International Journal of Economic Practices and Theories (IJEPT)
ISSN: 2247-7225
Volume 2026, Issue 1

Impact of Consumer Awareness on Purchase Decisions and Satisfaction Towards Organic Food Products in Perambalur District

B. Suganya[1*] and Dr. K. Maruthadurai[2]

[1]Part- Time Research Scholar, PG & Research Department of Commerce, Thanthai Hans Roever College (Autonomous) (Affiliated to Bharathidasan University, Tiruchirappalli), Perambalur - 621 220, Tamil Nadu, India

[2]Assistant Professor & Head, Research Advisor, PG & Research Department of Commerce, Thanthai Hans Roever College (Autonomous) (Affiliated to Thanthai Hans Roever College (Autonomous), Perambalur - 621 220, Tamil Nadu, India

Abstract:

This study investigates the factors influencing customer awareness and satisfaction towards organic food products in Perambalur District. The research employs a descriptive correlational design, targeting consumers who have purchased or expressed interest in organic products. A sample of 500 respondents was selected using stratified random sampling to ensure representation across various demographic factors, including age, income, and education. Data were collected through a structured questionnaire, which included both closed-ended and open-ended questions to facilitate comprehensive analysis. The findings reveal a moderate level of awareness among consumers, with younger individuals and those with higher education levels demonstrating greater awareness. Social media emerged as the primary source of information regarding organic food products. A significant positive correlation exists between consumer awareness and satisfaction levels, indicating that increased awareness leads to higher satisfaction. Health benefits and environmental concerns were identified as the main motivations for purchasing organic food, while barriers such as higher prices and limited availability hindered purchases. Marketing strategies, particularly those utilizing social media, significantly influenced consumer satisfaction. The study suggests that educational campaigns targeting demographics with lower awareness levels, collaboration between local governments and organizations to promote organic farming, and transparent marketing strategies can enhance consumer engagement with organic products. Additionally, addressing barriers through pricing strategies and promotional offers may increase accessibility and interest in organic food. The research contributes to the existing literature by providing insights specific to the Perambalur District, highlighting the dynamics of consumer behavior in this context. Future research could explore long-term trends in consumer behavior, comparative studies across different regions, and the impact of technology on organic food shopping preferences.

Keywords: customer awareness; satisfaction; organic food; Perambalur District; demographic factors; marketing strategies

1. Introduction

The increasing global awareness of health and environmental issues has significantly influenced consumer behavior, particularly regarding food choices. Organic food products, which are cultivated without synthetic fertilizers and pesticides, have gained popularity as consumers seek healthier and more sustainable options. This trend is not confined to developed nations; emerging economies, including India, are witnessing a notable shift towards organic food consumption. The Perambalur District in Tamil Nadu serves as a pertinent case study for examining these dynamics, given its unique socio-economic context and agricultural heritage.

Research indicates that consumer awareness plays a critical role in shaping purchasing intentions towards organic foods. Girish et al. [1] conducted an empirical study that highlights the mediating effect of customer perception on the relationship between awareness and purchase intention in Perambalur. Their findings suggest that heightened awareness significantly influences consumer perceptions, which in turn affects buying behavior. This underscores the necessity of understanding the factors that contribute to customer awareness, as they are pivotal in driving market demand for organic products.

The current status of the organic food market in India reflects a burgeoning interest among consumers, driven by increasing health consciousness and environmental concerns. Suganya [2] emphasizes that the Indian organic food sector is expanding rapidly, with consumers becoming more informed about the health benefits associated with organic products. This shift is further supported by the findings of Nirmala Rani [3], who notes that the COVID-19 pandemic has accelerated awareness levels, particularly through social media platforms. The pandemic has prompted consumers to reconsider their food choices, leading to a greater emphasis on health and safety.

The importance of this study lies in its potential to contribute to the existing body of literature on consumer behavior towards organic food products. While numerous studies have explored various aspects of organic food consumption, there remains a gap in understanding the specific factors influencing customer awareness and satisfaction in the context of Perambalur District. Previous research, such as that by Jayakumar and Ram [4], has examined consumer motivations towards organic food in nearby regions, yet localized studies are essential for tailoring marketing strategies and enhancing consumer engagement.

A review of the literature reveals several key factors influencing customer awareness and satisfaction. For instance, the brand image of organic products has been shown to significantly affect consumer buying behavior, as highlighted by Kumar [5]. Additionally, the perceived quality and pricing of organic foods are critical determinants of customer satisfaction, as consumers often associate higher prices with superior quality. This perception can create barriers to entry for potential buyers who may be deterred by the cost of organic products, as noted by Gowthamiselvi and Selvaraj [6].

Moreover, the role of demographic factors cannot be overlooked. Research indicates that age, income, and education level significantly influence consumer attitudes towards organic food. Younger consumers, particularly those from Generation Z, exhibit a greater inclination towards sustainable food choices, as evidenced by the study conducted by Varkey [7]. This demographic shift necessitates a nuanced understanding of how different segments of the population perceive and engage with organic food products.

The motivation for this research stems from the need to address the gaps identified in the literature and to provide actionable insights for stakeholders in the organic food sector. Understanding the factors that influence customer awareness and satisfaction can inform marketing strategies, product development, and policy-making aimed at promoting organic food consumption. Furthermore, this study aims to contribute to the broader discourse on sustainable agriculture and consumer health, aligning with global efforts to foster environmentally friendly practices.

2. Problem Statement and Research Gap

The problem statement for this research centers on the need to understand the factors influencing customer awareness and satisfaction towards organic food products in Perambalur District. Despite the growing interest in organic foods, there remains a significant gap in empirical studies that specifically address the unique socio-economic and cultural context of this region. While previous research has explored various dimensions of organic food consumption, such as the impact of customer perception on purchase intentions [1], there is limited understanding of how awareness translates into satisfaction among consumers in Perambalur. This gap is particularly concerning given the increasing health consciousness and environmental awareness among consumers, which are driving the demand for organic products.

Practical issues arise from the lack of localized data that can inform marketing strategies and product offerings tailored to the preferences of consumers in Perambalur. The organic food market in India is expanding rapidly, yet many consumers remain unaware of the benefits and availability of these products. Suganya [2] highlights that while awareness is increasing, there are still significant barriers to consumer engagement, including misconceptions about pricing and quality. This disconnect between awareness and actual purchasing behavior suggests that consumers may not be fully satisfied with their organic food choices, potentially due to a lack of information or understanding of the products available to them.

The theoretical gap in the literature pertains to the limited exploration of the relationship between customer awareness and satisfaction specifically within the context of organic food products. While studies such as those

by Kumar [5] and Nirmala Rani [3] have examined related themes, they do not adequately address how awareness influences satisfaction in a localized setting like Perambalur. The existing frameworks often overlook the nuances of consumer behavior in emerging markets, where cultural and economic factors play a significant role in shaping perceptions and attitudes towards organic foods. This study aims to fill this theoretical gap by providing a comprehensive analysis of the factors that influence customer awareness and satisfaction in this specific context.

Methodologically, there is a gap in the application of robust quantitative approaches to assess the factors influencing customer awareness and satisfaction towards organic food products in Perambalur. Many studies have relied on qualitative methods or have focused on broader regions without delving into the specific dynamics of smaller districts. For instance, research conducted by Jayakumar and Ram [4] provides insights into consumer motivations in nearby areas but lacks the granularity needed to inform local stakeholders effectively. This study will employ a structured questionnaire to gather quantitative data from consumers in Perambalur, allowing for a more nuanced understanding of the factors at play.

Regionally, the context of Perambalur District presents unique challenges and opportunities for the organic food market. The district's agricultural heritage and socio-economic conditions influence consumer perceptions and behaviors towards organic products. Previous studies, such as those by Gowthamiselvi and Selvaraj [6], have indicated that demographic factors significantly impact consumer attitudes towards organic food. However, there is a lack of localized research that examines how these factors interact within the specific context of Perambalur. This study seeks to address this regional gap by focusing on the distinct characteristics of the district's population and their relationship with organic food products.

The need for the present study is underscored by the increasing importance of organic food consumption in India, driven by health and environmental concerns. As consumers become more aware of the benefits associated with organic products, understanding the factors that influence their awareness and satisfaction is essential for promoting sustainable consumption patterns. This research aims to provide actionable insights for stakeholders in the organic food sector, including producers, marketers, and policymakers. By identifying the key determinants of customer awareness and satisfaction, this study will contribute to the development of effective marketing strategies and initiatives that can enhance consumer engagement with organic foods.

3. Objectives

1. To assess the level of awareness among consumers regarding organic food products available in Perambalur District.
2. To evaluate the impact of demographic factors, such as age, income, and education, on consumer awareness of organic food products.
3. To identify the primary sources of information that consumers rely on to learn about organic food products in the region.
4. To examine the relationship between consumer awareness and satisfaction levels concerning organic food products.
5. To investigate the perceived benefits of organic food products among consumers in Perambalur District.
6. To analyze the barriers that hinder consumers from purchasing organic food products despite their awareness.
7. To explore the influence of marketing strategies on consumer awareness and satisfaction towards organic food products.
8. To determine the role of environmental and health consciousness in shaping consumer attitudes towards organic food products in the district.

4. Research Methodology

The research methodology employed in this study is designed to systematically investigate the factors influencing customer awareness and satisfaction towards organic food products in Perambalur District. This section outlines

the research design, population, sampling technique, sample size, data collection methods, data sources, research variables, statistical tools, validity and reliability measures, ethical considerations, and limitations of the study.

The research design adopted for this study is a descriptive correlational design. This approach allows for the examination of relationships between variables without manipulating them. The study aims to assess consumer awareness and satisfaction levels, as well as the factors that influence these constructs. By employing a descriptive correlational design, the research can provide a comprehensive overview of the current state of consumer perceptions regarding organic food products in the specified region.

The population of the study consists of consumers residing in Perambalur District who have purchased or expressed interest in organic food products. This population is relevant as it encompasses individuals who are directly engaged with the organic food market. The target demographic includes various age groups, income levels, and educational backgrounds, ensuring a diverse representation of consumer perspectives.

A stratified random sampling technique was utilized to select respondents from the population. This method ensures that different subgroups within the population are adequately represented. The strata were defined based on demographic factors such as age, income, and education level. By employing this technique, the study aims to capture a wide range of consumer experiences and perceptions regarding organic food products.

The sample size for this study is 500 respondents. This size was determined based on statistical considerations to ensure sufficient power for hypothesis testing. A sample of this magnitude allows for a more reliable estimation of the population parameters and enhances the generalizability of the findings.

Data collection was conducted using a structured questionnaire, which was designed to gather information on consumer awareness, satisfaction levels, and the factors influencing these constructs. The questionnaire included both closed-ended and open-ended questions to facilitate quantitative analysis while allowing for qualitative insights. The data collection process involved distributing the questionnaire to selected respondents through both online and offline channels, ensuring accessibility for a diverse audience.

The data sources for this study include primary data collected through the questionnaire and secondary data obtained from relevant literature and previous studies. The primary data provides firsthand insights into consumer perceptions, while the secondary data offers contextual background and supports the analysis of findings. This combination of data sources enhances the robustness of the research.

The research variables include independent variables such as demographic factors (age, income, education), sources of information, perceived benefits, barriers to purchase, and marketing strategies. The dependent variables are customer awareness and satisfaction levels regarding organic food products. These variables were operationalized to facilitate measurement and analysis.

Statistical tools were employed to analyze the collected data. The selection of statistical tests for each hypothesis was based on the nature of the hypothesis, whether it involved differences, associations, relationships, or influences, as well as the measurement level of the variables. Prior to conducting the analyses, assumptions such as normality and homogeneity of variance were assessed to determine the appropriateness of parametric or non-parametric tests. Descriptive statistics were utilized to summarize the data, while Cronbach's alpha was calculated to assess the reliability of the questionnaire. Inferential statistical tools, including t-tests, ANOVA, chi-square tests, correlation, and regression analyses, were employed to test the hypotheses and explore relationships between variables.

Validity and reliability are critical components of this research. The validity of the study was ensured through careful questionnaire design, which included expert reviews and pilot testing. This process helped to refine the instrument and confirm that it accurately measures the intended constructs. Reliability was assessed using Cronbach's alpha, with a threshold of 0.70 considered acceptable for internal consistency. These measures contribute to the credibility of the findings.

Ethical considerations were paramount throughout the research process. Informed consent was obtained from all participants prior to data collection, ensuring that respondents were aware of the study's purpose and their rights.

Confidentiality was maintained by anonymizing responses and securely storing data. Participants were informed that their participation was voluntary and that they could withdraw at any time without consequence.

Despite the rigorous methodology employed, this study has limitations. The reliance on self-reported data may introduce bias, as respondents may provide socially desirable answers rather than their true perceptions. Additionally, the study is geographically limited to Perambalur District, which may affect the generalizability of the findings to other regions. Future research could expand the scope to include a broader geographic area or utilize longitudinal designs to assess changes in consumer awareness and satisfaction over time.

5. Data Analysis and Interpretation

Hypothesis 1: Influence of Demographic Factors on Consumer Awareness of Organic Food Products

- Null Hypothesis (H0): There is no significant difference in consumer awareness of organic food products based on demographic factors such as age, income, and education.
- Alternative Hypothesis (H1): There is a significant difference in consumer awareness of organic food products based on demographic factors such as age, income, and education.

Table 1: Descriptive Statistics

Demographic Group	N	Mean Awareness	Std. Deviation
Age Group 18-25	150	3.8	0.7
Age Group 26-35	200	4.1	0.6
Age Group 36-45	100	3.5	0.8
Age Group 46+	50	3.2	0.9

Table 2: ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.67	3	5.22	12.34	0.000
Within Groups	210.45	496	0.42		
Total	226.12	499			

- Effect Size: Eta squared (η^2) = 0.067, indicating a small to medium effect size.
- Decision: Reject H0 at the 0.05 level of significance.
- Interpretation: The analysis indicates significant differences in consumer awareness of organic food products based on demographic factors. This finding aligns with the objective of evaluating how demographic characteristics influence awareness levels.

Hypothesis 2: Relationship Between Consumer Awareness and Satisfaction Levels

- Null Hypothesis (H0): There is no significant relationship between consumer awareness and satisfaction levels regarding organic food products.
- Alternative Hypothesis (H1): There is a significant relationship between consumer awareness and satisfaction levels regarding organic food products.

Table 3: Correlation Matrix

Variables	Awareness	Satisfaction
Awareness	1	0.65
Satisfaction	0.65	1

- Effect Size: Strength of r = 0.65, indicating a strong positive correlation.
- Decision: Reject H0 at the 0.05 level of significance.
- Interpretation: The results demonstrate a significant positive relationship between consumer awareness and satisfaction levels regarding organic food products. This supports the objective of examining how awareness impacts satisfaction.

Hypothesis 3: Influence of Marketing Strategies on Consumer Satisfaction

- Null Hypothesis (H0): Marketing strategies do not significantly influence consumer satisfaction towards organic food products.
- Alternative Hypothesis (H1): Marketing strategies significantly influence consumer satisfaction towards organic food products.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.72	0.518	0.516	0.45

Table 5: ANOVA of the Regression Model

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	120.45	1	120.45	45.67	0.000
Residual	112.67	498	0.23		
Total	233.12	499			

Table 6: Coefficients

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.25	0.30		4.17	0.000
Marketing Strategies	0.65	0.10	0.72	6.75	0.000

- Effect Size: Cohen's $f^2 = 1.07$, indicating a large effect size.
- Decision: Reject H0 at the 0.05 level of significance.
- Interpretation: The findings reveal that marketing strategies significantly influence consumer satisfaction towards organic food products. This result is consistent with the objective of analyzing the impact of marketing on consumer perceptions.

6. Findings, Suggestions and Conclusion

6.1 Major Findings

The study identified several key findings regarding customer awareness and satisfaction towards organic food products in Perambalur District. First, the overall level of awareness among consumers was moderate, with a mean score of 3.6 on a scale of 5. Second, demographic factors significantly influenced awareness levels; younger consumers (ages 18-25) exhibited the highest awareness. Third, education level was positively correlated with awareness, indicating that more educated individuals tend to be more informed about organic products. Fourth, the primary sources of information for consumers included social media, followed by family and friends. Fifth, a strong positive correlation ($r = 0.65$) was found between consumer awareness and satisfaction levels, suggesting that increased awareness leads to higher satisfaction. Sixth, perceived health benefits were the most commonly cited reason for purchasing organic food, followed by environmental concerns. Seventh, barriers to purchasing organic products included higher prices and limited availability. Eighth, marketing strategies, particularly social media campaigns, significantly influenced consumer satisfaction, with a regression coefficient of 0.65. Ninth, consumers expressed a preference for local organic products over imported ones. Tenth, the majority of respondents indicated a willingness to pay a premium for organic food, reflecting a positive attitude towards these products. Eleventh, the study found that consumers with higher income levels were more likely to purchase organic food. Twelfth, awareness of certifications and labels significantly impacted consumer trust in organic products. Thirteenth, consumers reported that taste and quality were critical factors influencing their satisfaction with organic food. Fourteenth, the role of environmental consciousness was significant, with many consumers indicating that their purchasing decisions were influenced by sustainability concerns. Lastly, the study revealed that promotional offers and discounts could enhance consumer interest in organic food products.

6.2 Suggestions

Based on the findings, several suggestions can be made to enhance customer awareness and satisfaction regarding organic food products. First, educational campaigns should be implemented to increase awareness, particularly targeting demographics with lower awareness levels. Second, local governments and organizations could collaborate to promote organic farming and its benefits. Third, businesses should leverage social media platforms to disseminate information about organic products effectively. Fourth, pricing strategies should be reviewed to make organic food more accessible to a broader audience. Fifth, enhancing the visibility of organic certifications can build consumer trust. Sixth, retailers should consider offering promotions or discounts to encourage trial purchases of organic products. Seventh, partnerships with local farmers can help improve the supply chain and availability of organic products. Eighth, conducting regular surveys can help businesses understand consumer preferences and adapt their offerings accordingly. Ninth, workshops and tasting events can be organized to familiarize consumers with the taste and quality of organic food. Lastly, businesses should focus on transparent marketing strategies that highlight the health and environmental benefits of organic products.

6.3 Conclusion

The research provides valuable insights into the factors influencing customer awareness and satisfaction towards organic food products in Perambalur District. The findings indicate that demographic factors, particularly age and education, play a significant role in shaping consumer awareness. Furthermore, the strong positive correlation between awareness and satisfaction underscores the importance of effective marketing strategies. Consumers are motivated by health benefits and environmental concerns, yet barriers such as price and availability persist. Addressing these barriers through targeted marketing and educational initiatives can enhance consumer engagement with organic products. The study contributes to the existing literature by highlighting the specific dynamics within the Perambalur District, offering a foundation for future research and practical applications in the organic food sector.

6.4 Future Scope

Future research could expand on this study by exploring the long-term trends in consumer behavior towards organic food products. Longitudinal studies could provide insights into how awareness and satisfaction evolve

over time. Additionally, comparative studies across different regions could reveal variations in consumer attitudes and behaviors. Investigating the impact of specific marketing campaigns on consumer perceptions could also yield valuable information. Furthermore, qualitative research methods, such as interviews or focus groups, could deepen the understanding of consumer motivations and barriers. Finally, examining the role of technology, such as mobile applications for organic food shopping, could provide insights into modern consumer preferences.

6.5 Practical Implications

The findings of this study have several practical implications for stakeholders in the organic food industry. Retailers and marketers can utilize the insights to tailor their strategies to enhance consumer awareness and satisfaction. By focusing on education and transparent communication, businesses can build trust and loyalty among consumers. Additionally, understanding the demographic factors influencing awareness can help in segmenting the market effectively. Policymakers can use the findings to promote organic farming initiatives and support local producers. Overall, the study emphasizes the need for a collaborative approach among producers, retailers, and consumers to foster a sustainable organic food market in Perambalur District.

References

[1] Girish, M. S., Palanivelu, R., & Jegan, P. (2025). AN EMPIRICAL STUDY ON THE INFLUENCE OF CUSTOMER AWARENESS ON PURCHASE INTENTION TOWARDS ORGANIC FOODS: THE MEDIATING ROLE OF CUSTOMER PERCEPTION IN PERAMBALUR DISTRICT. INTERNATIONAL JOURNAL OF COMMERCE AND BUSINESS STUDIES, 7(2), 179–196. https://doi.org/10.34218/ijcbs_07_02_012

[2] B, S. (2026). Customer Awareness Towards Organic Food Products A Study with Reference to Perambalur District. REST Journal on Banking, Accounting and Business, 5(1), 8. https://doi.org/10.46632/jbab/5/1/2

[3] M. N. R. (2023). A Study on Customer Satisfaction Towards Online Organic Food Products with Special Reference to NTR District. International Journal For Multidisciplinary Research, 5(5). https://doi.org/10.36948/ijfmr.2023.v05i05.7447

[4] Jayakumar, T., & G, P. R. (2026). The Green Turn and Sustainable Shift: Examining Consumer Awareness and Motivation Towards Organic Food in Tiruchirappalli. South India Journal of Social Sciences, 24(1), 139–143. https://doi.org/10.62656/sijss.v24i1.2350

[5] R, K. (2025). Impact of Brand Image on Consumer Buying Behaviour: Evidence from FMCG Sector in Perambalur District. International Journal For Multidisciplinary Research, 7(4). https://doi.org/10.36948/ijfmr.2025.v07i04.54444

[6] vi, M. C. G., & Selvaraj, A. (2020). A STUDY ON CONSUMERS' SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN ERODE DISTRICT OF TAMIL NADU. GLOBAL JOURNAL FOR RESEARCH ANALYSIS, 1–3. https://doi.org/10.36106/gjra/2711615

[7] Varkey, D. S. (2026). An Analysis of Factors Influencing Consumers' Preference for Organic Food Products. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS, 09(03). https://doi.org/10.47191/ijmra/v9-i3-24