A Study on Consumer’s Awareness and Perception towards Organic Food Products in Coimbatore City

V. Abirami\textsuperscript{1} and P. V. Agilaa\textsuperscript{2}
\textsuperscript{1}Professor and \textsuperscript{2}Research Scholar,
Dr. N.G.P. Arts and Science College, Coimbatore, Tamil Nadu, India.


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ABSTRACT
In recent decades, consumer attitude and buying intention have changed for natural food products. Consumers are focusing more and more on their health. The domestic market has enlarged in offering eco-friendly food segments such as that of naturally grown food. Organic food serves as a hopeful elective for the population alarmed about the consequences of large amounts of chemicals included in food products – both in terms of consumption as well as the negative impact on the environment. The consumer preference towards uses of natural food products is highly dependent on concern for health levels, affordability and individual accessibility. The main aim of the paper is to measure the level of awareness, perception, attitude, purchasing behaviour and opinion regarding the consumption of organic products at Coimbatore city.

KEYWORDS: Perception, Attitude, Intention, Awareness.

BIBLIOGRAPHY
