

Consumer Awareness and Purchase Intention of Organic Packaged Food in Coimbatore

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Abstract - The study titled “Consumer Awareness and Purchase Intention of Organic Packaged Food in Coimbatore” focuses on analysing the level of awareness among consumers and their intention to purchase organic packaged food products. With increasing concern for health, food safety, and environmental sustainability, consumers are gradually shifting towards organic food consumption. The research examines consumer knowledge, perception, and factors influencing purchase decisions such as price, availability, and brand trust. The study reveals that although awareness about organic packaged food is increasing, actual purchase intention is influenced by factors like high price and limited availability. The study concludes that improving awareness, reducing price barriers, and enhancing product accessibility can significantly boost consumer adoption of organic packaged food.

I. INTRODUCTION

In recent years, there has been a significant increase in consumer awareness regarding health, nutrition, and environmental sustainability. This has led to a growing demand for organic food products, especially organic packaged food, which is considered safer and free from harmful chemicals. Organic packaged foods include cereals, pulses, snacks, spices, and ready-to-eat products produced using organic farming methods.

Consumer awareness plays a crucial role in influencing purchase intention. When consumers are well-informed about organic certification, benefits, and product quality, they are more likely to develop a positive attitude toward purchasing such products.

Coimbatore, being a rapidly developing city, has witnessed a change in lifestyle and food consumption patterns. Consumers are becoming more health-conscious, leading to an increased demand for organic packaged food. However, awareness levels and purchase intentions vary among individuals.

According to the project report (Chapter I), awareness, price, trust, and availability are key factors affecting consumer decisions.

II. STATEMENT OF THE PROBLEM

Despite the growing popularity of organic packaged food products, many consumers lack clear understanding about organic certification, labelling, and benefits. Awareness does not always translate into purchase behaviour due to factors such as high price, lack of trust, and limited availability.

In Coimbatore, although organic products are available in supermarkets and online platforms, consumer knowledge and buying behaviour remain inconsistent. Hence, there is a need to analyse the relationship between consumer awareness and purchase intention toward organic packaged food products.

III. OBJECTIVES

1. To assess the level of consumer awareness about organic packaged food products in Coimbatore.
2. To examine the purchase intention of consumers towards organic packaged food products.
3. To identify the factors influencing consumers' purchase decisions of organic packaged food in Coimbatore.

IV. REVIEW OF LITERATURE

K. Rajarajeswari and Dr. R. Dhivya in their study “Eco-Conscious Consumerism in Emerging Markets: A Conceptual Framework for Urban & Rural Coimbatore” The study examines eco-conscious consumerism in urban and rural areas of Coimbatore. It focuses on the relationship between environmental awareness, consumer trust, and purchase intention. The research is based on the Theory of Consumption

Values, including functional, emotional, and social aspects. Key factors such as affordability, availability, and trust are analysed. A mixed-method approach using Structural Equation Modelling is suggested. The study aims to support sustainable consumption strategies.

Dr. R. Sangeetha and Dr. M. Rajakrishnan in their study "Consumer Behaviour Towards Purchase of Organic Food Products in Coimbatore City – An Empirical Study" The study analyses consumer behaviour towards organic food products in Coimbatore city. It highlights the role of health awareness, environmental concern, and sustainable consumption. The COVID-19 pandemic increased consumers' focus on healthy food choices. Consumer knowledge and positive attitude were found to influence purchase behaviour. Environmental consciousness also plays a key role. Factor analysis was used to identify major influencing factors.

Dr. S. Kalpana and Mrs. R. Sowmiya in their study "Consumer Awareness Towards Organic Food Products" The study focuses on consumer awareness towards organic food products. Increasing concern over food safety and chemical contamination has influenced consumer preferences. Organic foods are perceived as safer and healthier alternatives. The study aims to assess awareness levels among consumers. It also examines socio-economic factors affecting purchase decisions. The findings show that awareness has increased the demand for organic food.

A. Jonah Elisa Shiny in his study "Significance Of The Consumer Awareness Towards Organic Food Products with Special Reference To Chennai District" The study highlights the importance of consumer awareness towards organic food products in Chennai district. Environmental issues have increased concern for sustainable consumption. Consumers are becoming more aware of the impact of their buying behaviour. Green consumerism has emerged due to environmental awareness. Government policies and green marketing support organic product promotion. The study concludes that awareness strongly influences adoption of organic food.

G. Vanitha and Dr. P. Kavitha A in their study "Study on Consumer Behaviour On Green Marketing with Reference to Organic Food Products" The study analyses consumer behaviour towards organic food

in the context of green marketing. Growing environmental concern has increased preference for organic products. Health consciousness is a major factor influencing purchase decisions. Consumers are willing to pay a premium price for organic food. Green marketing strategies help in shaping positive attitudes. The study concludes that awareness and environmental concern drive demand.

V. RESEARCH METHODOLOGY

1. Research Design

The research adopts a descriptive research design to explore and describe the awareness and purchase intention of consumers towards organic packaged food in Coimbatore.

A descriptive design is appropriate because the study aims to describe characteristics, patterns and relationships among the variables (consumer awareness and purchase intention) without manipulating the study environment.

2. Source of data

Primary data

Primary data will be collected directly from consumers in Coimbatore using structured questionnaires. This will capture information on their awareness levels, attitudes, purchase behaviour, and demographic profile.

3. Sampling Technique

A non-probability convenient sampling technique will be used. This method is chosen because it allows the researcher to collect data from easily accessible respondents within a limited time frame and resources while ensuring relevance to the research context.

4. Sample Size

The study will survey a total of (140) respondents from different localities in Coimbatore city. The sample size is selected to ensure a diverse representation of age groups, income levels, education, and shopping behaviour.

5. Area Of The Study

The area covers Coimbatore city specially focusing on the consumer intension on organic packaged food.

6. Tools for the Study

The collected data were analysed using simple and easy-to-apply statistical tools such as:

1. Percentage analysis
2. Crosstabulation
3. Friedman test
4. Likert scale

VI. RESULTS AND DISCUSSION

TABLE-1
 TABLE SHOWING THE DISCRIPTIVE STATISTICS OF THE RESPONDENTS

VARIABLE	CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE (%)
GENDER	Male	46	32
	Female	96	68
AGE GROUP	18-20	27	19
	21-30	61	43
	Above 31	54	38
AREA OF RESIDENCE	Rural	17	12
	Semi-urban	55	39
	Urban	70	49
EDUCATIONAL QUALIFICATION	Diploma	15	11
	Postgraduate	48	34
	Professional Degree	18	13
	Undergraduate	61	43

INFERENCE

The data indicates that the majority of respondents are female (68%), with males comprising 32%. Most respondents fall within the 21–30 age group (43%), followed by those above 31 years (38%). In terms of background, a larger proportion belongs to urban areas (49%), and most respondents are undergraduates (43%), showing that the sample is largely composed of young, educated urban individuals.

TABLE-2
 TABLE SHOWING THE KNOWLEDGE ABOUT THE ORGANIC PACKAGED FOOD PRODUCT

Age Group:	How did you first come to know about organic packaged food products?					Total
	Friends & Family	Newspaper / Magazines	Retail stores	Social media	Television/ Radio	
18 - 20 years	8	1	2	10	6	27
21 - 30 years	21	5	9	14	12	61
31 - 40 years	14	4	7	8	13	46
above 40	0	0	2	3	3	8
Total	43	10	20	35	34	142

INFERENCE

Friends & Family and Social Media are the main sources of awareness about organic packaged food products, followed by television/radio.

The 21–30 age group shows the highest awareness across most channels, especially through friends and social media.

Respondents above 40 have limited awareness and mainly rely on television/radio and retail stores rather than print or digital media.

TABLE-3
 TABLE SHOWING THE AWARENESS ABOUT ORGANIC PACKED FOOD PRODUCT

Age Group	How would you rate your overall awareness of organic packaged food products?					Total
	High	Low	Moderate	Very high	Very low	
18 - 20 years	9	2	9	5	2	27
21 - 30 years	18	8	19	14	2	61

31 - 40 years	8	5	16	12	5	46
above 40	2	1	3	2	0	8
Total	37	16	47	33	9	142

INFERENCE

The table shows that most respondents have a moderate level of awareness (47), followed by high (37) and very high (33) awareness of organic packaged food products.

The 21–30 age group demonstrates comparatively higher awareness levels, while very low awareness is minimal across all age groups.

TABLE-4
 TABLE SHOWING FIREDMAN TEST RANKING OF THE PURCHASE INTENTATION TOWARD ORGANIC PACKAGED FOOD

Particulars	Mean Rank	Rank
Taste and Quality	2.59	2
Health benefits	1.69	1
Environmental concern	3.08	3
Brand reputation	3.57	4
Recommendation from others	4.08	5

INFERENCE

The ranking shows that health benefits (Mean Rank 1.69) are the most important factor influencing consumers, followed by taste and quality.

Factors like environmental concern, brand reputation, and recommendations from others have comparatively lower influence, with recommendations being the least important.

TABLE-5
 LIKERT-SCALE: FACTOR INFLUENCING TO BUY ORGANIC PACKAGED FOOD

FACTORS	HIGHLY AGREE	AGREE	NEUTRAL	DISAGREE	HIGHLY DISAGREE	TOTAL
Factor Influencing to Buy Organic Packaged Food (Price)	41	41	29	24	7	142
Factor Influencing to Buy Organic Packaged Food (Availability)	37	37	41	20	7	142
Factor Influencing to Buy Organic Packaged Food (Advertisement And Offers)	44	33	37	16	12	142
Factor Influencing to Buy Organic Packaged Food (Health Consciousness)	42	42	34	17	7	412

INFERENCE

The data indicates that health consciousness and price are the most influential factors, with a high number of respondents expressing agreement.

Factors like availability and advertisement/offers also impact purchase decisions, but with relatively more neutral and mixed responses compared to health and price.

TABLE-6
 LIKERT-SCALE: FACTOR INFLUENCING TO BUY ORGANIC PACKAGED FOOD

STATEMENT	NUMBER OF RESPONDENTS (N)	MEAN
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Factor Influencing to Buy Organic Packaged Food (Price)	142	3.60
Factor Influencing to Buy Organic Packaged Food (Availability)	142	3.54
Factor Influencing to Buy Organic Packaged Food (Advertisement And Offers)	142	3.57
Factor Influencing to Buy Organic Packaged Food (Health Consciousness)	142	3.67

INFERENCE

The mean scores indicate that health consciousness (3.67) is the most influential factor in purchasing organic packaged food, followed by price (3.60) and advertisement/offers (3.57).

Availability (3.54) has slightly less influence, but all factors show a generally positive impact on consumer buying decisions.

VII. SUGGESTIONS

Based on the findings, it is suggested that consumer awareness about organic packaged food should be improved through advertisements and educational campaigns to build better understanding and trust. The high price of organic products should be reduced to make them affordable, and their availability should be increased in retail stores and online platforms. Proper certification and clear labelling can also enhance consumer confidence. Overall, combined efforts from marketers and policymakers are needed to promote the purchase of organic packaged food.

VIII. CONCLUSION

The study concludes that consumer awareness plays a vital role in influencing purchase intention toward organic packaged food. While awareness levels are increasing, actual purchasing behaviour is affected by price, availability, and trust issues.

To promote organic food consumption, it is essential to enhance awareness, ensure affordability, and improve distribution channels. The growth of the organic food market depends on both consumer education and effective marketing strategies.

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