



CONSUMER AWARENESS AND SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN COIMBATORE CITY

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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 create employment to majority of the population. There are acute shortage of agricultural output. It all happened during the Green Revolution that occurred between the 1930 and late 1960s. Given the growing demand and population, developing countries such as India decided to ramp up their crop production by use of artificial chemicals such as pesticides and fertilisers along with hybrid seeds that were known to give more yield, With the increase in global health consciousness, Organic food is set to knock every door and make its way in kitchens worldwide.

People turned to organic foods because of the health issues. Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare Organic food is a comprehensive approach in the Indian environment, which starts at the farm and ends at the plates of the consumer”. Proper designing, planning and its implementation is the key to the success of research work. Plan of a research study entails an overview of the total layout, including a consideration of how the work is to be executed. It is the stage of decision-making, divergent thinking, and conceptual framework.

Organic farming is a kind of farming system that uses ecologically based pest controls and biological fertilizers derived largely from animal and plant wastes and nitrogen fixing cover crops. This modern farming was developed as a response to the environmental damage caused by the use of chemical pesticides and synthetic fertilizers in conventional agriculture, and it has a number of ecological. This farming is a new technique, which involves the cultivation of plants and rearing of animals in natural ways. This kind of process involves the use of biological materials, avoiding chemical substances to maintain soil fertility and ecological balance thereby minimizing pollution and wastage.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the demographic factors of the respondents.
2. To analyze the Respondent’s awareness of organic food products.
3. To analyse the Respondent’s satisfaction with organic food products 4. To identify the problems faced while purchasing the product.

DATA ANALYSIS AND INTERPRETATION

AGE

S.No	Age	Frequency	Percentage
1	18 - 25 years	80	61.5
2	26 - 35 years	34	26.2
3	36 - 45 years	13	10
4	46 and above	3	2.3
	TOTAL	130	100

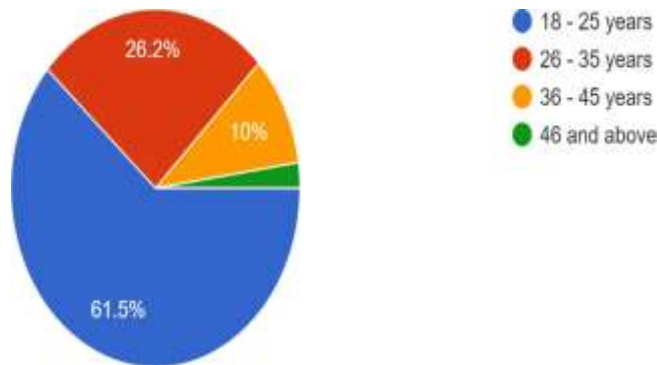
INTERPRETATION

The above table 4.1.1 states that 61.5% of the respondents belong to the age group of 18 – 25 Years, 26.2% of the respondents belongs to the age group of 26 – 35 Years, 10% of the respondents are belongs to the age group of 36 – 45 Years, 2.3% of the respondents are above 46 years.



INFERENCE

Majority 61.5% of respondents, age group is between 18 – 25 Years.



EMPLOYMENT STATUS

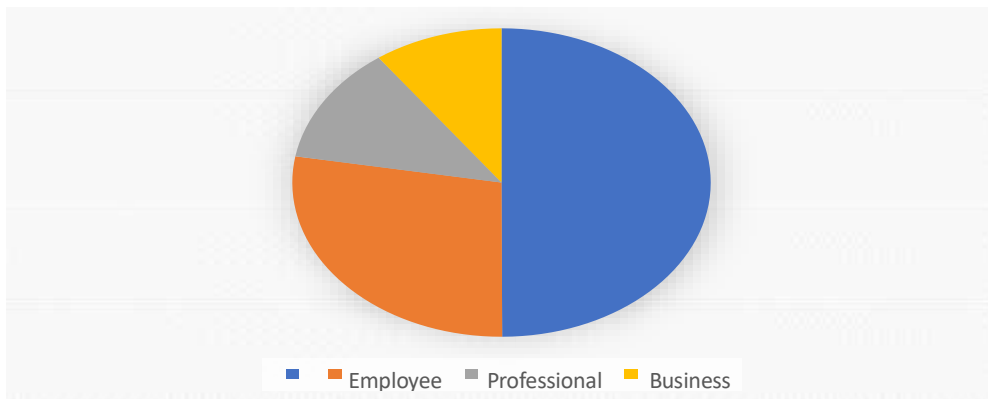
S.No	Employment Status	Frequency	Percentage
1	Student	65	50
2	Employee	36	27.8
3	Professional	16	12.3
4	Business	13	10
	TOTAL	130	100

INTERPRETATION

According to above table 4.1.4 It is observed that 50% of the respondents are Students, 27.8% of the respondents are Employees, 12.3% of the respondents are Professionals, 10% of the respondents are Business men.

INFERENCE

Majority 50% of respondents are Students.



RESIDENCE

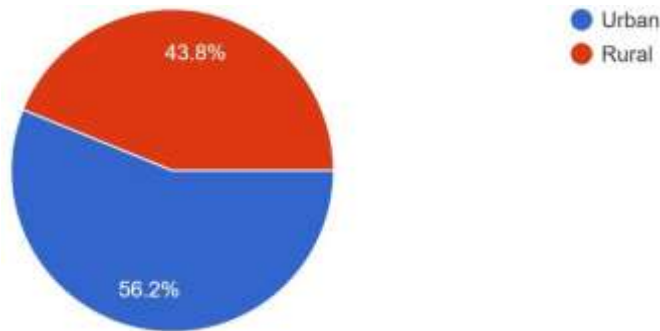
S.No	Residence	Frequency	Percentage
1	Urban	73	56.2
2	Rural	57	43.8
	TOTAL	130	100

INTERPRETATION

According to this table 4.1.6 Its can be observed that 56.2% of the respondents reside in Urban area, and 43.8% of the respondents beside in rural area.

INFERENCE

Majority 56.2% of respondents reside in Urban.



INTERPRETATION

According to above table 4.1.7 It is inferred that 32.3% of the respondents belong to Joint Family and 67.7% of the respondents belongs to Nuclear Family.

INFERENCE

Majority 67.7% of respondents are belonging to Nuclear Family.

FAMILY MEMBERS

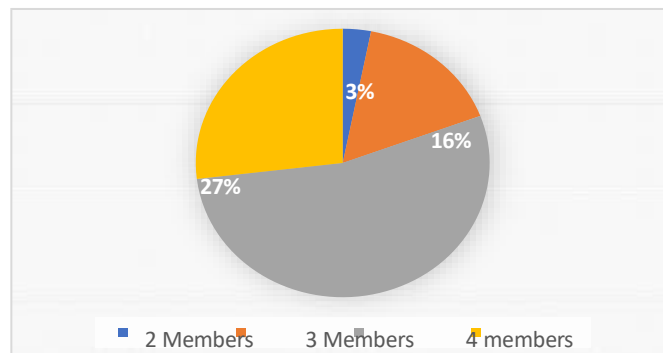
S. No	Family Members	Frequency	Percentage
1	2 Members	4	3.1
2	3 Members	21	16.2
3	4 members	70	53.8
4	5 and above	35	26.9
	TOTAL	130	100

INTERPRETATION

According to this table 4.1.8 Its can be observed that 3.1% of the respondents family size is 2 Members, 16.2% of the respondents with 3 Members, 53.8% of the respondents have 4 Members and 26.9% of the respondents are above 5 family members.

INFERENCE

Majority 53.8% of respondents have 4 Members in their family.



MONTHLY EXPENSES FOR ORGANIC FOOD PRODUCTS

S.No	Monthly Expenses for Organic Food Products	Frequency	Percentage
1	Rs.2,000 - Rs.5,000	55	42.3
2	Rs.5,000 - Rs.8,000	44	33.8
3	Rs.8,000 - Rs.10,000	29	22.3
4	Above Rs.10,000	2	1.5
	TOTAL	130	100

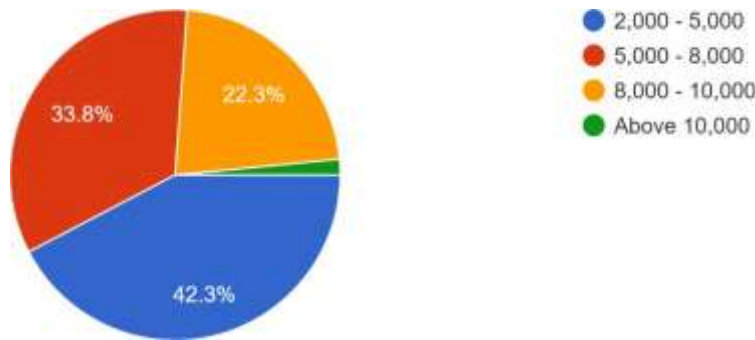


INTERPRETATION

According to this table 4.1.10 Its can be observed that 42.3% of the respondents monthly expenses for organic products is Rs.2,000 – Rs.5,000, 33.8% of the respondents spend Rs.5,000 – Rs.8,000, 22.3% of the respondents spend Rs.8,000 – Rs.10,000 and 1.5% of the respondents spend Rs.10,000 and above for organic food products.

INFERENCE

Majority 42.3% of respondents spend Rs.2,000 – Rs.5,000 for organic food products.



REASON FOR BUYING ORGANIC PRODUCTS

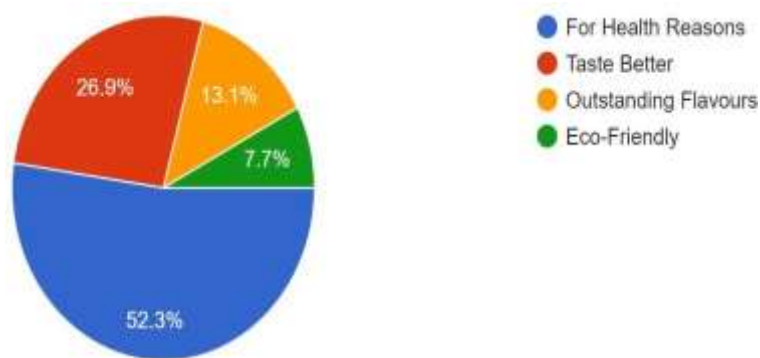
S.No	Particulars	Responses	Percentage
1	For Health Reasons	68	58.3
2	Better Taste	35	26.9
3	Outstanding Flavors	17	13.1
4	Eco-Friendly	10	7.7
	TOTAL	130	100%

INTERPRETATION

According to this table 4.1.12 Its can be observed that 58.3% of the respondents buy organic food for Health Reasons, 26.9% of the respondents for better taste, 13.1% of the respondents are for Outstanding Flavors and 7.7% of the respondents for Eco-Friendly.

INFERENCE

Majority 58.3% of respondents buy organic food product for Health Reasons.



KIND OF ORGANIC PRODUCT YOU PREFER TO PURCHASE

S.No	Prefer	Frequency	Percentage
1	Food Products	41	31.5
2	Fruits	33	25.4
3	Vegetables	45	34.6
4	Milk	10	7.7
5	Beverages (Juice Items)	1	0.8
	TOTAL	130	100%

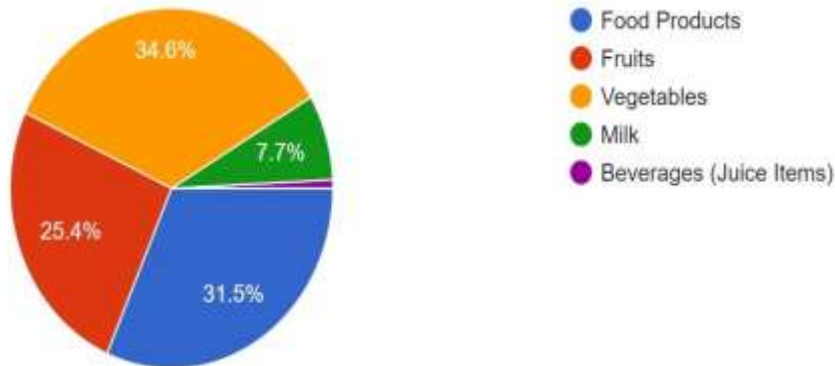


INTERPRETATION

According to this table 4.1.13 Its can be observed that 31.5% of the respondents purchase organic Food Products, 25.4% of the respondents purchase organic Fruits, 34.6% of the respondents purchase organic Vegetables, 7.7% of the respondents buy Milk and 0.8% of the respondents purchase Beverages (Juice Items).

INFERENCE

Majority 34.6% of respondents buy organic Vegetables.



WHERE DO YOU PURCHASE ORGANIC PRODUCTS

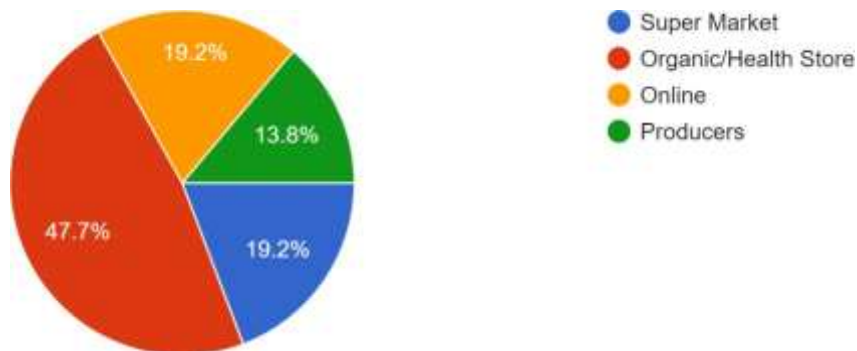
S.No	Purchase	Frequency	Percentage
1	Super Market	25	19.2
2	Organic/Health Store	62	47.7
3	Online	25	19.2
4	Producers	18	13.8
	TOTAL	130	100%

INTERPRETATION

According to this table 4.1.15 Its can be observed that 19.2% of the respondents purchase organic food products from Super Market, 47.7% of the respondents from Organic/Health Stores, 19.2% of the respondents purchase organic products from Online, 13.8% of the respondents from Producers.

INFERENCE

Majority 47.7% of respondents purchase organic food products from Organic/HealthStores.



HOW LONG YOU ARE USING ORGANIC PRODUCTS

S.No	Period of Using	Frequency	Percentage
1	Less Than A Year	31	23.8
2	1 - 3 Years	53	40.8
3	3 - 5 Years	38	29.2
4	Above 5 Years	8	6.2
	TOTAL	130	100%

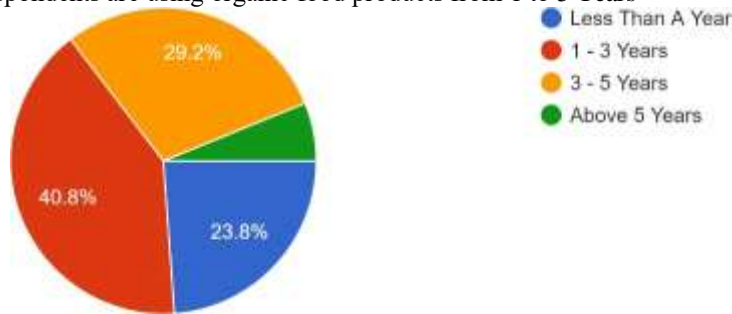
INTERPRETATION

According to this table 4.1.16 Its can be observed that 23.8% of the respondents use organic food products Less than a Year, 40.8% of the respondents between 1 – 3 Years, 29.2% of the respondents use from 3 – 5 Years, 6.2% of the respondents are consuming 5 Years and Above.



INFERENCE

Majority 40.8% of respondents are using organic food products from 1 to 3 Years



PROBLEM YOU FACED WITH ORGANIC PRODUCTS

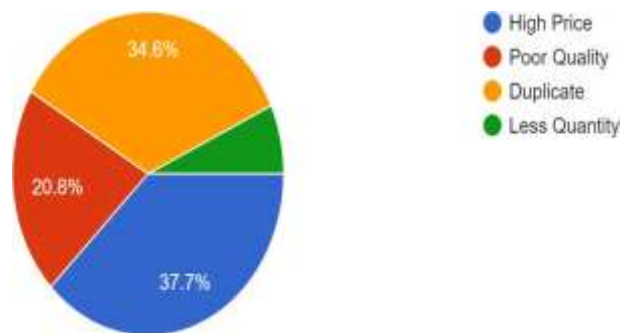
S.NO	Problems you Faced	Frequency	Percentage
1	High Price	49	37.7
2	Poor Quality	27	20.8
3	Duplicate	45	34.6
4	Less Quantity	9	6.9
	TOTAL	130	100%

INTERPRETATION

According to this table 4.1.18 Its can be observed that 37.7% of the respondents problem is High Price, 20.8% of the respondents state that if is of Poor Quality, 34.6% of the respondents are states that it is Duplicate, 6.9% of the respondents problem is for Less Quantity.

INFERENCE

Majority 37.7% of respondent’s states that organic food product is of High Price.



CONCLUSION

The current growth in consumption of organic food products actually reflects a greening of consumer lifestyles. Organic food consumers believed that organic food products contained no pesticides, most of the 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 and the satisfaction derived by the consumers from using organic food items has a positive impact on their repurchase intentions. The seller of the organic product are also increase. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behavior in the Organic food products market. The study has revealed the consumers awareness and satisfaction of organic food products.

In Coimbatore city, where the project was conducted, factors such as availability, accessibility, and affordability of organic food products may play a role in influencing consumer behavior. Factors such as trust in the authenticity and reliability of organic food products and the level of information provided to consumers can also influence consumer awareness and satisfaction towards these products.

Overall, it is important to conduct regular research and surveys to understand the evolving consumer behavior towards organic food products in Coimbatore city and to make necessary improvements to promote consumer satisfaction and the growth of the organic food industry.