



A STUDY ON CUSTOMER SATISFACTION ON ORGANIC FOOD PRODUCTS IN COIMBATORE CITY

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ABSTRACT:

The demand for food supply in India has increased recently due to the country's rapid population expansion and rising life expectancy. The ecological equilibrium has been harmed by overexploitation of natural and non-renewable resources, endangering consumer health. Organic food products are becoming more and more in demand worldwide. Consumers are becoming more aware of and picky about edible goods ever since environmentalists voiced their concerns about the detrimental effects of growing chemical use in farming. Research on Consumer Satisfaction with Organic Food Products In order to determine customer satisfaction with organic food products, a well-structured survey was administered to 100 respondents. This indicates that consumers have certain demands for the products they buy, including those regarding quality and cost.

Key Words: - Organic food products, customer satisfaction towards organic food products, quality and cost of the organic food products.

INTRODUCTION:

Organic agricultural methods and equipment are used to generate organic food items. These methods are mainly intended to produce food sustainably in a clean, pollution-free environment. The main goal of this is to increase agricultural productivity by utilizing naturally occurring resources, such as organic wastes (crop, animal, and farm wastes, aquatic wastes), other biological materials, and beneficial microbes (biofertilizers/biocontrol agents) as inputs to release nutrients into crops and shield them from insects, pests, and diseases.

Organic foods are the result of integrated farming methods that follow organic production standards and prioritize soil health, biodiversity, chemical-free inputs, and other social and environmental responsibility factors.

The demand for organic food products is rising quickly on the worldwide level. Following the environmentalists' concerns about the detrimental effects of increased chemical use in farming, consumers are becoming more aware of and careful about what they consume. Customers' "tastes and preferences" have changed as a result of this growing understanding, and this has increased demand for organic products both domestically and worldwide. Farmers have turned to organic farming in order to meet this demand and receive price incentives; as a result, there are currently 3.5 million hectares of organic farming practiced worldwide.

STATEMENT OF THE PROBLEM

When evaluating natural organic food to non-organic food that has been treated with chemicals and artificial preservatives, there are many benefits. Choosing these foods for regular consumption will truly provide health benefits as they are completely natural and don't contain any dangerous chemicals or pesticides. The analyst is enthusiastic about the benefits of purchasing and using for their general use. A study has been conducted to determine consumer preferences for natural organic foods.

OBJECTIVE OF THE STUDY

- To study on customer satisfaction toward organic food products.
- To identify the satisfaction level while consuming organic food products.

RESEARCH METHODOLOGY:

A research technique is a methodical approach to issue solving. Research technique refers to the processes that scientists use to describe, interpret, and forecast phenomenon. Both analytical and descriptive methodology are used in this investigation. This study focuses on elements that influence customer satisfaction, including cost, accessibility, nutritional value, health benefits, food safety, environmental protection etc.

SOURCE OF DATA

Primary data

A well-designed survey was created and given to Coimbatore city's organic food product consumers.

Secondary data

Journals, publications, and websites of organic food products are only a few of the secondary information sources that were consulted for this study.

AREA OF THE STUDY:

The research is to study the customer satisfaction towards organic food products in Coimbatore city. The data was collected from 100 respondents

TOOL USED:

Karl Pearson correlation

REVIEW OF LITERATURE

Dr. A. Arun, Dr. D. Premasevaraji, Prof. S. Rajagopalan, Dr. M. Nadhini (2023)¹

In their study on the title “A study on awareness and challenge of organic product among the student with reference to Coimbatore city”. The study aims to know the awareness level of student to organic product and food. The sampling method adopted to collect the data were non -random sampling, convenient sampling technique. The study was based on primary data based on the structural questionnaire. The sample size of the study was 102 Respondent. The simple percentage, mean, ‘F’-test, chi-square, weighted average, Garrett ranking Were used for the analysis of data. The study conclude that people began looking up the advantages of organic products and how to use them online, in magazines, on social media, etc. Social media and public promotion are the primary ways that students learn about organic products.

DR.P. Jesintha (2022)²

Did the study titled “ consumer satisfaction towards organic food “ .The study aims to classify the reason for choosing organic food by the consumers at kanya Kumari district .The data was collected was based on the cluster sampling techniques .The data collected was based on the primary data through structured questionnaire & collected from 384 respondent .The study analyzed the data using the statistical tools of t-test .The study conclude that according to the survey, people who are satisfied with organic meals are most likely to purchase and consume organic goods because they think doing so will bring them a substantial nutritional advantage and help protect the environment.

ORGANIC FOOD PRODUCT:

Organic food, often known as "ecological food" or "biological food," is defined as food or beverages produced using the organic farming method. Organic farming is best famous for forbidding the use of pesticides, but its entire set of methods is focused on enhancing ecological balance, biodiversity, and environmental health.

Food must receive certification in order to be referred to as organic legally. The standards established by the national government of the country where the foods are being sold serve as the foundation for certification. The Department for Agriculture and Rural Affairs (DEFRA) sets regulations for organic farming and food in the United Kingdom

CORRELATION BETWEEN GENDER AND SATISFACTION TOWARD ORGANIC FOOD PRODUCTS

	FACTOR	GENDER	SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS
GENDER	Pearson Correlation	1	0.044
	Sig.(2-tailed)		0.664
	N	100	100
SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS	Pearson Correlation	0.044	1
	Sig.(2-tailed)	0.664	
	N	100	100

Source: Author's computation

The above table the pearson's correlation is +1(0.044) indicates a positive correlation between gender and satisfaction towards organic food products, this indicates that the variables are moving towards same direction

CORRELATION BETWEEN AGE AND LEVEL OF SATISFACTION WHILE CONSUMING THE ORGANIC FOOD PRODUCTS

	FACTORS	AGE	SATISFACTION WHILE CONSUMING THE ORGANIC FOOD PRODUCTS
AGE	Pearson Correlation	1	0.029
	Sig.(2-tailed)		0.771
	N	100	100
SATISFACTION WHILE CONSUMING THE ORGANIC FOOD PRODUCTS	Pearson Correlation	0.029	1
	Sig.(2-tailed)	0.771	
	N	100	100

Source: Author's computation

The above table the pearson's correlation is +1(0.029) indicates a positive correlation between age and level of satisfaction while consuming organic food products, this indicates that the variables are moving towards same direction.

FINDINGS FROM KARL PEARSON CORRELATION:

- The Pearson's correlation is +1(0.044) indicates a positive correlation between gender and level of satisfaction towards organic food products, this indicates that the variables are moving towards same direction.
- The Pearson's correlation is +1(0.029) indicates a positive correlation between age and level of satisfaction while consuming the organic food products.

CONCLUSION:

The study conclude that many people had hear about the organic food products from there friends and they agree that organic food is healthy. They are also interested to explore and know about the organic food products. most of them have explore about the organic food products using their social networking sites. They use to purchase the vegetable in organic food and they buy the organic food product from the organic store. They have started to consume the organic food products many years and they spent more amount to buy the organic food products. Mostly the people consume the organic food products because it is safe to consume and will not cause any disease and it is tasty and healthy and the quality of the organic food is highly satisfied by the people.