

A study on customer perception and satisfaction towards organic products (Coimbatore)

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Abstract

The term organic is rooted in bio from Greek bios meaning life or way of living. Organic food products, was first coined in the 1940s and refers to food raised, grown and stored and/or processed without the use of synthetically produced chemicals or fertilizers, herbicides, pesticides, fungicides, growth hormones and regulators or generic modification. (Essoussi & Zahaf, 2008). Roddy, Cowan and Hutchinson (1994) view organic food products as a product of organic farming.

Keywords: customer perception, organic products (Coimbatore), synthetically produced chemicals

Introduction

Organic Farming is a certifiable farm management system with controls and traceability that is in harmony with the local environment using land husbandry techniques such as soil- conservation measures, crop rotation and the application of agronomic, biological and manual methods instead of synthetic inputs. This is different from Traditional Farming, which is often subsistence oriented using few or no purchased inputs. Conventional or Intensive Farming utilizes Green revolution methods designed to maximize profit often by extracting maximum output using external purchased inputs, especially mineral fertilizers and synthetic agro-chemicals and irrigation to support production.

Statement of the Problem

Awareness about organic products are emergent day-by-day. The adoption and farming based on chemical fertilizers are gradually and marginally declining because of the level of awareness among consumers that improved the cultivating habits among farmers which itself is a good sign for the growth of the organic food products in the era of chemical revolution. Hence, the study focuses on examining the level of awareness about the precarious factors that has major impact in the health situation of the consumers due to use of non-organic food products and their level of awareness, preference and rating about the organic food products are taken as the main focus of the study taking few consumers in Coimbatore District

Objective of Study

The effects of consumer attitude towards the purchase of organic food products

- A study on consumer attitude towards the purchase of organic food products.
- To study the consumer perception towards purchase of organic products in Coimbatore.
- To find out the factors influencing the consumers in making purchase decision of organic products.

Research Methodology

Research methodology is a systematically solve research

problems, why the research has been undertaken, how the research problem has been defined and what data define and what data has been adopted, why particular technique of analysis for data has been used.

Method of Data Collection

The data collected for this study is

- Primary data
- Secondary data

Primary Data

The primary data are those which are collected as fresh for the first time and they happen to be original in character. To analyze the study the research has adopted structured questionnaire, which contained choice to the possible.

Secondary Data

Secondary data means data are already available i.e. they refer data which have been already collected and analyzed by someone either published data or unpublished data. Secondary data for this study are collected through newspaper, journals and magazine.

Sample Size

The sample size is 120 students selected from various colleges in Coimbatore City.

Tools

Data analyzing tools are Simple percentages, Chi-square test and Rank Correlation.

Simple percentage

Percentage means out of hundred. It is often referred by symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

$$\text{Simple Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Chi-square

A chi – square (χ^2) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi- square must be

random, raw, mutually exclusive, draw from independent variable and also large enough sample.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Limitations of the Study

The present study has certain inevitable limitations.

- Respondents may be biased in answering the questions.
- The study has been limited to a sample of 50 respondents in the Coimbatore District.

Review of Literature

Prithamma, Vithayarungruangsri, and Posayanonda (2017) [1] It is a worldwide phenomenon that people have become more and more separated from the origins of their food. Worried about their health, consumers seek out certified products to protect themselves from toxins and carcinogens. With an increasing awareness of the domestic problems regarding pesticide poisoning and diseases from fresh food products, the Thai government over-hauled its approach to food safety.

D’Souza et al, (2018) [2] Hence, these reveal that traditional product characteristics such as brand name, its price and quality are still the most important ones that consumers considered when making purchasing decision (Ganet al,2008). Mostafa (2018) [3] green purchase behavior refers to the consumption of products that are benevolent or beneficial to the environment, recyclable or conservable and sensitive or responsive to ecological concerns. It reveals that going green reflects a social consciousness around saving and advancing the Earth’s natural resources, preserving and protecting them for the sake of civilization.

Consumers are becoming more and more aware of environmental issues and this has increased the demand for ecological products. If consumers have a favorable attitude toward greening environment, They are more inclined to

purchase green products. The continuous awareness of environmental problems may in turn change consumers ‘attitudes and purchase intentions as well.

Ganet al, (2019) [4] Green product’s quality is also a concerned factor for most consumers. Green consumers generally trust on these brand and are not ready to compromise on quality. As there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality, businesses must enhance green product quality as well as focus on environmental benefits of a product, and share these aspects with customers in order to achieve the recognition in the market. They are more inclined to purchase green products. The continuous awareness of environmental problems may in turn change consumers ‘attitudes and purchase intentions as well.

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Voon, Ngui, and Agrawal (2018) [5] Sangkumchaliang and Huang 2010 Many studies have found a variety of factors that can potentially influence organic food consumption. Concern for health, environmental protection, concern for the chemical residues in conventional food products, pesticides, nutritional concern, as well as improved taste and flavor in organic food products are some of the factors identified.

**Analysis and Intrepretation
Socio- economic profile of the respondents**

Table 1

S.No	Demographic	No. of Respondents	Percentage
1	Gender	Male	28 56 (%)
		Female	22 44 (%)
2	Age	17-20 years	25 50 (%)
		20-40 years	16 32(%)
		41-55 years	6 12(%)
3	Frequency of Buying	Several time a week	5 10(%)
		Once in a month	22 44(%)
		Few times in a year	3 6(%)
4	Employment Status	Own business	4 8(%)
		Student	20 40(%)
5	Monthly income	Less than 10000	20 40(%)
		Rs.10001-Rs 25000	25 50(%)
		Rs 25001-Rs 5000	3 6 (%)
		Rs 50001 & above	2 4(%)
6	Members of family	3	4 3(%)
		4	52 43(%)
		5	54 46(%)
		5 & Above	10 8(%)
7	Education Qualification	Under graduate	21 42(%)
		Post graduate	2 4(%)
		Doctorate	4 8 (%)
		Others	23 46(%)

Table 1 clearly states the demographic profile of the sample respondents. Majority of responds falls in the age group of

20-23 years Most of them are male. The monthly income of Majority of respondents above RS 40,000. There are 5 &

above members in the families of majority of respondents. The No of working members is 2 in case of majority of respondents.

Chi-square

HO: There is significant relationship between gender and preference to use in organic products in future.

Table 2

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
66	65	1	0.001
36	37	1	0.002
11	12	1	0.08
07	6	1	0.16
		Total	0.27

There is significant relationship between gender and preference to use in organic products in future.

Chi-square value = 0.27

Table value = 7.81

Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence the null hypothesis is accepted. Therefore there is significant relationship between gender and preference to use in organic products in future.

H1: There is significant relationship between monthly income and preference to use in organic products in future.

Table 3

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
30	29.7	0.009	3.03
56	57.8	3.24	0.05
13	11.9	1.21	0.10
3	2.55	0.20	0.07
5	5.25	0.06	0.01
12	10.2	3.24	0.31
1	2.1	1.21	0.57
0	0.45	0.20	0.44
		TOTAL	4.58

There is significant relationship between monthly income and preference to use in organic products in future.

Chi-square value = 4.58

Table value = 14.1

Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence accepted the hypothesis. Therefore there is significant relationship between monthly income and preference to use organic product in future.

Findings

- The majority of the respondent belong to the age group of 18-25 Years.
- The majority of the respondent are Male.
- The majority of the respondents belongs to Other Graduation level.
- The majority of the respondents belongs to Other Occupation.
- The majority of the respondents are earning between Rs. 10,001-Rs.25, 000.
- The majority of the respondents frequently buy once in

a month.

- The majority of the respondents are preference to purchase in Organic/Health store.
- The majority of the respondents are preference to purchase Food/ Drinks products.
- The majority of the Respondents feels that the price in Organic product is stayed the same.
- The majority of the Respondents preference to choose only for quality of the product.
- The majority of the respondents overall opinion to choose organic product is healthier.
- The majority of the respondents continuous to purchase organic product.

The majority of the respondents increase an level of awareness towards scientific evidence on packaging.

Suggestion

- The consumers most preferred advertisement as the promotional activities that will improve the brand awareness among the consumers of organic food products which need to be taken into attention by the market leaders and emerging product producers to organize their sales strategies.
- In-shop sales in general stores is particularly needed to be improved through explaining the product by word of mouth and that creativity will bring more consumers to buy the organic food product.
- Publicity is a much needed tool to stimulate any product. The day to day modifications in the product that has been innovated by the manufacturers should reach the public that too through the product value accumulation which will fetch more potency towards organic food products.
- More people opt for organized organic outlet, hence, proper display, arrangements, showcases, etc. activities will definitely attract the consumers towards their attitude to go for organic food products.

Conclusion

To realize the objective of the study, the researcher has to depend on both primary and secondary data. The demographic variables of the consumers are analysed, factors were measured towards purchase of organic food products, the awareness and attitude of the users are measured based on their level of preference for the organic food products has been predicted and the basis of influence to fetch out the product among consumers is portrayed in the study. The consumer awareness and attitude towards preferring organic food products has been studied and their level of preference was measured based on their attitude which determines that the consumers are highly preferring to use organic food products in Coimbatore District.

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