

A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO ERODE TALUK

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ABSTRACT

The main objective of this study is to understand the behavior of ecological consumers and their intention to purchase organic food. The study aims to determine the f consumer behavior and level of satisfaction towards organic food products ,for analyzing consumer satisfaction percentage analysis and chi square test has been used.

KEYWORDS: *Consumer buying behavior, organic food products.*

INTRODUCTION

Organic food products are slowly but steadily penetrating their way into the average Indian household. As the digital literacy rate in India is growing, the demand for organic food in India is increasing. There is a significant rise in awareness of organic farming methods, making the food more healthy and nutritious. The consumers are increasingly becoming aware of the food safety issues and environmental issues because of their increased concern about health, the environment" s health and its global implications.

OBJECTIVES OF THE STUDY

1. To find out the demographic profile of respondents.
2. To analyze the consumer satisfaction towards organic food products.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The study aims at analyzing the consumer behavior towards organic food products. A total of 120 samples were taken for the study. Convenient sampling method has been used to collect the data.

LIMITATIONS OF THE STUDY:

1. The sample size limited to 120 respondents only.
2. The study is confined to Erode taluk only.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1

Demographic variables of the respondents:

DEMOGRAPHIC VARIABLES		FREQUENCY	PERCENTAGE
Gender	Male	58	48
	Female	62	52
Age group	Upto 25yrs	27	23
	25 to 35 yrs	40	33
	35 to 45 yrs	28	23
	Above 45 yrs	25	21
Educational qualification	UG	16	14
	PG	29	24
		47	39
	research	28	23
Family monthly income	Below Rs. 10,000	33	27
	From Rs. 10,000 to 20,000	39	33
	From Rs.20,000 to 40,000	22	18
	Above 40,000	27	22

Source : primary data

CHI SQUARE ANALYSIS:

Hypothesis:

There is no significant association between age groups of respondents and level of satisfaction

TABLE 2
AGE GROUP AND LEVEL OF SATISFACTION

Age group	Level of satisfaction			Total
	Highly satisfied	satisfied	Dissatisfied	
Up to 25yrs	17	5	6	27
25 to 35 yrs	28	7	5	40
35 to 45 yrs	16	5	7	28
Above 45 yrs	12	5	8	25
Total	73	22	26	120

Source : primary data

The chi square statistic is 1.63. The p value is .44 .Hence the result is not significant at $p < .05$

Hypothesis:

There is no significant association between educational qualification of respondents and level of satisfaction

TABLE 3
EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

Educational qualification	Level of satisfaction			Total
	Highly satisfied	satisfied	Dissatisfied	
SSLC	17	5	6	27
HSC	28	7	5	40
Under graduate	18	4	6	28
Post graduate	17	4	4	25

Total	80	20	21	120
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Source : primary data

Hypothesis:

The chi square statistic is 1.49.The p value is .96 .Hence the result is not significant at $p < .05$

Hypothesis:

There is no significant association between Occupation and level of satisfaction

TABLE 4

Occupation and level of satisfaction

Occupation	Level of satisfaction			Total
	Highly satisfied	satisfied	Dissatisfied	
Business	17	5	6	27
Profession	29	6	5	40
Govt. employee	18	6	4	28
Private sector employee	15	5	5	25
Total	79	22	20	120

Source : primary data

The chi square statistic is 2.02.The p value is .92 .Hence the result is not significant at $p < .05$

Source : primary data

FINDINGS:

Majority (52%) of the respondents were female.

Majority (33%) of the respondents were coming under the age group of from 25 to 35 years age group.

Majority (54%) of the respondents were married.

Majority (28%) of the respondents were businessman.

Majority (33%) of the respondents had monthly income from 10000 to 20000.

CONCLUTIONS:

.Organic food contains no artificial colours, flavours or preservatives. In recent years, Indian consumers have started paying more thoughtfulness to their health, the nutrient content and quality of the food they eat. Due to these concerns, they have gradually begun shifting towards organic food, even though organic foods are priced higher than conventional foods. This alertness among consumers is further giving a boost to the organic market as consumers are willing to pay for them if it is going to benefit their health and wellness. Also, in places where consumers are aware about the safety and quality of organic products, the market is growth is increasing, since consumers are willing to pay higher prices. In India.The present study aimed to provide the significant light into the consumer behavior and satisfaction satisfaction level of organic food products.

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