

Consumer Attitude and Satisfaction towards Organic Food: A Quantitative Study

S. Thangamani¹

Research Scholar & Assistant Professor, Government Arts
College & Dr.SNS Rajalakshmi College of arts & Science,
Coimbatore, Tamilnadu, India.

Dr. S. Vasantha²

Assistant Professor,
Department of Commerce, Coimbatore, Tamil Nadu,
India.

Abstract: *Organic food products are produced with an objective to produce healthy and quality foods without using synthetic chemical products. Thus, organic agriculture not only preserves the environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment. The present study is such an above said based study to analyse the consumers' attitude and purchase intention towards organic food in Coimbatore City of Tamilnadu, India.*

Keywords: *Organic food products, Public health and Consumers' attitude and intention.*

I. INTRODUCTION

Twentieth century has been the witness of most technological agricultural changes leaving remarks on rural landscape and population. This technical revolution, which is continuing to be dominant method for food production, depends on on-farm and off-farm resource usage. Invention of machinery has put labour out of farm while variety of chemical fertilizers have increased yield without any concern of environmental measures for economic reasons.

Sustainable food production became more and more vital after facing with social, ecological and economic impacts of industrialized agriculture. Societies find solution by demanding for low-input, regional and seasonal products with the respect of environment, health and social welfare of the region. There have been organizations and policies have been established in developed countries to take measures in food production. Organic Agriculture as one solution to problems of industrialized agriculture based on holistic production management systems which aims creating integrated, humane, environmentally and economically sustainable agricultural production systems.

Consumers of industrialized countries have shown a great attention towards organic products starting from 90's. Food safety and quality issues have triggered the awareness of consumers and people start to be suspicious towards conventional products. Moreover, today's educated society is showing great interest to their and children's health and prefer foods with more nutritional values, less addictive's and more coming from natural production methods. Furthermore, ethical movements are becoming widespread in developed countries towards animal health and welfare on farms and effect consumers' choice when buying meat and milk products.

II. LITERATURE SAMPLES

- **Yin et al., 2016** in their study stated that as human concern towards natural environment is recently increasing, consumers tend to seek for "the green aspect" of the products, as well as their effects on Earth. On the other hand, the healthy issue is becoming

one of the prior concerns of consumers in purchasing products, especially when it comes to food. This factor is appeared as the main driving force for consumers to purchase organic food

- **Sheng et al. 2014** opined that the organic food industry has been rapidly growing in most of developed agricultural economies around the world with the total area of 30.5 million hectares. Regarding the total revenue on the global scale, organic market has achieved 23 billion USD in 2003. Until 2005, this number has dramatically reached to 33 billion USD, continuously increased to 40 billion USD in 2006 and impressively achieved 60 billion USD in 2007.
- **Jia et al. 2012** stated in their work that the food is categorized as “organic” if the product does not contain artificial synthesized fertilizers, pesticides, livestock, growth regulators and poultry feed additives. In recent decades, the global organic market has been expanding in accordance to the increase of its agricultural cultivation area.

III. PROBLEM DISCUSSION

Despite of the rapid growth and potential development in the organic food industry, sales of organic food are low in comparison to the consumption that consumer attitude of organic food is more expensive than conventional food which could be one of the main reasons leads to less consumption. On the other hand, it might also affect consumers’ attitude. Furthermore, the lack of credible information has led to the feeling of uncertainty among consumers, and thereby significantly affects their attitude (Thøgersen, 2007). A study of Jager (2000) concluded that uncertainty is influenced by a concept called *subjective norms* which means that once the consumers feel uncertainty about the consequences of organic food consumption, they are more likely to follow the social or subjective norms around them (Jager, 2000). On the other hand, another study of Aertsens et al. (2009, p. 1148) has presented “Indeed recent studies point out that *personal norms* have a significant influence on consumer attitude and their intention towards purchasing organic food”. Referring to personal norms, this concept is defined as individual’s conviction that acting in a certain way is right or wrong based on own valuations (Aertsens et al., 2009). With the above settings the present study is intended to find the answers for the following research questions;

1. What is the consumer attitude towards organic food?
2. What is the relationship between consumer attitude and their satisfaction?

IV. OBJECTIVES

1. To analyze the consumer attitude towards organic food.
2. To investigate the relationship between consumer attitude and their satisfaction.

V. RESEARCH METHODOLOGY

SAMPLING DESIGN

The study covers the sample of 100 respondents by adapting the Convenience Sampling method. The respondents have been chosen from the organic food product outlets around the city.

SOURCES OF DATA

The primary data for the analysis has been collected using the questionnaire. The secondary data has been collected from various journals and websites.

TOOLS TO BE APPLIED

The collected data has been applied for analysis using the following tools namely Simple Percentage analysis and Linear Regression analysis.

Results and Analysis**Percentage Analysis****Table 1 The Classification of Respondents Based on Gender**

S. No	Gender	No of Respondents	Percentage
1	Male	56	46
2	Female	54	54
Total		100	100

Source: Primary data

The above table 1 reveals that the 46% of Respondents were belonging to Male, remaining of the 54% of the respondents were Female. Therefore majority of the male respondents were purchased organic products.

Table 2 The classification of Respondents on their Age

S. No	Age	No of Respondents	Percentage
1	15- 25	6	6
2	25-35	22	22
3	35-45	28	28
4	45- 55	20	20
5	55 and above	24	24
Total		100	100

Source: Primary data

The table 2 shows that 6 percent of the respondents are in the Age between 15-25 Years old, 22 percent of respondents are in age between 25-35 years, 28 percent of respondents are in between 35-45 years old age, 20 percent of respondents are in between 45-55 years old age and remaining 24 percent of respondents are Above 55 years old out of 50 Respondents. The ages between 35-45 years are well aware about organic products, so that they purchase more in the study area.

Table 3 The classification of Respondents on their occupation

S. No	Occupation	No. of Respondents	Percentage
1	Self-employed	20	20
2	House wife	24	24
3	Professional	48	48
4	Student	08	8
Total		100	100

Source: primary data

The table 3 shows that 20 % of self-employed, 24 % of House wife, 48 % of Professional, 8 % of Students out of 50 respondents while buying organic product respectively in study area, so we observe that table and figure it says that more professional peoples are prefers organic food product.

Table 4 Reasons for purchase of the Organic Food Products

S. No	Important Factors	No of Respondents	Percentage
1	Maintain Good Health	60	60
2	Quality	20	20
3	Low Price	08	08
4	service	12	12
Total		100	100

Source: primary data

The table 4 shows that the 60 percent of respondents prefer organic food to maintain good health, 20 percent of respondents for its quality and other 08 percent of respondents to Low Price and remaining 12 percent of the respondent were prefers as good service provided by organic shop out of 50 respondents.

Table 5 How Long Interested in Consumption of Organic Food Products

S. No	Duration	No of Respondents	Percentage
1	Since 1 year	24	24
2	2 year	12	12
3	3 year	20	20
4	More than 3 year	44	44
Total		100	100

Source: primary data

The table 5 describes the 24 percent of the respondents are purchasing organic food product from one year, 12 percent of the respondents are using since two years, 20 percent of respondent are using three years, and remaining 44 percent of respondent are using organic food product more than three years.

Table 6 Purchase of Different Kinds of Organic Food Products

S. No.	Types of Food Products	No of Respondents	Percentage
1	Fruits and Vegetables	38	38
2	Cereals and Pulses	14	14
3	Milk	12	12
4	All organic product	36	36
Total		100	100

Source: primary data

The table 5 clearly shows that the majority of the respondent(38 %) are usually purchase of fruits and vegetables because of the fruits and vegetables are perishable in nature, 36 percent of people are using all organic products, 14 percent of people are purchasing Cereals and Pulses remaining 12 percent of respondents are using milk.

Table 7 Information about organic product shops to respondent

S. No	Information centers	No of Respondents	Percentage
1	By friends/ Family	62	62
2	Direct mailers	22	22
3	Press advertisement	06	6
4	Reference websites	08	8
5	T.V. advertisement	02	2
Total		100	100

Source: primary data

The table 6 shows that information about organic shops to respondent is more from friends/family i.e. 62 percent and second is Direct mailers i.e. 22 percent, 8 percent from Reference websites, 6 percent Press advertisement, and finally only 2 percent T.V advertisement. So the information will be flow about organic shops only by a friends/ Family is more when compared to other information sources.

Table 8 Respondent preferences for quality while buying organic product

S. No	Qualities	No of Respondents	Percentage
1	Intermediaries	04	8
2	Standard	62	62
3	Latest/Advanced	30	30
Total		100	100

Source: primary data

The Table 8 clearly shows that the majority of the respondent (62 percent) while prefer stander quality of organic product, 30 percent of respondent referees Latest/Advanced organic products and remaining 8 percent of respondents prefers intermediaries organic products respectively.

Table 9 Consumer responses about satisfaction about quality of organic product

S. No	Reactions	No of Respondents	Percentage
1	Yes	96	96
2	No	04	4
Total		100	100

Source: primary data

The Table 8 says that majority of the respondent (96%) quality of organic produce is satisfied. But only few (4%) of consumer not satisfied of organic product majority of organic product not preserve more months.

Table 10 Respondents opinion towards Price of Organic Products compared to other organic shops

S. No	The price of organic products	No of Respondents	Percentage
1	Very good	08	8
2	High	62	62
3	Average	22	22
4	Same	08	8
Total		100	100

Source: primary data

The table 10 indicates that the 62 percent of the respondents were opinion that the organic products price are high because of inputs and procurement costs are more than conventional product, 22 percent of respondents were expressed as Average, 8 percent opinion that its same compare to other organic products and reaming 8% were expressed very good in the study area.

Table 11 The classification Respondents based on frequently purchase of Organic products

S. No	Duration	No of Respondents	Percentage
1	Daily	30	30
2	Monthly	04	4
3	Weekly	60	60
4	Occasionally	06	6
Total		100	100.0

Source: primary data

The table 11 shows that the 60 % of respondents are buying weekly an Organic products, 30 % of Respondents are Daily purchasing, 6 % occasionally buy and remaining 4 % of respondents once a month a purchasing of an organic products out of 50 Respondents.

Table 12 Respondents ranking for organic products.

S. No	Opinions	No. of respondents	Percentage
1	Outstanding	06	6
2	Excellent	20	20
3	Good	62	62
4	Average	12	12
Total		100	100

Source: primary data

The table 12 indicates majority of the respondent (62%) opinion about organic product is good, because those people view is it is a good for health, and remaining 20 percent respondent opinion that excellent, 12 percent of respondent opinion its average and remaining 6 percent of respondent opinion about organic product is Outstanding.

In this study, two linear regressions were conducted respectively. The first regression (Table 13) was to test the relationship between five factors and attitude. Five factors including health consciousness, consumer knowledge, environmental concern, personal norms and subjective norms were considered as independent variables while attitude was the dependent variable. The second regression (Table 14) aimed to investigate the relationship between attitude and purchase intention in which attitude is independent variable and purchase intention is dependent variable. In this study, age, gender and income were chosen as the relevant control variables. For each regression, two models are included in which model 1 demonstrated the relationship between control variables and dependent variable whereas model 2 presented the impact of both control variables and independent variables on dependent variable.

TABLE 13 Dependent variable: Attitude

Variables	Model 1	Model 2
Control variables:		
Age	0.238** (0.058)	0.035 (0.041)
Gender	0.048 (0.128)	-0.015 (0.088)
Income	0.078 (0.046)	0.029 (0.032)
Independent variables:		
H1: Health consciousness		0.283** (0.047)
H2: Consumer Knowledge		0.305** (0.059)
H3: Environmental concern		-0.066 (0.059)
H4: Personal norm		0.324** (0.052)
H5: Subjective norm		-0.019 (0.045)
	0.078	0.579
Adjusted	0.071	0.571
Change in	0.078**	0.501**

Notes: N=100; *p<0.05; **p<0.01

TABLE 13 Dependent variable: Purchase Intention

Variables	Model 1	Model 2
Control variables:		
Age	0.255** (0.055)	0.107* (0.043)
Gender	0.044 (0.120)	0.015 (0.094)
Income	0.109* (0.043)	0.060 (0.034)
Independent variables:		
H6: Attitude leading to purchase		0.622** (0.036)
	0.100	0.457
Adjusted	0.094	0.451
Change in	0.100**	0.357**

Notes: N=100; *p<0.05; **p<0.01

HYPOTHESIS	ACCEPTED/REJECTED
<i>H₁: The more health conscious consumers are the more positive attitude they have towards organic food.</i>	<i>Accepted**</i>
<i>H₂: The more knowledge (subjective knowledge, prior experiences and information) consumers have the more positive attitude they have towards organic food.</i>	<i>Accepted**</i>
<i>H₃: The more consumers care about environmental friendly issues the more positive their attitude is towards organic food.</i>	<i>Rejected</i>
<i>H₄: The more consumers themselves consider that organic food are good, more positive attitude consumers have towards organic food.</i>	<i>Accepted**</i>
<i>H₅: The more people around consumers consider that organic food is good the more positive attitude consumers have towards organic food.</i>	<i>Rejected</i>
<i>H₆: The more positive attitude people have towards organic food, the more likely they are to purchase organic food.</i>	<i>Accepted**</i>

VI. SUGGESTIONS

1. Awareness and training program to farmer: Because more number of farmer is not grow without use of chemicals. Because farmer are go only production of high yield commercial crops so he will use more chemical fertilizer and pesticides. But some majority of farmer success in organic farming.

2. Government support: Government is all so support to grow of organic farming and all so farmer through good organic product market facilities, financial support and so on
3. Infrastructure facilities: Give to sport to post-harvesting facilities for organic forming. Because possible to decline in yield during the conversion period, there is need to provide some form of incentives to affected farmer.
4. Package of product: Provide a good packing facilities to specific product
5. Development of marketing: There is all very important is to develop more marketing area. Because there is no regulated market facility in organic product.
6. Regulated market is all so give separate price facility and market facility in yard only. Because more number of consumer prefer organic product. But there no farmer, so it stimulate the farmer to grow the organic products
7. Give free certification facilities: The increase frequency of viewing the advertisement of organic food products and better taste would influence the purchase organic food products. The influence of advertisement of organic food products with an increase in education found particularly among consumers.

VII. CONCLUSION

India has tremendous potential, largely untapped, for a major breakthrough in organic agriculture. With the effort of government to streamline regulatory mechanisms for improve of organic produce and awareness among local consumer for domestic consumption will pave way for faster development of organic farming. And all give assistant to farmer to grow the organic product.

Consumer behaviour is playing the major role while buying not only organic product any product. So the organic shops and product supply is limited but demand for it is more so farmer and all so government are think to improve or increasing production of organic product as well as good packaging, quality and market system it helps to improve the standard of living farmer and all it healthy to environment and all so it helps to government. The seller of the organic product is all so increase. The marketers of organic foods need to be innovative and dynamic in order to complete with the changing purchase behaviour in the Organic food products market among urban residents.

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