

Consumers' Awareness and Satisfaction towards Organic food products

– A study in Coimbatore City

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Abstract

Agriculture is very important sector in the Indian economy, it is most important activity which along with creating good food for the nation which creates employment to the majority of the population. There was acute shortage of agricultural output in the mid sixties, the green revolution which was mid sixties. Farmers are utilizing fertilizers for more cultivation, finally it is negative for human health. Many disease come to early stage of human life cycle, organic food production is traditional process. People turned to organic foods because of the health issues. Government given license for it, producers are printed the license and logo on the wrapper. Consumers should aware of organic food and these logo while purchase. The following are the objectives of the study (i) to present the socio economic profile of the sample respondents. (ii) to find the level of awareness and satisfaction of organic

food products. (iii) to analysis the awareness and satisfaction of organic food products and (iv) to offer suggestions to the organic food consumers. Researcher adopted convenient sampling method to collect data the same time researchers consider all type of people. Researcher had taken 225 respondents as sample for this study. Percentage analysis used to present the demographic profile of the sample respondents. Chi square test applied to find the factors influence the awareness and satisfaction of organic food products. This study concluded that the awareness of organic food products are not enough in the study area, producers could use the technology and internet to create more awareness. The level of satisfaction is good enough in the study area, it shows that the organic food products are good quality and healthy.

Key words : Organic, food production, fertilizers and awareness and satisfaction of organic food products.

Introduction

Agriculture is very important sector in the Indian economy, it is most important activity which along with creating good food for the nation which creates employment to the majority of

the population. There was acute shortage of agricultural output in the mid sixties, the green revolution which was mid sixties. Shortage of food products in India was dependent on imports. Food grain production increased from 61 million tones in 1950 to 132 mission tones in 1978. Agricultural yield was crossed 259 million tones by the end of 2013 which is rice, wheat and maize. Primary objectives of Indian Government are to make sufficient in food and need the nutrition needs. There are some harmful result are becoming proof now, like land degradation due to over use and the pollution caused due to indiscriminate use of chemical in the field of agriculture and increased use of pest resurgence. More use of chemicals in farming leads to increase production gradually environment effect and ecology. Fertilizers and pesticides are using in agricultural to increase the output to meet the demand. These will affect the land and water get spoiled, it starts from rain then rivers and lakes finally ground water sources. Farmers are utilizing fertilizers for more cultivation, finally it is negative for human health. Many decease come to early stage of human life cycle, organic food production is traditional process. People turned to organic foods because of the health issues. Government given license for it, producers are printed the license and logo on the wrapper. Consumers should aware of organic food and these logo while purchase.

Need of the study

The present study conducted by the researcher to find the awareness and satisfaction of organic food products. Food products are needed to live in the world, without good food human health might not be good. So people are most aware of food products, and they are ready to travel more to reach good food. The positive and negative information quickly pass to all through social media. Sharing of information for individual publicity in their circle, the same time this information is more use full to the viewers. Social media pass the positive and negative information but it not cent percent true or authentication. So, people are in need of cent percent authentication news, in this regard research only could give authentication information. This study is needed for the above said points.

Objectives of the study

The following are the objectives of the study

1. To present the socio economic profile of the sample respondents.
2. To find the level of awareness and satisfaction of organic food products.
3. To analyze the awareness and satisfaction of organic food products.

4. To offer suggestions to the organic food consumers.

Scope of the study

Industries products are having adequate awareness in the society, it is creating by the manufacturer or marketers. Common advertisement given by the marketers to increase the sales, distributors and dealers might not give separate advertisement for it. But the organic products from the agriculturalist, advertisement are impossible one. Awareness of organic food products are possible through friends and family circle. Media also highly helps to spread the good and bad news to the society, lot of audio video are available in you tube about organic food products. This present study finds the awareness of organic products and finds the satisfaction of organic products from the same respondents.

Research gap

There were many studies conducted regarding organic food products, in international and national level. Consumers' perception, awareness, attitude and satisfaction may change time to time. There was PhD thesis regarding organic food products submitted during 2018, researchers conducted many studies, but the food producers should study the consumers' buying behaviour, awareness, perception and satisfaction regularly to continue the products and to study the changes need by the consumers. Researcher taken this points as research gap and conducted study in Coimbatore regarding organic food products.

Sampling Design

Researcher selected Coimbatore city to conduct this present study. Numerous organic retail shops are available in this city, there are awareness about organic food products. Consumers are purchased organic products and satisfied of it; organic food products are expensive while comparing to normal food products. Researcher selected 20 number of organic food shops to collect data, while consumers come to organic shop for purchase researcher approached and collected data from them. Researcher adopted convenient sampling method to collect data the same time researcher consider all type of people i.e. lower, middle, upper middle and upper class. Collected data from 230 respondents, out of it 5 were incomplete. Finally, researcher had taken 225 respondents as sample for this study.

Tools and Analysis

Tools need to present the data and analysis the same to give solution. Percentage analysis used to present the demographic profile of the sample respondents. Chi square test applied to

find the factors influence the awareness and satisfaction of organic food products. Based on the result of chi square result the researcher test the hypothesis and given the result.

Demographic Profile

The following table shows the demographic profile of the sample respondents, with percentage. Out of two hundred and twenty five sample respondents, ninety three (41.33%) respondents are male and remaining one hundred and thirty two (58.67%) respondents are female. Majority (58.67%) of the respondents are male. Twenty eight (12.44%) respondents are up to 25 years old. Seventy two (32.00%) respondents are 26 years to 40 years old. Eighty nine (39.56%) respondents are 41 years to 55 years old and remaining thirty six (16.00%) respondents are above 55 years old. Majority (39.56%) of the respondents are 41 years to 55 years old.

Eighteen (8.00%) respondents are studied school level. Forty six (20.45%) respondents are under graduates. Seventy two (32.00%) respondents are post graduates. fifty seven (25.33%) respondents are professionals and remaining thirty two (14.22%) respondents are studied other than above mention educational qualification. Majority (32.00%) of the respondents are post graduates.

Forty two (18.67%) respondents are government employees. Ninety five (42.22%) respondents are private employees. Thirty seven (16.44%) respondents are doing business and remaining fifty one (22.67%) respondents are housewife and retied peoples. Majority (42.22%) of the respondents are private employees.

Ninety six (42.67%) respondents are joint family respondents and remaining one hundred and twenty nine (57.33%) respondents are nuclear family respondents. Majority (57.33%) of the respondents are nuclear family respondents.

Seventy five (33.33%) respondents' family monthly income is up to Rs. 40,000. Eighty seven (38.67%) respondents' family monthly income is between Rs. 40,001 and Rs. 80,000 and remaining sixty three (28.00%) respondents' monthly income is above Rs. 80,000. Majority (38.67%) of the respondents' monthly family income is between Rs. 40,001 and Rs. 80,000.

Table 1 : Socio economic factors of the sample respondents

Variable		Number of respondents (%)	Variable		Number of respondents (%)
Gender	Male	93 (41.33%)	Family type	Joint	96 (42.67%)
	Female	132 (58.67%)		Nuclear	129 (57.33%)

Age group	Up to 25 years	28 (12.44%)	Family monthly income	Up to Rs. 40,000	75 (33.33%)
	26 years to 40 years	72 (32.00%)		Rs. 40,001 to Rs. 80,000	87 (38.67%)
	41 years to 55 years	89 (39.56%)		Above Rs. 80,000	63 (28.00%)
	Above 55 years	36 (16.00%)	Family members	Less than 4	108 (48.00%)
Educational Qualification	School level	18 (8.00%)		4 members to 6 members	60 (26.67%)
	Under graduate	46 (20.45%)		Above 6 members	57 (25.33%)
	Post graduate	72 (32.00%)	Residence	Rural	82 (36.44%)
	Professionals	57 (25.33%)		Urban	143 (63.56%)
	Others	32 (14.22%)	Monthly expenses for organic food products	Less than Rs. 2,000	58 (25.78%)
Occupation	Government employees	42 (18.67%)		Rs. 2,001 to Rs. 3,000	117 (52.00%)
	Private employees	95 (42.22%)		Above Rs. 3,000	50 (22.22%)
	Business	37 (16.44%)	Source of awareness	Friends and relatives	128 (56.89%)
	Housewife and retired	51 (22.67%)		Media	97 (43.11%)

Sample : 225 respondents

Source : Primary data

One hundred and eight (48.00%) respondents' family members are less than 4. Sixty (26.67%) respondents' family members are 4 members to 6 members and remaining fifty seven (25.33%) respondents' family members are above 6. Majority (48.00%) of the respondents' family members are less than 4.

Eighty two (36.44%) respondents are staying in rural areas and remaining one hundred and forty three (63.56%) respondents are staying in urban areas. Majority (63.56%) of the respondents are staying in urban areas.

Fifty eight (25.78%) respondents are spending less than Rs. 2,000 per month for organic food products. One hundred and seventeen (52.00%) respondents are spending Rs. 2,001 to Rs. 3,000 per month for organic food products and remaining fifty (22.22%) respondents are spending above Rs. 3,000 per month for organic food products. Majority (52.00%) of the respondents are spending between Rs. 2,001 and Rs. 3,000 per month for organic food purchase.

One hundred and twenty eight (56.89%) respondents are getting awareness about organic food products through their friends and relatives and remaining ninety seven (43.11%) respondents are getting awareness about organic food products through social media. Majority (56.89%) of the respondents are getting awareness about organic food products through friends and relatives.

Level of awareness and satisfaction of organic food products

Researcher used likert five point scale to measure the level of awareness and satisfaction of organic food products. Researcher calculated mean and SD to find the level of awareness and satisfaction of organic food products.

Table 2 : Level of Awareness and Satisfaction of Organic Food Products

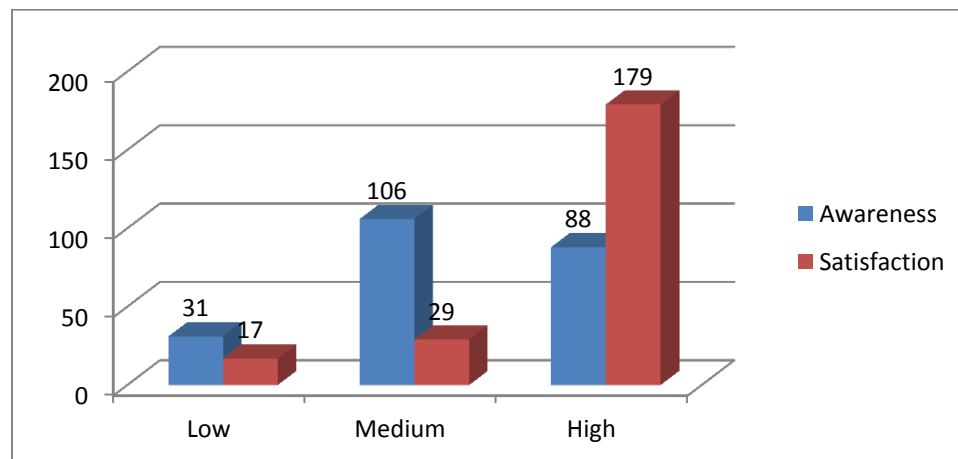
Sl. No.	Dimensions	Low	Medium	High	Total
1	Awareness	31 (13.78%)	106 (47.11%)	88 (39.11%)	225
2	Satisfaction	17 (7.56%)	29 (12.89%)	179 (79.55%)	225

Source : Computed data

The above table shows the dimensions of awareness and satisfaction of organic food products in the study area. Out of two hundred and twenty five respondents, thirty one (13.78%) respondents were felt low level of awareness of organic food products. One hundred and six (47.11%) respondents were felt medium level of awareness of organic food products and remaining eighty eight (39.11%) respondents were felt high level of awareness of organic food products. Majority (47.11%) of the respondents were felt medium level of awareness of organic food products.

Seventeen (7.56%) respondents were felt low level of satisfaction of organic food products. Twenty nine (12.89%) respondents were felt medium level of satisfaction of organic food products and remaining one hundred and seventy nine (79.55%) respondents were felt high level of satisfaction of organic food products. Majority (78.55%) of the respondents were felt high level of satisfaction of organic food products.

Chart 1 : awareness and satisfaction of organic food products



The above chart shows the level of awareness of organic products of the sample respondents and level of satisfaction of organic food products of the sample respondents.

Awareness of organic food products

Hypothesis : Socio economic factors do not significantly influence the awareness of organic food products.

Table 3 : Chi square test result of socio economic profile and awareness of organic food products

Sl. No.	Variables	Chi square value	DF	P value	Result
1	Gender	28.668	2	0.001	Significant
2	Age group	15.633	6	0.014	Significant
3	Educational qualification	19.774	8	0.001	Significant
4	Occupation	5.124	6	0.084	Not Significant
5	Family type	1.699	2	0.183	Not Significant
6	Family monthly income	16.377	4	0.001	Significant
7	Family members	2.227	4	0.278	Not Significant
8	Residence	0.487	2	0.841	Not Significant
9	Monthly expenses for organic food products	17.732	4	0.001	Significant
10	Source of awareness	22.845	2	0.001	Significant

Source : Computed data

Gender, age group, educational qualification, family monthly income, monthly expenses for organic food products and source of awareness are significant influence the awareness of organic food products at 5% significant level. Hence, null hypothesis rejected.

Occupation, family type, family members and residence are not significantly influence the awareness of organic food products at 5% significant level. Hence, null hypothesis accepted.

Satisfaction of Organic food Products

Hypothesis : Socio economic factors do not significantly influence the satisfaction of organic food products.

Table 4 : Chi square test result of socio economic profile and satisfaction of organic food products

Sl. No.	Variables	Chi square value	DF	P value	Result
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1	Gender	19.621	2	0.001	Significant
2	Age group	1.654	6	0.514	Not Significant
3	Educational qualification	22.576	8	0.001	Significant
4	Occupation	28.641	6	0.001	Significant
5	Family type	2.143	2	0.084	Not Significant
6	Family monthly income	32.532	4	0.001	Significant
7	Family members	27.898	4	0.001	Significant
8	Residence	19.998	2	0.007	Significant
9	Monthly expenses for organic food products	20.187	4	0.002	Significant
10	Source of awareness	19.731	2	0.003	Significant

Source : Computed data

Gender, educational qualification, occupation, family monthly income, number of family members, residence, monthly expenses for organic food products and source of awareness are significantly influence the satisfaction of organic food products at 5% significant level. Hence, null hypothesis is rejected.

Age group and family type are do not significantly influence the satisfaction of organic food products at 5% significant level. Hence, null hypothesis is accepted.

Findings

Following are the findings of this study which derived from the analysis.

1. Majority (58.67%) of the respondents are male. Majority (39.56%) of the respondents are 41 years to 55 years old. Majority (32.00%) of the respondents are post graduates.
2. Majority (42.22%) of the respondents are private employees. Majority (57.33%) of the respondents are nuclear family respondents. Majority (38.67%) of the respondents' monthly family income is between Rs. 40,001 and Rs. 80,000.
3. Majority (48.00%) of the respondents' family members are less than 4. Majority (63.56%) of the respondents are staying in urban areas. Majority (52.00%) of the respondents are spending between Rs. 2,001 and Rs. 3,000 per month for organic food purchase.

4. Majority (56.89%) of the respondents are getting awareness about organic food products through friends and relatives. Majority (47.11%) of the respondents were felt medium level of awareness of organic food products. Majority (78.55%) of the respondents were felt high level of satisfaction of organic food products.
5. Gender, age group, educational qualification, family monthly income, monthly expenses for organic food products and source of awareness are significant influence the awareness of organic food products at 5% significant level. Hence, null hypothesis rejected.
6. Occupation, family type, family members and residence are not significantly influence the awareness of organic food products at 5% significant level. Hence, null hypothesis accepted.
7. Gender, educational qualification, occupation, family monthly income, number of family members, residence, monthly expenses for organic food products and source of awareness are significantly influence the satisfaction of organic food products at 5% significant level. Hence, null hypothesis is rejected.
8. Age group and family type are do not significantly influence the satisfaction of organic food products at 5% significant level. Hence, null hypothesis is accepted.

Suggestions

The following are the suggestions given by the researcher through this present study.

1. Government has given logo for organic food products, agriculturalist should aware of logo and print it on the wrapper. Consumers should know the logo which given by the Government and ensure while purchase the organic food products.
2. Consumers should ensure or check the license while purchasing organic food products, the license which given by the Government to the farmers or organic food products sellers regarding organic food products. It is consumers' rights.
3. While buying organic food products consumers could interact with sellers about the organic products. The knowledge is must for the sellers, the entire process of cultivation and products details should know the organic food sellers.
4. Organic food products price is high while comparing other products, sellers could fix price little high while comparing ordinary products. Consumers should aware of the market price of ordinary products and organic food products.

Conclusion

The study has revealed the consumers awareness and satisfaction of organic food products. Organic food consumers believed that organic food products contained no pesticides, most of the non – organic food consumers believed that the organic food commodities were natural products. Organic food products are regarded healthy, need trust among the organic food consumers about the organic products. Organic food producers and sellers must find ways to create trust among their consumers to improve the purchase intention. Organic food consumers had high influence of psychological factors such as perception, purchase intention and attitude towards consuming organic food products. Awareness of organic products comes before perception and purchase intention of organic products, the producers duty is to create more awareness about organic food products. This study concluded that the awareness of organic food products are not enough in the study area, producers could use the technology and internet to create more awareness. The level of satisfaction is good enough in the study area, it shows that the organic food products are good quality and healthy.

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