



A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS ORGANIC FOOD PRODUCT IN COIMBATORE CITY

Dr.M.Renukadevi, Head & Associate Professor, Department of Corporate Secretaryship, PSG College of Arts & Science, Coimbatore-14.,

Dr.G.A.Hema , Assistant Professor, Department of Commerce, PSG College of Arts & Science, Coimbatore-14.,

ABSTRACT

Nowadays, organic food products are well-known and widely available around the world. People value them not only because they are free from chemicals but also because they support environmental health, sustainable farming, and small farmers. Although organic farming can be more expensive, its long-term benefits such as better health, cleaner environments, and sustainable food systems make it an important part of modern agriculture. For the purpose of the study, both the primary and secondary data has been used for data collection, whereas, percentage analysis and weighted average score analysis were used for validating the collected data. The study suggests that by sharing knowledge through webinars, blogs, and comparative studies, businesses can help consumers better understand the long-term health advantages and overall value of choosing organic products. The study concludes that by making organic food more accessible and educating people about its advantages can go a long way in building a healthier future for everyone.

Keywords: organic, food, farmers, environment, products.

INTRODUCTION

Organic food products are cultivated using agricultural methods that prioritize environmental sustainability, biodiversity, and the health of consumers. These products are grown without the use of synthetic fertilizers, pesticides, genetically modified organisms (GMOs), or artificial additives. Organic farming emphasizes natural practices such as crop rotation, composting, and biological pest control to maintain soil fertility and ecosystem balance. India has long been rooted in traditional farming methods that naturally align with the principles of organic agriculture. Over the years, organic farming has gained traction, fueled by growing concerns about health, food safety, and the environment. This method of farming focuses on natural techniques, such as using compost

and manure for fertilization and relying on biological pest control, ensuring that the soil remains healthy and the ecosystem balanced.

OBJECTIVES:

- To study about consumer buying behavior on the purchase of organic foods.
- To analyze potential for organic foods in market.
- To investigate consumer perception and awareness of organic foods
- To analyze about the key factor influencing consumer choice between organic foods and conventional foods
- To analyze the environmental impacts of organic foods

STATEMENT OF THE PROBLEM

With the growing awareness of health and environmental sustainability, the demand for organic food products has significantly increased. Consumers are becoming more conscious of the benefits of organic foods. This positive shift in consumer behavior highlights the need to study their preferences and attitudes toward organic products. Understanding these factors can help businesses and policymakers promote organic farming and make organic food more accessible. A deeper analysis of consumer trends will also provide insights into future market opportunities in the organic food industry.

SCOPE OF THE STUDY

The present study aims to investigate the preferences and attitudes of consumers towards organic foods in Coimbatore. It examines key aspects such as health consciousness, environmental awareness, price sensitivity, and trust in certifications, alongside barriers like high costs and limited availability. Through a mixed-methods approach, this research seeks to provide a comprehensive understanding of consumer behavior and preferences, ultimately informing strategies for businesses and policymakers to promote sustainable and healthy food practices.

Area of the study	The area of the study refers to Coimbatore city.
Sources of Data	For the purpose of the study both primary and secondary data were used
Tools for Analysis	1. Percentage Analysis Method 2. Weighted Average Method
Limitations	The study is limited to 200 responses

REVIEW OF LITERATURE

Yamna Khan et al., (2022), the study concludes that extrinsic motivation and trust has greater impact than internal motivation and price consciousness. N. Nithya et al., (2022) the study concluded that there is a growing shift in consumer mindset towards organic food due to health awareness. Gagandeep Kaur and Monika Rana (2022), concluded that the organic food producers, marketers, and policymakers to develop more effective strategies to expand the market and meet consumer expectations. Arjith Roy et al., (2023), the study concluded that in terms of highlighting the factors affecting perception and purchasing attitude of customers toward organic food

consumption. Priya Singh et al., (2024) the study concludes that the COVID-19 pandemic increased consumer awareness and demand for organic products, reinforcing the need for sustainable food choices.

RESULTS AND DISCUSSIONS

DEMOGRAPHIC PROFILE

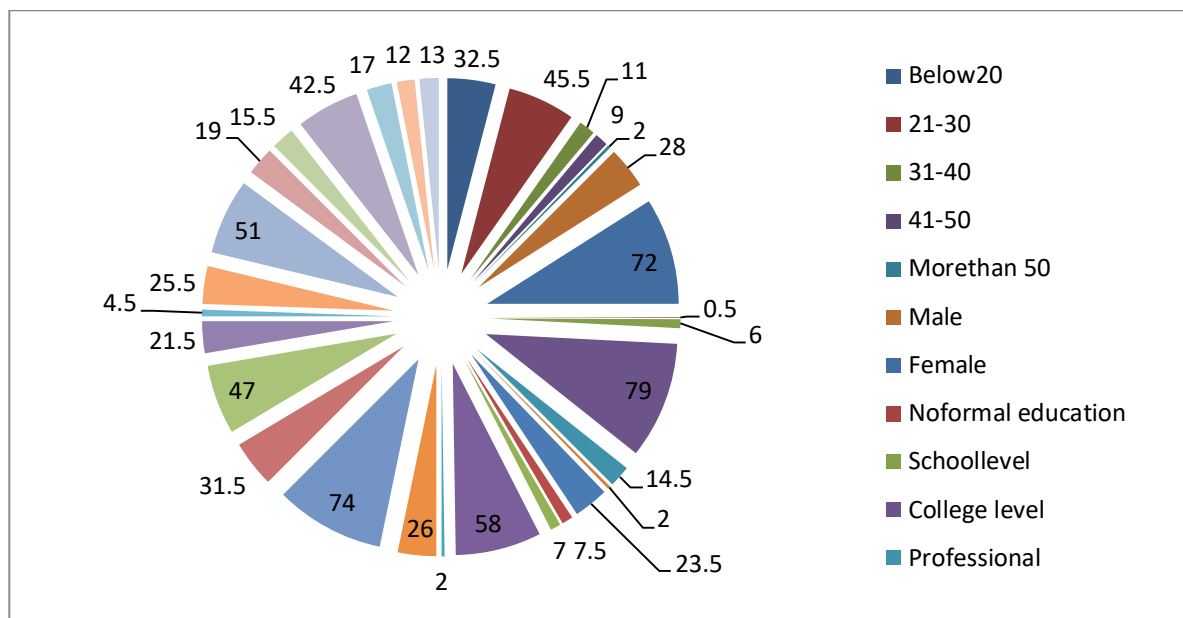


TABLE 1- TYPE OF PROBLEM FACED BY THE RESPONDENTS

Type of Problem	Percentage
Lack of availability	17.6
High price	53.9
Lack of awareness	16.7
Less variety	11.8

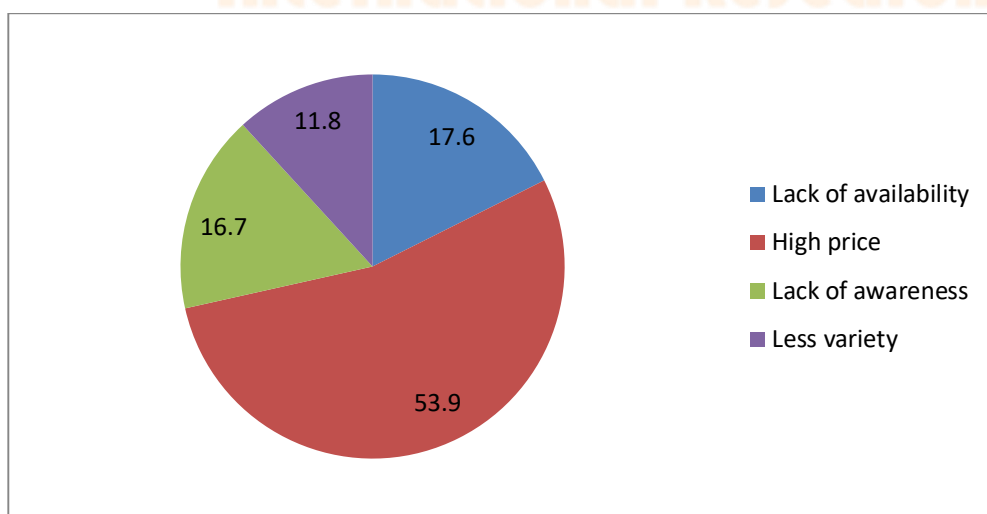
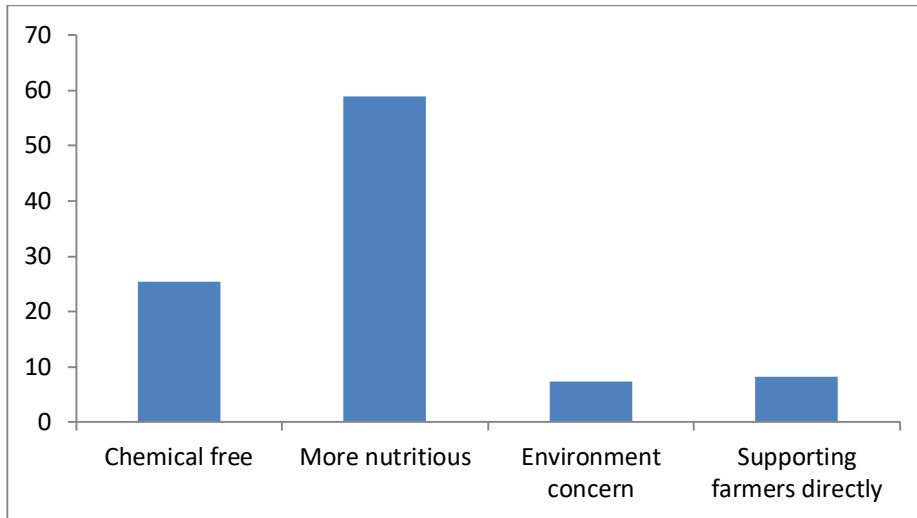


Table 1 shows that out of 100 respondents who reported issues with organic products, 53.9% cited the high price as the biggest problem. 17.6% mentioned a lack of availability, 16.7% pointed to a lack of awareness, and 11.8% felt that there is less variety available.

TABLE 2 - REASON FOR RECOMMENDATION BY THE RESPONDENTS

Reason for Recommending	Percentage
Chemical free	25.5
More nutritious	58.9
Environment concern	7.3
Supporting farmers directly	8.3



The above table shows that the reasons for recommendation cite that Out of 192 respondents, 58.9% of respondents recommend others as they are nutritious. 25.5% recommend for the fact that these products are chemical free. 7.3% for environmental concerns, while 8.3% appreciate that buying organic supports farmers directly.

TABLE 3- SATISFACTION LEVEL OF RESPONDENTS

Factors	Price	Availability	Taste	Variety	Quality
Rank	4	3	2	1	5

The Table 3 provides insights into the level of consumer satisfaction across various factors. Among all, variety ranks the highest, indicating that consumers are most satisfied with the range of options available to them. This suggests that a diverse product offering plays a significant role in enhancing overall satisfaction. Taste is the second most satisfying factor, showing its importance in shaping positive consumer experiences. Availability stands in the middle, reflecting a moderate level of satisfaction regarding the ease of access to products. Price ranks fourth, implying that consumers are relatively less satisfied with the pricing aspect. Quality receives the lowest rank, suggesting that it is the least satisfying factor for consumers in this study.

CONCLUSION

People are becoming more conscious about the safety, quality, and nutrition of their food, which has led to a growing interest in organic products. While organic food is in high demand in developed countries, India is still in the early stages of this movement. There is huge untapped potential for organic food in India, but unlocking this market requires a better understanding of what consumers want. In cities like Coimbatore, studying people's attitudes and preferences toward organic food can help shape the market and make these products more accessible. One major challenge is affordability organic food should be priced reasonably so that more people can benefit from it. Increasing productivity can help bring down costs and make organic options available to a larger audience. Beyond personal health, choosing organic is also better for the environment, as it reduces pollution, conserves water, prevents soil erosion, and uses less energy. However, finding organic food in local markets can still be difficult, and consumers need more awareness about identifying genuine organic products and understanding their health benefits. Making organic food more accessible and educating people about its advantages can go a long way in building a healthier future for everyone.

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