



A STUDY ON CONSUMER SATISFACTION WITH THE USE OF ORGANIC PRODUCT

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Abstract:

The study investigates consumer satisfaction with organic products, focusing on factors such as perceived health benefits, environmental concerns, product quality, price sensitivity, and availability. Data was collected from a diverse sample through surveys and interviews. Preliminary findings suggest that satisfaction is influenced by health benefits and environmental considerations, but challenges like higher prices and limited availability also impact satisfaction. Demographic variables like age, income, and education also influence attitudes. The findings are relevant for businesses, policymakers, and stakeholders in the organic industry to improve marketing strategies and support market growth.

Keywords: organic products, consumer satisfaction, perceived health benefits, environmental concerns, product quality, price sensitivity, availability, mixed-methods approach.

Introduction:

Organic food, a multibillion dollar industry, is produced using organic farming methods and is free from synthetic chemicals and GMOs. The market has grown since the 20th century, with small-scale farms and large-scale certified organic food producers. The US and EU have different organic regulations, but Indian states like Chhattisgarh, Odisha, and Uttarakhand have taken initiatives to promote organic farming and natural farming. Chhattisgarh launched the Godhan Nyay scheme in 2020, while Odisha introduced an organic farming policy in 2018. Uttarakhand, the first state to have an organic farming policy, plans to become 100% organic by 2021-22.

Objective of study:

- Studying socio-economic factors of respondents.
- Understanding organic product purchase frequency.
- Determining consumer preferences.
- Evaluating consumer satisfaction with organic products.

Scope of study :

This study examines consumer satisfaction with organic products in a specific geographic area, focusing on various types of products. It considers diverse demographics and factors influencing satisfaction, such as perceived health benefits, environmental concerns, product quality, price sensitivity, and availability. The study offers insights for businesses in the organic product industry, including marketing strategies, product development, and consumer engagement.

Limitations of the study:

- Conducted in Coimbatore quarter of TamilNadu, limiting applicability to other regions.
- Sample size: 150 respondents.
- Methodology: Questionnaire-based data collection.
- Short duration limits in-depth analysis.
- Focus: Primarily on organic foods.

Review of literature:

Marija radman (2005) This study is to reveals the determine to the consumer attitude towards organic product. The consumers taught that organic products are very healthy good quality and tasty. however, the product is very expansible the attitude of the consumers towards the organic product are very high, and the consumer ready to pay a higher price for the organic product.

Bolten, jan,kennerknecht, raphael and yet (2006) The main of the study is to determine consumer satisfaction towards organic product. Regression analysis revels the identification of services and product quality determines the consumer's satisfaction. Consumers assumes that freshness of fruits and vegetables shows the quality. The correlation analysis determines that consumer's enthusiasm is the more accurate factor to recommendation of the shops.

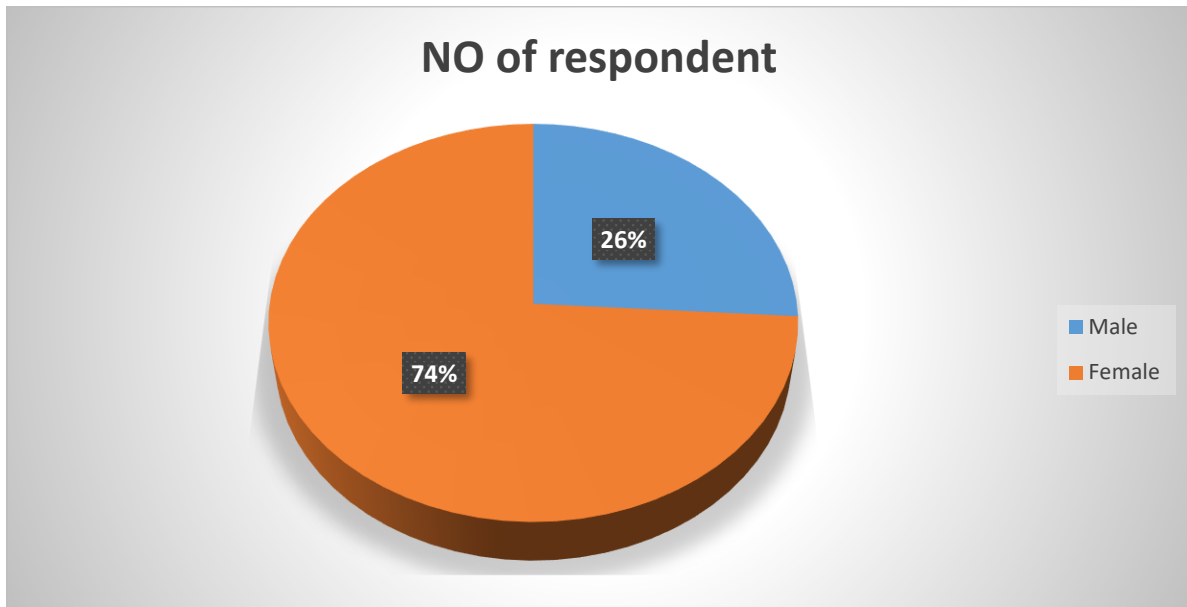
Khalid ismail and nawawi ishak (2014) This study is to examine the consumer's perception and interrelationship between purchase intention and actual purchase behavior. The purchase intention is significantly influenced the consumer perception like safety, health, environment etc... actual purchase behavior of organic product was significantly affected by the intention of organic product. Significant difference means observed value in the purchase intention with the demographic profile of the respondents.

Mr. Pardeep kumar, dr. hema gulati (2017) This study is mainly focus on rural area market of organic product. The finding says that the in rural areas organic products are not much more available compared to the urban area. The other main problem is price of the organic product. The price of organic product is high than the non –organic product. So the low level income earned peoples are cannot afford to the organic product.so the consumer did not purchase a high quantity of organic product.

Analysis and Interpretation:**DEMOGRAPHIC PROFILE OF ORGANIC CONSUMERS****Gender classification of organic consumer****Table1**

Factors	No. of. Responses	Percentage
Male	39	25.7
Female	113	74.3
Total	152	100.0

Figure 1



The socio-demographic profile of Coimbatore city reveals that 74.3 percent of respondents prefer organic products, with a higher percentage of females than males, indicating a higher preference for organic products among the female population.

Age group of organic consumer

Table 2

Factors	Frequency	Percentage
Below 20	49	32.2
20-35	90	59.2
36-60	08	5.3
60&Above	05	3.3
Total	152	100.0

Table 2 shows that the majority of respondents (20-30) prefer organic products, with 59.2% below 20 and 32.2% below 20. The least percentage is 60 and above, with 3.3 being above 60. The majority are aged 20-35.

Findings :

The survey surveyed 152 respondents, with 25.7% male and 74.3% female. The majority were below 20 years old, with 59.2% aged 20-35. Educational qualifications were categorized as SSLC, higher secondary, post-graduation, MPHIL, ITI, diploma, and other. Consumer occupations included students, self-employed, salaried, professional, and homemakers. Marital status was a significant factor, with 20.4% married and 79.6% unmarried. Family type was categorized as joint or nuclear, with 42.8% in joint families and 57.2% in nuclear families. The majority of respondents resided in rural areas, with 37.5% in urban areas and 13.8% in semi-urban areas.

Conclusion:

The study explores consumer satisfaction with organic food products and their preference. It highlights the importance of organic food products for environmental sustainability and highlights the need for realistic and moral promotions, as well as product availability in terms of volume and variety, to succeed in marketing organic food products.

Reference:

- M. Aarthi, S. Balusamy's study on consumer satisfaction towards organic food products in Coimbatore.
- Abisha KA and Dr. P Kannan's study on consumer awareness and satisfaction towards organic products in Palakkad district.
- D Hari Priya and Dr. N Ramesh Kumar's study on consumer satisfaction towards organic farm products in Coimbatore district.
- G. Jaya Pennarasi and V. Dhanalakshmi's study on consumer preference towards organic food products in Salem town.
- Dr. R. Mohana and Dr. N. Soundari Sathya's study on customer preference towards natural organic products in Tirupur City.
- Dr. M. Neelavattay's study on consumers' attitude towards organic products in Maharashtra district.