

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS
IN SALEM DISTRICT.**

Mr. M.MOHANRAJ,

Ph.D Research Scholar [Full Time],

Department of Management Studies [PG]

K.S.Rangasamy College of Arts and Science (Autonomous),

Tiruchengode, Tamil Nadu, India – 637215,

E-mail: mohanr046@gmail.com.

ABSTRACT

This article aims to attempt Customer perception towards organic food products in Salem district and the contribution of the study is find the preference, perception of the products that are provide to customers. Organic food is very much healthy for the customers to be in a healthy manner. Organic food products has the greatest challenge to meet the need of the customers, there is an increase in the production of organic food products to satisfy their needs. Complete focus on customers is needed to enrich the quality of the organic food products. The sample size used in the study is 75. The study has adopted simple random sampling method. The main aim of the study is to find the perception of customers that towards organic food products.

KEY WORDS: Customer perception, Organic food products, Healthy, Challenge.

INTRODUCTION

In the past decade the growth of the organic food industry has been in the growing stage. The annual growth of the organic food industry has been in the percentage of 20-22%. In India there is a potential of producing large quantity of organic food products and over 15,000 has the certified organic farms. The organic farm will be extended based on the demand of the organic food products by the consumers.

The market of organic products is increasing as the number of people keen to consume organic food and approach towards organic food products is rising. The prospect of organic agriculture will, to a great level, also depend on constructive attitude and motivational factors towards organic food products. The increase of the environmental awareness had a understanding effect on consumer behaviour, with the green product market expanding at a remarkable rate .Therefore, in the past decades there have been an increased of production and consumption of organically-produced products which is seen as having less impact to the environment.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- ❖ To study the customer perception towards organic food products in Salem district.

SECONDARY OBJECTIVE

- ❖ To analysis the factors influencing customers towards organic food product.
- ❖ To know the customers' level of satisfaction towards organic food products.
- ❖ To explore the problem faced by organic food products customers.
- ❖ To provide suggestion towards preference, opinion and ideas of the customers of organic food consumers.

STATEMENT OF THE PROBLEM

Organic food products are preferred by most of the people due to their health consciousness. The satisfaction of the customers is based on their perception of organic food products and to full fill the need. The expected need of the customers has to be understood and has to be provided which will satisfy them. Customers of organic food products used to face lot

of problems with the price factors. The study focused on the major problem of the like price of organic food and availability. The research helps to find the customer perception of the organic food product.

RESEARCH METHODOLOGY

Type of Research: Descriptive research

Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

SOURCES OF DATA:

Primary data

Primary data are collected with the help of circulating questionnaire among respondents.

Secondary data

Secondary data are collected from books, documents, magazines and other reports

SAMPLE SIZE:

Total sample size for the research is 75.

SAMPLING PROCEDURE:

Simple Random Sampling has been adopted in the study.

DATA COLLECTION INSTRUMENT:

The instrument used for data collection is a structurally planned questionnaire.

Tools Used in the Study

Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculate by this formula

$$\text{Percentage analysis} = \frac{\text{Number of frequency}}{\text{Total number of frequency}} * 100$$

Chi-square

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

RESULT AND DISCUSSION

1. PERCENTAGE ANALYSIS

Table 1

Availability of organic food products of the respondent

Availability of organic food products	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	20	26.7	26.7	26.7
Satisfied	26	34.7	34.7	61.3
Neutral	10	13.3	13.3	74.7
Dissatisfied	10	13.3	13.3	88.0
Highly dissatisfied	9	12.0	12.0	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 1 that 26.7% of respondents are highly satisfied with availability of organic food products, 34.7 % of the respondents are satisfied with availability of organic food products, 13.3% of the respondents are Neutral with availability of organic food products and 13.3% of the respondents are Dissatisfied with availability of organic food products and the remaining 12 % of respondents are Highly dissatisfied with availability of organic food products.

Chart 1

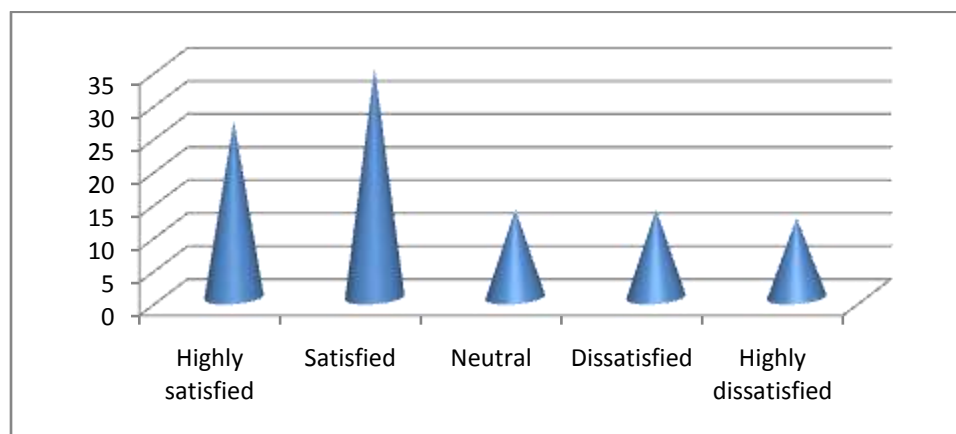
Availability of organic food products of the respondent

Table 2

Convenient location of organic food products of the respondent

Convenient location	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	26	34.7	34.7	34.7
Satisfied	13	17.3	17.3	52.0
Neutral	11	14.7	14.7	66.7
Dissatisfied	13	17.3	17.3	84.0
Highly dissatisfied	12	16.0	16.0	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 2 that 34.7% of respondents are Highly satisfied Convenient location, 17.3 % of the respondents are Satisfied with Convenient location, 14.7% of the respondents are Neutral with Convenient location and 17.3% of the respondents are Dissatisfied with Convenient location and the remaining 16 % of respondents are Highly dissatisfied with Convenient location.

Chart 2

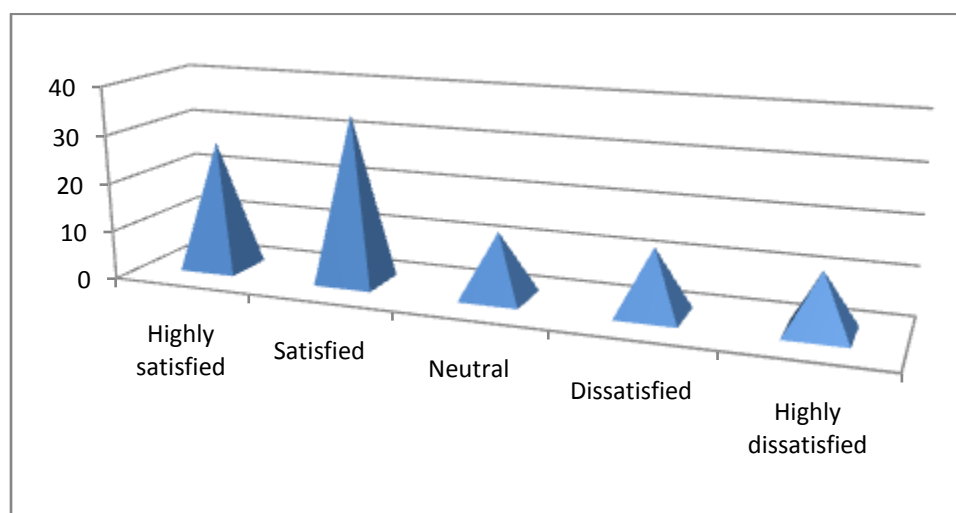
Convenient location of the respondent

Table 3

Price of organic food products of the respondent

Price of organic food products	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	21	28.0	28.0	28.0
Satisfied	23	30.7	30.7	58.7
Neutral	11	14.7	14.7	73.3
Dissatisfied	3	4.0	4.0	77.3
Highly dissatisfied	17	22.7	22.7	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 3 that 28% of respondents are highly satisfied with Price of organic food products, 30.7 % of the respondents are Satisfied with Price of organic food products, 14.7% of the respondents are Neutral with Price of organic food products and 4% of the respondents are Dissatisfied with Price of organic food products and the remaining 22.7 % of respondents are Highly dissatisfied with Price of organic food products.

Chart 3

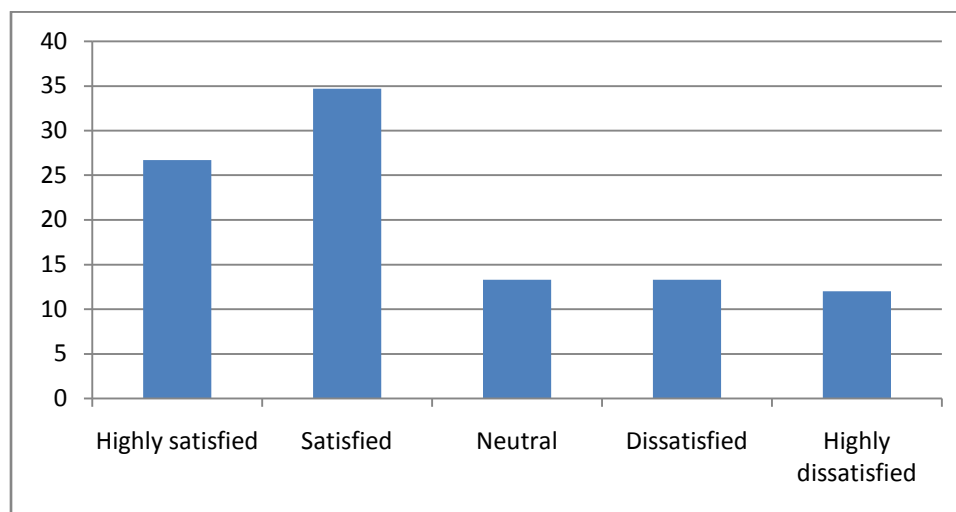
Price of organic food products of the respondent

Table 4

Awareness of organic food products of the respondent

Awareness of organic food products	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	24	32.0	32.0	32.0
Satisfied	20	26.7	26.7	58.7
Neutral	11	14.7	14.7	73.3
Dissatisfied	3	4.0	4.0	77.3
Highly dissatisfied	17	22.7	22.7	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 4 that 32% of respondents are Highly satisfied with Awareness of organic food products, 26.7 % of the respondents are Satisfied with Awareness of organic food products, 14.7% of the respondents are Neutral with Awareness of organic food products and 4% of the respondents are Dissatisfied with Awareness of organic food products and the remaining 22.7 % of respondents are Highly dissatisfied with Awareness of organic food products.

Chart 4

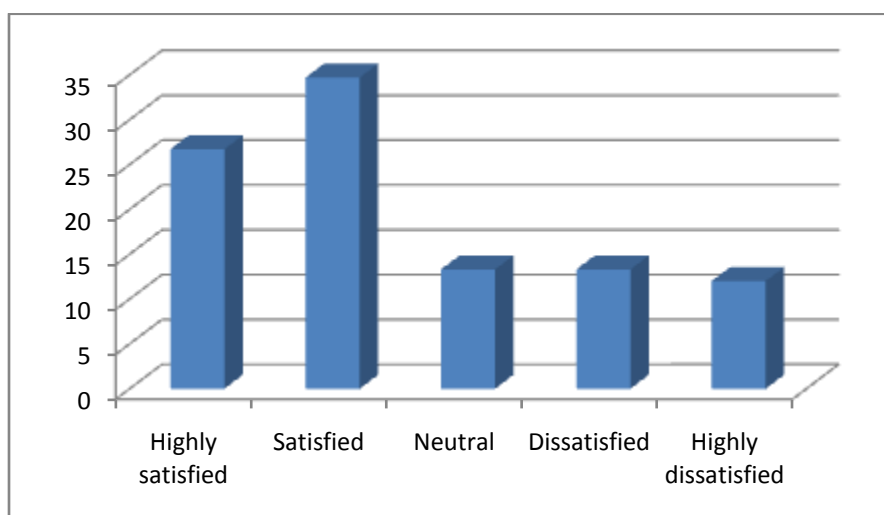
Awareness of organic food products of the respondent

Table 5

Preference of organic food products of the respondent

Preference of organic food products	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	13	17.3	17.3	17.3
Satisfied	32	42.7	42.7	60.0
Neutral	10	13.3	13.3	73.3
Dissatisfied	3	4.0	4.0	77.3
Highly dissatisfied	17	22.7	22.7	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 5 that 17.3% of respondents are highly satisfied with Preference of organic food products , 42.7 % of the respondents are Satisfied with Preference of organic food products , 13.3% of the respondents are Neutral with Preference of organic food products and 4% of the respondents are Dissatisfied with Preference of organic food products and the remaining 22.7 % of respondents are Highly dissatisfied with Preference of organic food products .

Chart 5

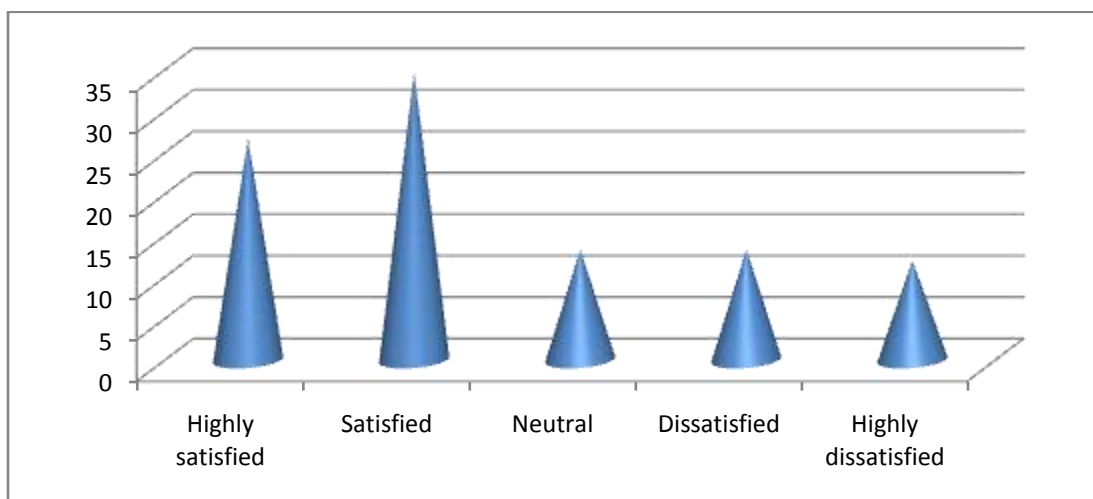
Preference of organic food products of the respondent

Table 6

Responsiveness of staff of the respondent

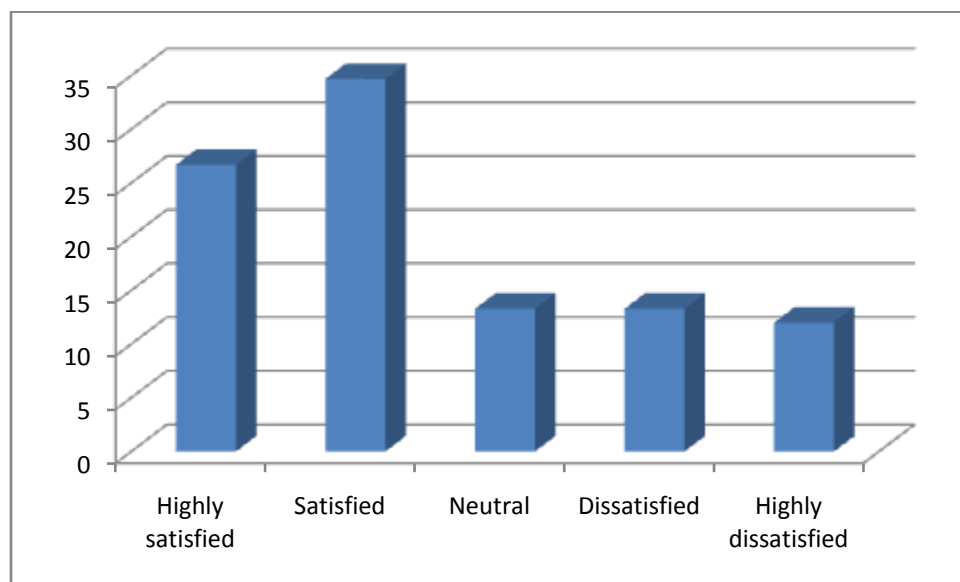
Responsiveness of staff	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	16	21.3	21.3	21.3
Satisfied	23	30.7	30.7	52.0
Neutral	17	22.7	22.7	74.7
Dissatisfied	9	12.0	12.0	86.7
Highly dissatisfied	10	13.3	13.3	100.0
Total	75	100.0	100.0	

INTERPERTATION

It is evident from the table 6 that 21.3% of respondents are Highly satisfied with Responsiveness of staff, 30.7 % of the respondents are Satisfied with Responsiveness of staff, 22.7% of the respondents are Neutral with Responsiveness of staff and 12% of the respondents are Dissatisfied with Responsiveness of staff and the remaining 13.3 % of respondents are Highly dissatisfied with Responsiveness of staff.

Chart 6

Responsiveness of staff of the respondent



2. CHI-SQUARE

1. Association between Age and perception of the respondent

An attempt was made to study the association between Age and perception of the respondent. For this purpose the respondents classified on the basis of chi-square test between Age and perception of the respondent. The data are tabulated and presented in the table 8.

Null hypothesis (Ho) There is no association between Age and perception of the respondent

Alternative hypothesis (H1) There is an association between Age and perception of the respondent

Age of the respondents * perception of the respondent

Table 8

Age of the respondents	perception of the respondent					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Below-25	0	12	10	0	0	22
25-30	10	11	0	0	0	21
30-35	0	0	0	0	17	17
35 and above	3	9	0	3	0	15
Total	13	32	10	3	17	75

**Table 9 Age of the respondent and perception of the respondent
Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	121.527 ^a	12	.000
Likelihood Ratio	122.266	12	.000
Linear-by-Linear Association	4.603	1	.032
N of Valid Cases	75		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .60.

It is evident from the table 9 that the calculated value is more than the table value. Therefore, the null hypothesis is rejected. It is inferred that there is an association between Age and perception of the respondent.

CONCLUSION

Organic food products usage has been increased by the consumers. The health consciousness of the customers has been increased and they started to consume organic food products. The price of the products has been higher but consumer's organic food products buy these products for the health benefits. Awareness of organic food products has to be increased to benefit the customers. The government and NGO have to take the necessary steps to create awareness and to satisfy the need of the customers.

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