A STUDY ON CONSUMER'S SATISFACTIONS AND PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS IN TIRUNELVELI DISTRICT

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ABSTRACT

Today's Indian consumers are living in a dynamic world. They are continuously coming across new things in the world of food. They are becoming more and more conscious about their health; the Indian market in offering increasing potential for health friendly food segments such as that of organic food but the market for organic food is extremely nascent stage in India at present. Organic foods serves as a promising alternative for the population concerned about the consequences of high amounts of chemical infusions in food items – both in terms of self - consumption as well as the ill impact on the environment. The affinity of an individual towards consumption of organic food items is highly dependent on the knowledge levels, expending capacity and accessibility available to the individual. Organic food promotes a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of food. This prevents excess use harmful ingredients and thereby ensures health.

KEY WORDS: Organic foods, Consumer, Nature, Problems and prospects, Quality

Introduction

This study attempted to gain knowledge about consumer perception towards organic products consumption and to see whether there is any potential this might have for changing their behaviour. The rationale for carrying out this study is that consideration for the environment could come only from well informed citizens who are aware of, and fully committed to their rights to a quality health and environment. Nevertheless, before any behaviour can be changed, it is necessary to evaluate the current state of consumers' awareness and knowledge. Therefore consumer perception towards organic products, willingness to pay for organic products and intention to purchase organic products will be the main agenda of this study.

'Organic food' is food which is grown without use of chemical from planting seed to harvesting. Recent trend has inclined towards organic food. Nature is potential enough to grow life in it, from many years mankind is changing definition of ecosystem. Due to human interference today new species is developed by unnatural selection.

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Over the past decade consumption patterns of consumer will be change especially in food consumption because all consumer to eat organic food because of the he/she perception is to eat the organic food is good for health and it's grows with use of organic manual and use natural resource, so consumer behaviour will be shift to organic food item, and quality and safety in food attract consumer interest in organic food that is free from pesticides and chemical residues.

Vegetable and fruit market depends supply from nearby villages in general at this circumstances it is better to study the consumer perception towards organic product is considered as worth and this area is not touched by

any researchers so far is an added advantage. The present empirical study is an attempt to examine the consumer perception towards organic products in Tirunelveli.

Statement of the Problem

The potential buyers using foods which are harmful to the consumer have got awareness on organic foods started buying and utilizing for their regular consumption. The researcher shows interest on the optimistic impact to the society thus this particular study has been carried out. Hence, the present study is conducted to know the awareness on organic foods and factors that influence the consumer to buy organic foods.

Objectives of the Study

The study has the following objectives.

(i)   To study on factors motivating among consumers of organic foods in Tirunelveli.

(ii)   To study the level of satisfaction of consumer towards organic foods Tirunelveli.

(iii)   To study problems and prospects for organic foods Tirunelveli.

Methodology

The research was undertaken on the basis of data collected from both primary and secondary sources. The primary data has been collected directly from the consumer organic foods Tirunelveli. Primary data has been collected through questionnaire by adopting stratified random sampling method.

Secondary data has been collected from published books, Journals and online journals & databases like Inflibnet and Delnet. The analysis was carried out by using statistical tools like ANOVA, T test, Chi- square test, and percentage analysis to evaluate the objectives of the study. The results were presented in the form of tables and charts.

Sampling

A sample of 200 respondents was selected for the study by using stratified random sampling method. The sample respondents for the study was stratified into 40 respondents each from five organic foods Tirunelveli store namely Annai organic products store, Annam organic products store and Guru Kiruba.

Organic foods store, thalavalai organic products store and sathguru nature organic shop in organic foods Tirunelveli. Questionnaires were used to collect data from the respondents. Structured questionnaire were framed from various researches to suit this specific study. Self- administered questionnaires were distributed to the respondents for the study.

PERSONAL AND SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

People taste and preferences changes and so as their demographic factors like age, qualification, income etc. The respondents has recorded their personal details such as age, marital status, number of children, education, occupation, monthly income (personal and family) and the same is present

Personal Profile of the respondents

Variables	Classification	Number of respondents	Percentage
Age (in years)	**Below 20**	15	15.0
	21-30	20	20.0
	31-40	38	38.0
	41-50	20	20.0
	Above 50	7	7.0
Marital status	Married	56	56.0
	Unmarried	24	24.0
	Widow	20	20.0
Number of Children	Yes	60	60.0
	No	40	40.0
Education	Primary school	5	5.0
	SSLC	18	18.0
	HSC	12	12.0
	Diploma	25	25.0
	Graduate	14	14.0
	Professional	16	16.0
	Post Graduate	10	10.0

Source: Primary data

Tables shows that 15.0% of the respondents are in the age group of below 20 years, 20.0 % of the respondents are between 21-30 years, 38.0 % are between 31-40 years, 20 % are in the age group of 41-50 years, 7% belongs of the respondents are above the above 50 years. It is observed that nearly one fourth of the women respondents (31.0%) are in the age group of 30- 40 years.

Above table also explores the marital status of the respondents. 56.0% of them are married, 24.0 % of the respondents are unmarried and 20.0 % of them are widow. It is observed that most of the women respondents (60.0) were married. Above table also exhibits the women respondents' statement about their

number of children. 60% of the respondents having children and the remaining 40% of the respondents are yet to be blessed with kids.

Respondents' educational qualification is also displayed It is revealed that 22.5% of the respondents are graduates, 19.06% of the respondents have completed their HSC, 17.4% of the respondents are post graduates, 13.44% of the respondents are professionals, 12.92% of them completed SSLC, 7.92% of them completed primary school education, and 6.77% of the respondents are diploma holders. It is observed that majority of the respondents (22.5%) are graduates.

Descriptive Statistics

Descriptive Statistics of all Independent and Dependent Variables

	Entertainment	Informativeness	Credibility	Irritation	Permission	Incentives	Personalisation	Consumer attitude	Consumer Behaviour
N Valid	622	622	622	622	622	622	622	622	622
Mean	4.55	1.22	3.21	1.220	4.55	3.21	1.220	4.55	1.22
Standard Dev.	4.55	4.22	5.33	4.22	5.33	5.33	4.22	5.33	1.22
Variance	4.55	2.11	4.53	3.2	4.53	4.53	3.2	4.53	1.22
Range	4.55	3.2	3.21	2.33	3.21	3.21	2.33	3.21	1.22
Minimum	4.55	2.11	4.21	1.22	4.21	4.21	1.22	4.21	1.22
Maximum	4.55	3.01	2.13	3.22	2.13	2.13	3.22	2.13	1.22

Test of Normality for BFBA (Belief about Facebook Advertising)

The Q1 to Q17 are the statement numbers used in the standardized questionnaire. The table shows associated significance value is 0.000 which is value 0.05. Therefore, the null hypothesis was rejected. Hence, it could be concluded that the data were not normally distributed.Therefore, it would be appropriate to use non-parametric test on the data. shows result of Kolmogorov-Smirnov test

	Kolmogorov-Smirnova		
Q1	Statistic	Df	Sig
Q2	.214	500	.000
Q3	.215	500	.000
Q4	.152	500	.000

Q5	.321	500	.000
Q6	.258	500	.000
Q7	.314	500	.000
Q8	2.33	500	.000
Q9	3.55	500	.000
Q10	.321	500	.000
Q11	.258	500	.000
Q12	.145	500	.000
Q13	.369	500	.000
Q14	.214	500	.000
Q15	.215	500	.000
Q16	.152	500	.000

CLUSTER ANALYSIS FOR IDENTIFYING THE SIMILARITY OF RESPONSES TOWARDS ADVERTISEMENTS

Cluster analysis is a technique for grouping variables and cases. For the present study cluster analysis is used to group variables of data based on the similarity of responses. K means cluster analysis is adopted for this purpose.

Cluster classification and ANOVA

Study Variables	Cluster 1	Cluster 2	Cluster 3	F-value
	Mean	Mean	Mean	
Attitude towards advertisements	75.4	66.3	74.3	65**
Dieting practice	78.3	65.3	72.3	62.6**
Dieting thoughts	79.3	68.3	75.3	62.3**
Fear of Negative Appearance	79.2	65.3	75.3	65.33***
Appearance Evaluation	75.3	64.3	62.3	63.3**
Appearance Orientation	74.3	62.3	62.3	62.6**
Women in Advertisements	72.3	61.3	62.2	62.3**
Behvaioural intentions	72.2	62.3	61.1	65.33***
Identifications	65.5	61.3	86.3	63.3**
Expectancies	45.5	61.1	65.3	62.6**
Desirability	86.3	62.3	6.2	62.3**
Realism	56.3	62.2	63.3	65.33***

Advertisement pressure	89.6	62.2	62.1	64.3**
Number or respondents	54	24.	22	

The table presents the cluster wise mean scores of the study variables and results of ANOVA. Cluster 1 comprises 321 (33.44%), cluster 2 comprises 288 (30%) and cluster 3 contains 351 (36.56%) respondents. It is found that cluster 1 mean score are higher for many study variables compared to cluster 2 and 3. Since cluster 1 mean scores are high it can be inferred that the respondents of this cluster's perceived pressure is high and hence their willingness to look like models and dieting thoughts and practices is also high. Further K-mean clustering permits the F-value to be determined through ANOVA. The variable with highest F-value is Advertisement pressure (375.86) influence the cluster constructs most and the F-value of the variable constructs of Realism (11.16) influence the cluster construct least.

F-tests for each variable indicate how well the variable helps to discriminate between clusters. One way ANOVA for each individual variable using the final cluster centers as groups were conducted. Table 4.59 shows mostly all the variables were found to have a significant difference between cluster groups. Cluster 1 comprises 321, cluster 2 comprises 288 and cluster 3 contains 351 cases. Since the ANOVA's F-value shows that all the study variables are significant between the three cluster centers, Scheffe equal variance test was conducted to determine the exact source of meaningful differences among clusters.**Reasons to prefer organic foods**

College students prefer organic foods for different reasons namely easily available, different taste, reasonable price, temptations, alternative food, influence of friends and family members, time saving and other reasons. The following table shows the reasons to prefer organic foods

Reasons to prefer organic foods

Sl.No	Reasons	No. of Respondents	Percentage
1.	Easy available	12	6.0
2.	Different taste	34	17.0
3.	Reasonable price	17	8.5
4.	Temptations	22	11.0
5.	Alternative food	35	17.5
6.	Influence of friends and family members	22	11.0
7.	Time saving	43	21.5
8.	Others	15	7.5
Total		**200**	**100**

Source: Primary data

Table shows that 21.5 per cent of the respondents prefer organic foods for time saving, 17.5 per cent of the respondents prefer organic foods for alternative food, 17 per cent of the respondents prefer organic foods for different taste, 11 per cent of the respondents prefer junk food for temptations, another 11 per cent of the respondents prefer organic foods for influence of friends and family members, 8.5 per cent of the respondents prefer organic foods for reasonable price, 7.5 per cent of the respondents prefer organic foods for other reasons namely children taste and 6 per cent of the respondents prefer organic foods for easily available.

Suggestions

➢ Education programme on Environment and the benefits of organic products and consumption of organic products will make the consumers more environmentally conscious "Green Consumer".

➢ Robust Promotional activities needs to be carried out on a regular basis like Free Organic Products Tasting, Sampling of Organic Products Bag and Organizing Health Camps. There is also a need to introduce new offers such as Rewards cards, gift coupons to increase consumers loyalty towards organic products & increase sales.

➢ The marketers needs to adopt a more competitive strategy to push the sales of organic products as urban consumers have a higher buying potential and concern for health, safety and environment.

➢ Good quality of organic products at reasonable price may not only attract more potential buyer but also do justice to our environment as the pesticide application is minimal. Thus, concerted effort from all parties especially the government in promoting the advantages of consuming organic products may help shift consumers' behaviour.

➢ Since consumers are increasingly aware of the threat of harmful additives and food safety, organic products provide a safe and reliable way to "eat healthy". Aspects like "safe", and "healthy" should be stressed in packaging, brand image development and advertising to draw favourable attitude towards the organic products. Moreover, efforts in educating consumers about health awareness can foster more favourable attitude and consumption for organic products. To do this, food marketers should work together with the Government for developing promotional campaigns to influence consumers' beliefs about the relationship

between food safety and disease. The promotional campaign can be in different forms, depending on the target audience.

➢ Selling locations and distribution channels could be increased and broadened, so that the increase in convenience could attract both buyers and non-buyers of organic products. By increasing the production volume or supply of more variety organic products as mentioned, not only the price could be reduced, selling locations could also be directly or indirectly increased. Further, the pattern of distribution channels could also be changed. As supermarkets, health food stores and markets occupied a large share as organic products shopping points, emphasis should be placed in these three channels, especially supermarket as it is the most often shopping place for consumers. More organic products, especially vegetables and fruits, should also be directed to markets in order to absorb a broader consumption group.

Conclusion

Buying of organic foods is increasing because of environmental and health issues associated with food production. The increase in consumers' interest in organic foods has been attributed among other issues to the growing demand for food free from pesticides and chemical residues. With the present study an attempt is made to describe the consumer perception towards organic products. The main motives to purchase organic products are health and environmental benefits, plus support for local or small farmers. In addition, an important factor that was revealed as a barrier to the development of organic foods is consumer information. Increased consumer awareness of organic labeling and their trust in organic labels as well as increasing the availability and range of organic food products, may be the most effective way of increasing their market share.

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