# A Study On Customers Perception And Satisfaction Towards Organic Products With Special Reference To Namakkal District Tamil Nadu

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| ARTICLE INFO | ABSTRACT |
|---|---|
| | In present scenario organic food has become more and more popular, with many people preferring it to conventional food. But given the high price of organic food, some may wonder if the added expense is worthwhile. In the Present study the correlation matrix's computed value provides important insights into the connections between the different elements influencing consumer behavior and market dynamics. This component has a strong correlation with market dynamics, barriers to buying, demographic influence, and satisfaction levels. Enhancing consumer satisfaction and lowering barriers to purchasing require addressing concerns and improving perceived benefits. The impact of supply chain issues and market dynamics is strongly correlated with buying barriers, perceived advantages and concerns, and demographic influence. Customer perceptions can be positively impacted and purchasing barriers can be decreased through efficient management of supply chain concerns and market dynamics. The significance of awareness and knowledge in relation to market dynamics and demographic considerations is demonstrated by the computed value of awareness and knowledge. Raising customer awareness and understanding may improve their opinions and sense of satisfaction. Enhancing customer happiness may assist lessen perceived obstacles, according to the computed value of satisfaction levels and barriers to purchase, which demonstrates a strong positive association between the two. The estimated demographic influence value demonstrates that it plays a substantial effect, particularly in affecting market dynamics, concerns, and perceived advantages. It could be advantageous to modify tactics to appeal to particular demographic groups. By concentrating on these areas, companies may more effectively match their plans to the demands of their customers and the state of the market, which will increase customer satisfaction and lower purchasing barriers. |

## Introduction of the Study

In recent years, organic food has become more and more popular, with many people preferring it to conventional food. But given the high price of organic food, some may wonder if the added expense is worthwhile. To assist in making an informed choice, the researcher has listed the advantages and disadvantages of eating organic food in this chapter. Genetically modified organisms, or GMOs, are not used in the production of organic food. Nor are artificial fertilisers or pesticides used. Using natural approaches to increase soil fertility, manage pests and diseases, and support biodiversity is a top priority in organic agricultural operations. To produce the same amount of food as conventional farming methods, organic farming methods typically include more labor-intensive processes and need more time and effort. Furthermore, organic food may have a shorter shelf life than conventional food, which results in greater shipping and storage expenses. Organic producers also frequently face higher certification costs. Food that is organic may be healthier for you in a number of ways, according to research. According to the study, those who consumed organic foods showed reduced inflammatory levels in their bodies, which may

put them at risk for developing cancer and other chronic illnesses. It is unclear if this is because women who eat organic food tend to have healthier lifestyles in general or because consuming organic food makes them less prone to gain weight, according to another study. You should also be aware that compared to conventional food, organic food is subjected to substantially lower pesticide levels. Pesticides have been connected to a number of health concerns, including developmental delays, cancer, and reproductive disorders. Organic food may be more costly than conventional food, but it may have several advantages for the environment and your health. It is important to remember that consuming organic food does not ensure that your health will be at its best. Even with their high organic content diet, junk food is still unhealthy. Furthermore, the nutritional content of food grown organically might differ based on climate, soil quality, and storage circumstances. The most crucial thing is to put an emphasis on eating a diversified, well-balanced diet with lots of fruits, vegetables, complete grains, and lean protein sources—whether or not they are organic. A study on customers' perceptions and satisfaction with organic products, with particular reference to Namakkal District, Tamil Nadu, has evaluated the researcher for this study.

## Indian Agricultural Organic Revolutionary
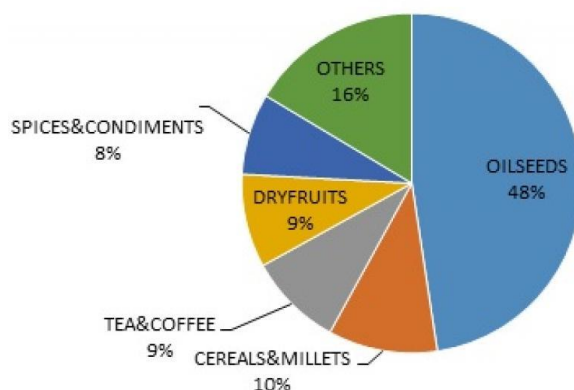


 The distribution highlights oilseeds' dominance in the agriculture industry and highlights their central significance. The sizable portion of "Others" points to a wide variety of minor crops that collectively contribute significantly. The comparable shares of Cereals & Millets, Tea & Coffee, and Dry Fruits show that these categories are equally important. Even though they are the smallest category, spices and condiments have a significant share, highlighting their usefulness in both cooking and business. Policymakers, companies, and farmers may find this distribution useful in determining the priorities for investments, R&D, and other initiatives. For example, the prevalence of oilseeds may encourage more research into increasing yields, sustainability, and market penetration. The other categories' balanced shares may promote growth and support initiatives for these industries in a proportionate manner.

## Limitation of organic products
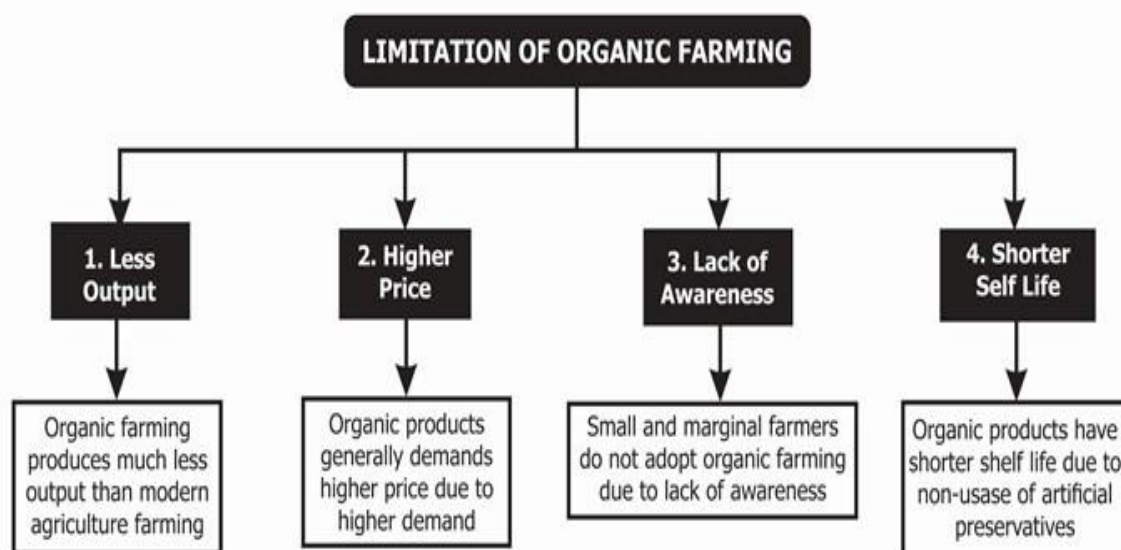
## Less Output
Organic farming often results in lower yields compared to conventional farming methods. This is primarily due to the avoidance of synthetic fertilizers and pesticides, which are designed to maximize crop production. Organic practices focus on natural product

## Higher Price
Organic products generally come with a higher price tag. This is due to a combination of factors including lower yields, higher labor costs, and more expensive organic inputs. Additionally, the demand for organic products is often higher than the supply, driving prices up. Consumers willing to pay a premium for perceived health benefits and environmental sustainability contribute to this higher price

## Lack of Awareness
Many small and marginal farmers may not adopt organic farming techniques due to a lack of knowledge and awareness. This could be due to insufficient access to information, training, and resources that are necessary to implement and maintain organic farming practices. Without proper awareness, these farmers might continue to rely on conventional methods that they are more familiar with.

## Shorter Shelf Life
Organic products tend to have a shorter shelf life compared to those produced using conventional methods. This is because organic farming avoids the use of artificial preservatives, which are commonly used in conventional farming to extend the shelf life of food products. The absence of these preservatives means organic foods can spoil more quickly, posing challenges for storage, transportation, and retail.

## Review of Literature
Under this chapter we reviewed around 200 articles relating to A study on customers' perceptions and satisfaction with organic products, with particular reference to Namakkal District, Tamil Nadu  purpose in this chapter noted these two articles.  With this aspect, review of literature part has been framed to study various literatures relating to the particular problem and identified the gap.

**Vinothini S (2024)[1]** since different nations has varying requirements for products to be certified as "organic," there is no universal definition of what constitutes a "organic" product. To put it simply, organic foods undergo little processing to preserve their natural constituents and are free of artificial additives, preservatives, and radiation. Organic products are produced using environmentally friendly processes and cultivation methods that take into account the characteristics of the finished product as well as the methods of production. To gather their thoughts and perspectives on organic food, a broad spectrum of consumers of both organic and non-organic food were questioned and closely examined. Everybody who consumes organic food does not approach it in the same way. Afterwards, the statistical procedure helps us to understand the relationship and the consumer model.

**Selvam V and A. Naseeba (2020)[2]** Market demand has a major influence on the adoption of organic farming and processing. The awareness and satisfaction of consumers with regard to organic food items reflects this. Foods classified as organic are those that are grown without the use of contemporary synthetic inputs like chemical fertilizers or synthetic insecticides. Compared to those who don't buy them, organic buyers are typically older and more educated. Consumer education remains the primary obstacle to increasing the market share of organic food products, nevertheless.

**Thorgosen et al., (2015)[3]** , Factors influencing organic food consumptions in China market the paper according on the findings of the study into shopper perception towards beef and therefore the influence of those perceptions on consumption. The influence of attitudes and vital others on intention to shopper were explored. The findings discovered that each perspective and therefore the subjective norm influenced intention to consume, however it absolutely was perspective that was found to be of bigger importance.

**Atulkar and Kesari (2016)[4]** found that a study of consumer shopping experience was relevant to identify feeling and measure customer perceptions towards purchase of products in retail environment thus, it is

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[1] Vinothini S(2024) a study on consumers' perception towards organic products with special reference to namakkal town, International Journal of emerging technologies and innovative research, Vol.6, No.5.pp-708-714, 2019

[2] Selvam V and A. Naseeba., Customer Satisfaction on Organic Food Products in Namakkal (DT)., International Journal of Engineering Research & Technology (IJERT) ISSN: 2278-0181 Published by, www.ijert.org ICATCT – 2020 Conference Proceedings., Special Issue - 2020

[3] Feldmann & Hamm, (2015). Although these findings point towards low appreciation of geographical or even regional labels regulated by the European Union, there is increasing evidence for regional preferences of food products.

necessary that retailers create something a positive shopping experience for consumers using tangible and intangible benefits to induce purchase and consumption of organic food products.

**Hempel & Hamm., (2016)[5]** , Organic is considered such a sustainable food alternative, but the globalization or so-called conventionalization of the organic food market worldwide has given rise to yet another trend. In order to avoid long distances of imported food products, many consumers start demanding locally produced food, local having emerged as an important quality indicator.

## Statement of the Problem

The growing demand for organic goods around the world is indicative of a dramatic change in consumer behavior towards healthier and greener options. However, little is known about the regional variations of this trend, especially in Tamil Nadu's Namakkal District. It is essential to comprehend consumer satisfaction and perception in this particular setting for a number of reasons.      The researcher has evaluated a few variables under this article, including awareness and knowledge, which refer to the usefulness of current educational initiatives and sources of information related to organic foods. The perceived benefits and concerns, which could be refer to advantages for health, the environment, or other factors. On the other hand, it's also critical to comprehend any worries or misconceptions people may have regarding organic items. When assessing consumer satisfaction, a number of aspects are taken into consideration, including the whole shopping experience, availability, pricing, and product quality. This also entails determining if the offered goods live up to customer expectations. It is critical to determine the primary barriers that prevent customers from purchasing organic goods. This could involve exorbitant costs, restricted product availability, skepticism regarding the legitimacy of organic labels, or an inadequate range of options.  The Namakkal District offers a distinctive environment for analyzing these processes because of its dominance in agriculture. A deeper understanding of consumer behaviour in this region can be gained by examining how demographic factors, such as age, gender, income, education, and occupation, affect customer perceptions and satisfaction levels. Additionally, by analysing how local market conditions and supply chain factors affect the availability and popularity of organic products in Namakkal District, insights into potential areas for improvement can be gained. Although there may be a market for organic products, a number of problems could prevent them from being widely accepted and enjoyed by customers. These concerns include perceived advantages, accessibility, awareness levels, and the impact of demographic variables.

## Objective of the Study

The primary objective of this study is to analyze the interrelationships between various factors that influence consumer behavior and market dynamics. Specifically, the study aims to:
1.  To study the Customers Perception and Satisfaction towards Organic Products
2.  To Examine the factors influencing the Customer towards Organic Products

By achieving these objectives, the study aims to provide actionable insights for businesses to enhance consumer satisfaction, reduce barriers to purchase, and optimize their market and supply chain strategies based on a comprehensive understanding of the interrelated factors.

## Scope of the Study

The study covers a diverse range of consumer segments to capture variations in behavior and perceptions across different demographic groups, including age, gender, income levels, education, and geographical locations. The study focuses on six key factors: Awareness and Knowledge, Perceived Benefits and Concerns, Satisfaction Levels, Barriers to Purchase, Demographic Influence, and Market Dynamics and Supply Chain Issues.

## Methodology of study

 The methodology of this study is designed to systematically investigate the relationships between various factors influencing consumer behavior and market dynamics. Using Pearson correlation coefficients, the study examines the strength and direction of relationships between the identified factors to understand how they influence each other. The study evaluates the statistical significance of these relationships to determine which correlations are meaningful and actionable. The analysis is based on a sample size of 280 respondents, ensuring a robust data set that provides reliable insights.

## Paired Samples Statistics

In paired samples statistics, two related measurements from the same subject group are compared. Every pair has two variables that are usually measured at different times or under different conditions. The essential feature of paired samples is that the observations are intrinsically related to one another or matched

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[5]  Hempel & Hamm, (2016), Organic is considered such a sustainable food alternative, but the globalization or so-called conventionalization of the organic food market worldwide has given rise to yet another trend.

in some other way. Researchers can ascertain whether there is a substantial discrepancy between perceptions of supply and demand and satisfaction levels by comparing these paired figures. This knowledge can assist companies in determining whether raising supply chain effectiveness may also have an effect on customer satisfaction.

**Table 1 Paired Samples Statistics**

| | Particulars | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | Satisfaction Level | 4.1429 | 280 | .79037 | .04723 |
| | Demand and Supply | 4.6250 | 280 | .48499 | .02898 |
| Pair 2 | Barriers to Purchase | 3.5357 | 280 | 1.33822 | .07997 |
| | Demographic Influences | 2.7321 | 280 | 1.46024 | .08727 |
| Pair 3 | Awareness and Knowledge | 3.6429 | 280 | .48002 | .02869 |
| | Perceived Benefits and Concerns | 3.9286 | 280 | 1.06857 | .06386 |

Source: Computed From Primary Data.

The table 1 shows that the paired sample statistics of the study which means the relationships between the one paired variable were statistically significant or not. It was shows that mean. Standard deviation and standard error Mean with according the paired of select variables of the study. the calculated value of select variable of paired sample statistics of Satisfaction Level vs. Demand and Supply was shows that calculated value of means 4.1429 indicates that the average satisfaction level among respondents is relatively high during the variable of the study. The calculated value of Standard Deviation 0.79037 suggests that there is some variability in satisfaction levels, but it is not extremely high of the study. The calculated value of Standard Error Mean of select variable of paired sample statistics of Satisfaction Level vs. Demand and Supply was shows that 0.04723 is quite small, indicating that the sample mean is a precise estimate of the population mean. The calculated value of demand and supply was shows that Mean 4.6250 indicates that on average, respondents perceive the demand and supply balance very positively.

The calculated value of select Standard Deviation 0.48499 shows less variability in responses compared to satisfaction level. The Standard Error Mean: 0.02898 is even smaller than that for satisfaction level, suggesting a very precise estimate of the population mean. The on average, respondents rate both satisfaction level and demand and supply balance highly. The lower standard deviation and standard error for demand and supply indicate a more consistent perception among respondents regarding this factor. The calculated value of Barriers to Purchase vs. Demographic Influences of Mean: 3.5357 indicates a moderate perception of barriers to purchase among respondents. The calculated value of Standard Deviation: 1.33822 indicates considerable variability in how respondents perceive barriers to purchase during the study. Which denotes that Standard Error Mean: 0.07997, while small, reflects the larger variability compared to other pairs. The reason behind as the Respondents have varied perceptions regarding barriers to purchase and demographic influences, with barriers being viewed more significantly on average. The high variability indicates diverse opinions among respondents. In summary, respondents generally rate the satisfaction level, demand and supply, awareness and knowledge, and perceived benefits and concerns positively, though there is more variability in perceptions of barriers to purchase and demographic influences.

**Table 2 Paired Samples Correlations**

| | Particulars | N | Correlation | Sig. |
|---|---|---|---|---|
| Pair 1 | Satisfaction level & Demand and supply | 280 | .795 | .000 |
| Pair 2 | Barriers to Purchase & Demographic Influences | 280 | -.311 | .000 |
| Pair 3 | Awareness and Knowledge & Perceived Benefits and Concerns | 280 | .893 | .000 |

Source; computed from primary Data.

The table 2 shows that Paired Samples Correlations of the selected variables during the study that it shows the strong positive correlation between satisfaction level and demand and supply suggests that improving the balance of demand and supply could enhance satisfaction levels of during the study period. the calculated value of Paired Samples Correlations of the selected variables during the study Pair 2 was shows that moderate negative correlation between barriers to purchase and demographic influences implies that demographic factors might mitigate perceived barriers, or vice versa.

The calculated of Paired Samples Correlations of the selected variables during the study Pair 3 was shows that very strong positive correlation between awareness and knowledge and perceived benefits and concerns indicates that increasing awareness and knowledge could significantly enhance the perception of benefits and concerns. Knowing these correlations enables one to base tactics and decisions on the ways in which these variables interact with one another. For instance, improving the balance between supply and demand may also increase consumer happiness, and resolving demographic issues may lessen the perception of buying obstacles.

## Table 3 Paired Samples Test

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Satisfaction level & Demand and supply | -.48214 | .50058 | .02992 | -.54103 | -.42325 | -16.117 | 279 | .000 |
| Pair 2 | Barriers to Purchase & Demographic Influences | .80357 | 2.26726 | .13549 | .53685 | 1.07029 | 5.931 | 279 | .000 |
| Pair 3 | Awareness and Knowledge & Perceived Benefits and Concerns | -.28571 | .67506 | .04034 | -.36513 | -.20630 | -7.082 | 279 | .000 |

Source: Computed from Primary Data

The table 3 shows that the paired samples test of select variable of the study, which shows the paired 1 Satisfaction level & Demand and supply the satisfaction level, was lower than the perception of demand and supply of the organic products during the study. The calculated value of Barriers to purchase ware significantly higher than demographic influences during the study and the calculated value of Awareness and knowledge were significantly lower than perceived benefits and concerns during the study period. the overall there pair statistical pairs show significant differences between the paired variables (p-values are all 0.000). The Pair 1 was shows the Efforts to improve satisfaction levels might benefit from addressing factors related to demand and supply since there is a significant difference in perceptions. The Pair 2 was denoted. The significant difference between barriers to purchase and demographic influences suggests that demographic factors might not be as strong a barrier as other factors, which could be targeted for reducing purchase barriers. The Pair 3 was shows the Increasing awareness and knowledge could potentially align perceptions more closely with perceived benefits and concerns, as there is a significant difference between these variables. Understanding these differences helps in making informed decisions on where to focus efforts for improvements, whether it's in enhancing satisfaction, addressing barriers, or increasing awareness.

## Table 4 ANOVAᵃ

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | .019 | 7 | .003 | 19.573 | .049ᵇ |
| | Residual | .000 | 2 | .000 | | |
| | Total | .020 | 9 | | | |

Source: Computed from primary data

a. Dependent Variable: Awareness and Knowledge
b. Predictors: (Constant), Perceived Benefits and Concerns, Satisfaction Levels, Barriers to Purchase, Demographic Influence and Market Dynamics and Supply Chain Issues.

Table 4 exhibit that the value $F = 19.573$, $p = 0.049$ accounts for a large percentage of the variance in the dependent variable "Awareness and Knowledge". With a computed p-value of 0.049, it was possible to rule out the null hypothesis—which states that a model with no predictors is just as good as one with them—because at least one of the predictors has a significant relationship with the dependent variable. The residual's degrees of freedom were extremely low (2), which could point to an over fitted model or a small sample size. This usually means that one should exercise caution when extrapolating the results. Finally, the regression model seems to be significant, suggesting that the mentioned predictors indeed, taken together, explain a sizable amount of the variance in this usually means that one should exercise caution when extrapolating the results. As a result, the regression model seems to be significant, suggesting that the mentioned predictors can account for a sizable amount of the variance in the dependent variable "Awareness and Knowledge" taken together. It is crucial to further validate these results using a bigger sample size or by cross-validation, nevertheless, considering the extremely small residual df.

## Table 5 Correlations

| Particulars | | Awareness and Knowledge | Perceived Benefits and Concerns | Satisfaction Levels | Barriers to Purchase | Demographic Influence | Market Dynamics and Supply Chain Issues |
|---|---|---|---|---|---|---|---|
| Awareness and Knowledge | Pearson Correlation | 1 | .285 | -.130 | .165 | .371 | .369 |
| | Sig. (2-tailed) | | .142 | .511 | .402 | .052 | .053 |
| | N | 280 | 280 | 280 | 280 | 280 | 280 |
| Perceived Benefits and Concerns | Pearson Correlation | .285 | 1 | .229 | .417* | .532** | .734** |
| | Sig. (2-tailed) | .142 | | .242 | .027 | .004 | .000 |
| | N | 280 | 280 | 280 | 280 | 280 | 280 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Satisfaction Levels** | **Pearson Correlation** | -.130 | .229 | 1 | .528** | .276 | .269 |
| | **Sig. (2-tailed)** | .511 | .242 | | .004 | .155 | .166 |
| | **N** | 280 | 280 | 280 | 280 | 280 | 280 |
| **Barriers to Purchase** | **Pearson Correlation** | .165 | .417* | .528** | 1 | .222 | .501** |
| | **Sig. (2-tailed)** | .402 | .027 | .004 | | .255 | .007 |
| | **N** | 280 | 280 | 280 | 280 | 280 | 280 |
| **Demographic Influence** | **Pearson Correlation** | .371 | .532** | .276 | .222 | 1 | .587** |
| | **Sig. (2-tailed)** | .052 | .004 | .155 | .255 | | .001 |
| | **N** | 280 | 280 | 280 | 280 | 280 | 280 |
| **Market Dynamics and Supply Chain Issues** | **Pearson Correlation** | .369 | .734** | .269 | .501** | .587** | 1 |
| | **Sig. (2-tailed)** | .053 | .000 | .166 | .007 | .001 | |
| | **N** | 280 | 280 | 280 | 280 | 280 | 280 |

Source: computed from primary data.

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).
The table 5 shows that the relationship between the Customers Perception and Satisfaction Towards Organic Products with special reference to Namakkal District Tamil Nadu. The variables were selected by the researcher that is awareness and knowledge of the organic products during the study. The perceived benefits and concerns of the study which means the customers were benefited of the product. Some of factors satisfaction level of the product during study and the customer barriers to purchase demographic influences and market dynamics and supply chain issues. The calculated value of Pearson Correlation measured the linear correlation between two variables, ranging from -1 (perfect negative correlation) to 1 (perfect positive correlation). The calculated value of Sig. (2-tailed): Significance level of the correlation. A p-value < 0.05 generally indicates a statistically significant correlation. The calculated value of N was shows that Sample size for the correlations. The calculated value of Awareness and Knowledge was shows that positively correlated with Perceived Benefits and Concerns (.285) but not statistically significant (p = .142) and it shows that weak negative correlation with Satisfaction Levels (-.130, p = .511). The calculated value of positive Positive correlation with Barriers to Purchase (.165, p = .402), Demographic Influence (.371, p = .052), and Market Dynamics and Supply Chain Issues (.369, p = .053). The correlations with Demographic Influence and Market Dynamics are close to significance during the study which means the awareness and knowledge was positively correlated during the study period. The calculated value of Perceived Benefits and Concerns was shows that Positive correlation with Satisfaction Levels (.229, p = .242) but not statistically significant. There some of variable was statistically significant positive correlation with Barriers to Purchase (.417, p = .027), Demographic Influence (.532, p = .004), and Market Dynamics and Supply Chain Issues (.734, p < .001) during the study period. The calculated value of select variables of satisfaction level was statistically significant positive correlation with Barriers to Purchase (.528, p = .004). The calculated value of positive correlations of satisfaction level with Demographic Influence (.276, p = .155) and Market Dynamics and Supply Chain Issues (.269, p = .166), though not statistically significant. The calculated value of Barriers to Purchase was shows that statistically significant positive correlation with Market Dynamics and Supply Chain Issues (.501, p = .007). Even it was positive but not significant correlation with Demographic Influence (.222, p = .255). The calculated value of demographic influence was shows that but statistically significant positive correlation with Market Dynamics and Supply Chain Issues (.587, p = .001). The calculated value of Market Dynamics and Supply Chain Issues was shows that strongest significant correlations with Perceived Benefits and Concerns (.734, p < .001) and Demographic Influence (.587, p = .001).

## Conclusion

The calculated value of correlation matrix was shows that valuable insights into the relationships between various factors affecting consumer behavior and market dynamics. This factor is significantly correlated with satisfaction levels, barriers to purchase, demographic influence, and market dynamics. Improving perceived benefits and addressing concerns are crucial to enhancing customer satisfaction and reducing purchase barriers. The Influence of Market Dynamics and Supply Chain Issues was shows strong correlations with perceived benefits and concerns, barriers to purchase, and demographic influence. Effective management of market dynamics and supply chain issues can positively impact customer perceptions and reduce obstacles to purchasing. The calculated value of Importance of Awareness and Knowledge was shows that statistically significant, awareness and knowledge are closely linked with demographic factors and market dynamics.

Increasing consumer awareness and knowledge could potentially enhance their perceptions and satisfaction. The calculated value of Satisfaction Levels and Barriers to Purchase was shows that significant positive correlation between satisfaction levels and barriers to purchase, suggesting that improving customer satisfaction can help mitigate perceived barriers. The calculated value of demographic influence was shows that significant role, especially in influencing perceived benefits, concerns, and market dynamics. Tailoring strategies to specific demographic groups could be beneficial. By focusing on these areas, businesses can better align their strategies with consumer needs and market conditions, leading to improved satisfaction and reduced barriers to purchase.

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