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A STUDY ON CUSTOMER PERCEPTION TOWARDS ORGANIC PRODUCT WITH SPECIAL REFERENCE TO COIMBATORE CITY

Ms. Shalini. S – III B. Com (Professional Accounting), Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

Dr. P. Dhanya, Associate Professor, Department of Commerce with Professional Accounting, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

ABSTRACT

The Coimbatore consumer perception toward organic products with special reference to awareness, preference, and determinants form the ambience for the study. This research found that most of the respondents, especially youngsters and students, had knowledge of organic products and purchased organic products mainly because of health and environment conservation. Fruits and vegetables were the most popularly purchased items. However, hindrances in the form of a high price, scarcity of supply, and lack of confidence in certification anywhere cripple the acceptance of organic. Though a few constraints exist, consumers are generally favourable toward organic products. Development of affordability, improved distribution, and further public awareness will greatly enhance demand for organic products and support sustainable consumer behaviour.

KEY WORDS

Organic product, Customer perception, Health benefits, Coimbatore city.

1. INTRODUCTION

This project endeavours to explore the intricate dynamics of consumer attitudes, awareness, and satisfaction with organic products, specifically within the context of Coimbatore city. By drawing insights from existing literature and analysing consumer behaviour, the study aims to identify the key drivers and barriers to organic product adoption. Additionally, it seeks to provide actionable recommendations to stakeholders—ranging from producers and retailers to policymakers—on how to optimize their strategies to promote organic products effectively.

2. REVIEW OF LITERATURE

- Dr. E. Muthukumar and Dr. P. Krishnakumar (2024) conducted a study examines consumer perceptions of organic food products in Coimbatore, focusing on factors influencing purchasing behaviour. Data from 146 respondents analysed using statistical tools revealed three key factors shaping perceptions: environmental consciousness, health consciousness, and knowledge/awareness. Health benefits and environmental protection were primary motivators, with affordability and availability posing challenges.

- Dr. A. Arun, Dr. D. Premaselvaraji, Prof. S. Rajagopalan and Dr. M. Nandhini (2023) conducted a study explores awareness and challenges related to organic products among students in Coimbatore. Based on responses from 102 students, findings reveal that 86% are aware of organic products, primarily through social media and acquaintances. While 65% value organic products for health benefits, 45% perceive them as expensive, deterring wider adoption. Most respondents purchase organic items monthly, favouring retail shops.
- M.VADIVEL, D. KEERTHANA (2022) The research assesses knowledge among consumers about nutrition, food, and healthier products in Coimbatore. Data was taken from 109 respondents using a questionnaire, with percentage analysis as the method. Based on the results, it has been analysed that 90.8% of respondents are aware of nutritional products, and the most demanded nutrient is protein. However, there still remains a cost issue for healthier food.
- Dr. M.S. Loganathan and Mrs. A. Sangeetha (2021) conducted the study examines consumer satisfaction towards e-marketing strategies of organic products in Coimbatore city, emphasizing the growing demand for eco-friendly and health-conscious consumption. Organic farming, rooted in sustainable practices, offers products free from synthetic chemicals, appealing to increasingly health-aware consumers. Challenges include high costs, limited awareness, and consumer reluctance to pay premium prices. Data from 50 respondents revealed preferences influenced by quality, price, and health benefits.
- Dr. N. Amudha, Dr. A. Arun and Dr. M. Nandhini (2021) conducts a study examines consumer purchase practices for organic products in Coimbatore, focusing on factors influencing adoption and barriers to buying. Data from 500 respondents revealed that 96% are aware of organic products, but only 58% use them. Price differences were a significant deterrent, with most consumers unwilling to pay more than 5–10% above non-organic alternatives. Trust issues regarding organic labelling also hinder adoption. The study highlights the need for affordable pricing, standardized labelling, and consumer education to increase organic product usage.

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The current study used a descriptive study approach. It was assumed that the bulk of studies on consumer purchasing behaviour used a descriptive convenient study design.

3.2 SAMPLING TECHNIQUE

Sample Size: 120 respondents

Sampling Method: Convenient sampling

Population: Consumer population familiar with the organic product.

3.3 SOURCES OF DATA

Primary Data: Collected using structured online questionnaires.

Secondary Data: Derived from journals, research articles, and online databases.

3.4 TOOLS USED

Percentage Analysis

Likert scale Analysis

4.1 DEMOGRAPHIC INSIGHTS:

- Age of 18 – 30 years is greatest and least is above 45
- Occupations are students are greater and least is homemaker
- 88.3% of people are aware of organic product
- 26.4 % of people are get to know about organic product is thorough social media

4.2 AWARENESS AND BEHAVIOR

- Organic product which is mostly purchased is fruits and vegetables is 35.8 %
- Organic product which is mostly purchased for health benefits for 33.3 %
- 37.5% of people are ready to pay more for organic product.
- 3.65 are organic products through organic store.

5. FINDINGS AND SUGGESTION

5.1 FINDINGS

➢ Majority [53.3% (64)] of the respondents comes under the age of 18 – 30 years.

➢ Majority [57.5% (69)] of the respondents are student.

➢ Majority [88.3% (106)] of the respondents are aware of organic products.

➢ Majority [38% (46)] of the respondents are first learn about organic products through Friends and family.

➢ Majority [35.8% (43)] of the respondents are Fruits and Vegetables.

5.2 SUGGESTIONS

➢ Consumers in Coimbatore associate organic products with health benefits and environmental sustainability and superior quality, considering such products to be safer alternatives due to the absence of harmful chemicals and pesticide residues.

➢ High pricing still remains an important concern since organic products are generally sold at higher prices than those produced conventionally, making some of the other perceived benefits less relevant to mass acceptance.

- Marketing strategies like branding, labelling integration with online marketing build trust, while the power of word-of-mouth communications and online comments really impact the consumers' purchasing decision.

6. CONCLUSION

Health consciousness, quality perception constitute three factors that form the customer perception of organic products in Coimbatore. However, while people realize the goodness of organic food, the barriers imposed by the high price, limited availability, and doubts regarding certification tend to curb the inclination to purchase organic food. In contrast, the youth and health-conscious segment view organic products positively, while issues such as affordability and accessibility still persist. Solutions to overcome such barriers would include better marketing, distribution, and labelling to build trust and acceptance.

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