

## Consumer Attitudes Towards the Organic Products in Special Reference to Coimbatore City

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### ABSTRACT

The organic products market has experienced significant growth due to increasing consumer awareness regarding health, environmental sustainability, and food safety. This study examines consumer attitudes towards organic products in Coimbatore City. The research focuses on understanding consumers' awareness, purchasing behavior, satisfaction levels, and factors influencing the purchase of organic products. Data were collected from 200 respondents using a structured questionnaire. The findings indicate that health consciousness, product quality, and environmental concerns are the primary factors motivating consumers to purchase organic products. However, higher prices and limited availability remain major challenges affecting consumer purchasing decisions. The study provides valuable insights for marketers, retailers, and policymakers to promote the consumption of organic products.

**Keywords:** Organic Products, Consumer Attitude, Consumer Awareness, Purchase Behavior, Consumer Satisfaction.

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### I. INTRODUCTION

Agriculture is the principal source of livelihood for more than 40 percent of the population of this State. Agriculture provides wage goods required by the non-agricultural sectors and raw materials for the industrial sector. Ratcheting up the growth of the economy would be possible provided the agriculture sector fares well on a sustained basis. A good performance of the agriculture sector is view as an effective instrument for attainment of inclusive economic growth and poverty reduction. The State achieved an all-time high record production of 10.1 million tons of food-grains during 2011-12 and received the Krishi Karman Award from the Government of India. Tamil Nadu performed well ahead of other major States in terms of productivity of important crops. It ranked second in the productivity of paddy next only to Punjab and came first in the yield of maize, millet and oilseeds. Millet is also one of the important food products, which was regularly consumed in all families in the olden days. The development in communication system found new era during 1990s and 2000. Media heavily attracted the public particularly by the advertisement given in the television. In most of the families, preparation of foods by using of paddy rice, wheat powder and mydha powder is preferred

by all family members. Further utilization of domestic items like mixer, grinder and juicer, induction stove made the human being sophisticated and do not involve in any hard work by the women in all family. They simply add some flavours and masala powders to increase the taste of the food. So, the usage of millet is unknown to most of the members in the families in the urban areas. As the millet is cultivated mostly in wet land in the raining season and there is limited use of manures. Millet is considered as the natural food and adds energy to the human body. In all situations, all of us face some of the disease in our body. Sometimes it leads to lose of lives to many people and family. When we approach the physician they give advice to consume the food items prepared with millets instead of the modern foods. In reality the people do not prepare the food items by using organic products. The children in most of the family do not know the organic products and their uses likewise the young age male and female members in the family do not prefer the organic products. This paves way for getting diseases at the earlier stage. Further after the age of 40 most of the people face any one serious disease.

### II. BACKGROUND OF THE STUDY

Organic products have become increasingly popular among consumers due to growing awareness of health, environmental sustainability, and food safety. Many consumers prefer organic products because they are produced without the extensive use of chemical fertilizers, pesticides, and artificial additives, making them a healthier and more eco-friendly option. In recent years, the demand for organic products has increased significantly in India, particularly in urban areas such as Coimbatore City, where consumers are becoming more conscious of their lifestyle and consumption habits. However, factors such as product price, availability, awareness, and trust in organic certification continue to influence purchasing decisions. Therefore, it is important to study consumer attitudes towards organic products to understand their preferences, perceptions, and buying behaviour.

### III. OBJECTIVES OF THE STUDY

- To examine the level of awareness of consumers towards organic products in Coimbatore City.
- To identify the factors influencing consumers to purchase organic products.
- To analyse the satisfaction level of consumers regarding organic products.

### IV. REVIEW OF LITERATURE

**Sivakumar (2025) et al** in their study “**Market growth and challenges of Organic products in India**” The organic produce market in India has shown remarkable growth over the past decade, fueled by increasing consumer awareness of health, environmental protection, and sustainable living. This study analyzes the factors driving the growth of organic produce and identifies the key challenges hindering its development. Primary data were collected from 100 respondents through a structured questionnaire to examine their awareness, purchasing behavior, and perceptions toward organic products. The findings reveal that health consciousness is the major reason for purchasing organic food, followed by environmental concerns. However, the study also highlights major barriers such as high prices, limited product availability, lack of certification trust, and inadequate marketing infrastructure. Gender was found to have minimal influence on buying motives, indicating equal awareness among both males and females. The research suggests that stronger government support, improved market networks, effective policy implementation, and consumer education can significantly enhance the organic sector’s performance. With proper coordination among farmers, marketers, and policymakers, India has the potential to become a global leader in sustainable organic agriculture.

**K. Kanchana and Dr. V. Kannan(2025)** in their study “**An Analysis of Consumer Attitudes Toward Organic Food Products in Chennai City**” This study investigates consumer attitudes toward

organic food products in Chennai, focusing on awareness, perceptions, and purchasing behavior. With the growing demand for healthier and environmentally friendly food options, understanding these attitudes is crucial for stakeholders in the organic food industry. The research employs a structured questionnaire to gather data from 385 consumers, analyzed using SPSS. Findings indicate that health consciousness, product information, and value for money significantly influence consumer attitudes. The study provides insights into factors affecting organic food consumption in Chennai, offering valuable information for marketers and policymakers.

### **Bhardwaj ( 2024) et al** in their study “**Global sustainable organic product movement: embracing production and consumption shifts**”

This study delves into the incorporation of United Nations' Sustainable Development Goals (SDGs) by India, examining how the nation has become a pioneer in aligning its market and corporate sectors with this framework. The research focuses on the market strategies employed by companies in India, shedding light on the supportive economic conditions fostered by the government. The primary objective is to identify government support mechanisms for companies prioritising customer and environmental concerns through sustainable practices. Emphasising the often-overlooked value-added services, the paper suggests ways these businesses can attract customers towards organic products. The systematic literature review techniques findings offer insights into sustainable global business expansion, highlighting the interplay between health considerations, ethical values, and economic trends. The study also explores the connection between customer health concerns, environmental ethics, and prevailing economic patterns, aiming to guide businesses in capturing and expanding their global footprint in a sustainable manner

**Ripal Patel and Gautam Donga (2018)** in their study “**Consumers’ Awareness and Consumption: A Study of Organic Product**” Over the last few years consumers became more health conscious which leads to increase in the consumption of environment friendly and healthy product. The paper aims at studying awareness and consumption of organic products. In order to provide insight into consumer awareness and consumption of organic products, 200 respondents were surveyed using a questionnaire. The study revealed that majority of consumers are aware about organic product but a very few out of them purchase it. The major reasons of non-consumption of organic products were unavailability of organic product, lack of information about benefits of organic product and its high price. Demographic factors like teenager in family, education and monthly income affect consumption of organic product. Consumer were

facing problem while purchasing organic product like hard to differentiate organic product from conventional product, lack of certification and labeling. The findings of this paper may help marketers to better strategic and marketing decisions. It also helps government bodies in designing public awareness programs.

**V.Statement of Problems**

Nowadays, many consumers are becoming more conscious about their health and the quality of the products they use. Organic products are gaining popularity because they are considered safer and more environmentally friendly than conventional products. However, not all consumers regularly purchase organic products due to reasons such as high cost, limited availability, lack of sufficient knowledge, and uncertainty about product authenticity. Understanding consumer attitudes and perceptions towards organic products is essential to identify the factors that influence their buying decisions. Hence, this study focuses on examining the attitudes of consumers towards organic products in Coimbatore City and the challenges they encounter while purchasing them.

**VI.LIMITATION**

- The study is limited to consumers residing in Coimbatore City only.
- The sample size is restricted to 200 respondents.
- The study is based on the opinions and perceptions of respondents at the time of data collection.
- Changes in consumer preferences over time are not considered.
- Time and cost constraints limited the scope of the research.

**VII.RESEARCH METHODOLOGY**

The objective of the study is to examine consumer attitudes towards organic products in Coimbatore City. A descriptive survey design was adopted for this study. Descriptive survey research is a systematic method used to collect information from a selected group of respondents to understand their opinions, attitudes, preferences, and behavior regarding a particular subject. The study focuses on analyzing consumers' awareness, purchasing behavior, and satisfaction towards organic products. Convenience sampling technique was used for collecting primary data from respondents in Coimbatore City through a structured questionnaire.

**AERA OF RESEARCH**

Coimbatore, popularly known as **Kovai**, is the second-largest metropolitan city in Tamil Nadu. Situated on the banks of the Noyyal River and surrounded by the Western Ghats, it is a major economic engine often called the "**Manchester of South India**" due to its rich textile and manufacturing history.

**STATEMENT OF THE PROBLEMS**

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**VIII. INTERPRETATION OF STUDY**

**Geographical Area of Respondents**

Geographical Area	No. of Respondents	Percentage
Urban	108	54
Semi-Urban	56	28
Rural	36	18
Total	200	100

Source of data:

The table indicates that 54% of the respondents belong to urban areas, 28% are from semi-urban areas, and 18% are from rural areas. It is evident that the majority of the respondents are from urban areas, suggesting that awareness and preference for organic products are relatively higher among urban consumers in Coimbatore City.

**Table 1.2 Awareness Level of Organic Products**

Awareness Level	No. of Respondents	Percentage
Highly Aware	72	36
Aware	88	44
Moderately Aware	24	12
Unaware	16	8
Total	200	100

Source of data:

The table shows that 44% of the respondents are aware of organic products, while 36% are highly aware. Only 8% of the respondents are unaware of organic products. This indicates that the majority of consumers in Coimbatore City have a good level of awareness regarding organic products.

**Table 1.3 Factors Influencing Purchase of Organic Products**

Factor	No. of respondent	Percentage
Health Benefits	80	40

Product Quality	48	24
Environmental Concern	32	16
Recommendation from Others	20	10
Brand Image	20	10
Total	200	100

Source of data:

The table reveals that health benefits are the most important factor influencing consumers to purchase organic products, accounting for 40% of the respondents. Product quality ranks second with 24%, followed by environmental concerns at 16%. This suggests that consumers primarily choose organic products to maintain a healthy lifestyle.

**Table 1.4 Satisfaction Level of Consumers**

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	52	26
Satisfied	84	42
Neutral	32	16
Dissatisfied	20	10
Highly Dissatisfied	12	6
Total	200	100

Source data:

The table indicates that 42% of the respondents are satisfied and 26% are highly satisfied with organic products. Only 16% of respondents expressed dissatisfaction. This demonstrates that most consumers have a positive experience with organic products and are generally satisfied with their quality and benefits.

### HYPOTHESES OF THE STUDY

#### Null Hypothesis (H<sub>0</sub>)

There is no significant relationship between consumers demographic factors and their attitudes towards organic products in Coimbatore City.

#### Alternative Hypothesis (H<sub>1</sub>)

There is a significant relationship between consumers demographic factors and their attitudes towards organic products in Coimbatore City.

### REGRESSION ANALYSIS:

In this study, regression analysis is employed to identify the factors influencing consumers' attitudes towards organic products in Coimbatore City. Variables such as awareness, health consciousness, product quality, price perception, and environmental concern are considered independent variables, while consumer attitude towards organic products is treated as the dependent variable. The analysis helps determine the extent to which these factors influence

consumers' purchasing decisions and attitudes toward organic products.

### IX. FINDINGS

- A majority 80% of respondents are highly aware of organic products.
- Health benefits are the primary reason for purchasing organic products.
- Product quality is another significant factor influencing consumer preference.
- Most consumers are satisfied with organic products.
- High price is perceived as a major obstacle to regular purchase.
- Environmental concerns also motivate consumers to choose organic products.
- Organic products are increasingly gaining acceptance among urban consumers in Coimbatore City.

### X. SUGGESTION

- Organic product manufacturers should conduct awareness campaigns to educate consumers about the benefits of organic products.
- Retailers should improve the availability of organic products in local markets and supermarkets.
- Pricing strategies should be developed to make organic products more affordable.
- Certification and labeling should be clearly displayed to build consumer trust.
- Government agencies can provide incentives and support for organic farming and marketing.
- Promotional activities and discounts can encourage first-time buyers to try organic products.
- Online platforms can be utilized to improve accessibility and convenience for consumers.

### CONCLUSION

The study reveals that consumers in Coimbatore City have a favourable attitude towards organic products, primarily driven by increasing health consciousness, concern for food safety, product quality, and environmental sustainability. Consumers recognize the benefits of organic products and show a growing preference for healthier and eco-friendly alternatives. The findings indicate that awareness regarding organic products is steadily increasing, and most consumers are satisfied with their quality and overall benefits. However, challenges such as higher prices, limited availability, and insufficient awareness among certain consumer groups continue to affect purchasing decisions and hinder the widespread adoption of organic products.

The future of the organic products market in Coimbatore City appears promising as consumers

increasingly embrace healthy and sustainable lifestyles. To further strengthen consumer acceptance and expand market growth, efforts should be made to enhance awareness, ensure product authenticity through proper certification, improve product availability, and adopt affordable pricing strategies. The combined support of producers, retailers, marketers, and policymakers can play a vital role in promoting organic consumption. Therefore, with continuous improvements in accessibility, affordability, and consumer education, the demand for organic products is expected to increase substantially, creating long-term benefits for both consumers and businesses.

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