



CONSUMER PERCEPTION, BUYING BEHAVIOUR AND LEVEL OF SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO ANNUR TALUK

Dr. M. Prakash¹, Ms. Madhumithra D²

¹Professor, Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College Coimbatore – 48

²Student, B.COM CA, Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore – 48

ABSTRACT

The aim of this project is to investigate the perception trend of organic food. The project will begin with a review of the existing literature on organic food products, including their definitions, benefits, advantages, disadvantages, categories, role of government in organic food products, and Indian organic logos. This will be followed by a buying behavior to identify the trends and growth patterns of organic food products in Annur Taluk. The project will also examine level of satisfaction towards organic food products. The findings of the project will provide insights into the organic food product market, consumer behavior, and the potential for future growth in this sector. Ultimately, the project will contribute to a better understanding of the organic food product industry and help stakeholders make informed decisions.

KEY WORDS: Organic food products, consumer buying behavior, organic farming, satisfaction

INTRODUCTION

Organic food is progressively making its way into the average Indian household. Organic food demand in India is increasing in unison with the country's increasing digital literacy rate. Organic farming practices, which produce more nutritious and healthier food, are garnering a lot of attention. Organic production is a farm management and food production system that aims for sustainable agriculture, high-quality products, and the use of processes that do not harm the environment or the health and welfare of humans, plants, or animals. Consumers are concerned about food quality, production processes, and provenance, and they place a higher value on organic foods.

OBJECTIVE OF THE STUDY

1. To analyse the consumer perception on organic food products in Annur Taluk
2. The factors influencing the buying behaviour on organic food products in Annur Taluk
3. To examine the level of satisfaction towards organic good products

SCOPE OF STUDY

Organic food products are highly expanded and strengthens future prospects. This study analyses how consumer's perception, buying behaviour, and level of satisfaction on organic food products in ANNUR TALUK. Organic food products analyses in this study are selected fruits, vegetables, Meat, cereal, pulses, Dairy products, Egg, Oil, Spices, Herbs etc.

RESEARCH METHODOLOGY

SOURCE OF DATA

The data requires for the study is collected from both primary data and Secondary data



PRIMARY DATA – Primary data has been collected by preparing structured questionnaire interview method has been followed to ascertain the information from the customers who are using the Organic food products through survey forms.

SECONDARY DATA – In the present study the secondary data has been collected from different sources of literature like magazines, newspapers, text books, journals and internet.

SAMPLE DESIGN

For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in Annur Taluk and customers using Organic food products. The sample size is of 120 respondents consisting of customers who are availing of Organic food products.

LIMITATION ON STUDY

1. This analysis study is only confined to the Annur Taluk in Coimbatore and therefore might not be related to other areas.
2. We are only studying how consumers perceptions, buying behaviour and level of satisfaction towards organic food products and not the retail level.
3. The sample size is restricted only to 120 organic consumers in Annur Taluk. Therefore, the findings cannot be treated as representatives of the entire population.

STATISTICAL TOOLS AND TECHNIQUES

- Percentage analysis
- Rank Analysis

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Simple percentage analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

FORMULA

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total no. of Respondent}} \times 100$$

**TABLE
CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE AND STUDY FACTOR**

S.NO	VARIABLES	CATEGORIES	NO OF RESPONDENTS	PERCENTAGE
1	Age	Below	20	17%
		Between 19 – 30	54	45%
		Between 31 – 45	22	18%
		Above 45	24	20%
2	Gender	Male	62	52%
		Female	53	44%
		Transgender	5	4%
3	Marital status	Married	71	59%
		Unmarried	49	41%
4	Educational qualification	Up to school level	20	17%
		Up to college level	52	43%
		Professionals	14	12%
		Illiterate	19	16%
		others	15	12%



5	Occupation	Student	16	13%
		Professionals	30	25%
		Self employed	40	33%
		Employee	34	28%
6	Obtain information on organic food product	Radio/television	30	25%
		Internet	40	33%
		Newspaper	30	25%
		Family/ friends	20	17%
7	Place of buying organic food product	Local store	21	16%
		Farmers market	32	27%
		Super market	20	17%
		Organic food store	15	13%
8	Usefulness of organic food product	Growing health awareness	39	32%
		Public health improvement	37	31%
		No fertilizers	18	15%
		Quality product	26	22%
9	Frequency of by buying organic food product	More than once in a week	29	24%
		Once a week	38	32%
		Once a month	31	26%
		Occasionally	22	18%
10	Reason for not buying organic food product	Too expensive	28	24%
		Not enough choices	30	25%
		Not available regularly	31	26%
		Others	29	25%
11	Recently purchased organic food product	Milk	19	16%
		Fruits and vegetables	41	34%
		Meat	19	16%
		Grains	16	13%
		Tea/coffee	25	21%
12	Recommendation of organic food product	Yes	106	88%
		No	14	12%

Source : As Per Primary data

INTERPRETATION

The above table shows that majority of the respondents are between the age of 19 – 30 (45%). The majority of the respondents are male (52%). The majority of the respondents are married (59%). The majority of the respondents are studied up to college level(43%). The majority of the respondents are self-employee (33%). The most of the respondents obtain information on internet (33%). The majority of the respondents bought organic food from farmers market (27%). The majority of the respondents think organic food product grows health awareness (32%). The majority of the respondents buy organic food products once in week (32%). The majority of the respondents recently purchase fruits and vegetables (34%). The majority of the respondents think it's not available regularly (26%). The majority of the respondents recommending organic food product (88%) .

RANKING ANALYSIS

The correlation coefficient can be computed for the given numerical values which are in the form of ranks. This coefficient of rank correlation is denoted by rank or briefly r and is calculated by the equation,

FORMULA

$$R = | - 6 \sum D^2 / N (N - 1) |$$



TABLE SHOWING THAT SATISFACTION LEVEL TOWARDS ORGANIC FOOD PRODUCTS OF THE RESPONDENTS

S.NO	FACTORS	H.S	S	N	D	H.D	TOTAL	RANK
1	Better appearance and taste	57 (5) 285	26 (4) 104	21 (3) 63	7 (2) 14	8 (1) 8	474	III
2	Better taste	40 (5) 200	50 (4) 200	19 (3) 57	7 (2) 14	4 (1) 5	475	II
3	Consumer awareness	55 (5) 275	20 (4) 80	20 (3) 60	10 (2) 20	15 (1) 15	450	VIII
4	Free from chemicals	60 (5) 300	22 (4) 88	17 (3) 51	16 (2) 32	5 (1) 5	576	I
5	Longer shelf life	47 (5) 235	30 (4) 120	19 (3) 57	16 (2) 32	8 (1) 8	452	VII
6	More income	50 (5) 250	26 (4) 104	20 (3) 60	20 (2) 40	4 (1) 4	458	V
7	Price	42 (5) 210	37 (4) 148	22 (3) 66	11 (2) 22	9 (1) 9	455	VI
8	Quality of product	60 (5) 300	23 (4) 92	19 (3) 57	6 (2) 12	12 (1) 12	473	IV

Source : As Per Primary data

INTERPRETATION

It is observed from the table that free from chemicals ranks 1st , Better Taste ranks 2nd, Better appearance and taste ranks 3rd , Quality of product 4th, More income ranks 5th, Price ranks 6th, Longer shelf-life ranks 7th, Consumer awareness ranks 8th.

FINDING

- The majority of the respondents are between the age of 19 – 30 (45%).
- The majority of the respondents are male (52%).
- The majority of the respondents are married (59%).
- The majority of the respondents are studied up to college level(43%).
- The majority of the respondents are self-employee (33%).
- The most of the respondents obtain information on internet (33%).
- The majority of the respondents bought organic food from farmers market (27%).
- The majority of the respondents think organic food product grows health awareness (32%).
- The majority of the respondents buy organic food products once in week (32%).
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SUGGESTIONS

1. There should to be an adequate number of measures to increase and regularize the accessibility and advance natural food varieties.
2. The government authority should to make the trust level for purchasing natural food items through reinforcing of confirmation systems for farmers as well as the retailers



3. The study found that organic food products are expensive but the salary level is average, respondents are not able to purchase organic food products regularly. If marketers reduce the cost, there will be increase in purchase of organic food product.
4. The markets should concentrate on regular availability of organic food products, because it not available regularly.
5. Customers think organic food product is important to buy and they recommend to others, so marketers should increase the organic food store.

CONCLUSION

The study was based on the topic “consumer perception, buying behaviour and level of satisfaction towards organic food products with special reference to annur taluk”. This study was made to analyses consumers satisfaction based on the consumption of various organic food products. People use organic food product because it free from chemicals and have nutritional value in it. The study concluded that organic food product is expensive and the consumers can't able to buy regularly and the people not able to get the product regularly because of lacking in supply of organic food product. Government should also take Initiative for supporting organic products. Consumers think organic food product is important to buy and they recommending organic product to others. As the organic food consumers are rapidly increasing it is the time for Government to take effective policy decision in association with Agriculture department to encourage farmers to produce and market organic products.