



## **A Study on Awareness of Organic Food Product in Coimbatore District. - Review**

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**1. G. ANITHA RATHNA (1) AND DR. M. SUMATHY (2) (2022)**, Consumers approach the market with certain basic decision-making approaches. Consumer Styles Inventory can be used to assess these various decision-making styles (CSI). Researchers find out the purchase of organic food based on Sproles and Kendall's (1986) model to find out a consumer intention. This decision-making approach can be used for a variety of commodities and situations (Walsh, Hennig-Thurau, Wayne-Mitchell & Wiedmann, 2001a) based on that model researchers can predict consumers' intention towards organic foods. In this existing style like consumer decision-making style might be Characteristics of eight by Sproles and Kendall. This section has known the existing holes in the organic food literature and practice as an important step in moderating the worthwhileness of the current study. It emphasized that the issues at hand have not been researched sufficiently. In this model, proposed additional models have been added within the existing model. In addition, four factors are used to determine a buying behaviour that induces a consumer's intention to purchase organic food: environmental awareness, health concerns, the longevity of life, and high nutritional value. The sampling design shows that the study participants were drawn from Coimbatore district consumers who shop at selected stores. Coimbatore is primarily an agrarian base of the district common man's interest for organic food products are well. G. Anitha Rathna \* And M. Sumathy Research Article 510 IJBPAS, January, Special Issue, 2022, 11(1) established and functioning of more than 70 organic retail stores across cities. These factors motivated the researcher to select this region for the field research. The empirical study is primarily focused on consumers' inhabitants in Coimbatore city. The sample size of 534 respondents was determined using a non-probability convenience sampling technique. The result of the structural equation model confirmed that Health consciousness, Environmental consciousness declared that there exists a close association between the Customer Style Inventory (CSI) and the food purchase intention towards organic food.

**2. Bayad Jamal Alia.A (2021)**, There has been increasing awareness of the benefits of healthy and organic food products as more knowledge has been gained on their effects on health, environment, social convenience and sustainable development. Acquiring insight into consumer attitudes is essential for the industry to grow. Compared with the rest of the world, the Kurdistan region of Iraq is still in the early stages of understanding the importance of healthy and organic food products. The study aim was to investigate the attitudes of Kurdish consumers concerning healthy and organic food. I administered an online survey to 452 respondents, and their responses were analysed by using descriptive statistics and performing correlation, linear regression and factor analysis. The findings indicated that health concerns were the main reason for healthy and organic food consumption. I also found that quality and taste were important factors in purchasing decisions and that consumers were willing to pay a premium price if these foods were available. However, there was a general lack of concern about food production effects on the environment and animal welfare. This research provides a new insight into the attitudes of Kurdish consumers in Iraq towards healthy and organic food. This population has not been covered before, which in turn will add to the literature on this subject.

**3. S. NETHRA & R. RATHINA PRABHA (2020)** Organic food products concept is developing around the world that has come into reality due to the side-effects of the chemical contents. This has major impact on the health of the people who suffer with ailments that constantly affect their natural system. Hence, the food product consumption which forms the strong side of life through Organic food products, that replaces the artificial growing which causes numerous diseases to the immune system of the children to the grown-up. Organic food revolution and organic promotion there by helps in protecting the self health and the nature as well. Many efforts are needed to raise the development of organic food product by communicating its benefits to get probable consumers. The study aims to find the awareness level and attitude towards organic food products. This study also helps to reveals their opinion towards the obstacles faced in purchasing organic food products.

**4. M. Baskaran & Dr. P. Krishnathulasimani (2020)**. The adoption of organic production and processing is highly determined by market demand. Therefore this is reflected in consumer's awareness towards organic food products. This research result indicated that the main reason for purchasing organic food products is an expectation of a healthier and environment friendly means of production. Methodology of the study, Research design is the basic frame work which provides guide lines for the rest of the research procedure. The research design used in this study is descriptive research design, since it describes clearly the characteristics of the sample as expressed by the respondents. The data collected for the study includes primary and secondary data. The primary data was collected from the respondents through questionnaire. The secondary data was collected from company's publication in the form of annual report, Journal publication. Government report and academic research findings are also taken into consideration for this present study. Suggested this study, Regarding general factors contributing to the popularity of green cosmetic products, important factors are; Organic Product Knowledge, Branded Organic Cosmetic Products, Reliability of Organic Cosmetic Product and Organic Products expensive. Pertaining to general factors impacting organic food products, factors such as; Organic Food Products' Nutritional Taste, Organic Food Products are healthier, Lack of information

and availability of Organic Food Products, Organic Food Products are safe and expensive and Branded Organic Food Products' Look and Quality impact the respondents' decision for buying organic products. Conclude this study, Each and every organization of today has better knowledge about their environmental responsibility. They have realized that mere importance of their own responsibility towards the society and the environment is not sufficient.

**5. Dr. S. MAHESKUMAR & Ms. A. VIJAYPRIYA (2019).** This study helps to understand the Awareness Towards Organic Products Among the General Public in Erode City. The main objective of this study is to analysis the awareness towards organic products among the general public. The convenient sampling method has been used in this study. A well-structured questionnaire was designed and collect sample of 125 respondents from general public. The necessary statistical tools such as percentage analysis and chi-square have been used to interpret the data. The major findings of this study exposes that there is a significant relationship between age group of the respondents and awareness level of organic products and there is no significant relationship between Family monthly income and Amount spend for purchase of organic products. Finally, this study concluded that the main source of awareness of an organic product among the general public in Erode city through the social media and public promotion and advertisement of organic shops.

**6. Mania. M & Nedumaran. G (2019).** The development in the populace and the futures in the twentieth century has expanded the use of natural nourishment items. Customers' mindfulness is worried to item attributes investigation and acknowledgment by buyers. Numerous customers see natural nourishments to be of better quality, more advantageous and more nutritious than nourishment created utilizing traditional techniques, however convincing examination on potential impacts on a creature and human wellbeing is deficient. The Organic nourishment area is frail because of specific reasons such as, absence of reach, wrong dispersion channels, absence of retail arrangement, and so forth. Cleanliness, human prosperity and common stress close by material properties, for instance, nutritive worth, taste, freshness and appearance sway normal sustenance client tendencies. Measurement variables may portray normal clients, yet the association isn't incredibly basic. Clients similarly accomplice normal sustenance with basic technique, care for the earth and animal welfare and the non-use of pesticides and manures. The superior worth continues covering common sustenance usage. Understanding the grounds of extending the degree of characteristic sustenance usage, for instance, motivation is most fundamental in understanding the ability of the regular sustenance to transform into a truly standard market. This paper dissects the total investigation about the mindfulness among the buyers in Rajapalayam Taluk. The analyst has utilized Chi – Square Test, Percentage Analysis to decide the degree of buyer mindfulness. Through this investigation, it is found that customers are having a superior discernment about natural nourishment items. The interest in natural nourishment items are expanding step by step on an exceptionally huge scale as individuals are getting progressively cognizant about well-being and the earth. India is a developing business sector on account of natural nourishments and the interest for natural items is quickly expanding. Natural cultivating is one of the most significant and inclining sections in cultivating in India during this time.

**7. Dr Sumathy M.<sup>1</sup>, Rathna G. Anitha <sup>2</sup> (2019).**

Good health is very vital in our life. The demand for organic product has been aggregate in India. Organic product is grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally friendly approach. This paper aims to explain the importance of marketing strategies and awareness about organic products. In recent years organic food products are considered healthier than conventional food products. Thus the growth of organic agriculture is seen as a part of emerging marketing trends. Reasons for buying could be grouped as food safety, human health, and environmental impact. The study emphasises on consumer understanding and identifying the organic food products. This study will help organic marketers to review their marketing strategies and researchers to identify gaps for in depth study in future.

**8. Mrs. Kowsalya S.<sup>1</sup>, Ms. Nandhini R.M.<sup>2</sup>(2019)**

Natural and Organic Food segment is the most trending food segments in the country. In recent times, with the change in lifestyle and food habits in the urban population of the country, this segment is set to move as major segment in the economy. The Indian domestic Organic food market alone is growing at rate of 30 percent and is presently estimated to be at INR 1000 Crore. With the growing awareness of natural and organic farming practices and the various health benefits availing from them, the buying patterns of consumers are moving towards natural and organic foods. This study entitles, "A study on marketing Plan of Action and Cognizance about Organic food products with special reference to Coimbatore city" is aimed at investigating the factors affecting the Natural and Organic food market in Coimbatore city. The study has been carried out to find the objectives like awareness level of Organic food products, factors affecting the purchase decision of consumers for Organic food products, consumer perception about organic foods, the number of distribution channels for sales of Organic foods and the factors affecting retailers for sales of Organic food products are studied.

**9. Mr. M. MOHANRAJ, Mr. J. SURESHKUMAR & Dr. A. T. JAGANATHAN (2019),** This article aims to attempt the factors that are influencing consumers to purchase organic food products in Coimbatore district. Awareness of organic food products has been in the developing stage and most of the people started to consume organic food products. Nowadays food is playing the major role in the human life. Consumers of food are started to find the quality food products, which will not affect the health and body conditions. Consumers are happening to avoid food products that are made of chemicals, pesticides and fertilizers. Organic food products created a good image in the mind of the consumer that these products are produced organically without using chemicals. A sample of 115 respondents is selected and data's are The International journal of analytical and experimental modal analysis Volume XI, Issue IX, September/2019 ISSN NO: 0886-9367 Page No:110 "International Conference on CONTEMPORARY TRENDS IN CAPITAL MARKET (CTCM-2019)", K.S.R.College of Arts and Science for Women, Tiruchengode collected from the respondents using structured questionnaire. The result of the study revealed that three factors are playing primary role which are influencing consumer to purchase organic food products such as health, safety and environment friendly. These are playing the key role to purchase organic food products.

**10. Salma S and Lalitha Ramakrishnan (2017)**, Spices are considered to be the heart of Indian cooking. Spices are known as one of the most remarkable ingredients for its indigenous flavour, nutritional value and medicinal properties. The present study is aimed to identify the most frequently consumed spices at households and to assess the consumer knowledge and perception about organic spices in Coimbatore. The survey method using questionnaire was carried out to elicit the required information from 100 Household women respondents of different areas in Coimbatore district. The collected data was analysed using simple techniques such as descriptive statistics, Cross tabulation and Chi-square test using SPSS19.0. Eleven out of 109 spices were found to be most frequently consumed by more than 75% of households which include Cumin seeds, Mustard, Garlic and Turmeric. Results indicated that the consumers have limited knowledge about the organic food/spices. In comparison with conventionally grown foods, consumers hold positive attitudes towards organic foods. Statistical analysis revealed that monthly household income and education levels influence consumer perception on organic spice usage, trust credentials and cost persuasion. However, perceptions were not affected by age, occupation, education levels and monthly household income with respect to belief in medicinal properties. The findings indicated that only the educated consumer's exhibit interest in using organic spices for the betterment of their health, as they are free from chemicals and pesticides. It is mandatory to create awareness among the consumers towards Organic foods/Spices which are more advantageous to humans as well as the environment.

**11. Dr. D. Divya Prabha (2017)**, The term Organic food production not only means avoidance of chemical inputs in the production process, but it refers to all strategies used to maintain biological diversity and replenish the fertility of the soil. "Organic food production is a self-regulated industry with government oversight in some countries, distinct from private gardening. The main objective of the study is to know the consumer awareness level of attitude towards organic food products in Coimbatore district. For this purpose data was collected from a sample of 110 respondents and different statistical used were used to analyse the data. The conclusion is that more consumer awareness programs, reduction in the price for these organic products, effective distribution to all the areas and a better government support in procurement and sale of the organic products will help the organic food manufacturers to have a better market share.

**12. 1 Anish K, 2 Dr. KK Ramachandran (2016)**. Organic is a growing market throughout the world, as more and more people understand the significance of consuming organic products. The term Organic refers to vegetables, cereals, pulses that are produced through the use of natural fertilizers. Even though there is a growing consciousness for health, well-being, consumers are still hesitant to consume organic products as they are not aware of the availability of organic food products and the belief that organic products are high priced and not purely organic. The study aims at understanding the consumer awareness and attitude towards organic food products. The objectives are to examine the organic consciousness, level of awareness, attitude, preference of the respondents and their valuable suggestions. 16 well established and organized food products stores in Coimbatore are taken for the study. 214 respondents have been selected purposively. Tools used for the study are Percentage analysis, Weighted Average and Chi-Square Test

**13. M. Jayanthi (2015)**. The high growth of population and life expectancies during the twentieth century increased demand for food supplies in India. To meet this demand, the green revolution became the corner stone of India's agricultural achievement that transformed India from a food-deficient to a self-sufficient country. This self-sufficiency was achieved through an indiscriminate and excessive use of synthetic pesticides and chemical fertilizers. Overexploitation of natural and non-renewable resources, indiscriminate and irrational use of synthetic inputs like chemical fertilizers and pesticides for producing more and more food products has impaired the ecological balance and has put the health of the consumers in jeopardy. Therefore, the apparent contradiction of necessity for nutritional safety on the one hand and environmental sustainability on the other made it inevitable to resort to alternative food products like organic food products. However, the growth of the organic food sector is not upto the mark in India due to lack of awareness among consumers. Thus, this study analyzed the consumers' level of awareness about organic food products in Coimbatore District. A disproportionate stratified random sampling method was used, and a total of 550 respondents were surveyed by using a questionnaire. The results showed that 40.5% and 38.4% of the respondents were aware and partly aware about organic food products, and only 14% of the respondents were highly aware about the same. Thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

## REFERENCE

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