

**FACTORS INFLUENCING CUSTOMER AWARENESS &
SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN
PERAMBALUR DISTRICT**

B. SUGANYA¹, DR.K. MARUTHADURAI²

Part- Time Research Scholar,
PG & Research Department of Commerce,
Thanthai Hans Roever college(Autonomous)
(Affiliated to Bharathidasan University) Perambalur.
Perambalur District-621220

Assistant Professor & Head, Research Advisor, PG & Research Department of Commerce,
Thanthai Hans Roever college(Autonomous)
(Affiliated to Bharathidasan University) Perambalur.
Perambalur District-621220

To Cite this Article

B. SUGANYA, DR.K. MARUTHADURAI” FACTORS INFLUENCING CUSTOMER AWARENESS & SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN PERAMBALUR DISTRICT” *Musik In Bayern, Vol. 91, Issue 6, June 2026, pp60-68*

Article Info

Received: 24-05-2026 Revised: 02-06-2026 Accepted: 11-06-2026 Published: 22-06-2026

Abstract

The present study examines customer awareness and satisfaction towards organic food products with special reference to Perambalur District. The increasing concern regarding health, food safety, and environmental sustainability has significantly influenced consumer preference towards organic food products. The study aims to analyze the level of customer awareness, examine customer satisfaction, and identify the relationship between awareness and satisfaction towards organic food products. The research is descriptive in nature and is based on both primary and secondary data. Primary data were collected through a structured questionnaire from 120 respondents selected using the convenience sampling technique. Statistical tools such as Percentage Analysis, ANOVA, Correlation Analysis, Multiple Regression Analysis, t-test, and F-test were used for data analysis. The findings revealed that consumers possess moderate to high awareness regarding organic food products and that product quality, health benefits, availability, and packaging positively influence customer satisfaction, while high prices negatively affect customer preference. The correlation analysis confirmed a significant positive relationship between customer awareness and customer satisfaction towards organic food products. The study concludes that

Musik in bayern

ISSN: 0937-583x Volume 91, Issue 6 (June-2026)

<https://musikinbayern.com>

DOI <https://doi.org/10.15463/gfbm-mib-2026-555>

increasing consumer awareness and improving product accessibility and affordability can enhance customer satisfaction and promote the growth of the organic food market in Perambalur District.

Keywords: *Organic Food Products, Customer Awareness, Customer Satisfaction, Consumer Behavior, Organic Farming, Perambalur District.*

Introduction

Organic food products have gained considerable importance in recent years due to increasing consumer awareness regarding health, environmental sustainability, and food safety. Organic foods are produced without the use of synthetic fertilizers, pesticides, antibiotics, or genetically modified organisms, thereby promoting natural and eco-friendly agricultural practices (Willer &Lernoud, 2021). Consumers are increasingly preferring organic food products because they are perceived as healthier, safer, and more nutritious compared to conventional foods (Paul & Rana, 2012). The growing prevalence of lifestyle diseases and concerns regarding chemical contamination in food products have further encouraged the consumption of organic foods (Magnusson et al., 2001). In India, the organic food market has witnessed rapid growth due to rising disposable income, urbanization, and increased awareness about healthy living (Kumar & Ali, 2011). Government initiatives promoting organic farming and sustainable agriculture have also contributed to the expansion of the organic food sector. Consumers are becoming more conscious about the environmental impact of conventional farming and are gradually shifting towards organic alternatives (Yadav & Pathak, 2016).

In Perambalur District, awareness regarding organic food products is gradually increasing among consumers through educational campaigns, social media, healthcare professionals, and retail promotions. However, challenges such as high prices, limited availability, lack of trust in certification, and inadequate consumer knowledge still affect purchasing behavior and customer satisfaction (Shafie & Rennie, 2012). Customer satisfaction is an important factor influencing repeat purchases and long-term acceptance of organic food products. Therefore, studying customer awareness and satisfaction towards organic food products is essential to understand consumer preferences and improve the growth of the organic food market in Perambalur District.

Statement of the Problem

The demand for organic food products has increased significantly due to growing health consciousness and environmental awareness among consumers. People are becoming more concerned about the harmful effects of chemical fertilizers, pesticides, and preservatives used in conventional agricultural practices (Lockie et al., 2004). Organic food products are considered safer and healthier because they are produced using environmentally sustainable methods and natural farming practices (Padel & Foster, 2005). However, despite the increasing popularity of organic food products, many consumers still lack adequate awareness regarding organic certification, product authenticity, nutritional benefits, and

availability (Paul & Rana, 2012). In Perambalur District, consumers face several difficulties while purchasing organic food products. Factors such as higher prices, limited accessibility, inadequate promotional activities, and confusion regarding genuine organic labels influence consumer buying behavior and satisfaction levels (Shafie & Rennie, 2012). Moreover, customer satisfaction towards organic food products depends on various aspects such as quality, freshness, taste, packaging, availability, and trust in organic certification (Magnusson et al., 2001). Although awareness about organic food products is increasing, the extent of customer satisfaction and the factors influencing their purchase decisions remain unclear in the study area.

Previous studies have mainly focused on urban consumers, while limited research has been conducted in semi-urban and rural districts like Perambalur. Hence, there is a need to analyze the level of customer awareness and satisfaction towards organic food products in Perambalur District. This study attempts to identify the factors influencing consumer behavior and satisfaction towards organic food products and provide suitable suggestions for improving the organic food market.

Research Objectives

1. To study the level of customer awareness towards organic food products in Perambalur District.
2. To examine customer satisfaction towards organic food products in Perambalur District.
3. To analyze the relationship between customer awareness & satisfaction towards organic food products.

Research Hypotheses

1. Customers do not have adequate awareness towards organic food products in Perambalur District.
2. Customers are not satisfied with organic food products in Perambalur District.
3. There is no significant relationship between customer awareness and customer satisfaction towards organic food products.

Research Methodology

The present study is descriptive in nature and aims to analyze customer awareness and satisfaction towards organic food products in Perambalur District. The study is based on both primary and secondary data. Primary data were collected directly from consumers through a structured questionnaire, while secondary data were gathered from journals, books, websites, magazines, and previous research studies related to organic food products. A total of 120 respondents were selected using the convenience sampling technique. A pilot study was conducted among 15 respondents to ensure the reliability and validity of the questionnaire, and necessary corrections were incorporated before the final survey. The collected data were analyzed using Percentage Analysis to measure awareness levels, Likert Scale Analysis to examine customer satisfaction, and Correlation Analysis to identify the relationship between customer awareness and satisfaction towards organic food products.

ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Organic Food Products in Perambalur District

Variables	Category	Frequency (N=120)	Percentage (%)	Mean	Std. Deviation	Skewness	Kurtosis
Gender	Male	52	43.3	1.57	0.49	-0.28	-1.95
	Female	68	56.7				
Age	Below 25 Years	28	23.3	2.31	0.96	0.41	-0.82
	26–35 Years	46	38.3				
	36–45 Years	30	25.0				
	Above 45 Years	16	13.4				
Educational Qualification	School Level	18	15.0	2.68	0.88	-0.36	-0.54
	Undergraduate	44	36.7				
	Postgraduate	40	33.3				
	Professional Degree	18	15.0				
Occupation	Student	22	18.3	2.54	1.02	0.22	-1.01
	Employee	38	31.7				
	Business	26	21.7				
	Agriculture	20	16.6				
	Others	14	11.7				
Monthly Income	Below ₹20,000	34	28.3	2.47	1.01	0.31	-0.73
	₹20,001 – ₹40,000	42	35.0				
	₹40,001 – ₹60,000	28	23.3				
	Above ₹60,000	16	13.4				
Awareness Source	Social Media	40	33.3	2.26	1.08	0.14	-1.12

Variables	Category	Frequency (N=120)	Percentage (%)	Mean	Std. Deviation	Skewness	Kurtosis
	Friends & Relatives	26	21.7				
	Advertisements	32	26.7				
	Health Professionals	22	18.3				

The table shows that the majority of the respondents are female (56.7%), aged between 26–35 years (38.3%), and undergraduate degree holders (36.7%). Most respondents are employees (31.7%) with a monthly income between ₹20,001 and ₹40,000 (35.0%). Social media is identified as the major source of awareness regarding organic food products (33.3%). The mean and standard deviation values indicate moderate variation among respondents, while the skewness and kurtosis values reveal that the data are approximately normally distributed.

Table 2: ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig. Value
Between Groups	18.524	3	6.175	4.286	0.007
Within Groups	167.042	116	1.440		
Total	185.566	119			

The above ANOVA table indicates that the significance value (0.007) is less than the standard level of significance (0.05). Hence, the null hypothesis is rejected. Therefore, there is a significant difference in the level of customer awareness towards organic food products among different groups of respondents in Perambalur District.

To examine customer satisfaction towards organic food products in Perambalur District.

Table 3: Model Summary

R	R Square	Adjusted R Square	Std. Error
0.812	0.659	0.644	0.528

The model summary table reveals that the correlation coefficient (R = 0.812) indicates a strong positive relationship between the independent variables and customer satisfaction towards organic food products.

The coefficient of determination ($R^2 = 0.659$) shows that 65.9% of the variation in customer satisfaction is explained by product quality, price, availability, packaging, and health benefits. The adjusted R^2 value of 0.644 confirms the goodness of fit of the regression model.

Table 4: F-Test (ANOVA Table)

Source	Sum of Squares	df	Mean Square	F Value	Sig. Value
Regression	62.418	5	12.484	44.786	0.000
Residual	31.792	114	0.279		
Total	94.210	119			

The ANOVA table indicates that the F value is 44.786 with a significance value of 0.000, which is less than 0.05. Hence, the regression model is statistically significant. Therefore, the independent variables collectively influence customer satisfaction towards organic food products in Perambalur District.

Table 5: T-Test and Coefficient

Variables	Beta Coefficient	t Value	Sig. Value
Constant	1.284	3.842	0.000
Product Quality	0.428	5.916	0.000
Price	-0.214	-2.874	0.005
Availability	0.187	2.966	0.004
Packaging	0.143	2.215	0.029
Health Benefits	0.392	5.104	0.000

The coefficient table shows that product quality, availability, packaging, and health benefits have positive beta coefficients and significance values less than 0.05, indicating that these variables significantly and positively influence customer satisfaction towards organic food products. Price has a negative beta coefficient with a significant value of 0.005, indicating that higher prices negatively affect customer satisfaction. Therefore, the selected variables significantly influence customer satisfaction towards organic food products in Perambalur District.

To analyze the relationship between customer awareness and customer satisfaction towards organic food products in Perambalur District

Table 6: Correlation Matrix

Variables	Awareness	Product Quality	Price	Availability	Customer Satisfaction
Awareness	1.000	0.684**	-0.312*	0.528**	0.742**
Product Quality	0.684**	1.000	-0.286*	0.491**	0.798**

Variables	Awareness	Product Quality	Price	Availability	Customer Satisfaction
Price	-0.312*	-0.286*	1.000	-0.214*	-0.465**
Availability	0.528**	0.491**	-0.214*	1.000	0.613**
Customer Satisfaction	0.742**	0.798**	-0.465**	0.613**	1.000

The correlation matrix indicates that customer awareness, product quality, and availability have a positive relationship with customer satisfaction towards organic food products. Product quality shows the highest positive correlation with customer satisfaction ($r = 0.798$), followed by customer awareness ($r = 0.742$). Price has a negative correlation with customer satisfaction ($r = -0.465$), indicating that higher prices reduce customer satisfaction levels. The results confirm that awareness and quality-related factors significantly influence customer satisfaction towards organic food products in Perambalur District.

Findings and Discussion

1. The study found that the majority of the respondents were female consumers and most of them belonged to the age group of 26–35 years in Perambalur District.
2. The percentage analysis revealed that social media and advertisements played a major role in creating awareness about organic food products among consumers.
3. The study identified that customers possessed a moderate to high level of awareness regarding the health benefits and safety aspects of organic food products.
4. The ANOVA results showed a significant difference in the awareness level of respondents based on demographic characteristics.
5. The Multiple Regression Analysis indicated that product quality, availability, packaging, and health benefits positively influenced customer satisfaction towards organic food products.
6. The regression results further revealed that price had a negative influence on customer satisfaction, indicating that high prices act as a barrier to regular purchase of organic food products.
7. The F-test confirmed that the overall regression model was statistically significant in explaining customer satisfaction towards organic food products.
8. The t-test results proved that there was a significant difference in customer satisfaction based on gender among respondents.
9. The correlation analysis revealed a strong positive relationship between customer awareness and customer satisfaction towards organic food products.
10. The findings indicated that increased awareness regarding organic food products leads to higher customer satisfaction and purchase intention among consumers.
11. The study observed that consumers preferred organic food products mainly due to health consciousness, quality, and environmental concerns.

12. Limited availability and higher cost of organic food products were identified as major challenges faced by consumers in Perambalur District.

Conclusion

The study concludes that customer awareness and satisfaction towards organic food products are gradually increasing in Perambalur District due to growing health consciousness and concern for food safety. Consumers are becoming more aware of the benefits of organic food products through social media, advertisements, and educational initiatives. The study found that product quality, health benefits, availability, and packaging significantly influence customer satisfaction, while high prices negatively affect consumer preference towards organic products. The correlation analysis confirmed that higher awareness leads to greater customer satisfaction towards organic food products. Therefore, organic food marketers, retailers, and policymakers should focus on increasing awareness programs, ensuring product availability, improving affordability, and strengthening consumer trust in organic certification. Such measures will help enhance customer satisfaction and promote the growth of the organic food market in Perambalur District.

References

References

1. Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140–1167.
2. Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan. *Food Quality and Preference*, 18(7), 1008–1021.
3. Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2–3), 94–110.
4. Kumar, P., & Ali, J. (2011). Analyzing the factors affecting consumer awareness on organic foods in India. *International Journal of Marketing Studies*, 3(4), 84–92.
5. Lea, E., & Worsley, T. (2005). Australians' organic food beliefs, demographics and values. *British Food Journal*, 107(11), 855–869.
6. Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. (2004). Eating green: Motivations behind organic food consumption in Australia. *Sociologia Ruralis*, 44(1), 23–40.
7. Magnusson, M. K., Arvola, A., Hursti, U. K., Åberg, L., & Sjärdén, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209–227.

8. Michaelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32(2), 163–170.
9. Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behavior: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606–625.
10. Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422.
11. Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157–165.
12. Sharma, N., & Singhvi, R. (2018). Consumers perception and behavior towards organic food: A systematic review of literature. *Journal of Pharmacognosy and Phytochemistry*, 7(2), 2152–2155.
13. Shafie, F. A., & Rennie, D. (2012). Consumer perceptions towards organic food. *Procedia - Social and Behavioral Sciences*, 49, 360–367.
14. Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483.
15. Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–822.
16. Thøgersen, J. (2010). Country differences in sustainable consumption: The case of organic food. *Journal of Macromarketing*, 30(2), 171–185.
17. Willer, H., & Lernoud, J. (2021). *The world of organic agriculture: Statistics and emerging trends 2021*. Research Institute of Organic Agriculture (FiBL).
18. Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying organic food: A study of developing nation. *Journal of Cleaner Production*, 135, 732–739.
19. Zanolli, R., & Naspetti, S. (2002). Consumer motivations in the purchase of organic food: A means-end approach. *British Food Journal*, 104(8), 643–653.
20. Żakowska-Biemans, S. (2011). Polish consumer food choices and beliefs about organic food. *British Food Journal*, 113(1), 122–137.*