



# A STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIC PRODUCTS WITH REFERENCE TO TIRUPUR DISTRICT

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## ABSTRACT

*Now day's peoples prefer organic products than inorganic products due to high conscious about their health. The inorganic products provide harmful effects to health due to high use of chemicals and fertilizers while farming. So the consumers taste, preference and satisfaction has been shifted towards organic products. This study attempts the satisfaction towards organic products with reference towards Tirupur district. The study found that the purchase of organic products increases rapidly by consumers even though the prices are higher, peoples tends to buy organic products for their health safety.*

**KEYWORDS:** *Customer satisfaction , health safety, consumers, organic agriculture, responsibility and price.*

## INTRODUCTION

India has lot of potential to produce all varieties of organic products due to its various agro climate regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. Now a day, in India organic products plays a major role in the development of agriculture and health of every individual. The main objective of organic products farming is staying healthy and quality food without any chemical products in it. Organic farm industries are developing with new marketing strategy and enduring for creating healthy environment. Whereas the consumption rate of organic products is sustainably increasing in the past decades. So the consumer behavior has changed towards the organic food item, quality and safety in food, it may also attract consumer interest in organic food products. Thus, organic farming not only saves human beings health but also the environment.

## STATEMENT OF THE PROBLEM

As this study concentrates more on organic products. It is little difficult to filter people who purchase and consume organic products from a group of common peoples.

Even though people now a days are started buying and consume organic products. The availability of organic products is less in common places. Even still the chemical and hybrid products are more commonly available than the organic products. The reason is that hybrid products affect the health easily.

## SCOPE OF THE STUDY

The scope of the study is to assess the overall customer satisfaction towards the organic products. The main scopes are as follow:

- ✓ The availability of all organic products at reasonable distance from customer's residence.



- ✓ The price and demand of the organic products in current market
- ✓ Trust worthiness towards the purity of organic products.

**OBJECTIVES OF THE STUDY**

The main objectives of this study are:

- ✓ To know the level of customer satisfaction in organic products.
- ✓ To identify the factors that emerges customer to buy the organic products.
- ✓ To identify the problems faced by the consumers of organic product.

**RESEARCH METHODOLOGY****TOOLS FOR ANALYSIS**

The statistical tools used for analysis of the study are:

- ✓ Simple percentage analysis
- ✓ Likert scale analysis

**LIMITATIONS OF THE STUDY**

- ✓ This study takes into analysis only the customer satisfaction of the customer of organic products.
- ✓ The result is obtained from only by the means of responses from the respondents, so there is a chance for false statement.

**REVIEW OF LITERATURE**

**Ramesh mal. (2005)** had studied on, "Organic farming: Its relevancy to the Indian Context". Increasing consciousness about conservation of environment as well as health hazards associated with agrochemicals and consumer? Preference to safe and hazard-free food an major factors that lead to the growing interest in alternate forms of agriculture in the world. Organic agriculture is one among the broad spectrum of production methods that are supportive of the environment.

**Anupam Singh, Priyanka verma (2017)**This study towards organic product conveys the level of buying behavior towards organic products by consumers. They collected survey from 611 Indian consumers through a structured questionnaire. Their data were analyzed using various techniques like factor analysis, independent t-test etc. Results have confirmed four factors, which influence the consumer attitude towards organic food products.

**DATA ANALYSIS AND INTERPRETATION****1. SIMPLE PERCENTAGE ANALYSIS**

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data.

$$\text{Percentage analysis (\%)} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

**TABLE 1**  
**Gender of the respondents**

Gender	Respondents	Percentage
Male	38	32
Female	82	68
<b>Total</b>	120	100

(Source: Primary data)

**INTERPRETATION**

The above table shows the gender of the respondents. Where 68% of the respondents are female and 32% of them are male.

**Hence, majority of the respondents (68%) are female.**

**2. LIKERT SCALE ANALYSIS**

Likert scale analysis is mainly used in training course evaluations and market surveys, etc. Likert scale usually has five potential choices but sometimes go up to ten or more. The final average score represents overall level of accomplishment or attitude towards the subject matter. Named after its inventor, the US organizational-behavior psychologist Dr. Rensis likert.

**FORMULA:**

$$\begin{aligned} \text{Likert scale} &= \frac{\sum (fx)}{\text{Total number of respondents}} \\ &= \frac{\sum (f) \times (x)}{120} \\ &= \frac{\sum (fx)}{120} \end{aligned}$$

**TABLE 2****Recommendation of organic products to others by the respondents**

Factors	No. of respondents (f)	Likert scale Value (x)	Total score $\sum (fx)$
Strongly recommend	60	4	240
Recommend	54	3	162
May be sometimes	6	2	12
Do not recommend	0	1	0
<b>Total</b>	<b>120</b>		<b>414</b>

*(Source: primary data)*

$$\begin{aligned} \text{Likert scale} &= \frac{\sum (fx)}{\text{Total number of respondents}} \\ &= \frac{414}{120} \\ &= 3.45 \end{aligned}$$

**INTERPRETATION**

The above table shows the likert scale value is 3.45 which is greater than the mid value (2.5). So the respondents recommend organic products to others.

**FINDINGS, SUGGESTIONS AND CONCLUSION****FINDINGS**

- ❖ It is found that majority of the respondents (68%) are female.
- ❖ It is found that majority of the respondents (35%) are at the age of 25 to 50 years.
- ❖ It is found that majority of the respondents (38%) annual income is 250001-500000
- ❖ It is found that majority of the respondents (63%) are in joint family.
- ❖ It is found that majority of the respondents (52%) are from urban area.
- ❖ It is found that majority of the respondent (45%) buy the organic product.
- ❖ It is found that majority of the respondents (72%) are aware by them self.
- ❖ It is found that majority of the respondents (54%) have thorough knowledge and good understanding on it
- ❖ It is found that majority of the respondents (34%) buy organic products every day.
- ❖ It is found that majority of the respondents (62%) are buying in organic shops.
- ❖ It is found that majority of the respondents (65%) prefer vegetables and fruits.

- ❖ It is found that majority of the respondents (88%) buy for their safe, healthy and nutritious.
- ❖ It is found that majority of the respondents (52%) buy to reduce the health risk
- ❖ It is found that majority of the respondents (40%) high price is the main problem they faced while buying organic products.
- ❖ It is found that majority of the respondents (33%) started to include before 2 to 3 years.
- ❖ It is found that majority of the respondents (52%) says organic products are more expensive
- ❖ It is found that majority of the respondents (72%) definitely buy organic products if the price is cheaper.
- ❖ It is found that majority of the respondents (38%) will continue their purchase till it is affordable to them.
- ❖ It is found that majority of the respondents (67%) opine that organic products are good for using.
- ❖ It is found that the likert scale value is 3.45 which is greater than the mid value (2.5). So the respondents recommend organic products to others.
- ❖ It is found that the likert scale value is 1.28 which is lesser than the mid value (2). So the respondents are dissatisfied with the price of the organic products.
- ❖ It is found that the likert scale value is 2.05 which are greater than the mid value (2). So the



respondents are satisfied with the availability of the organic products.

- ❖ It is found that the likert scale value is 2.8 which is greater than the mid value (2). So the respondents are satisfied with the quality of the organic products.
- ❖ It is found that the likert scale value is 2.23 which are greater than the mid value (2). So the respondents are satisfied with the trustworthiness of the organic products.
- ❖ It is found that the likert scale value is 1.983 which is lesser than the mid value (2). So the respondents are dissatisfied with the time factor of the organic products.
- ❖ It is found that the likert scale value is 2.85 which are greater than the mid value (2). So the respondents are satisfied with the taste of the organic products.

### SUGGESTIONS

- ❖ The first and foremost preference must be given to the health of the consumer than taste of the products.
- ❖ Consumers should try to select harmless organic products.
- ❖ The awareness of health complications that might occur when consuming hybrid products must be clearly known to the consumers.
- ❖ The price of the organic products might be brought down for the consumer's satisfaction and preference.
- ❖ Many organic products shop can be opened in order to reduce the less availability of organic products.
- ❖ The awareness must be created to the consumers to buy more organic products than normal products.

### CONCLUSION

The study included various aspects of the awareness of the general public over organic products and its consumption. The study evaluated the satisfaction level and reason for the preference of consumers towards organic products. The respondents of this study indicate that they prefer organic products than hybrids for their health safety but price and time factor is major disadvantage they feel while buying. The consumption of organic products increases rapidly. It is now the role of marketers to meet out the demand of the consumers with uninterrupted supply of organic products. So this study suggests valid recommendations to bring a healthy food habit in the near future. Suggested measures must be implemented to develop a healthy nation.

### REFERENCE

1. Ramesh organic farming: "it relevance to the Indian context". Vol no. 4, PP 561-568.
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