

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

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CITATION: Abirami, V. and Agilaa, P. V. (2019), "A Study on Consumer's Awareness and Perception towards Organic Food Products in Coimbatore City", *MERC Global's International Journal of Management*, Vol. 7, Issue 4, pp. 313-316.

ARTICLE HISTORY: Submitted: June 08, 2019, Revision received: July 21, 2019, Accepted: July 30, 2019

ARTICLE TYPE: Research article

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.

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