defined as "tools or instruments used to accomplish the goals and attributes of study".

### METHOD OF DATA COLLECTION

The data was collected for this study is

**Primary data:** The primary data are those which are collected as fresh for the primary time.

**Secondary data:** Secondary data is collected from journals, magazines and books, newspaper and internet.

**Area of study:** This study was conducted in Coimbatore city.

**Sample size:** The sample size is 120.

**Tools used for analysis:** Data analysing tools are Simple percentage and Chi-square test.

**Simple percentage:** Percentage base analysis helps to find which factors is significant among a number of factors.

**Chi-square:** A chi-square statistic which is used to test the measures of expectations compare to actual observes (or) model result.

## ANALYSIS AND INTERPRETATION

Demographic profile of the respondents

S.no	Demographic		No of respondents	Percentage
1	Gender	Male	53	44
		Female	67	56
2	Age	Below-18	12	10
		18-30	57	47
		31-45	35	30
		45 above	16	13
3	Qualification	Illiterate person	12	10
		sslc	22	18
		hsc	44	37
		Above ug	42	35
4	OCCUPATION	Self employeed	15	12
		Government employeed	15	12
		House wife	50	43
		Private employee	40	33
5	Healthier than other product respondents	Yes	77	64
		No	44	36

**Interpretation:** Table 1 clearly states the demographic profile of the sample respondents. Majority of the responds fall in the age group of 18-30 and most of them are female. Majority of them under hsc. Majority of the respondent's occupationhouse wife. Most of the respondents are Healthier than other product.

### CHI- SQUARE ANALYSIS

**Formula:**

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

**Degree of freedom = (r-1) (c-1)**

**Null hypothesis:**

**H<sub>1</sub>**-There is significant relationship between the gender of the respondents and who thinks organic food product are too priced..

### Chi-Square Table

particulars	df	chi-square value	table value	remark
Gender of the respondents and who thinks organic food product are too priced.	2	9.385	3.34	REJECTED

Source: primary data

Significant level = 0.05

**Result:** The calculate chi-square value is (9.385) is higher than (3.34) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between gender of the respondents and who thinks organic food product are too priced

**H<sub>1</sub>**-There is significant relationship between the age of the respondents and kind of organic products the respondents buy.

#### Chi-Square Table

particulars	df	chi-square value	table value	remark
Income of the respondents and amount spend for frames.	4	9.385	3.34	REJECTE D

Source: primary data

Significant level = 0.05

**Result:** The calculate chi-square value is (9.385) is higher than (3.34) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between gender of the respondents and who thinks organic food product are too priced

**H<sub>1</sub>**-There is significant relationship between the age of the respondents and kind of organic products the respondents buy the cost

#### Chi-Square Table

particulars	df	chi-square value	table value	remark
gender and satisfaction of rayban product.	2	14.34	16.92	ACCE PTED

Source: primary data

Significant level = 0.05

**Result:** The calculate chi-square value is (14.34) is less than (16.92) table value hence the hypothesis is accepted. Therefore, there is significant relationship between the education qualification and the organic food products the respondents buy the most.

## Result and Discussion

- Majority (56%) of gender wise distribution of respondents are female.
- Majority (47%) of age wise distribution of respondents are 18 to 30 years
- Majority (33%) of monthly income wise distribution of respondents are 20001-30000.
- Majority (37%) of educational qualification of respondents are in the HSC
- Majority (43%) of occupation of respondents are housewife.
- Majority (44%) of number of people of respondents are 4 members.
- Majority (55%) of marital status of respondents are married
- Majority (50%) of buy organic food products of respondents are once a week.
- Majority (39%) of usually buy organic food product of respondents are organic store
- Majority (34%) of kinds of organic products of respondents are food/drink.
- Majority (46%) of organic food product are free from chemical of respondents if agree.
- Majority (45%) of the respondents buy vegetables/fruits.
- Majority (43%) of respondents choose healthier.
- Majority (40%) of organic food products update from social media of respondents.

- Majority (43%) of responsible in your household of respondents are mother.
- Majority (60%) of compared of respondents are yes.
- Majority (55%) of healthy of respondents are neutral.
- Majority (31%) of how long using of less than 1 year of the respondents
- Majority (64%) of healthier than of respondents are yes.
- Majority (81%) of satisfied of respondents are yes.
- Majority (78%) of any side effect of respondents are no.
- Majority (37%) of the health benefits of respondents are nutrition value
- Majority (51%) of recommend of respondents are probably.
- Majority (43%) of perceive think of respondents are more nutritious

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## SUGGESTIONS

- The Creation of awareness of organic food products is necessary among consumers
- Sustained improvement in product features would lead to increase in consumption of organic food products
- Allocation of separate shares for organic food products in departmental stores
- To open more number of organic store
- Positioning organic food products by influencing consumer beliefs about the benefits they derive on consuming.
- Price of the organic products should be reduced

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## CONCLUSION

India has tremendous potential, largely untapped, for a major breakthrough in organic agriculture. With the effort of government to streamline regulatory mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. And all give assistant to farmer to grow the organic product. Consumer behavior is playing the major role while buying not only organic product any product. So the organic shops and product supply is limited but demand for it is more so farmer and all so government are think to improve or increasing production of organic product as well as good packaging, quality and market system it helps to improve the standard of living farmer and all it healthy to environment and all so it helps to government. The sellers of the organic product are all so increase. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the Organic food products market among urban residents.

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