

A STUDY ON CONSUMER'S BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN SALEM DISTRICT.

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ABSTRACT

This article titled on the consumer behaviour towards Organic Food Products in Salem District will try to focus and determine the consumer behaviour, level of satisfaction, and post-purchase behaviour towards organic food products of the selected areas. This paper is based on the primary data of 100 respondents living in the Salem district. The consumers were approached randomly and used a structure questionnaire. The questionnaire was framed to record the responses on the behaviour, Level of Satisfaction, Post-Buying behaviour of a consumer towards organic food and effectiveness of sources for organic information. It was suggested by the researcher that a sustained improvement in the post purchases behaviour. The organic food products are ahead in information more preference and acceptance over non-organic food products. Non- organic food products have unsafe effects due to high use of chemicals in farming, so the consumer taste and preference have been shifted towards organic food products.

KEYWORDS: Behaviour, Consumer, Organic, Post purchase, Satisfaction

Article History

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INTRODUCTION

The study has exposed that consumers' behaviour plays a primary role in organic food products. It was also identify that the organic food consumers had a high impact on psychological factors such as behaviour satisfaction level and post-buying behaviour towards organic food products. In recent years using up pattern of the buyer will be substitute particularly in food using up become all end user to consume organic food because of his/her behaviour is to consume the organic food is high-quality for healthiness and it is growing with the use of organic manual and use usual resources so user attitude will be the change to organic food products, and more safety, better value, good taste more nutritious user awareness in organic food that is free from chemical residues and bug juice, consumer behaviour included a befuddled mental process and also physical improvement (buy choice).

RESEARCH AIM AND OBJECTIVES

- To Study the Consumer Behaviour towards organic food products.
- To ascertain the level of consumer satisfaction on organic food products.

- To analysis the Post Purchases Consumer Behaviour an organic food product.

RESEARCH QUESTION

The research question is examining the consumer behaviour towards organic food products in Salem District. In this research study it is high focus on the consumer behaviour towards organic food products, level of consumer satisfaction, and post purchase consumer behaviour towards organic food products.

METHODOLOGY

This study is in view of primary data. The primary data had gathered from chosen customers on Simple Random Sampling strategies.

SAMPLE DESIGN

In order to identify with the exact factors in organic food products and the customer behaviour of natural food items in Salem district the following sample size will be utilized to collected primary data.

ANALYSIS AND DISCUSSION

Table 1: Profile of the Respondent

S. No	Demographic Variables	No. of Respondent	%
1.	Gender	Male	32
		Female	68
Total		100	100
2.	Age	25 Years and	16
		35-45 Years	50
		46-55 Years	14
		Above 56 Years	20
Total		100	100
3.	Educational qualification	School level	14
		Undergraduate	20
		Post graduate	15
		Professional	28
		Others	23
Total		100	100
4.	Occupation	Salaried individual	28
		Business	22
		Housewife	27
		Others	23
Total		100	100
5.	Marital status	Married	62
		Single	38
Total		100	100
6.	Eating habits	Vegetarian	49
		Non-vegetarian	51
Total		100	100

Table 1: to be contd.,

7	Reasons for buying organic food	Eco-friendly	27	27
		Saving resources for future	23	23
		High quality	30	30
		Fresher than conventional food	15	15
		Others (please specify)	5	5
Total		100	100	

It is seen from Table 1 that female (68%) comprised greater part of the respondents in the sample data when contrasted with male (32%). A great portion of the respondents belonged to the age group of 35–45 of age (50%). Majority of the respondents was professional (28%) and majority of the respondents are Salaried individual (28%). (62%) respondents are married remaining 38% Single. And (51%) non-Vegetarian and remaining (49%) vegetarian. Reason for buying organic food (30%) high quality, (27%) respondents could be considered Eco friendly (23%) of the respondents saving resources for future and (15%) Fresher than conventional food and remaining (5%) Others (please specify).

Table 2: Purchase of Different Kinds of Organic Products

S. No	Products	No. of Respondents	%
1	Cereals	25	25
2	Vegetables	23	23
3	Fruits	22	22
4	Herbs and spices	15	15
5	Oil	10	10
6	Milk	5	5
Total		100	100

The above Table 2 show the (25%) of respondents are usually purchase of cereals and 23%) Vegetables and (22%) of people are using organic fruits and another (15%) of people are herbs and spices and (10%) using the organic oil balance 5 percent of respondents are use milk.

Table 3: Respondents' Suggestion towards Prices of Organic Products

S. No	Products	No. of Respondents	%
1	High	55	55
2	Low	10	10
3	Moderate	35	35
		100	100

The above Table 3 show that the 55% of the respondents were recommended the natural food products items prices are very because of inputs and acquisition costs are more than non-organic food products 35% of respondents were communicated as moderate and remaining 10% opined that is low compare to conventional products in the particular area.

Table 4: Satisfaction Level for Organic Products

S. No	Satisfaction level for Organic Products	No. of Respondents	%
1	Highly Satisfied	51	51
2	Satisfied	32	32
3	Neutral	12	12
4	Dissatisfaction	5	5
Total		100	100

The above Table 4 show that 51% of respondents were fixed the natural food products items as very highly satisfied after compare of non-organic food products regarding all the facts, 32% of respondents were satisfied and 12% of respondent were agreed neutral and remaining 5 % of respondents were organic food products was dissatisfaction.

Table 5: Ready to Post Purchase Behaviour

S.No	Statement	No of respondents	%
1	Chemical free	45	45
2	Tasty and healthy	25	25
3	Quality	15	15
4	Trust worthy	10	10
5	Doctor prescription	5	5
	Total	100	100

Above Table 5 shows that the 45% of the respondents were could be purchased the organic food as it is chemical free. 25% of the respondent taste and healthy and 15% of respondents are prefer the quality of organic food products and 10% of respondents trust the organic food products, and remaining 5% of respondent were prefer the Doctor prescription.

FINDINGS

- In this study female (68%) comprised greater part of the respondents in the sample data when contrasted with male.
- The more number of respondents are aged 35–45 accented for 50%.
- In Salem city out of 100 customers each one chosen organic food products.
- The reason for buying 30% respondents of high quality of organic food products
- The 55% of the respondents were recommended the natural food products items prices are very high for organic food products.
- The overall satisfaction level of organic products by the consumers as highly satisfied 51% satisfied 32% and 12% neutral remaining 5 % dissatisfied.

SUGGESTIONS

- Positioning natural food items by their particular attributes.
- Situating Organic food items by affecting customer values about the advantages they receive from consuming.
- Positioning by standing for chemical free "only organic ".

CONCLUSION

Buyer performance plays an important significant part in the organic food items sector, the respondent without a doubt the respondent without question.

Cereals followed by vegetables and fruits are the most chosen and highly required produce at present. The cost of organic food products, especially the leafy ones, is high than other non-organic food products items. But, excellence characteristics concern consumers' first choice for organic products goods; with the majority significant including

chemical free, healthy, tasty and healthy, quality, and trust-worthy and doctor-prescribed. Consumers' readiness to purchase is prejudiced by the high price of the products and very limited access and information.

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