

# A Study on Consumer Behaviour Towards Organic Products In Coimbatore City

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**Abstract-** Consumers are people and other kinds of households who buy and use products and services in order to satisfy their personal needs and wants. To study about organic foods towards consumer behavior and examine the factors that affect consumers buying behavior for organic foods products.

The study was based on primary survey of 50 respondents belonging to Coimbatore, one of the largest and populated states of the Tamil Nadu, using a structured questionnaire. Majority consumers were aware of organic food, its benefit and problems associated with conventional food. This analysis is the people aware of this organic products has increased considerably and they are willing to purchase the organic products if it is affordable and available.

**Keywords-** consumer behavior, buying behavior, organic foods, organic products

## I. INTRODUCTION

Consumer behavior studies how individuals, groups and organizations select . buy and use goods , services an ideas to satisfy their needs and desires. It is the most complex thing. The success of marketing program depends upon of the study of target consumers wants, perception, preference and shopping and buying behavior. Consumers are people and other kinds of households who buy and use products and services in order to satisfy their personal needs and wants. Consumer behavior is concerned with activities and action of people and organization that purchase and use economic goods and services including the influence on this activity and actions.

The number and variety of consumers of organic products has increased, but those consumers are not easily categorized. The one factor that consistently influences the likelihood of a consumer's buying organic products is education .consumers of all ages, races and ethic groups who have higher levels of education are more likely to buy organic products that less-educated consumers.

Behaviour is the interaction with the ambient surrounding environment, in heritent in living creatures and mediated by their external and inner activeness. thus , consumer behavior action of customers in The market place and the underlying motives for those actions.

Walter and Paul - Consumers behavior is the process where buy individuals decide what , when ,where, how, and from, whom to purchase goods and services.

Organic foods are food items produced using processes without synthetics such as chemical fertilizers and pesticides. Inorganic foods, on the other hand, use synthetics to produce the finished food products.

## II. OBJECTIVES OF THE STUDY

1. To study about organic foods towards consumer behavior.
2. To examine the factors that affect consumers buying behavior for organic foods products.

## III. DATA AND METHODOLOGY

The study was based on primary survey of 50 respondents belonging to Coimbatore, one of the largest and populated states of the Tamil Nadu, using a structured questionnaire. The socio-demographic profiles of the respondents were also recorded on the parameters such as gender, age, education level, occupation and household income. The questionnaire were designed to record the responses on organic products, consumer preference towards organic food and effectiveness of sources for organic information. Simple data analysis techniques were adopted such as descriptive statistics; using SPSS 20.0.

## IV. CONSUMER BEHAVIOR

**4.1. Complex buying behavior :** Consumers goes through complex buying behavior when they are highly involved in a purchase and aware of significant difference amount of brands. consumers are highly involved when the product is expensive, bought infrequently, risky, and self expensive.

**4.2. Dissonance reduction buying behavior:** Sometimes consumer are highly involved in purchasers, but see little differences in the brands. After the purchase they feel that the product does not perform to their expectations. They may think about alternative brand which has forgone in the brand selection process.

**4.3. Variety seeking buying behavior:** Consumers have a lot more brand option to choose. At the same time, they are significant brands difference. Unit price of product is low. Consumer involvement is also low. But consumers show brand switching behavior. They go on changing from one brand to another.

**4.4. Habitual buying behavior:** Consumer buy their products on regular basis. Brand switching behavior is quite common. Variations among brands are significant. Products are usually low priced. Gathering product knowledge is not so important.

## V. LITERATURE REVIEW

**J.PADMATHY<sup>1</sup>, R.SARASWATHY<sup>2</sup> (2016)<sup>1</sup>,** Consumers are willing to pay more for organic goods. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of the availability of best alternatives to choose from. The findings of the study reveal that there is significant relationship between the variables which affects consumers' buying behaviour for organic products. Similarly, the factors affecting the consumers' buying behaviour have major implications on purchasing decisions. Green marketers can therefore understand, identify and design marketing mix strategies to appeal to the preferences of the market segments for green products.

**Farah Ayuni Shafiea<sup>1</sup>, Denise Rennieb<sup>2</sup> (2012)<sup>2</sup>,** Food safety, human health and environmental concern along with sensory attributes such as nutritive value, taste, freshness and appearance influence organic food consumer preferences. Demographic variables may define organic consumers but the correlation is not very significant. Consumers also associate organic food with natural process, care for the environment and animal welfare and the non-use of pesticides and fertilisers. Premium price continues to suppress organic food consumption. Understanding the grounds of increasing level of organic food consumption such as motivation are most critical in understanding the potential of the organic food to become a genuinely mainstream market.

**Mohamed BilalBasha<sup>1</sup>, CordeliaMason<sup>2</sup> (2015)<sup>3</sup>,** The awareness on the harmful effects of chemicals present in food is increasing among the consumers. The trend towards purchasing organic food is growing among people. A study to identify what actually induces consumers to turn towards organic food is important. This empirical study is aimed at identifying the purchase intention of consumers towards organic foods. The study predicts the purchase intention of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods. The results of the study show that quality of products, environmental concern, health concern and lifestyle are the most commonly stated motives for purchasing organic foods.

**Jay Dickieson<sup>1</sup>, Victoria Arkus<sup>2</sup> (2009)<sup>4</sup>,** The effect of several factors on the behaviour of consumers who purchase organic food products in the UK. A quantitative survey revealed consumer behaviour to be influenced by health consciousness, perceived quality, concern over health safety, trust in organic labelling and price premium. The effect of the current economic recession was found to be statistically insignificant on behaviour. Organic food is generally looked upon as an alternative to conventional food for consumers who are concerned about food safety and quality. Despite this, many consumer perceptions about safety and quality are not substantiated by scientific evidence.

**Nihan Ozguven (2012)<sup>5</sup>** The purpose of this paper is to analyze the motivations factors of buying organic foods in consumers. Consumers were questionnaire included in a number of criteria that influence consumers when buying food. Data is analyzed with SPSS to explain milk, fruit and vegetables with organic products. The decision-making process is complex and the motives factors may affect vegetables. Data were collected in Izmir. So research are represented only research samples. This is not generalized. Research results are important for company and consumers. Because these findings have implications for future sector-based communications to consumers. However they inform company for product development and consumer behaviour.

## VI. ANALYSIS AND INTERPRETATION

Table: 6.1 Gender Group

Gender	Frequency	Percent
Male	27	54
Female	23	46
<b>Total</b>	<b>50</b>	<b>100</b>

The above Table 6.1 shows that majority of the study comprised on male with 54 % and female 56 % is count the numbers.

Table: 6.2 Age Group

Age	Frequency	Percent
Below 25	6	12
26 – 35	24	48
36 – 50	16	32
Above 50	4	8
Total	50	100

The above table 6.2 indicates that 32% and 48% organic product users in the age groups of 36-50 and 26-35 years respectively. The age group of above 50 years is very small i.e 8%.

Table: 6.3 Marital Status.

Marital	Frequency	Percent
Married	29	58
Unmarried	18	36
Widow	3	6
Total	50	100

The above table 6.3 show that 58% of the respondent were married persons, while 36% of the respondents were middle level users of organic and 6% of the widow users is very much.

Table: 6.4 Educational Status

Education	Frequency	Percent
Primary / Secondary	5	10
High School	6	12
Under Graduate	18	36
Post Graduate	21	42
Total	50	100

The above table 6.4 depicts that 42% users are post graduate, 36% users are undergraduate, 12% users are upto higher secondary, 10% users were secondary group.

Table: 6.5 Monthly Income Group

Monthly Income	Frequency	Percent
Less than 10000	10	20
10000 - 20000	16	32
20000 - 40000	18	36
More than 40000	6	12
Total	50	100

The above table 6.5 reveals that majority of the respondents are 20000-40000 are income people's, while 10000-20000 and less than 10000 income persons were 32% and 20% respectively. 12% of them were more than 40,000.

Table: 6.6 Family Type

Family Type	Frequency	Percent
Nuclear	26	52
Joint	24	48
Total	50	100

The above table 6.6 Indicates that 52% of the nuclear family is higher, while 48% of the joint family members were lower level users in the organic products.

Table: 6.7 Often buy organic products

Often buy organic products	Frequency	Percent
several times a week	4	8
Once in a week	12	24
Once in a Month	21	42
Few Times a Year	13	26
Total	50	100

The above table 6.7 Shows that 42% were buy once in a month whereas 26% use in few times. So it can be seen that these two answers take a majority of 68%. Rest was occupied by respondents who use one in a week or several times a week.

Table: 6.8 Usually buy organic products

usually buy organic products	Frequency	Percent
Supermarket	21	42
Health Store	7	14
Online	8	16
Farm	14	28
Total	50	100

The above table 6.8 Show that 42% were buys once in super market whereas 28% buy in farm. Rest was occupied by respondents who use health in online buying organic products.

Table: 6.9 Kind of organic product

Kind of organic product	Frequency	Percent
Food/Drink	30	60
Cosmetics	9	18
Clothing	4	8
Cleaning Products	7	14
Total	50	100

The above table 6.9 Shows that 60% were buy food/drinking products whereas 18% use in cosmetics. So it can be seen that these two answer take a majority of 60%. Rest was occupied by respondents who use clothing and cleaning products.

Table: 6.10 Believe Organic Product healthier

Believe Organic Product healthier	Frequency	Percent
Yes	42	84
No	8	16
Total	50	100

The table 6.10 shows that the purchases of organic products classification of the chosen respondents. It is depicted that 84% of the respondent are the numbers are 84%, while 16% of the respondents about this purchases of organic products were not healthier.

Table: 6.11 Food product buy most

Food product buy most	Frequency	Percent
Fruit	18	36
Vegetables	18	36
Dairy Products	6	12
Meat	8	16
Total	50	100

The above table 6.11 depicts that 36% were buy fruits and vegetables whereas 16% use in meat and 12% use in dairy products.

### VII. CONCLUSION

Majority consumers were aware of organic food, its benefit and problems associated with conventional food. From this analysis it is evident that people do prefer that 42% were buy once in super market whereas 28% buy in farm. Rest was occupied by respondents who use health in online buying organic products. This analysis is the people aware of this organic products has increased considerably and they are willing to purchase the organic products if it is affordable and available.

### APPENDIX QUESTIONNAIRE

1. Gender

- (a) male (b) female

2. Age

- (a) below 25 (b) 26-35 (c) 36-50 (d) above 50

3. Marital status

- (a) married (b) unmarried (c) Widow

4. Educational qualification

- (a) under graduate (b) Post graduate (c) Professional /technical (d) others

5. Monthly income

- (a) less than 10000 (b) 10000-20000 (c) 20000-40000 (d) more than 40,000

6. Family Type

- (a) nuclear (b) Joint

7. Occupational status

- (a) executive/senior manager (b) supervisor (c) clerk/other employees (d) Professional

8. How often do you buy organic products

- (a) several times a week (b) once in a week (c) once in a month (d) few times a year

9. Where do you usually buy organic products.

- (a) Super market (b) health store (c) online (d) farm (e) others

10. What kind of organic product do you buy?

- (a) Food / drink (b) cosmetics (c) clothing (d) cleaning products.

11. Why do you choose organic products ?

- (a) protect the environment (a) Quality of the product (c) Piece of mind (d) prefer the taste.

12. Do you believe that organic products are healthier?

- (a) Yes (b) No

13. Which of these food products do you buy the most?

- (a) fruits (b) vegetables (c) dairy products (d) meat.

14. Suggestions-----

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