

Perception of Consumers Towards Organic Food Products: A Study Among Consumers in Chennai

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**PERCEPTION OF CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS: A STUDY AMONG CONSUMERS IN CHENNAI**

S. Rahamath Sultana<sup>1</sup> and Namitha M. Gopinath<sup>2</sup>

**ABSTRACT:**

*This study examines Chennai city consumers' perceptions of and intentions to purchase organic food items. A structured questionnaire was used to gather information from 121 customers. According to the study, purchasing organic food is significantly influenced by perceived product quality and health consciousness. Despite their positive attitudes and awareness, consumers are less likely to make regular purchases due to high prices, limited availability, and concerns about authenticity. Purchase intention is strongly impacted by trust in organic certification. Better pricing, greater accessibility, and trustworthy certification can boost consumer confidence and promote market expansion, according to the study's findings.*

**KEYWORDS:** Consumer perception, Organic food products, Purchase intention, Health consciousness, Price perception, Quality perception, Consumer behaviour, Chennai city.

**INTRODUCTION:**

Consumer preferences in Chennai have shifted toward organic food products because they are thought to be safer and healthier than conventional foods due to rising health consciousness and lifestyle diseases. The market for organic food has grown as a result of this shift. Natural, chemical-free farming practices are used to produce organic foods. Price, availability, certification trust, and health consciousness are some of the variables that affect consumers' intentions to buy. Adoption is hampered by issues like high cost and authenticity concerns, despite increased awareness. This study looks at Chennai consumers' perceptions of and intentions to buy organic food items.

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<sup>1</sup> Student of M.Com, Justice Basheer Ahmed Sayeed College for Women, Chennai.

<sup>2</sup> Assistant Professor in Commerce, Justice Basheer Ahmed Sayeed College for Women, Chennai

## **REVIEW OF LITERATURE:**

Kumar, Sushant et al. (2021): Using the S–O–R framework, the study examines elements that promote or inhibit brand love for natural products. Based on 720 respondents, it concludes that environmental concern and health awareness affect both positive (like natural ingredients and regional origin) and negative (like usage and image barriers) factors. Brand love is strongly influenced by perceived barriers and regional origin, and the strength of these relationships is influenced by household size.

Alagarsamy et al. (2021): This study examines how Bangalore's environmentally conscious youth's attitudes and purchase intentions are influenced by green values and sustainable food logistics. Using data from 284 respondents and SEM analysis, it shows that green values and positive attitudes toward sustainable logistics increase eco-friendly behaviour and green purchase intentions. Additionally, the study suggests new metrics for evaluating green consumer attitudes in India.

Chakraborty et al. (2023): The study looks at how intentions to purchase natural foods are influenced by various consumption values. The results show that while social value has no discernible impact on purchase intention, functional, emotional, conditional, and epistemic values do. The influence of emotional value on purchase intention is found to be amplified by attitude.

## **RESEARCH GAP:**

Despite extensive studies on consumer perception and purchase intention toward organic food, most existing research focuses on broader national or international contexts, with limited city-specific evidence from Chennai. Prior studies largely emphasize attitudes and intentions, but comparatively less attention is given to the gap between positive perception and actual buying behaviour. There is also insufficient examination of trust issues related to organic certification and authenticity at the local market level. Moreover, many studies treat organic food as a single category, ignoring variations across product types. Hence, a focused study on Chennai consumers is needed to address these unexplored dimensions and provide localised insights.

## **OBJECTIVES**

1. To research Chennai city's organic food product buyers' demographics.
2. To examine consumer perception towards organic food products in terms of awareness, quality, price, and trust.
3. To analyse the factors influencing the purchase intention of organic food products among consumers in Chennai city.

## **RESEARCH METHODOLOGY**

This study examines Chennai consumers' opinions of organic food items using a descriptive, quantitative research design. Primary data were collected through structured questionnaires administered to 121 consumers with awareness or experience of organic foods, selected using convenience sampling from different parts of the city. To bolster the theoretical framework, secondary data were collected from books, journals, reports, and internet sources. Demographic information, purchasing patterns, and attitudes towards organic foods—including aspects like cost, perceived health benefits, trust, and future purchase intentions—were all covered in the questionnaire. The study's geographic scope is restricted to Chennai, Tamil Nadu.

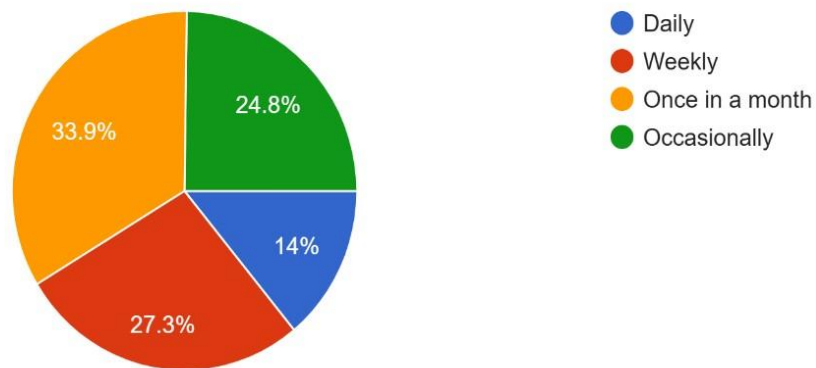
## ANALYSIS AND INTERPRETATION

The collected data was analyzed using the percentage analysis method. The percentage analysis helps identify patterns in consumer behaviour, compare responses across different demographic groups, and understand the distribution of opinions and attitudes among respondents. Microsoft Excel was used for data entry, calculation, and creating visual representations of the findings.

**FIGURE 1:**

How often do you purchase the organic food products?

121 responses

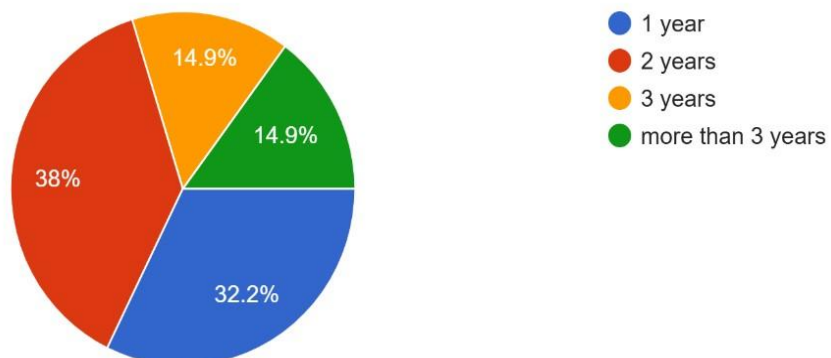


This figure shows the purchasing of organic food products.

**FIGURE 2:**

How long have you been using the organic products?

121 responses

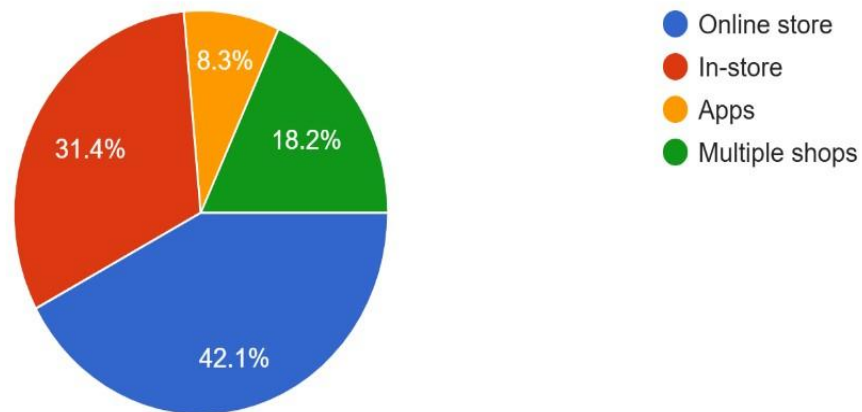


This figure shows the usage of organic food products.

**FIGURE 3:**

Mode of purchase

121 responses



This figure shows the mode of purchase.

**SCOPE FOR THE FUTURE RESEARCH:**

Despite extensive studies on consumer perception and purchase intention toward organic food, most existing research focuses on broader national or international contexts, with limited city-specific evidence from Chennai. Prior studies largely emphasize attitudes and intentions, but comparatively less attention is given to the gap between positive perception and actual buying behaviour. There is also insufficient examination of trust issues related to organic certification and authenticity at the local market level. Moreover, many studies treat organic food as a single category, ignoring variations across product types. Hence, a focused study on Chennai consumers is needed to address these unexplored dimensions and provide localized insights.

**CONCLUSION**

According to the study's findings, young, educated, and health-conscious women make up the majority of Chennai's organic food consumers. Their favourable opinions of price, quality, and trust point to a solid basis for market expansion. But it's still crucial to preserve product affordability, freshness, and authenticity. Stakeholders, including retailers and legislators, can expand the consumer base outside of cities and maintain the expansion of Chennai's organic food market by putting the study's recommendations into practice.

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