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A STUDY ON CONSUMERS SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN KARUR CITY

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Abstract : In India, innovative marketing techniques and dedication to promoting a healthy environment are driving the organic food sector's steady growth. The emergence of organic food agriculture is also heightening awareness among individuals involved in agriculture. Organic foods must adhere to and uphold specific criteria in order to be designated as such. Establishing an effective marketing mechanism is crucial for enhancing organic production in India. There is a wide range of eco-friendly and health-conscious items available on the market that caters to consumers' health-related problems. The purchase of organic food products for their families has altered the consumer's behavior. Therefore, the researcher has opted to investigate the satisfaction of consumers towards organic food products in Karur City. The expert picked a convenient sampling method in the study. One hundred people from Karur City were picked by the researcher to take part. For analysis, both source and secondary data were used in this work. For the goal of research, information was gathered from 100 people who said they bought organic food. The Simple Percentage Method and Analysis of Variance are the tools and methods that are needed for this work.

IndexTerms **- ANOVA, Consumers Satisfaction, Organic Food Products.**

I. INTRODUCTION

In India, innovative marketing techniques and dedication to promoting a healthy environment are driving the organic food sector's steady growth. The emergence of organic food agriculture is also heightening awareness among individuals involved in agriculture. Organic foods must adhere to and uphold specific criteria in order to be designated as such. Establishing an effective marketing mechanism is crucial for enhancing organic production in India. Hence, the farmers and government show a commitment to organic food, which will facilitate the development of an efficient marketing system in Tamil Nadu. Consumer consumption patterns have undergone significant changes in the past decade, particularly in relation to food. The demand for organically produced foods has risen among consumers and governmental institutions, particularly in industrialized nations, due to growing concerns about food safety, human health and environmental impact. The organic food market has had consistent growth over the past decade. Organic food production and trade have emerged as important sectors in India as well as in other parts of the developing world and are seen as an important strategy for facilitating sustainable development. The present study contains detailed information about organic food products. The present study provides the intention to purchase organic food products to protect health from other illness problems. It includes consumer preference towards organic food purchases from the concerned shops and impacting factors on the use of organic food products. The researcher has used more analytical tools and techniques to study the consumers' satisfaction towards organic food products in Karur City.

II. REVIEW OF LITERATURE

The literature reviews of the study are Mohamed et.al. (2015) examined the consumer acceptance toward organic food. The study concluded that the consumer behavior includes the mental processes that people go through when they realize they need something and look for ways to get it. It also included how they gather and understand information and raised knowledge to meet consumers' needs, wants, and demands. Sathyendrakumar and Chandrashekar's (2015) studied the consumers behavior towards organic food products in Mysore City. Structured surveys were sent to 50 people who worked at stores that sold organic products or for marketing companies that promoted organic goods. The study concluded that the both farmers and the government were interested in organic farming, which makes Karnataka's selling system better.

III. STATEMENT OF THE PROBLEM

The study has examined consumer's satisfaction regarding organic food items by conducting a survey and assessing the future market's requirements from ranchers. There is a wide range of eco-friendly and health-conscious items available on the market that caters to consumers' health-related problems. The purchase of organic food products for their families has altered the consumer's behavior. Therefore, the researcher has opted to investigate the satisfaction of consumers towards organic food products in Karur City.

IV. OBJECTIVES

The objectives of the study are given below:

1. To show the demographic variables of the respondents in the research work.
2. To measure the consumers satisfaction with organic food products in Karur city.

V. METHODOLOGY

The current research is both observational and descriptive in the study. The main goal of this study is to find out how the group respondents feel about shopping and how satisfied they are with their purchases. The expert picked a convenient sampling method in the study. One hundred people from Karur City were picked by the researcher to take part. For analysis, both source and secondary data were used in this work. For the goal of research, information was gathered from 100 people who said they bought organic food. The Simple Percentage Method and Analysis of Variance are the tools and methods that are needed for this work.

VI. SCOPE OF THE STUDY

This study is important because it looks into and describes the growing market for organic food items. It's been a while since people switched to organic and natural food, but they've been pleased with the results. India's organic food business is growing very quickly for all of the good reasons listed above. That's why the expert tried to find out how aware and happy people are with organic food items. This study talks about the main reasons why people buy organic food and other perks that have to do with user choice. To protect their health and keep them from getting diseases, the consumers' happiness has changed. This study gives us more information about how people know about organic foods and how important they are to society. The things that make people in the study area buy and use organic food items are useful to know. So, this study is mostly about how happy people in Karur City are with healthy food items.

VII. RESULTS AND DISCUSSION

The study showed the demographic variables of the respondents as given below:

Table-1 Demographic Variables of the Respondents

Variable	Particulars	No. of Respondents	Average Score
Gender	Male	52	52.00
	Female	48	48.00
Age	Upto 25 years	42	42.00
	26 Years - 50 years	26	26.00
	More than 51 years	32	32.00
Marital Status	Married	48	48.00
	Single	52	52.00
Educational Qualification	Upto SSLC/ HSC level	26	26.00
	College Level	43	43.00
	Others	31	31.00
Income	Below Rs.20,000	27	27.00
	Rs. 20,001 to Rs.40,000	43	43.00
	Above Rs.40,001	30	30.00
Satisfaction Level	Low	22	22.00
	Medium	30	30.00
	High	48	48.00
	Total	**100**	**100.00**

Source: Primary Data

Table-1 illustrated the demographic variables of samples in the study. The study covered the male respondents (52.00%) followed by the female respondents (48.00%). There are most of the respondents under upto 25 years (42.00%) followed by the age group of more than 51 years (32.00%) and 26-50 years (26.00%). Most of the respondents were single (52.00%) followed by married respondents (48.00%). There are more respondents who have college education (43.00%) followed by other educational level (31.00%) and SSLC/HSC level (26.00%). There are majority of Rs.20,001-Rs.40,000 income earning respondents (43.00%) followed by the respondents under above Rs.40,001 and below Rs.20,000 income (27.00%) in this study. The consumers of organic food products have higher satisfaction (48.00%) followed by the medium satisfaction (30.00%) and lower satisfaction (22.00%) in the study. The hypotheses of the present study are:

- There is a significant change between the consumer’s demographic variables and satisfaction with organic food products in Karur city.

The ANOVA results of the present study are given below:

Table-2 Analysis of Variance (ANOVA)

	Sum of Squares	D.F	Mean score	'F' Value	P Value	Significance
Between Groups	17481.881	2	8740.940	98.631	.000	**Significant**
Within Groups	88357.219	97	88.623			
Total	105839.100	99				

Table-2 revealed that the significant changes between the consumers perception on organic food products and demographic variables in the study. The result indicated that there were significant changes between the consumers perception on organic food products and demographic variables at significant 5 percent level.

VIII. CONCLUSION

The organic food products have offered more healthy benefits to the people. The consumers of organic food products have higher satisfaction followed by the medium satisfaction and lower satisfaction in the study. The result indicated that there were significant changes between the consumers perception on organic food products and demographic variables at significant 5 percent level. The consumers have satisfied with the organic food products in Karur.

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