



## **Consumers' Awareness, Level of Satisfaction and Purchase Intention towards Organic Food Products – A Study in Coimbatore City**

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### **ABSTRACT**

Agriculture is very important sector in the Indian economy, it is most important activity which along with creating good food for the nation which creates employment to the majority of the population. Agriculture sector in India holds the record for second-largest agricultural land in the world generating employment for about half of the country's population. Thus, farmers become an integral part of the sector to provide us with means of sustenance. In this paper an attempt has been made to understand the Consumers' Awareness, Level of Satisfaction and Purchase Intention towards Organic Food Products. This study was conducted in Coimbatore City.

**Key words:** Awareness, level of Satisfaction, Purchase Intention. among organic food products.

### **Introduction**

Agriculture is very important sector in the Indian economy, it is most important activity which along with creating good food for the nation which creates employment to the majority of the population. There was acute shortage of agricultural output in the mid sixties, the green revolution which was mid sixties. Farmers are utilizing fertilizers for more cultivation, finally it is negative for human health. Many disease come to early stage of human life cycle, organic food production is traditional process. People turned to organic foods because of the health issues. Government given license for it, producers are printed the license and logo on the wrapper. Consumers should aware of organic food and these logo while purchase the products in the shops.

Agriculture is the practice of cultivating plants and livestock in order to provide facilities the human beings. In the rise of the sedentary human lifestyle agriculture was the key development. The cultivation of plant and food grains began years ago in order to provide food to the city population. Agriculture is the main need for the people to live in the society. Agriculture is the main source of livelihood, it provides a source for the people to earn. Most of the population in the rural areas is dependent on agriculture as their main source of income.

Consumer spending in India will return to growth in 2021 post the pandemic-led contraction, expanding by as much as 6.6%. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. The Indian food processing industry accounts for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth.

### **Need of the Study**

The present study conducted by the researcher to find the awareness, satisfaction and purchase behavior of organic food products. Food products are needed to live in the world, without good food human health might not be good. So people are most aware of food products, and they are ready to travel more to reach good food products.

### **REVIEW OF LITERATURE**

#### *I. Consumer Awareness:*

**Mohammad Altarawneh (2017)**,<sup>1</sup> analyzed the notice of consumers towards organic food products, employing a constructed survey of 384 respondents in major city in Jordan- Amman. The regression model has been predicted to identify the most likely factors inspiring the consumers awareness on organic food products. The finding of the study reveals that awareness is not affected by factors such as gender, age and Trademark.

**Ripal Patel, Gautam Donga(2018)**,<sup>2</sup> study was conducted to look at the notice level of consumers towards organic product and to spot the causes of varied demographic factors on usage of organic food. There were many respondents aware about organic product, but little of them purchase it. most of

them purchase an organic food product with the reason of either protecting health of the environment or of individualization. Living with teenagers seems to be an grave factor which brings a positive attitude pointing to the consumption of organic product

**Anwasha Chattopadhyay & Priyanka Khazode ,(2019),<sup>3</sup>** Consumers now-a-days are very peculiar about the products they are consuming, Thus the impression of organic food product show up into sketch. This concept is gaining incitation in general public preeminently after increase in health dispute in individuals. It refers to using corresponding food products which are green and safe. It is concluded that the consumption has increased newly although more awareness should be formulate to make the consumption more fashionable among consumers.

## *II. Consumer Satisfaction:*

**K. Ratheesh Kumar (2017),<sup>4</sup>** he wanted to find out Organic food products are very poor in study area behind the demand for organic food product was increased but supply is low. The main reasonings are organic producer are low, lack of market facility, few number of shops, lack of awareness etc. Thus the result determines that most of the respondents especially in urban peoples will select only organic food products.

**M. Aarthi, S. Balusamy (2020),<sup>5</sup>** commented that organic foods are sensed as more nutritious, healthy, and nature-friendly than conventional food. Consumers, thereupon, are deviate over to organic food products and are in favor to pay a premium price. On the other hand, the consumers have concerns on organic produce, largely the certification and legitimacy of organic food products has to be renovated. This study provides a better responsive of consumers' attitude, purchase intention and actual shopping behaviour towards organic food products.

**M. Suguna ,& D. Kamatchi, (2020),<sup>6</sup>** found that chemical-free farming is carried out in 178 countries across the world at present. According to IFBL report, India has the greatest number of organic food producers in the world. Heightened health consciousness among people, food safety, environmental protection, and hike the usage of organic and natural products as a part of the key reasons for the extension of this organic food markets. Organic food products are focused in advanced countries because, the possession power of consumers are very eminent. Consumer satisfaction is a key pointer used to measure the customer loyalty and withholding to the products.

## *III. Purchase Intention:*

**Ayswarya, R and Vasanthi, S (2018),<sup>7</sup>** they stated that consumers are perturbed about the health factor and nutritional value of commodity and safe consumption. Eco- friendly commodities like organic products are overtake prominent among consumers and it also increases the realization of their health and the environment. Organic food sector is boundless and the consumers are presentable more interested to consume the organic food products and they are fixed for purchase.

**Raghavendra H.A (2019),<sup>8</sup>** in his article entitled "Why Consumers Prefer Organic Food Products in Bangalore City" has attempted to study the consumers' behaviour towards organic food products in Bangalore. The study has used questionnaires to collect data from 500 respondents. It has found from the study that, the safety and freshness, reasonable price, taste and eco-friendly nature of organic food products influence the buying behaviour of consumers. The study suggested that, the need of

the hour is to spread the awareness among the potential and real consumers about the benefits of consuming organic food and building a healthy and hygienic world.

**JohnWilliams & AnnaKean, (2020),<sup>9</sup>** revealed on the consumption of organic food has goes up persuasively in recent years in response to consumers' concerns with issues related to health, well-being and the environment. However, moreover increases are diminished by a number of barriers, one of the most important of which is information. It also suggest that by improving tag systems to comprehend heavier actionable information, such as the health, environmental and societal benefits of products, consumers perceived behavioural control can be increased to rejuvenate the intentions to purchase organic products.

**Bakti (2020)<sup>10</sup>** has empirically proved that purchase intention was only influenced by attitude & subjective norms. Attitude is having significant influence on purchase intentions. This research undertakes TPB [Theory of Planned Behaviour] and attempts to analyse impact of attitude, subjective norms & perceived behavioural control on young consumers' purchase intention towards functional food (food which is enriched with important & physiologically useful effects). It focuses especially the young consumers who are susceptible to consume food with adverse effect on health. Importantly, this study reveals that perceived behavioural control has no impact on the purchase intentions.

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## **RESEARCH GAP**

The study has entirely considered to measure all the aspects of the previous studies considering the Indian and foreign literatures and was able to identify all the proportions that are considered in the present research. Over the past few years the health consciousness among people has gone up evidently. The focus from comfort food has shifted to healthy food. The researcher precisely intensify the usual users of organic food products while the occasional

users and the non-users of organic food products were drive out from the study which stands specific to measure the attitude and buying intention with the other contributing variables such as perception, belief, knowledge, health concerns, environmental concerns are other related factors. Hence based on the Review of Literature presented above the researcher has identified the following research gap. The literature, theoretical and empirical studies on food consumption in India is relatively less, and very little research focus has been given on organic food market or product. The researcher construct to measure the barriers which can be pushed to include with the present dimensions to conduct on Consumers' Awareness, Level of Satisfaction and Purchase Intention towards Organic Food Products – A Study in Coimbatore City is to be undertaken.

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## CONCLUSION

The current growth in consumption of organic food products actually reflects a greening of consumer lifestyles. The majority of organic food consumers believed that organic food products has good quality and gives healthy life for every human being in the society. The consumers perceived values significantly influenced the consumers' purchase intention of organic food products was increased. Now a days consumers are becoming more sophisticated in their purchasing decisions. Consumer's food, health, environmental and product attributes knowledge are directly influence the consumers derived from organic food products and satisfaction level of consumers on organic food products has a positive impact on consumers repurchase intention.

The awareness of organic food products is rising among the people and the intention to purchase organic food products has become a great opportunity for food producers in the country. Organic food products has contributed to increase the farm incomes and creates employment opportunities to a greater extent. The level of success of organic food products in the country depends on various factors such as society, attitudes, values, agricultural practices, etc. A likely scenario for future demand is that the relative gap between the prices of organic foods and conventional food becomes smaller, and the increase of locally fresh organic products in various distribution channels. It is concluded that organic food products are safer and considered as healthier food to the human being. Even though the awareness towards organic food products are at infant stage in India, it is growing at a faster rate. Marketers or producers need to encourage the growth of the organic production, in turn helps the farmers or agriculture to grow which is being the ultimate goal of India to be achieved in current scenario.

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