



Analysis of Consumer Satisfaction Towards Organic Food Products in Madurai District

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Abstract: The increasing awareness of health, food safety, in recent years, customers' demand for organic food items has been greatly impacted by environmental sustainability. Organic foods are perceived as healthier, free from harmful chemicals, and environmentally friendly, thereby attracting a growing number of consumers. In this study the socio-economic characteristics of consumers, their purchasing behaviour, and the elements affecting how satisfied they are with organic food items. Additionally, the study assesses the correlation between the degrees of customer satisfaction and socioeconomic factors such as age, gender, education, occupation, income, and family size. A structured questionnaire is used to gather primary data from Madurai District consumers, while pertinent secondary material is gathered from books, journals, government papers, and reliable internet sources. Descriptive statistics and appropriate the gathered data is analyzed using statistical methods. It is anticipated that the results would highlight the key factors that influence customer satisfaction, such as product quality, cost, accessibility, certification, health advantages, and environmental considerations. The study offers insightful information for legislators, manufacturers of organic food, marketers, and retailers to formulate effective strategies for enhancing consumer satisfaction, promoting sustainable consumption, and growing the Madurai District's and comparable areas' organic food market.

Keywords: Organic Food Products, Consumer Satisfaction, Consumer Behaviour, Health Consciousness and Environmental Sustainability.

Introduction

Organic food items are becoming increasingly important worldwide due to increasing consumer awareness of health, food safety, and environmental sustainability. Rapid urbanization, changing lifestyles, and growing concerns about the negative consequences of synthetic additives, chemical pesticides, and fertilizers have prompted consumers to switch to eating more organic food. By preserving soil fertility, protecting biodiversity, and reducing environmental pollution, organic farming encourages sustainable agricultural practices. As a result, both metropolitan and semi-urban areas have seen a significant growth in demand for organic fruits, vegetables, cereals, dairy products, and processed goods. The organic food business in India has grown steadily because of government programs, certification programs, and growing consumer health consciousness. Madurai District, one of the prominent commercial and educational centres of Tamil Nadu, has witnessed an increasing availability of organic food products through supermarkets, specialty stores, farmers' markets, and online platforms. However, a number of socioeconomic factors, such as income, education, occupation, awareness, product quality, price, accessibility, certification, and belief in organic labels, affect consumer happiness. Fostering the organic food market and fostering sustainable consumption require an understanding of these variables. Thus, the purpose of this study is to assess customers' satisfaction with organic food products in Madurai District by analyzing their socioeconomic features.

Food Organic Products – Overview

Agricultural and processed foods made using natural farming practices without the use of artificial growth regulators, chemical pesticides, synthetic fertilizers, or genetically modified organisms (GMOs) are referred to as

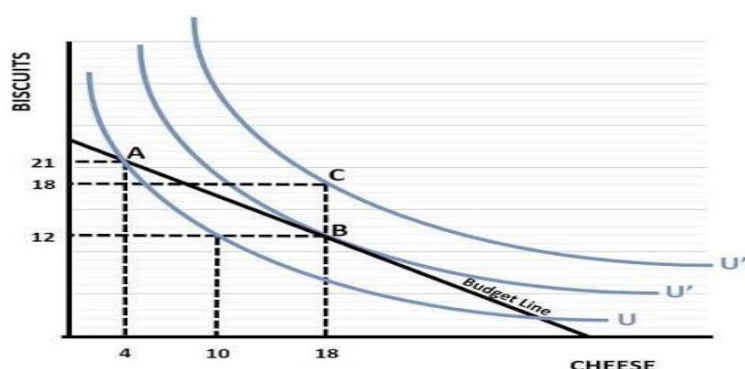
organic food products. Animal welfare, soil fertility, biodiversity preservation, and environmental sustainability are all prioritized in organic farming. These goods are prized for their safety, nutritional content, and environmentally responsible manufacturing methods.

Theoretical Background

The study's theoretical underpinning is provided by consumer behaviour theory, which explains that factors such as purchasing behaviour, awareness, socioeconomic features, perceived product quality, health advantages, environmental concern, pricing, and trust all influence consumer happiness. The theory supports the examination of how demographic and economic characteristics influence consumers' decisions to obtain organic food products and their overall agreement. Consumer Behaviour Theory explains how individuals or households select, purchase, use, and evaluate products and services to satisfy their needs and wants. The idea focuses on how consumer preferences, purchasing behaviour, and post-purchase satisfaction are influenced by the decision-making process. Health consciousness, environmental awareness, product quality, pricing, trust, and socioeconomic features all have an impact on customer behaviour when it comes to organic food items.

According to **Schiffman and Wisenblit (2019)**, "Consumer behaviour is the study of consumers' actions during the search for, purchase, use, evaluation, and disposal of products and services that they expect will satisfy their needs." According to **Kotler and Keller (2016)**, The study of how people, groups, and organizations choose, purchase, utilize, and discard products, services, concepts, or experiences to fulfill their needs and desires is known as consumer behaviour. **Kiran et al. (2025)** In order to maximize enjoyment, consumers act intelligently. Individual wants and preferences have an impact on purchasing decisions, while socioeconomic factors including age, income, occupation, and education have an impact on consumer behaviour. **Gupta et al. (2024)** The demand for organic food items is influenced by environmental concerns and health consciousness. Before making a purchase, consumers consider factors such product quality, price, availability, and certification. Higher customer satisfaction raises the possibility of repeat business and customer loyalty.

Consumer Behaviour Theory



The diagram illustrates Consumer Behaviour Theory using indifference curves and a budget line. The consumer chooses the combination of cheese and biscuits that maximizes satisfaction within the available income. Points A and B lie on lower indifference curves, providing lower utility, whereas C lies on a higher indifference curve but is beyond the budget constraint. **Devarapalli et al. (2024)** The equilibrium occurs where the budget line is tangent to the attainable indifference curve (U'), representing the highest level of consumer satisfaction achievable with limited income. Explains why consumers choose to buy organic food items. Aids in determining what influences customer happiness. Helps marketers create tactics that work. Helps legislators encourage the consumption of organic food. Improves knowledge of consumer awareness and purchase patterns. Offers a theoretical framework for examining how socioeconomic factors affect customer happiness.

Review Of Literature

Ramesh, S. V., et. al., (2023) examined Coimbatore customers' awareness, attitudes, and contentment with organic food items. The study discovered that environmental concern, health consciousness, and product quality positively influenced consumer satisfaction. It also reported that price and lack of awareness remained major barriers to organic food consumption.

Pavithra, B., et. al., (2024) investigated Coimbatore District consumers' satisfaction with organic food goods. The study found that consumer happiness was greatly increased by product quality, health advantages, and environmental sustainability. To grow the organic food sector, it recommended enhancing marketing tactics and product accessibility.

Huo, H., et. al., (2025) examined 63,674 internet customer reviews of organic food items. The study found that consumer pleasure and the shopping experience were strongly impacted by perceived economic and ecological value. It highlighted that environmental benefits increasingly shape consumers' evaluations of organic food.

Nivetha, G., and Krishnan, A. (2025) examined how consumer preferences and satisfaction with organic food products in Chennai were affected by health consciousness. The results demonstrated that purchasing intention, preference, and customer happiness were all much enhanced by health knowledge. The study underlined how crucial it is to use marketing campaigns to highlight health-related advantages.

Venkatesan, K., Kamaraj, S., Geetha, M., & Perveen, N. (2025) investigated Tamil Nadu consumers' intentions to make further purchases based on their happiness with organic food items. According to the survey, consumer satisfaction and repeat business were highly impacted by product quality, price, availability, and promotional activity. It suggested enhancing customer relationship tactics to boost market expansion.

Research Gap

Few studies have looked at the socioeconomic factors that influence customer happiness in Madurai District, despite the fact that numerous studies have looked at consumer awareness, buying behaviour, and contentment with organic food items. This study fills this need by examining how socio-economic characteristics influence consumer satisfaction, providing region-specific evidence to support policy formulation and sustainable market development.

Statement Of The Problem

Growing health consciousness, environmental concerns, and food safety awareness have all contributed to an increase in demand for organic food items. However, a number of socioeconomic characteristics, such as income, education, occupation, price, product availability, quality, and certification, affect how satisfied consumers are with organic food products. Despite the growing organic food market in Madurai District, consumers still have to deal with issues including exorbitant costs, restricted accessibility, low awareness, and mistrust of the legitimacy of the products. Examining the socioeconomic elements influencing customer satisfaction is so crucial. The purpose of this study is to determine these factors and offer suggestions for raising customer satisfaction and encouraging the organic food market's sustainable expansion.

OBJECTIVES OF THE STUDY

1. To examine the socio-economic profile of consumers purchasing organic food products in Madurai District.
2. To assess the degree of consumer knowledge and purchasing patterns about organic food items.
3. To discuss the factors influencing consumer satisfaction towards organic food products in Madurai District.

Research Methodology

In order to investigate the socioeconomic characteristics, awareness, purchasing behaviour, factors influencing consumer satisfaction, and the relationship between socioeconomic variables and consumer satisfaction towards organic food products in Madurai District, the current study used a descriptive research design. Survey information gathered from consumers of organic food products served as the study's main source of data. The necessary data was gathered using a structured interview schedule. Convenience sampling was used to choose a sample of 75 respondents from various Madurai District locations. To accomplish the study's goals, the gathered data was categorized, tabulated, analysed, and interpreted.

Sources of Data

Both primary and secondary data served as the foundation for this investigation. A systematic interview schedule was used to gather primary data directly from 75 Madurai District customers of organic food products. Secondary data on organic food items and customer satisfaction was gathered from books, research journals, government papers, PhD theses, official publications, websites, and other pertinent published sources.

Period of the Study

The study's key data were gathered between January and March of 2026.

Tools Analysis

The study's key data were gathered between January and March of 2026. The Chi-Square Test, Mean Score Analysis, Garrett Ranking Technique, and Percentage Analysis all used the required statistical techniques.

RESULT AND DISCUSSION

In this paper, the findings are presented in tables and discussed in a logical sequence to achieve the objectives of the study and to understand consumers' preferences towards organic food products in the study area.

Table 1: Socio-Economic Profile of Consumers Purchasing Organic Food Products in Madurai District

S. N o.	Variables	Category	Number of Respondents	Percentage
1	Gender	Male	42	56.0
		Female	33	44.0
		Total	75	100.0
2	Age (Years)	Below 25	12	16.0
		25–35	24	32.0
		36–45	20	26.7
		45 Above	19	25.3
		Total	75	100.0
3	Educational Qualification	School Level	10	13.3
		Undergraduate	21	28.0

		Postgraduate	30	40.0
		Professional/Others	14	18.7
		Total	75	100.0
4	Occupation	Government Employee	16	21.3
		Private Employee	23	30.7
		Business	18	24.0
		Agriculture	8	10.7
		Others	10	13.3
		Total	75	100.0
5	Monthly Family Income in (Rs.)	Below 25,000	15	20.0
		Rs.25,001– Rs.50,000	28	37.3
		Rs.50,001– Rs.75,000	19	25.3
		Rs.75,000 Above	13	17.4
		Total	75	100.0
6	Marital Status	Married	49	65.3
		Unmarried	26	34.7
		Total	75	100.0
7	Family Type	Nuclear Family	47	62.7
		Joint Family	28	37.3
		Total	75	100.0
8	Place of Residence	Urban	43	57.3
		Semi-Urban	20	26.7
		Rural	12	16.0
		Total	75	100.0
9	Family Size	Up to 3 Members	18	24.0
		4–5 Members	39	52.0
		Above 5 Members	18	24.0
		Total	75	100.0

Source: Survey Data.

The socioeconomic characteristics of Madurai District consumers who buy organic food products are shown in Table 1. The results show that the majority of respondents were male, belonged to the 25–35 years age group, possessed postgraduate qualifications, and were

employed in the private sector most respondents earned a household income of between Rs. 25,001 and Rs. 50,000 per month, were married, belonged to nuclear families, resided in urban areas, and had four to five family members. These characteristics suggest that educated, middle-income, urban households are the predominant consumers of organic food products.

Table 2 : Level of Consumer Awareness towards Organic Food Products

S. No.	Awareness Level	Frequency	Percentage
1	Highly Aware	22	29.3
2	Moderately Aware	34	45.3
3	Slightly Aware	13	17.3
4	Not Aware	6	8.1
	Total	75	100.0

According to the findings, the largest group of respondents—34, or 45.3%—were moderately aware. Thirteen respondents (17.3%) were only little informed, compared to twenty-two respondents (29.3%) who were highly aware. Just six respondents, or 8.1%, did not know that organic food products existed. The results show that most consumers have a moderate to high level of awareness, which reflects Madurai District's growing interest in and understanding of organic food items.

Table 3 : Purchasing Behaviour of Consumers towards Organic Food Products

S. N o.	Variable	Category	Frequency	Percentage
1	Purchase Frequency	Weekly	18	24.0
		Monthly	36	48.0
		Occasionally	16	21.3
		Rarely	5	6.7
		Total	75	100.0
2	Purchase Place	Organic Store	24	32.0
		Supermarket	28	37.3
		Online	10	13.3
		Farmers' Market	13	17.4
		Total	75	100.0
3	Monthly Expenditure (Rs.)	Below 1,000	18	24.0
		1,001–2,000	29	38.7

		2,001–3,000	17	22.7
		Above 3,000	11	14.6
		Total	75	100.0

Tool: Percentage Analysis

Table 3 uses percentage analysis to illustrate consumer purchasing behavior with regard to organic food goods. The findings reveal that 36 respondents (48.0 per cent) purchased organic food products monthly, while 18 respondents (24.0 per cent) purchased them weekly. Twenty-eight respondents (37.3 per cent) preferred supermarkets, followed by 24 respondents (32.0 per cent) who purchased from organic stores. Regarding monthly expenditure, 29 respondents (38.7 per cent) spent between Rs.1,001 and Rs.2,000, indicating that consumers generally purchase organic food products regularly through organized retail outlets with moderate monthly spending.

Table 4 : Mean Score Analysis of Consumer Awareness towards Organic Food Products

S. No.	Awareness Statement	Mean Score	Rank
1	Organic foods are healthier than conventional foods	4.42	I
2	Organic foods are free from harmful chemicals	4.31	II
3	Organic farming protects the environment	4.18	III
4	Organic certification ensures product quality	3.95	IV
5	I can easily identify certified organic products	3.76	V

Tool: Mean Score Analysis (5-point Likert Scale)

Table 4 presents the mean score analysis of with a mean score of 4.42, the statement "Organic foods are healthier than conventional foods" secured the top spot. "Organic foods are free from harmful chemicals" came next, ranking second with a mean score of 4.31. The statement "I can easily identify certified organic products" had the lowest mean score (3.76), suggesting that customers are generally less aware of product certification.

Table 5 : Factors Influencing Consumer Satisfaction towards Organic Food Products in Madurai District

S. No.	Factors	Garrett Mean Score	Rank
1	Quality of Organic Food Products	72.48	I
2	Health Benefits	69.35	II
3	Freshness of Products	66.82	III
4	Availability of Organic Products	63.74	IV
5	Certification and Authenticity	61.56	V
6	Environmental Friendliness	58.43	VI
7	Variety of Organic Products	55.87	VII
8	Price of Organic Food Products	52.69	VIII
9	Promotional Activities	49.84	IX

10	Packaging and Labelling	46.28	X
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Source: Primary Data.

The table 5 using the Garrett Ranking Technique, Table 5 displays the variables affecting consumer satisfaction with organic food products. Organic food products' quality ensured the first rank with a Garrett Mean Score of 72.48, followed by health benefits (69.35) and freshness of products (66.82). Availability of organic products (63.74) ranked fourth, while certification and authenticity (61.56) ranked fifth. Packaging and labelling obtained the lowest Garrett Mean Score of 46.28, indicating that product quality and health-related attributes have a greater influence on consumer satisfaction than promotional or packaging factors.

Table 6 : Relationship between Gender and Consumer Satisfaction towards Organic Food Products

Gender	Low Satisfaction	Moderate Satisfaction	High Satisfaction	Total
Male	7	18	17	42
Female	3	11	19	33
Total	10	29	36	75

Source: Survey Data

The association between consumer satisfaction with organic food items and gender is displayed in Table 6. Among the 42 male respondents, 18 reported moderate satisfaction and 17 reported high satisfaction. Of the 33 female respondents, 19 expressed high satisfaction and 11 reported moderate satisfaction. Overall, 36 respondents recorded high satisfaction, indicating comparatively higher satisfaction among female consumers.

Table 7: Relationship between Educational Qualification and Consumer Satisfaction

Educational Qualification	Low	Moderate	High	Total
School	4	5	1	10
Undergraduate	3	11	7	21
Postgraduate	2	10	18	30
Professional	1	3	10	14
Total	10	29	36	75

Sources: Survey Data

Table 8 presents the relationship between educational qualification and consumer satisfaction. Among 30 postgraduates, 18 reported high satisfaction, while 10 expressed moderate satisfactions. Of the 14 professional respondents, 10 recorded high satisfactions. In contrast, among 10 school-level respondents, 4 reported low satisfactions. The findings indicate that higher educational attainment is associated with increased consumer contentment with organic food items.

Table 8 : Relationship between Monthly Family Income and Consumer Satisfaction

Monthly Family Income (Rs.)	Low	Moderate	High	Total
Below 25,000	5	8	2	15
25,001–50,000	3	13	12	28

50,001–75,000	2	6	11	19
Above 75,000	0	2	11	13
Total	10	29	36	75

Source: Survey Data

The association between monthly family income and customer satisfaction is shown in Table 9. Of the 28 respondents who made between Rs. 25,001 and Rs. 50,000, 12 expressed great satisfaction and 13 expressed moderate happiness. Eleven of the thirteen respondents who made more than Rs. 75,000 reported being highly satisfied. Respondents earning less than Rs. 25,000, on the other hand, expressed relatively lower levels of happiness. The findings show that consumers are more satisfied with organic food products at higher income levels.

Table 9 : Chi-Square Test Results: Factors Associated with Consumer Satisfaction towards Organic Food Products

Sl. No.		Calculated Chi-square Value (χ^2)	Degree of Freedom (df)	p-value	Level of Significance	Inference
1	Gender	4.286	2	0.038	5%	Significant
2	Educational Qualification	12.842	6	0.012	5%	Significant
3	Monthly Income	15.473	6	0.004	1%	Significant

Source: Computed Data.

The Chi-square analysis indicates that all three selected socio-economic variables are significantly associated with consumer satisfaction towards organic food products. Gender shows a significant relationship with consumer satisfaction at the 5 percent level ($\chi^2 = 4.286$, $p = 0.038$). Educational qualification is also significantly associated with consumer satisfaction at the 5 percent level ($\chi^2 = 12.842$, $p = 0.012$), suggesting that satisfaction varies according to consumers' educational attainment. Monthly family income exhibits a significant relationship with consumer satisfaction at the 1 percent level ($\chi^2 = 15.473$, $p = 0.004$), indicating that consumers with higher family incomes tend to report greater satisfaction with organic food items compared to individuals with lesser means.

Suggestions

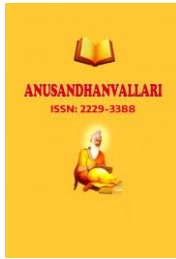
- Consumer responsiveness concerning organic food products should be improved through regular awareness programmes that highlight their health and environmental benefits.
- Organic food goods are supposed to be made more affordable and easily available in retail stores and local markets to encourage wider consumer adoption.
- A reliable certification and labelling system should be maintained to strengthen consumer confidence in the authenticity of organic food.
- Producers and retailers should ensure consistent product quality and offer a wider range of organic food to meet the changing needs of consumers.
- Government agencies should encourage organic farming by providing financial support, promotional assistance, and market development initiatives for farmers and retailers.

Conclusion

According to the study's findings, consumer satisfaction with organic food items in Madurai District is shaped by a combination of socio-economic factors, consumer awareness, purchasing behaviour, and product-related attributes. The findings indicate that consumers with higher educational qualifications and better family income levels tend to report greater contentment with organic food items. The main elements impacting consumers' purchasing decisions and general satisfaction were found to be product quality, freshness, health advantages, and authenticity. In order to promote broader consumer acceptability, the study also emphasizes the significance of raising awareness and expanding availability to certified organic food products. Consumer trust in the organic food sector can be further increased by bolstering certification procedures, upholding constant quality standards, and increasing product availability. All things considered, the results offer policymakers, producers, merchants, and marketers helpful information for creating plans that promote the long-term expansion of Madurai District's organic food industry.

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