

Consumers Satisfaction towards Organic Food Products in Coimbatore



M. Aarthi, S. Balusamy

Abstract: *The organic foods are perceived as more nutritious, healthy, and nature-friendly than conventional food. Consumers, therefore, are switching over to organic food products and are willing to pay a premium price. Findings of my study reveal more women were open to buying organic food products than men – the percentage was 77 per cent for women and 23 per cent for men. Buying in organic stores located in and around Coimbatore. However, the consumers have concerns on organic produce, primarily the certification and authenticity of organic food products has to be improved. They lack awareness towards originality and certification process involved in Organic food products. Also, this market is huge and untapped. So, there are innumerable benefits for all the stakeholders; however, a few challenges. This study provides a better understanding of consumers' attitude, purchase intention and actual buying behaviour towards organic food products. For this purpose, a survey data were collected from 773 Coimbatore consumers through structured questionnaire. Statistical tools adopted to execute the results. And necessary findings provided with data interpretations.*

I. INTRODUCTION

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. 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. Consumers are aware that organic products bring benefit in terms of rejuvenating the human health and supply full of nutritional value to their body. The increasing demand for organic food products in Coimbatore and extensive support by consumers coupled with its focus on health and sustainability, but supply was not enough to meet the demand; this resulted in more price for organic products.

Manuscript received on April 02, 2020.

Revised Manuscript received on April 15, 2020.

Manuscript published on May 30, 2020.

M. Aarthi, Assistant Professor, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore. arthisasi05@gmail.com

Dr. S. Balusamy, Principal, KPR College of Arts, Science and Research, Arasur, Coimbatore

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

II. LITERATURE REVIEW

Nguyen and Ha (2016) presented an article entitled, "Consumers Perception of Organic Food in A Peri-Urban Area in Queensland, Australia". This study aimed to understand peri-urban areas consumers 'perception of organic food and the importance of organic certification in customers 'decisions for obtaining insights into their consumption of organic food. The sample size for the study is 120 respondents the sample were selected through convenience sampling method. The data collected was analysed through percentages, and chi-square tests are applied for the analysis of data. This study concluded that trust influences the frequency of purchase. Those with a higher level of trust purchase organic food more often. Uma and Selvam (2017) conducted a study entitled, "Consumer's Attitude towards Organic Food Products buying Decision in Vellore City: Structural Equation Modelling – Using Partial Least Square (SEM-PLS) approach". This study examines the extensive literature on customer attitudinal and perceptions towards purchasing of organic food products. The sample size was 200 respondents. Using Simultaneous Equation Modelling (SEM) Regression, correlation, t-test, Reliability analysis Cronbach's alpha and factor analysis. Some other techniques which were used by the researches were descriptive statistics, Anova, and chi-square. The study recommended that the Government also must create awareness among all farmers and to motivate them to produce organic food products. Salek and Seyedsaleki (2012) presented an article entitled, "The primary Factors Influencing Purchase Behaviour of Organic Products in Malaysia". This study highlights the primary factors have potential affect purchasing behaviour in term of organic food. 120 set had shown valid and been analysed. This survey is using a simple random sampling method to collect the data. The data were analysed using descriptive statistics of the mean and standard deviation and the critical component factor methods. It can be concluded that Attitude has a mediating role in the relationship between these factors and organic food purchasing behaviour. Anand and Palaniammal (2016) conducted a study entitled, "Consumers Buying Behaviour towards Organic Foods in Vellore Region". The study helps to know on the consumer attitude towards organic food. One hundred twenty-five consumers were randomly selected for research. Percentage analysis, one-way ANOVA, correlation analysis was applied. The study concluded that most of the consumers are buying the products by knowing it from the advertisements and most of the consumers regularly buy organic food because of its taste, quality and the elders feel that it was healthier than conventional foods.

III. OBJECTIVES OF THE STUDY

This Research explores the effectiveness of Consumers Buying Behaviour towards Organic Food Products in Coimbatore district to study the satisfaction level of organic food products.

IV. RESEARCH METHODOLOGY

A research methodology is a systematic way to solve a problem. It is a science of studying how research has been carried out. The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. This study employs both analytical and descriptive type of methodology. The major part of this study is based on primary data. Reliability and normality were also tested to know the nature of the primary data collected. It is concluded with the limitations of the study. This study looks to find the link between consumers perceptions and their knowledge of organic foods with their buying decisions. This study focuses on satisfaction factors such as price, availability, Health benefits, nutritional values, food-safety concerns, animal welfare concerns, and environmental impact concerns.

V. RESULTS AND FINDINGS

In this study, responses from organic food consumers were collected, coded and tabulated in SPSS. For analysing the data, both simple and advanced statistical tools have been used. Data collected were analysed through a series of validated tools and procedures. In some cases, simple statistics such as Percentage Analysis, Weighted Average Score and Henry Garrett ranking were calculated. Advanced tools such as Factor Analysis, Chi-square analysis, Analysis of Variance, Correlation and Multiple-Regression were also used.

Content Analysis for Level of Satisfaction and selected Organic Food Products

Table 1: Level of Satisfaction and selected Organic Food Products

Organic Food Products	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Milk	0%	0.65%	4.79%	26.52%	68.05%
Milk Products	0.52%	0.65%	11.13%	39.72%	47.99%
Oil	1.16%	7.50%	23.67%	37.77%	29.88%
Spinach	0.91%	2.98%	18.76%	31.82%	45.54%
Vegetables	2.07%	3.49%	4.53%	29.75%	60.16%
Fruits	0.78%	5.17%	10.35%	32.47%	51.23%
Jaggery	3.36%	6.34%	24.84%	40.62%	24.84%
Flour	2.85%	6.21%	20.83%	41.01%	29.11%
Cereals	1.55%	4.40%	15.14%	39.33%	39.59%
Honey	2.72%	6.99%	12.03%	28.33%	49.94%

Inference

Table 1 presents the satisfaction level of the organic food consumers on the selected Organic food products such as milk and milk products, oil, spinach, vegetables, fruits, jaggery, flour, cereals and honey.

Most of the organic food consumers are 'highly satisfied' with the 'Milk' (68.05%), followed by Vegetables (60.16%), and Fruits (51.23%). 41.0% are 'satisfied' with Flour, Jaggery (40.62%) and Milk Products (39.72%), 24.84% are neutral towards Jaggery (24.84%), Oil (23.67%) and Flour (20.83%), there is dissatisfaction on few organic foods among the organic food consumers such as Oil (7.50%), Honey (6.99%) and Jaggery (6.34%).

Few organic food consumers are highly Dissatisfied with Jaggery (3.36%), Flour (2.85%) and Honey (2.72%). This occurs when the product is not certified initially, conventional products with organic label on it, high price, and Adulterated as organic foods are sold as prestigious products in the market.

Table 2: Level of Importance of Factors in Buying Organic Foods

Factors	Not at All Important	Not Important	Neutral	Important	Very Important
Organic Certification	0.9%	2.2%	10.6%	34.4%	51.9%
No Preservatives	1.6%	0.6%	13.5%	40.1%	44.2%
Quality	0	0	0.4%	10.9%	88.7%
No Chemicals	1.6%	0	6%	25.4%	67.1%
Medicinal Values	1%	0.5%	4.9%	34.2%	59.4%
Freshness	1.4%	1.6%	4.1%	20.1%	72.8%
Health Benefits	0	1.7%	3.6%	20.3%	74.4%
No Artificial Colours	3.9%	4.3%	13.2%	30.5%	48.1%
Availability	0	1.2%	11.8%	43.7%	43.3%
Price	3%	2.7%	13.3%	32.6%	48.4%
Quantity	0.6%	0.5%	13.6%	27.9%	57.3%
Organic Package	0.9%	3.4%	12%	37%	46.7%
Experience	2.1%	1.9%	4.4%	41.4%	50.2%
Trend/Fashion	7.4%	10.7%	21.7%	38%	22.1%
Recommendation of Others	5.3%	4.8%	16.9%	31.4%	41.5%

Inference

Table 2 shows the factors influencing while buying the organic products such as Organic Certification, No Preservatives, Quality, No Chemicals, Medicinal Values, Freshness, Health Benefits, No Artificial Colours, Availability, Price, Quantity, Organic Package, Experience, Trend/ Fashion, Recommendation of Others. Of the 773 organic food consumers, 88.7% consumers agree that 'quality' is 'Very Important', followed by 77.4% on 'Health benefits', 72.8% on 'freshness' is 'very important'. Availability of the organic food products is considered 'important' by 43.7% of the organic food consumers, followed by usage of product 'Experience' 41.4% and 'No Preservatives 40.1%' as 'important'. The consumers 21.7% are Neutral on Trend/ Fashion, followed by 'Recommendation of Others' 16.9% and 13.6% of the consumers are Neutral on 'Quantity.' The consumers 10.7% consider the factor 'Trend/ Fashion' as 'Not Important', followed by 'Recommendation of Others' 4.8% and 4.3% of the consumers consider the factor 'No Artificial Colours' 'Not important'. The consumers 7.4% consider the factor 'Trend/ Fashion' as 'Not at all Important', followed by 'Recommendation of Others' 5.3% and 3.9% of the consumers consider the factor 'No Artificial Colours' as 'Not at all important.'

VI. CONCLUSION

Of the 773 organic food consumers, 88.7% consumers agree that 'quality' is 'Very Important', followed by 77.4% on 'Health benefits', 72.8% on 'freshness' is 'very important'. Availability of the organic food products are considered 'important' by 43.7% of the organic food consumers, followed by usage of product 'Experience' 41.4% and 'No Preservatives 40.1%' as 'important'. The consumers 21.7% are Neutral on Trend/ Fashion, followed by 'Recommendation of Others' 16.9% and 13.6% of the consumers are Neutral on 'Quantity'. The consumers 10.7% consider the factor 'Trend/ Fashion' as 'Not Important', followed by 'Recommendation of Others' 4.8% and 4.3% of the consumers consider the factor 'No Artificial Colours' as 'Not important'. The consumers 7.4% consider the factor 'Trend/ Fashion' as 'Not at all Important', followed by 'Recommendation of Others' 5.3% and 3.9% of the consumers consider the factor 'No Artificial Colours' as 'Not at all important'. This study focuses on organic food consumers buying behaviour. This study finds women consumers are highly aware of organic products. However, the consumers have concerns on organic produce, primarily the certification and authenticity of organic products. Also, this market is huge and untapped. So, there are innumerable benefits for all the stakeholders; however, a few challenges.

REFERENCES

1. Abhinav Gupta (2016), "Exploring Indian Consumer Organic Food Purchase Behaviour", *Intercontinental Journal of Marketing Research Review*, Volume 4, Issue 6, pp.01-04.
2. Anand D, and V.S. Palaniammal (2016) "Consumers Buying Behavior Towards Organic Foods in Vellore Region", *International Research Journal of Management & Social Sciences* Volume 1, Issue 4.
3. Budi Suprpto and Tony Wijaya (2012), "Intentions of Indonesian Consumers on Buying Organic Food", *International Journal of Trade, Economics and Finance*, Volume. 3, Issue 2, pp.114-119.

4. Chin Wei Chong, Persiaran and Selangor (2013), "Factors Influencing on Purchasing Behaviour of Organic Foods", *Human and Social Science Research*, Volume 1, Issue 2, pp.93-104.
5. Gracia and Magistris(2013), Organic food product purchase behaviour: a pilot study for urban consumers in the South of Italy. *Spanish Journal of Agricultural Research*, Volume 5, Issue 4, pp.439-451
6. Jayalakshmi, G. Durgamani, M.K. and Sumathy M. (2009), "Organic Food: Issues and challenges", *Kissanworld.*, Volume 36, Issue 7, pp. 9-11
7. Padmathy and R.Saraswathy (2016), "A Study On The Consumers' Buying Behavior Towards Organic Food Products In Thanjavur District", *Intercontinental Journal Of Marketing Research Review* Volume 4, Issue 2, pp.42-49.
8. Priya and M Parameswari (2016), "Consumer attitude towards organic food products", *International Journal of Applied Research*, Volume 2, Issue 4, pp.723-772
9. Radhika, Dr.P.Ammami And Dr.Seema (2012) "Eating Healthy-Consumer Perception Of Organic Foods In Twin Cities", *International Journal Of Marketing, Financial Services & Management Research* Volume 1, Issue 2, pp.67-72.
10. SangeethaNatarajan (2015), "Evaluation of the Perception and Buying Behaviour of the Consumers towards Organic Food in India", *Journal of Exclusive Management Science*, Volume 4, Issue 11, pp.1-12.

AUTHOR PROFILE



M. Aarthi, has completed Ph.D in Commerce in the field of marketing on Consumers Buying Behaviour towards organic foods, pursuing MBA in Bharathiar University, received the Post Graduate degree in commerce (M.Com) and Post Graduate Diploma in Computer Application (PGDCA) from Bharathiar University, Coimbatore respectively. Has Eight years of Teaching experience in Higher education. Has participated and presented more than twenty paper in International and National conferences. She has published Fourteen articles in National and International Journals in various aspects of Marketing topics in UGC listed journals. She has participated in Eleven Workshops and five Faculty Development Programmes. she has guided a M.Phil. Candidate under the field of marketing.



Dr.S.Balusamy Principal, KPR College of Arts, Science and Research, Coimbatore and has been as a Director of SNMV Institute of Management, Shri Gambhirmal Bafna Nagar, Malumachampatti, Coimbatore. He is a senate member in Bharathiar University. He has 25 years of experience in teaching. He has organized seven National level Conferences; eight National levels inter collegiate management meets and ten FDPs, two symposiums, three national level quiz competitions and two Management Expos. He has published 35 articles in the national and international journals. He has presented twenty papers in national and international conferences. He also participated in fifteen workshops and ten Faculty Development Programmes. He published three books in Lambert Academic Publication, Germany. He is a resource person in various universities in Tamilnadu. He has guided 13 M.Phil Dissertations and at present guiding two M.Phils and seven Ph.Ds. He also acted as a Master Trainer for Census 2011 programme conducted by Government of India. He is a Resource Person for SEBI to spread financial education. He conducted more than 125 financial education workshops.

