

A STUDY ON CONSUMERS' SATISFACTION OF ORGANIC FOOD PRODUCT WITH SPECIAL REFERENCES TO COIMBATORE CITY

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ABSTRACT

The appeal of naturally developed food sources items is expanding step by step Inferable from their dietary and medical advantages. Additionally, organic farming safeguards the environment and has a greater impact on a nation's socioeconomic wellbeing. India is a nation that possesses indigenous skills and organic agriculture growth potential. Despite the fact that India lag behind the rest of the world in adopting organic farming for a number of reasons, it is now one of the world's largest producers of organic food thanks to its rapid growth in this sector. As a result, organic farming ensures sustainable development, which has a significant impact on India's health. Since organic farming requires more labour, each farm generates more income-generating jobs. Natural cultivating practices may Lessen contamination, save water, decrease soil disintegration, increment soil richness, and use Less energy. Farming without synthetic pesticides is also good for people who live near farms and the birds and animals that live there. The fundamental standards and practices of Natural food creation are to move and improve organic cycles in the cultivating Framework, keep and upgrade well established soil richness, lessen a wide range of contamination, dodge The utilization of pesticides and engineered composts, save hereditary variety in food.

Keywords Buyer, tendency, Buy, Goal, Assumption

INTRODUCTION

Organic food, whether raw or prepared, that is produced using organic farming practices. Organic food does not contain genetically modified organisms (GMOs) and is produced without the use of synthetic chemicals, such as human-made pesticides and fertilizers. Natural food sources incorporate new produce, meats, and dairy items as well as handled food varieties such As wafers, drinks, and frozen feasts. Since the end of the 20th century, the market for organic food has grown a lot. It now makes a lot of money and has its own production, processing, distribution, and retail systems.

STATEMENT OF PROBLEM

In India, consumers are increasingly concerned about the environment. The Greendex Review (2012) led by the Public Geographic Culture expressed that Indian purchasers are at The highest point of rundown among 17 nations in showing inclination to natural food items. India's Greendex score is the highest since 2008. Product greenness is defined by a number of characteristics Materials used, energy used, or waste produced These traits are reflected in various Phase of the item life cycle – previously, during and after utilization of the item. However, the majority of consumers have stated that environmental issues are complex and difficult to comprehend, preventing them from purchasing organic food products. With Indian purchasers getting more aware of sound way of life, Utilization of natural food items has expanded. But it's getting more and more important to know what makes people buy organic food and what keeps them from doing so. In order to determine the gap and implement strategies to go green, this approach is essential. As a result, the purpose of this study was to investigate the consumer preferences, usage, and awareness of organic food products.

OBJECTIVE

- To find out how long people stick with organic food products;
- To look at what motivates people to buy organic food;
- To find out how satisfied people are with organic food products.

REVIEW OF LITERATURE

Mohamed Bilal Bashaa Environmental care is one of the main motivational factors towards Purchasing any product including organic products. Several studies have shown that organic Production causes less harm to the environment. Consumer are increasingly getting environmental Conscious and willing to contribute to protect the environmental via any means. Ling (2013) Evaluated consumers' purchase intention of green products with an aim to examine drivers and Its moderating variable that influencing consumers' purchase intention.

D Hari Priya and Ramesh Kumar Nagaraj (2019): Now days the preferences and awareness For the organic product has been growing around the globe. People ignore in organic food products Due to high conscious about the health. The organic food products are gaining more preferences And acceptance over in organic food products.

RESEARCH METHODOLOGY

The primary data are collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire 125 samples were collected from the green product using consumers belonging to Coimbatore city Secondary data are collected from the Internet, Books and Journals tools used for analysis Simple percentage and Ranking

RESULTS AND DISCUSSION

The above tables clearly shows the demographic information of 125 respondents. We can see the respondents which is equally proportioned. On the other hand, if we go through to the next questioner which shows the gender of the respondents. As per the diagram, 40.3% of respondents from female, 59.3% are from male From 16 years to 26 years 76.8% the 15.2% for the age between 27-36 years from 37-46 the respondents are 4.8 % 47 above is 3.2 % occupation 60% of respondents are students 20 % of respondents are employee professionals are 7.2 % agriculture 0.8% business 5.6 % household 5.6%. 27.4% of respondents monthly income Rs10000- Rs15000 36% of Rs15001-Rs30000 28.2% of Rs30001- Rs450000 7.3% of respondents above 45000 Annual incomes of the respondents are Rs1000000- 2500000 is 30.9% 35% of respondents are Rs2500001-Rs5000000 29.3% of respondents are Rs5000001- Rs 1000000 4.1% of respondents above 1000000.

TABLE SHOWING USAGE OF ORGANIC FOOD PRODUCTS

S.no	Sources	Percentage	Respondents
1	Television	25.2%	31
2	Radio	8.9%	11
3	Magazine	13.8%	17
4	Internet	68.3%	84
5	Newspapers	8.9%	11
	Total	100	125

Interpretation

In this study 68.3% of respondents to know about organic food products by internet

TABLE SHOWING WHICH ORGANIC FOOD PRODUCT ARE LIKE TO USED BY CONSUMER

S.no	Products	Percentage	Respondents
1	Organic fruits bars	39.5%	50
2	Organic puffed snack	11.3%	14
3	Organic candie	16.1%	20
4	Organic freeze dried fruits	6.5%	8
5	Organic gluten free cookies	4%	5
6	Organic chyawanprash	1.6%	2
7	Organic pickle	6.5%	8
8	TI Traditional organic beverage	2.4%	3
9	Organic fruits juices	7.3%	9
10	Organic fizzy drink	3.2%	4
11	Organic coconut water	1.6%	2
	Total	100	125

Interpretation

In this study 39.5% of respondents had like buy and use organic fruits bars

LIKERT SCALE VALUE

Table showing lot of literature in market availability to rasiie the satisfaction level about organic food products by consumer

S.no	Level of satisfaction	No of respondents	Likert Scale value	Total score
1	Strongly disagree	19	5	95
2	Disagree	15	4	60
3	Neutral	56	3	168
4	Agree	31	2	62
5	Strongly agree	4	1	4
	Total	125		389

(Source: Primary Data)

Likert scale = $\sum(fx) / \text{No. of respondents}$

$$= 389/125$$

$$= 3.11$$

Interpretation

As a result of Likert Scale analysis, it was determined that the consumers are satisfied with the Views of organic food products

Likert Scale value 3.11 is greater than mid value (3). So, the consumers are Satisfied with the organic food products

Table showing the price level satisfaction of organic foods products to the consumers

S.no	Satisfaction level	No of respondents	Likert Scale value	Total score
1	Natural	43	4	172
2	Agree	49	3	147
3	Disagree	29	2	58
4	Strongly disagree	4	1	4
	Total	125		381

(Source: Primary Data)

Likert scale = $\sum(fx) / \text{No. of respondents}$

$$= 381 / 125$$

$$= 3.04$$

Interpretation

As a result of Likert Scale analysis, it was determined that the consumers are satisfied with the Views of organic food products

Likert Scale value 3.04 is greater than mid value (3). So, the consumers are Satisfied with the organic food products

SUGGESTIONS

- Organic foods should be promoted and made more readily available through sufficient measures.
- To ensure a consistent and regular supply, an extensive distribution plan should be developed.
- Organic foods should be promoted through mass media like television, newspapers, and others
- Creation of instructive sites can be an initial step to leading Business over the web from now on .
- Every household should cultivate at least one organic vegetable or fruit.

FINDINGS

- 76.8% of respondent are 16 years – 26 years
- 59.7% of the respondents are male
- 79.2% of the respondents are unmarried.
- 57.3% of the respondents has 4 members in their family
- 60%of respondents are students
- 42.4% of respondents in their family has 3 members of earning
- 36.3% of the respondents have a Monthly Income Rs 15001 – 30000.
- 35% of respondents have a annul income Rs 2500001-5000000
- 68.3% of the respondents know about the organic food products by Internet
- 42.7% of the respondents used organic food products once in a week
- 33.1% of respondents to said the problem faced in the organic food Products the reason less availability
- 57.6% of respondents to prefer to buy the organic food products
- 37.1% of respondents to know about the organic food products by Friends
- 35.5% of the respondents using organic food products in 1-3 years
- 39.5% of respondents like buy organic fruit bars

FINDINGS OF LIKERT SCALE

- Likert Scale value 3.11 is greater than mid value (3). So, the consumers are Satisfied with views of organic food products
- Likert Scale value 2.81 is lesser than mid value (3). So, the consumers are Satisfied with views of organic food products
- Likert Scale value 2.60 is lesser than mid value (3) So, the consumers are Satisfied with views of organic food products
- Likert Scale value 2.56 is lesser than mid value (3). So, the consumers are Satisfied with views of organic food products
- Likert Scale value 2.93 is lesser than mid value (3) So, the consumers are Satisfied with views of organic food products
- Likert Scale value 2.50 lesser than mid value (3) so the consumers Satisfaction with views of organic food products
- Likert Scale value 3.04 greater than mid value (3) so the consumers Satisfaction with views of organic food products
- Likert Scale value 2.67 lesser than mid value (3) so the consumers Satisfaction with views of organic food

CONCLUSION

The topic of the study was “Consumer satisfaction with organic food.” The purpose of this study was to look at how satisfied consumers are with various organic food products. Influence health, availability, price, and concern for the environment are all factors that influence consumers, but some consumers are discouraged from purchasing organic products due to the higher price premium. The study’s findings indicate that consumers are satisfied with organic food and are willing to pay a higher price for organic food. Additionally, it demonstrates that the majority of consumers consume eggs, dairy, and fruits and vegetables. Additionally, the study found that consumers regarded organic products as safe to purchase. Government ought to likewise step up to the plate for supporting natural items. It also looked at factors that affect the growth of the organic food market. It also helps determine how long customers use organic food products and which ones they find to be most popular.

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