

Consumer Satisfaction Towards The Organic Food Products With Special Reference To Salem City

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ABSTRACT

In today's world, people started to pay attention for healthy life style through consumption of natural food products. Developing countries like India are piled with massive opportunities for the adoption of natural farming system which is greatly effective one. Due to increased level of awareness among the civic, the demand for such natural farming outputs have amplified to a greater degree. This study result concluded that the main purpose of preferring and buying natural products is an anticipation and insight of a better and eco- friendly way of production. Consumers those who prefer to buy natural foods are well informed and educated. Hence, the purchasing of natural foods is influenced by the Government effectual actions and promotions which is the need of the hour.

Keywords: Consumers, Income, Organic food products, Preferences, Satisfaction

INTRODUCTION

Presently people are facing copious health issues due to the unhealthy food habits and poor life style practice. People became panic by the genetically modified disorders. Therefore, the Indian agriculture is gaining its shape towards natural farming system through the implementation of natural manure, chemical free repellants, etc., people also started to look for a lifesaving food system. The conventional method of farming involves many more pesticides and synthetic fertilizers. Such farming system affects the soil by the usage of shoddier chemical compounds and also the civic those who purchase and consume such artificially cultivated food products. Recently many studies have proved that the usage of artificial fertilizers have adversely affected the environment and has been coined as "pollutant" which has a negative consequence on the farm land as well as on the human beings.

SCOPE OF THE STUDY

This study tries to expand knowledge about consumer's satisfaction level towards organic food products consumption. Due to increasing health disorders and the concern for food safety, consumers have become more centric towards organic food products. The hike in consumers' attention towards organic food and eco friendliness has paved way for the cultivation of pesticides free agricultural products. It has promoted natural farming without any additives and finest way of maintaining the freshness of foodstuff. It supports the natural eco system from surplus usage of detrimental components and thereby human health is improvised.

OBJECTIVES

- ❖ To identify the level of satisfaction of consumers towards organic food products among the consumers
- ❖ To identify the factors influencing the purchase of organic food products
- ❖ To analyze and provide suggestions for the betterment of all the stake holders of organic farming

RESEARCH METHODOLOGY

A research design is the basic structure which provides a light for the further research process. The status of scientific research in the research design that has been applied and it provides a foundation for signifying conclusion from the data collected. In this study, the researcher has used descriptive research design. Both

primary data and secondary data are used for this study. A structured questionnaire was used for the data collection purpose.

Sampling Method and Statistical tools

It is a descriptive study in nature, with the sampling method of simple random sampling. The consumers are selected for the study those who have purchased the organic food products in Salem city. From the population, the researcher has selected 100 samples through Simple Random Sampling. Data analysis is done with the help of various tools namely,

- ❖ Simple percentage analysis
- ❖ Chi-Square analysis
- ❖ Rank analysis

ANALYSIS AND SUGGESTIONS

Simple percentage analysis

Table-1: Exhibits the demographic profile of the Consumers

S.No	Source	Factors	No. of Respondents	%	Total
1	Gender	Male	34	34	100%
		Female	66	66	
2	Classification on Age Group	Below 20 years	14	14	100%
		21 to 30 years	16	16	
		31 to 40 years	45	45	
		Above 40 years	25	25	
3	Marital Status	Single	59	59	100%
		Married	41	41	
4	Educational Qualification	Under graduate	49	49	100%
		Post graduate	30	30	
		Diploma	21	21	
5	Job Nature	Employed	51	51	100%
		Own business	49	49	
6	Monthly Income	Below Rs 15000	18	18	100%
		Rs 15000 to 25000	22	22	
		Rs 25000 to 45000	40	40	
		Above RS. 45000	20	20	
7	Source of Awareness	Television	22	22	100%
		News paper	26	26	
		Social Media	35	35	
		Friends and relatives	17	17	
8	Type of Products	Fruits & Vegetables	45	45	100%
		Medicine	30	30	
		Grocery	21	21	
		Others	04	04	
9	Preference to Organic Food Products	Environmental concern	22	22	100%
		Better health	39	39	
		Quality	18	18	
		Freshness	21	21	
10	Opinion about Organic food Products	Costly	51	51	100%
		Affordable	49	49	

11	Purchase of products	Departmental Stores	37	37	100%
		Super markets	24	24	
		Organic outlets	39	39	
12	Product Availability	Easily available	48	48	100%
		Not easily available	52	52	

Source: Primary data

- ❖ Majority (66%) of the respondents are female
- ❖ Majority (45%) of the respondents belong to the age group of 31-40 years
- ❖ Majority (59%) of the respondents are married
- ❖ Majority (49%) of the respondents are qualified at under graduation level
- ❖ Majority (51%) of the respondents are Employed
- ❖ Majority (40%) of the respondents monthly income is Rs.25,000-Rs.45,000
- ❖ Majority (35%) of the respondents are aware of organic food products through Social Medias
- ❖ Majority (45%) of the respondents are consuming organic vegetables and fruits
- ❖ Majority (39%) of the respondents prefer organic food products for better health
- ❖ Majority (51%) of the respondents feel that organic food products are costly
- ❖ Majority (39%) of the respondents purchase organic food products in organic Outlets
- ❖ Majority (52%) of the respondents feel that organic food products are not easily available

Chi-Square analysis

H0: there is no significant relationship between income and preference to organic food products.

H0: there is no significant relationship between gender and opinion about organic food products.

Table-2: Chi-Square analysis

Variables	Calculated Value	Degree of Freedom	Table Value	Accepted/ Rejected	Significance Level
Income and preference to organic food products	14.20	11	20.0	Rejected	5%
Gender and opinion about organic food products	3.9	3	8.47	Rejected	5%

Source: Primary data, Significant at the 5%

Interpretation

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between income and preference to organic food products.

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between gender and opinion about organic food products.

Table-3: Satisfaction level towards Organic Food Products

Attributes of Organic Food Products	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total points	Mean score
Price	46	38	7	5	4	427	4.27
Quality	40	46	8	4	2	418	4.18
Availability	50	34	10	3	3	425	4.25
Freshness	37	51	4	4	4	417	4.17

Eco friendly	44	46	5	4	1	424	4.24
Chemical free	49	33	11	4	3	420	4.20
Taste	42	45	8	2	3	413	4.13

Source: Primary data

Majority of the respondents are satisfied with organic food products, since the mean value obtained by all the attributes are higher than the normal mean value.

SUGGESTIONS

- Marketers need to put efforts for more awareness creation regarding organic food products
- Marketers has to plan and come up with innovative and attractive offers to the end users
- Government has to concentrate more on the public welfare and awareness must be created among the public domain
- Government also need to provide support to the farmers for organic cultivation
- Increasing the organic food products availability is more important

CONCLUSION

The study has proven that there is a minimal level of awareness about the organic food products and it can be increased through various modes of advertisements and promotional activities. Organic food products availability and price level should be taken into consideration by the marketers to ensure the comfortableness of the consumers. Necessary steps should be taken from the Government, farmers, marketers and public. Customer satisfaction plays a vital part in the purchasing decision towards organic food products. Farmers should be provided with adequate training by the technically sound peoples. Government should support the farmers for their fund mobilization regarding natural way of cultivating crops. Such natural farming paves way for better ecology and leads to a pollution and chemical free environment. Thus, organic farming save the surroundings from harmful pollutants and the consumers those who consume organic food products is leading a better healthy life.

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