

# A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN ERNAKULAM

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**Abstract:** *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.*

**Keywords:**

*Authenticity, Conventional, Organic, Purchase Intention*

## I. INTRODUCTION

## II. LITERATURE REVIEW

In the modern world Organic food sector is one of the the fastest growing segments in the global food market over the last decade (Sahota, 2015.)From 1999 to -2014, there is a considerable increase in organic food sector in global retail sales. We can see there is a fivefold increase in turnover amounted to 80 billion US Dollars (Sahota, 2015). There is a continuous growth in use of agricultural land and number of operators in this sector. If we carefully look into the market we can see that the demand for organic food is substantially growing faster than domestic production and supply. People buy organic food based on perceptions and experiences (Harper & Makatouni, 2002; Hughner et al., 2007).why this happens because there is a confusion related to the term Organic .Its related to nature and quality is often good. Consumers rely on the organic certification related to the quality and other such product attributes. (Loebnitz&Aschemann-Witzel, 2016).The term organic otherwise a sustainable food alternative, is a new trend in the market, this is because of the globalisation .Many consumers are demanding locally produced food in order to avoid food that is being exported .Because of this local market with organic food with high quality has an

Important market in the modern world.(Hempel& Hamm, 2016).

Decision making is an important factor in consumer behaviour .Their behaviour distinguishes between high effort and low effort decision making. (Thogersen, Haugaard, & Olesen, 2010).Consumers who follow high effort spend significant time to distinguishes between quality of products and other product alternatives (Hoyer, MacInnis, & Pieters, 2013).In the modern world most of the people are health conscious and are aware that they have to improve their health conditions to maintain a better life these people are motivated to buy organic food. (Kraft and Goodell 1993).Most of the buying behaviour is influenced by gender, age, income and education .Another important factor is the presence of children in the household. ( Magnusson et al., 2001; Wier et al., 2003) Hughner et al. (2007).At present the organic market is a premium one not only for exporters but also for the affluent health conscious consumers domestically (Padel, 2005).One of the significant barrier to the purchase of organic food is the organic labelling and certification other than this availability ,quality and price is also a concern for people. . (Padel, 2005)

## III. OBJECTIVES OF THE STUDY

This research explores the effectiveness of consumers buying behaviour towards organic food products in Ernakulam district and also to study about the satisfaction level towards organic food products.

## IV. RESEARCH METHODOLOGY

Research methodology means techniques and specific procedures that are used to identify, select, process and analyse information about a topic. In this study we have used both analytical and descriptive methods. Primary data is mainly used to for the purpose of the study Normality and Reliability were also conducted to know about the primary data collected .Its mainly looking into perception of consumers and their knowledge of organic food and how they buy these products and focus is mainly on factors such as price, availability, Health benefits .nutrition values, and safety.Another area of focus is given to animal welfare concerns and environmental factors also.

**V. RESULTS AND FINDINGS**

SPSS is used to analysis the data, this is done after a series of procedures and data validation. Percentage analysis and weighted average is used in some cases. Factor analysis, Chi-square and correlation were also used.

Content analysis for Level of Satisfaction and Selected Organic Food Products

**Table 1: Level of Satisfaction and selected Organic Foods**

Organic Food Products	Highly satisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Milk	0%	0.83%	5.25%	29.36%	64.56%
Milk Products	0.80%	0.83%	15.53%	42.32%	40.52%
Oil	1.72%	8.35%	26.68%	40.62%	22.63%
Spinach	1.50%	3.60%	20.03%	32.36%	42.51%
Vegetables	3.20%	3.97%	5.32%	31.68%	55.83%
Fruits	1.20%	5.92%	11.67%	35.48%	45.73%
Jaggery	4.30%	6.86%	26.20%	42.32%	20.32%
Flour	3.70%	6.47%	22.88%	42.69%	24.26%
Cereals	1.90%	5.20%	17.63%	41.36%	33.91%
Honey	3.20%	7.30%	13.96%	31.36%	44.18%

**INFERENCE**

The above table represents the level of satisfaction of the organic food consumers on the organic food products such as Milk, Milk Products, Spinach, Vegetables, fruits, Jaggery, flour, cereals and honey .Majority of the organic food consumers are of the opinion that they are highly satisfied with milk (64.56%), Vegetables (55.83%), fruits (45.73%).42.32% are satisfied with milk products, oil (40.62%), flour (42.69%) and cereals (41.36%).26.68% are neutral towards oil, jaggery (26.20%), flour (22.88%).There is dissatisfaction on few organic foods among the organic food consumers such as oil (8.35%), (7.30%) honey and jaggery (6.86%).There are a few organic consumers who are highly dissatisfied with Jaggery (4.30%), flour (3.7%) and Cereals (1.90%). This mainly occurs due to high price, and adulterated as organic foods are sold as prestigious product in the market

**Table 2: Level of Importance of Factors in Buying Organic Foods**

Factors	Not at all important	Not important	Neutral	Important	Very Important
Organic Certification	1.30%	2.96%	12.62%	37.65%	45.47%
No preservatives	1.88%	0.86%	15.87%	43.65%	37.74%
Quality	0%	0%	0.86%	12.35%	86.79%
No chemicals	1.96%	0%	8.20%	27.63%	62.21%
Medical Values	1.60%	0.95%	5.63%	36.45%	55.37%
Freshness	2.03%	2.50%	5.80%	38.65%	51.02%
Health Benefits	0.00%	2.30%	4.20%	22.96%	70.54%
No Artificial Colours	4.32%	4.99%	14.20%	32.65%	43.84%
Availability	0.00%	1.60%	12.34%	44.96%	41.10%
Price	3.65%	3.10%	14.63%	35.69%	42.93%
Quantity	0.90%	0.73%	14.92%	29.35%	54.10%
Organic Package	1.30%	4.10%	13%	39.50%	42.10%
Experience	2.70%	2.36%	5.60%	43.50%	45.84%
Trend/Fashion	8.10%	11.96%	23.84%	39%	17.10%
Recommendation of others	5.96%	5.30%	18.54%	33.40%	36.80%

**INFERENCE**

Table 2 shows the factors that customers considers while buying organic products (Organic Certification, No preservatives, Quality, No chemicals, Medical values, freshness, Health Benefits, No artificial colours, Availability, Price, Quantity, Organic package, Experience, Trend/Fashion and Recommendation of others). Out of the 553 consumers selected 86.79% consumers are of the opinion that quality is very important followed by 70.54% in health benefits, 62.21% on No chemicals is very important. 41.10% of the respondents consider availability of organic product important, Experience (43.50%) and no preservations (43.65%) as important 23.84% of the consumers are neutral on trends/fashion followed by recommendation of others (18.54%). 11.96% of the consumers consider Trend as not important followed by recommendation by others 5.3% and 4.9% of the consumers considers factor No artificial colours not important. The consumers 8.10% considers factor Trend/Fashion as not at all important followed by no artificial colours (4.32%) and 3.65% of the consumers consider the factor price as not at all important

**VI. CONCLUSION**

A total of 553 samples were selected for the study out of this 86% said that quality is very important in purchasing organic food. 62% said they are looking for whether any chemical are added or not (No chemicals). Since the organic market is very huge there is plenty of scope for these type of food products all over the world. Ernakulam is considered to be the second capital of Kerala, a very busy metro city people are becoming very health conscious. Because of this organic food is getting much demand in these areas. 70% of the people are interested in buying these products because of health benefits. There are very fewer challenges in this market if companies are coming with variety of hundred percent genuine organic food products tomorrow this will be one of the greatest market in this part of the city.

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