CONSUMER AWARENESS AND SATISFACTION TOWARDS ORGANIC PRODUCTS

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ABSTRACT

Growing consumer concern for health and environment issues has resulted in increased attention towards the purchase and consumption of organic food. This has driven an increase in organic research, especially as marketers seek to understand the motivations behind consumer purchases of organic goods. Organic products are more known for food items like organic grocery, organic vegetables, organic certified food etc. There is no common definition of "organic" due to the fact that different countries have different standard for products to be certified "organic". In the simplest words organic foods are minimally possessed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation.

INTRODUCTION

In today's world where everything is powered by the latest cutting edge technology, farmers are heralding back to age-old practices in agriculture for greater good of humankind on this planet. Consumers are aware about the harmful effects of chemicals and other additives in food. Consumers who consider health to be of paramount importance, however, do not mind shelling out a little more for organic food products. Organic farming has the capability of alleviating many pressures that weigh down on current farmers and farming practices. Demand for organic food products and awareness level on organic foods is increasing rapidly around the developed world. Consumers in developed countries and also in few developing countries have become more health conscious and they have started spending on greener, healthy and natural foodstuffs. However, the market development in the Asian countries is in a nascent stage.

REVIEW OF LITERATURE

Padel et al (2005) made a study in UK on ―understanding why consumers buy and do not buy organic foods. The study had drawn data from focus groups and laddering interviews with 181 occasional and regular consumers of organic food. Results illustrate that consumer at first link organic only with fruits, vegetables and healthy diet with respect to organic foods. It further shows that the decision making process is difficult when it comes to organic products and the barriers may vary among product categories.

Bonti and Yirido (2006) in their final report on Meta-analysis, noted down following points regarding consumer's perception & preferences regarding organic food. Consumers tend to buy organic food on the grounds of quality, naturally grown, and healthier food. Some studies had indicated that some consumers from the same state have clear idea of organic food and some have vague idea about it. Though consumers had shown willingness to pay premium price, very few were ready to pay high premium.

Gracia (2007) Education has also been reported as a significant factor affecting consumer attitudes towards organic food products. People with higher education are more likely to express positive attitudes towards organic products.

Govindasamy et al (2008) analysed on - Consumers willingness to pay for organic produce in north eastern US. The results reveals that consumer who are familiar with integrated pest management practices are more likely to pay premium prices for organic food products, and quality of fresh produce influences their willingness to pay.

Manaloor et al (2016) concluded that the organic food industry in India is also in the early stages of growth. Higher disposable income and greater health awareness have resulted in an increased domestic demand for organic food. There is huge premium in selling organic products, not only to export markets but also to affluent, health conscious domestic consumers)

Pandurangarao et al (2017) concluded ten factors such as labels, health, concern, environment concern, brand advertising, safety, accessibility, affordability, freshness and store location as influencing factors to buy organic food. Out of this health, environment and safety are key factors that are found primary influencers.

OBJECTIVES OF STUDY

- To study the respondent's awareness towards the organic products.
- To identify the level of satisfaction of consumers towards organic products among the consumer.
- To identify the problems while using the organic products.
- To offer suggestions based on the findings.

HYPOTHESIS

1. There is significant relationship between age of the respondents and sources of awareness of organic product.

2. There is a significant relationship between educational qualification of the respondents and reason for buying organic products.

3. There is a significant relationship between income of the respondents and frequency of purchase of organic products.

SCOPE OF THE STUDY

Organic products promote a balance of human, other living organisms and the nature. It is with rising concern of health issues and food safety; many consumers have turned their site to organic products. The increased consumer's interest in organic food has been attributed among others to the growing demand for food free from pesticides and chemical residues promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer's organic product consumption. Organic marketing will be successful only if the marketer understands the organic product awareness and their behavior. It is also necessary to evaluate the current state of consumer's awareness and knowledge. Therefore consumer's awareness, willingness to pay for organic products and satisfaction towards organic products will be the main agenda of this study.

RESEARCH METHODOLOGY

Descriptive type of research was applied to this study. Descriptive research includes surveys and fact finding inquires of different kind. In this study the research is analyzing the consumer's awareness and satisfaction towards organic food products in Coimbatore district. Sample respondents for this study were selected through probability sampling approach, using random sampling methods. The objective of the study has been accomplished with the help of primary data collected from 100 respondents. The pre-decided number of samples has been selected based on the Random Sampling method. The selected samples are met in person and the required data have been collected with the help of structured questionnaire, which included the information like age, gender, occupation, income, awareness towards organic products. Secondary data have also been collected from the newspapers, websites, magazines, records and journals. For analyzing the data, simple statistical tools like Percentage analysis and Chi-Square analysis is used.

LIMITATIONS OF THE STUDY

- The study was conducted in Coimbatore city only.
- The study is focused on behavior of consumers towards organic products which subject to change in the days to come.

ANALYSIS AND INTERPRETATION

Table 1. *The Classification of Respondents Based on Area*

S L	Area	No of respondents	Percentage
1	Rural	24	24
2	Urban	49	49
3	Semi Urban	27	27
Total		100	100

Source: Primary Data

From the above table 1 it is inferred that out of total respondents taken for the study, 49% of the respondents were from urban area, 27% of the respondents were from semi urban area and 24% of the respondents were from rural area. Most (49%) of the respondents were from urban area.

Table 2. *The Classification of Respondents Based on Gender*

S L	Gender	No of respondents	Percentage
1	Male	32	32
2	Female	68	68
Total		100	100

Source: Primary Data

From the above table 2 it is concluded that out of the total respondents taken for the study, 68% of the respondents are female and 32% of the respondents are male. Majority (68%) of the respondents were female.

Table 3. *The Classification of Respondents Based on their Age*

SL NO	Age	No of Respondent	Percentage
1	18 – 20	19	19
2	21 -30	31	31
3	31- 40	36	36
4	Above 40 Years	14	14
Total		100	100

Source: Primary Data

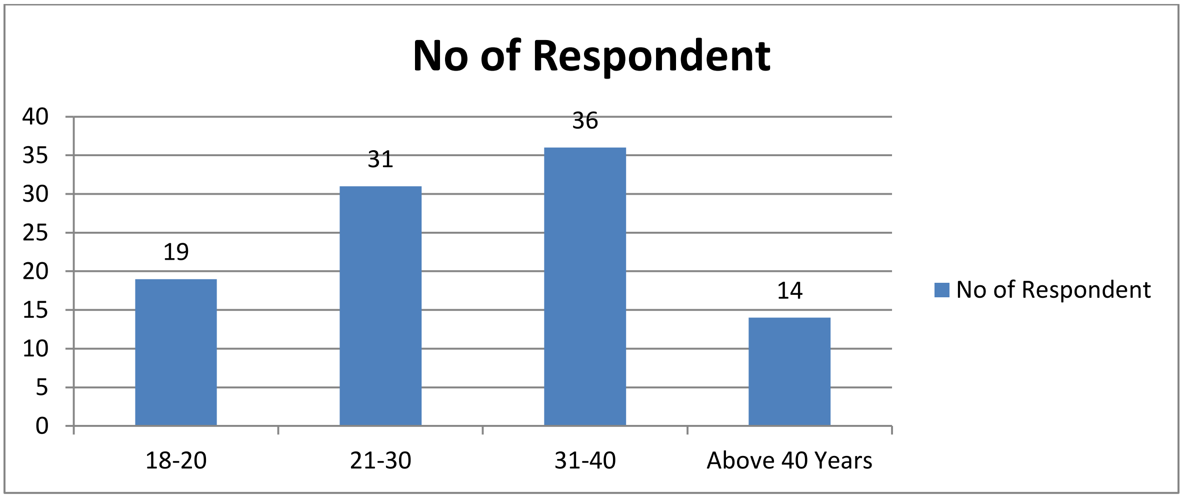

Chart 1. *Age of the Respondents*

From the above table 3 it is recapitulated that out of the total respondents taken for the study, 36% of the respondents are between the age group of 18-20 years, 31% of the respondents are between the age group of 21-30 years, 19% of the respondents are between the age group of 18-20 years and 14% of the respondents are above the age group of 40 years. Most (36%) of the respondents were between the age group of 21-30 years.

Table 4. *The Classification of Respondents Based on their Educational Qualification*

SL No	Educational Qualification	No of Respondent	Percentage
1	HSC	9	9
2	UG	51	51
3	PG	29	29
4	Diploma	8	8
5	Others	3	3
Total		100	100

Source: Primary Data

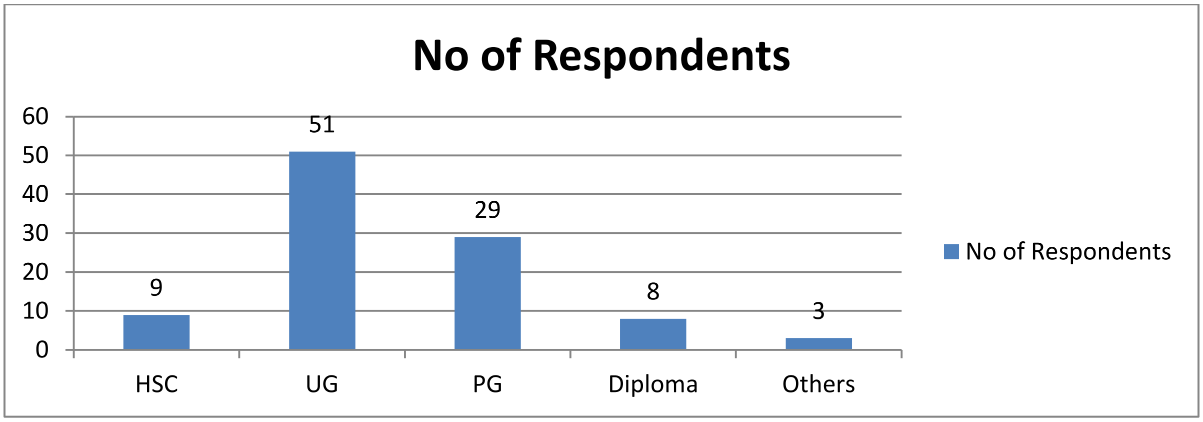

Chart 2. *Educational Qualification of the Respondents*

From the above table 4 it is shown that out of the total respondents taken for the study, 51% of the respondents are qualified upto UG, 29% of the respondents are qualified upto PG, 9% of the respondents are qualified upto HSC, 8% of the respondents are qualified upto Diploma and 3% of the respondents were others. Majority (51%) of the respondents are qualified upto UG.

Table 5. *The Classification of Respondents Based on their Occupation*

SL No	Occupation	No of Respondent	Percentage
1	Students	7	7
2	Self Employed	35	35
3	Private Employee	23	23
4	Government Employee	6	6
5	Home Maker	29	29
Total		100	100

Source: Primary Data

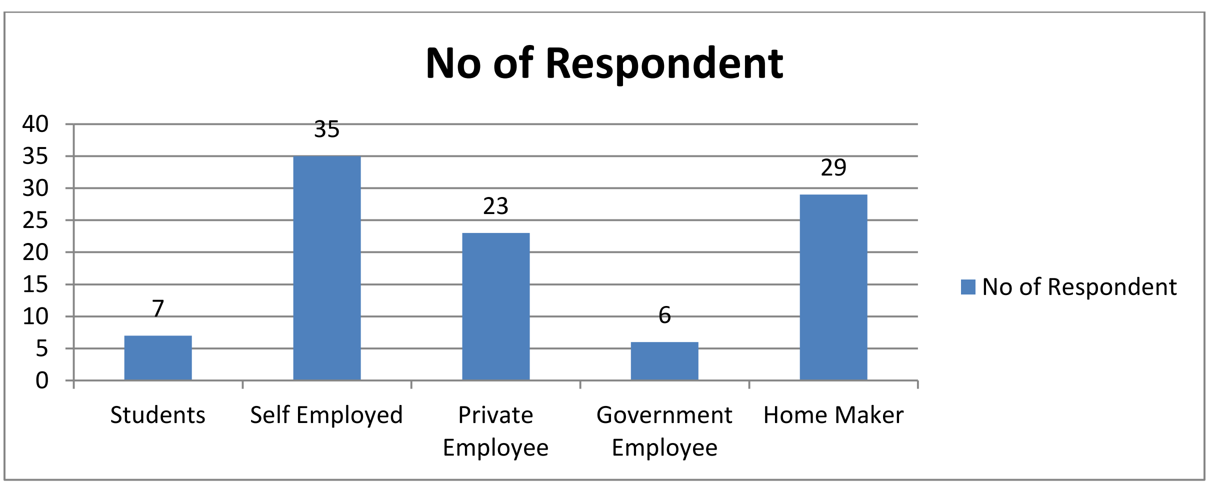

Chart 3. *Occupation of the Respondents*

From the above table 5 it is shown that out of the total respondents taken for the study, 35% of the respondents are self employed, 29% of the respondents are home maker, 23% of the respondents are private employee, 7% of the respondents are students and 6% of the respondents are government employee. Most (35%) of the respondents are Self employed.

Table 6. *The Classification of Respondents Based on their Monthly Income*

SL No	Occupation	No of Respondent	Percentage
1	Upto 10,000	24	24
2	10,000-25,000	34	34
3	25,001-40,000	21	21
4	40,000 and Above	21	21
Total		100	100

Source: Primary Data

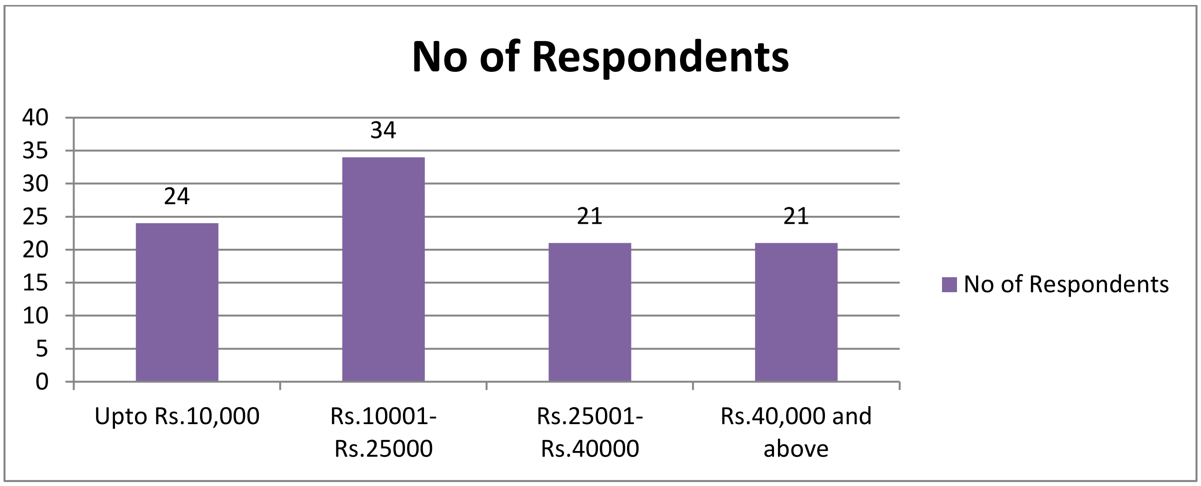

Chart 4. *Monthly Income of the Respondents*

From the above table 6 it is recapitulated that out of total respondents taken for the study, 34% of the respondents income is between Rs.10,001- Rs.25,000, 24% of the respondents income is upto Rs.10,000, 21% of the respondents income is between Rs.25,001- Rs.40,000 and 21% of the respondents income is between Rs.40,000 and above. Most (34%) of the respondents income is between Rs.10,001- Rs.25,000.

Table 7. *The Classification of Respondents Based on their Marital Status*

S L	Marital Status	No of respondents	Percentage
1	Single	42	42
2	Married	58	58
Total		100	100

Source: Primary Data

From the above table 7 it is inferred that out of the total respondents taken for the study, 58% of the respondents are married and 41% of the respondents are single. Majority (59%) of the respondents are Married.

Table 8. *The Classification of Respondents Based on Earning Members in the Family*

SL No	Earning Members	No of Respondent	Percentage
1	One	29	29
2	Two	52	52
3	Three	15	15
4	More than Three	4	4
Total		100	100

Source: Primary Data

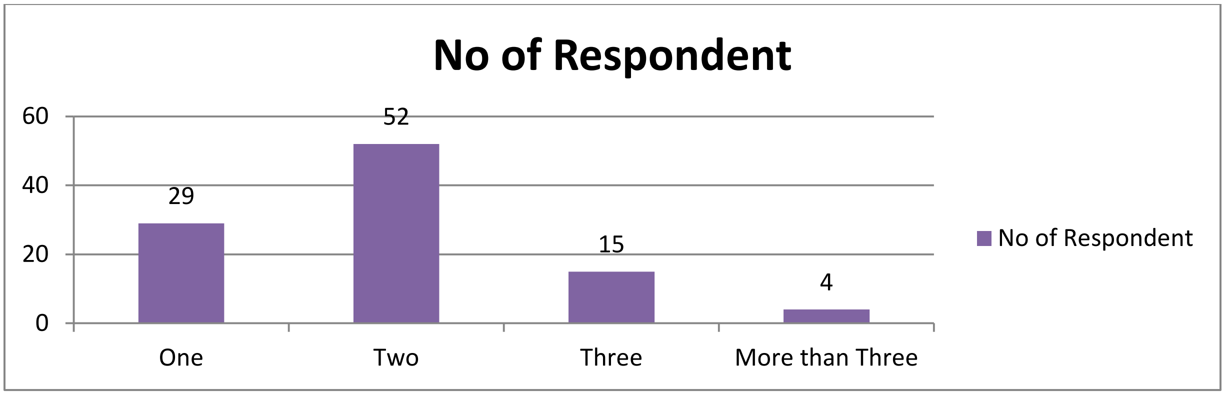

Chart 5 *Earning Members in the Respondents Family*

From the above table 8 it is recapitulated that out of the total respondents taken for the study, 52% of the respondents have two earning members in their family, 29% of the respondents have one earning members in their family, 15% of the respondents have three earning members in their family and 4% of the respondents have more than three earning members in their family. Majority (52%) of the respondents have two earning members in their family.

Table 9. *The Classification of Respondents Based on Source of awareness of Organic Products*

SL No	Sources	No of Respondent	Percentage
1	Friends	28	28
2	Relatives	29	29
3	Co-Workers	16	16
4	Neighbours	12	12
5	Others	15	15
Total		100	100

Source: Primary Data

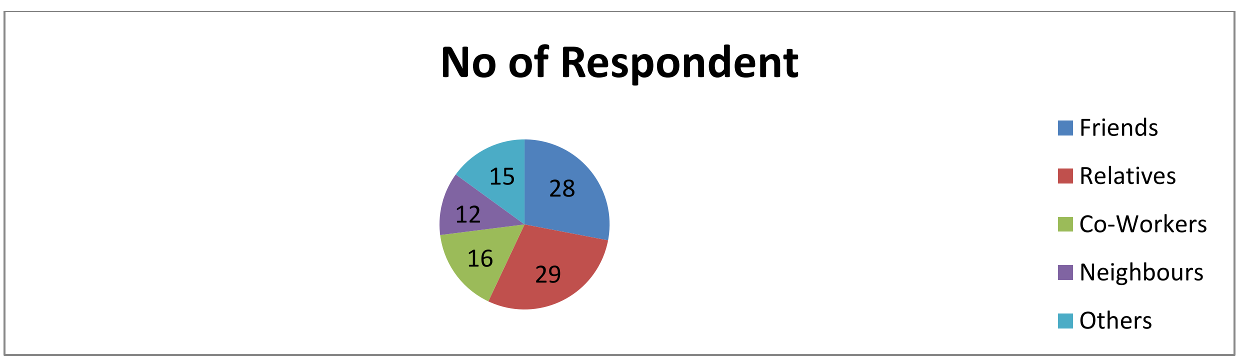

Chart 6. *Source of awareness of the Respondents about Organic Products*

From the above table 9 it is shown that out of total respondents taken for the study, 29% of the respondents are aware of organic products through relatives, 28% of the respondents are aware of organic products through friends, 16% of the respondents are aware of organic products through co-workers, 12% of the respondents are aware of organic products through neighbors and 15% of the respondents are aware of organic products through others sources. Most (29%) of the respondents are aware of organic products through neighbors.

Table 10. *The Classification of Respondents Based on Factors of awareness about Organic Products*

SL No	Factors	No of Respondent	Percentage
1	News Paper	20	20
2	Magazine	11	11
3	Social Media	39	39
4	Radio	7	7
5	Television	14	14
6	Others	9	9
Total		100	100

Source: Primary Data

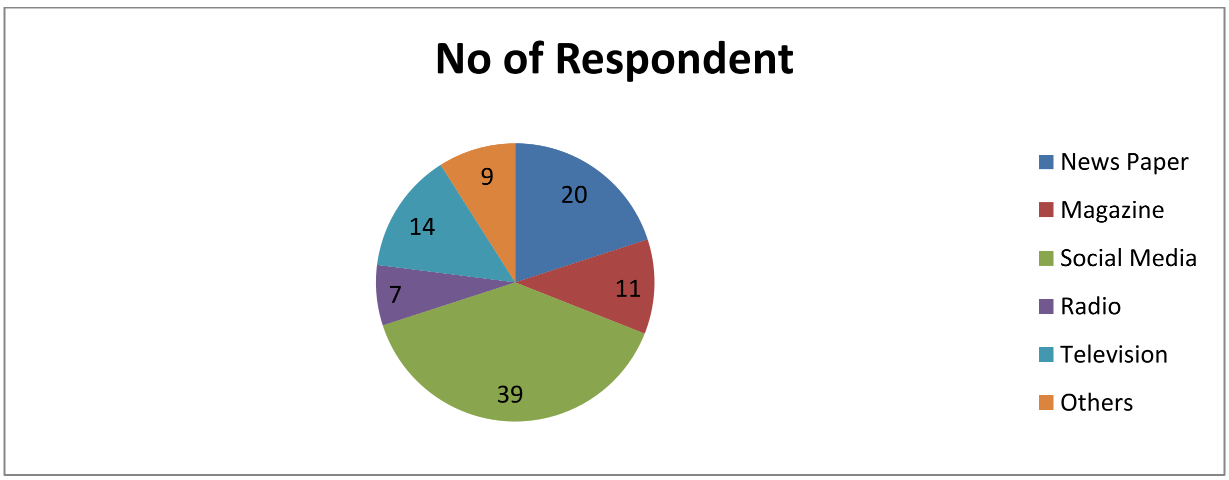

Chart 7. *Factors of awareness of the Respondents about Organic Products*

From the above table 10 it is inferred that out of total respondents taken for the study, 39% of the respondents are aware of organic products through Social Media, 20% of the respondents are aware of organic products through newspaper, 14% of the respondents are aware of organic products through television, 11% of the respondents are aware of organic products through magazine, 9% of the respondents are aware of organic products through other media, 7% of the respondents are aware of organic products through radio. Most (39%) of the respondents are aware of organic products through social media.

Table 11. *The Classification of Respondents Based on Factors Usage of Organic Products*

SL No	Period of Usage	No of Respondent	Percentage
1	Less than a year	31	31
2	1-3 Years	42	42
3	3-5 Years	15	15
4	Above 5 Years	12	12
Total		100	100

Source: Primary Data

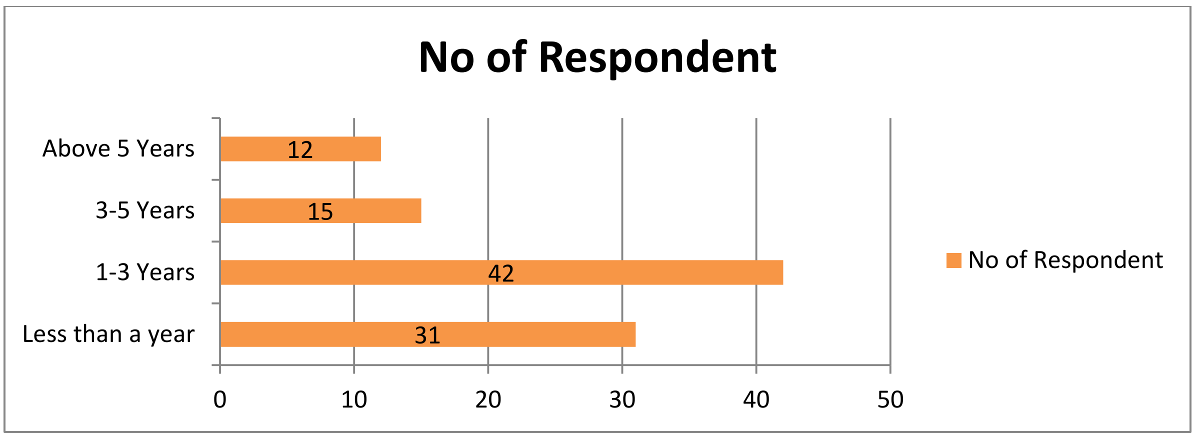

Chart 8. *Period of Usage of Organic products*

From the above table 11 it is concluded that out of total respondents taken for the study, 42% of the respondents are using organic products for 1- 3 Years, 31% of the respondents are using organic products for less than one year, 15% of the respondents are using organic products for 3-5 years and 12% of the respondents are using organic products for more than 5 years. Most (42%) of the respondents are using organic products for 1-3 Years.

Table 12. *The Classification of Respondents Based on the frequency of purchase of organic Products*

SL No	Reasons	No of Respondent	Percentage
1	Daily	17	17
2	Weekly	38	38
3	Once in a month	33	33
4	Few times a year	12	12
Total		100	100

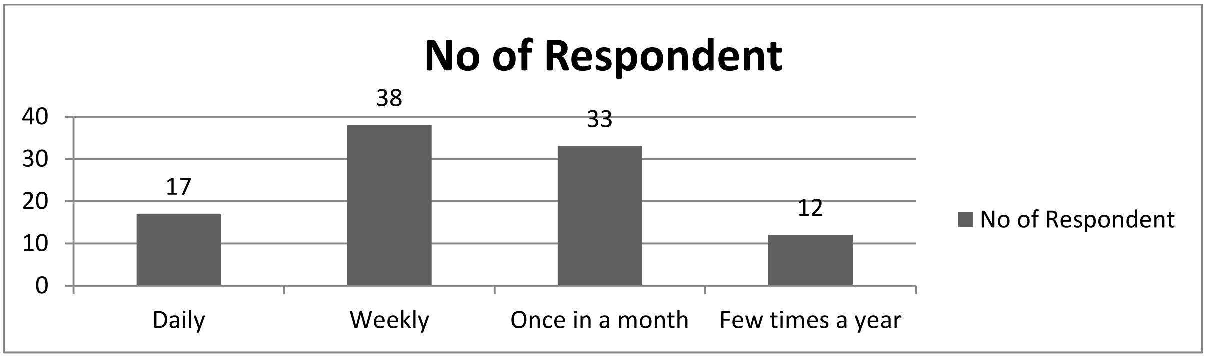

Chart 9. *Frequency of purchase of Organic products*

From the above table 12 it is shown that out of the total respondents taken for the study, 38% of the respondents purchase organic products weekly, 33% of the respondents purchase organic products once in a month, 17% of the respondents purchase organic products daily, 12% of the respondents purchase organic products few times a year. Most (38%) of the respondents purchase organic products weekly.

Table 13. *The Classification of Respondents Based on the reason for buying organic Products*

SL No	Reasons	No of Respondent	Percentage
1	For the Health reason	42	42
2	Taste better	26	26
3	Outstanding Flavour	14	14
4	Eco-Friendly	18	18
Total		100	100

Source: Primary Data

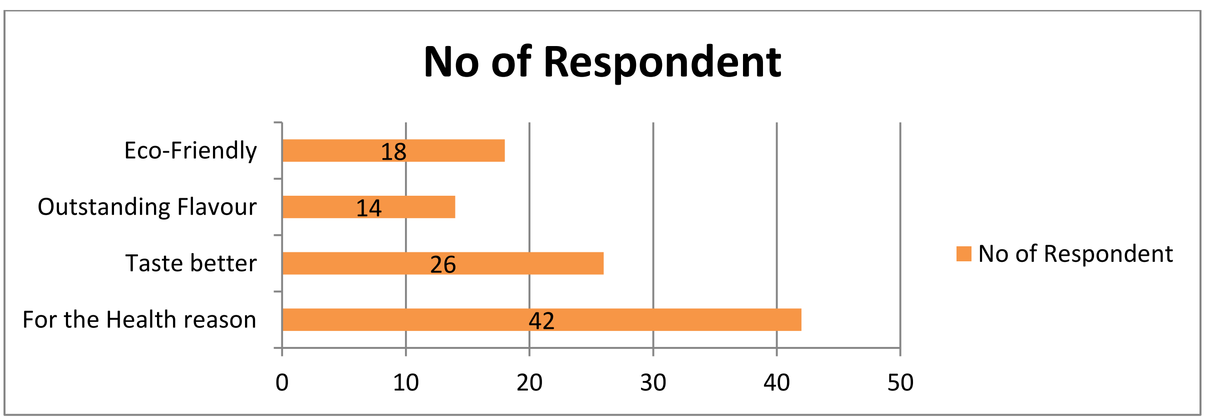

Chart 10. *Reason for Usage of Organic products*

From the above table 13 it is recapitulated that out of the total respondents taken for study, 42% of the respondents buy organic products for health reason, 26% of the respondents buy organic products because it tastes better, 18% of the respondents buy organic products because of it is Eco-Friendly, 14% of the respondents buy organic products because of its outstanding flavor. Majority (42 %) of the respondents buy organic products for health reason.

Table 14. *The Classification of Respondents Based on kinds on organic products they purchase*

SL No	Kinds of Products	No of Respondent	Percentage
1	Food Products	21	21
2	Fruits	14	14
3	Vegetables	36	36
4	Beverages	8	8
5	Cereals and Pulses	12	12
6	Milk	9	9
Total		100	100

Source: Primary Data

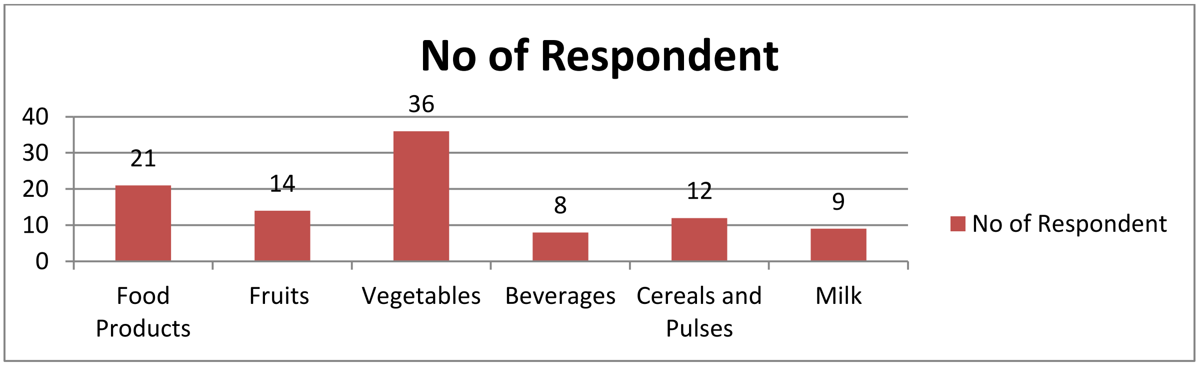

Chart 11. *Purchase of Kinds of Organic products*

From the above table 14 it is concluded that out of the total respondents taken for the study, 36% of the respondents prefer Organic Vegetables, 21% of the respondents prefer Organic food products, 14% of the respondents prefer Organic fruits, 12% of the respondents prefer Organic cereals and pulses, 9% of the respondents prefer Organic milk, 8% of the respondents prefer organic beverages. Majority (36%) of the respondents prefer Organic Vegetables**.**

Table 15. *The Classification of Respondents Based on the Shop/Store they purchase organic Products*

SL No	Shop/Store	No of Respondent	Percentage
1	Super Market	36	36
2	Organic/ Health store	38	38
3	Online	12	12
4	Producer	14	14
Total		100	100

Source: Primary Data

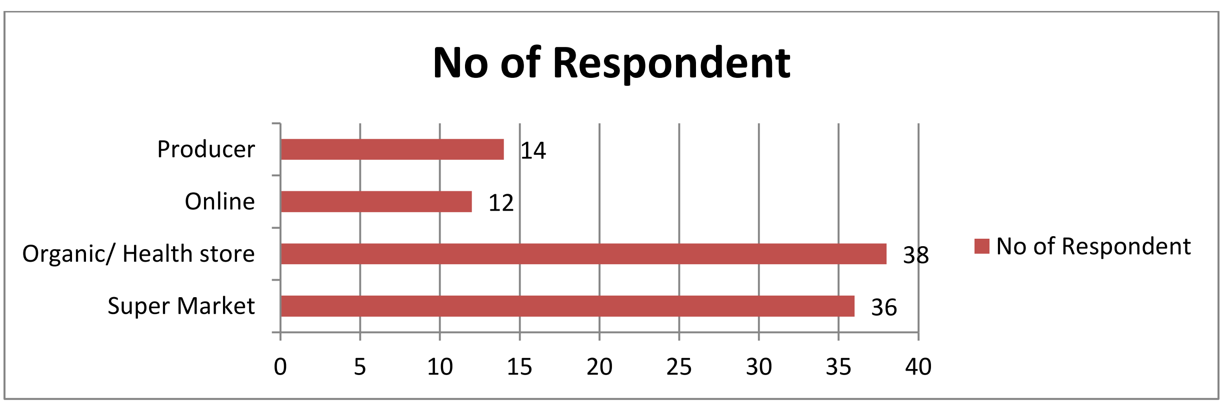

Chart 12. *Shop/Store were respondents purchase organic products*

From the above table 15 it is inferred that out of the total respondents taken for the study, 38% of the respondents buy organic products from Organic/Health store, 36% of the respondents buy organic products from Super Market, 14% of the respondents buy organic products directly from producers and 12 % of the respondents buy organic products through Online. Most (38%) of the respondents buy organic products from Organic/ Health Store.

Table 16. *The Classification of Respondents Based on Level of Satisfaction with Organic Products*

SL No	Level of Satisfaction	No of Respondent	Percentage
1	Highly satisfied	28	28
2	Satisfied	34	34
3	Neutral	11	11
4	Dissatisfied	15	15
5	Highly Dissatisfied	12	12
Total		100	100

Source: Primary Data

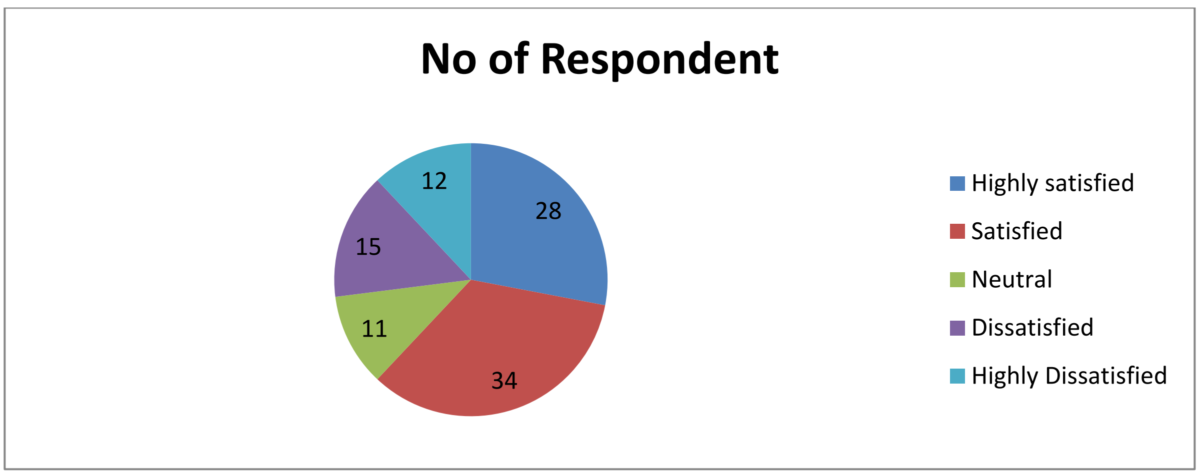

Chart 13. *Level of satisfaction of respondents with organic products.*

From the above table 16 it is shown that out of the total respondents taken for the study, 34% of the respondents are satisfied with the organic products, 28% of the respondents are highly satisfied with the organic products, 15% of the are dissatisfied with the organic products, 12 of the respondents are highly dissatisfied with the organic products and 11% of the respondents are feeling neutral with the organic products. Majority (34%) of the respondents are satisfied with the organic products.

Table 17. *The Classification of Respondents Based on the problem they faced with Organic Products.*

SL No	Problems	No of Respondent	Percentage
1	Did not face any problem	62	62
2	Poor Quality	7	7
3	Less Quantity	5	5
4	Duplicate	9	9
5	Side Effects	6	6

6	Not easy to find	11	11
Total		100	100

Source: Primary Data

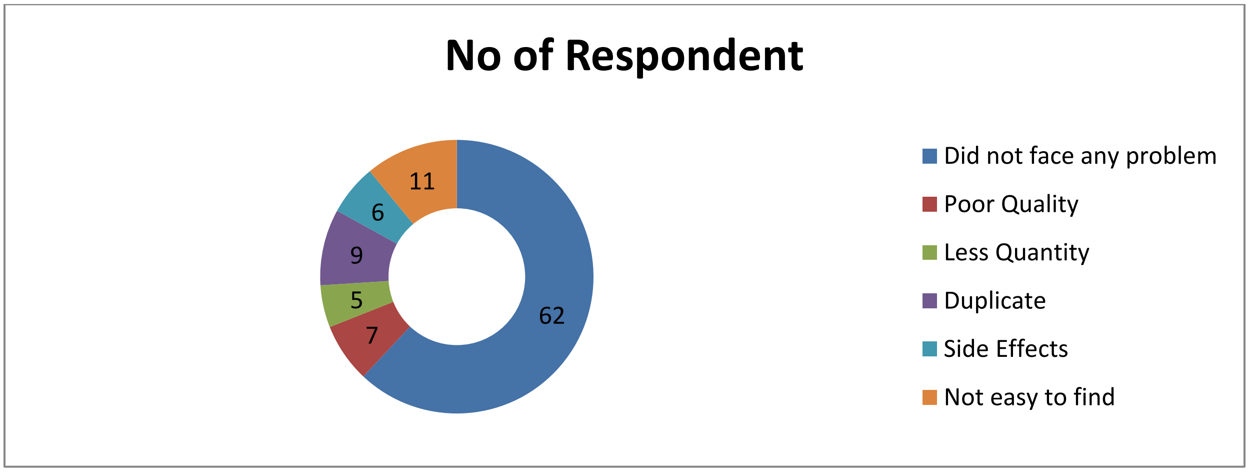

Chart 14. *Problems faced by the respondents with organic products.*

From the above table it is recapitulated that out of the total respondents taken for the study, 62% of the respondents do not face any problems, 11% of the respondents have problem in finding the organic products, 9% of the respondents feel that there are duplicate in organic products, 7% of the respondents feel that the quality of the organic products are poor, 6% of the respondents faced with some side effects after using organic products and 5% of the respondents find that quantity of the organic product is less. Majority (63%) of the respondents do not face any problem with organic products.

Table 18 showing Chi-square analysis between age of respondents and sources of awareness of organic products

AGE	**SOURCES OF AWARENESS OF ORGANIC PRODUCT**					**TOTAL**
	Friends	**Relatives**	**Co-workers**	**Neighbors**	**Others**	
18-20	13	12	1	1	4	31
21-30	11	8	6	6	6	37
31-40	4	5	8	2	4	23
Above 40	0	4	1	3	1	9
Total	28	29	16	12	15	100

CHI-SQUARE TEST

	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	23.329[a]	12	.025

P value is less than 0.05. Hence alternative hypothesis is accepted, there is a significant relationship between age of the respondents and sources of awareness of organic products.

Table 19 showing Chi-square analysis between educational qualification of respondents and the reason for buying organic product

EDUCATIONAL QUALIFICATION	REASON FOR BUYING ORGANIC PRODUCT				TOTAL
	For health Reason	Tastes better	Outstanding flavor	Eco-friendly	
HSC	3	2	1	3	9
UG	27	10	0	14	51
PG	22	0	0	7	29
Diploma	4	2	0	2	8
Others	3	0	0	0	3
	59	14	1	26	100

CHI-SQUARE TESTS

	Value	Df	Asymp.Sig (2-sided)
Pearson Chi-Square	21.596[a]	12	.042

P value is less than 0.05. Hence alternative hypothesis is accepted, there is a significant relationship between educational qualification of the respondents and reason for buying organic products.

Table 20 showing Chi-square analysis between income of the respondents and frequency of purchase of organic products

INCOME	FREQUENCY OF PURCHASE OF ORGANIC PRODUCTS				TOTAL
	Daily	**Weekly**	**Once in a month**	**Few times a year**	
Upto Rs.10000	3	11	6	4	24
Rs.10001-Rs.25000	8	14	8	4	34
Rs.25001-40000	2	5	11	3	21
Rs.40000 and Above	4	8	8	1	21
Total	17	38	33	12	100

CHI-SQUARE TESTS

	Value	**Df**	**Asymp. Sig (2-sided)**
Pearson Chi-Square	8.862[a]	9	.450

P value is greater than 0.05. Hence null hypothesis is accepted, there is a significant relationship between income of the respondents and frequency of purchase of organic products.

FINDINGS

1. Most (49%) of the respondents are residing Urban area.
2. Majority (68%) of the respondents are Female.
3. Most (36%) of the respondents are between the age group of 21-30 years.
4. Majority (51%) of the respondents are qualified upto UG.
5. Most (35%) of the respondents are Self employed.
6. Most (34%) of the respondents Monthly income is between Rs.10,001- Rs.25,000.
7. Majority (59%) of the respondents are Married.
8. Majority (52%) of the respondents have Two earning members in their family.
9. Most (29%) of the respondents are aware of organic products through neighbors.
10. Most (39%) of the respondents are aware of organic products through Social Media.
11. Most (42%) of the respondents are using organic products for 1-3 Years.
12. Most (38%) of the respondents purchase organic products Weekly.
13. Majority (42 %) of the respondents buy organic products for Health Reason.
14. Most (38%) of the respondents buy organic products from Organic/ Health Store.
15. Majority (36%) of the respondents prefer Organic Vegetables**.**
16. Majority (34%) of the respondents are Satisfied with the organic products.
17. Majority (63%) of the respondents do not face any problem with organic products.

CHI SQUARE FINDINGS

18. P value is less than 0.05. Hence alternative hypothesis is accepted, there is a significant relationship between age of the respondents and sources of awareness of organic products.
19. P value is less than 0.05. Hence alternative hypothesis is accepted, there is a significant relationship between educational qualification of the respondents and reason for buying organic products.
20. P value is greater than 0.05. Hence null hypothesis is accepted, there is a significant relationship between income of the respondents and frequency of purchase of organic products.

SUGGESTIONS:

1. Organic products have lost their demand because of less taste. Hence steps should be taken to improve the taste of products.

2. The variety aspect of organic products is low. Therefore the variety of items should be increased.

3. The rate of organic products is high, though it is reasonable. But the expectation of consumers is that price of organic products can be made competitive with normal terms.

4. Organic products are not yet popular among consumers. Hence, steps should be taken to popularize the organic products.

5. Number of outlets for organic products is very limited. If more number of shops are opened it will be convenient for consumers to buy them.

6. Sustained improvement in product features would lead to increase in consumption of organic food products.

CONCLUSION

Consumer behaviour plays a major role in Organic products segment. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behaviour in the Organic products market among urban residents. The importance of organic products was ignored for quite a long period. As results of environmental sustainability, importance is shifted towards Organic products rather than conventional farming. The study brought out the fact that the people were well aware of images and availability, but not loyal entirely to organic products. The respondent without doubt attracted towards Organic products. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing organic products. Organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods. Organic products contain fewer pesticides.

It is concluded that health is an important reason for buying organic food. Indian consumers are aware of various organic food and they perceive that it is too expensive comparing with the conventional products. As the study concluded consumers who were at least having a UG degree and under the age group of 21 to 30 years with the income of Ten to Twenty five thousand rupees per month have a positive perception towards going green. Therefore, it is essential to support the local farmers to produce more organic food and it should be sold in the local market where the small farmers can earn reasonable profit instead of exporting them to various countries.

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