

Organic Food Consumption in South India: Factors Influencing Customer Satisfaction in Tiruchirappalli District

OPEN ACCESS

Manuscript ID:
MGT-2026-140211335

Volume: 14

Issue: 2

Month: October

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Received: 4.9.2026

Accepted: 24.9.2026

Published Online: 01.10.2026

Citation:

Mohan, Yamini, and
P. Na. Kanchana. "Organic
Food Consumption in South
India: Factors Influencing
Customer Satisfaction in
Tiruchirappalli District."
*Shanlax International Journal
of Management*, vol. 14,
no. 2, 2026, pp. 14-23.

DOI:

[https://doi.org/10.34293/
management.v14i2.11335](https://doi.org/10.34293/management.v14i2.11335)



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Abstract

Increasing awareness of health, nutrition, and environmental factors has spearheaded the rapid growth of the global organic food market. However, in the Indian context, customer satisfaction determinants with respect to organic food products are not well known, especially at the sub-regional level. This study explores the significant determinants of customer satisfaction for consumers of organic foods in the Tiruchirappalli District, Tamil Nadu, which is a glaring gap in empirical data of the district in the context of the Indian organic food business. A convenience sample of 300 consumers of organic food in the retail outlets and weekly markets of Tiruchirappalli was used for the quantitative, cross-sectional survey design. Questionnaires using five-point Likert scales were used to measure perceptions of quality related to the product, price perception, trust in organic certification, availability of the products, and health consciousness. Descriptive statistics, Pearson correlation analysis, and multiple linear regression were used to analyze the data. The regression model explained 68.1% of the variance in customer satisfaction ($R^2=0.681, F=125.26, p < .001$). The strongest predictors were product quality ($\beta = 0.470, p < .001$), trust in certification ($\beta = 0.285, p < .001$), health consciousness ($\beta = 0.182, p < .001$), and price perception ($\beta = 0.106, p = .005$) in that order. The availability of products was not significant. The results highlight the key role of quality assurance and reliable certification frameworks in boosting customer satisfaction in Tier-2 organic food markets. These findings have significant implications for retailers and policymakers who wish to develop sustainable consumption in emerging economies. The cross-sectional design and convenience sampling of existing organic buyers limit causal inferences and generalizability. Future research should employ longitudinal designs and probability sampling in multiple Tier-2 cities.

Keywords: Organic Food, Customer Satisfaction, Consumer Behaviour, Sustainable Consumption, Tamil Nadu, Tiruchirappalli.

Introduction

The world food system is experiencing radical changes driven by the rise in consumer awareness concerning health, environmental sustainability, and food safety. There has been a preference for organic food products, produced without the use of synthetic pesticides and fertilizers and certified against internationally recognized standards, thereby being a preferable option to conventionally grown food (Coman et al. 2025). Recent statistics from the Research Institute of Organic Agriculture (FiBL) show that the global organic food market topped USD 135 billion in retail sales in 2023, with some of its most promising markets growing beyond Europe and North America to Asia and the Pacific (Li and Shan, 2025).

The organic food industry in India has increased at a mature rate of approximately 25 percent each year over the past 10 years, with the government becoming a proponent of this trend through the Paramparagat Krishi Vikas Yojana (PKVY) and the National Programme on Organic Production (NPOP) (Chan et al. 2025). Tamil Nadu, which is an agriculturally diverse state in India with a southern location, has been actively encouraging organic farming via state-level programmes so that organic supply chains in the state begin with key stations like Tiruchirappalli (Moroşan et al. 2025). This trend extends to the extent to which customer satisfaction is a driver in these local markets, which is a pivotal and usually under-researched gap in the literature.

Customer satisfaction with organic food is a multidimensional variable influenced by variables such as the perception of the quality of the product and nutritional value, trust in certification groups, and price-value judgment (Duong, 2024; Ghali, 2026). Studies conducted in the West have repeatedly found product quality and certification trust to be strong antecedents of satisfaction (Fauzi et al., 2025; Kumar et al., 2025). However, Indian scholarship has directed much attention to purchase intention in lieu of post-purchase satisfaction, and country-level surveys conceal the differences between consumer behavior in various regions (Goh and Tan, 2026; Ghosh and Erekaló, 2026). The case of Tiruchirappalli is also quite educational: the city demonstrates an increasing consumer segment that has been growing in terms of health awareness, but the infrastructure of organic food retailing has not advanced as much as in metropolitan areas such as Chennai or Coimbatore (Bhardwaj and Pandey, 2024; Dash et al., 2024).

This study was structured according to three primary research aims. RO1 will also monitor the overall factor loading of consumer satisfaction with organic food products for customers in Tiruchirappalli. RO2 examines the relationship between the quality perception of a product and customer satisfaction. RO3 considers the effects of comparative price perception on satisfaction. The study is based on three formal hypotheses: H1, product quality has a significant and positive impact on customer satisfaction; H2, price perception plays

a significant and positive role; and H3, consumers being sure of organic certification in producing it has a significant and positive impact on customer satisfaction.

Related Works

Customer Satisfaction and Product Quality

The critical role of product quality in customer satisfaction has long been proven in the services and food marketing literature (Shenoy et al., 2025; Jamuni and Halijol, 2025). Recent investigations in the organic food sector revealed that quality through its multiple operationalizations, such as taste, freshness, the lack of chemicals, and nutritional richness, is the main motivator of both organic purchase and satisfaction (Ahmad et al. 2025). In an exploratory study of Romanian consumers, Moroşan et al. (2025) discovered that quality perceptions demonstrated the greatest amount of variance in satisfaction ratings. This result was supported by Chan et al. (2025) in a multi-country Asian consumer environment, who found that the perception of product quality mediated the effect of health consciousness on purchase intention.

Fauzi et al. (2025) performed an extensive science mapping review of the effects of organic food consumption literature and defined quality perception as one of the most recurrent themes in the literature between 2020 and 2024. (Napitupulu et al. 2025) differentiated between objective and perceived quality, finding that the perceived quality of Indian millennials directly influences satisfaction and repurchase intention. The theoretical basis of this relationship is built on the theory of expectancy-disconfirmation, wherein customers compare their expectations prior to buying with their experiences after making the purchase, and quality is the main evaluative dimension.

Trust in Certification and Consumer Confidence

Organic certification trust has become a decisive factor in consumer confidence and satisfaction during the post-pandemic period. (Duong et al. 2025) proved that blockchain-based transparency was an effective tool to increase consumer trust in organic food certification systems, and that trust operated as a cognitive shortcut to decrease uncertainty before

buying. The credibility of certification labels in developing economies is quite different, and the certifications offered by the government tend to be more trusted than the organic status alleged by retailers.

The National Programme for Organic Production (NPOP) logo is not well known among tier-two city consumers (India), establishing a certification-awareness gap and resulting in low levels of satisfaction (Han et al. 2025). This is supported by recent research outcomes that have indicated that certification trust is especially crucial for consumers who cannot personally check the organic production process. According to Alam et al. (2025), consumer trust and satisfaction were largely increased by CSR activities in the organic food industry, implying that trust building may not be limited to certification labels but must consider the overall credibility of the organization. Recent studies have confirmed the mediating role of trust between certification awareness and purchase intention (Pan et al. 2025).

Price Sensitivity and Value Perception

Price is one of the most commonly mentioned obstacles to organic food consumption in developing economies. India In India, the average premium above conventional equivalents is 3080 percent for organic food products (Khan,2025). However, recent research indicates that the price and satisfaction relationships are more subtle than previously realized. In a systematic review, Ghali discovered that although price is the most cited barrier to the consumption of organic food, it is not necessarily the most dominant predictor in regression models of satisfaction. This study found its results to support ($=0.106$, and the fourth among the five predictors).

Health Consciousness and Sustainable Consumption

The coronavirus has increased the popularity of health awareness as a factor leading to the consumption of organic food worldwide. In another study, Escobar- Farfán et al. (2025) developed an integrative model that demonstrated that health consciousness has a direct impact on the purchase intention of healthy foods using various psychological mechanisms. The relationship between health consciousness and organic food

purchase intention was confirmed with the serial mediating role of attitude and desire (Dalwadi and Bhatt, 2025).The rationale behind such a relationship is the health belief model and protection motivation theory, where health-conscious consumers will resort to organic foods as a preventive health behavior.

Research Hypotheses

- H_1 : Customer satisfaction with organic food products depends on and is positively related to the quality perception of products.
- H_2 : Customer satisfaction related to organic food products is a significant factor in price perception.
- H_3 : Organic certification positively and significantly affects consumer satisfaction.

Methodology

Research Design

The present study is based on a quantitative and cross-sectional survey design based on the positivist tradition of consumer behavior research. A quantitative design was selected as the research objectives involved testing the directional hypothesis using models that were statistically controlled. The analytic method of multiple linear regression adopted is in line with previous findings in the body of satisfaction research studies conducted in the food marketing field.

Sample and Data Generation

Study Area: The focus of data collection was in Tiruchirappalli District, Tamil Nadu, India, a Tier-2 city of about 1 million population, which is undergoing an organized retail market development and thus has specialty organic food stores, government - supported organic farmers markets, and major supermarket chains that stock certified organic food.

Population and Sampling: The target population comprised all adult consumers (18 years and above) who had purchased organic food products at least once in the last three months. It used a convenience sampling approach that attracted respondents from eight organic food retail outlets in the city. The study ended with a sample size of $N=300$ respondents (as the researcher was in charge of with the previous indications that the minimum simulation size is $N=50$ to $N=100$ samples, with correcting factors of

at least 50 samples 50 more) which well captures the guidance of at least 50 observations per predictor or factor). Surveys were administered in person by trained research assistants in Tamil and English from August to November 2024.

Variables and Instrumentation

A five-point Likert scale was used to measure all constructs (1 = Strongly Disagree; 5 = Strongly Agree). Customer Satisfaction was used as the dependent variable, Product Quality (IV1), Price Perception (IV2), Trust in Certification (IV3), Availability (IV4), and Health Consciousness (IV5) as IVs. The formal regression model is given as

We have the following model where is customer satisfaction, is intercept/constant term, is Coefficient for Product Quality, is Coefficient for Price Perception, is Coefficient for Trust in Certification, is Coefficient for Availability, is Coefficient for Health is Product Quality, is Price Perception, is Trust in Certification, AV is Availability and is Health Consciousness, and where e is the error term.

Cronbach's alpha coefficient was used to determine the reliability and internal consistency of the measurement instrument. The alpha coefficients of Cronbach ranged from 0.73 (availability) to 0.87 (Customer Satisfaction), which indicates acceptable to good internal consistency (Khan, 2025). In addition to internal consistency reliability, the construct validity of the measurement instrument was assessed through Exploratory Factor Analysis (EFA). Sampling adequacy was examined using the Kaiser-Meyer-Olkin (KMO) measure, while Bartlett's Test of Sphericity was used to verify the suitability of the correlation matrix for factor extraction. Principal component extraction with varimax rotation was employed to identify the latent factor structure of the scale.



Figure 1 Conceptual Research Framework

Figure 1 description: The conceptual framework diagram is adopted to show the theoretical model being tested in the research. It shows five independent variables (Product Quality, Price Perception, Trust in Certification, Availability, and Health Consciousness) as associated factors of Customer Satisfaction. The direction arrows depict the hypothetical positive relationships, and H1, H2, and H3 describe the formal hypotheses. This graphical depiction is compatible with the expectancy-disconfirmation paradigm and the theory of planned behavior, which offers a theory underpinning the analysis of the results.

Statistical Analysis

Python 3.11, along the with Stats Models and SciPy libraries, was used to conduct all statistical analyses. The following four steps were included: (1) descriptive statistics to describe the sample and variables; (2) Pearson correlation analysis to evaluate the bivariate relation of constructs; (3) Variance Inflation Factor (VIF) analysis to assess the presence of multicollinearity between the predictors; and (4) ordinary least squares (OLS) multiple linear regression. All statistical tests were conducted at a significance level of $p < 0.05$.

Results

Sample Characteristics (Descriptive Statistics)

Among the 300 participants, 50.3 were men and 49.7 were women, indicating that the gender mix was balanced. Graduates and post-graduates constituted the largest education types (42.7 and 40.7%, respectively). Monthly household income was distributed with the modal category at INR 50,000–75,000 (30.3%), followed by INR 25,000–50,000 (27.0%), and above INR 1,00,000 (14.0%).

Table 1 Demographic Profile of Respondents (N=300)

Variable	Category	Frequency	(%)
Gender	Male	151	50.3
	Female	149	49.7
Education	High School	9	3.0
	Diploma	22	7.3

Education	Graduate	128	42.7
	Post-Graduate	122	40.7
	Doctorate	19	6.3
Monthly Income (INR)	<25,000	28	9.3
	25,000–50,000	81	27.0
	50,000–75,000	91	30.3
	75,000–1,00,000	58	19.3
	>1,00,000	42	14.0

Table 1 presents the demographic composition of the 300 respondents in the Tiruchirappalli District survey. The sample was well balanced in terms of gender (50.3% male, 49.7% female), with most of them having graduate (42.7%) and post-graduate (40.7%) qualifications. The income level of the sample is predominantly middle-class, with 57.3 percent of the sample population having an income ranging between INR 25,000-75,000 per month, which represents an average consumer profile in Tier-2 Indian cities with the consumption of organic foods.

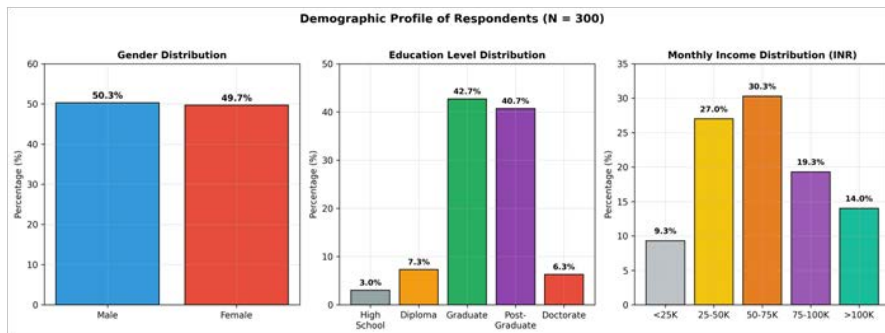


Figure 2 Demographic Profile Chart

Figure 2 description: This bar chart represents the consumer' demographic structure of 300 surveyed people in terms of three major attributes: gender (male: 50.3%, female: 49.7%), education (graduate: 42.7%, post-graduate: 40.7%), and money representation. The representation of an almost equal ratio of genders and high educational achievement indicates the intended target group of educated and middle-class organic food shoppers in Tiruchirappalli. The income distribution reveals that it is concentrated in the INR 25,000–75,000 range, which is characteristic of Tier 2 city consumers who consume organic food.

Descriptive Statistics of Study Constructs

The averages of each variable in the model were in the high range (3.15 to 3.56), which shows that the overall perceptions of the sample were positive enough. The highest mean was Health Consciousness mean ($M=3.557$, $SD=0.858$) whereas Availability achieved the lowest mean ($M=3.150$, $SD=0.937$) This is due to structural supply side constraints within the organizational food distribution network in Tiruchirappalli.

Table 2 Descriptive Statistics of Study Constructs (N=300)

Construct	N	Mean	Median	SD	Min	Max
Customer Satisfaction	300	3.343	3	0.895	1	5
Product Quality	300	3.457	3	0.922	1	5
Price Perception	300	3.197	3	0.876	1	5
Availability	300	3.150	3	0.937	1	5
Trust in Certification	300	3.310	3	0.870	1	5
Health Consciousness	300	3.557	4	0.858	1	5

Description of Table 2: The central tendency and dispersion results of the six study constructs based on a five-point Likert scale are summarized in this table. Health Consciousness had the highest mean score (3.557), implying that most consumers of organic foods in Tiruchirappalli had a good level of health consciousness. Availability had the lowest mean (3.150), indicating a structural difficulty in the local organic food supply chain. The variables presented acceptable variability (SD range: 0.858–0.937), and the variables followed normal distributions that were appropriate for parametric analysis.

Construct Validity and Pearson Correlation Analysis

Exploratory Factor Analysis

Exploratory Factor Analysis was conducted to assess the construct validity of the six study dimensions measured using 18 observed items. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.665, indicating acceptable adequacy for exploratory analyses. Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 673.56$, $df = 153$, $p < .001$), confirming that inter-item correlations were sufficient for factor analysis.

Five factors with eigenvalues greater than one were extracted, explaining 65.63% of the total variance. Although six theoretical constructs were specified, the rotated solution indicated that items measuring availability and certain price-value items loaded onto a single common factor. The remaining constructs—Product Quality, Trust in Certification, Health Consciousness, and Customer Satisfaction—each formed distinct factors. Consequently, a five-factor solution was retained. This outcome is theoretically plausible in a Tier-2 retail context, where limited product availability often shapes consumers' price-value judgements; the two constructs are conceptually proximate under supply constrained conditions. Despite the shared factor loading, Availability and Price Perception were retained as separate predictors in the regression model for three reasons: (i) they remain conceptually distinct in the organic-food literature, (ii) their bivariate correlation ($r = 0.343$) is well below multicollinearity thresholds, and (iii) the Variance Inflation Factors for both variables remained low ($VIF < 1.40$). This decision prioritizes theoretical distinction and diagnostic evidence over strict adherence to the exploratory

factor solution. Future research should refine the measurement items to achieve clearer discriminant validity between the two constructs.

Table 3 Exploratory Factor Analysis Summary

Statistic	Value
Number of Items	18
Number of Factors Extracted	5
KMO Measure	0.665
Bartlett's χ^2	673.56
Degrees of Freedom	153
Significance	$p < .001$
Total Variance Explained	65.63%

Note: EFA was conducted using principal component extraction with a varimax rotation. KMO = 0.665, and Bartlett's Test of Sphericity was significant ($p < .001$).

Table 3 reports the exploratory factor analysis summary for the 18 observed items. The KMO value indicated acceptable sampling adequacy, Bartlett's test confirmed that the data were suitable for factor extraction, and the five retained factors explained 65.63% of the total variance.

Pearson Correlation Matrix

Table 4 Pearson Correlation Matrix of Study Constructs

Construct	CS	PQ	PP	AV	TC	HC
CS	1.000	0.733	0.400	0.425	0.649	0.495
PQ	0.733	1.000	0.323	0.389	0.523	0.307
PP	0.400	0.323	1.000	0.343	0.249	0.321
AV	0.425	0.389	0.343	1.000	0.353	0.354
TC	0.649	0.523	0.249	0.353	1.000	0.445
HC	0.495	0.307	0.321	0.354	0.445	1.000

Note: *** $p < .001$ (two-tailed). CS = Customer Satisfaction; PQ = Product Quality; PP = Price Perception; AV = Availability; TC = Trust in Certification; HC = Health Consciousness.

Table 4 shows that The Pearson correlation matrix shows positive and statistically significant bivariate relationships among all study constructs. Customer Satisfaction is most strongly correlated with Product Quality ($r = 0.733$), followed by Trust in Certification ($r = 0.649$). The intercorrelations among the independent variables ranged from

0.249 to 0.523, remaining below the common multicollinearity threshold of 0.80.

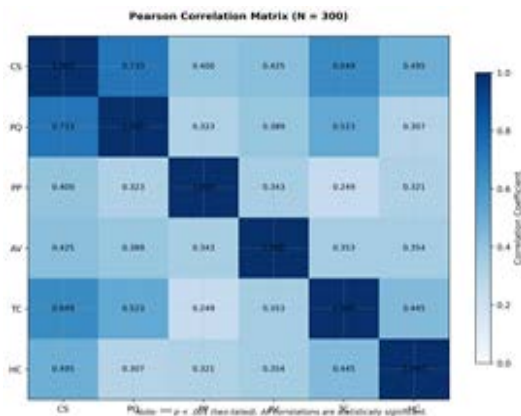


Figure 3 Pearson Correlation Heat Map

Figure 3 presents a visual representation of the bivariate relationships between all study constructs. The intensity of the colored areas indicates the strength of the positive correlation. Customer Satisfaction (CS) is most strongly correlated with Product Quality (PQ; $r = 0.733$), followed by Trust in Certification (TC; $r = 0.649$), which is consistent with the regression results. The heatmap also shows moderate intercorrelations among the independent variables, all below the multicollinearity levels, supporting the validity of the regression analysis.

Multiple Linear Regression Results

This model was statistically significant ($F = 11.921$, $p < .001$) and accounted for 68.1% of the variance in customer satisfaction ($R^2 = 0.681$). All reported β -coefficients were standardized. Each VIF was less than 2.0 (maximum VIF = 1.59), demonstrating that no undesirable multicollinearity occurred.

Table 5 Multiple Linear Regression Results—Predictors of Customer Satisfaction ($N=300$)

Predictor	β	SE	t	p	VIF
(Constant)	-0.339	0.162	-2.087	.038	—
Product Quality (H_1)	0.470	0.039	11.921	<.001	1.52
Price Perception (H_2)	0.106	0.037	2.838	.005	1.24
Trust in Certification (H_3)	0.285	0.043	6.673	<.001	1.59

Availability	0.039	0.036	1.082	.280	1.34
Health Consciousness	0.182	0.040	4.533	<.001	1.37

Model Fit: ; Adj. ; , | Diagnostics: Durbin-Watson = 2.008; Max VIF = 1.59. β = standardized regression coefficient. All VIFs < 2.0 indicate no multicollinearity concern

$\beta = 0.470$ $p < .001$ $\beta = 0.285$ $p < .001$ $\beta = 0.182$ $p < .001$ $p = .280$

Description of Table 5 This table comprises standardized regression coefficients and model diagnostics used to predict Customer Satisfaction. The most important predictor was product quality, followed by trust in certification and health consciousness. All three hypotheses (H_1 , H_2 , and H_3) were corroborated. When other variables were considered, the independent effect of availability did not significantly influence the situation ($p = .280$). The model is known to have an excellent diagnostic statistic of 68.1% variance.

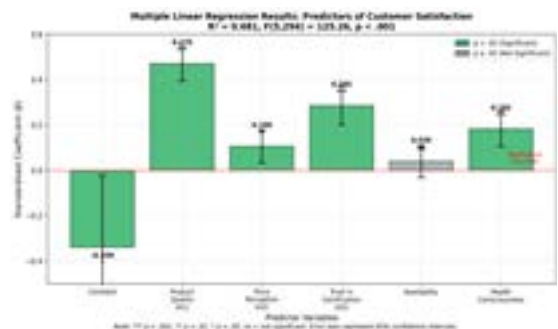


Figure 4 Regression Coefficients

Figure 4 provides the standardized regression coefficients (β) (described by error bars) in a 95% confidence interval for each predictor of Customer Satisfaction. The largest coefficients were for Product Quality ($\beta = 0.470$), Trust in Certification ($\beta = 0.285$) and Health Consciousness ($\beta = 0.182$). The line marked with dashes shows the level of significance; coefficients under the line are non-significant. Availability has a low coefficient ($\beta = 0.039$) that is less than the significant level, meaning that there is no independent impact when it is controlled by the other factors.

Discussion

Interpretation of Findings

The most striking result, namely that the quality of the product is the most significantly dominant predictor of satisfaction (,), is in line with the international literature (Duong,2024; Ahmad et al., 2025; Duong et al., 2025), indicating that there is a strong relationship between quality and product satisfaction internationally and across cultural and economic backgrounds. The level of the quality coefficient is substantially high in comparison with the quality coefficients in metropolitan Indian studies, which might be explained by the fact that consumers in a Tier-2 city have to cross a larger number of structural barriers to obtain organic food. This is especially true for the consumers in Tiruchirappalli who take the effort to identify and buy organic products despite these hurdles: their reliance on whether quality meets expectations multiplies such that if they perceive an improvement in a product's quality over non-organic options, it will also serve as one more confirmation of their decision—at least until something evolves further.

The results mostly substantiate a previous study that found that quality and trust to be the key drivers of satisfaction (Ghali, 2026; (Napitupulu et al., 2025; Khan,2025)). However, there are two exceptions to this rule. First, the comparatively small influence of Price Perception (, ranked fourth) reminds us of the general perspective that price is the main issue for Indian organic food consumers (Fauzi et al.2025; Bhardwaj and Pandey,2024). This finding implies that consumers who have already made a purchase decision have partially solved their price-value calculus and are more focused on whether the product provides quality to them. Ghosh and Erekaló (2026) found that habitual organic buyers are less price-sensitive than occasional buyers are. Second, Availability (,) was not statistically significant; the multivariate setting indicates that there is a spurious bivariate relationship between availability and satisfaction, mediated by product quality and trust.

Theoretical Contributions

On the theoretical side, this research contributes to the literature on satisfaction by offering a strict

regression model that isolates the comparative significance of five antecedent levels of satisfaction that have hitherto been mixed up within a tier-two Indian city. The results corroborate the expectancy-disconfirmation theory but extrapolate the theory to emerging market settings, where structural constraints (retail infrastructure) and lack of awareness of certification lower the conventional quality-satisfaction correlation. This research is also relevant to the study of the theory of planned behavior literature in that attitude towards organic food (which is captured in terms of quality and health consciousness perceptions) is found to be more influential on satisfaction than the perceived behavioral control variables (e.g., availability). Furthermore, the acceptable factor analytic results support the multidimensional structure of customer satisfaction determinants in the organic food context.

Practical and Policy Implications

Based on the empirical findings, the following recommendations are offered for different stakeholders:

Recommendations for Organic Food Retailers

Prioritize product quality assurance over aggressive price reductions. Investments in cold-chain logistics, supplier verification, and freshness control are likely to yield higher returns in terms of customer satisfaction than margin-eroding discounts.

Strengthen visible certification displays at the point-of-sale. A clear presentation of NPOP or PGS logos can enhance consumer trust, which emerged as the second strongest predictor of satisfaction.

Focus on communicating the quality and health benefits of organic products rather than solely on price, as price perception showed only a modest effect among existing organic buyers.

Recommendations for Policymakers

Intensify awareness campaigns on organic certification schemes (NPOP and PGS) in Tier-2 cities, such as Tiruchirappalli, where certification knowledge remains limited.

Support supply side interventions that expand availability without compromising on quality. Simply increasing the number of retail outlets is insufficient if the product standards decline.

Continuing and expanding programs such as the Paramparagat Krishi Vikas Yojana (PKVY) that strengthen the organic farming base is important, as health consciousness remains an important driver of consumer satisfaction.

Limitations and Future Directions

The primary limitation of this study is its cross-sectional design and non-probability convenience sampling approach (N = 300). Because respondents were surveyed at specific retail outlets, the sample consisted of existing organic food consumers, restricting the ability to establish definitive causal relationships or generalize findings across non-users and broader regional populations. To build upon these baseline insights, future research should employ longitudinal tracking to assess satisfaction stability over time, utilize probability sampling across multiple Tier-2 cities, and incorporate structural equation modeling (SEM) to evaluate potential mediating variables such as repeat purchase intention and customer loyalty. A further measurement limitation concerns the Exploratory Factor Analysis (EFA) solution, in which availability and certain price-related items loaded onto a common factor. Although theoretical and diagnostic justifications support treating them as separate predictors, future studies should revise item wording to improve discriminant validity between these constructs.

Conclusion

This study examined the key drivers of customer satisfaction with organic food products among retail consumers in Tiruchirappalli District, Tamil Nadu. Within the surveyed sample, product quality and trust in organic certification emerged as the primary predictors of customer satisfaction. The full regression model, which also included health consciousness, price perception, and availability, explained 68.1% of the variance in customer satisfaction ($R^2 = 0.681$). These findings offer localized insights for organic food retailers and local policymakers in Tiruchirappalli, emphasizing that maintaining quality assurance, transparent sourcing, and visible certification displays are crucial for maintaining customer satisfaction among active organic food consumers.

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