



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 5.71 (SJIF 2021)

A Study on Customer Perception towards Organic Products with Special Reference to Coimbatore City

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DOI No. **03.2021-11278686** DOI Link:: <https://doi-ds.org/doi/10.2021-21746762/IRJHISICPC210816>

Abstract:

Organic products assume essential part in everyday life. The present current world is an integral part of organic products. The main objective of the study is that study the reason influencing the consumers in the choice of their green products and to analyze the pattern of purchase with respect to green products. For this purpose a sample of 250 was collected from there pendants who purchase organic products were percentage analysis, chi-square (Kruskalvallis), Weighted average, Rank correlation and Anova were use data tools to analyze the data. Hypothesis was framed based on the demographic variables of the study and the factors related to level of acceptance towards organic farming. The conclusion is that there is a relationship between gender and acceptance towards challenges of organic products, marital status and acceptance towards consumption of organic products acceptance towards challenges of organic products and Satisfaction towards organic products.

Keywords : Organic products, Satisfaction and Green products

Introduction:

An organic item is delivered by techniques that agree to the measures of organic materials. Guidelines fluctuate around the world, however organic cultivating as a rule highlights rehearses that endeavor to cycle assets, advance biological adjust, and save biodiversity. Associations controlling organic products may limit the utilization of specific pesticides and composts in cultivating. As a rule, organic foods are likewise for the most part not handled utilizing light, modern solvents or engineered sustenance added substances.

Many individuals have an assessment on whether organic sustenance is increasingly (or similarly or less) solid contrasted with customary nourishment. It might shock to realize that exclusive few logical examinations have tended to this inquiry straightforwardly. There are,

notwithstanding, various examinations that look at the vitamin, mineral, cancer prevention agent substance of organic and traditional foods grown from the ground, or the unsaturated fat piece of organic and ordinary drain.

The reason is that it is far simpler to gauge the vitamin substance of organic and customary natural product, than to quantify if it is possible that one is more advantageous. To quantify fitness, one would need a gathering of people eating just organic and another eating just ordinary nourishment, and afterward before long think about which assemble is more advantageous. Be that as it may, people are hard to control and members in such an examination may, for instance, not report their sustenance allow effectively. Considerably more essentially, there is no acknowledged method for measuring if a man is "sound".

The market for organic products expanding amazingly, the request of organic foods at family unit level vacillates and shaky over the time. To separate showcasing systems for balancing out this sustenance area it is imperative to find out about purchaser's desires on organic foods and quality viewpoints. Results from as of late distributed research ventures show, that organic sustenance utilization isn't just identified with wellbeing perspectives or taste of the item itself however regularly to qualities, for example, philanthropy, environment, most profound sense of being and now and again joined with an option way of life. The greater part of the shoppers are new to organic cultivating and handling guidelines however they know about its focal highlights, for example, "concoction free", "confine free" or "characteristic" and see in this way an "or more" in sustenance quality, motivation to buy organic foods.

The paper talk about if these customer's desires are met by the lawful system or rules for organic foods particularly to process. It can be reasoned that the directions must be changed such that practices, procedures and advances are all the more entirely prohibited which don't prompt an ensured quality claim of organic foods. The points of urging organic foods are-to energize adhering to a good diet and solid living.

Objectives of the Study:

- To know the awareness on green products of consumers
- To study the reason influencing the consumers in the choice of their green products.
- To analyze the pattern of purchase with respect to green products
- To know the satisfaction level of consumers regarding green products
- To identify the challenges faced while purchasing and consuming the product

Limitations of the Study:

- The geographical area of this study is confined to Coimbatore city only.
- The study period is said to be specific and may not be applicable to any other period.

- The study is purely based on the views of 200 respondents only and hence the results may not be universally applicable.
- The study is based on the data collected from the respondents through convenient sampling which is a method of non-random sampling. Hence the information of non-random sampling is applicable.
- The availability of information and data is limited by the time and cost factors.

Literature review:

Basha MB and Shamsudin M F (2017) brought up the mindfulness about organic sustenance has been expanding among the shoppers in UAE. Individuals are demonstrating more enthusiasm for buying organic nourishment. This examination is to distinguish, what are the variables that impact the customers to buy organic in the Abu Dhabi. The audit of the writing has demonstrated that extensive variety of elements is turned out to be pivotal to affecting purchasers to display uplifting mentality towards organic foods. As a result of the union of unmistakable and late writing, an arrangement of variables have been recognized that are critical for inspiring purchasers which included wellbeing cognizance, natural components, security concern and comfort and cost. The primary point of this observational investigation is dissecting the significance that buyers have towards the elements that impact their state of mind toward organic foods .

Baisakhi Mukherjee (2017) features that organic products are delivered without the utilization of any synthetic fixings. They don't convey any debasements or toxin to cause wellbeing perils to human life and are dangers to natural quality. This examination intends to investigate the acknowledgment of the shoppers and their bits of knowledge towards organic products which thus will uncover the market potential and rising pattern of organic consumerism in the proposed territory of study. Essential information is gathered through online review through web-based social networking and gathering criticism through different methods for meet. The information is examined by utilizing fundamental research devices accessible in Excel and SPSS and the conclusions are inferred totally on the premise of the analyst's translation and comprehension of the customer's reaction.

Wong, S.S. also, Aini, M.S.(2017) uncovers that huge number of elements, for example, worry for utilization of development hormones, compound added substances in encourage, creature welfare, human medical problems and natural effects have prompted the enduring increment in the utilization of organic meat around the world. The reason for the examination was to explore the components that impact the buy goal towards organic meat in light of the Theory of Planned Behavior (TPB) and organic meat decision thought processes. The impact of mentality, subjective standard, saw behavioral control, wellbeing, meat trademark, wellbeing concern and cost on the

expectation to buy organic meat was broke down. A sum of 400 shoppers reacted to the overview utilizing shopping center catch, with the two sexes similarly spoke to and had a normal age of 35 years. Results demonstrated that the respondents appeared to be extremely worry about sustenance security and meat qualities when contrasted with wellbeing and cost was not a solid spurring factor.

Research Methodology:

Research Design:

The research design refers to the overall strategy that the researchers choose to integrate the different components of the study in a logical way ensuring the research problem. This includes collection, measurement and analysis of data. The design used in the study is descriptive type of research where the researcher has no control over the variables.

3.2 Sources of Data:

To accomplish the objectives of the study, the researcher had to depend on both the primary and secondary data:

Primary data – In this research the primary data was collected by means of a structured questionnaire.

Secondary data - Data which have already gone through the process of analysis earlier is referred to as secondary data. The secondary data was collected from the books, journals, published and unpublished reports, company records, website, magazines etc.

3.3 Sample Design:

The sample size of research is 200 respondents, 100 were households working in private and 100 were working in government sector.

Statistical Tools:

The collected data have been analyzed with the help of statistical tools such as

- Chi-Square analysis
- Weighted mean Rank
- Kendall's co-efficient of Concordance
- Mean score analysis
- Analysis of variance (ANOVA)

Analysis and discussion

Rank correlation

Rank correlation for factors related to motives of organic product

Particulars	X	Y	R1	R2	D	D ²
Concern for health	140	21	1	3	-2	4
Concern for status	34	127	3	1	2	4

Concern the environment	10	93	4	2	2	4
To use better quality products	76	9	2	4	-2	4
						16
N=4					1-R	0.4
					R	0.6

Interpretation:

The above table shows about the correlation of the ranks given based on motives towards organic product. The correlation for the ranks given is at 0.6. it shows that the ranks given are moderately correlated. The first rank was given to concern for health which reveals that the health consciousness is the motive for purchasing organic product by the respondents.

KRUSKAL WALLIS TEST

**COMAPRISION BETWEEN GENDER AND ACCEPTANCE AND SATISFACTION
 TOWARDS ORGANIC PRODUCTS**

Ranks

Particulars	Gender	N	Mean Rank
Acceptance towards purpose of organic products	Male	123	118.15
	Female	127	132.61
	Total	250	
Acceptance towards consumption of organic products	Male	123	127.06
	Female	127	123.99
	Total	250	

IRJHIS
Test Statistics^{a,b}

	Acceptance towards purpose of organic products	Acceptance towards consumption of organic products	Acceptance towards challenges of organic products	Satisfaction towards organic products
Chi-Square	2.694	.117	6.639	4.310
Df	1	1	1	1
Asymp. Sig.	.101	.733	.010	.038

Interpretation:

The above table shows that there is no relationship between gender and Acceptance towards purpose of organic products (0.101), Acceptance towards consumption of organic products (0.733) as the level of significance is greater than 0.05. There is a relationship between gender and acceptance towards challenges of organic products (0.010) and Satisfaction towards organic products (0.038) as the level of significance is lesser than 0.05.

Findings and suggestions:

- Maximum of the respondents are married in our survey.
- Most of the respondents are graduates.
- **Factors related to motives of organic product :-** The first rank was given to concern for health which reveals that the health consciousness is the motive for purchasing organic product by the respondents
- **Comparison between age and acceptance and satisfaction towards organic products :-** There is no significant difference between age and acceptance towards consumption of organic products and it shows that the age group 20-30 have a higher impact towards consumption of organic products.
- **Comparison between gender and acceptance and satisfaction towards organic products :-** There is a relationship between gender and acceptance towards challenges of organic products and Satisfaction towards organic products.

Conclusion:

Organic products assumes essential part in everyday life. The present current world is an integral part of organic products. Buyers are increasingly worried about condition and their wellbeing. In this manner, they are starting to change their propensities for utilization and are requesting greener products whose fabricate has minimal effect on the earth. Green products join green ideas in the assembling and utilize return procedure of these products while enabling the products to meet a similar assembling directions.

A few customers see eating organic foods as an interest in their wellbeing. Cost is additionally a determinant in purchasing choices since organic sustenance ordinarily requires a top notch cost, be that as it may, the salary versatility for organic foods has been observed to be generally little. This study will look more specifically at college students' views towards organic food and how their knowledge influences their buying habits. The study will focus on decision-making factors such as price, availability, food-safety concerns, animal welfare concerns, and environmental impact concerns. The sample will be asked to estimate their average budgets over a period of time that is spent on organic foods. The main objective of the study is that study the reason

influencing the consumers in the choice of their green products and to analyze the pattern of purchase with respect to green products

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