



A study on consumer satisfaction towards organic food products

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Abstract

The increasing awareness of health, environmental sustainability, and food safety has significantly influenced consumer preference towards organic food products. Organic foods are perceived as healthier and safer alternatives compared to conventionally produced foods. This study aims to analyze consumer satisfaction towards organic food products and identify the factors influencing their purchasing decisions. The study examines consumer perception regarding quality, price, availability, packaging, and health benefits of organic food products. The findings reveal that Consumers are highly satisfied with the chemical-free nature and freshness of organic food products, The study concludes that increasing awareness, improving accessibility, and maintaining quality standards can enhance consumer satisfaction and promote the growth of the organic food market.

Keywords: Organic food products, consumer satisfaction, consumer perception, health awareness, buying behaviour, organic market

Introduction

In recent years, organic food products have gained considerable popularity among consumers due to growing concerns about health, environmental protection, and food safety. Organic farming avoids the use of synthetic fertilizers, pesticides, genetically modified organisms, and harmful chemicals, thereby producing natural and environmentally friendly food products. Consumers increasingly prefer organic foods because they believe such products are healthier, safer, and more nutritious than conventional foods. The organic food industry has experienced rapid growth globally due to changing consumer lifestyles and rising awareness regarding sustainable consumption practices. In India, the demand for organic food products has also increased significantly because of urbanization, rising income levels, and health consciousness among consumers. Organic food products include fruits, vegetables, cereals, dairy products, spices, pulses, and packaged foods that are cultivated and processed through organic methods.

Consumer satisfaction plays a vital role in determining the success and sustainability of organic food businesses. Satisfaction is influenced by several factors such as product quality, freshness, taste, nutritional value, price, packaging, availability, and certification. Understanding consumer satisfaction helps marketers and producers improve their products and services according to consumer expectations. This study focuses on analyzing consumer satisfaction towards organic food products and identifying the factors that influence their purchase decisions and consumption behaviour.

Objectives of the Study

- To identify the level of satisfaction of consumers towards organic food products among the consumers
- To identify the factors influencing the purchase of organic food products
- To analyze and provide suggestions for the betterment of all the stake holders of organic farming

Research Methodology

A research design is the basic structure which provides a light for the further research process. The status of scientific research in the research design that has been applied and it provides a foundation for signifying conclusion from the data collected. In this study, the researcher has used descriptive research design. Both primary data and secondary data are used for this study. A structured questionnaire was used for the data collection purpose. The study is conducted among 100 respondents.

Sampling Method and Statistical tools

It is a descriptive study in nature, with the sampling method of simple random sampling. The consumers are selected for the study those who have purchased the organic food products in Salem city. From the population, the researcher has selected 100 samples through Simple Random Sampling. Data analysis is done with the help of various tools namely Simple percentage analysis, Chi-Square analysis, and Rank analysis

Demographic Profile of the Consumers

S.No	Factors	Classification	No. of Respondents	Percentage
1	Gender	Male	42	42%
		Female	58	58%
		Total	100	100%
2	Age Group	Below 20 years	12	12%
		21 to 30 years	28	28%
		31 to 40 years	38	38%
		Above 40 years	22	22%

		Total	100	100%
3	Marital Status	Single	54	54%
		Married	46	46%
		Total	100	100%
4	Educational Qualification	Under Graduate	44	44%
		Post Graduate	36	36%
		Diploma	20	20%
		Total	100	100%
5	Job Nature	Employed	57	57%
		Own Business	43	43%
		Total	100	100%
6	Monthly Income	Below Rs.15,000	16	16%
		Rs.15,000 to Rs.25,000	26	26%
		Rs.25,000 to Rs.45,000	34	34%
		Above Rs.45,000	24	24%
		Total	100	100%
7	Source of Awareness	Television	18	18%
		Newspaper	24	24%
		Social Media	41	41%
		Friends and Relatives	17	17%
		Total	100	100%
8	Type of Products Preferred	Fruits & Vegetables	40	40%
		Medicine	27	27%
		Grocery	25	25%
		Others	8	8%
		Total	100	100%
9	Preference towards Organic Food Products	Environmental Concern	20	20%
		Better Health	46	46%
		Quality	15	15%
		Freshness	19	19%
		Total	100	100%
10	Opinion about Organic Food Products	Costly	56	56%
		Affordable	44	44%
		Total	100	100%
11	Place of Purchase	Departmental Stores	33	33%
		Super Markets	29	29%
		Organic Outlets	38	38%
		Total	100	100%
12	Product Availability	Easily Available	47	47%
		Not Easily Available	53	53%
		Total	100	100%

Source: Primary Data, Significant at the 5% level.

The study reveals that the majority (58%) of the respondents are female consumers. Most of the respondents (38%) belong to the age group of 31–40 years. It is observed that the majority (54%) of the respondents are single. Regarding educational qualification, the majority (44%) of the respondents are qualified at the undergraduate level. The study also indicates that the majority (57%) of the respondents are employed. With regard to monthly income, the majority (34%) of the respondents earn between Rs.25,000 and Rs.45,000 per month. Social media is the major source of awareness regarding organic food products for the majority (41%) of the respondents. The majority (40%) of the respondents prefer organic fruits and vegetables. Better health is the primary reason for preferring

organic food products among the majority (46%) of the respondents. The study further reveals that the majority (56%) of the respondents consider organic food products to be costly. Most respondents (38%) purchase organic food products through organic outlets. Finally, the majority (53%) of the respondents feel that organic food products are not easily available in the market.

Chi-Square Analysis

H₀: There is no significant relationship between income and preference to organic food products.

H₀: There is no significant relationship between gender and opinion about organic food products.

Variables	Calculated Value	Degree of Freedom	Table Value	Accepted / Rejected	Significance Level
Income and Preference towards Organic Food Products	16.842	9	16.919	Accepted	5%
Gender and Opinion about Organic Food Products	5.214	1	3.841	Rejected	5%

Source: Primary Data, Significant at the 5% level.

The above table shows the relationship between income and preference towards organic food products and gender and opinion about organic food products. In the first case, the calculated value (16.842) is less than the table value (16.919), and therefore the null hypothesis is accepted, indicating that there is no

significant relationship between income and preference towards organic food products. In the second case, the calculated value (5.214) is greater than the table value (3.841), and therefore the null hypothesis is rejected, indicating that there is a significant relationship between gender and opinion about organic food products.

Satisfaction Level towards Organic Food Products

Attributes of Organic Food Products	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total Points	Mean Score
Price	42	40	8	6	4	410	4.10
Quality	46	38	9	4	3	420	4.20
Availability	34	36	15	10	5	384	3.84
Freshness	48	35	10	4	3	421	4.21
Eco Friendly	44	39	11	4	2	419	4.19
Chemical Free	50	32	10	5	3	421	4.21
Taste	40	41	12	5	2	412	4.12

The table reveals the satisfaction level of consumers towards various attributes of organic food products. Consumers are highly satisfied with the chemical-free nature and freshness of organic food products, which obtained the highest mean score of 4.21 each. Quality and eco-friendly characteristics also received high satisfaction levels with mean scores of 4.20 and 4.19 respectively. Taste and price recorded mean scores of 4.12 and 4.10, indicating a satisfactory opinion among consumers. Availability received the lowest mean score of 3.84, showing that consumers face difficulty in accessing organic food products in the market.

Suggestions

- The government should provide subsidies, financial assistance, and training programs to encourage farmers to adopt organic farming practices and improve productivity.
- Proper certification and labeling systems should be implemented to ensure the authenticity and quality of organic food products and to increase consumer trust.
- Awareness programs and promotional campaigns should be conducted to educate consumers about the health, environmental, and nutritional benefits of organic food products.
- Retailers and marketers should improve the availability of organic food products in supermarkets, departmental stores, organic outlets, and online platforms.
- Organic food products should be offered at reasonable and affordable prices through effective pricing strategies and reduced marketing costs.
- Farmers, retailers, financial institutions, and government agencies should work together to strengthen organic farming infrastructure, storage facilities, transportation, and market accessibility for sustainable growth of the organic food sector.

Conclusion

The study concludes that consumer preference towards organic food products is increasing due to growing health awareness and environmental concern. Consumers are generally satisfied with the quality, freshness, and chemical-free nature of organic food products. Better health is identified as the major factor influencing consumer preference. However, high prices and limited availability remain the major challenges in the organic food market. Increasing awareness, improving accessibility, ensuring proper certification, and providing government support can enhance consumer satisfaction and promote the growth of the organic food industry. Organic farming not only supports healthy living but also contributes to environmental sustainability and ecological balance. The future scope of organic food products is promising as consumers are gradually shifting towards safe and sustainable food consumption practices. Continuous support from all

stakeholders can strengthen the organic food sector and improve consumer confidence in organic products.

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