

Impact of Customer Attitude towards Marketing Mix Elements of Natural Food Products with Special Reference to Erode District

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Date of Submission: 10-12-2021

Revised: 20-12-2021

Date of Acceptance: 25-12-2021

ABSTRACT

Nowadays food plays an important role for every human being. The demand of organic food products has been increasing the developing countries like India. But organic food products are still in the initial stage of products and need has been increased in the society. Customer perception helps to understand the buying behaviour of organic products. This paper has been outlined the customer perception and buying behaviour based on the marketing mix elements of organic food products. Demand and knowledge regarding organic food products can be easily understand that helps to find the perception of customers. The marketing mix elements like product, price, place and promotion have been considered by the customers during the purchase of organic food products. The study has been made with 150 customers of organic food products. Tools that are applied in the study are percentage analysis, Chi – square. The result obtained that the awareness of organic food products has to be increased among the customers and there is a need of effective advertisement with marketing strategies.

KEYWORDS: Customer Perception, Organic food products, marketing mix elements, Buying Behaviour.

Organic food industry has obtained the fastest growing sector in the last decade. The organic food products have been obtained from the farming, which these products avoid chemicals, pesticides, genetically modified organisms and hormones. Organic food products that are safe, environ friendly and healthy for the consumers. Consumer of food has been very conscious about the health problem to be faced in the future period. There is a demand of organic food products that are arised in the market due to more consumption by the consumers.

To meet the demand of the consumers the production of the organic food products has to be increased. Consumers of organic products used to feel that these products are safety and healthy to used. The marketers have to understand the need and should satisfy them accordingly. Awareness of the products has to be created in order to make the products to be known to the customers.

Marketing mix elements is one of the important factors considered by the marketer to make their margins. Base on the requirement of the products the marketers has to make strategies as per the demand arised in the market.

I. INTRODUCTION

1.1 STATEMENT OF THE PROBLEM:

Marketing mix elements plays a vital role in every product. The success of the organic food products depends not only, the marketing but also the customer's buying behavior towards their product. Customers of organic food products are facing problems like awareness, price of the product and availability in the market. To have better understanding, the marketers need a maximum inspiration from the customer side. If the perception of consumer is not clear, marketers cannot run success fully for a long period of time. So descriptive study is conducted based on customer perception of marketing mix elements of organic food products.

1.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study the customer perception towards marketing mix elements of organic food products in erode district.

SECONDARY OBJECTIVE

- To study the various factors affecting the customer perception organic products
- To know the customer buying behaviour of organic food product.
- To know the customer satisfaction level of organic food products
- To suggest to improve the marking mix elements of the organic products to marketers.

1.3 SCOPE AND IMPORTANCE OF THE STUDY:

The study is carried out understand the level of perception towards organic food products by customers. The study makes an effort to identify the awareness level of customer about the organic food products. So the study can be useful to know more about the buying behaviour of organic food products and various factors influencing customers. The study tries to give a detailed picture about the customer perception of organic food products. The information gathered through the study could be useful to the company to be formulated future practices and strategies to attract customers.

1.4 RESEARCH METHODOLOGY

TYPE OF RESEARCH DESIGN:

The aim of the present study is the customer perception towards organic food products

SOURCES OF DATA:

Primary data required for the study is collected by circulating questionnaire among respondents. Secondary data needed for conducting the research work is collected from various documents & other reports of the company.

SAMPLE SIZE:

Total sample size for the research is 150.

SAMPLING PROCEDURE:

Sampling technique used for the collection of data required for the research study is convenience sampling method.

DATA COLLECTION INSTRUMENT:

The instrument used for data collection is a structurally planned questionnaire.

TOOLS AND TECHNIQUES OF ANALYSIS:

The research tool used in the study is simple % method, and chi-square analysis.

Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage

(a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculate by this formula

$$\text{Percentage analysis} = \frac{\text{Number of frequency}}{\text{Total number of frequency}} * 100$$

Chi-square

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance

Square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

1.5 LIMITATION OF THE STUDY:

✚ The researcher faced so many problems when he interviews the customer.

✚ The time limit is one of the main factors to conduct the study effectively.

✚ The data collection is applicable in Erode city only.

II. RESULTS AND DISCUSSION

1. PERCENTAGE ANALYSIS

Table 1.1

Influence of the respondents

Influence	Frequency	Percent	Valid Percent	Cumulative Percent
Advertisement	62	41.3	41.3	41.3
Friends	41	27.3	27.3	68.7
Promotions	20	13.3	13.3	82.0
Through shop	27	18.0	18.0	100.0
Total	150	100.0	100.0	

Table 1.2

Purchase of organic food products of the respondents

Purchase	Frequency	Percent	Valid Percent	Cumulative Percent
Departmental stores	38	25.3	25.3	25.3
Organic stores	37	24.7	24.7	50.0
Retail shop	40	26.7	26.7	76.7
Others	35	23.3	23.3	100.0
Total	150	100.0	100.0	

Table 1.3

Amount spend to purchase organic food products of the respondents

Amount	Frequency	Percent	Valid Percent	Cumulative Percent
Below Rs.200	30	20.0	20.0	20.0
Rs.200-Rs.400	41	27.3	27.3	47.3
Rs.400-Rs.600	47	31.3	31.3	78.7
Above Rs.600	32	21.3	21.3	100.0
Total	150	100.0	100.0	

Table 1.4

Consumer of the respondents

Consumer	Frequency	Percent	Valid Percent	Cumulative Percent
Regular	91	60.7	60.7	60.7
Non Regular	59	39.3	39.3	100.0
Total	150	100.0	100.0	

Table 1.5

Reason to buy organic food products of the respondents

Reason to buy	Frequency	Percent	Valid Percent	Cumulative Percent
Freshness	51	34.0	34.0	34.0
Quality	34	22.7	22.7	56.7
Quantity	33	22.0	22.0	78.7
Package	32	21.3	21.3	100.0
Total	150	100.0	100.0	

Table 1.6

Satisfaction of product of the respondents

Satisfaction of product	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	52	34.7	34.7	34.7
Satisfied	37	24.7	24.7	59.3
Neutral	28	18.7	18.7	78.0
Dissatisfied	33	22.0	22.0	100.0
Total	150	100.0	100.0	

From the above tables it is indicated that Advertisement has influence the customers to purchase organic food products and most of the customers have purchased these products from the departmental stores. 67.1 % of the customers are buying organic food products regularly. Majority of the respondents preferred organic food products for freshness.

III. CHI – SQUARE

3.1 Association between Age and Awareness of product of the respondent

An attempt was made to study the association between Age and Awareness of product of the respondent. For this purpose the respondents classified on the basis of chi-square test between Age and Awareness of product of the respondent. The data are tabulated and presented in the table 3.1.

Null hypothesis (Ho) There is no association between Age and Awareness of product of the respondent

Alternative hypothesis (H1) There is an association between Age and Awareness of product of the respondent

Table 3.1

Age of the respondents * Awareness of product of the respondents

Age	Awareness of product of the respondents				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Below 20 years	10	0	8	4	22
21- 30 years	15	8	7	9	39
31-40 years	0	0	0	7	7

41-50 years	8	0	13	13	34
Above 50 years	19	29	0	0	48
Total	52	37	28	33	150

Table 3.1.1 Age and Awareness of product of the respondent

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.663 ^a	12	.000
Likelihood Ratio	120.048	12	.000
Linear-by-Linear Association	3.910	1	.048
N of Valid Cases	150		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.31.

Inference

It is evident from the table 3.1.1 that the calculated value is more than the table value. Therefore, the null hypothesis is rejected. It is inferred that there is an association between Age and Awareness of product of the respondent.

IV. CONCLUSION

The result of the study obtained that the organic food products has been preferred by the consumers due to the reason, that they are freshness and healthy when compared with the conventional products. The study obtained that the customers are facing the problems like irregular availability of the products, price factors and there is a need of awareness of organic food products. So, it is suggested the marketers have to concentrate on the marketing mix elements of organic food products. They have to satisfy the customers based on their needs and expectations.

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