

# Customer Preference Towards Online Shopping of Organic Food Products In Coimbatore District



M.mohanraj, J.sureshkumar, A.T.Jaganathan

**ABSTRACT:** *In today's scenario, online shopping is playing an important role in the life of human because time is precious for every people. People have become very busy in their work and they are unable to make their shopping daily. In this article we are going to discuss regarding the preference of organic food products through online shopping (Basha, 2014). Awareness of organic products has been increasing steadily and Consumers are started to prefer organic food products because they are healthy, safety and environmental friendly (Brijesh Sivathanu, 2015). Consumer of organic food products are willing to purchase organic products through online shopping due to the time and travel constraints (Ramesh, 2015). In this paper the researcher has collected the sample size of 80 and tools used for the analysis are percentage analysis, chi-square analysis and Anova. The result of the study is found that the consumers are purchasing the organic food products through online shopping, especially for the health purpose.*

**Key words:** *Customer preference, organic food products, health and online shopping.*

## I. INTRODUCTION

Nowadays health of the human is concentrated well by everyone due to the changes in the food habits. In the current scenario people are moving fast towards their work and they are not concentrated on the health by having the conventional food (Chandrashekar, 2014). These kind food habits are affecting the health of human and causing many diseases. Awareness of organic food products has increased in the environment and consumer are started to consume it mainly for the healthy, safety and the environmental issues in society (Dash, 2014). At present consumer of they are using online shopping for the purchase of the products from the various countries and they are getting it with the safe and comfortably. With the help of online shopping time, travel and money has been saved. Consumer are started to purchase all kind of products through online shopping. Consumers of organic food products are started using online purchase of products that are available in various places.

Customers are preferring products based on their attitudes towards the various alternative products available (Kumar, 2015). Consumer prefer organic food products with the opinion provide by the others through word of mouth and at the same time the consumer will get reviews from various people and are influenced (Paluri, 2014).

Online shopping has become the trending to purchase the products. Based on the online shopping the brief description of the products can be found and also comparison of organic products is made easily (Sharma, 2016). Customers have purchased organic products which are healthy when compared to conventional products (Rajeswar and Magesh, 2016). An organic food product helps them to have the better life.

## II. STATEMENT OF THE PROBLEM

Awareness of organic food products has increased by the consumer and there is a demand of the organic food products in many areas and at the same time, time constrains is there for the consumer (Narmilan, 2015). Online shopping helps the consumers to purchase the products from various places easily. Consumers prefer online shopping for the purchase of organic products and the time has been utilized effectively (Priya, 2016).

## III. OBJECTIVE OF THE STUDY

- ✓ To study the customer preference towards online shopping of organic food products
- ✓ To find the factors influencing consumers to prefer online shopping for organic products
- ✓ To find the constrains faced by the consumer towards the demand of products
- ✓ To provide valuable suggestion for the improvement of service in future

## IV. RESEARCH METHODOLOGY

Research Methodology is the methodical way to solve the problem. There is diverse kind of methodologies used in different types of investigation and the term is usually considered to include research design, data collection and data analysis.

### Research Design

Research design is the map, arrangement and approach of analysis concerned so as to counter to research questions and to control conflict. Research design depends on depth and extent data necessary of the costs and benefits of the research. Descriptive research is adopted for this research.

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## Sources of data

### Primary data

The primary data was collected through questionnaire from the customers in Coimbatore who are using the online shopping to purchase organic products.

### Secondary data

The secondary has been collected from Journal, Records, Books and Company profile.

### Research instrument

Data was collected through questionnaire.

### Sample size

The sample size for the study was 80.

### Tools for analysis

The data collected through the questionnaire has been analyzed by using the tools given below.

- Percentage Analysis.
- Chi-Square test.
- Anova

### ❖ Percentage Analysis

The percentage analysis method is used to calculate the percent of the favorable and unfavorable responses.

#### 1. PERCENTAGE ANALYSIS

Percentage =  
- \*100

respondents

### ❖ Chi Square

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis.

The formula to calculate chi-square test:

$$X^2 = \sum \frac{(obs - exp)^2}{exp}$$

Obs - Observed frequency.  
Exp - Expected frequency.

Number of respondents  
-----  
Total number of

## V.

## RESULT AND DISCUSSION

Table 1

| CHARACTERISTICS  | FREQUENCY | PERCENT | VALID PERCENT |
|--|-----------|---------|---------------|
| <b>Buying decision through online shopping of the respondent</b> |           |         |               |
| Strong impact  | 35        | 43.8    | 43.8          |
| Slight impact  | 19        | 23.8    | 23.8          |
| Bad impact   | 26        | 32.5    | 32.5          |
| Total  | 80        | 100.0   | 100.0         |
| <b>Payment through online of the respondent</b>                  |           |         |               |
| Highly satisfied   | 19        | 23.8    | 23.8          |
| Satisfied  | 23        | 28.8    | 28.8          |
| Neutral  | 15        | 18.8    | 18.8          |
| Dissatisfied   | 14        | 17.5    | 17.5          |
| Highly dissatisfied  | 9         | 11.3    | 11.3          |
| Total  | 80        | 100.0   | 100.0         |
| <b>Purchasing organic food of the respondent</b>                 |           |         |               |
| Highly satisfied   | 17        | 21.3    | 21.3          |
| Satisfied  | 19        | 23.8    | 23.8          |
| Neutral  | 14        | 17.5    | 17.5          |
| Dissatisfied   | 14        | 17.5    | 17.5          |
| Highly dissatisfied  | 16        | 20.0    | 20.0          |
| Total  | 80        | 100.0   | 100.0         |
| <b>Online Service of the respondent</b>                          |           |         |               |
| Highly satisfied   | 16        | 20.0    | 20.0          |
| Satisfied  | 23        | 28.8    | 28.8          |
| Neutral  | 9         | 11.3    | 11.3          |
| Dissatisfied   | 17        | 21.3    | 21.3          |
| Highly dissatisfied  | 15        | 18.8    | 18.8          |
| Total  | 80        | 100.0   | 100.0         |
| <b>Organic food benefits of the respondent</b>                   |           |         |               |
| Highly satisfied   | 28        | 35.0    | 35.0          |
| Satisfied  | 13        | 16.3    | 16.3          |
| Neutral  | 17        | 21.3    | 21.3          |
| Dissatisfied   | 6         | 7.5     | 7.5           |
| Highly dissatisfied  | 16        | 20.0    | 20.0          |
| Total  | 80        | 100.0   | 100.0         |

| Advertisement of organic products of the respondent |    |       |       |
|---|----|-------|-------|
| Idea of delivering the message                      | 26 | 32.5  | 32.5  |
| Frequently changes in add                           | 23 | 28.8  | 28.8  |
| Logical reason                                      | 12 | 15.0  | 15.0  |
| Branded modelers                                    | 19 | 23.8  | 23.8  |
| Total   | 80 | 100.0 | 100.0 |

2. CHI-SQUARE

2.1 Association between Age and Purchase through online shopping

An attempt was made to study the association between Age and Purchase through online shopping. For this purpose the respondents classified on the basis of chi-square test between Age and Purchase through online shopping. The data are tabulated and presented in the table 2

**Null hypothesis (H<sub>0</sub>)** There is no association between Age and Purchase through online shopping of the respondent

**Alternative hypothesis (H<sub>1</sub>)** There is an association between Age and Purchase through online shopping of the respondent

Table 2

Age of the respondent and Purchase through online

| Age                   | Purchase through online shopping |           |         |              |                     | Total |
|-----------------------|----------------------------------|-----------|---------|--------------|---------------------|-------|
|                       | Highly satisfied                 | Satisfied | Neutral | Dissatisfied | Highly dissatisfied |       |
| Age of the respondent |                                  |           |         |              |                     |       |
| Below-25              | 9                                | 7         | 0       | 0            | 8                   | 24    |
| 25-30                 | 9                                | 0         | 10      | 0            | 8                   | 27    |
| 30-35                 | 10                               | 6         | 7       | 6            | 0                   | 29    |
| Total                 | 28                               | 13        | 17      | 6            | 16                  | 80    |

Table 2.1.1 Age of the respondent and Network facility of the respondent

Chi-Square Tests

|                              | Value               | Df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 35.387 <sup>a</sup> | 8  | .000                  |
| Likelihood Ratio             | 50.687              | 8  | .000                  |
| Linear-by-Linear Association | .673                | 1  | .412                  |
| N of Valid Cases             | 80                  |    |                       |

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.80.

Inference

It is incidental; there is an association between Age and Purchase through online

3. ANOVA

3.1 ASSOCIATION BETWEEN GENDER AND BUYING DECISION OF THE RESPONDENTS

NULL HYPOTHESIS (H<sub>0</sub>)

There is no significant difference between gender and buying decision of the respondents.

ALTERNATIVE HYPOTHESIS (H<sub>1</sub>)

There is no significant difference between gender and buying decision of the respondents.

Table 3 Gender And Buying Decision Of The Respondents

| Gender of the respondent | Sum of Squares | Df | Mean Square | F      | Sig. |
|--------------------------|----------------|----|-------------|--------|------|
| Between Groups           | 12.152         | 4  | 3.038       | 31.492 | .000 |
| Within Groups            | 7.235          | 75 | .096        |        |      |
| Total                    | 19.388         | 79 |             |        |      |

## INFERENCE

It is determined that the calculated value is (0.00) which less than the table value (0.05). Therefore the null hypothesis was rejected and concluded there is significant difference between gender and buying decision of the respondents.

## FINDINGS

The study has found that there is a strong impact with 43.8% in buying decision through online shopping of organic food products, 28.8 % are satisfied with the Payment through online for their safety, 23.8% used to purchase organic products in online shopping, 28.8% of the respondents felt satisfied with the online service to purchase products, 35% of respondents felt that the organic food products benefit for their health and logical reason of the advertisement has to be improved to create effective customer support on purchase. Chi-square test has resulted that there is an association between Age and Purchase through online and Anova test has found that there is significant difference between gender and buying decision of the respondents.

## VI. CONCLUSION

Organic products are emerging to meet the demand in the market in order to satisfy the needs of the customer (Wee, 2014). Awareness of organic food products has to be used well to increase the consumption and online shopping helps the customers to purchase the organic products easily without moving from various places. Customers felt that still online service to be improved for them to make more purchase in the safer manner. Buying decision of the customers has to be concentrating well for making them to be satisfied.

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