



Consumer satisfaction towards organic farm products: A study with special reference to Coimbatore district

D Hari Priya¹, Dr. N Ramesh Kumar²

¹ VLB Janakiammal College of Arts and Science, Tamil Nadu, India

² Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

Abstract

Now days the preferences and awareness for the organic product has been growing around the globe. People ignore inorganic food products due to high conscious about the health. The organic food products are gaining more preferences and acceptances over inorganic food products. Inorganic food has harmful effects due to high use of chemicals in farming, so the consumer taste and preferences have been shifted towards organic food products, which in turns lead to the growth of organic products market. The study attempted the consumer's perception and satisfaction towards the organic products with special reference with Coimbatore district. In addition, the study analyzes the consumer decision making of purchasing organic products. The study found out that the purchase of organic products by the consumer was considered to be safe. It is evident from the study even though the prices are quite high, people tend to buy organic products.

Keywords: organic farm products, consumer satisfaction

Introduction

The Organic agriculture maintaining environmentally, socially and economically sustainable products. This practice involves less utilization of chemical fertilizers which in turn reduces pollution, soil erosion and increases soil fertility. Instead of chemical fertilizers and pesticides, livestock feed are used in organic farming. Organic food industry is one of the fastest growing industries across the world. These industries are also gaining media attention towards it. Growth percent of these industries are found out to be 20-25 percent over the past several years due to its high demand over inorganic products. Though the price of organic food products are quite high, preferences has not been reduced. One of the main reasons for its increased price is high demands.

Organic products are healthier, tastier and safer to eat than conventional food. Availability of the products is another main reason for its increased price. These products are found only near the farming agriculture land. This is because an organic food product doesn't contain any preservatives which increase the life of the products and in-turn it get spoiled quickly In-addition, increased labor contributes to the high price of organic products. Organic product involves more work to produce due to the natural growing methods of farmers. The amount of physical labor requires bringing out an organic product is more. These actions improve the cost of the organic product.

Objectives of Study

- To analysis the factors which influencing customer to buy organic product.
- To assess the level of satisfaction while using organic product.
- To identify the constraints faced by the consumer while buying organic product.

Statement of Problem

The organic farm product concept has been developing and the consumer behavior is always changed toward to maintain their health. There are number of organic farm product available in Indian economy. The Indian government has been taking more actions and awareness combined towards avoiding and reducing various diseases. So that consumer thought that most of the illness and disease are created by improper hygienic foods in the society. The consumer behaviors have been changed towards the organic farm products by the purchases for their family. Hence, the research has the study on the consumer perception and satisfaction towards organic farm products. This study contributes more information about organic farm product and consumer satisfaction.

Review of Literature

Machala Santhosh Kumar (2017) ^[1], studies on organic farming through sustainable agriculture meet not only the food requirement of present generation in an environment friendly way but also the requirement of future generations and maintains our environment. Modern agriculture involving use of pesticides and fertilizers have caused negative impact on environment by affecting soil fertilizes, water hardness, genetic variation in plants and animal feed thus increasing health problems and many more serious health concerns.

Sujaya. H (2018) ^[2], studies is defines organic agriculture product have a unique method of production which protects the environment and minimizes the erosion of soil and thereby decrease the pollution by encouraging a balanced system of usage of organic standard for agriculture products. The main objective of this case study is to assess the factor that influence the utilization of the geography area and export activities of organic product in the Asian continent including India.

Nayana Sharam (2018) [3], studies say that food consumption application is changing worldwide among the consumers and now they want food which is free from synthetics chemical, fertilizers and pesticides, i.e., they want to consumer for organic food which is not only sustainable for health but also environment- friendly. Organic products are not so much popular among the consumers because of lower productivity of organic produce by farmer, which in result lead to high market price of organic food.

Research methodology

Primary data

A well-structured questionnaire was prepared and distributed to the consumers of organic farm products in Coimbatore district.

Secondary data

The various secondary information sources used for the present research include the journals and magazines and also include website of organic farm product.

Statistical tools used

The data collected was analyzed through percentages,

Analysis and Findings

frequencies and chi – square test are applied for analysis of data. Charts are also prepared.

Period of the Study

The study was conducted during June 2019 to September 2019.

Sampling Design

The study covers only the selected consumer (the user of organic farm product). In this study stratified random sampling technique has been used and 120 customers were selected.

Limitation of the Study

1. The consumers may hesitant to provide the necessary information
2. Only 120 respondents were selected for sampling
3. Data is restricted only from Coimbatore district

Hypothesis Testing

There is no significance association between monthly income and overall satisfaction level of organic farm product.

Table 1: Demographic Profile of the Respondents

Demographics	No.of Respondents	Percentage (%)	
Age	Below 20 Years	16	13.3
	21 – 31 Years	62	51.6
	31 – 41 Years	26	21.6
	Above 41 Years	16	13.3
Gender	Male	64	53.4
	Female	56	46.6
Marital Status	Married	46	38.3
	Unmarried	74	61.6
Types of Family	Joint Family	70	58.3
	Nuclear Family	50	41.6
Family Members	1 – 2 Members	10	8.3
	3 – 4 Members	50	41.7
	4 – 5 Members	30	25
	Above 5 Members	30	25
Monthly Income	Below Rs.10,000	36	30
	Rs.10,000 – Rs.30,000	50	41.6
	Rs.30,000 – Rs.50,000	12	10
	Rs.50,000 – Rs.60,000	12	10
	Above Rs60000	10	8.3
Educational Qualification	No Formal Education	8	6.7
	Professional Degree	36	30
	School Level	20	16.6
	Graduate Level	46	38.4
	Others	10	8.3
Occupational Status	Student	38	31.6
	Employee	38	31.6
	Business	18	15
	Professional	10	8.3
	Other	16	13.3
Area of Residence	Rural	50	41.7
	Urban	32	26.7
	Semi – Urban	38	31.6

Source: Primary Data

The above table clear states that demographic profile of the sample respondents. It reveals that male (53.4) is higher than female respondents using organic farm product.

Majority of the respondents are using Organic farm product falls in the age group of 21 – 31 (51.6), unmarried (61.6) respondents are higher than compared to other marital

status, joint family (58.3) has higher respondents in types of family, 3-4 (41.7) respondents are high in family member, in occupation status both student (31.6) and employee (31.6) are equal consuming the organic farm product, in area of

resident rural (41.7) are higher and graduated (38.4) are high as compared to other education groups. Majority of the respondents family monthly income fall under Rs.10,000 – Rs.30,000 (41.6).

Table 2: Factors Influencing Consumer to buy Organic Farm Product

S.No.	Particular	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
1.	Health Conscious	12	18	14	38	38
2.	Environmentally Safe	4	22	20	44	30
3.	Good Nutrition	10	10	22	42	36
4.	User Friendly	4	10	40	36	30
5.	Safety And Tasty	12	6	24	30	48
6.	Freshness	16	16	16	34	38
7.	Self – Interest	18	14	40	22	26
8.	Environmental Awareness	20	8	32	36	24
9.	Personal Habits	20	6	38	36	20

Source: Primary Data

The above table clearly states that the various factors which influencing to buy the organic farm product. Most of the

respondents are satisfied while using organic farm product.

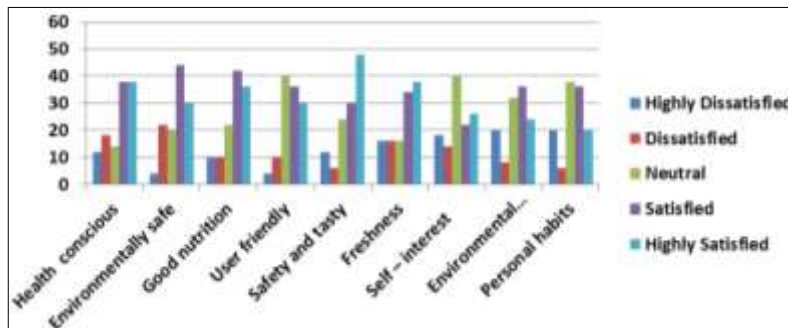


Fig 1: Factors Influencing Consumer to buy Organic Farm Product

Table 3: Level of Satisfaction

S.No.	Particular	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
1.	Side Effects	20	26	36	30	8
2.	Friends Recommendation	12	20	42	40	6
3.	Cheaper and Best	12	20	30	48	10
4.	Complementary Product	18	26	34	34	8
5.	Available in Online Shop/Website	24	12	36	40	8
6.	Make Comfortable	12	14	32	42	20
7.	Feature and Services Attraction	18	14	26	48	14
8.	Appearing Naturally	14	26	14	34	32
9.	Guideline For Cooking	10	20	28	44	18
10.	Siddha Doctors	10	18	32	42	18
11.	Seasonal Fruits	10	24	20	40	26
12.	Overall Satisfaction	15	20	30	40	15

Source: Primary source

The above table states that satisfaction level of the respondents. In which 13% of the respondents are highly dissatisfied while using organic farm product, 17% of the

respondents are dissatisfied, 25% of the respondents are neutral, 33% of the respondents are satisfied and 13% of the respondents are highly satisfied.

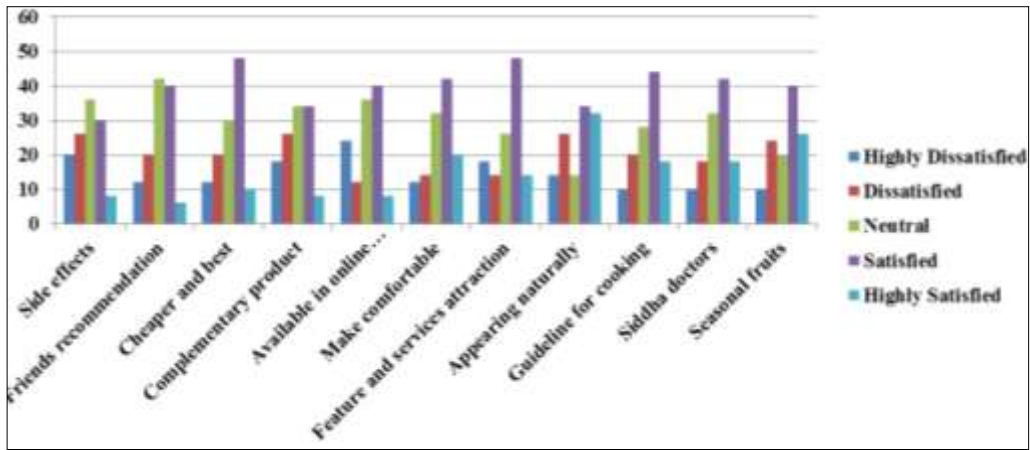


Fig 2: Level of Satisfaction

Null Hypothesis

There is no significance association between monthly income and overall satisfaction level of organic farm product.

Alternative Hypothesis

There is significance association between monthly income and overall satisfaction level of organic farm product.
Level of Significance = 5% or 0.05

Chi – Square value = 7.25

Table Value = 16.9

Result

Thus the χ^2 value is less than the table value we accept the hypothesis. Therefore there is no significance relationship between monthly income and overall satisfaction level of organic farm product.

Table 4: Constraints Faced by the Consumer

S.No.	Particular	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	No More Advertising Media	14	26	20	32	28
2.	Higher Price	6	28	14	54	18
3.	Available in Supermarket	20	18	30	40	12
4.	Non Availability of Fruits And Vegetable	6	30	32	30	22
5.	Lack Of Consistent Supply	12	22	48	24	14
6.	Awareness	14	16	42	34	14

Source: Primary source

The above table show that the Constraints Faced by the

respondent while purchasing organic farm product by the consumer

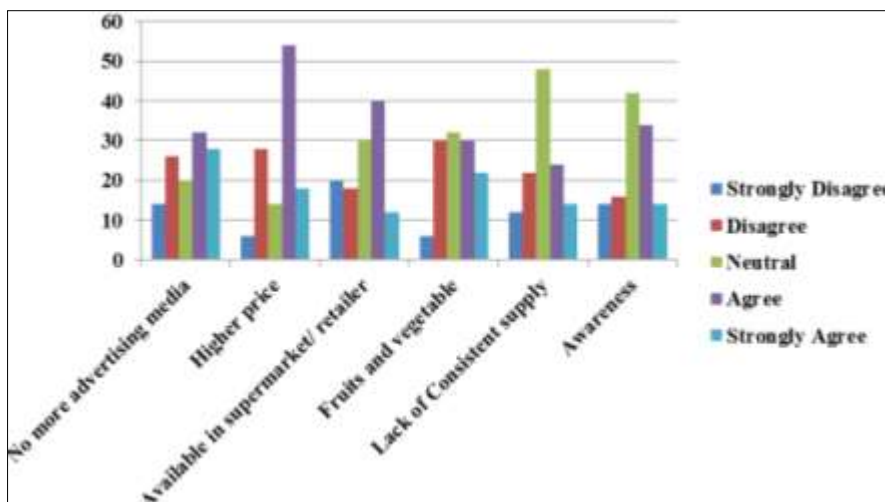


Fig 3: Constraints Faced

Suggestions

1. Numbers of organic farm product store must be increased in main areas of Coimbatore district in order to meet consumer needs.
2. The familiarity of the organic farm product among

- consumer depends on the promotional efforts of the sellers. The availability organic farm product needs wider advertisement.
3. The creation of awareness of organic product is necessary among the consumer.

4. Most of the respondents feel that the price of organic farm product is quite high to buy, so the seller may reduce the price of the product.

Conclusion

Majority of consumer were aware of organic farm product, because of health conscious. The importance of organic farm product was ignored for quite a long period. Now it resulting that the consumer is shifted towards organic farm product. The study brought out the fact that the people were well aware of image and availability, but not loyal entirely too organic product. The respondents without the double attracted towards organic farm product. So that marketers must create promotion which are both practical and moral availability in term of volume and variety are required to become successful in marketing organic farm product. Consumers are willing to pay more prices for organic farm product which could be viewed as the cost of investment in human health. Knowledge and awareness about organic product could affect attitudes and preference about product and ultimately, buying decision of the consumers.

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