

## EVALUATION OF PRODUCT KNOWLEDGE EFFECTIVENESS ON CUSTOMER SATISFACTION TOWARDS THE ORGANIC PRODUCT

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### ABSTRACT

The market for organic products is growing at a fast pace all through the world. This is because several people have started to use and consume cereals, vegetables and the pulses which are manufactured by using natural fertilizers. Though the consciousness for well-being and health have grown to a considerable level, the individuals are yet diffident in consuming organic products since the individuals do not possess the organic product's availability. In this regard, the present study has been performed to examine the influence of product knowledge on the satisfaction of customers towards the organic products. The study has been carried out among the consumers of organic products in Chennai. Convenience sampling technique is used to select the respondents of the study and data is gathered from the respondents through questionnaire. The number of respondents for the study is 100. The tool used for analysis of the collected data is Regression. The findings reveal the fact that product knowledge of a customer increases the customer satisfaction.

**KEYWORDS:** Product Knowledge, Customer Satisfaction, Organic Products

### INTRODUCTION

The manufacture and the trade of organic products have evolved to be a significant sector in Indian context. The organic product development is considered to be an essential strategy to facilitate sustainable development. The Indian organic agriculture's development is seen to receive increased attention amidst the producers, farmers, traders, processors, consumers and exporters. From the past ten years, the patterns of consumption of the consumers has changed, in particular in the consumption pattern of products. This is because they have the knowledge regarding the organic products that it is good for health and their well-being.

#### Product knowledge

The knowledge of the consumers regarding the products refer to each and every information which the customers possess regarding the varied products as well as services and also the knowledge regarding the role played by a person as a consumer. The variable of knowledge is one among the features which affects the process of decision-making. The knowledge regarding the organic products has been defined as

the capability of the consumers in identifying varied concepts related with the organic products with the help of the information which is already possessed by consumers. In the words of Peter & Olson (1999), the term product knowledge has been categorized as knowledge of the product as a value satisfier, knowledge regarding product benefit and knowledge regarding the product attribute. On the basis of the definition regarding organic product's definition as well as divisions of the product knowledge, the current study examines the features, advantages and the satisfaction towards the consumption of organic food products. the consumers possessing knowledge regarding organic products have the tendency to possess an optimistic attitude for the organic food products as they have the belief that such organic products are beneficial for their well-being.

### **Customer satisfaction**

The concept of customer satisfaction is one of the frequent and commonly used concepts in the field of marketing. It refers to the assessment of the way in which the products or the services offered by the firm meets the expectations of the consumers. The term customer satisfaction has been defined as the evaluation which determines the level of happiness of the consumers with respect to the product of a company, its services and abilities. The information about the customer satisfaction in the form of surveys or ratings can prove to be helpful for the firms in determining the ways to enhance their products or services. The organizations mainly focus on the satisfaction of the consumers. This statement applies to all types of retail business, wholesale units, industrial organizations, service outlets, government organizations and organizations which are non-profit in nature.

### **Product knowledge and customer satisfaction**

An individual will purchase a product only if he/she has got the knowledge regarding the product. To be specific, the knowledge regarding the varied attributes of the products along with its benefits will boost up the purchase intention of the consumers towards the products. Such a purchase of products by the consumers with full knowledge regarding the product will surely make him/her satisfied through the usage of such products.

### **Statement of problem**

The market for organic products is in at an emerging state in India. But, the market for organic products seem to be high in southern parts of India. One main reason for the emerging market for organic products in India is the lucrative markets for export for the organic products in the developed nations. Yet another reason is because of the generalized concern for the ideologies which are related with the environment among the consumers and the farmers.

## Need for the study

The researches which were performed earlier had shown that the organic food products are more familiar in the food market. The consumers, nowadays, exhibit high degree of inclination for the organic food product consumption. But, the level of organic food products bought by the consumers seems to be very less. The study done here is an effort for understanding the consumer demography as well as their level of satisfaction through the identification of product knowledge possessed by the consumers about the food products of organic nature.

## Objectives

The purpose of the study is to identify the influence of product knowledge, regarding the organic products, of the customers on their satisfaction.

## Review Of Literature

David Jing Jun Xuet al., (2011) studied the impacts of the product knowledge of the consumers on the loyalty of the online customers. The loyalty of the consumers is considered to be the main driver of the financial performance for the online companies. Many studies had been done regarding the impact of service quality over the consumer's loyalty. However, studies are short which explored the cost to obtain the service quality at the time of service process as well as about the service outcome affected by such a cost. The authors had extended and proposed the model of 3S customer loyalty through the integration of service outcome and sacrifice along with the service quality during the prediction of online customer loyalty and investigating the way in which they affected the loyalty of varied customers with differential degrees of the product knowledge. Also, the authors had theorized that the sacrifice and service quality affected the service outcome. The findings showed that the high level of perceived service quality, low level of perceived sacrifice and improved perceived service outcome increased the customer loyalty. It was also explored that service outcome was affected by sacrifice and service quality. Further, the relationship of service quality with the online customer loyalty was moderated in a negative way by product knowledge of the customers. Product knowledge moderated the relationship of sacrifice with customer loyalty in a positive way. It was also found that improvement of service quality and reduction of sacrifice is done through the live help technology.

Petr Suchánek and Maria Králová (2019) studied about the satisfaction, loyalty, knowledge of the customers and the food industry's competitiveness. The main focus of this paper was the satisfaction, product knowledge and the loyalty of the consumers and the competitiveness of the business firms from the point of view of the customers of food industry. The authors had analysed the relationship amidst the satisfaction, loyalty and product knowledge of the customers and the competitiveness of business

firms which had got the tendency to affect the satisfaction of consumers. The respondents were the repeated purchasers of products and also had personal experience towards the product. Questionnaires were used to collect the data needed for the study. SEM was used for analytical purpose. The authors had explored that there was a direct effect of product knowledge over the product competitiveness and customer expectation and also the impact of the customer loyalty over the product knowledge.

Gianluigi Guido (2015) studied about the customer satisfaction. The variable of customer satisfaction refers to the judgment which a consumer arrives at regarding the sense of accomplishment regarding the choice which he/she has made regarding the purchase and usage of a particular type of product. The variable of satisfaction comprises of three elements. They include response to the process of evaluation, response is based on a particular focus and also it is based on the particular timing of the happening of such a response.

## RESEARCH METHODOLOGY

The study has been done among the customers of organic products in Chennai City. The respondents of the study are chosen through convenience sampling and the sample size of the study is 100. The author has developed a questionnaire for the purpose of collecting data needed for the study and the analysis of the data so collected is done through the Regression.

## ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
0.799(a)	0.638	0.619	33.188	0.000(a)

A Predictor: (Constant), Product knowledge

### Coefficients (a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.182	.267		4.422	.000
No preservatives are used in organic food processing.	.177	.045	.258	3.937	.000
For extending the life of the organic products, no chemicals are being used.	-.129	.053	-.169	-2.445	.016
For avoiding the infections due to microbial growth, no synthetic materials are added in organic foods.	.333	.064	.374	5.181	.000
It is very safe and healthy to consume organic foods which are produced without any synthetic chemicals.	-.030	.048	-.042	-.612	.542
Daily intake of organic foods is very healthy as no chemicals are contained in it.	.366	.055	.501	6.635	.000

A Dependent Variable: Customer Satisfaction

In order to find the statistical significance, focus was made on the 5 predictors of the customer satisfaction of organic products. Findings show that every statement of product knowledge factors was significant. The table also shows that among 5 statements, four statements were seen to have a high influence on the customer satisfaction towards organic products. The analysis done through regression exhibits that among product knowledge and customer satisfaction towards organic products. The coefficient value,  $R^2$ , was found to be 0.641 through multiple regression, which shows that 64.1% of the product knowledge had an influence on the customer satisfaction towards organic foods.

In order to examine whether the value of coefficient ( $R^2$ ) is significant or not, ANOVA was executed. The F value so got was 42.455 which means  $p < 0.000$ . This finding shows that there was a significant relation between the product knowledge and customer satisfaction towards organic foods. It was also reported that product knowledge was seen to predict customer satisfaction towards organic foods.

	Mean	Std. Deviation
No preservatives are used in organic food processing.	3.61	.858
For extending the life of the organic products, no chemicals are being used.	3.63	.774
For avoiding the infections due to microbial growth, no synthetic materials are added in organic foods.	3.68	.665
It is very safe and healthy to consume organic foods which are produced without any synthetic chemicals.	3.40	.829
Daily intake of organic foods is very healthy as no chemicals are contained in it.	3.75	.809

The fifth statement in above table obtained a high mean score it indicates that daily intake of organic foods is very healthy as no chemicals are contained. And second high mean score for statement 3, it's illustrates that avoiding the infections due to microbial growth. Statements 2 presents a third high mean score is proving that buyers' opinions regarding organic food is no chemicals so their life will extend. First statement mean score indicates that buyers feel that no preservatives are added in organic food would be appreciated. The fourth statements mean scores reveals that it is very health and safety.

## CONCLUSION

The various literatures reviewed in the study shows that knowledge of the consumers regarding the product helps to improve their purchase of that product, which in turn, increases their level of satisfaction. If a customer do not have adequate knowledge regarding a product, he/she will not develop the attitude to purchase the product which will subsequently deprive him/her from the satisfaction on using that specific product. Hence, it has been concluded that product knowledge of a customer increases the customer satisfaction.

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