

CONSUMER SATISFACTION TOWARDS ORGANIC FOOD

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ABSTRACT

Organic foods are those which are produced naturally without any use of chemicals, pesticides or additives. The preference and awareness about organic foods has widespread across the world. Consumers tends to buy more organic food than inorganic as it has harmful effects due to high usage of chemicals and pesticides. The drastic shift towards organic food eventually increase the growth of organic food markets. Organic food also promotes a balance of nature, living organisms, environment and human beings. It also prevents production of food from no artificial preservatives and highly maintain the originality of food. This prevents excess usage of harmful ingredients and thereby promotes health. Consumers, also have concerns on production process of organic foods, primarily the certification and authenticity of organic food has to be improved. Thus, organic foods are considered as more nature friendly, more nutritious and healthy when comparing to conventional foods. The study attempted the consumer satisfaction towards the organic food with special reference to Kanniya kumari district. The study also further analyze the reason for preferring the organic foods by consumers. The study suggested

that consumers preferring organic foods because of their health consciousness and their satisfaction level rely on employees' friendliness and co-cooperativeness towards consumers.

KEYWORDS: Organic foods, Consumer satisfaction, Conventional foods, Nature friendly, Consumers.

INTRODUCTION

India has lot of ability and potential to produce all types of organic foods due to its tropical climatic conditions. Organic foods play a prominent role in the development of agriculture and improves health of every human being. It not only serves the nature and preserve the environment but also saves the health of human being. In several part of the country, the tradition of organic foods brings an immerse change. The main objective of organic foods is to release the environment from soil pollution, control chemical fertilizers, and to maintain health among consumers. The foremost aim of producing organic foods is to s sustain productivity, substantiate environmental protection and food merchandise raised with no reasonably chemicals. In addition to this, it also enhances various benefits such as bio diversity, biological cycles and soil biological activities. Organic food products in India are growing in domestic market. The increase in awareness has caused changes in consumers' tastes and preferences which led to the domestic as well as global rise in demand for organic foods. According to a survey, early 30.4 million hectares were allotted for producing these organic food products. Consumers, today, have a clear cut knowledge about genetic manipulations, food production technology and impact of food on human health. The organic food market has grown continuously over a past decade, but the total share of organic food is still low compared to total food market. Now-a-days, organic food product sales were raised to 3% of global food sales with the estimated annual growth of approximately 50%. Therefore, higher prices of organic food products comparing to conventional products, market demand and Government support for organic producers have turned organic production into lucrative system for the producers.

Today, consumer satisfaction is considered as one of the most important factor for achieving success and profitability on business. Thus, evaluating and monitoring the satisfaction

of consumer is the most important factor as it was determined as one of the basic requirement of success for any type of organization. In this article, the various reasons for preferring organic foods were examined and also satisfaction level of consumers towards organic foods were proposed within the frame work of the research variables.

STATEMENT OF THE PROBLEM

In India, organic food are in developing stage which were encouraged and supported by government and various other private initiatives. The consumers are also changing drastically towards organic foods because most of the consumers wants to maintain their health and they try to avoid various diseases caused by inorganic food. The consumer behaviour also changed towards organic foods after consuming by themselves and their families. Hence, the research was conducted to know the satisfaction level of consumers towards organic food as consumers got awareness about those organic food and most of them started to buy organic food for their regular consumption and research concludes to explicit about the positive impact of organic food and it's satisfaction level to the society.

REVIEW OF LITERATURE

Vinay Raj R (2020) in this study describes that there is a perception among consumers that organic foods are more nutritious, healthy and Eco Friendly .in these times most of the consumers are switching from conventional food to organic food and they are ready to pay higher price also. Nearly 80 percent of the women were interested in purchasing organic food where as 20 percent men were interested in purchasing these foods. Only drawback about the purchase is the certification process and authenticity of organic foods. There are plenty of benefits for the stakeholders as this market is large and are untapped. In this study weightage is given to buying behaviour. Purchase intention of consumers and their attitude towards organic food. A total of 553 samples were collected from Ernakulam. Ernakulam district is considered to be the biggest cities in kerala .There are many industrial areas and the major IT Park of Kerala is situated in this city .From all parts of India people are staying in this city. This is one of the major reasons why Ernakulam is chosen for this study.

OBJECTIVES OF THE STUDY

- To evaluate the consumer satisfaction on Organic food outlet at kanniya kumari District.
- To classify the reasons for choosing Organic food by the consumers at Kanniya kumari District.

RESEARCH METHODOLOGY

In due consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. Sampling unit consist of selected organic food consumers at kanniya kumari District. Data has collected from 384 respondents from the study area. Cluster sampling method has been used for the study.

A) Data Source: This study is both descriptive and analytical in nature and hence both primary and secondary data have used for the study.

Primary Data: It has collected from the respondents who consumes organic food on regular basis at kanniya kumari district through Interview schedule.

Secondary Data: Secondary data has collected from various Books, and Websites.

CONSUMER SATISFACTION TOWARDS ORGANIC FOOD

Organic food products has emerged as an important sector in India. It was emerged with an objective to produce a healthy and non - chemical foods without any use of chemical pesticides. Consumers also slowly shifting towards the organic food habits. This study was made to analyze about the consumer satisfaction towards organic food by using T-Statistics.

TABLE NO.

T TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MALE AND FEMALE WITH RESPECT TO CONSUMER SATISFACTION ON ORGANIC FOOD

SI. NO	CONSUMER SATISFACTION	GENDER		t-value	P Value
		MALE	FEMALE		
1	Updating the prices of organic food	2.854	3.010	0.952	.330
2	Bills for the products are given promptly	2.747	2.701	0.777	.379
3	More payment counters favoring speedy disposal of consumers	2.747	2.752	0.010	.921
4	Overall service is good	3.543	3.701	5.381	0.021*
5	Knowledge for employees to answer consumers' questions	3.572	3.762	8.773	0.003*
6	Behavior of employees instils confidence among consumers	3.796	3.711	2.279	.133
7	Consumer service exactly rendered	3.504	3.546	0.564	.454
8	Pays individual attention to consumers	3.514	3.690	1.058	.305
9	Employees were consistently courteous with consumers	3.650	3.628	1.642	.202
10	Employees are co-operative and consumer friendly	4.009	3.824	0.301	.584
11	Sincere effort towards solving a problem of consumers	3.786	3.804	0.061	.805
12	Handling of consumers complaint directly	3.767	3.659	0.010	.920
13	Items were same as stated in the promotion catalogue	3.679	3.659	1.717	.192
14	Service quality is satisfactory	3.718	3.742	9.411	0.001*
15	Price charged is fair	3.485	3.866	3.144	0.078
16	Organic food is promoted through price deal	3.456	3.484	0.034	.853
17	Organic food is spreading rapidly due to its convenient price	3.436	3.701	4.340	0.039*
18	Quality of the product justifies the price of the product	3.640	3.649	0.025	.873

19	Service offered by organic food delivers value for money	3.572	3.762	8.773	0.003*
20	Price fluctuation doesn't influence consumer satisfaction	3.660	3.597	3.342	0.069
21	Price of the organic food is relatively lower than inorganic food	3.563	3.525	0.016	.899

Source: Primary Data
Significant level @ 5%

The most important satisfaction of consumers towards organic food among male is 'Employees are co-operative and consumer friendly', 'sincere effort towards solving a problem of consumers', 'Behavior of employees instils confidence among consumers', since their mean scores are 4.009, 3.786 and 3.796. The most important attitude of consumers among female is 'Price charged is fair', 'Employees are co-operative and consumer friendly', 'sincere effort towards solving a problem of consumers', since their mean scores are 3.866, 3.824 and 3.804.

Regarding the satisfaction level of male and female consumer's towards organic food, the significant difference has been identified in case of 'Overall service is good', 'Knowledge for employees to answer consumers' questions, 'Service quality is satisfactory', 'Organic food is spreading rapidly due to its convenient price' and 'Service offered by organic food delivers value for money', since their T statistics was significant at 5% level.

REASON FOR CHOOSING ORGANIC PRODUCTS

Organic food is not only healthy and safety, it's also filled up with more advantages. Consumers choosing this organic food not only for their health consciousness, it includes various reasons. The reason for choosing organic food is studied by applying Garrett Ranking method.

SI. NO	REASONS	GARRETT MEAN SCORE	RANK
1	Healthy	79.64	I
2	High safety level of guarantee & control	68.82	IV
3	Animals are treated better	57.15	IX

4	Environment is less polluted	56.39	XI
5	Taste good	72.86	II
6	Fresher than conventional food	53.33	XII
7	High Quality	62.12	VI
8	Support local/Small farmers	58.31	X
9	Support organic movement/ sustainability	52.96	XIII
10	Not willing to support MNCs	51.38	XIV
11	Saving resources for future generations	50.27	XV
12	Positive image	59.96	VIII
13	Fashion to consume	61.28	VII
14	Environmental friendly	70.09	III
15	Using organic food gives satisfaction	66.25	V

Source: Primary Data

From the above table, the study clears that ‘Healthy’ was the first important reason for choosing organic product with a Garrett mean score of 79.64, followed by ‘Taste good’ with a mean score of 72.86. The third reason was ‘Environmental friendly’ with a mean score of 70.09. The fourth reason was ‘High safety level of guarantee & control’ with a mean score of 68.82 and ‘Using organic food gives satisfaction’ was ranked as fifth with a mean score of 66.25. The least preferred reason for choosing organic food was ‘Saving resources for future generations’ with a mean score of 50.27.

SUGGESTIONS

- It was suggested to increase consumer knowledge about organic foods through schools, colleges, public institutions and public places by conducting several campaigns, since consumers were less aware about these organic products.
- Consumers should also think about the resources for future generations. They should also contribute equally to save the environment by creating less pollutions and save the future generations. This includes their family members too.

- Sustained improvement in product features will lead to increase in consumption of organic food.
- It was suggested for Governments, firms, organizations and institutions to stimulate a direct investment in organic food cultivation.
- It was suggested to increase a number of organic food stores in the main areas of kanniya kumari district in order to meet consumer needs.
- Most of the consumers feel that price of the organic food is too high to buy, so the seller can reduce the price of the organic products.
- The zero- use of incentives and pesticides in organic foods were linked to higher antioxidant level and it was indulges with physiochemical quality compared to conventional foods. The firmness was high in organic fruits and vegetables compare to non-organic foods.

CONCLUSION

Thus, consumers are interested about reducing environment hazards. Due to environmental concern, consumers get influenced towards eco-friendly items, especially their attitude and satisfaction on organic foods. The study reveals that satisfaction towards organic foods depict the consumers have strongest intention to consume organic food and products believing that consumption of organic food will provide a significant nutritional advantage and it also helps in preserving the environment.

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