

CUSTOMER SATISFACTION TOWARDS ONLINE ORGANIC FOOD PRODUCTS

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ABSTRACT

Organic Food products among all types of consumers have healthy opinions. Purchasing organic food products through online mode improves the quality, reduces time and increases customer satisfaction. Consuming organic food products was there before the covid period also, but after the covid-19 the awareness level was widely spread through social media platforms. The level of customer satisfaction towards online organic products depends on the time, needful, and ordering options available in the mobile application or websites, which plays the important role in attracting new customers and retaining the existing ones, In this paper author analyses customer satisfaction towards organic products which are purchased electronically, the author uses primary data and secondary data collected from previously published journals, articles and theses. It is concluded that customer satisfaction was high when they purchase organic food products electronically, it shows the effectiveness of organic food manufacturing companies.

Keywords: Organic Products, Customer Satisfaction, Online Buying Behaviour.

Introduction

All agricultural products, including crops, veggies, crops, dairy goods, and meat, are grown and prepared by farmers in an "organic" manner, according to the word. Reduced pollution is a benefit of organic farming, which also encourages the preservation of soil and water. Antibiotics or growth hormones are never used on livestock raised on organic farms. They are grown on organic farms, so neither the soil they inhabit nor the food they consume contains pesticides. Eco-friendly agriculture practices are used in this. Natural pesticides, insecticides, and herbicides are not used in the farming of organic foods, nor are any genetically modified organisms used.

Due to the fact that organic food is typically 20% greater costly than traditional vegetables, many individuals prefer to raise their own organic food in home gardens. Food that has been grown with fertilisers, insecticides, or pesticides is considered traditional. Those who cultivate their own food in kitchen gardens utilise natural crops, compost, fertilisers, pesticides, and root stimulants. Since the 1990s, both rich and emerging economies have been increasingly interested in producing organic food, and currently, just 2% of all food sold globally is organic.

Benefits of Organic Foods

They may not be as colourful and attractively displayed as conventional meals, but they are tastier since they are farm fresh and organically cultivated without any form of additives. Protective of the environment and tops bring customers closer to nature by protecting them from erosion Compared to non-organic foods farmed with pesticides, non-organic fertilisers, antibiotics, and hormones, they are less dangerous, High food quality that cannot be matched by traditional meals, Extra antioxidants that fight cancer and other illnesses.

Buying Organic Food Products Online

Many people first question if they can buy organic items online before they really do. It's crucial to realise that you can if you fall into this category. Next, many people ponder if it is worthwhile to buy organic foods online. You will learn that there is no definitive solution to that question. Examining the benefits and drawbacks of doing so is a fantastic approach to deciding if ordering organic goods online is the correct choice for you.

The simplicity of ordering organic goods online is one of the numerous benefits or positive aspects of doing so. You should already be aware of how simple it is to purchase online if you have ever done so. You may locate a lot of online organic food businesses, including ours, by performing a simple internet search. You can use a generic search term like "organic food stores" or a more specific one like "organic frozen fruits" when doing a typical online search. Many people also appreciate that they may have their food delivered right to their front doors.

Online purchases of organic food can help you save money as well as time. This is possible since internet comparison shopping for organic food is possible. In just a few minutes, you may evaluate both their costs and their product offerings, in addition to both at once. You are unable to accomplish this when purchasing locally. You may easily save money while buying online since you can quickly and easily compare organic food retailers, offerings, and costs. Organic food purchases made online can help you save both money and time. This is achievable when online research browsing of organic food is feasible. In only a few minutes, anyone could compare their prices and product choices, as well as both at the same time. This is impossible to do while shopping locally. You may easily save money by purchasing organic food digitally because you can simply and quickly compare organic food merchants, products, and rates.

Although there are many advantages to purchasing organic foods online, it is also crucial to consider the disadvantages. One of the disadvantages is that most online customers want a convenient and secure method of payment. We've taken care of this for you by connecting with one of the most secure and long-established payment gateways.

As previously said, while trying to buy organic goods online, you have the possibility to save money. This is mostly because you can simply and rapidly compare rates to get the greatest bargains. As appealing as this is, it is essential to exercise caution when it comes to shipping. If you are not attentive, the cost of shipping might pile up or be too costly. That is another disadvantage of purchasing organic foods online. Having said that, our website has taken this issue into account, as well as unique tie-ups with shipping partners, in order to lessen the economic burden on our consumers.

Many people find it easier to buy organic goods online, but certain people gain the most from doing so. If you don't have a specific organic food shop nearby, you could be one of those people. Also, if you do but are dissatisfied with the costs or range of organic goods, you may and should explore purchasing them online.

Literature Review

Kowska (2007) found that customers' interest in food quality and safety has decreased in recent decades as a result of several food disputes and growing environmental consciousness throughout the course of his research on the quality of organic food and its impact on human health. It is well recognised that meals grown organically satisfy these needs. Organically produced milk typically has a higher level of dry matter, fat, calcium, essential vitamins, and healthy conjugated linoleic acids than milk produced conventionally. Organic crops also contain less nitrates and chemical pollutants than conventional ones (CLA). Organically grown oxen, pigs, and sheep exhibited higher unsaturated fatty acid content and a higher fatty acid ratio but lower total lipids and saturated fatty acids. Numerous studies have compared the advantages of organic vs. conventional diets in health.

Balachandran (2012), the wasteful presence of existing agriculture policies is putting pressure on farmers all over the world to adopt new solutions. The bulk of these alternate pathways advocates or directs the United States toward conventional, ecologically beneficial techniques, such as organic farming. Organic farming has attempted to be terribly undefeated over the past few decades, but society, biodiversity, and geographical factors do demand that the methodology be applied in a situation-specific manner, and thus the principles and procedures, his conclusion was achieved after analysing several research papers executed in various parts of Kerala, where farmers have followed farming techniques, and the author cites these as role models for that other agriculture to follow in order to achieve success.

Mehree (2015), In his research on Organic Food Buyer Behaviour, he discovered that despite its high cost and scarcity, demand for organic food is increasing, particularly in emerging countries like India. The purpose of this article is to incorporate information regarding organic goods as well as customer intentions to purchase or not purchase organic foods. Organic food customers are often older, more educated, and have a higher household income than non-purchasers. The majority of customers are uninformed of the basic differences between organic and natural foods, making organic products difficult to sell.

Moral (2016), However, organisations must create ad hoc commercial strategies for internet commerce, just like they do for more traditional kinds of trade. As the primary point of interaction between the business and the client when using this medium, optimising the company website is one important tactic. Additionally, any company (whether online or offline) that wants to boost online sales of its organic products while also securing the loyalty of its clients must enhance and improve the quality of the information it offers on its website. The necessity to present clients with more information to encourage them to purchase a product that is often more

expensive and the widespread ignorance of what this sort of product means are the causes. This accurately depicts the state of affairs in conventional sales channels.

Akhtar (2016), a teenagers are the future buyers, this article attempts to explore the awareness of organic foods among adolescents in Srinagar's District (Jammu and Kashmir). Using a simple random selection process and a rigorous questionnaire-cum-interview schedule, the UN Agency selected sixty teenagers (30 males and girls) from diverse schools.

Kalaiselvi (2017) investigated customer satisfaction with organic food products. A significant aspect of the study is customer satisfaction with organic food products. Marketers of organic food products need to be innovative and dynamic to stay up with changing consumer purchase trends. The importance of organic food went unnoticed for a very long time. Due to environmental sustainability, natural food items are becoming more significant than conventional food products.

Ranaa (2017) examined consumer behaviour and the intention to purchase organic food in their study. They often look at and discuss the variables that affect how consumers behave while purchasing organic foods. Typically, we analyse the findings of a number of studies conducted in different nations and offer suggestions for more research. They find that consumers who care about their health increasingly choose organic food over conventionally cultivated food. This shift in consumer attitudes is mostly due to the increased incidence of lifestyle disorders including heart disease and depression. The company's retail, distribution, and marketing operations would be significantly impacted by the desire to purchase organic food in order to improve one's standard of life.

Konda (2017) investigated consumer perceptions of organic food products. The consumer's preference for organic components is a result of the common perception that they are superior to their conventionally produced counterparts in terms of appealing attributes. Ordinary and individual customers are finding it more and more challenging to evaluate product quality and get the most value for their money due to the growing variety and complexity of items. When choosing an item that delivers good value for money, customers are frequently let down and confused. The great majority of consumers in our country are still uninformed of their fundamental rights and obligations as consumers, despite the fact that consumerism has matured into a powerful movement of consumer groups in both developed and developing countries.

Krishnakumare (2017) investigated the purchase patterns of consumers of organic food. The study, which used information from 240 people and was carried out in the state's Tirupur region, examined consumers' purchase patterns with regard to organic food products (120 organic food consumers and 120 non-organic food consumers). The researchers also observed a link between demographic traits and knowledge of organic nutrients. According to the survey, customers of organic and non-organic food goods differ based on things like gender, family, income, education, and employment. Additionally, research has indicated that psychological factors like perspective, vision, conviction, and purpose are advantageous to the consumers of organic foods in the Tirupur district.

In an observational study, Balusamy (2018, investigated the influence of customers' attitudes toward organic foods. People are becoming more health-conscious about what they eat, and the organic agricultural business is expanding. The purpose of this article is to look at how customers are driven to buy organic foods. According to the research, most individuals initially associate organic with fruits, milk, and vegetables. The information was received from 200 persons in the southern district of Coimbatore. As a result, research is restricted to sampling. According to the problem analysis, four factors are necessary for the customer to be inspired to purchase organic foods. They are food safety, uniformity, and cost.

Chithra (2018), According to a survey, market awareness of organic certification of food goods is poor. According to the survey, India already exports over 300 different varieties of organic products to more than twenty different nations worldwide. The primary reasons for the lag in organic food acceptance in the Indian domestic market include a lack of consumer awareness of the health advantages of organic food, as well as the premium price paid and therefore shortage of organic food. The market profile of organic goods has been thoroughly researched. The purpose of this study is to determine how well Mysore customers are aware of organic certification and what will increase their interest in organic food.

Objectives of the study

1. To identify the factors affecting customers in purchasing organic products.
2. To analyse the level of customer satisfaction towards consuming online organic products.

- To examine the customers' intention towards online organic products.

Research methodology

The author uses primary data collected through google form questionnaires out of 190 filled questionnaires, 184 were found to be usable, and secondary data collected from various journals, articles, and theses and analysed in the view to answer the research objectives.

Data Analysis

S. No	Demographic Profile		Freq.	Valid Percent	Cumm. Percent
1	Gender	Male	100	54	54
		Female	84	46	100
2	Age	Less than 20	4	2	2
		21-30	96	52	54
		31-40	64	35	89
		41-50	20	11	100
		Above 50	0	0	100
3	Annual Family Income	Less than 2,00,000	4	2	2
		2,00,001 – 4,00,000	156	85	87
		4,00,001 – 6,00,000	24	13	100
		Above 6,00,000	0	0	100
4	Marital Status	Married	68	37	37
		Unmarried	116	63	100

Table 1 showing demographic profile of the Respondents

From the above Table 1, the demographic profile of the respondents are discussed, Male consumers are more in number (54%), age group between 21-30 are the major respondents (52%), 85% of the respondents belongs to the annual family income of Rs. 2,00,001 – 4,00,000, 63% of the respondents are unmarried.

		Sum of Squares	df	Mean Square	F	Sig.
Frequency of Purchase	Between Groups	13.336	3	4.445	8.376	.000
	Within Groups	95.533	180	.531		
	Total	108.870	183			
Type of Organic Products	Between Groups	7.066	3	2.355	16.971	.000
	Within Groups	12.768	92	.139		
	Total	19.833	95			
Purchasing of Organic Products	Between Groups	11.119	3	3.706	2.176	.092
	Within Groups	306.533	180	1.703		
	Total	317.652	183			

Table 2 showing one-way ANOVA between AGE and other factors

H₀ – There is no significant relationship between Age and Factors such as Frequency of Purchase, Type of Organic products, Purchasing of Organic Products.

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From the above Table 2, showing the analysis of one-way ANOVA between Age and other factors such as Frequency of Purchase, Type of Organic products, Purchasing of Organic Products, in the factor named Frequency of Purchase, there is a significant relationship between Age and Frequency of Organic Respondents, (.000), it shows that not all age group of consumers are equally purchasing the Organic products. In the factor named Type of Organic products, there is a significant relationship between Age and Type of Organic products purchased, (.000), it shows that not all age group of consumers are making purchase evenly, in the factor named Purchasing of Organic Products, there is no significant relationship between Age and Purchasing of organic products (.092), it shows that all the age group of consumers are equally purchasing organic products.

	N	Mean	Std. Dev.	Std. Error	t-value	Rank
Quality of Online organic products	184	1.20	.577	.043	28.101	6
Responses from Marketers	184	1.63	.819	.060	26.991	7
After Sales Services	184	1.35	.599	.044	30.504	3
Fast Delivery	184	1.54	.499	.037	41.918	1
Privacy Protection	184	1.33	.593	.044	30.314	4
Online Support	184	1.54	.715	.053	29.267	5
Prices and Offers	184	1.41	.536	.040	35.749	2

Table 3 showing one sample t-Test of the factors influencing Consumers Satisfaction

From the above one sample t-test analysis, it is clear that there are four important key factors which influencing the consumers to purchase organic products via online. The mean ranges from 1.20 to 1.63 which shows, all factors are ranges from highly satisfied to satisfied category for organic consumers, based on the t value the factors are ranked, Fast Delivery is the most important key factor for consumers while using online for purchasing, (t value = 41.918, Rank 1), prices and offers holds the second rank (t value = 35.749, Rank 2), followed by After sales services (t value = 30.504, Rank 3) and Privacy protection (t value = 30.314, Rank 4), the other factors such as Online Support (t value = 29.267, Rank 5), Quality of online organic products (t value = 28.101, Rank 6) and Responses from Marketers (t value = 26.991, Rank 7) respectively.

Conclusion

From the above literature review analysis and primary data analysis, the demographic factor and social factor influences the consumers at large in consuming organic food products, the level of satisfaction of using online organic food products are giving high satisfaction to customers by utilising the easy ordering, tracking, and offers are providing by the online organic food providers and health benefits are driving force which makes consumers buy more online organic products, from the primary data analysis, it is concluded that fast delivery, various offers, coupons, privacy protection are the key factors influencing consumers purchasing organic products via online, and ANOVA shows that all the age group of consumers are purchasing organic products and based on the age they're purchasing their type of organic products, in a nutshell, online organic products consumption are giving high satisfaction to the customers.

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