



A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO SARAVANAMPATTY IN COIMBATORE DISTRICT.

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ABSTRACT Accessibility of natural information and yield is basic for enhance of natural framing in the nation. Advancement of effective showcasing framework is the need of great importance for fortifying the natural generation in India. This paper made an unassuming endeavour to understanding the customer discernment about natural item and advertising in Coimbatore city. The outcomes reasoned that the greater part of the customer particularly in urban individuals lean toward natural nourishment item. Advertising of natural item is so poor in ponder region so the interest for natural item is increments yet supply is low. The real reasons are natural maker are low, sufficient market office isn't there, few number of shops, absence of mindfulness, et cetera. Consequently if agriculturist and also government offer enthusiasm to natural cultivating effortlessly improving great promoting framework in Tamilnadu.

KEYWORDS : Organic Products, Price, Attitude, Health Consciousness & Consumer Satisfaction.

INTRODUCTION:

Natural homestead creation and exchange has risen as a vital division in India As in different parts of the creating scene, and is viewed as an essential methodology of encouraging manageable improvement. The improvement of natural agribusiness in India is getting expanding consideration among the rancher/Producers, processors, merchant, exporters and buyers.

Over the previous decade utilization examples of customer will be change particularly in sustenance utilization since all buyer to eat natural nourishment in view of the discernment is to eat the natural sustenance is useful for wellbeing and it's develops with utilization of natural manual and utilize common asset, so purchaser conduct will be move to natural sustenance thing, and quality and security in sustenance draw in shopper enthusiasm for natural nourishment that is free from pesticides and concoction buildups. Natural agribusiness is delivered with a goal to create sound and quality nourishments without utilizing manufactured synthetic items. Along these lines, natural agribusiness protects the earth as well as enhances general wellbeing, conveying huge advantages both to the economy and additionally to the social attachment of rustic territories. The enthusiasm of customers and open establishments in naturally created sustenance's has expanded, for the most part in created nations, because of shoppers' worries about nourishment wellbeing, human wellbeing and the earth. The natural sustenance showcase has become persistently over the previous decade, in any case, the aggregate offer of natural nourishment is still little contrasted and the aggregate sustenance advertise. Indeed, even in nations with developed natural divisions, for example, Switzerland, Austria and Denmark, natural sustenance utilization is scarcely more than 5 for each penny of aggregate nourishment utilization

OBJECTIVES:

- To study about the customer satisfaction towards organic products.
- To know about the factors influencing the customer to buy the product.
- To know the opinion of customers.
- To examine the source of an awareness.

Scope of the Study:

Natural nourishment advances an equalization of human, other living beings and the nature. It likewise advances no fake additives and best keep up the inventiveness of nourishment. This anticipates abundance utilize destructive fixings and in this manner guarantees wellbeing. This examination endeavored to pick up information about shopper state of mind towards natural nourishment item utilization and to see whether there is any potential this may have for changing their conduct. The reason for doing this examination is that thought for the earth could come just from very much educated residents who know about, and completely dedicated to their rights to a quality wellbeing and condition. In any case, before any conduct can be transformed, it is

important to assess the present condition of shoppers' mindfulness and information. Thusly purchaser's state of mind, recognition towards natural nourishment items, eagerness to pay for natural sustenance item and expectation to buy natural nourishment will be the fundamental motivation of this investigation

Statement of the Problem:

The investigation is directed to know the issue looked by the utilizing non natural items which has concoction composites contribution to get more yield of the items today the world requires new talk and advancement which are prompts the potential purchasers utilization of unsafe to the buyers have mindfulness on natural items began purchasing and using for their general utilization the analyst demonstrates enthusiasm on the positive effect to the general public subsequently this specific examination has been completed.

Methodology of the Study:

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problems.

Area of the Study:

The area of the study refers to Coimbatore city.

Sources of Data:

The study used both primary data as well as secondary data. The data was collected from 50 consumers by questionnaire method.

Sample and Size:

The study based on primary data. The primary data had collected from selected consumers on Simple Random sampling techniques and Retail outlets of Organic products, Organic Products Marketing Agencies.

Statistical Tools Used:

Simple percentage analysis is used in the study for the purpose of analysis.

Tools for Analysis:

The Following statistical tools were used in this study.

- Simple percentage Analysis
- Chi-square Analysis.
- Average ranking analysis.

Limitations of the Study:

The study was conducted in and around Coimbatore area only. Hence the results may not be applicable to other geographical areas.

The size of the sample is low when compared to the total population.

The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.

Analysis and Interpretation of Data:

S.NO	SOURCE	FACTORS	NO.OF RESPONDENTS	%
1	Gender	Male	25	50
		Female	25	50
2	Classification on Age Group	Below 20 Years	10	20
		21-30 Years	5	10
		31-40 Years	15	30
		Above 40 Years	20	40
3	Monthly Income	Below Rs.10,000	10	20
		Rs.10,001-Rs.20,000	10	20
		Rs.20,001-Rs.40,000	10	20
		Above 40,000	20	40
4	Source of Awareness	Television	5	10
		Newspaper	15	30
		Magazine	10	20
		Friends and Relatives	20	40
5	Type of Products	Fruit	5	10
		Vegetable	10	20
		Medicine	15	30
		Grocery	10	20
		Others	10	20
6	Reason to Prefer the Product	Protect Environment	10	20
		Prefer Taste	10	20
		Ethical Reason	10	20
		Quality of Protect	10	20
		Protect Health	10	20
7	Opinion about Usage of the Product	Good	5	10
		Very Good	5	10
		Neutral	10	20
		Bad	10	20
		Very Bad	20	40
8	Satisfaction level towards Organic Products	Satisfied	20	40
		Highly Satisfied	15	30
		Neutral	5	10
		Dissatisfied	5	10
		Highly Dissatisfied	5	10
9	Availability of the Product	Super Market	20	40
		Organic Store	10	20
		Producer	10	20
		Other	10	20
10	Purchasing Organic Product	Several Time	20	40
		Once in a Week	10	20
		Once in a Month	10	20
		Few times a Year	10	20

Majority 69% of the respondents are female.

Majority 36% of the respondents are their age group up to “21 to 30years”.

Majority 64% of the respondents comes under employed category.

Majority 37% of the respondents came to know the product through friends and relatives.

Majority 70% of them are using vegetables.

Majority 29% of the respondents prefer for protection health.

Majority 44% of the respondents have good opinion regarding the organic products.

Majority 39% of the respondents were satisfied with the organic products.

Majority 43% of the respondents purchase organic food from super market.

Among respondents 58% of the respondents purchase organic product once in a week.

Chi-Square Test:

H0: there is no significant relationship between monthly income and type of organic products.

H0: there is no significant relationship between gender and opinion of organic products.

Variable	Calculate Value	Degree of Freedom	Total Value	Accepted/ Rejected	Level of Significance
Monthly Income and type of Organic Products	14.23	12	21.0	Rejected	5%
GENDER and Opinion of the Organic Product	4.2	4	9.49	Rejected	5%

Interpretation:

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between monthly income and type of organic products.

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between gender and opinion of organic products.

Average Ranking Analysis:

TABLE 2: Ranking Factors Influence to Choose Organic Food Products

Factors	Frequency	Percentage	Mean Rank
Quality	49	98.2	3.10
Quantity	44	89.3	4.18
Price	49	99.1	2.06
Availability	43	87.8	4.78
Taste of Product	40	80.8	5.48
Health Maintenance	42	85.6	4.62
Package	48	96.1	3.78
Suitable for Children	46	94.3	3.98
Advertisement	44	91.6	4.10

Source: Compiled and calculated using primary data

In the above table , it is clear that lowest mean rank of 3.10 was given to taste of product , which shows that it was considered to be the most important factor influencing to Choose Organic Food Products , the second mean rank was given to quality with 3.10 as mean rank, third importance was given to package with mean rank of 3.78, fourth importance was given to price of the product with the mean rank of 4.18, fifth importance was given to availability with mean rank of 4.78 and last importance was given to availability of the taste of product with the highest mean rank of 5.48.

Findings:

- There is a significant relationship between monthly income and Types of organic food products.
- There no relationship between gender and opinion level of organic food products.
- Majority of respondents, ranked first to quality of the product

Suggestions:

- The Creation of awareness of organic products is necessary among consumers.
- Sustained improvement in product features would lead to increase in consumption of organic food products.
- Allocation of separate shares for organic food products in departmental stores
- To open more number of organic store Positioning organic food products by influencing consumer beliefs about the benefits they derive on consuming.

CONCLUSION:

India has enormous potential, to a great extent undiscovered, for a noteworthy leap forward in natural farming. With the exertion of government to streamline administrative instruments for enhance of natural deliver and mindfulness among nearby purchaser for household utilization will clear route for quicker advancement of

natural cultivating. And all offer right hand to rancher to develop the natural item. Customer conduct is assuming the significant job while purchasing not just natural item any item. So the natural shops and item supply is restricted however interest for it is all the more so agriculturist and all so government are think to enhance or expanding creation of natural item and also great bundling, quality and market framework it enhances the way of life rancher and all it beneficial to condition and all so it serves to government. The dealer of the natural item are all so increment. The advertisers of natural nourishments should be imaginative and dynamic keeping in mind the end goal to finish with the changing buy conduct in the Organic sustenance items showcase among urban inhabitants.

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