



To cite this article: Dr. A. AMUDHA (2026). GREEN BUYING BEHAVIOUR: CONSUMER PREFERENCE AND SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN ERODE DISTRICT-TN, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (4): 208-215 Article No. 814 Sub Id 1367

## **GREEN BUYING BEHAVIOUR: CONSUMER PREFERENCE AND SATISFACTION TOWARDS ORGANIC FOOD PRODUCTS IN ERODE DISTRICT-TN**

**Dr. A. AMUDHA**

Assistant Professor, Department of Commerce (CA),  
KS Rangasamy College of Arts and Science (Autonomous), Tiruchengode, Namakkal -637215,  
vijayamudha@gmail.com, 0000-0000-0001-7239-6209.

DOI: <https://doi.org/10.38193/IJRCMS.2026.8417>

### **ABSTRACT**

Growing interest in organic food items is a result of a noticeable change in consumer behaviour in recent years toward more environmentally and health-conscious choices. This trend is not limited to industrialized countries; emerging economies such as India have seen a notable increase in its popularity. Erode is a well-known district in Tamil Nadu's southern region, offers a fascinating study for understanding the dynamics of consumer satisfaction and demand for organic food items. Food items classified as organic are grown and prepared without the use of artificial chemicals, pesticides, or genetically modified organisms. This study aims to explore the complex interplay of factors influencing consumer preference and satisfaction with organic food products.

**KEYWORDS:** Organic Food, Consumer Satisfaction, Genetically Modified Organisms

### **INTRODUCTION**

Nowadays, more people are really into organic food. They are choosing it because they care about their health, the environment, and how food is made. People are paying closer attention to where their food comes from and how good it is. So, it's important to know what they like and if they are happy with organic food. This study aims to investigate the complex dynamics of consumer behaviour in the organic food market. By examining factors influencing consumer preferences and assessing their satisfaction levels, valuable insights can be gained to inform businesses, policymakers, and stakeholders within the food industry. Organic foods are popular because they are seen to be healthier, sustainable for the environment, and free of dangerous chemicals. Consumer adoption and acceptance of organic foods, however, are influenced by a number of variables, including perceived quality, availability, cost, and awareness. The purpose of this study is to investigate the intricacies of Erode district consumers' behaviour with regard to organic food goods. This research aims to offer useful insights for firms and policymakers to design efficient marketing strategies, enhance product offers, and encourage sustainable consumption behaviors' by analysing factors impacting consumer preferences and satisfaction levels.

## **REVIEW OF LITERATURE**

**Dr. R. Mohana Soundari (2017)** has conducted research on “A Study on customer preference towards natural organic products in Tirupur city.” The main aim of the study is to identify the purchase frequency of organic products. It suggests to green manure seeds, bio fertilizers and bio pesticides should be made available to the farmers at an affordable price. Overall, there is a lack of knowledge and government action in promoting purchases of organic food products.

**Magesh R (2024)** has research about “A Study of consumer perception on organic products and its certification over making purchase decision in Chennai.” The objective of the study is to identify the consumer awareness and perception on organic products and its certification over making purchase decision in Chennai.

**B. Harshini (2023)** has conducted a study on, “A Study on Consumer Satisfaction towards organic food products in Coimbatore city.” The Objective of the study is to know the consumer preference towards organic food products. The result of the study finds that the consumers are satisfied with Organic food and also willing to pay higher price for Organic food.

## **OBJECTIVES OF THE STUDY**

- To analyze the factors that influences the consumer to buy organic products.
- To understand the level of satisfaction of the consumer.

## **RESEARCH METHODOLOGY**

The pattern in which research is carried out to arrive at a conclusion or to find a new relationship with a particular framework is called “Research Methodology”. The study was undertaken in and around Erode. The data was collected by primary data and secondary data. The study gathered data from a sample size of 200 respondents who are consuming organic food products. To gather responses from the respondents using questionnaire, a convenient random sampling technique have been used.

## **LIMITATIONS OF THE STUDY**

The participants might provide answers that they think are expected or socially acceptable. This bias could affect the reliability of the findings. External factors, such as economic changes or health conditions could influence consumer behaviour and preferences during the study period. These factors may not be considered Focusing on Erode city may not capture the variety of consumers and satisfaction levels in different regions.

## ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE ANALYSIS

| Age Group                 | Frequency | Percent |
|---------------------------|-----------|---------|
| 18 to 25 years            | 100       | 49.5    |
| 26 to 35 years            | 47        | 23.5    |
| 36 to 45 years            | 26        | 13.2    |
| 46 to 55 years            | 19        | 9.8     |
| 56 years and above        | 8         | 3.9     |
| Total                     | 200       | 100.0   |
| Gender                    | Frequency | Percent |
| Male                      | 57        | 28.4    |
| Female                    | 143       | 71.6    |
| Total                     | 200       | 100.0   |
| Educational Qualification | Frequency | Percent |
| Schooling                 | 24        | 12.3    |
| Under Graduate            | 95        | 47.5    |
| Post Graduate             | 60        | 29.9    |
| Others                    | 21        | 10.3    |
| Total                     | 200       | 100.0   |
| Family Income             | Frequency | Percent |
| Below Rs.20000            | 15        | 7.4     |
| Rs.20001 to Rs.40000      | 45        | 22.5    |
| Rs.40001 to Rs.50000      | 70        | 35.3    |
| Above Rs.50000            | 70        | 34.8    |
| Total                     | 200       | 100.0   |

Source: Primary Data

The table indicates that out of 200 respondents surveyed, Majority (49.5) of the respondents in the age group of 18-25 years. Majority (71.6) percent of the respondents were Female with the individuals of 143 Responses. Majority (47.5) percent of the respondents completed Under Graduate. Majority (35.3) percent of the families have the income of Rs. 40001 to Rs. 50000 that indicates 70 families in the survey.

## DESCRIPTIVE STATISTICS

### LEVEL OF SATISFACTION ON BUYING ORGANIC FOOD PRODUCTS

| Factors                                                                                | Mean | Std.Deviation |
|----------------------------------------------------------------------------------------|------|---------------|
| Organic food products are healthier than conventional products.                        | 4.67 | 0.81          |
| I am willing to pay more for organic food products.                                    | 3.85 | 0.58          |
| I trust the organic labelling and certification on food products.                      | 3.43 | 0.84          |
| I believe organic farming is better for the environment.                               | 3.15 | 1.09          |
| I prefer the taste of organic food products.                                           | 2.87 | 1.63          |
| Organic food products help to increase immune system due to high level of antioxidants | 3.13 | 1.19          |
| Organic food products are antibiotic resistance                                        | 3.42 | 1.01          |
| Organic food products are not genetically modified                                     | 3.59 | 0.94          |
| Organic food products have less chances of food borne illness                          | 4.02 | 1.18          |
| All organic food products are biodegradable in nature                                  | 3.64 | 0.94          |
| Organic food products are generally rich in natural nutrients                          | 3.50 | 1.02          |
| The availability of organic food products is increasing day by day                     | 3.15 | 1.20          |
| Average Score                                                                          | 3.54 | 1.04          |

Source: Primary Data

The total means of Organic food products are healthier than conventional products with the higher score (4.67) has been found for “Level of satisfaction on buying organic products” with the standard deviation of 0.81 and the lowest mean score (2.87) for “I Prefer the taste of organic food products compared to conventional products” with the standard deviation of 1.63. The respondents have given 3.54 mean score for the level of satisfaction on buying organic food products.

## MEAN RANKING

### RANKING TOWARDS THE PREFERENCES GIVEN BASED THE FEATURES OF ORGANIC PRODUCTS

| Ranks                                                           |           |
|-----------------------------------------------------------------|-----------|
| Features                                                        | Mean Rank |
| Absence of Synthetic Pesticides and Chemicals                   | 2.07      |
| Certification and Labelling (e.g., USDA Organic, India Organic) | 2.76      |
| Nutritional Value                                               | 3.37      |
| Environmentally Sustainable Production Methods                  | 4.01      |
| Non-GMO (Genetically Modified Organism)                         | 4.72      |
| Taste and Flavour                                               | 5.25      |
| Price Affordability                                             | 5.82      |

Source: Primary Data

From the above table 4.4.1 has clearly explained that the Price affordability (5.82) has the highest preference based on the features of organic food products. The Environmentally sustainable production methods and non-GMO have the mean ranking of (4.01) and (4.72). The Nutritional value has preferred (3.37) as mean ranking. The second least mean ranking shown for Certification and labelling (2.76). The least mean ranking is shown for Absence of synthetic pesticides and chemicals (2.07). Thus, it is inferred as the respondents seeks price affordability has their preferable features of organic food products.

## CHI-SQUARE ANALYSIS

### Age group and Influential Factors in Purchasing Organic Products

- Null Hypothesis (H<sub>0</sub>): There is no significant relationship between age group and Influential Factors in Purchasing Organic Products
- Alternative Hypothesis (H<sub>a</sub>): There is a significant relationship between age group and Influential Factors in Purchasing Organic Products

## AGE GROUP AND INFLUENTIAL FACTORS IN PURCHASING ORGANIC PRODUCTS

| Chi-Square Tests                                                                        |                    |    |                                   |
|-----------------------------------------------------------------------------------------|--------------------|----|-----------------------------------|
|                                                                                         | Value              | Df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square                                                                      | 3.825 <sup>a</sup> | 12 | .986                              |
| Likelihood Ratio                                                                        | 3.968              | 12 | .984                              |
| Linear-by-Linear Association                                                            | .001               | 1  | .980                              |
| N of Valid Cases                                                                        | 204                |    |                                   |
| a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .71. |                    |    |                                   |

Source: Computed from primary data

The chi-square tests results showed that there is a significant association between Age and Influential Factors in Purchasing Organic Products, as indicated by the Pearson chi-square value of 3.825 ( $p = 0.986$ ). The results indicate that Age group of 56 years and above respondents purchase the organic food products less than 18 to 25 years of respondents. The frequency of the highest value is (101) and the least value is (8). These findings may have implications for Purchase of organic food products.

## EDUCATIONAL QUALIFICATION AND EXPENDITURE ON ORGANIC PRODUCTS

- Null Hypothesis ( $H_0$ ): There is no significant relationship between Educational Qualification and Expenditure on Organic Products
- Alternative Hypothesis ( $H_a$ ): There is a significant relationship between Educational Qualification and Expenditure on Organic Products

### Educational Qualification and Expenditure on Organic Products

| Chi-Square Tests                                                                       | Value               | Df | Asymptotic Significance (2-sided) |
|----------------------------------------------------------------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square                                                                     | 19.309 <sup>a</sup> | 6  | .004                              |
| Likelihood Ratio                                                                       | 20.480              | 6  | .002                              |
| Linear-by-Linear Association                                                           | 3.364               | 1  | .067                              |
| N of Valid Cases                                                                       | 204                 |    |                                   |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.35. |                     |    |                                   |

Source: Computed from primary data

The chi-square tests results showed that there is a significant association between Education qualification and Expenditure on Organic Products, as indicated by the Pearson chi-square value of 19.309 ( $p = 0.004$ ). The results indicate that Under graduate respondents have less responses than other category respondents. The frequency of the highest value is (97) and the least value is (21). These findings may have implications for Expenditure on organic food products.

## **CONCLUSION**

In conclusion, the preference for and level of satisfaction with organic food products are influenced by various factors, including health concerns, environmental consciousness, and taste preferences. Throughout this analysis, it became evident that consumers are increasingly drawn towards organic food due to perceived health benefits, such as lower pesticide residues and higher nutrient content. Moreover, the growing awareness of environmental sustainability drives many consumers to choose organic products, as they are produced using methods that minimize environmental impact. In conclusion, while the preference for organic food products continues to grow, fueled by health, environmental, and taste considerations, there remain challenges in accessibility and affordability. Nevertheless, as awareness spreads and market dynamics evolve, the demand for organic foods is likely to persist, shaping the future landscape of the food industry.

## **REFERENCE**

1. Magesh R (2024) "A Study of consumer perception on organic products and its certification over making purchase decision in Chennai." Volume 28, Issue 1, 2024
2. B. Harshini (2023) "A Study on Consumer Satisfaction towards organic food products in Coimbatore city." Volume 4, Issue 10, October 2023
3. Krishna. R (2023) "A Study on the influence of consumer satisfaction and trust on consumer loyalty while purchasing organic food products." Vol. 10 No. 2S (2023): Special Issue 2
4. Shampy Kamboj (2023) "Examining consumer purchase intention towards organic food: An empirical study." DOI: 10.1016/j.clrc.2023.100121
5. Anjoy Basumatary (2022) "A Study on consumers behaviour towards organic food in Guwahati." 2022 IJCRT Volume 10, Issue 4 April 2022 ISSN: 2320-2882
6. Arun Kumar (2022) "A Study on customer satisfaction towards organic food products with special reference to Coimbatore city." ISSN NO: 0886-9367
7. Dr. S. Kalpana (2022) "Consumer awareness towards organic food products." ISSN 2349-6002
8. Dr. Sharmila (2022) "Exploring the rural market- Consumer preferences towards organic food products." DOI: 10.47750/pnr.2022.13.S08.283
9. Gangandeep Kaur (2022) "Organic food products: An analysis of factors affecting the



- buying behaviour.” Vol.7 Issue.4 December 2022, ISSN: 2149-9276 & E-ISSN: 2547-9385
10. G. Nithya (2021) “A Study on customer perception and satisfaction towards organic products with special reference to Namakkal district.” ISSN: 2349-9052