



**“A Study of consumer satisfaction and attitudes towards
with organic products in the city of Madurai”**

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ABSTRACT

The study examines a number of variables influencing customer perceptions of organic products. The data used in this study are both secondary and primary. The structured questionnaire is used to help collect the primary data. 168 people in all, drawn from various areas of Madurai, replied to the questionnaire. The study's findings demonstrate that more people are buying organic food items because they are concerned about the environment, the quality of organic products, and their health advantages. Consumers are less concerned about the cost of organic food goods, nevertheless. The study's findings confirm the link between consumer sentiments and their propensity to purchase organic food. The benefits of the data show that marketers can effectively develop their marketing plans by emphasising aspects of product quality, health benefits, and environmental friendliness while focusing less on price as a factor influencing consumer behaviour.

Introduction

Chemical fertilisers and pesticides are not used during the organic food products' growth because they are produced in an ethical and responsible manner. Antioxidants and vital nutrients are both present in higher amounts in organic meals. Genetically modified organisms (GMOs) are absent from organic food products. As food production practises can affect both physical and emotional wellness. In India, the market for organic food has grown dramatically during the past two decades. India is first in the world in terms of the total number of producers and eighth overall according to the World's Organic Agricultural Land as of 2020 data.

Table 1 demonstrates that the main source of organic products is oil seeds. The importance of environmental friendliness, sustainable development, and support for local farmers and companies is also a factor in consumer preference for organic products. Given that customers' disposable incomes are rising along with affluence, they prefer to buy organic goods because they are more health concerned. Organic food products now have a small but growing consumer market. Thus, both buyers and sellers of organic food items may benefit from

having a comprehensive grasp of the elements that impact and inspire consumers to buy organic products.

Table 1: Category wise Production of Organic commodities during Year 2020-21

S. No.	Category	Organic Production (In MT)
1	Oil Seeds	853754.86
2	Fibre	811007.77
3	Sugar	797627.60
4	Cereals & Millets	321006.27
5	Spices & Condiments	104820.81
6	Pulses	91039.63
7	Medicinal Plant Products	80533.52
8	Fresh Fruits & Vegetables	67350.21
9	Tea	42120.79
10	Coffee	22401.54
11	Flowers	13191.48
12	Dry Fruits	11499.82
13	Fodder	11059.53
14	Others	5796.57
15	On farm Processed Food	4003.86
16	Tuber Products	3134.76
Total		3240349.01

Oil seeds are the most abundant organic crop in 2020–21, according to Table 1. Maharashtra ranked second out of the top 5 states in India that produce organic food. With a focus on customers in Madurai city in the TamilNadu state, this study intends to investigate consumer attitudes regarding organic food products.

Table-2 State wise Organic Farm Production for the year 2020-21

S. No.	State Name	Organic Production (In MT)
1	Madhya Pradesh	1214919.50
2	Tamil Nadu	752176.23
3	Karnataka	355718.73
4	Rajasthan	237436.69

5	Uttar Pradesh	183089.90
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After the green revolution of the 1960s, fertiliser use in agriculture in India expanded significantly. Tamil Nadu state in India produces 752176.23 metric tonnes of organic food, ranking second among the top five states in the country. This further suggests that there is an increase in the production of organic food items in the area as a result of customer demand for food cultivated without the use of chemicals and using natural farming practises rather than synthetic inputs. Marketers are focused on organic products as a strategy for being socially and environmentally responsible in the business world.

REVIEW OF LITERATURE

In his study, Ranjithkumar (2006) found that respondents were generally satisfied with organic foods. Health and food taste were two of the many factors cited in his study as reasons why people preferred organic food products.

Suganya and Aravinth (2014) have thought about the preferences of consumers for organic food items. Consumers are well-informed about organic food items, however there is a huge income gap between people's perceptions of organic products.

In his study, Chandrashekar (2014) found that the promotion of organic food products and their superior flavour will inspire consumers to buy them. He also discovered that a significant factor in the limited demand for organic food was its cost. According to Ramesh and Divya (2015), the expectation of a healthy lifestyle and environmentally friendly methods of production is the main driver for people in India to purchase organic foods.

The six variables mentioned by Mehra and Ratna (2014) include perception of organic food, health consciousness, product knowledge, product value for money, accessibility, and trust. They concentrate on what consumers like in terms of food flavour and nutritional value, as well as organic product costs.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the consumers.
2. To find the consumer attitude towards the organic food products
3. To analyze the reasons for consumer preference for organic food products

HYPOTHESIS:

H1: There is significant relationship between environmental concern of organic products and intentions to buy.

H2: There is significant relationship between quality of organic products and intentions to buy.

H3: There is significant relationship between price of organic products and intentionsto buy.

H4: There is significant relationship between healthiness of organic products andintentions to buy.

METHODOLOGY:

One of the largest marketplaces for organic goods in Tamil Nadu is Madurai, where 168 consumers of organic food products were interviewed. The study's sample respondents were chosen using an easy sampling technique. Customers who visited particular stores in Madurai city and served as the study's sample respondents. Following an assessment of pertinent research, a number of important criteria that influence consumers' attitudes towards purchasing organic food items were chosen. The structured questionnaire was created to evaluate respondents' attitudes towards organic food items in light of the four key considerations of price, quality, and environmental friendliness. The study's primary focus was on customer attitudes and how they relate to intentions to buy organic food products. Five levels were used to gauge each attitude characteristic. The study employed a 5-point Likert scale, where Strongly Disagree equaled 1, Disagree equaled 2, Neutral equaled 3, Agree equaled 4, and Strongly Agree equaled 5. Utilising statistical tools, descriptive statistics were used to analyse the survey data.

The questionnaire was made up of five latent variables, which included four potential reasons for choosing organic food products—health concerns, product quality, environmental concerns, and price—but only one potential result—intentions to purchase organic food products.

RESULTS AND DISCUSSION:

The demographic characteristics of the sample of the study are presented in Table-3.

Table-3: Socio-Economic Profile of the Respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	101	60.1	60.1	60.1
	Female	67	39.9	39.9	100.0
	Total	168	100.0	100.0	

It is evident from the aforementioned descriptive statistics that the majority of respondents—60.1% of men and 39.9% of women—belong to the male demographic. The respondents' age distribution reveals that 51.8% of them are between the ages of 21 and 30. The next-highest age group, with 31.5% of respondents, is between the ages of 31 and 40. According to the data, 39.3% of respondents, or the majority, are married and have kids.

34.5% of respondents reported being married but childless. According to the frequency table, 14.3% of respondents have a master's degree, 23.2% have a diploma, and 47.0% have a high school diploma. According to the above data, 31.0% of responses are in the range of Rs. 40001 to Rs. 50000, with 23.8% coming in a close second at Rs. 30001 to Rs. 40000.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	5	3.0	3.0	3.0
	21-30 years	87	51.8	51.8	54.8
	31-40 years	53	31.5	31.5	86.3
	41-50 years	19	11.3	11.3	97.6
	51-60 years	4	2.4	2.4	100.0
	Total	168	100.0	100.0	
Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married with children	66	39.3	39.3	39.3
	Married without children	58	34.5	34.5	73.8
	Single parent	5	3.0	3.0	76.8
	Single	39	23.2	23.2	100.0
	Total	168	100.0	100.0	
Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	1	.6	.6	.6
	Primary school	4	2.4	2.4	3.0
	High school	19	11.3	11.3	14.3
	Diploma	39	23.2	23.2	37.5
	Bachelor Degree	79	47.0	47.0	84.5
	Master Degree	24	14.3	14.3	98.8
	PhD	2	1.2	1.2	100.0
	Total	168	100.0	100.0	
Income					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs. 10000	14	8.3	8.3	8.3
	Rs. 10001 - Rs. 20000	18	10.7	10.7	19.0
	Rs. 20001 - Rs. 30000	27	16.1	16.1	35.1
	Rs.30001 - Rs. 40000	40	23.8	23.8	58.9
	Rs. 40001 - Rs. 50000	52	31.0	31.0	89.9
	More than Rs. 50000	17	10.1	10.1	100.0
	Total	168	100.0	100.0	

Hypothesis Testing:

According to the frequency table, 14.3% of respondents have a master's degree, 23.2% have a diploma, and 47.0% have a high school diploma. According to the above data, 31.0% of responses are in the range of Rs. 40001 to Rs. 50000, with 23.8% coming in a close second at Rs. 30001 to Rs. 40000. Test of Variance Homogeneity

	Levene Statistic	df1	df2	Sig.
Environment Concern	.387	1	166	.535
Quality Concern	2.947	1	166	.088
Price Concern	.006	1	166	.941
Health Concern	1.899	1	166	.170

The Levene's Test for Homogeneity of Variances is used to determine whether or not there is a substantial difference. Following the ANOVA test, comes the next phase. The statistics for testing hypotheses are displayed in the following table.

		Sum of Squares	df	Mean Square	F	Sig.
Environment Concern	Between Groups	58.747	1	58.747	7.906	.006
	Within Groups	1233.538	166	7.431		
	Total	1292.286	167			

Quality Concern	Between Groups	40.550	1	40.550	8.340	.004
	Within Groups	807.111	166	4.862		
	Total	847.661	167			
Price Concern	Between Groups	22.000	1	22.000	3.036	.083
	Within Groups	1202.851	166	7.246		
	Total	1224.851	167			
Health Concern	Between Groups	435.346	1	435.346	39.648	.000
	Within Groups	1822.725	166	10.980		
	Total	2258.071	167			

In the above ANOVA table, a significance level of 0.05 indicates a 5% risk of concluding that a difference exists when there is no actual difference.

H0: There is no significant relationship between environmental concern of organic products and intentions to buy.

H1: There is significant relationship between environmental concern of organic products and intentions to buy

The ANOVA table reveals that the p value (designated by "Sig.") for the environmental concern for purchasing organic food goods is .006. In this instance, the null hypothesis is rejected because $p < .05$, which leads to the conclusion that the groups of people who buy organic food products do not have an equal mean level of environmental concern. As a result, the null hypothesis is disproved, and it can be concluded that there is a substantial correlation between respondents' environmental concerns and their desire to buy organic food.

H2: There is no significant relationship between quality of organic products & intentions to buy.

H2: There is significant relationship between quality of organic products & intentions to buy.

The ANOVA table reveals that the p value (designated by "Sig.") is .004 for the quality concern for choosing organic food goods. Thus, the alternative hypothesis (H2) is accepted and it can be argued that there is a substantial relationship between Age quality of organic products and intents to buy because the null hypothesis is rejected because $p < .05$.

H0: There is no significant relationship between price of organic products and intentions to buy.

H3: There is significant relationship between price of organic products and intentions to buy.

The p value (denoted by "Sig." in the above ANOVA table) is .083 for the attitude towards the pricing

of organic items. The null hypothesis cannot be disproved because $p > .05$. The hypothesis (H3) is thus disproved, and it is concluded that attitudes towards organic food prices do not significantly affect consumers' intentions to purchase organic goods. H0: There is no significant relationship between healthiness of organic products and intentions to buy.

H4: There is significant relationship between healthiness of organic products and intentions to buy.

The p value (denoted by "Sig." in the ANOVA test) for the attitude towards the healthfulness of organic products is .000. The healthfulness of organic products is therefore connected with consumers' intents to purchase organic food products, and the null hypothesis is rejected as $p < .05$. As a result, it can be concluded that there is a considerable correlation between the healthfulness of organic products and consumers' intents to purchase them.

CONCLUSION

The data gathering and analysis revealed that buyers in the chosen market for organic food items placed a strong emphasis on the health advantages, environmental concerns, and product quality. However, data analysis reveals that consumers accept the organic product's cost guidelines. Compared to other aspects taken into account in this survey, shoppers are less concerned about the cost of organic goods. The attitude is more closely linked to the advantages of organic products than the price of the goods.

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