

**CONSUMER PERCEPTION, BUYING BEHAVIOUR AND LEVEL OF  
SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS WITH  
SPECIAL REFERENCE TO ANNUR TALUK**

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**ABSTRACT**

The aim of this project is to investigate the perception trend of organic food. The project will begin with a review of the existing literature on organic food products, including their definitions, benefits, advantages, disadvantages, categories, role of government in organic food products, and Indian organic logos. This will be followed by a buying behavior to identify the trends and growth patterns of organic food products in annur taluk. The project will also examine level of satisfaction towards organic food products. The findings of the project will provide insights into the organic food product market, consumer behavior, and the potential for future growth in this sector. Ultimately, the project will contribute to a better understanding of the organic food product industry and help stakeholders make informed decisions.

## **KEY WORDS**

Organic food products, consumer buying behavior, organic farming, satisfaction

## **INTRODUCTION**

Organic food is progressively making its way into the average Indian household. Organic food demand in India is increasing in unison with the country's increasing digital literacy rate. Organic farming practices, which produce more nutritious and healthier food, are garnering a lot of attention. Organic production is a farm management and food production system that aims for sustainable agriculture, high-quality products, and the use of processes that do not harm the environment or the health and welfare of humans, plants, or animals. Consumers are concerned about food quality, production processes, and provenance, and they place a higher value on organic foods.

## **OBJECTIVE OF THE STUDY**

1. To analyse the consumer perception on organic food products in Annur Taluk
2. The factors influencing the buying behaviour on organic food products in Annur Taluk
3. To examine the level of satisfaction towards organic good products

## **SCOPE OF STUDY**

Organic food products are highly expanded and strengthens future prospects. This study analyses how consumer's perception, buying behaviour, and level of satisfaction on organic food products in ANNUR TALUK. Organic food products analyses in this study are selected fruits, vegetables, Meat, cereal, pulses, Dairy products, Egg, Oil, Spices, Herbs etc.

## **RESEARCH METHODOLOGY**

### **SOURCE OF DATA**

The data requires for the study is collected from both primary data and Secondary data

**PRIMARY DATA** – Primary data has been collected by preparing structured questionnaire interview method has been followed to ascertain the information from the customers who are using the Organic food products through survey forms.

**SECONDARY DATA** – In the present study the secondary data has been collected from different sources of literature like magazines, newspapers, text books, journals and internet.

## **SAMPLE DESIGN**

For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in Annur Taluk and customers using Organic food products. The sample size is of 120 respondents consisting of customers who are availing of Organic food products.

## **LIMITATION ON STUDY**

1. This analysis study is only confined to the Annur Taluk in Coimbatore and therefore might not be related to other areas.
2. We are only studying how consumers perceptions, buying behaviour and level of satisfaction towards organic food products and not the retail level.
3. The sample size is restricted only to 120 organic consumers in Annur Taluk. Therefore, the findings cannot be treated as representatives of the entire population.

## **STATISTICAL TOOLS AND TECHNIQUES**

- Percentage analysis
- Rank Analysis

## **ANALYSIS AND INTERPRETATION**

### **PERCENTAGE ANALYSIS**

Simple percentage analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

### **FORMULA**

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total no. of Respondent}} \times 100$$

**TABLE****CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR  
DEMOGRAPHIC PROFILE AND STUDY FACTOR**

| S.NO | VARIABLES                                           | CATEGORIES          | NO OF<br>RESPONDENTS | PERCENTAGE |
|------|-----------------------------------------------------|---------------------|----------------------|------------|
| 1    | Age                                                 | Below               | 20                   | 17%        |
|      |                                                     | Between 19 – 30     | 54                   | 45%        |
|      |                                                     | Between 31 – 45     | 22                   | 18%        |
|      |                                                     | Above 45            | 24                   | 20%        |
| 2    | Gender                                              | Male                | 62                   | 52%        |
|      |                                                     | Female              | 53                   | 44%        |
|      |                                                     | Transgender         | 5                    | 4%         |
| 3    | Marital status                                      | Married             | 71                   | 59%        |
|      |                                                     | Unmarried           | 49                   | 41%        |
| 4    | Educational<br>qualification                        | Up to school level  | 20                   | 17%        |
|      |                                                     | Up to college level | 52                   | 43%        |
|      |                                                     | Professionals       | 14                   | 12%        |
|      |                                                     | Illiterate          | 19                   | 16%        |
|      |                                                     | others              | 15                   | 12%        |
| 5    | Occupation                                          | Student             | 16                   | 13%        |
|      |                                                     | Professionals       | 30                   | 25%        |
|      |                                                     | Self employed       | 40                   | 33%        |
|      |                                                     | Employee            | 34                   | 28%        |
| 6    | Obtain<br>information on<br>organic food<br>product | Radio/television    | 30                   | 25%        |
|      |                                                     | Internet            | 40                   | 33%        |
|      |                                                     | Newspaper           | 30                   | 25%        |
|      |                                                     | Family/ friends     | 20                   | 17%        |

|    |                                             |                           |     |     |
|----|---------------------------------------------|---------------------------|-----|-----|
| 7  | Place of buying organic food product        | Local store               | 21  | 16% |
|    |                                             | Farmers market            | 32  | 27% |
|    |                                             | Super market              | 20  | 17% |
|    |                                             | Organic food store        | 15  | 13% |
| 8  | Usefulness of organic food product          | Growing health awareness  | 39  | 32% |
|    |                                             | Public health improvement | 37  | 31% |
|    |                                             | No fertilizers            | 18  | 15% |
|    |                                             | Quality product           | 26  | 22% |
| 9  | Frequency of by buying organic food product | More than once in a week  | 29  | 24% |
|    |                                             | Once a week               | 38  | 32% |
|    |                                             | Once a month              | 31  | 26% |
|    |                                             | Occasionally              | 22  | 18% |
| 10 | Reason for not buying organic food product  | Too expensive             | 28  | 24% |
|    |                                             | Not enough choices        | 30  | 25% |
|    |                                             | Not available regularly   | 31  | 26% |
|    |                                             | Others                    | 29  | 25% |
| 11 | Recently purchased organic food product     | Milk                      | 19  | 16% |
|    |                                             | Fruits and vegetables     | 41  | 34% |
|    |                                             | Meat                      | 19  | 16% |
|    |                                             | Grains                    | 16  | 13% |
|    |                                             | Tea/coffee                | 25  | 21% |
| 12 | Recommendation of organic food product      | Yes                       | 106 | 88% |
|    |                                             | No                        | 14  | 12% |

**Source : As Per Primary data**

## **INTERPRETATION**

The above table shows that majority of the respondents are between the age of 19 – 30 (45%). The majority of the respondents are male (52%). The majority of the respondents are married (59%). The majority of the respondents are studied up to college level(43%). The majority of the respondents are self-employee (33%). The most of the respondents obtain

information on internet (33%). The majority of the respondents bought organic food from farmers market (27%). The majority of the respondents think organic food product grows health awareness (32%). The majority of the respondents buy organic food products once in week (32%). The majority of the respondents recently purchase fruits and vegetables (34%). The majority of the respondents think it's not available regularly (26%). The majority of the respondents recommending organic food product (88%) .

## RANKING ANALYSIS

The correlation coefficient can be computed for the given numerical values which are in the form of ranks. This coefficient of rank correlation is denoted by rank or briefly  $r$  and is calculated by the equation,

## FORMULA

$$R = 1 - \frac{6 \sum D^2}{N(N^2 - 1)}$$

**TABLE SHOWING THAT SATISFACTION LEVEL TOWARDS ORGANIC FOOD PRODUCTS OF THE RESPONDENTS**

| S.N<br>O | FACTORS                        | H.S              | S                | N               | D               | H.<br>D         | TOTAL      | RANK        |
|----------|--------------------------------|------------------|------------------|-----------------|-----------------|-----------------|------------|-------------|
| 1        | Better appearance<br>and taste | 57<br>(5)<br>285 | 26<br>(4)<br>104 | 21<br>(3)<br>63 | 7<br>(2)<br>14  | 8<br>(1)<br>8   | <b>474</b> | <b>III</b>  |
| 2        | Better taste                   | 40<br>(5)<br>200 | 50<br>(4)<br>200 | 19<br>(3)<br>57 | 7<br>(2)<br>14  | 4<br>(1)<br>5   | <b>475</b> | <b>II</b>   |
| 3        | Consumer<br>awareness          | 55<br>(5)<br>275 | 20<br>(4)<br>80  | 20<br>(3)<br>60 | 10<br>(2)<br>20 | 15<br>(1)<br>15 | <b>450</b> | <b>VIII</b> |

|   |                     |                  |                  |                 |                 |                 |            |            |
|---|---------------------|------------------|------------------|-----------------|-----------------|-----------------|------------|------------|
| 4 | Free from chemicals | 60<br>(5)<br>300 | 22<br>(4)<br>88  | 17<br>(3)<br>51 | 16<br>(2)<br>32 | 5<br>(1)<br>5   | <b>576</b> | <b>I</b>   |
| 5 | Longer shelf life   | 47<br>(5)<br>235 | 30<br>(4)<br>120 | 19<br>(3)<br>57 | 16<br>(2)<br>32 | 8<br>(1)<br>8   | <b>452</b> | <b>VII</b> |
| 6 | More income         | 50<br>(5)<br>250 | 26<br>(4)<br>104 | 20<br>(3)<br>60 | 20<br>(2)<br>40 | 4<br>(1)<br>4   | <b>458</b> | <b>V</b>   |
| 7 | Price               | 42<br>(5)<br>210 | 37<br>(4)<br>148 | 22<br>(3)<br>66 | 11<br>(2)<br>22 | 9<br>(1)<br>9   | <b>455</b> | <b>VI</b>  |
| 8 | Quality of product  | 60<br>(5)<br>300 | 23<br>(4)<br>92  | 19<br>(3)<br>57 | 6<br>(2)<br>12  | 12<br>(1)<br>12 | <b>473</b> | <b>IV</b>  |

**Source : As Per Primary data**

## **INTERPRETATION**

It is observed from the table that free from chemicals ranks 1st , Better Taste ranks 2nd, Better appearance and taste ranks 3rd , Quality of product 4th, More income ranks 5th, Price ranks 6th, Longer shelf-life ranks 7th, Consumer awareness ranks 8th.

## **FINDING**

- The majority of the respondents are between the age of 19 – 30 (45%).
- The majority of the respondents are male (52%).
- The majority of the respondents are married (59%).
- The majority of the respondents are studied up to college level(43%).
- The majority of the respondents are self-employee (33%).
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- The majority of the respondents bought organic food from farmers market (27%).
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- The majority of the respondents buy organic food products once in week (32%).
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- The majority of the respondents think it's not available regularly (26%).
- The majority of the respondents recommending organic food product (88%) .

## **SUGGESTIONS**

1. There should to be an adequate number of measures to increase and regularize the accessibility and advance natural food varieties.
2. The government authority should to make the trust level for purchasing natural food items through reinforcing of confirmation systems for farmers as well as the retailers
3. The study found that organic food products are expensive but the salary level is average, respondents are not able to purchase organic food products regularly. If marketers reduce the cost, there will be increase in purchase of organic food product.
4. The markets should concentrate on regular availability of organic food products, because it not available regularly.
5. Customers think organic food product is important to buy and they recommend to others, so marketers should increase the organic food store.

## **CONCLUSION**

The study was based on the topic “consumer perception, buying behaviour and level of satisfaction towards organic food products with special reference to annur taluk”. This study was made to analyses consumers satisfaction based on the consumption of various organic food products. People use organic food product because it free from chemicals and have nutritional value in it. The study concluded that organic food product is expensive and the consumers can't able to buy regularly and the people not able to get the product regularly because of lacking in supply of organic food product. Government should also take Initiative for supporting organic products. Consumers think organic food product is important to buy and they recommending organic product to others. As the organic food consumers are rapidly increasing it is the time for Government to take effective policy decision in association with Agriculture department to encourage farmers to produce and market organic products.



