

A Study on Customer Satisfaction and Preference Towards Organic Products

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INTRODUCTION

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.

Lampkin et al. (1999) thinks the term organic is best thought of as referring not to the type or inputs used, but to the concept of the farm as an organism, in which all the components of the soil, minerals, organic matter, micro-organisms, insects, plants, animals and humans interact to create a coherent, self-regulating and stable whole. Reliance on external inputs, whether chemical or organic, is reduced as far as possible.

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. The demand for organic products in Indian has been growing significantly for the past five Years. Consumers are willing to pay more for organic goods. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of these availability of best alternatives to choose from. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. Hence, the present study is conducted to explore the extent of the impact of consumers buying behaviour towards the marketing of organic products in Coimbatore district. The study investigates the relationship between variables that affect consumers buying behaviour for organic products and identifies the price levels consumers prefer to pay for organic products in the district. An attempt has also been made to examine the factors that affect the organic products 'buying behaviours of the consumers. Convenience sampling method was used to select 50 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed-ended questionnaires. In pursuance of the study's stated objectives, the formulated hypotheses were subjected to regression and chi-square analyses.

1.2 ORGANIC FARMING IN INDIA:

The approach and outlook towards agriculture and marketing of food has seen a quantum change Worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality

(appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical build up in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity but a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the practice of monoculture have led to a severe threat to local and indigenous varieties, whose germ plasma can be lost forever. All of this is for "productivity". In the name of growing more to feed the earth, we have taken the wrong road of un sustainability.

The effects already show -farmers committing suicide in growing numbers with every passing year, the horrendous effects of pesticide sprays by a government-owned plantation in Tamil Nadu some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes new show ever is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agrochemical and seed companies and governments is rosy and bright. Another negative effect of this trend has been on the fortunes of the farming communities worldwide. This is where organic farming comes in. Organic farming has the capability to take care of each of these problems. Besides the obvious immediate and positive effects organic or natural farming has on the environment and quality of food, it also greatly helps a farmer to become self-sufficient in his requirements for agro inputs, and reduce his costs. Chemical agriculture and the agriculture and food distribution systems have developed, propagated, sustained and now share a symbiotic relationship which affects each of us in many ways. Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it. In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. Organic farming was the backbone of the Indian economy and cow was worshipped (and is still done so) as a god. The cow, not only provided milk, but also provided bullocks for farming and during which was used as fertilizers.

INDIAN ORGANIC MARKET

It is estimated that 65% of India's cropped area is organic by default, as the small & medium farmers cannot afford the costly chemical inputs. According to ICCOA (International competence Center for Organic Agriculture) estimates approx. 1.5% of all agricultural acreage in India is expected to be organic certified by 2012 and through its strong organic export programme India will hold 2.5% of the global market. India has emerged as one of the largest potential markets for organic food consumption globally, owing to the fact that organic foods or products are healthy, contain no chemicals or preservatives, and are completely natural. With growing awareness towards healthy food, surging income levels, and shifts in consumer behaviour, the country's nascent organic food market is fast transforming into the world's fastest growing organic food market.

According to new research report, The Hindu News Paper "Indian Organic Food Market Analysis", organic food is invariably catching up pace among the Indian retailers, especially with the niche retailers owing to wide awakening among Indian consumers towards leading a healthy life. We anticipate that the sector will post significant growth during 2011-2013, invariably growing at a CAGR of 15%. Presently, surmounted growth is being witnessed from new demand pockets, arising from the Tier-I and Tier-II cities, thus, signalling huge acceptance among the masses. "Consumer behaviour and purchase intention for organic food", The Indian consumer is becoming more and more conscious about their health; the Indian market is offering increasing potential for health friendly food segments such as that of organic food.

Organic food serves as a promising alternative for the population concerned about the consequences of high amounts of chemical infusions in food items — both in terms of self-consumption as well as the ill impact on the environment. The affinity of an individual towards consumption of organic food items is highly dependent on the awareness levels, spending capacity and accessibility available to the individual.

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. The knowledge and attitude to prefer the organic products are at the other end that leads towards consumption of these products. 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. This drive-in turn helps the researcher to understand the level of adoption by the consumers in view of its cost, availability and other aspects which are considered to be the negative factors that will have higher impact among the respondents. Hence, it is necessary to study the factual situation for organic products and to valuable suggestions for the growth of nature and the organic food market.

RESEARCH OBJECTIVES:

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

1. A study on consumer attitude towards the purchase of organic food products
2. To find out the factors influencing the consumers in making purchase decision of organic products.
3. A study of a preferring mode and source of information towards on consumer.

SCOPE OF THE STUDY:

Eco-friendly products concept is evolving around the world that has come into existence due to the disturbances caused by the pollutants. This has significant effect in the health of the people who suffer with ailments that vigorously affect their natural system.

Hence, the eco-friendly consumption which form the healthy side of life through Organic products, that replaces the artificial managing that causes innumerable side effects in the body of the children and the grownup as well. Organic promotion, thereby, helps in protecting the environment and the health of the people. The present study attempts to examine the consumer awareness and attitude towards Organic Products, which helps to understand the consumer's point of view / perception towards the organic products in the City.

SOURCES OF DATA

The study uses only primary data. For the purpose of collection of data, interview schedule has been prepared and data was collected from the consumers of all. Adequate care has been exercised to collect unbiased data from the respondents.

SAMPLING DESIGN:

For the purpose of this study, the data were collected from 50 consumers using convenience sampling technique.

TOOLS FOR ANALYSIS:

In the study, a structure of interview schedule consisting of 16 questions covering personal and opinion factors was prepared. The respondents were asked to fill-up the questionnaire and their opinions were consolidated. Statistical tools like percentage analysis.

Review of Literature

The percentage analysis is one of the basic statistical tools which is wide

Srithamma, Vithayarungruang Sri, and Posayanonda (2020) '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, (2019) 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.

Mostafa (2018) green purchase behaviour 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 favourable attitude toward greening environment, they are more inclined to purchase green products. The continuous awareness of environmental problems may in turn change consumer's attitudes and purchase intentions as well.

FREQUENCY OF BUYING

FREQUENCY OF BUYING	NO OF RESPONDENTS	PERCENTAGE
SEVERAL TIME IN A WEEK	28	28%
ONCE IN A WEEK	40	40%
ONCE IN A MONTH	24	24%
FEW TIMES A YEAR	8	8%
MORE THAN A YEAR	8	8%
NEVER IN A LIFE TIME	0	0%
TOTAL	100	100%

SOURCE: PRIMARY DATA

INFERENCE:

It is observed from the above table that out of the total respondent 28% of them are several times in a week, 40% of them are once in a week, 24% of them are once in a month, 8% of them are few times in a year, 8% of them are more than a year and no one respondents never in a life time.

The survey revealed that the majority of the respondents frequently buy once in a week.

MODE OF BUYING

MODE	NO OF RESPONDENTS	PERCENTAGE
OFFLINE	90	90%
ONLINE	6	6%

BOTH	4	4%
TOTAL	100	100%

SOURCE: PRIMARY DATA

INFERENCE:

It is observed from the above table that out of the total respondent 90% of them prefer offline mode, 6% of them are prefer online mode & 4% of them prefer both modes.

The survey revealed that the majority of the respondents preferred offline mode to buy.

PREFERENCE PLACE OF BUYING

PREFERENCE PLACE	NO OF RESPONDENTS	PERCENTAGE
ORGANIC STORE	76	76%
GENERAL SUPERMARKET	18	18%
BOTH	3	3%
OTHERS	3	3%
TOTAL	100	100%

SOURCE: PRIMARY DATA

INFERENCE:

It is observed from the above table that out of the total respondent 76% of them are prefer organic stores, 18% of them prefer general supermarkets/ retailers, 3% of them prefer both and remaining 3% of them prefer others (online, social media likewise).

KINDS OF ORGANIC PRODUCTS BUYING OF RESPONDENTS

ORGANIC PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
FRUITS	28	28
VEGETABLES	35	35
CEREALS & PULSES	20	20
DRINKS	2	2
CLOTHING & FABRICS	12	12
OTHER	3	3
TOTAL	100	100

SOURCE: PRIMARY DATA

INFERENCE:

It is observed from the above table that out of the total respondent 28% of them are buy fruits, 35% of them are buy vegetables, 20% of them are buy cereals & pulses, 2% of them are buy drinks, 12% of them are buy clothing and fabrics and remaining of them are buy other products such as all consumed products, honey and medicines, oil, dry fruits and beauty products.

1. The consumers are preferred more awareness campaigns to aware about others to buy organic product, As my suggestion of awareness campaigns, advertisements and organic farming to create a aware of our peoples.
2. 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.

3. 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.

CONCLUSION

To realise the objective of 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.