

Consumer Awareness and Preference as Determinants of Consumer Satisfaction Towards Organic Food Products in Madurai District

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Abstract: Organic food items are becoming more popular among customers due to growing concerns about environmental sustainability, food safety, and health. However, there are regional differences in customer preferences, awareness levels, and their impact on satisfaction. The current study looks at consumer awareness and preference as important factors influencing Madurai District consumers' satisfaction with organic food items. The basic data used in the study was gathered from customers using a standardized questionnaire. To comprehend customer behaviour and determine the connection between awareness, preference, and satisfaction, a descriptive study design is used. To analyze the gathered data, suitable statistical techniques such multiple regression analysis, correlation, descriptive statistics, and percentage analysis are suggested. Consumer understanding of organic food, purchase preferences, product quality, price perception, availability, certification trust, and general satisfaction are the main topics of the study. It is anticipated that customers who are more conscious of and have a stronger preference for organic food items will be more satisfied. The study's conclusions should help producers, merchants, legislators, and marketing experts create methods that effectively encourage the adoption of organic food. By presenting empirical data from Madurai District and offering useful recommendations for raising consumer awareness, bolstering market accessibility, and boosting customer happiness in the organic food industry, the study also adds to the body of knowledge already available on consumer behaviour.

Keywords: Consumer Awareness, Consumer Preference, Organic Food, Consumer Behaviour and Sustainable Consumption

Introduction

As customers' concerns about environmental sustainability, food quality, and health have grown in recent years, organic food items have become increasingly important. People are choosing food products made using natural and eco-friendly farming methods due to growing worries about the overuse of chemical fertilizers, pesticides, and artificial additives in traditional agriculture. The nutritional value, safety, and contribution to sustainable agricultural growth of organic foods are widely acknowledged. As a result, India's metropolitan and semi-urban markets have seen a steady rise in demand for organic goods. The purchase and use of organic food items are significantly influenced by consumer awareness. Customers are better able to make educated purchases when they are aware of the advantages for their health, the environment, certification requirements, and production processes. Simultaneously, elements like product quality, taste, freshness, availability, pricing, packaging, and confidence in organic labels influence consumer preference. These elements have a big impact on how satisfied customers are overall after buying and eating organic food items. Growing health consciousness, better market accessibility, and increased marketing efforts by growers and merchants have all contributed to Madurai District's growing interest in organic food. Understanding customer Behaviour in this setting requires looking at the connection between consumer awareness, preference, and satisfaction. It is anticipated that the results of this study will give producers, marketers, and legislator's useful information to boost the organic food market, improve customer happiness, and encourage sustainable consumption habits.

Overview

The southern Tamil Nadu district of Madurai is a significant hub for commerce, culture, and education. Agriculture, trade, tourism, and the service sector all contribute to the district's varied economy. Consumers are choosing better foods, such as organic foods, as a result of increased urbanization, rising income levels, and more health consciousness. Madurai District is a suitable place to research consumer awareness, preference, and satisfaction with organic food items due to the presence of organic stores, supermarkets, and farmers' markets.

Theoretical Background

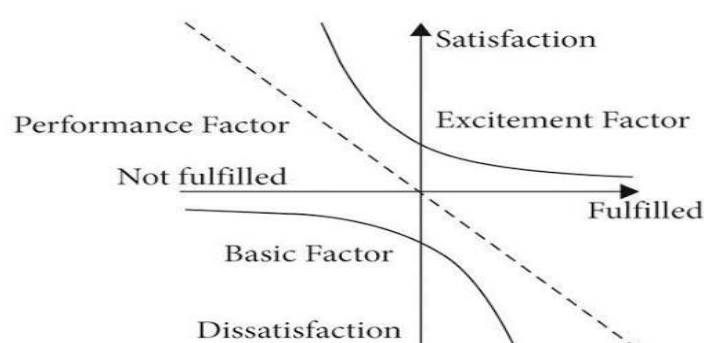
Consumer satisfaction theory explains how consumers evaluate products or services after purchase by comparing their expectations with the actual performance received. The theory suggests that satisfaction occurs when the perceived benefits of a product meet or exceed consumer expectations, while dissatisfaction occurs when performance falls below expectations. In the context of organic food products, consumer satisfaction is influenced by factors such as product quality, health benefits, food safety, freshness, trust in organic certification, price, and availability. This theory helps to understand how consumer awareness and preference contribute to satisfaction towards organic food products.

To the concept that consumers form opinions about a product based on their experience and evaluation of its performance. **Meenu (2025)** It explains the relationship between consumer expectations, perceived quality, and satisfaction outcomes. For organic food products, consumers develop satisfaction when they perceive that organic products provide better health benefits, higher quality, safety, and environmental value compared to conventional products.

Philip Kotler (2000) defined consumer satisfaction as “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance with expectations”. **Oliver (1980)** stated that consumer satisfaction is “the consumer’s fulfilment response, which reflects the degree to which product performance meets or exceeds prior expectations”. **Schiffman and Wisenblit (2019)** explained that consumer satisfaction represents the consumer’s evaluation of whether a product or service has successfully met their needs and expectations.

Before making a purchase, consumers have specific expectations. Based on their real-world consumption experiences, consumers assess a product's performance. Higher customer satisfaction is correlated with higher perceived product quality. Expectations and product evaluation are influenced by consumer awareness. The degree of satisfaction obtained from items is influenced by consumer choices. **Naik et al. (2025)** Positive recommendations and recurring purchases are encouraged by customer satisfaction. Satisfaction is mostly determined by perceived value, trust, and dependability. When the benefits of a product outweigh the cost, customers are happier.

Consumer Satisfaction Theory



The relationship between customer happiness and product performance is depicted in the chart. It clarifies that when product performance surpasses customer expectations, satisfaction rises. The fundamental elements are necessary prerequisites; while their presence might not significantly boost satisfaction, their lack causes discontent. Based on fulfillment levels, performance parameters have a direct impact on satisfaction. Excitement aspects offer extra advantages that raise customer happiness. Quality, health advantages, safety, and trust are significant factors that influence consumer satisfaction with organic food items.

The study "Consumer Awareness and Preference as Determinants of Consumer Satisfaction towards Organic Food Products in Madurai District" benefits greatly from the application of consumer satisfaction theory. The hypothesis aids in the analysis of how consumer awareness of the advantages of organic food affects preferences and satisfaction levels. It says that customers are more likely to be satisfied if they believe that organic products are safer, healthier, and more ecologically friendly. The theory also aids in determining the elements that influence consumer satisfaction with organic food items, including quality, availability, price, nutritional value, and trust. To increase the adoption of organic food and create successful strategies for sustainable consumption, producers, marketers, and legislators must have a thorough understanding of consumer satisfaction.

Review Of Literature

Hughner et al. (2007) revealed that health benefits, food safety, and environmental protection were the major reasons for choosing organic food products. **Kiran et al. (2025)** These factors contributed to higher consumer satisfaction. **Gupta and Ogden (2009)** the study highlighted that consumer knowledge, perceived product benefits, and environmental responsibility positively influenced organic food purchasing behaviour and overall consumer satisfaction. **Yadav and Pathak (2016)** reported that consumers with higher environmental awareness and positive attitudes were more willing to purchase organic food products. Awareness was identified as a key factor in purchase intention. **Rana and Paul (2017)** found that consumer awareness, health consciousness, and environmental concern positively influenced the purchase of organic food products. Greater awareness also improved consumer satisfaction. **Kumar and Ali (2021)** shows that product quality, nutritional value, and trust in organic certification significantly influenced consumer preference and satisfaction towards organic food products. **Singh and Verma (2023)** indicated that consumer awareness and preference had a significant positive effect on consumer satisfaction. The study emphasized the need for awareness programmes to promote organic food consumption.

Statement Of the Problem

Growing worries about food safety, the environment, and health have led to a surge in the demand for organic food items in recent years. Nonetheless, a lot of customers are nonetheless ignorant regarding the advantages, certification, and genuineness of organic food items. Consumer purchase decisions are also influenced by factors including high prices, limited availability, and mistrust of organic labels. The impact of awareness and preference on consumer satisfaction has not been sufficiently studied at the district level, despite the fact that these factors are crucial in determining consumer behaviour. There aren't many empirical studies on the connection between customer awareness, preference, and satisfaction with organic food items in Madurai District. Thus, the current study aims to investigate how consumer awareness and preference affect Madurai District consumers' happiness with organic food items and offer insightful information for marketers and legislators.

Objectives Of the Study

1. To examine the level of consumer awareness, socio-economic profile, and preferences towards organic food products among consumers in Madurai District.
2. To assess the level of consumer satisfaction and analyse the relationship between consumer awareness, preferences, and satisfaction towards organic food products in Madurai District.

Methodology

The current study examines consumer awareness, preference, and satisfaction with organic food products in Madurai District using an empirical research design. Both primary and secondary sources of data served as the study's foundation. Using a structured interview schedule, 100 customers from five blocks in the Madurai District—Madurai East, Madurai West, Alanganallur, Thiruparankundram, and Vadipatti—provided primary data. The respondents were picked using a multi-stage sampling technique, and the sample consumers were selected based on their knowledge of and use of organic food products. Direct, in-person interviews were used to gather the data between November 2025 to March 2026. Socioeconomic traits, awareness level, preference patterns, purchasing behaviour, and happiness with organic food products are among the data gathered. A variety of sources, including books, academic journals, government papers, agricultural department publications, APEDA reports, and pertinent websites about organic agriculture and consumer behaviour, were used to gather secondary data. Several statistical tools were used in the study to analyze the data that was gathered. To comprehend the distribution of respondents based on various criteria, percentage analysis was employed. The association between block of residence and customer awareness, preference, satisfaction, and purchasing behaviour regarding organic food products was investigated using the Chi-square test. The study's conclusions offer insightful information about consumer behaviour and recommend appropriate actions to encourage the adoption of organic food in Madurai District.

Result And Discussion

This section presents the block-wise socio-economic profile of 100 consumers who are aware of organic food products in Madurai District. The table highlights the respondents' demographic characteristics, including gender, age, educational qualification, occupation, monthly income, marital status, family type, place of residence, family size, and level of awareness. The analysis indicates variations in these socio-economic characteristics across the selected blocks.

Table 1: Block-Wise Socio-Economic Profile of Consumers Aware of Organic Food Products in Madurai District

S. N o.	Variables & Category	Madurai East	Madurai West	Alanganallur	Thiruparankundram	Vadipatti	Total
1.	Gender						
	Male	11 (55.0)	10 (50.0)	12 (60.0)	11 (55.0)	12 (60.0)	56 (56.0)
	Female	9 (45.0)	10 (50.0)	8 (40.0)	9 (45.0)	8 (40.0)	44 (44.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
2.	Age (Years)						
	Below 25	3 (15.0)	4 (20.0)	2 (10.0)	3 (15.0)	3 (15.0)	15 (15.0)

	25-35	7 (35.0)	8 (40.0)	6 (30.0)	7 (35.0)	5 (25.0)	33 (33.0)
	36-45	6 (30.0)	5 (25.0)	7 (35.0)	6 (30.0)	7 (35.0)	31 (31.0)
	Above 45	4 (20.0)	3 (15.0)	5 (25.0)	4 (20.0)	5 (25.0)	21 (21.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
3.	Educational Qualification						
	School Level	2 (10.0)	2 (10.0)	5 (25.0)	3 (15.0)	5 (25.0)	17 (17.0)
	Undergraduate	6 (30.0)	6 (30.0)	8 (40.0)	7 (35.0)	8 (40.0)	35 (35.0)
	Postgraduate	9 (45.0)	8 (40.0)	5 (25.0)	7 (35.0)	5 (25.0)	34 (34.0)
	Professional / Others	3 (15.0)	4 (20.0)	2 (10.0)	3 (15.0)	2 (10.0)	14 (14.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
4.	Occupation						
	Government Employee	4 (20.0)	5 (25.0)	2 (10.0)	4 (20.0)	2 (10.0)	17 (17.0)
	Private Employee	7 (35.0)	7 (35.0)	5 (25.0)	6 (30.0)	5 (25.0)	30 (30.0)
	Business	5 (25.0)	4 (20.0)	4 (20.0)	5 (25.0)	4 (20.0)	22 (22.0)
	Agriculture	1 (5.0)	1 (5.0)	6 (30.0)	2 (10.0)	6 (30.0)	16 (16.0)
	Others (Homemaker / Retired)	3 (15.0)	3 (15.0)	3 (15.0)	3 (15.0)	3 (15.0)	15 (15.0)

	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
5.	Monthly Family Income (Rs.)						
	Below Rs.25,000	3 (15.0)	2 (10.0)	6 (30.0)	4 (20.0)	6 (30.0)	21 (21.0)
	Rs.25,001 – Rs.50,000	8 (40.0)	7 (35.0)	8 (40.0)	8 (40.0)	8 (40.0)	39 (39.0)
	Rs.50,001 – Rs.75,000	5 (25.0)	6 (30.0)	4 (20.0)	5 (25.0)	4 (20.0)	24 (24.0)
	Above Rs.75,000	4 (20.0)	5 (25.0)	2 (10.0)	3 (15.0)	2 (10.0)	16 (16.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
6.	Marital Status						
	Married	14 (70.0)	13 (65.0)	15 (75.0)	14 (70.0)	15 (75.0)	71 (71.0)
	Unmarried	6 (30.0)	7 (35.0)	5 (25.0)	6 (30.0)	5 (25.0)	29 (29.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
7.	Family Type						
	Nuclear Family	13 (65.0)	14 (70.0)	10 (50.0)	12 (60.0)	11 (55.0)	60 (60.0)
	Joint Family	7 (35.0)	6 (30.0)	10 (50.0)	8 (40.0)	9 (45.0)	40 (40.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
8.	Place of Residence						
	Urban	15 (75.0)	16 (80.0)	2 (10.0)	12 (60.0)	3 (15.0)	48 (48.0)

	Semi-Urban	4 (20.0)	3 (15.0)	8 (40.0)	6 (30.0)	7 (35.0)	28 (28.0)
	Rural	1 (5.0)	1 (5.0)	10 (50.0)	2 (10.0)	10 (50.0)	24 (24.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
9.	Family Size						
	Up to 3 Members	5 (25.0)	6 (30.0)	3 (15.0)	5 (25.0)	4 (20.0)	23 (23.0)
	4–5 Members	11 (55.0)	10 (50.0)	11 (55.0)	11 (55.0)	10 (50.0)	53 (53.0)
	Above 5 Members	4 (20.0)	4 (20.0)	6 (30.0)	4 (20.0)	6 (30.0)	24 (24.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)
10	Level of Awareness						
	Highly Aware	9 (45.0)	8 (40.0)	4 (20.0)	7 (35.0)	3 (15.0)	31 (31.0)
	Moderately Aware	8 (40.0)	9 (45.0)	10 (50.0)	9 (45.0)	11 (55.0)	47 (47.0)
	Slightly / Low Aware	3 (15.0)	3 (15.0)	6 (30.0)	4 (20.0)	6 (30.0)	22 (22.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)

Sources: Primary data

Table 1 presents the block-wise socio-economic profile of 100 consumers aware of organic food products in Madurai District, with 20 respondents selected from each of the five blocks. The gender distribution shows that 56.0 per cent of the respondents were male and 44.0 per cent were female. The majority of the respondents (33.0 per cent) belonged to the 25–35 years' age group, followed by 36–45 years (31.0 per cent), above 45 years (21.0 per cent) and below 25 years (15.0 per cent). With regard to educational qualification, 35.0 per cent were undergraduates, 34.0 per cent were postgraduates, 17.0 per cent had school-level education and 14.0 per cent possessed professional or other qualifications. Occupationally, 30.0 per cent were private employees, followed by 22.0 per cent engaged in business, 17.0 per cent government employees, 16.0 per cent agriculturists and 15.0 per cent belonged to other occupations. The monthly family income of 39.0 per cent of the respondents ranged

between Rs.25,001 and Rs.50,000, while 24.0 per cent earned between Rs.50,001 and Rs.75,000. The study also reveals that 71.0 per cent of the respondents were married, 60.0 per cent belonged to nuclear families, and 48.0 per cent resided in urban areas. Further, 53.0 per cent of the respondents had 4–5 family members. Regarding awareness, 47.0 per cent of the respondents were moderately aware of organic food products, 31.0 per cent were highly aware and 22.0 per cent had a low level of awareness, indicating that the overall awareness of organic food products among consumers in the selected blocks of Madurai District is moderate.

It highlights the preferred food categories, influencing factors, product attributes, purchasing modes, and packaging styles of consumers across five selected blocks, reflecting their health concerns, quality expectations, and sustainable consumption choices in table 2.

Table 2: Consumer Preferences Towards Organic Food Products in Madurai District

S. No	Variables & Category	Madurai East	Madurai West	Alanganalur	Thiruparankundram	Vadipatti	Total
1.	Most Preferred Food Category						
	Organic Vegetables & Fruits	11 (55.0)	12 (60.0)	9 (45.0)	10 (50.0)	8 (40.0)	50 (50.0)
	Organic Food Grains & Pulses	4 (20.0)	3 (15.0)	7 (35.0)	5 (25.0)	8 (40.0)	27 (27.0)
	Organic Dairy & Milk Products	3 (15.0)	3 (15.0)	2 (10.0)	3 (15.0)	2 (10.0)	13 (13.0)
	Organic Spices & Plantation Crops	2 (10.0)	2 (10.0)	2 (10.0)	2 (10.0)	2 (10.0)	10 (10.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)
2.	Primary Influencing Factor						
	Health Consciousness & Safety	10 (50.0)	11 (55.0)	8 (40.0)	9 (45.0)	7 (35.0)	45 (45.0)
	Nutritional Value & Taste	4 (20.0)	4 (20.0)	5 (25.0)	5 (25.0)	5 (25.0)	23 (23.0)
	Environmental Protection	3 (15.0)	3 (15.0)	3 (15.0)	3 (15.0)	4 (20.0)	16 (16.0)
	Doctor / Medical Expert Advice	3 (15.0)	2 (10.0)	4 (20.0)	3 (15.0)	4 (20.0)	16 (16.0)
	Total	20(100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100(100.0)
3.	Preferred Product Attribute						

	Chemical / Pesticide-Free Assurance	8 (40.0)	7 (35.0)	9 (45.0)	8 (40.0)	10 (50.0)	42 (42.0)
	Freshness & Appearance	7 (35.0)	8 (40.0)	6 (30.0)	7 (35.0)	5 (25.0)	33 (33.0)
	Brand Reputation & Certification Seal	3 (15.0)	4 (20.0)	2 (10.0)	3 (15.0)	1 (5.0)	13 (13.0)
	Packaging & Shelf Life	2 (10.0)	1 (5.0)	3 (15.0)	2 (10.0)	4 (20.0)	12 (12.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 100.0)
4.	Preferred Purchasing Mode						
	In-Store / Physical Shopping	17 (85.0)	16 (80.0)	18 (90.0)	16 (80.0)	18 (90.0)	85 (85.0)
	Online Portals / Delivery Apps	3 (15.0)	4 (20.0)	2 (10.0)	4 (20.0)	2 (10.0)	15 (15.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 100.0)
5.	Preferred Packaging Style						
	Eco-Friendly / Biodegradable Packaging	11 (55.0)	12 (60.0)	8 (40.0)	10 (50.0)	7 (35.0)	48 (48.0)
	Traditional Paper / Cloth Bags	5 (25.0)	4 (20.0)	9 (45.0)	6 (30.0)	10 (50.0)	34 (34.0)
	Sealed Plastic Packaging	4 (20.0)	4 (20.0)	3 (15.0)	4 (20.0)	3 (15.0)	18 (18.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)

Source: Primary data

Table 2 presents the consumer preferences towards organic food products in Madurai District based on the responses of 100 consumers from five selected blocks. The findings reveal that organic vegetables and fruits were the most preferred food category, accounting for 50 per cent of the total respondents, followed by organic food grains and pulses (27 per cent), organic dairy and milk products (13 per cent), and organic spices and plantation crops (10 per cent). Among the selected blocks, Madurai West recorded the highest preference for organic vegetables and fruits (60 per cent), whereas Alanganallur showed a higher preference for organic food grains and pulses (35 per cent). Health consciousness and safety emerged as the major influencing factor for purchasing organic products, with 45 per cent of respondents expressing this preference, followed by nutritional value and taste (23 per cent), environmental protection (16 per cent), and doctor/medical expert advice (16 per cent).

Regarding product attributes, chemical and pesticide-free assurance was preferred by 42 per cent of consumers, followed by freshness and appearance (33 per cent), brand reputation and certification seal (13 per cent), and packaging and shelf life (12 per cent). The majority of consumers preferred in-store or physical shopping (85 per cent), while only 15 per cent preferred online purchasing methods. In terms of packaging style, eco-friendly and biodegradable packaging was preferred by 48 per cent of respondents, followed by traditional paper/cloth bags (34 per cent) and sealed plastic packaging (18 per cent). The overall results indicate that consumers in Madurai District give greater importance to health, safety, quality, and environmental sustainability while purchasing organic food products.

The respondents are categorized into high, medium, and low preference levels across the five selected blocks, indicating variations in consumer interest and willingness to purchase organic food products among different geographical areas. The block-wise level of consumer preference towards organic food products in Madurai District is presented in Table 3.

Table 3: Consumer Preference Level Towards Organic Food Products by Block

S. No	Variables & Category	Madurai East	Madurai West	Alanganalur	Thiruparankundram	Vadipatti	Total
1.	High	12 (60.0)	10 (50.0)	8 (40.0)	9 (45.0)	6 (30.0)	45 (45.0)
2.	Medium	6 (30.0)	7 (35.0)	9 (45.0)	8 (40.0)	10 (50.0)	40 (40.0)
3.	Low	2 (10.0)	3 (15.0)	3 (15.0)	3 (15.0)	4 (20.0)	15 (15.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)

Source: Primary data

Table 3 explains the consumer preference level towards organic food products among respondents in Madurai District. The results show that 45 per cent of the total respondents had a high level of preference towards organic food products, followed by 40 per cent with a medium level of preference and 15 per cent with a low level of preference. Among the selected blocks, Madurai East recorded the highest proportion of consumers with high preference (60 per cent), followed by Madurai West (50 per cent). Vadipatti had the highest share of medium-level preference (50 per cent), while the low preference level was comparatively higher in Vadipatti (20 per cent). The findings indicate that a majority of consumers show positive interest and willingness towards purchasing organic food products.

This section presents the block-wise level of consumer satisfaction towards organic food products in Madurai District. The table classifies respondents into high, medium, and low satisfaction levels across the selected blocks, reflecting consumer experiences, perceptions, and overall satisfaction with the quality, safety, and benefits of organic food products.

Table 4 Consumer Satisfaction Level Towards Organic Food Products by Block

S. No	Variables & Category	Madurai East	Madurai West	Alanganal lur	Thiruparankundram	Vadipatti	Total
1	High	11 (55.0)	9 (45.0)	8 (40.0)	10 (50.0)	7 (35.0)	45 (45.0)
2	Medium	7 (35.0)	8 (40.0)	9 (45.0)	7 (35.0)	9 (45.0)	40 (40.0)
3	Low	2 (10.0)	3 (15.0)	3 (15.0)	3 (15.0)	4 (20.0)	15 (15.0)
	Total	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	20 (100.0)	100 (100.0)

Source: Primary data

Table 4 presents the consumer satisfaction level towards organic food products among respondents in Madurai District. The findings indicate that 45 per cent of the total respondents had a high level of satisfaction, followed by 40 per cent with a medium level of satisfaction and 15 per cent with a low level of satisfaction. Among the selected blocks, Madurai East recorded the highest proportion of consumers with high satisfaction (55 per cent), followed by Thiruparankundram (50 per cent) and Madurai West (45 per cent). Alanganallur and Vadipatti showed higher medium satisfaction levels (45 per cent each). The low satisfaction level was comparatively higher in Vadipatti (20 per cent). Overall, the results reveal that most consumers are satisfied with organic food products due to their quality, safety, and health benefits.

Chi-Square Test – Result

In this part results showing the relationship between block of residence and consumer awareness, preference, satisfaction, and purchasing behaviour towards organic food products. The table includes Chi-square values, degrees of freedom, p-values, significance level, and decisions, indicating whether residential location has a significant influence on consumers' perceptions and choices related to organic food products.

Table 5 : Relationship between Block of Residence and Level of Consumer Awareness Towards Organic Food Products

S.No	Variables & Category	Chi-Square Value (χ^2)	Degrees of Freedom (df)	p-value	Level of Significance	Decision
1	Consumer Awareness	6.967	8	0.540	0.05	Rejected
2	Consumer Preference Level	4.139	8	0.844	0.05	Rejected
3	Consumer Satisfaction Level	2.278	8	0.971	0.05	Rejected

4	Most Preferred Food Category	4.467	12	0.969	0.05	Rejected
5	Primary Influencing Factor	2.497	12	0.998	0.05	Rejected
6	Preferred Product Attribute	6.321	12	0.898	0.05	Rejected
7	Preferred Purchasing Mode	1.569	4	0.814	0.05	Rejected
8	Preferred Packaging Style	6.066	8	0.640	0.05	Rejected

Sources: Calculate Value.

Table 5 presents the Chi-square test results examining the relationship between the block of residence and various consumer-related factors towards organic food products in Madurai District. The calculated Chi-square values indicate that consumer awareness ($\chi^2 = 6.967$, $p = 0.540$), consumer preference level ($\chi^2 = 4.139$, $p = 0.844$), and consumer satisfaction level ($\chi^2 = 2.278$, $p = 0.971$) have no significant association with the block of residence. Similarly, the factors such as most preferred food category ($\chi^2 = 4.467$, $p = 0.969$), primary influencing factor ($\chi^2 = 2.497$, $p = 0.998$), preferred product attribute ($\chi^2 = 6.321$, $p = 0.898$), preferred purchasing mode ($\chi^2 = 1.569$, $p = 0.814$), and preferred packaging style ($\chi^2 = 6.066$, $p = 0.640$) also show insignificant relationships. Since all p-values are higher than the 0.05 level of significance, the null hypothesis is accepted. Therefore, the findings reveal that the block of residence does not significantly influence consumer awareness, preference, satisfaction, and purchasing behaviour towards organic food products in Madurai District.

Suggestions And Recommendations

- ❖ Organic food producers should create greater awareness among consumers about the health benefits and safety aspects of organic products.
- ❖ Government and private agencies should promote organic farming through training programmes and awareness campaigns.
- ❖ Organic food products should be made available at affordable prices to attract more consumers from different income groups.
- ❖ Farmers should be encouraged to adopt organic cultivation practices through subsidies and technical support.
- ❖ Proper certification and quality standards should be ensured to increase consumer trust towards organic food products.
- ❖ Retail outlets and supermarkets should expand the availability of organic products in urban and rural areas.
- ❖ Eco-friendly and biodegradable packaging methods should be promoted to satisfy environmentally conscious consumers.
- ❖ Digital marketing and online delivery platforms should be strengthened to improve consumer access to organic food products.
- ❖ Consumer education programmes should be conducted to improve awareness about organic food quality and benefits.

- ❖ Government policies should support organic farming, supply chain development, and market linkages for sustainable growth of the organic food sector.

Conclusion

The current study comes to the conclusion that Madurai District customers have a favourable attitude toward organic food items because they are becoming more conscious of environmental sustainability, health, safety, and quality. According to the report, customers' top choices are organic fruits and vegetables, and their preferences are primarily influenced by their health. Growing acceptability of organic consumption patterns is indicated by the substantial percentage of respondents who indicated high levels of pleasure and preference for organic food products. The results also show that when buying organic food, people value freshness, chemical-free assurance, and environmentally friendly packaging. The findings of the Chi-square test show that consumer knowledge, preference, satisfaction, and purchase behaviour are not significantly impacted by the block of residence. Therefore, encouraging the consumption of organic food requires raising consumer knowledge, guaranteeing reasonable costs, bolstering certification procedures, and increasing market accessibility. All things considered, Madurai District's organic food industry has a lot of room to grow sustainably.

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