

## **A Study on Consumer Satisfaction towards Organic Food Products in Trichy**

**Dr.M. Marimuthu**

*Head & Assistant Professor*

*Department of Commerce*

*Jamal Mohamed College, Trichy*

**M. Abdul Haq**

*M.Com*

*Department of Commerce*

*Jamal Mohamed College*

*Trichy*

### **Abstract**

The high growth of population and life expectancies during the twentieth century increased demand for the food suppliers in India. The growth of the organic food sector is not onto the mark in India due to lack of awareness among consumers. thus, the study analysed the consumer attitude towards organic food products in Trichy district. the respondents were surveyed by using a questionnaire, thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

### **I. INTRODUCTION**

Food consumption patterns are changing as a result of health and environmental issues. Interest in organically produced food is increasing throughout the world. Global demand for organic products remains robust, with sales increasing by over five billion US dollars a year (Willer, Yussefi-Menzler, and Sorensen 2009). In Thailand, rapid socio-economic development has been accompanied by modernization and industrialization of agricultural food production.

Since the implementation of the National Economic and Social Development Plan in 1961, the Thai government has promoted an industrial and export-oriented agriculture. In 1997, the Ministry committed to provide funds to conduct the Pilot Project on Sustainable Agriculture Development for small farmers, which by 1999 was administrated by local organizations in 34 provinces.

### **Scope of the Study**

The study focuses on analysing consumer satisfaction towards organic food products in Trichy, covering various demographic and socio-economic segments. It evaluates factors such as awareness, quality, price, and availability, which influence purchasing behaviour and satisfaction. The research also addresses barriers to consumption, including cost and accessibility, and provides actionable insights for businesses and policymakers. By concentrating on consumers in Trichy, the study aims to understand localized trends and preferences, offering practical implications for promoting organic food adoption. The findings are relevant for enhancing market strategies and fostering sustainable consumption practices.

### **Review of Literature**

**Emimol grace (2022),** In the present scenario the farming of organic food products has been developing rapidly. The present situation the consumer's attitude towards organic food products has increased. Consumers started to select healthy food to feed their families so that the demand for the organic foods has been increased. Nowadays the people understood the importance and the health benefits of the organic food products. The organic food product promotes no artificial preservatives and insists to maintain the original quality of the food. The trends towards purchasing of organic food products has been increased due to the health concern, environmental concern and the attributes like nutrition value, taste and freshness. This study aims to analyse the attitude of consumer's towards organic food products. This study is based on the purely primary data. The data were collected on the basis of questionnaire method from 100 respondents. Thus, this study analysed the consumer's attitude towards organic food products in Tiruchirappalli city.

**B. Lavanya,(2020)<sup>2</sup>**The high growth of population and life expectancies during the twentieth century increased demand for the food suppliers in India. The growth of the organic food sector is not unto the mark in India due to lack of awareness among consumers. thus, the study analyzed the consumer attitude towards organic food products in Trichy district. the respondents

were surveyed by using a questionnaire, thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

**S. Karthick, Dr. R. Saminathan and Dr. R. Gopinath(2020)<sup>3</sup>**, The most significant characteristic of a sound marketing system lies in the distribution channel. Marketing is a strong instrument whereby per capita income could be raised leading to a higher standard of living. Using an efficient marketing channel ensures the highest price of the product, which leads to raising income; and thus ultimately improves living conditions. The marketing channels used by the agricultural producers are not always performing at the same efficiency in terms of their earnings i.e., different channels have different earnings.

**G. Nithya & Dr. N. Senthil Kumar(2021)<sup>4</sup>**, The adoption of organic production and processing is highly determined by market demand. Therefore, this is reflected in customers' perception and satisfaction towards organic Products. This research of 120 respondents. Results indicated that the main reasons for purchasing organic products are an expectation of a healthier and environmentally friendly means of production. Organic buyers tend to be older and higher educated than those who do not buy them. In addition, customers' trust in the authenticity of the goods and price are also issues. However, the main barrier to increase the marketshare of organic products is consumer information.

### **Objectives of the Study**

- 1.To analyse the awareness levels of consumers in Trichy regarding organic food products.
- 2.To evaluate the factors influencing consumer satisfaction, such as quality, price, availability, and trust in organic certification.
- 3.To examine the purchasing behaviour and preferences of consumers toward organic food products in Trichy.
- 4.To identify the barriers to the adoption of organic food products, including cost, accessibility, and lack of information.

### **Statement of Problem**

The demand for organic food products has been growing globally due to increasing awareness of health benefits and environmental sustainability. However, in India, and specifically in Trichy, the adoption of organic food products faces challenges. Consumers often lack sufficient awareness and information about the benefits of organic foods, and factors such as high prices, limited availability, and scepticism about authenticity hinder their purchasing decisions.

This study seeks to address the problem by examining the levels of consumer satisfaction, identifying the barriers to adoption, and analysing the factors influencing the perception and purchase of organic food products in Trichy. The findings aim to provide actionable insights to enhance consumer awareness, trust, and satisfaction while fostering the growth of the organic food market in the region.

### **Research Methodology**

#### **I) Primary Data:**

A well structured questionnaire has been used for the collection of primary data from the respondents (ORGANIC FOOD PRODUCTS CONSUMERS IN TRICHY)

#### **II) Secondary Data:**

The Second data was collected from various magazines journals and websites.

### **Analysis and Interpretation**

**Table No 1: Respondents Based on Gender**

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percentage%</b>
Male	50	75.75
Female	16	24.24
Total	66	100

### **Interpretation**

**Table No 2: Association Between Gender \* Overall Satisfaction Cross tabulation**

		Overall Satisfaction					Total
		HS	S	N	DS	HDS	
Gender	M	3	3	10	23	11	50
	F	0	0	4	11	1	16
Total		3	3	14	34	12	66

**Chi Square Test**

	value	Asymptotic significance(2-sided)
Pearson chi square	4.934 <sup>a</sup>	.294
Likelihood ratio	6.668	.155
Linear by linear association	0.111	.739
N of valid cases	66	

**Interpretation****1. Pearson Chi-Square:**

The p-value of 0.294 suggests that the association between gender and overall satisfaction is not statistically significant at the 0.05 level. Therefore, we fail to reject the null hypothesis, meaning there is no significant relationship between gender and overall satisfaction.

**2. Likelihood Ratio:**

Similar to Pearson's chi-square, this test also shows a p-value of 0.155, which is above the significance threshold of 0.05. Hence, it also indicates no significant association.

**3. Linear-by-Linear Association:**

The p-value of 0.739 also indicates no significant linear association between gender and overall satisfaction.

**Findings**

**1. Gender and Overall Satisfaction:** The chi-square test results show no significant association between gender and overall satisfaction with organic food products ( $p > 0.05$ ). This suggests that satisfaction levels are not influenced by gender.

**2. Overall Satisfaction Levels:** The majority of respondents fall into the "Dissatisfied" and "Highly Dissatisfied" categories, indicating potential issues with organic food products or the market in Trichy. A smaller percentage of respondents were in the "Highly Satisfied" and "Satisfied" categories.

3. **Common Issues with Organic Food:** Based on survey data (if qualitative insights were included), key dissatisfaction factors could include high price, limited availability, or lack of trust in certification.

### **Suggestions**

1. **Improve Product Affordability:**

High pricing may be a barrier for many consumers. Organic food producers and retailers should explore strategies to lower costs, such as sourcing locally, reducing supply chain inefficiencies, and offering promotional discounts.

2. **Increase Awareness and Trust:**

Educating consumers about the benefits of organic products and ensuring transparency in certifications and labeling can enhance consumer confidence in the products.

3. **Enhance Accessibility:**

Expand the availability of organic products in local markets and supermarkets to make them more accessible to a broader audience in Trichy.

4. **Targeted Marketing:**

Focus marketing efforts on age groups or demographic segments that show higher satisfaction or a potential willingness to try organic products. Highlight the health and environmental benefits of organic food in promotional campaigns.

5. **Encourage Trial and Retention:**

Retailers could offer free samples, smaller packaging options, or loyalty programs to encourage consumers to try and consistently purchase organic products.

Based on survey data (if qualitative insights were included), key dissatisfaction factors could include high price, limited availability, or lack of trust in certification.

## **II. CONCLUSION**

This study on consumer satisfaction with organic food products in Trichy reveals that gender does not significantly influence satisfaction levels, suggesting that other factors such as price, accessibility, and awareness might play a more significant role. The high levels of dissatisfaction highlight critical areas for improvement in the organic food industry, including affordability, availability, and trust in product quality.

By addressing these issues, producers and retailers can better meet consumer expectations, increase satisfaction levels, and drive the adoption of organic products in Trichy. Future studies could explore other demographic factors or conduct qualitative analyses to gain deeper insights into consumer preferences and challenges.

## **III. REFERENCES**

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