



A Study on Consumer Satisfaction towards Organic Food Products in Coimbatore City

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ABSTRACT:

The organic foods are perceived as more nutritious, healthy, and nature-friendly than conventional food. Consumers, therefore, are switching over to organic food products and are willing to pay a premium price. Findings of my study reveal more women were open to buying organic food products than men – the percentage was 77 per cent for women and 23 per cent for men. Buying in organic stores located in and around Coimbatore.

Keywords: Organic food products, Consumer satisfaction, Perception, Willing to pay, Buying behaviour

I. INTRODUCTION:

It all happened during the Green Revolution that occurred between the 1930 and late 1960s. Given the growing demand and population, developing countries such as India decided to ramp up their crop production by use of artificial chemicals such as pesticides and fertilisers along with hybrid seeds that were known to give more yield. Organic food is a comprehensive approach in the Indian environment, which starts at the farm and ends at the plates of the consumer. Proper designing, planning and its implementation is the key to the success of research work. Consumers are aware that organic products bring benefit in terms of rejuvenating the human health and supply full of nutritional value to their body. The increasing demand for organic food products in Coimbatore and extensive support by consumers coupled with its focus on health and sustainability, but supply was not enough to meet the demand; this resulted in more prices for organic products.

STATEMENT OF PROBLEM:

The study is conducted to know the problem faced by the using non organic products which has chemical fertilizers input to get more yield of the products today the world requires new discussion and innovation which are leads to the potential buyers usage of harmful to the consumers have got awareness on organic products started buying and utilizing for their regular consumption the researcher shows interest on the positive impact to the society thus this particular study has been carried out.

OBJECTIVES OF THE STUDY:

- To know the Consumer preference towards organic food products.
- To know about the factors influencing the customer to buy the product.
- To know the opinion of customers.
- To examine the source of an awareness.
- To analyse the influence of demographic factors on consumers' willingness to pay more for Organic food products.

RESEARCH METHODOLOGY:

A research methodology is a Systemic way to solve a problem. The procedures by which researchers go about their work of describing, explaining, and predicting phenomena are called research methodology. This study employs both analytical and descriptive type of methodology. This study focuses on satisfaction factors such as price, availability, Health benefits, nutritional values, food- safety concerns, animal welfare concerns, and environmental impact concerns.

AREA OF THE STUDY:

The area of the study is Coimbatore.

METHODS OF DATA COLLECTION:

Data was collected using both primary and secondary data collection methods.

SCOPE OF THE STUDY:

- Organic food promotes a balance of human, other living organisms and the nature.
- It also promotes no artificial preservatives and best maintain the originality of food.
- This prevents excess use harmful ingredients and thereby ensures health.
- This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether there is any potential this might have for changing their behaviour.

LIMITATIONS:

- The study was conducted in and around Coimbatore area only. Hence the results may not be applicable to other geographical areas.
- The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.
- We are only studying the perception of consumers and influence in their buying decisions and not the other factors that influence consumer's buying decision.

II. REVIEW OF LITERATURE:

Jabir Ali (2020) depicts that health consciousness is the major driving factor among the consumers which influences their willingness to pay .It is followed by other factors like product quality, taste, packaging, and price and consumers preference for convenient shopping experience also. Income and education are the significant factors among the demographic variables in the purchase of health and wellness products.

Chege et al (2019) analysed the determinants of WTP for nutritious foods and concluded that providing nutritional information about the product, characteristics of household head, economic status of the household, and presence of young children in the household, influence WTP for the safe and nutritious food.

Kumar Bhattarai (2019) highlighted in his study that those consumers who suffered from serious health issues due to the consumption of conventional vegetables preferred to pay high for pesticides free organic vegetables. Consumers were ready to shed 25%extra for these naturally grown vegetables.

AkabarNaveed, ShafiBushra(2018). "AwarenesAbout Food Security: An Association about Food security among internally displaced persons." This study concludes that there is low level of awareness about food security among internally displaced persons. It recommends to arrange training and awareness programs about food security and its importance for active and healthy life.

Jin et al. (2017) showed that consumers had a positive WTP for both types of a food traceability system, but the average premium that consumers were prepared to pay for traceability with detailed information was 10% higher than that with abbreviated information.

III. PROFILE OF THE STUDY

Agriculture and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry defines Organic products as "the products grown under a system of agriculture, without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach". Organic farming has several benefits beyond widely publicised reduced exposure to pesticides and other chemicals entailing food safety. The system of organic farming impacts the sustainability of agro ecosystem as a whole. It builds the fertility of soil by encouraging growth of soil based flora and fauna. It also allows for better water retention capacity of soil, immunity from diseases and sound soil management.Food and Agriculture Organization (FAO) claims that organic farming produces more biodiversity than other farming systems.

IV. ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

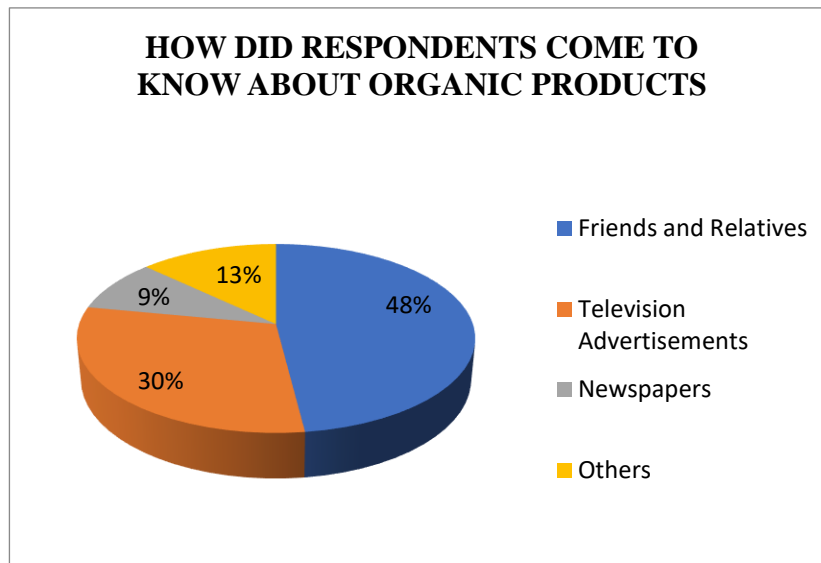
- Percentage Analysis
- Chi –Square Test
- Rank Analysis

4.1 PERCENTAGE ANALYSIS

TABLE NO 4.1.1

EXHIBIT HOW DID RESPONDENTS COME TO KNOW ABOUT ORGANIC PRODUCTS

S.NO	HOW DID RESPONDENTS COME TO KNOW ABOUT ORGANIC PRODUCTS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Friends and Relatives	48	48
2	Television Advertisements	30	30
3	Newspapers	9	9
4	Others	13	13
	TOTAL	100	100



INTERPRETATION:

The above table shows that 48% of the respondents know about organic food through Friends and Relatives, 30% of the respondents know about organic food through Television Advertisements, 13% of the respondents know about organic food through other sources, 9% of the respondents know about organic food through newspapers.

4.2 CHI SQUATRE TEST

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

TABLE NO 4.2.1

TABLE SHOWING THE ORGANIC PRODUCTS WITHOUT USING CHEMICALS

Organic products without using chemicals	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Students	9	10	10	4	17	50
Employee	13	16	2	1	2	34
Self-employee	1	3	2	0	1	7
Professional	1	1	1	0	0	3
Others	1	3	0	0	2	6
Total	25	33	15	5	22	100

Chi square value $X^2 = \sum (O-E)^2 / E$

$$= 0.248868$$

Degree of freedom= (row-1) (column-1)

$$= (5-1) (5-1)$$

$$= (4) (4)$$

$$= 16$$

Significant Level= 0.05

Table value= 26.296

X² Calculated value > X² Tabular value

HYPOTHESIS:

- H₀ There is significant between occupation and organic food products.
- H₁ There is no significant between occupation and organic food products.

INTERPRETATION:

In the above analysis the calculated value (0.248868) is lower than the table value (26.296) at the level 0.05 significance. Hence there is a no significant relationship between occupation and organic food products.

4.3 RANKING ANALYSIS:

Ranked data is data that has been compared to the other pieces of data and given a "place" relative to these other pieces of data.

4.3.1 RANKING ANALYSIS

TABLE SHOWING RANKING FOR ORGANIC FOOD PRODUCTS BASED ON ITS FACTORS

RANKING ORGANIC FOOD PRODUCTS BASED ON ITS FACTORS	7	6	5	4	3	2	1	TOTAL	RANK
HEALTHY	55	18	10	2	3	1	11	227	7
PESTICIDE FREE	10	54	17	5	3	10	1	271	6
FRESH	5	8	47	18	15	5	2	353	5
ENVIRONMENT FRIENDLY	8	1	8	68	9	6	0	387	4
BETTER TASTE	3	5	12	5	57	8	10	472	3
PRICE	3	12	6	2	8	58	11	518	2
PACKAGING	16	2	0	0	5	12	65	572	1

INTERPRETATION:

In the above table shows that, the organic food products that the higher rank towards packaging, second rank towards price, third rank towards better taste, fourth rank towards environment friendly, fifth rank towards fresh, sixth rank towards pesticide free, and seventh rank towards healthy.

V. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

1. In this study 99% of respondents are satisfied using organic products.
2. In this study majority of the respondents are satisfied using organic products because of Environment Friendly and Quality of the product.
3. In this study 48% of the Respondents came to know about Organic products through friends and relatives.
4. In this study majority of the respondents are willing to buy product at higher price.
5. In this study 62% of the respondents buy the product at higher price because it avoids chemicals.

SUGGESTIONS

1. There should be enough measures to increase and regularize the availability and promote organic foods.
2. Mass media such as television, newspapers and others should be used to create awareness of organic foods.

3. People should farm at least one organic fruits or vegetables in house.

CONCLUSION

The study was based on the topic "Consumer satisfaction towards organic food". This study was made to analyses consumers satisfaction based on the consumption of various organic food products. Consumers are influenced by the various factors such as Influence health, availability, price and concern for the Environment but some consumers are deterred from buying Organic products due to higher price premium. Results of the study specifies that Consumer are Satisfied with organic food and also priority of them are willing to pay Higher price for Organic food.

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