

Consumer Buying Behaviour and Satisfaction Towards Organic Foods

Mr Saran P, II M.Com FC, Nehru Arts and Science College, Coimbatore

Ms S. Shanthi, Assistant Professor & HoD, Department of B.Com PA and A&F

Nehru Arts and Science College, Coimbatore

Abstract

The adoption of organic production and processing is influenced by market demand, with consumers' awareness and fulfilment towards organic food products. Organic foods are produced naturally without modern chemicals, pesticides, or additives, promoting a balance between nature, living organisms, the environment, and humans. This shift in preference increases the growth of organic food markets. Organic foods are considered more nature-friendly, nutritious, and healthier than conventional foods, as they prevent the production of artificial preservatives and maintain the originality of food. However, concerns about certification and authenticity need to be addressed. Consumer satisfaction with organic foods is primarily driven by health consciousness, employee friendliness, and cooperativeness. The study attempted to assess consumer satisfaction towards the organic food with special reference to the Coimbatore district. The study also further analyses the reason for preferring organic foods by consumers. The study suggested that consumers prefer organic foods because of their health consciousness, and their satisfaction level relies on employees' friendliness and cooperativeness towards consumers.

KEYWORDS: Organic foods, Consumer satisfaction, Conventional foods, Nature-friendly, Consumers.

Introduction

India's tropical climate allows for the production of organic foods, which contribute to agricultural development and improve human health. The primary goal of organic foods is to protect the environment from soil pollution, control chemical fertilisers, and maintain consumer health. Organic food production aims to maintain productivity, support environmental protection, and produce food without harmful chemicals. It also improves biological diversity, cycles, and soil biological activities. The domestic market for organic food products in India is expanding, driven by growing consumer awareness and changing tastes and preferences. A survey found that 30.4 million hectares were set aside for organic food production. The market for organic food has been expanding over the past decade, with organic food products making up 3% of all global food sales. However, their overall share of the food market is still small, with sales accounting for about 50% of total sales. The demand for organic products, higher prices, and government support for organic producers have made organic production profitable.

Today, consumer satisfaction is considered one of the most important factors for achieving success and profitability in business. Thus, evaluating and monitoring the satisfaction of consumers is the most important factor, as it was determined as one of the basic requirements of success for any type of organisation. In this article, the various reasons for preferring organic foods were examined, and the satisfaction level of consumers towards organic foods was also proposed within the framework of the research variables.

Review of Literature

Shafie and Rennie (2016) studied consumer perceptions of organic food, focusing on factors such as food safety, human health, environmental concern, and sensory attributes. They found that premium prices continue to suppress organic food consumption, but understanding the potential of organic food to become a mainstream market is crucial. Consumer

satisfaction is a key factor for business success and profitability, and this article examines the reasons for preferring organic foods and proposes satisfaction levels within the research variables.

Vinay Raj R (2020) in this study which explores the perception of consumers towards organic foods as more nutritious, healthy, and eco-friendly. The majority of consumers are willing to pay a higher price for these products, with 80% of women interested in purchasing organic food and 20% of men. The study focuses on buying behaviour, purchase intention, and attitude towards organic food in Ernakulam, a major city in Kerala with numerous industrial areas and an IT Park.

Statement of the problem

Natural organic food offers numerous health benefits compared to non-organic foods processed with artificial preservatives and chemicals. These foods are free from the harmful effects of pesticides and other chemicals. The analyst is enthusiastic about the positive effects of purchasing and using these foods. A study was conducted to understand customer preferences towards natural organic foods.

Objectives of the study

1. To evaluate the consumer satisfaction with the organic food outlet in Coimbatore District.
2. To classify the reasons for choosing Organic food by the consumers in Coimbatore District

Research Methodology

In due consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. The sampling unit consists of selected organic food consumers in Coimbatore District. Data has been collected from 200 respondents in the study area. The cluster sampling method has been used for the study.

Data Source

This study is both descriptive and analytical in nature, and hence, both primary and secondary data have been used for the study.

Primary Data

It has been collected from the respondents who consume organic food on a regular basis in the Coimbatore district through an interview schedule.

Secondary Data

Secondary data has been collected from various Books and Websites.

CONSUMER SATISFACTION TOWARDS ORGANIC FOOD

Organic food products have emerged as an important sector in India. It emerged with an objective to produce healthy and non - chemical foods without any use of chemical pesticides. Consumers are also slowly shifting towards organic food habits. This study was made to analyse consumer satisfaction towards organic food by using T-Statistics.

TABLE -1.1

GENDER AND CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCT

S.No	Satisfaction	Gender		t-value	P Value
		Male	Female		
1	Price Update	4.02	4.05	5.868	.016
2	Promptly bills for the product	3.78	3.96	.144	.704
3	More payment counters favouring speedy disposal of consumers	3.94	3.93	.767	.382
4	Overall services is good	4.06	4.06	.623	.431
5	Individual attention to its customers	3.92	4.06	2.363	.126
6	Employee are cooperation and consumer friendly	4.03	4.08	.527	.469
7	Handling consumer complaints directly	3.91	3.98	.082	.775
8	Service quality is satisfactory	4.08	4.06	.820	.366
9	Price charged is fair	4.01	4.07	.117	.733
10	Quality of the product justifies the price of the product	4.09	4.04	.235	.629

Source: Primary Data

The most important satisfaction of consumers towards organic food among males is ‘Quality of the product justifies the price of the product’, ‘Overall services are good’, and ‘Service quality is satisfactory’, since their mean score are 4.09, 4.08 and 4.06. The most important satisfaction towards organic food product of female is Employee are cooperative and consumer-friendly, the price charged is fair, and the service quality is satisfactory, since the mean score is 4.08, 4.07 and 4.06.

Regarding the satisfaction level of male and female consumers towards organic food product Update price is only significant at 5% level.

REASON FOR CHOOSING ORGANIC FOOD PRODUCT

Organic food is not only healthy and safe, but it’s also filled with more advantages. Consumers choose this organic food not only for their health consciousness, but also for various reasons. The reason for choosing organic food is studied by applying the one-sample t-test method.

Table 1.2

REASONS FOR PREFERRING ORGANIC FOOD PRODUCT

S.No	Variables	Mean	Std. Deviation	Mean difference	‘t’	Sig
1	High Quality	3.97	.829	.965	16.463	.000*
2	Taste good	3.95	.822	.945	16.262	.000*
3	Positive Image	3.95	.807	.950	16.654	.000*
4	Fashion to consume	3.92	.810	.920	16.053	.000*
5	Environmentally friendly	4.02	.856	1.020	16.846	.000*

6	Taste is good	4.10	.780	1.095	19.843	.000*
7	Support local/farmers	4.15	.831	1.150	19.565	.000*
8	Healthy	3.92	.835	.920	15.583	.000*
9	High safety level of guarantee	3.99	.833	.990	16.814	.000*
10	Animals are treated better	3.94	.774	.940	17.171	.000*

Source: Primary Data

Table 1.2 reveals that reasons for preferring consumer attitude towards organic food products among the variables are Support local/farmers, taste is good and friendly environment, since they have the highest mean score of 4.15, 4.10 and 4.02 respectively.

Customers have a low level of reasons for preferring consumer attitude towards organic food products, regarding animals are treated better, both healthy and fashionable consumption. Since the lowest mean score was 3.94 and 3.92, respectively. All 10 variables regarding reasons for preferring consumer attitude towards organic food products are significant at 1 per cent level.

Findings

1. The study found that male consumers are satisfied with organic food products if the product's quality justifies the price, overall services are good, and service quality is satisfactory. Female consumers are satisfied with cooperation and consumer-friendly employees, fair pricing, and satisfactory service quality.
2. The study reveals that consumers prefer organic food products due to factors such as supporting local farmers, taste, and a friendly environment. The highest mean scores for these factors are 4.15, 4.10, and 4.02, respectively. However, customers also prefer organic food products due to the better treatment of animals, which is both healthy and fashionable. All 10 variables have a significant impact on consumer attitudes towards organic food products.

Suggestions

1. The suggestion is to launch various campaigns to raise consumer awareness about organic foods in schools, colleges, public institutions, and public places due to the lack of awareness among consumers.
2. Consumers should prioritize resources for future generations and contribute equally to environmental conservation by reducing pollution and protecting future generations, including their family members.
3. Consumption of organic food will rise as a result of consistent product improvements.
4. The suggestion is to expand the number of organic food stores in Kanniyakumari district's primary areas to meet consumer demand.

Conclusion

Consumers are increasingly concerned about reducing environmental risks and are influenced by eco-friendly products, particularly organic foods. Organic food satisfaction indicates a strong intention to consume these products, as they are perceived as a healthier alternative to conventional foods due to their absence of harmful pesticides and genetically modified organisms, thereby prioritizing their well-being and contributing to planet sustainability.

Reference

1. Dr.Vinay Raj (2020) A study on consumer satisfaction towards organic food products in Ernakulam, Journal of critical reviews, Volume 7, Issue.13, pp.3551-3553.
2. Padmathy and R.Saraswathy (2016), “A Study on the Consumers' Buying Behavior towards Organic Food Products in Thanjavur District”, Intercontinental Journal of Marketing Research Review Volume 4, Issue 2, pp.42-49.
3. Balaji, V. and Bhama, T. (2012). Consumer perception towards organic food products in India. Proceedings of the International Conference on Business Management and Information Systems. pp..303-307.
4. Carfora, V., et al. (2019). Explaining consumer purchase behavior for organic milk: