

## **A STUDY ON CONSUMER SATISFACTION OF ONLINE ORGANIC FOOD PRODUCTS WITH SPECIFIC REFERENCE TO PERAMBALUR DISTRICT**

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### **ABSTRACT**

Consumers across different segments express good feelings about organic food. Buying organic food online makes the items better, saves time, and makes customers happier. People have been eating organic foods for a long time, but after the COVID-19 outbreak, people are more aware of them, mostly due of social media. The levels of customer satisfaction with online organic products depend on the time, how urgent the purchase is, and if the client may place it through a mobile app or a website. These are all important factors in getting new customers and keeping current ones. This study analyzes customer satisfaction about the online acquisition of organic food goods, utilizing primary and secondary data from previously published academic papers, journals, and theses. The conclusion is that people are happier when they buy organic food online, which shows that companies who make organic food are doing a good job.

**Keywords:** Consumer Satisfaction, Organic Products, Online Buying Habits.

### **Introduction**

Everything that is farm produce, including crops, vegetables, milk, and meat, is grown and processed by farmers organically in line with the set specification. Organic farming leads to lower levels of pollution and promotes conservation of soil and water resources. Animals on organic farms are never given antibiotics or growth hormones. The animals are reared in ways that ensure both the land and their food are pesticide-free, thus adopting environmentally friendly farming methods. Organic food production does not allow the use of artificial pesticides, insecticides, herbicides, and genetically modified organisms.

Most individuals choose to grow their own organic food in their backyard gardens because organic food is often 20% more expensive than conventional produce. Fertilizer, insecticides, and pesticides are commonly used in conventional farming. Organic goods, compost, fertilizers, pesticides, and root stimulants are utilized by those who cultivate their own food in backyard gardens. Although approximately 2% of the world's food is designated as organic, demand for

organic food production has been on the rise in wealthy and developing economies since the 1990s.

### **Advantages of Organic Food**

While the appearance is less vibrant than that of conventional food, they are more flavorful. They are naturally grown with no additives and harvested fresh. Eco-friendly tops get customers closer to nature since they do not erode. Compared to non-organic foods that are grown using pesticides, artificial fertilizers, antibiotics, and hormones, they are safer. Improved food quality that is better than conventional meals and added antioxidants that fight cancer and other diseases are provided.

### **Purchase of Organic Food Items via Internet Websites**

The majority of people initially doubt the possibility of purchasing organic goods online prior to making a purchase. You must realize that if you belong to this category, in fact, you have the ability to do it. After doing this, most people take into account the advantages that accrue from purchasing organic goods online. You will find that there is no straightforward answer here. Researching the possible advantages and disadvantages of doing this is a good method of determining if purchasing organic goods online is an appropriate option for your requirements. Organic food availability from internet-based sources is one of the many advantages linked to the phenomenon. Those who have shopped online are likely to be aware of its convenience. An internet search can reveal the numerous online organic food suppliers, including our own. In a normal internet search, one can make use of a general search term like "organic food stores" or a specific search term like "organic frozen fruits." Many customers value the convenience of having food delivered to their doorstep. Online shopping for organic food can improve monetary efficiency and time management. Organic food shopping comparisons online are a real possibility. In minutes, one can compare prices and product availability at the same time. Such a comparison is not feasible locally. One can easily save money by online shopping for organic food, since it allows for instant and easy comparison of vendors, products, and prices. Online shopping for organic food can result in savings in terms of money and time. This is possible when it is possible to carry out online research on organic food providers. In minutes, people can compare prices and product offerings at the same time. Such an evaluation is not feasible when shopping locally. One can easily save money by online shopping for organic food, since it allows for instant and easy comparison of vendors, products, and prices.

Although there are several advantages with purchasing organic food products via the internet, it is equally important to mention the limitations. One of the primary shortcomings is that most of the people who shop online are more concerned about payment safety and ease. To address this problem, we have collaborated with an extremely secure and well-established payment system.

As suggested before, buying organic foods online also has the potential for cost savings. This is largely due to the ability to quickly and efficiently compare prices to get the best prices. But though attractive, care must be exercised in the delivery process. Lack of care may result in extra delivery charges or exorbitant charges. This is also a drawback in obtaining organic foods from

online sources. Thus, our website has also taken the challenge of this issue by entering into special arrangements with delivery organizations to limit the cost on our customers.

Most people enjoy shopping for organic foods online, even though some people are most benefited by the practice. If you do not have a dedicated organic food shop in your vicinity, then you might be one of those. Additionally, if you do, even when If you are not satisfied with organic product quantity or price, it is better to purchase them online.

### **Review of Literature**

Ma et al. (2023) refer to the important role of online trust and certification in the process of buying among consumers. They found that while direct trust in producers and retailers had negligible effects on purchasing behavior, it was the indirect types of trust—like the familiarity and recognition of organic certification logos and positive word-of-mouth that one can find online—that played a deep effect on increasing consumers' purchasing intention and overall satisfaction with purchased products, thanks to the perceived credibility of same.

Pahari et al. (2023) cited that attitude and awareness-induced health consciousness, developed by perceived safety, were significant precursors of intention and subsequent satisfaction in online organic food purchases.

Maulana, Najib, and Sarma (2021) tested the impact of the marketing mix on Jabodetabek online organic food satisfaction in Indonesia. Employing SEM, they found product quality and availability (place) to have a direct impact on satisfaction, whereas trust had a large influence on satisfaction but did not result in repurchase intentions.

In a 2023 study by Krishna and Balasubramanian, with a theme of organic products, consumer satisfaction was said to be the most important in creating customer loyalty. Furthermore, the researchers argued that consumer trust is an important step towards attaining such satisfaction.

You et al. (2020) examined organic food buying through social media websites, employing Task Technology Fit and the post acceptance model. They determined social-media-facilitated confirmation of expectations and perceived usefulness greatly accounted for satisfaction and future purchase intentions.

Kalyani and Prabhavathi (2023) conducted a study on Consumers perceive organic food as being healthier, safer, and more environmentally friendly than conventional food in Bangalore, India, surveying 120 consumers to understand perceptions and attitudes towards organic food. The findings indicated that quality and healthiness are top product attributes that drive purchasing decisions, with preservative-free attributes and certification having the effect of increasing satisfaction. However, high prices were a top concern, implying that cost-effectiveness is key to long-term consumer satisfaction. Similarly, a study conducted by Lee and Yun (2015) found that positive organic food attitude is determined by health benefit beliefs, but satisfaction is based on meeting expectations created by online sites.

A Hong et al. (2023) study of online food delivery services (OFDS) concluded that tangibles, reliability, assurance, and empathy—major components of the SERVQUAL model—have a positive impact on satisfaction, while responsiveness had no impact. For organic food, website design ease, timely delivery, and transparent product description are essential to fulfilling consumer expectations. Das and Ramalingam (2023) also highlighted that delivery fulfillment processes and tracking in real time improve satisfaction in the online food delivery business, and therefore these are also important for organic food platforms.

A 2020 Frontiers study investigated social media's impact on purchase intentions using post-acceptance model (PAM) and task-technology fit model. Task attributes (e.g., simplicity of product info discovery) and technology attributes (e.g., ease of using the platform) confirm consumer anticipations for higher satisfaction and continuance intention. Trust on the online platform, stimulated by certification and transparent labeling, enhances satisfaction. This is important as customers cannot visually inspect organic products online but have to rely on digital cues.

A systematic review by Omics (2022) discovered that consumers are willing to pay a premium of 5.6% to 91.5% for healthier foods, including organic foods, with a mean premium of 30.7%. Price sensitivity, however, depends on demographic characteristics like income and education. For example, younger consumers and consumers with high levels of education have higher willingness to pay, but high prices can discourage frequent consumption, which affects long-term satisfaction. This is supported by Nguyen et al. (2019), who observed that although consumers in developing nations are interested in organic foods, price premiums discourage frequent consumption.

**Research Objectives**

To identify the determinants that affect consumers' organic product consumption.

To measure the level of customer satisfaction with the use of online organic products.

To investigate consumers' intentions toward online organic goods.

**Research Methodology**

The researcher uses primary data collected through Google Form questionnaires, where 184 out of 190 responses are valid, along with secondary data that were obtained from different journals, publications, and theses, which were screened to obtain the research purposes.

**Data Analysis**

**Table 1 showing demographic profile of the Respondents**

S. No	Demographic Profile	Freq.	Valid Percent	Cumm. Percent
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1	Gender	Male	100	54	54
		Female	84	46	100
2	Age	Less than 20	4	2	2
		21-30	96	52	54
		31-40	64	35	89
		41-50	20	11	100
		Above 50	0	0	100
3	Annual Income	Less than 2,00,000	4	2	2
		2,00,001 – 4,00,000	156	85	87
		4,00,001 – 6,00,000	24	13	100
		Above 6,00,000	0	0	100
4	Marital Status	Married	68	37	37
		Unmarried	116	63	100

Table 1 delineates the demographic profile of the respondents: Male consumers constitute 54% of the sample, individuals aged 21-30 represent the majority at 52%, 85% of respondents fall within the annual family income bracket of Rs. 2,00,001 – 4,00,000, and 63% of respondents are unmarried.

**Table 2 showing one-way ANOVA between AGE and other factors**

		Sum of Squares	df	Mean Square	F	Sig.
Frequency of Purchase	Between Groups	13.336	3	4.445	8.376	.000
	Within Groups	95.533	180	.531		

Type of Organic Products	Total	108.870	183			.000
	Between Groups	7.066	3	2.355	16.971	
	Within Groups	12.768	92	.139		
Purchasing of Organic Products	Total	19.833	95			.092
	Between Groups	11.119	3	3.706	2.176	
	Within Groups	306.533	180	1.703		
	Total	317.652	183			

H0 – There exists no significant correlation between Age and variables such as Frequency of Purchase, Type of Organic Products, and Purchasing of Organic Products.

H1 – A significant and robust correlation exists between Age and other variables, including Frequency of Purchase, the selection of Organic Products, and overall Purchasing behavior towards Organic Products.

Table 2 illustrates the one-way ANOVA analysis between Age and various factors, including Frequency of Purchase, Type of Organic Products, and Purchasing of Organic Products. Within the factor of Frequency of Purchase, a significant correlation exists between Age and Frequency of Organic Respondents ( $p = .000$ ), indicating that consumer purchasing behavior of Organic products varies across different age groups. Within the factor designated as Type of Organic Products, a significant correlation exists between Age and the Type of Organic Products purchased ( $p = .000$ ), indicating that consumer purchases are not uniformly distributed across age groups. Conversely, in the factor concerning the Purchasing of Organic Products, no significant relationship is observed between Age and the Purchasing of Organic Products ( $p = .092$ ), suggesting that all age groups engage in purchasing organic products equally.

**Table 3 showing one sample t-Test of the factors influencing Consumers Satisfaction**

	N	Mean	Std. Dev.	Std. Error	t-value	Rank
Quality	184	1.20	.577	.043	28.101	6
Marketer Responses	184	1.63	.819	.060	26.991	7
Post Sales Services	184	1.35	.599	.044	30.504	3
Quick Delivery	184	1.54	.499	.037	41.918	1
Protection	184	1.33	.593	.044	30.314	4
Digital Support	184	1.54	.715	.053	29.267	5
Offers and Prices	184	1.41	.536	.040	35.749	2

The aforementioned one-sample t-test reveals four significant factors influencing customers to purchase organic products online. The mean range is 1.20 to 1.63, indicating that all factors fall within the categories of highly satisfied to satisfied for organic buyers. Based on t values, the factors are ranked as follows: Fast Delivery is the most significant factor for online purchasing (t value = 41.918, Rank 1), followed by Prices and Offers (t value = 35.749, Rank 2), After Sales Services (t value = 30.504, Rank 3), and Privacy Protection (t value = 30.314, Rank 4). Additional factors include Online Support (t value = 29.267, Rank 5), Quality of Online Organic Products (t value = 28.101, Rank 6), and Responses from Marketers (t value = 26.991, Rank 7).

### Findings

1. Most of the consumers are young (21–30 years, 52%) and single (63%).
2. Most respondents (85%) have a moderate income (₹2,00,001–₹4,00,000 annually).
3. A strong association between purchase frequency and age ( $p < 0.001$ ).

4. There is a high association between age and the type of organic foods purchased ( $p < 0.001$ ).
5. There is no significant correlation between age and total buying behavior ( $p = 0.092$ ), which suggests that the inclination to buy organic food cuts across all age brackets.
6. Consumers like the convenience, price comparison, and door-to-door delivery of on-line shopping.
7. Secure payment and reasonable delivery charges are important satisfaction contributors.
8. Certification-based trust, health awareness, and ease of use on platforms drive satisfaction.
9. The higher cost continues to deter normal buying, particularly in emerging economies.

### **Suggestions**

1. Implement speedy and effective delivery mechanisms along with real-time tracking for high satisfaction.
2. Provide frequent coupons, discounts, and value packs to keep price-conscious customers.
3. Utilize chatbot support and 24x7 call centers to enhance response time and customer satisfaction.
4. Display unequivocal organic certifications and quality guarantees prominently on product pages.
5. Leverage data-driven marketing in order to promote different kinds of products to different age groups since tastes vary.
6. Post educational material on various social media platforms to promote health awareness and generate confidence in organic products.
7. With intensive use by young adults, prioritize intuitive mobile app and site design to improve usability.

### **Conclusion**

Literature analysis and primary data reveal that demographic and sociological variables play a high level of influence in consumers' behavior towards organic food products. Convenience in ordering, tracking, and promotional discounts by web-based retailers is the reason behind the extremely high rate of satisfaction with online shopping of organic food products. Health benefits are a highly significant variable in higher online buying of organic foods. Analysis of primary data concludes that major drivers of consumer online shopping are speedy delivery, variety discounts, coupons, and privacy protection. ANOVA results reflect consumers of all ages buying organic products with differences in product types based on age. Finally, online consumption of organic products provides high customer satisfaction.

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