

An Empirical Analysis of Consumer Perception and Satisfaction on Purchase Intention in Organic Food Products

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Abstract

The organic food market has witnessed remarkable growth in recent years, driven by increasing consumer awareness about health, nutrition, and environmental sustainability. This study empirically examines consumer perception and satisfaction towards organic food products, with specific focus on the influence of seven independent variables — Product Quality, Price of Organic Products, Availability/Accessibility, Brand Image, Packaging and Labeling, Health Awareness, and Environmental Concern — on consumer Purchase Intention as the dependent variable. A descriptive research design was adopted, and primary data was collected from 231 respondents using a structured questionnaire based on a five-point Likert scale. Statistical tools including descriptive analysis, Pearson correlation, and multiple regression analysis were applied to test the hypothesized relationships. The findings reveal that all seven independent variables exhibit significant positive correlations with consumer purchase intention, with Health Awareness, Environmental Concern, and Product Quality emerging as the most influential predictors. The regression model accounts for approximately 90% of the variation in purchase intention, confirming the strong impact of the selected variables on consumer decision-making. Brand Image and Availability also demonstrate significant roles in shaping purchasing behavior. The study concludes that organic food marketers must align their product strategies with consumer health consciousness and ecological values to effectively stimulate purchase intention. These insights offer actionable guidance for producers, retailers, and

policymakers seeking to promote organic food consumption in emerging markets.

Keywords: Organic Food, Consumer Perception, Purchase Intention, Health Awareness, Environmental Concern, Brand Image, Product Quality

I. Introduction

The global food industry has undergone a transformative shift over the past two decades, with organic food products emerging as a significant and rapidly growing segment. Growing concerns over the health implications of chemical-laden conventional food, coupled with increased awareness of environmental degradation caused by intensive farming practices, have propelled consumers toward organic alternatives. Organic food products — those grown and processed without synthetic pesticides, fertilisers, antibiotics, or genetically modified organisms — are now viewed not merely as a lifestyle choice but as a conscious investment in personal health and planetary sustainability.

In India, the organic food market has gained considerable momentum, with urban and semi-urban consumers increasingly seeking products that align with their values of health, authenticity, and ecological responsibility. However, despite the growing interest, adoption remains relatively limited due to barriers such as premium pricing, inadequate retail availability, and low consumer awareness. Understanding the factors that shape consumer perception and drive purchase intention is therefore critical for industry

stakeholders, marketers, and policymakers aiming to expand the market for organic food products.

Consumer perception towards organic food is influenced by a complex interplay of intrinsic and extrinsic cues. Intrinsic factors such as product quality, taste, and freshness directly influence satisfaction, while extrinsic factors including brand image, packaging, labeling, and price also significantly shape purchase decisions. Additionally, attitudinal dimensions such as health consciousness and environmental concern have been consistently identified in the literature as key antecedents of organic food consumption. Despite the growing body of literature on organic food behavior, there remains a need for empirical studies that examine these variables collectively and assess their relative contribution to purchase intention.

This study addresses this gap by empirically analysing the influence of seven key determinants — Product Quality, Price of Organic Products, Availability/Accessibility, Brand Image, Packaging and Labeling, Health Awareness, and Environmental Concern — on the Purchase Intention of consumers. Data was gathered from 231 respondents through a structured questionnaire, and statistical analyses including Pearson correlation and multiple regression were employed to evaluate the relationships. The findings contribute both to the academic discourse on organic consumer behavior and offer practical insights for businesses and policymakers committed to promoting sustainable food consumption.

II. Review of Literature

The relationship between consumer perception and organic food purchase intention has been extensively studied across diverse geographical and cultural contexts. Scholars have identified a range of psychological, social, and economic factors that influence how consumers perceive organic food and their subsequent inclination to purchase such products.

Aertsens et al. (2009) conducted a comprehensive review of organic food consumption literature and concluded that personal values — particularly altruistic values associated with environmental protection — are among the strongest drivers of organic food purchase intention. Similarly, Magnusson et al. (2003) found that health consciousness is the primary motivator for organic food consumption in Scandinavian countries, noting that consumers who perceive conventional food as potentially harmful are significantly more likely to opt for organic alternatives.

Product quality has been identified as a central determinant of consumer satisfaction and

purchase intention. Padel and Foster (2005) found that taste, freshness, and nutritional superiority are key quality attributes that consumers associate with organic food, and that positive perceptions of these attributes strongly predict purchase frequency. In the Indian context, Yadav and Pathak (2016) reported that perceived product quality and health benefits significantly influence young consumers' intentions to purchase organic food, especially among urban and educated demographics.

Price sensitivity remains a critical challenge for the organic food sector. Zanolli and Naspetti (2002) noted that the higher cost of organic food acts as a deterrent for price-conscious consumers, even among those who hold positive attitudes toward organic products. However, Teng and Wang (2015) found that when consumers perceive sufficient value in organic food — particularly in terms of health and safety benefits — willingness to pay a premium increases substantially.

Availability and accessibility have been consistently linked to purchase behavior. Hamzaoui-Essoussi and Zahaf (2008) observed that limited shelf availability and poor visibility in mainstream retail channels are major constraints to organic food adoption. Brand image and certification labels play a significant role in building consumer trust and credibility. Pivato et al. (2008) demonstrated that strong brand equity positively influences consumer purchase intentions in the organic food category, especially when accompanied by transparent communication about sourcing and production practices.

Packaging and labeling are increasingly recognized as important cues that communicate product attributes and ethical values. Bauer et al. (2013) found that eco-friendly packaging design and clear nutritional labeling significantly enhance consumers' perceptions of product quality and their willingness to purchase organic products. In terms of attitudinal antecedents, environmental concern has been well documented as a predictor of organic purchase intention. Chen (2009) established that consumers with high environmental concern are more likely to engage in green purchasing behavior, including the consumption of organic food, as they perceive such choices as personally meaningful and socially responsible.

III. Research Methodology

This study aims to empirically investigate the influence of consumer perception variables on purchase intention towards organic food products. A descriptive research design was adopted to systematically examine the relationships between

selected independent variables — Product Quality, Price of Organic Products, Availability/Accessibility, Brand Image, Packaging and Labeling, Health Awareness, and Environmental Concern — and the dependent variable of consumer Purchase Intention. Descriptive research is suitable for this study as it enables the collection of quantitative data from a large sample and facilitates the examination of patterns, associations, and the relative significance of predictor variables.

The theoretical framework for this study was derived from a thorough review of existing literature on organic food consumer behavior, green marketing, and purchase intention models. Based on this review and preliminary discussions with consumers and organic food retailers, seven independent variables were identified as the key determinants influencing consumer perception and satisfaction with organic food products. These variables represent a comprehensive set of quality-related, economic, attitudinal, and marketing factors that collectively shape consumer decision-making in the organic food domain.

A structured questionnaire was developed as the primary research instrument. The questionnaire consisted of two sections: the first captured demographic information including age, gender, educational qualification, monthly income, and frequency of organic food purchase; the second contained perception and behavior statements measured on a five-point Likert scale (5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree). Each independent variable was operationalized using five to seven statements, while the dependent variable of Purchase Intention was

assessed using nine measurement items. The questionnaire was pilot-tested with thirty respondents to assess clarity, reliability, and validity, and minor refinements were made before administering the final version.

Simple random sampling was used to select respondents to ensure equal representation and minimize selection bias. The target population comprised individuals who had prior awareness or experience with organic food products. Data was collected from both urban and semi-urban areas through a combination of online survey distribution and personal field surveys at supermarkets, organic food stores, and health centres. A total of 260 questionnaires were distributed, of which 241 were returned. After screening for incomplete or inconsistent responses, 231 valid questionnaires were retained as the final sample size. This sample size is considered adequate for multivariate statistical analysis, including correlation and multiple regression techniques.

The collected data was analyzed using three statistical approaches. First, descriptive statistics (mean and standard deviation) were computed to summarize the respondents' perceptions of each variable. Second, Pearson correlation analysis was applied to assess the strength and direction of the linear relationship between each independent variable and Purchase Intention. Third, multiple regression analysis was conducted to determine the collective and individual predictive power of the independent variables on consumer purchase intention. All statistical analyses were performed using SPSS Version 25, and hypotheses were tested at both the 1% and 5% levels of significance.

IV. Data Analysis and Results

Table – 1: Consumer Purchase Intention towards Organic Food Products

Statements	Mean	Std. D
I intend to purchase organic food products in the near future.	4.31	1.06
I am likely to choose organic food products over conventional ones.	4.28	1.09
I plan to increase my consumption of organic food products.	4.22	1.12
I would recommend organic food products to my family and friends.	4.25	1.08
I am willing to pay a premium price for organic food products.	4.10	1.19
Organic food products are my preferred choice for daily consumption.	4.18	1.14
I actively search for organic food options while shopping.	4.14	1.17
I intend to switch to organic food products for health and environmental reasons.	4.20	1.11
The availability of organic food products motivates me to purchase them.	4.16	1.15

Source: Primary data computed

Interpretation

Table – 1 presents consumer purchase intention toward organic food products, measured using nine statements on a five-point Likert scale, where five represents Strongly Agree and one represents Strongly Disagree. Mean and standard deviation scores were calculated from the 231 valid responses collected. The mean values range between 4.31 and 4.10, indicating an overall high level of purchase intention among the respondents.

The statement "I intend to purchase organic food products in the near future" recorded the highest mean score of 4.31, reflecting strong forward-looking consumption intent. This was closely followed by "I am likely to choose organic food products over conventional ones" (4.28) and "I would recommend organic food products to my

family and friends" (4.25), demonstrating a positive disposition not only toward personal consumption but also toward social advocacy. The statement "I am willing to pay a premium price for organic food products" obtained the lowest mean score (4.10), suggesting that while consumers are generally inclined to purchase organic products, price sensitivity remains a relatively moderate barrier. Nonetheless, all mean values exceed 4.00, indicating that respondents across all items express agreement with purchase intention statements. The relatively low standard deviation values further suggest consistency in responses across the sample. Overall, the results confirm a strong and favorable purchase intention toward organic food products among the surveyed consumers.

Table – 2: Relationship between Consumer Perception Variables and Purchase Intention

Independent Variables	r-value	p-value
Product Quality	0.856	0.001*
Price of Organic Products	0.794	0.001*
Availability/Accessibility	0.831	0.001*
Brand Image	0.868	0.001*
Packaging and Labeling	0.812	0.001*
Health Awareness	0.907	0.001*
Environmental Concern	0.889	0.001*

**Source: Primary data computed; significant at 1% level*

Hypothesis

H₀: Consumer perception variables do not have a relationship with purchase intention towards organic food products.

Interpretation

Table – 2 presents the Pearson correlation results between the seven independent variables related to consumer perception and the dependent variable of Purchase Intention. The analysis was conducted to test whether a significant relationship exists between the identified perception variables and consumer purchase intention towards organic food products.

The results reveal that all seven independent variables exhibit a positive and statistically significant correlation with Purchase Intention at the 1% level of significance. Health Awareness recorded the highest correlation coefficient (r = 0.907), indicating that consumers who are more conscious of the health benefits of organic food are strongly inclined to purchase such products. This was followed closely by

Environmental Concern (r = 0.889) and Brand Image (r = 0.868), reinforcing that both ecological values and brand credibility play a critical role in shaping purchase intention. Product Quality also demonstrated a strong positive correlation (r = 0.856), affirming that perceived quality remains a fundamental driver of organic food adoption. Availability/Accessibility (r = 0.831) and Packaging and Labeling (r = 0.812) recorded moderate-to-strong correlations, highlighting that retail presence and informative labeling meaningfully influence consumer decisions. Price of Organic Products reported the lowest correlation (r = 0.794), yet it remains significant, suggesting that pricing strategy — though less dominant — still contributes to purchase intention when value is clearly communicated. Since all r-values are statistically significant at the 1% level, the null hypothesis (H₀) is rejected. This confirms that all seven consumer perception variables have a significant positive relationship with purchase intention towards organic food products.

Table – 3: Effects of Consumer Perception Variables on Purchase Intention

Model Summary

R	R Square	Adjusted R Square	F-value	p-value
0.948	0.899	0.896	291.472	0.001*

Regression Coefficients

Predictors	B	Std. Error	Beta	t-value	p-value
(Constant)	0.412	0.091	--	4.527	0.001*
Product Quality	0.284	0.052	0.261	5.462	0.001*
Price of Organic Products	0.108	0.048	0.097	2.250	0.025**
Availability/Accessibility	0.163	0.044	0.149	3.705	0.001*
Brand Image	0.197	0.059	0.183	3.339	0.001*
Packaging and Labeling	0.084	0.041	0.076	2.049	0.041**
Health Awareness	0.346	0.063	0.318	5.492	0.001*
Environmental Concern	0.221	0.057	0.204	3.877	0.001*

Source: Primary data computed; *significant at 1% level, **significant at 5% level

Hypothesis

H₀: Consumer perception variables do not influence purchase intention towards organic food products.

standardized coefficient but remains statistically significant at the 5% level, suggesting that informative and eco-conscious packaging provides additional impetus for purchase.

Interpretation

Table – 3 presents the results of the multiple regression analysis conducted to examine the collective and individual influence of the seven consumer perception variables on Purchase Intention towards organic food products. The Model Summary reveals an R value of 0.948 and an R Square value of 0.899, indicating that approximately 90% of the variance in purchase intention is explained by the seven independent variables. The Adjusted R Square of 0.896 confirms the robustness of the model, and the F-value of 291.472 is statistically significant at the 1% level, validating the overall fit of the regression model. Since the model is significant, the null hypothesis is rejected.

Regression Equation

$$\text{Purchase Intention} = 0.412 + 0.346(\text{Health Awareness}) + 0.284(\text{Product Quality}) + 0.221(\text{Environmental Concern}) + 0.197(\text{Brand Image}) + 0.163(\text{Availability/Accessibility}) + 0.108(\text{Price}) + 0.084(\text{Packaging and Labeling})$$

This equation confirms that Health Awareness and Product Quality are the most critical determinants of consumer purchase intention, while all seven variables collectively exert a powerful and significant influence on organic food consumption behavior.

Examining the regression coefficients, Health Awareness ($\beta = 0.318$) emerges as the strongest predictor of purchase intention, confirming that consumers driven by health-conscious values are most likely to purchase organic food. Product Quality ($\beta = 0.261$) is the second most significant predictor, affirming that the perceived superiority of organic products in terms of taste, freshness, and nutritional value strongly motivates purchase behavior. Environmental Concern ($\beta = 0.204$) and Brand Image ($\beta = 0.183$) also demonstrate significant positive influences, highlighting the importance of eco-consciousness and brand credibility in consumer decision-making. Availability/Accessibility ($\beta = 0.149$) and Price ($\beta = 0.097$) show comparatively modest but statistically significant impacts, indicating that while these factors matter, their influence is secondary to intrinsic and attitudinal drivers. Packaging and Labeling ($\beta = 0.076$) records the smallest

V. Findings

The empirical analysis of consumer perception and satisfaction towards organic food products yields several significant findings. All seven consumer perception variables — Product Quality, Price of Organic Products, Availability/Accessibility, Brand Image, Packaging and Labeling, Health Awareness, and Environmental Concern — demonstrate strong and statistically significant positive correlations with consumer Purchase Intention at the 1% level, confirming that each factor meaningfully contributes to organic food adoption. Among these, Health Awareness emerges as the most influential driver, followed by Environmental Concern and Product Quality, indicating that value-aligned and quality-conscious motivations dominate organic food purchasing decisions. Brand Image plays a pivotal role in building trust and credibility, making it a strategic priority for organic food marketers. The regression model explains 90% of the variance in

purchase intention, underscoring the collective explanatory strength of the selected variables. Price, although the weakest correlate, remains a significant predictor, highlighting that competitive pricing and perceived value communication are essential for broadening market access. Packaging and Labeling, while the least influential of the seven variables, are nonetheless significant, suggesting that eco-conscious and informative packaging can reinforce purchase intent. Consumer responses across all nine Purchase Intention statements yield mean scores above 4.10, affirming a high and consistent level of willingness to purchase organic food products among the sampled population, with the strongest intent expressed toward future purchase and social recommendation.

VI. Recommendations

Based on the empirical findings, several strategic recommendations are offered for organic food producers, retailers, and policymakers. Given that Health Awareness is the strongest predictor of purchase intention, organic food marketers should invest in targeted health communication campaigns that clearly articulate the nutritional and wellness benefits of organic products to health-conscious consumer segments. Since Environmental Concern is a significant driver, brands should emphasize their ecological credentials through transparent sourcing, carbon-neutral production, and sustainable supply chain practices to resonate with environmentally motivated buyers. Improving Product Quality consistency — particularly in terms of freshness, taste, and nutritional integrity — is essential for sustaining consumer trust and encouraging repeat purchase. Strengthening Brand Image through certification labels, quality assurance standards, and endorsements from credible health and environmental organizations will enhance consumer confidence and differentiate organic brands in a competitive marketplace. Expanding Availability and Accessibility through mainstream retail channels, e-commerce platforms, and organic-dedicated stores is critical for removing structural barriers to purchase, especially in tier-II and tier-III markets. While pricing remains a concern, strategic price positioning combined with value communication — emphasizing long-term health cost savings and environmental benefits — can mitigate price sensitivity and justify premium pricing among target segments. Finally, investing in eco-friendly, informative, and visually appealing Packaging and Labeling will not only communicate product values but also serve as an in-store marketing tool that reinforces purchase intent at the point of sale.

VII. Conclusion

This study provides robust empirical evidence that consumer perception variables collectively and significantly influence purchase intention towards organic food products. The findings confirm that Health Awareness and Product Quality are the primary drivers of organic food adoption, while Environmental Concern and Brand Image serve as powerful supporting factors. The regression model's high explanatory power — accounting for 90% of the variance in Purchase Intention — underscores the relevance and importance of the seven-variable framework in understanding organic food consumer behavior. The consistently high mean scores across Purchase Intention statements indicate a favorable attitude toward organic food among the surveyed population, representing a significant market opportunity for organic food businesses. However, converting positive intention into actual purchase behavior requires concerted efforts to address pricing concerns, improve availability, and build brand credibility. As consumer awareness continues to evolve and sustainability concerns become more mainstream, organic food producers must proactively align their marketing strategies with consumer values and aspirations. By focusing on quality excellence, transparent communication, environmental responsibility, and accessible distribution, stakeholders in the organic food ecosystem can effectively transform consumer perception into sustained purchasing behavior, thereby contributing to a healthier population and a more sustainable food system.

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