

## A Study on Consumer Awareness and Satisfaction towards Organic Food Products in Kanniyakumari District

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**Abstract:** The aim of the study is to study consumer awareness towards organic food products and satisfaction level of consumers towards organic food products in Kanniyakumari District. For the purpose of the study, the required data have been collected from both primary and secondary sources. Primary data were collected from the respondents in Kanniyakumari District with the help of pre tested questionnaire. Secondary data were collected from annual reports, journals, magazines, website and books. It is found that there is a significant relationship between marital status of the consumers and level of awareness towards organic food products "Offer and discounts and differencing and identifying organic food products". The respondent got attracted towards organic food products without any doubts. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing the organic food products.

**KEY WORDS:** Awareness, Satisfaction, Perceptions and Organic Food Products

### INTRODUCTION:

Augmented in pervasiveness of several chronic diseases is strongly associated with food intake and food choices. Further, ethical movements are becoming widespread in the developed and developing economies towards animal health, welfare on farms and its people and environment as a whole. The consumers are becoming more health conscious and they solicit for more information about health and nutrition. The food related health jolt motivates the consumers to talk more about food safety, health benefits and environmental issues and as a result their food habits and dietary patterns are changing. Considerable attention and interest have been shown by the consumers towards the food products free from chemicals, additives, preservatives etc., and hence they are willing to spend more premium to greener, healthy and natural food products. This has gained a lot of momentum in recent years with the growth of organic sector.

### STATEMENT OF THE PROBLEM:

The organic food products are vital ingredient of human life and their healthy lifestyles. Unfortunately, these organic based food products and its benefits miserably fail to reach the people of many urban and rural populations in this country. Most of the people who have understand that the organic food products are costlier. They never bother about risk pertaining of health due to the use of synthetic fertilizers and pesticides based food products due to their income reasons. At the same time the Government and organic farm industries are failed to disclose the Awareness about the problems, risks, and health deceases of using genetically modified food products. Further, they are also failed to reveal the benefits of organic food products such as nutritive value, taste, freshness, safety and quality concern etc. The main challenges before this sector is to constantly introduce new products, changing customer behaviour, government intervention, competition, distribution network, automation, technological advancement, quality, changing lifestyle, societal perception, environmental focus and brand loyalty are the radical changes that are taking place in customer profile. But the entry of many organic farming industries generated tough competition among the consumers and forced them to search for customized organic food

products based on their needs. The attentive and satisfied customers will bring the more new customers in this segment and thus results the environment and economic development as a whole.

#### OBJECTIVES OF THE STUDY:

- i.To study consumer awareness towards organic food products in Kanniyakumari District
- ii.To identify of satisfaction level of consumers towards organic food products in Kanniyakumari District.

#### SIGNIFICANCE OF THE STUDY:

The present study not only covered the perception but also it covered the awareness of the consumers in the Kanniyakumari District. This helps to know in detail about organic industry right from their inception stage to their growth and future prospects. The study would be helpful to the organic farmers, industries and common people of this region and country to draw appropriate strategy to enhance the awareness and satisfaction of the consumers and for the betterment of the organic industry. The result of the study helps the organic sector to increase their product, profit and betterment of the environment of this nation. This research thesis will be useful for future researcher to do further study towards organic and its consumers' attitude in some other aspects with multidimensional facets.

#### METHODOLOGY:

For the purpose of the study, the required data have been collected from both primary and secondary sources. Primary data were collected from the respondents in Kanniyakumari District with the help of pre tested questionnaire. Secondary data were collected from annual reports, journals, magazines, website and books.

#### SAMPLING DESIGN

The Kanniyakumari District has six Taluks, namely Agastheeswaram, Thovalai, Kalkulam, Thiruvattar, Vilavancode and Killiyur. For measuring the Awareness and satisfaction of consumer towards Organic food products the population frame could not be properly defined during the period of collection of data with regard to the consumers, the researcher had to approach the consumers who were available in the Supermarkets, Organic food shop and departmental stores at the time of interview. The respondent whom the researcher met accidentally is included in the sample. Hence, the respondents were selected on the basis of convenience sampling and selected six Taluks of the Kanniyakumari District to get more holistic view. Hence, the sample design is not free from the defects of convenience sampling but there is no other alternative than to use the convenience sampling. Furthermore, there are three hundred respondents were selected according to the convenience sampling method at the rate of fifty from each Taluk and there are 300 valid cases have been taken for the study.

#### ANALYSIS AND INTERPRETATION:

##### Level of awareness towards organic food products Vs Marital Status of Consumers

In order to test whether there is any relationship between marital status of the consumers and their level of awareness towards organic food products, the following hypothesis is formulated.

**H<sub>0</sub>:** There is no significant relationship between the level of awareness towards organic food products and the marital status of the consumers.

The results of the Chi-square test are applied on the level of awareness towards organic food products and the marital status of the consumers are presented in Table 1.

**Table 1**

##### Level of awareness towards organic food products Vs Marital Status of consumers

Sl.No	Particulars	Chi-square Value	p Value	Inference
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1.	Organic farming is good for the environment	3.955	0.138	Not Significant
2.	Economical	3.617	0.164	Not Significant
3.	Advertising	1.603	0.449	Not Significant
4.	Offer and discounts	16.456	0.000	Significant
5.	Suppliers	1.369	0.504	Not Significant
6.	Queries and complaints	0.497	0.780	Not Significant
7.	Differencing and identifying organic food products	8.320	0.016	Significant

**Source: Computed Data**

The above table shows the following results.

Since the 'p' value is less than 0.05 in case of the marital status of the consumers and the level of awareness towards organic food products "Offer and Discounts and Differencing and Identifying Organic Food Products", the null hypothesis is rejected and it is concluded that there is a significant relationship between marital status of the consumers and level of awareness towards organic food products "Offer and Discounts and Differencing and Identifying Organic Food Products".

**Level of awareness towards organic food products Vs Educational Qualification of Consumers:**

In order to test whether there is any relationship between educational qualification of the consumers and their level of awareness towards organic food products, the following hypothesis was formulated.

H<sub>0</sub>: There is no significant relationship between the level of awareness towards organic food products and the educational qualification of the consumers.

The results of the Chi-square test applied on the level of awareness towards organic food products and the educational qualification of the consumers are presented in Table 2.

**Table 2****Level of awareness towards organic food products Vs Educational Qualification of consumers**

Sl.No	Particulars	Chi-square Value	p Value	Inference
1.	Organic farming is good for the environment	62.656	0.000	Significant
2.	Economical	24.598	0.006	Significant
3.	Advertising	65.869	0.000	Significant
4.	Offer and discounts	30.185	0.001	Significant
5.	Suppliers	22.249	0.014	Significant
6.	Queries and complaints	30.325	0.001	Significant
7.	Differencing and identifying organic food products	39.202	0.000	Significant

**Source: Computed Data**

The above table shows the following results.

Since the 'p' value is less than 0.05 in case of the educational qualification of the consumers and the level of awareness towards organic food products "Organic farming is good for the environment, economical, advertising, offer and discounts, suppliers, queries and complaints and differencing and identifying organic food products", the null hypothesis is rejected and it is concluded that there is a significant relationship between educational qualification of the consumers and level of awareness towards organic food products "Organic farming is good for the environment, economical,

advertising, offer and discounts, suppliers, queries and complaints and differencing and identifying organic food products”.

#### Level of awareness towards organic food products Vs Occupation of Consumers

In order to test whether there is any relationship between occupation of the consumers and their level of awareness towards organic food products, the following hypothesis is formulated.

**H<sub>0</sub>:** There is no significant relationship between the level of awareness towards organic food products and the occupation of the consumers.

The results of the Chi-square test are applied on the level of awareness towards organic food products and the occupations of the consumers are presented in Table 3.

**Table 3**

**Level of awareness towards organic food products Vs Occupation of consumers**

Sl. No	Particulars	Chi-square Value	p Value	Inference
1.	Organic farming is good for the environment	31.736	0.000	Significant
2.	Economical	29.364	0.000	Significant
3.	Advertising	22.109	0.005	Significant
4.	Offer and discounts	10.463	0.234	Not Significant
5.	Suppliers	8.585	0.378	Not Significant
6.	Queries and complaints	17.757	0.023	Significant
7.	Differencing and identifying organic food products	19.938	0.011	Significant

**Source: Computed Data**

The above table shows the following results.

Since the ‘p’ value is less than 0.05 in case of the occupation of the consumers and the level of awareness towards organic food products “Organic farming is good for the environment, advertising, economical, queries and complaints and differencing and identifying organic food products”, the null hypothesis is rejected and it is concluded that there is a significant relationship between occupation of the consumers and level of awareness towards organic food products “Organic farming is good for the environment, advertising, economical, queries and complaints and differencing and identifying organic food products”.

#### Level of satisfaction towards organic food products among different age group of consumers:

In order to find out the significant difference in level of satisfaction towards organic food products among different age group of consumers in Kanniyakumari District, ‘ANOVA’ test is attempted with the null hypothesis as, “**There is no significant difference in level of satisfaction towards organic food products among different age group of consumers in Kanniyakumari District**”. The result of ANOVA is presented in Table 4.

**Table 4**

**Level of satisfaction towards organic food products among different age group of consumers**

Particulars	Age Group (Mean Score)	F Statistics
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	Below 25 years	26-35 years	36-45 years	46-55 years	Above 55 years	
Quality	4.5000	4.8200	4.8846	4.9000	4.7500	2.321
Quantity	4.0000	4.0000	3.7809	3.8846	3.9091	2.556*
Price	3.0000	3.6061	3.5600	3.1538	3.2727	2.167
Availability of products	2.0000	3.1515	3.4400	3.1730	2.9091	2.325
Taste	4.2500	4.8182	4.3400	4.5577	4.5455	6.167*
Health fitness	4.0000	4.3939	4.6400	4.3269	4.4533	3.893*

Source: Computed data

\*-Significant at five per cent level

The table 4 shows the mean score of satisfaction towards organic food products among different age group of consumers along with its respective 'F' statistics. The important satisfaction towards organic food products among the consumers who are in the age group of below 25 years are quality and taste and their respective mean scores are 4.5000 and 4.2500 and among the consumers in the age group of 26-35 years, quality and taste and their respective mean scores are 4.8200 and 4.8182. The important satisfaction towards organic food products among the consumers who are in the age group of 36-45 years are quality and health fitness and their respective mean scores are 4.8846 and 4.6400, among the consumers in the age group of 46-55 years, quality and taste and their respective mean scores are 4.9000 and 4.5577 and consumers who are in the age group of above 55 years are quality and taste and their respective mean scores are 4.7500 and 4.5455. Regarding the level of satisfaction towards organic food products, the significant difference among the different age group of consumers is identified in the case of quantity, taste and health fitness, since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

#### Level of satisfaction towards organic food products among different marital status of consumers:

In order to find out the significant difference in level of satisfaction towards organic food products among different marital status of consumers in Kanniyakumari District, 't' test is attempted with the null hypothesis as, "There is no significant difference in level of satisfaction towards organic food products among different marital status of consumers in Kanniyakumari District". The result of 't' test is presented in Table 5.

Table 5

#### Level of satisfaction towards organic food products among different marital status of consumers

Particulars	Marital Status		T- Statistics
	Married	Unmarried	
Quality	4.8828	4.7500	1.697
Quantity	3.8672	3.9545	1.162
Price	3.4141	3.2727	0.688
Availability of products	3.2734	2.8182	1.917
Taste	4.4922	4.9091	3.779*
Health fitness	4.4375	4.5455	0.936

Source: Computed data

\*-Significant at five per cent level

The table 5 shows the mean score of satisfaction towards organic food products among different marital status of consumers along with its respective 'T' statistics. The important satisfaction towards organic food products among the married consumers are quality and taste and their respective mean scores are 4.8828 and 4.4922 and among the unmarried consumers, taste and quality and their respective mean scores are 4.9091 and 4.7500. Regarding the satisfaction towards organic food products, the significant difference among the different marital status of consumers is identified in the case of taste, since the respective 'T' statistics are significant at 5 per cent level, the null hypothesis is rejected.

#### Level of satisfaction towards organic food products among different type of family of consumers:

In order to find out the significant difference in level of satisfaction towards organic food products among different type of family of consumers in Kanniyakumari District, 't' test is attempted with the null hypothesis as, **"There is no significant difference in level of satisfaction towards organic food products among different type of family of consumers in Kanniyakumari District"**. The result of 't' test is presented in Table 6.

**Table 6**

**Level of satisfaction towards organic food products among different type of family of consumers**

Particulars	Type of Family		T- Statistics
	Nuclear family	Joint family	
Quality	4.9537	4.7619	3.646*
Quantity	3.9352	3.7381	3.443*
Price	3.3148	3.5952	1.746
Availability of products	3.1944	3.2381	0.230
Taste	4.5556	4.5476	0.087
Health fitness	4.4352	4.5000	0.712

**Source: Computed data**

\*-Significant at five per cent level

The table 6 shows the mean score of satisfaction towards organic food products among different type of family of consumers along with its respective 'T' statistics. The important satisfaction towards organic food products among the consumers belong to nuclear family are quality and taste and their respective mean scores are 4.9537 and 4.5556 and among the consumers belong to joint family, taste and quality and their respective mean scores are 4.7619 and 4.5476. Regarding the satisfaction towards organic food products, the significant difference among the different type of family of consumers, is identified in the case of quality and quantity, since the respective 'T' statistics are significant at 5 per cent level, the null hypothesis is rejected.

#### SUGGESTIONS

- ❖ There are number of organic products available in a market for consumption, but this present study finds that the few products are known by consumer. Hence, the industry must take responsibility to make aware about other products too.
- ❖ Some portion of the consumer questioned about the quality and safety aspects of organic food products and they are not sure about this aspect. Hence, it is necessary to give information and educate them about the quality, safety, taste and other aspects to increase the level of satisfaction.

#### CONCLUSION

The increasing awareness among the people across the section paves the way to increase the marketing ability for organic food products. With the threat of global warming looming large, it is extremely important that organic product becomes

the norm rather than an exception or just a fad. Consumer satisfaction plays a major role in organic food products segment. As results of environmental sustainability, importance is shifted towards organic food products rather than conventional farming. The study brought out the fact that the people were well aware of images and availability, but not loyal entirely too organic food products without any doubt. The respondent got attracted towards organic food products without any doubts. So the marketers must create promotions which are both realistic and moral and the product availability in terms of volume and variety are required to become successful in marketing the organic food products.

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