

# A STUDY ON CONSUMER SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**Abstract:** The increasing awareness of health, environmental sustainability, and food safety has significantly influenced consumer preferences toward organic food products in recent years. This study examines the level of consumer satisfaction toward organic food products with special reference to Coimbatore. The research aims to identify the factors influencing consumer purchase decisions, evaluate satisfaction levels, and understand consumer perceptions regarding the quality, price, availability, and health benefits of organic food. Primary data were collected through structured questionnaires from consumers who regularly purchase organic products. The study analyses demographic characteristics, buying behaviour, and key determinants such as product quality, trust, certification, and awareness. Findings indicate that consumers generally perceive organic food as healthier and safer compared to conventional alternatives. However, factors such as higher price, limited availability, and lack of awareness among certain consumer groups affect overall satisfaction.

**Keywords:** health, environmental sustainability, purchase decisions, quality, price, availability, etc.,

## I. INTRODUCTION

In recent years, the demand for organic food products has increased significantly across India due to growing awareness about health, environmental sustainability, and food safety. Consumers are becoming more conscious about the harmful effects of chemical fertilizers, pesticides, and artificial additives used in conventional farming. As a result, organic food products are gaining popularity as a healthier and eco-friendly alternative. This shift in consumer preference has created new opportunities and challenges for producers, marketers, and retailers in the organic food industry. Coimbatore, popularly known as the “Manchester of South India,” is one of the fastest-growing cities in Tamil Nadu. With its rapid urbanization, rising literacy rate, and increasing disposable income, consumers in Coimbatore are becoming more health-conscious and environmentally aware.

## II. STATEMENT OF THE PROBLEM

Organic food consumption is increasing, but consumers may face issues such as high prices, limited availability, lack of trust in certification, and insufficient awareness about product benefits. Despite the growth of the organic market, not all consumers may be fully satisfied with the products they purchase. Therefore, it is necessary to examine the level of consumer satisfaction and identify the factors that influence purchasing decisions.

### OBJECTIVES OF THE STUDY

- To study consumer awareness and perception toward organic food products.
- To identify the factors influencing the purchase of organic food.

### HYPOTHESIS OF THE STUDY

**H1:** There is a significant difference between educational qualification and aware of organic food products

**H2:** There is a significant relationship between gender of the respondents and the challenges and risks faced by consumers while using digital payments

### III. SCOPE OF THE STUDY

The study examines the level of awareness among consumers about organic food products and their perceptions regarding health, quality, and environmental benefits. It identifies the major factors that influence consumers to buy organic products, such as price, availability, taste, brand image, and trust in certification. The study measures overall consumer satisfaction with organic food products in terms of quality, freshness, safety, and value for money.

### IV. RESEARCH METHODOLOGY

The study is based on primary and secondary data. Primary data was collected through a structured questionnaire from respondents in Coimbatore city. Statistical tools like One-way ANOVA, and Descriptive statistics analysis were used for data analysis. Primary data for the study are collected through well-structured questionnaires. The research is conducted for consumers purchasing organic food products in Coimbatore city. Both primary and secondary data have been used for the analysis. Primary data collected directly from consumers through structured questionnaires and personal interviews. Secondary data collected from books, journals, websites, government reports, and previous research studies related to organic food and consumer behaviour. A study is based on a sample of 50 respondents. The respondents were chosen from different areas of Coimbatore to ensure diversity in age, gender, occupation, and income levels. A convenience sampling method was adopted due to time and accessibility constraints.

#### LIMITATIONS OF STUDY:

- The study is limited to consumers in Coimbatore and may not represent other regions.
- The findings are based on a small sample size, which may not reflect the views of all consumers.

### V. REVIEW OF LITERATURE

**Basha, M. B., Mason, C., Shamsudin, M. F., & Hussain, H. I. (2015):** “Consumers’ Attitude Towards Organic Food”. Conducted an empirical study to understand what motivates consumers to shift from conventional to organic foods. Used a structured survey to examine how environmental concern, health concern, lifestyle, product quality, and subjective norms influence consumers’ attitude toward organic food. Analysed how these factors shape purchase intentions, which is a key precursor to satisfaction and repeat purchases. **Arul Jothi, R., & Malleswaram C. (2015):** “Consumer Awareness and Buying Behaviour Towards Organic Food Products”. Surveyed 120 consumers to study awareness, buying behaviour, and satisfaction levels with organic food. Examined how health expectations, environmental friendliness, and perceived quality affected consumers’ decision to buy organic products. Found that while consumers showed positive awareness of the health benefits and environmental advantages.

### VI. DATA ANALYSIS AND INTREPRETATION

Table 1  
Demographic Profile

Particulars		No of the Respondents	Percentage
Age group	18-30	30	60
	31-40	5	10
	41-50	10	20
	Above 50	5	10
	<b>Total</b>	<b>50</b>	<b>100</b>
Gender	Male	30	60
	Female	20	40
	<b>Total</b>	<b>50</b>	<b>100</b>
Monthly income	Rs. 10,000-Rs. 20,000	16	32
	Rs. 21,000-30,000	9	18
	Rs.31,000- 40,000	9	18
	Above-40,000	6	12
	Other	10	20
	<b>Total</b>	<b>50</b>	<b>100</b>
Education qualification	School level	4	8

	<b>UG</b>	<b>36</b>	<b>72</b>
	PG	10	20
	<b>Total</b>	<b>50</b>	<b>100</b>
	School level	4	8
<b>Occupation</b>	Student	20	40
	Business	7	14
	Employee	17	34
	Home maker	5	10
	Other	1	2
	<b>Total</b>	<b>50</b>	<b>100</b>

Source: primary data

**INTERPRETATION**

- 60% of the respondents are 18-30 years, 10% of the respondents are 31-40 years, 20% of the respondents are 41-50 years, 10% of the respondents are above 50
- 60% of the respondents are Male and 40% of the respondents are female
- 32% of respondents earn between ₹10,000 and ₹20,000 per month.
- 40% of respondents are students
- 8% of the respondents are school level ,72% of the respondents are UG, 10% of the respondents are PG.

TABLE 2

Table shows educational qualification and impact of digital payments system on consumer’s daily transactions

**HYPOTHESIS TESTING**

H<sub>0</sub>: There is no significant difference between educational qualification and aware of organic food products

H<sub>1</sub>: There is a significant difference between educational qualification and aware of organic food products

	<b>PARTICULARS</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>very aware</b>	24	48.0	48.0	48.0
	<b>somewhat aware</b>	18	36.0	36.0	84.0
	<b>slightly aware</b>	6	12.0	12.0	96.0
	<b>not aware</b>	2	4.0	4.0	100.0
	<b>Total</b>	50	100.0	100.0	

**INTERPRETATION:**

The table shows the level of awareness of organic food products among 50 respondents. Awareness is generally high. Nearly half of the respondents (48%) reported that they are very aware of organic food products, which represents the largest group. Another 36% indicated that they are somewhat aware, showing that a significant majority have at least moderate awareness. A smaller proportion, 12%, are only slightly aware, suggesting limited knowledge among a few respondents. Only 4% reported that they are not aware of organic food products at all, which is very minimal.

TABLE 3

Table shows educational qualification and impact of digital payments system on consumer’s daily transactions

**HYPOTHESIS TESTING**

H<sub>0</sub>: There is no significant difference between educational qualification and impact of digital payments system on consumer’s daily transactions.

H<sub>1</sub>: There is a significant difference between educational qualification and impact of digital payments system on consumer’s daily transactions.

impact of digital payments system on consumer’s daily transactions.					
	Sum of Squares	df.	Mean Square	F	Sig
Between Groups	3.465	3	1.155	1.042	.383
Within Groups	51.015	46	1.109		
Total	54.480	49			

Source: primary data

**INTERPRETATION:**

The One-way ANOVA table examines whether there is a significant difference in opinions regarding the importance of price while purchasing organic food among different groups. The calculated F value is 1.042 and the significance (p-value) is 0.383. Since the p-value (0.383) is greater than 0.05, the result is a statistically significant at the 10% level.

**FINDINGS OF THE STUDY**

- Majority of the respondents (60%) belong to the age group of 18 years, indicating that young consumers show greater interest in organic food products.
- Male respondents (60%) are higher compared to female respondents (40%).
- Most respondents are well educated, with a majority having undergraduate qualifications, indicating that education plays an important role in awareness and purchase of organic food.
- Most respondents are aware of organic food products and their health benefits

**SUGGESTIONS OF THE STUDY**

- Reduce prices or provide affordable product options to attract more consumers.
- Improve distribution channels to increase product availability in local markets.
- Ensure proper labelling and certification to build consumer trust.

**VII. CONCLUSION**

The study examined consumer satisfaction towards organic food products in Coimbatore city. The findings reveal that awareness and demand for organic food are increasing due to growing health consciousness and environmental concern among consumers. Most respondents perceive organic food as safer and healthier than conventional food, which positively influences their purchase decisions. Consumers are generally satisfied with the quality, freshness, and health benefits of organic food products. However, high prices, limited availability, and lack of trust in certification remain major challenges that affect purchase frequency and satisfaction levels

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