

A Study of Customer Satisfaction with Reference to Organic Food Product

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Abstract

Increasing call for organic food and growing fitness awareness many of the human being within the gift state of affair led the researcher to study approximately the behavior of buyer towards the organic products. It comparing the awareness of customer towards the organic products and so on in a extensive manner .Tamil nadu is one of the ability states for organic food products greater part of the farm of the country develop the traditional route without or least utilization of compost and plant guarantee chemicals. A portion of the real foods crops produced organically in Tamilnadu having precise market demands are ginger jackfruit mango and tamarind and so on. Consumers are moreover desire to purchase several organic food products especially in big towns. In separation amongst organic and inorganic merchandise and so on happened into fee benefits (top rate charge) to the organic food produced inside the state. The present paper investigation consumer conduct closer to organic products such as readiness to pay for the object inclination for distinctive object such as an example fruits vegetables cereals and so forth to recognize the benefits of the consumer towards the organic products better manner.

Introduction

Demand for organic food products and recognition stage on organic food is increasing swiftly around the world. Purchaser in evolved nations and moreover in few developing nation have turned out to be extra fitness aware and they have all started spending greener healthful and traits food stuffs Mostly organic foods in our country are produced targeting the export call for inside the business sectors of evolved global Look at the behavior of the consumers in the direction of organic products is one of the important angles for breaking down the future call for the natural agriculture From the advertising and marketing view factors it is miles essential to apprehend human concept of purchaser decision production with admire to organically produced foods and how the consumption may be advanced Except this awareness and renowned stage of consumer approximately organically produced foods are also essential Customers are aware that organic products convey gain in phrase of rejuvenating the human fitness and deliver complete of nutritional fee to their body

Consumer Attitudes Towards Organic Food

Research have determined that fitness is strongly related to the belief of natural food and this is the most powerful shopping cause when purchasing organic foods Organic food is also seemed to have higher flavor than

conventional foods and it is also looked as if it would be extra environmental pleasant The fact that consumer perceives organic food as more environmental friendly universalism and it is far said to be dominant value while consumer purchase organic food

Factors Influencing Consumer Purchasing Behaviour Towards Organic Food

A) Health Consciousness

Health consciousness is defined as an opinion in which fills informed of vigor in their diet and lifestyle .In the relate to the background of organic food conclude that optimistic stance towards organic foods of consumer is originated from the belief.That organic food is superior for health here by consume without any fear and suspicion

B) Consumer Knowledge

Knowledge of consumer is classified as subjective knowledge objective knowledge and prior knowledge Subjective knowledge refers to what the consumer perceive that they recognize In other words it is called as self rated knowledge it represents for confidence of an original about their acquaintance. Low level of subjective knowledge results in the lack of confidence. Objective knowledge is what the consumer actually know and finally prior experienced is defined as what the consumer come up with practiced before. Apparently knowledge regarding

organic food is impacted by freely available management such as local government shared media party network and notification from ecological order and advertisement

Organic Food Products Available in the Market

The following are the organic food products available in the market:

- Organic fruits and vegetables
- Grains
- Pulses
- Coffee and tea
- Spices
- Wheat

Reasons for Buying Organic Foods

1) Organic Create Contain Fewer Pesticides

Chemicals for example fungicides herbicides and insecticides are commonly utilized as a share out of conventional farming and residues adjourn on (and in) the food we trouble

2) Organic Nourishment is Often

Organic food is habitually fresher since it doesnot limit preservatives that turn into it after everything else longer

3) Organic Cultivating is Better for the Environment

Organic humanizing rehearses reduce pollution keep water minimize soil erosion increment soil productiveness and develop excluding energy Refining without pesticides is additionally recovered for blockade by birds and animals and in addition individuals who live near farms

Statement of Problem

In attendance numerous firms been engaging in the fabrication and marketing of organic food products in Tamilnadu. The investigation on consumer deeds towards organic cooking would be deemed to be the beneficial to be aware of and anyway renowned about the consumer business manner and the factors that distressing consumer deeds to possession organic rations products. The tricky at this time in countless consumers are not aware not experienced or conversant about organic food further supplementary the advertising value for the organic food and then is exceeding high this is caused consumer is not enthusiastic to compensate currency to obtain the organic foods

Objectives of the Study

The objectives of the study was to identify the influential factors on consumers buying behaviors' towards organic food products in a rapidly growing market of Madurai district. The specific objectives of the study included:

- To explore the consumer actions towards organic ration product
- To conclude the factors that distressing consumer exchange activities towards organic products
- To analyze the persuade for purchasing organic food products
- To provide suggestion to enhance the purchase of organic products among the consumers of Madurai district

Scope of the Study

Organic food product promotes a maintain equilibrium of human other active organisms and the nature.

It too promote no hollow preservatives and most excellent keep up the freshness damaging ingredients and here by ensures health.

This study attempted to profit realization about consumer approach towards organic provision and food eating and to notice whether in attendance is any latent this capacity give rise to for altering their behavior.

The rationale for hauling out this learn is that point for the environment can came just from agreeably conversant citizen who are aware of and quite committed to their civil rights to property health and environment

Limitation of the Study

- The region was large since it is confined simply to the southern part of Madurai city consequently the domino effect cannot be universally affected
- The learn is incomplete to the example magnitude of 50 respondents alone subsequently this cannot be entirely proof
- The researchers has cool numbers by handy sampling via questionnaire and nearby is a option of sure deviation

Research Methodology

Research methodology is a term for structured process of conducting research there are many different methodologies used in various types of research and the

term is usually considered to include research design gathering and analysis

Research methodology seeks to inform : why a research study has been under taken how the research has been defined in what way and why the hypothesis has been formulated what data have been collected and what particular method has been adopted why particular techniques of analyzing data has been used and host a similar other question are usually answered when we talk of research methodology concerning a research problem

Area of the Study

The area of the study in the southern part of Madurai city

Peroid of the Study

The study was conducted for a very short period

Sample and Procedure

There are almost 20super markets and departmental stores in Madurai district out of which around 10% of the shops are selling organic food products

They sell organic food products that are either locally produced or transported from other district of Tamil nadu

Hence the retail stores for organic food products in Madurai alone are considered for the study

The questionnaire was framed to measure the consumer buying behavior trust and loyalty regarding organic food products

Quality and safety concern points of purchase socio demographic factors environmental concern willingness to purchase pattern finally sources for organic information available were take into account

The questionnaire was circulated among 100 organic consumers out of which 80 questionnaire were returned with response

After discarding the incomplete and unusable responses 50 questionnaire were taken which were used for further analysis

Data was collected from consumer who visited super market either regularly or occasionally which has organic food sections in it and also from exclusive organic food stores located in Madurai

Demographic Profile of Respondents

Table: 1 This table shows the gender of the respondents

S no	factors	No of respondents	%
1	Male	15	30%
2	Female	35	70%
L	Total	50	100%

gender

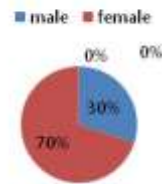


Table: 2 This table shows the marital status of the respondents

Particular	No of respondents	%
Married	35	70%
Un married	15	30%
Total	50	

Chart: 2

gender



Table: 3 This table shows the occupation of the respondents

Particular	No of respondents	%
Married	35	70%
Un married	15	30%
Total	50	

Chart: 3

occupation

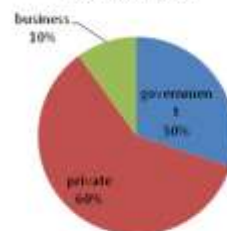
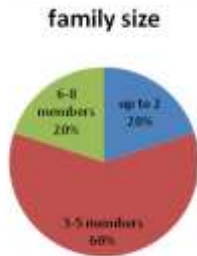


Table: 4 This table shows the respondents family size

S no	particulars	No of respondents	%
1	Up to 2	10	20%
2	03-05	30	60%
3	06-08	10	20%
	Total	50	100%

Chart: 4



Primary Data

From the above table it is cleared that 30% are male and remaining 70% of the respondents are female and 70% of the respondents are get married and remaining 30% of the respondents are not get married and 30% of the respondents are government employee 60% of the respondents are private employee and remaining 10% of the respondents are business people

Distirbution of the Sample Respondents Based on Study

Table: 1 This table shows reasons for purchase of organic food products

S no	Important factors	No of respondents	%
1	Maintain good health	25	50%
2	Quality	15	30%
3	Low price	10	20%
	Total	50	100%

Source: primary data

Chart: 1

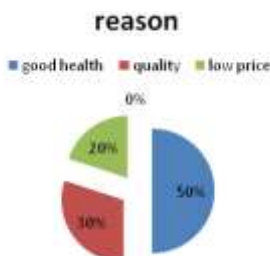


Table: 2 How long interested in consumption of organic food products

S no	Important factors	No of respondents	%
1	Since 1 years	34	68%
2	2 years	10	20%
3	More than 2 years	6	12%
	Total	50	100%

Source: primary data

Chart: 2

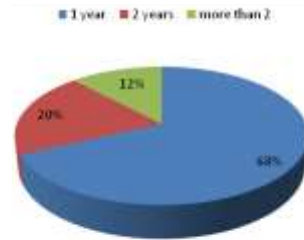


Table: 3 This table shows the purchase of different kinds of organic food products

S no	Types of food products	No of respondents	%
1	Fruits and vegetables	20	40%
2	Cereals	15	30%
3	Milk	5	10%
4	All organic food	10	20%
	Total	50	100%

Source: primary data

Chart: 4

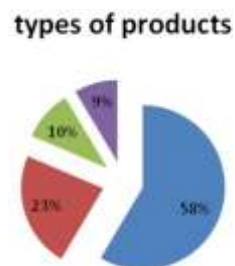
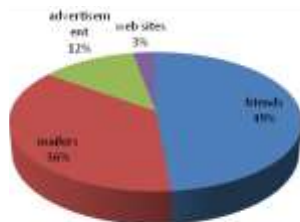


Table: 5 This table shows the information about the organic products to respondent

S no	factors	No of respondents	%
1	By friends	20	40%
2	Direct mailers	15	30%
3	Advertisement	5	10%
4	Web sites	10	20%
	Total	50	100%

Source: primary data

Chart: 5



Source: primary data

Table: 6 This table shows the consumer responses about satisfaction about quality of organic product

S no	reaction	No of respondents	%
1	Yes	40	80%
2	no	10	20%
	Total	50	100%

Source: primary data

Chart: 6

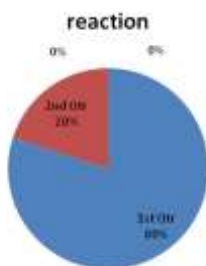


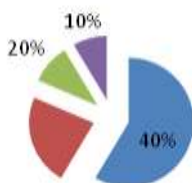
Table: 7 This table shows the classification respondents based on frequently purchase of organic products

S no	factors	No of respondents	%
1	Daily	20	40%
2	Monthly	15	30%
3	Weekly	10	20%
4	Occasionally	5	10%
	Total	50	100%

Source: primary data

Chart: 7

frequently purchase



Findings of the Study

- Among 50 respondents 30% of the respondents are male and remaining 70% are female
- Among 50% of the respondents 30% of the respondents are get married and remaining 70% of the respondents are not get married
- Among respondents 30% of the respondents are the government employee 60% of the respondents are private employee and 10% of the respondents are business people
- Among 50 respondents 50% of the respondents are purchase organic product for the reason for maintain good health and 30% of the respondents are buy the organic food for the reason of good quality and 20% of the respondents buy organic food for low price
- Among 50% of the respondents 40% of the respondents buy organic fruits and vegetables 30% of the respondents buy organic cereals and 10% of the respondents buy all the organic products
- Among 50 respondents 40% of the respondents get information about organic food products from their friends and 30% of the respondents get information from direct mailers and 10% of the respondents get information from advertisement
- Among 50 respondents 80% of the respondents are get satisfaction of organic food products and 20% of the respondents are not get satisfaction
- Among 50 respondents 40% of the respondents are daily purchase the organic products 30% of the respondents are purchase monthly 20% of the respondents are purchase weekly and 10% of the respondents are purchase occasionally

Suggestion

Awareness and Training Program to Farmers

As additional quantity of grower is not intensify without bring into play of chemicals as farmers are set off no more than construction of piercing yield money making crops consequently he will make use of extra chemicals nourishment and pesticides but a few popular of farmers star in organic rural

Infrastructure Facilities

Devote to sport to publicize harvesting convenience for organic agricultural as probable to decline in yield during

the conversion dot nearby destination to bestow a quantity of mold of incentives to precious farmer

Package of Product

Give a sound packing convenience to point food stuff

Development of Marketing

There is every part of incredibly principal to mature extra marketing theme for the reason that at hand is no in harmony market place ability in organic food stuffs

Conclusion

Organic goods are attractive extra personal nowadays conversion in the behavior of food stuffs consumption consumer enthusiastic to consume organic crop are bestow with via crude pesticides and are in good health.

The research reveals that customer aspect perception towards organic food products relates to its health aspect it was plus identified that consumer were concerned and additionally partake of definite conducts towards purchasing organic products but the customer were need of awareness about organic products.

Therefore the researcher also suggest that marketers have to promote the availability of the organic products in order to increase the market size of products and at the same time consumer shall be informative regarding the products benefits.