



# A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ORGANIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## **Abstract:**

Organic products assumes essential part in everyday life. The present current world is an integral part of organic products. Buyers are increasingly worried about condition and their wellbeing. In this manner, they are starting to change their propensities for utilization and are requesting greener products whose fabricate has minimal effect on the earth. Green products join green ideas in the assembling and utilize return procedure of these products while enabling the products to meet a similar assembling directions. Green products are the products which are feasible, without the utilization of pesticides, made with reused materials and basic bundling. In this way, green customers can be characterized as the individuals who concentrate on the buy and utilization process particularly as it identifies with the creation procedure and the transfer of products, and additionally their effect on the natural condition. In a wide sense, green shoppers mean buyers who have obtained green products and who have endeavored to limit the effect of these products on the earth. It is additionally essential to take note of that the requests of conventional and green markets are very unique. Green promoting has stressed an adjust of value, capacity, cost and comfort with minimal effect of these products on the earth.

**Key words :** Consumer attitude, green marketing, health consciousness, food safety, environmental engagement.

## 1. INTRODUCTION

An organic item is delivered by techniques that agree to the measures of organic materials. Guidelines fluctuate around the world, however organic cultivating as a rule highlights rehearses that endeavor to cycle assets, advance biological adjust, and save biodiversity. Associations controlling organic products may limit the utilization of specific pesticides and composts in cultivating. As a rule, organic foods are likewise for the most part not handled utilizing light, modern solvents or engineered sustenance added substances.

Accomplishing natural maintainability for the worldwide sustenance framework has been distinguished as an amazing test during the current century. Research has distinguished that one of the best dangers to maintainability is ordinary modern horticulture because of the high vitality and material cost it requires to work. There is a developing assemblage of research rising crosswise over different orders devoted to finding the best approaches to change the nourishment framework. A standout amongst the most encouraging choices proposed is the creation of sustenance utilizing organic techniques. An expanding number of buyers are communicating the expanding number of purchasers are communicating their worries about individual wellbeing and the natural effect by searching out organically delivered nourishment.

Many individuals have an assessment on whether organic sustenance is increasingly (or similarly or less) solid contrasted with customary nourishment. It might shock to realize that exclusive few logical examinations have tended to this inquiry straightforwardly. There are, notwithstanding, various examinations that look at the vitamin, mineral, cancer prevention agent substance of organic and traditional foods grown from the ground, or the unsaturated fat piece of organic and ordinary drain.

Organic produces are created with the help of embraced naturally joined systems, by the methods for considering both last deliver and in addition the generation strategies which is amicable to the earth and guaranteed the innocuous effect to the human. With those perspectives, the nature of the organic products are more noteworthy identified with the ordinarily delivered products, since it has been confirm that organic products help keep a few wellbeing dangers.

This point of view might be significant from a thin shopper viewpoint on the grounds that the customer's decision is frequently centered around products with or without an organic name. Nonetheless, most researchers rather are expecting to comprehend the effect of various ranch administration frameworks on human wellbeing, creature prosperity, nourishment security and ecological supportability, with the long haul objective of creating economical sustenance frameworks, as opposed to choosing which of the as of now existing frameworks is "better". A few intergovernmental associations have made the improvement of manageable sustenance frameworks a high need. Manageable sustenance frameworks won't be made all over again. Policymakers should bolster the expansion in supportability of existing sustenance frameworks by new advancements and gaining from other nourishment frameworks around. Research assets, sponsorships and different instruments ought to be coordinated towards supporting this objective. Researchers ought to

comprehend, create and assess these frameworks with the goal of making future maintainable sustenance frameworks. In such manner, contemporary organic and customary frameworks will fill in as certifiable extensive scale research centers.

Albeit organic products are normal by definition, The term. "common" U applies extensively to foods that are negligibly handled and free of manufactured additives ; simulated sweeteners, hues, flavors and other counterfeit added substances, development hormones, anti-toxins, stabilizers and emulsifiers . Most foods marked common are not subject to government controls past the directions and heath codes that apply to all foods.

## 1.2 STATEMENT OF THE PROBLEM

As the general public turns out to be increasingly worried about the wellbeing, dietary esteem, and natural impacts of their sustenance and its creation, it is critical that we pick up a comprehension of undergrads' observations and information of organically developed foods. It is likewise imperative that we discover how undergrads' observations and additionally information of "organic" sustenance products impact their purchasing choices. This data will possibly enable us to take care of the developing demand for organic foods and help agriculturists and farmers to accomplish the superior costs that can be accessible in that fragment of the business.

General learning of organic deliver and marking prerequisites can likewise impact purchasing choices among buyers. On the off chance that buyers are uncertain of what the marks really mean, they might settle on choices that were unintended. For instance, the normal purchaser is probably going to see pork marked as "organic" and "regular" as a similar thing. Buyers may likewise accept that organic or normal, on account of meat, implies no hormones and no anti-infection agents. In this investigation, study respondents will be solicited to find definitions and prerequisites from terms, for example, "organic," "all-regular," "common," "confine free," "unfenced," "without pesticide," "anti-microbial free," "sans hormone," and "RBST free."

## 1.3 OBJECTIVES OF THE STUDY

- To know the awareness on green products of consumers.
- To study the reason influencing the consumers in the choice of their green products.
- To analyze the pattern of purchase with respect to green products.
- To know the satisfaction level of consumers regarding green products.
- To identify the challenges faced while purchasing and consuming the product.

## 1.4 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. It explains the various steps that are generally adopted by a researcher in studying his/her problem and also why a particular method or technique is being used, so that the research results are capable of being evaluated by the researcher himself or by others.

### ➤ **Research Design**

The research design refers to the overall strategy that the researchers choose to integrate the different components of the study in a logical way ensuring the research problem. This includes collection, measurement and analysis of data. The design used in the study is descriptive type of research where the researcher has no control over the variables.

### **Pilot Study**

A pilot study was carried out before collecting the original data. For this purpose a structured questionnaire was developed and distributed to the five consumers of organic product. From the pilot study, few changes were made in the questionnaire and finally a well structured questionnaire was developed for the study.

### ➤ **Source of Data Collection**

To accomplish the objectives of the study, the researcher had to depend on both the primary and secondary data:

- ✓ **Primary data** – In this research the primary data was collected by means of a structured questionnaire.
- ✓ **Secondary data** - Data which have already gone through the process of analysis earlier is referred to as secondary data. The secondary data was collected from the books, journals, published and unpublished reports, company records, website, magazines etc.

### ➤ **Area of study**

The study area is limited to Coimbatore city only. Coimbatore is known as “Manchester of south India”. It is one of the most industrialized towns of Tamil Nadu.

### ➤ **Period of study**

The study is confined to the period from January to August 2019.

### ➤ **Sample Size and Design**

The sample size of research is 250 respondents, 100 were households working in private and 150 were working in government sector. For the purpose of identifying the respondent’s convenience sampling method was followed.

## STATISTICAL TOOLS FOR ANALYSIS

The collected data have been analyzed with the help of statistical tools such as:

- Percentage analysis
- Chi-Square analysis
- Weighted mean Rank

## 1.5 LIMITATIONS OF THE STUDY

1. The geographical area of this study is confined to Coimbatore city only.
2. The study period is said to be specific and may not be applicable to any other period.
3. The study is purely based on the views of 200 respondents only and hence the results may not be universally applicable.
4. The study is based on the data collected from the respondents through convenient sampling which is a method of non-random sampling. Hence the information of non-random sampling is applicable.
5. The availability of information and data is limited by the time and cost factors.

## II. REVIEW OF LITERATURE

Baisakhi Mukherjee (2017)<sup>2</sup> features that organic products are delivered without the utilization of any synthetic fixings. They don't convey any debasements or toxin to cause wellbeing perils to human life and are dangers to natural quality. This examination intends to investigate the acknowledgment of the shoppers and their bits of knowledge towards organic products which thus will uncover the market potential and rising pattern of organic consumerism in the proposed territory of study. Essential information is gathered through online review through web-based social networking and gathering criticism through different methods for meet. The information is examined by utilizing fundamental research devices accessible in Excel and SPSS and the conclusions are inferred totally on the premise of the analyst's translation and comprehension of the customer's reaction. The example for the information accumulation is chosen totally on the accommodation of the scientist and supporting the reason for the investigation. The specimen measure for the investigation involves hundred buyers of the proposed region. This examination will help organic advertisers to audit their showcasing procedures and analysts to recognize holes for top to bottom investigation in future.

S. Amudha, Dr. M. Kanagarathinam(2017)<sup>3</sup> uncovers that organic nourishment and development isn't new to India, however the green upheaval which has changed the example of sustenance utilization and development for couple of decades. Organic sustenance is winding up increasingly prevalent, as People search for approaches to carry on a more beneficial, without pesticides, ecologically inviting, and practical way of life. The present investigation goes for examining the elements influencing inclination of shoppers for organic sustenance products. Utilizing an all around organized overview of 550 respondents covering the Coimbatore city, Tamil Nadu. Reasonable factual devices have taken after for investigation on shopper inclination.

### III.PROFILE OF THE STUDY

Organic products related investigations were explored in the past part and an endeavor is made in this section to display the applied casing work or the hypothetical foundation which are basic for this examination. This structures the reason for investigation and elucidation of the information gathered. At that point essential information gathered are contrasted and the standard gave in the idea.

#### Challenges Of Organic Product Marketing

Actualizing organic showcasing won't be a simple employment. The firm needs to confront numerous issues while exchanging products of organic item like despicable market structure. Difficulties which must be confronted are recorded under

1. Organic product marketing needs more quantity of organic products to meet the demand of the larger section of the people.
2. The supplier of organic products ensures that they convince the customer about their organic product and their necessity in building good health but convincing the middle income Indian customers is a great challenge.
3. The profit from organic product is very low and the cost of cultivation is too high at present situation, the success rate of organic marketing is possible only in the long run. Green marketing will be successful only in long run.
4. Many customers may not be willing to pay higher price for organic products which may affect the sales and interest of the cultivators.

#### ORGANIC FARMING IN INDIA

The approach and viewpoint towards horticulture and advertising of nourishment has seen a quantum change worldwide in the course of the most recent couple of decades. While prior the seasons and the atmosphere of a range figured out what might be developed and when, today the "market" figures out what it needs and what ought to be developed. The concentrate is currently more on amount and "external" quality (appearance) instead of inherent or healthful quality, likewise called "essentialness". Pesticide and other concoction buildups in sustenance and a general diminished nature of nourishment have prompted a stamped increment in different infections, principally different types of disease and lessened real resistance. This massive commercialization of farming has additionally had an exceptionally negative impact on the earth. The utilization of pesticides has prompted colossal levels of synthetic development in our condition, in soil, water, air, in creatures and even in our own bodies.

Composts have a fleeting impact on efficiency however a more extended term negative impact on nature where they stay for a considerable length of time subsequent to draining and running off, debasing ground water and water bodies. The utilization of crossover seeds and the act of monoculture have prompted an extreme danger to nearby and indigenous assortments, whose germplasm can be lost until the end of time. The majority of this

is for "profitability". For the sake of developing more to encourage the earth, we have taken the wrong street of unsustainability.

### RANK CORRELATION

#### Rank correlation for factors related to motives of organic product

Particulars	X	Y	R1	R2	D	D <sup>2</sup>
Concern for health	140	21	1	3	-2	4
Concern for status	34	127	3	1	2	4
Concern the environment	10	93	4	2	2	4
To use better quality products	76	9	2	4	-2	4
						16
N=4					1-R	0.4
					R	0.6

#### Interpretation

The above table shows about the correlation of the ranks given based on motives towards organic product. The correlation for the ranks given is at 0.6. it shows that the ranks given are moderately correlated. The first rank was given to concern for health which reveals that the health consciousness is the motive for purchasing organic product by the respondents.

### COMPARISION BETWEEN AGE AND ACCEPTANCE AND SATISFACTION TOWARDS ORGANIC PRODUCTS

H01: There is a significant difference between age and acceptance towards purpose of organic products

H02: There is a significant difference between age and acceptance towards consumption of organic products

H03: There is a significant difference between age and acceptance towards challenges of organic products

H04: There is a significant difference between age and satisfaction towards organic products

### Descriptives

			N	Mean	Std. Deviation	F	Sig.
Acceptance towards purpose of organic products	20-30		9	1.7778	.57885	2.506	.060
	31-40		111	1.5248	.33702		
	41-50		84	1.4732	.25453		
	50 and above		46	1.5326	.34403		
	Total		250	1.5180	.32727		
Acceptance towards consumption of organic products	20-30		9	<b>2.1267</b>	.16348	14.572	.000
	31-40		111	1.7605	.26889		
	41-50		84	1.6524	.24269		
	50 and above		46	1.6309	.10591		
	Total		250	1.7135	.25325		
Acceptance towards challenges of organic products	20-30		9	1.7889	.23688	5.044	.002
	31-40		111	1.9622	.13688		
	41-50		84	1.9357	.14281		
	50 and above		46	<b>1.9783</b>	.12809		
	Total		250	1.9500	.14514		
Satisfaction towards organic products	20-30		9	<b>2.0444</b>	.13333	6.501	.000
	31-40		111	1.8847	.33308		
	41-50		84	1.7524	.24763		
	50 and above		46	1.9348	.24605		
	Total		250	1.8552	.29561		

### Interpretation

H01: There is a significant difference between age and acceptance towards purpose of organic products (0.060) as the level of significance is greater than 0.05.

H02: There is no significant difference between age and acceptance towards consumption of organic products as the level of significant is lesser than 0.05 at 0.000. The age group 20-30 (2.12) have a higher impact towards consumption of organic products.



H03: There is no significant difference between age and acceptance towards challenges of organic products as the level of significant is lesser than 0.05 at 0.002. The age group above 50 (1.97) have a higher impact towards challenges of organic products

H04: There is no significant difference between age and satisfaction towards organic products as the level of significant is lesser than 0.05 at 0.000. The age group between 20-30 (2.04) have a higher impact towards satisfaction with organic products.

## V.FINDINGS, SUGGESTIONS AND CONCLUSION

- ❖ Most of the respondents are female in our survey.
- ❖ Most of the respondents are from the age group between 31-40.
- ❖ Maximum of the respondents are married in our survey.
- ❖ Most of the respondents are graduates.
- ❖ Maximum of the respondents are working with private concerns.
- ❖ Most of the respondents are earning above Rs.75000.
- ❖ Maximum of the respondents are from nuclear family.
- ❖ Most of the respondents have average awareness towards organic products.
- ❖ Majority of the respondents are getting awareness about organic products through their friends and relatives.
- ❖ Maximum of the respondents are preferring to purchasing organic products through online.

### 5.1 SUGGESTIONS

More discounts and promotional offers can be given to customers regularly to increase the sales of organic products which also leads to a high awareness towards organic farming as the customers are mostly not aware about organic products.

The variety of products can be increased in future period of time with the shops based on the availability and the requirements of products can be given to persons who are farming organic products so that the volume can be increased with more customer base towards the store.

According to advertising efforts and effort endeavors focused at purchasers, organic nourishment makers and advertisers trust so. By investigating the characteristics of the normal sustenance buyer, these organizations and associations hone their showcasing procedures, teaching customers about the potential wellbeing, natural, and way of life benefits organic foods offer.

## CONCLUSION

Organic products assumes essential part in everyday life. The present current world is an integral part of organic products. Buyers are increasingly worried about condition and their wellbeing. In this manner, they are starting to change their propensities for utilization and are requesting greener products whose fabricate has minimal effect on the earth. Green products join green ideas in the assembling and utilize return procedure of these products while enabling the products to meet a similar assembling directions.

A few customers see eating organic foods as an interest in their wellbeing. Cost is additionally a determinant in purchasing choices since organic sustenance ordinarily requires a top notch cost, be that as it may, the salary versatility for organic foods has been observed to be generally little. This study will look more specifically at college students' views towards organic food and how their knowledge influences their buying habits. The study will focus on decision-making factors such as price, availability, food-safety concerns, animal welfare concerns, and environmental impact concerns. The sample will be asked to estimate their average budgets over a period of time that is spent on organic foods. The main objective of the study is that study the reason influencing the consumers in the choice of their green products and to analyze the pattern of purchase with respect to green products.

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