

A STUDY ON FACTORS INFLUENCING CONSUMER AWARENESS TOWARDS ORGANIC FRUITS IN COIMBATORE CITY

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Abstract: This study, titled “A Study on factors influencing consumer awareness towards organic fruits in Coimbatore City”, focuses on health consciousness, environmental concern, price sensitivity, availability, product quality, brand trust, promotional activities, and social influence in determining consumer awareness. Primary data is collected through structured questionnaires distributed among consumers in different areas of Coimbatore city. The data collected is analyzed using suitable statistical tools to interpret consumer responses and identify significant relationships between variables. The findings of the study are expected to provide valuable insights into consumer behavior towards organic fruits and highlight the importance of awareness programs and effective marketing strategies. The research also offers suggestions to organic fruit sellers, marketers, and policymakers to improve consumer education, ensure better product availability, and enhance promotional efforts. Overall, this study contributes to understanding consumer awareness patterns and supports the growth of the organic fruit market in Coimbatore city.

Keywords - Consumer Awareness; Organic Fruits; Consumer Perception; Buying Behavior; Health Consciousness; Environmental Concern; Sustainable Consumption; Eco-friendly Products; Chemical-free Food; Organic Farming; Food Safety; Nutritional Value; Lifestyle Changes; Price Sensitivity; Product Availability; Quality Perception; Brand Trust; Promotional Strategies; Purchase Intention; Customer Satisfaction; Green Marketing; Demographic Factors; Urban Consumers; Coimbatore City.

INTRODUCTION

Consumer awareness about organic fruits in urban areas has been steadily increasing due to growing health consciousness and the influence of social media. People are more inclined to choose fruits that are free from pesticides and chemicals, valuing both personal well-being and environmental sustainability. Factors such as price, availability, and perceived health benefits play a crucial role in shaping purchasing decisions. Surveys indicate that younger consumers and those with higher education levels are more likely to prefer organic options, highlighting a shift toward mindful consumption. Overall, the trend reflects a combination of health awareness, lifestyle choices, and environmental responsibility.

STATEMENT OF THE PROBLEM

In recent years, consumer interest in organic fruits has increased due to growing health and environmental concerns. However, in Coimbatore city, the level of consumer awareness regarding organic fruits is still limited and uneven. Many consumers lack clear knowledge about the benefits, certification, pricing, and authenticity of organic fruits, which affects their purchasing decisions. Consumer awareness is influenced by various factors such as income, education, health consciousness, and media exposure, but the extent of

their influence is not clearly understood. Hence, this study seeks to analyse the factors influencing consumer awareness towards organic fruits in Coimbatore city.

OBJECTIVES OF THE STUDY

1. To study the level of consumer awareness towards organic fruits in Coimbatore city.
2. To identify the factors influencing consumer awareness of Organic fruits.
3. To analyse the impact of health consciousness on awareness towards organic fruits.
4. To analyse the Problems or Challenges faced by the consumer to buy the organic fruits.

RESEARCH METHODOLOGY

SAMPLE SIZE	119
AREA OF THE STUDY	COIMBATORE
SOURCE OF DATA	PRIMARY AND SECONDARY
SAMPLE METHOD	RANDOM
TOOLS USED FOR ANALYSIS	1.Simple percentage analysis 2. Rank 3. Chi- square 4.One-way ANOVA

REVIEW OF LITERATURE

1. Gupta et al. (2025)- conducted a study on consumer behaviour towards organic food products with special focus on awareness and perception. The study found that health consciousness and environmental concern were the major factors influencing consumer awareness about organic products. The research revealed that young consumers showed higher awareness levels compared to older age groups. Price and availability were identified as key barriers to organic fruit consumption. The study also highlighted that educational level significantly affects awareness towards organic food. Social media and digital marketing played an important role in spreading awareness.

2. Yadav et al. (2025)- analysed consumer awareness and buying preferences for organic food in Raipur city. The study found that awareness about organic food is increasing due to rising health consciousness. Middle-aged consumers showed higher awareness towards organic products. The research indicated that demographic factors like age, occupation and income significantly influence awareness levels. It was observed that urban consumers had better knowledge about organic food benefits. The study also revealed that word-of-mouth and advertisements play a vital role in awareness creation.

OVERVIEW OF THE STUDY

. Conventional farming uses chemical fertilizers, pesticides, and artificial agents, raising worries about fruit safety. Organic fruits, grown naturally without chemicals or GMOs, are seen as safe, nutritious, and eco-friendly. Awareness of health benefits, environmental impact, certification, price, and availability influences consumer choices. In Coimbatore, rising income, education, and health awareness are increasing demand for organic fruits. Organic farming preserves soil health, biodiversity, and ecological balance while protecting human health. Certification and marketing play a key role in building consumer trust and promoting these fruits. Challenges include higher prices, limited availability, and low awareness in some areas. Consumer perception is shifting, with organic fruits becoming more common among middle-income groups. Overall, organic fruits support personal health, sustainable agriculture, and environmental protection.



DATA ANALYSIS AND INTERPRETATION

CONCEPT OF ORGANIC FRUITS

CONCEPT OF ORGANIC FRUITS	NO. OF THE RESPONDENTS	PERCENTAGE %
Not aware at all	31	26%
Slightly aware	44	37%
Moderately aware	29	24%
Well Aware	15	13%
TOTAL	119	100 %

Source: primary data

INTERPRETATION

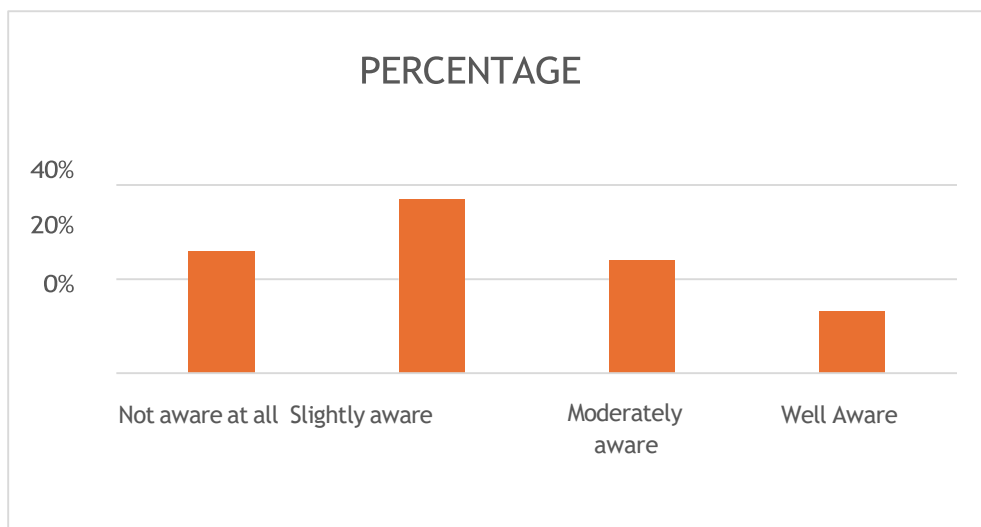
Out of 119 respondents, 37% (44 respondents) are slightly aware of the concept of organic fruits, which is the highest percentage. About 26% (31 respondents) are not aware at all, while 24% (29 respondents) are moderately aware. Only 13% (15 respondents) are well aware of the concept. This shows that awareness about organic fruits is mostly at a basic level among respondents.

INFERENCE

The most of the respondents are slightly aware of the concept of organic fruits (37%).

CONCEPT OF ORNGANIC FRUITS

AWARENESS ABOUT ORGANIC FRUITS



AWARENESS ABOUT ORGANIC FRUITS	NO. OF RESPONDENTS	PERCENTAGE %
Health benefits	28	24%
Environmental concern	39	33%
Quality perception	33	27%
Brand reputation	19	16%
TOTAL	119	100%

Sources: primary data

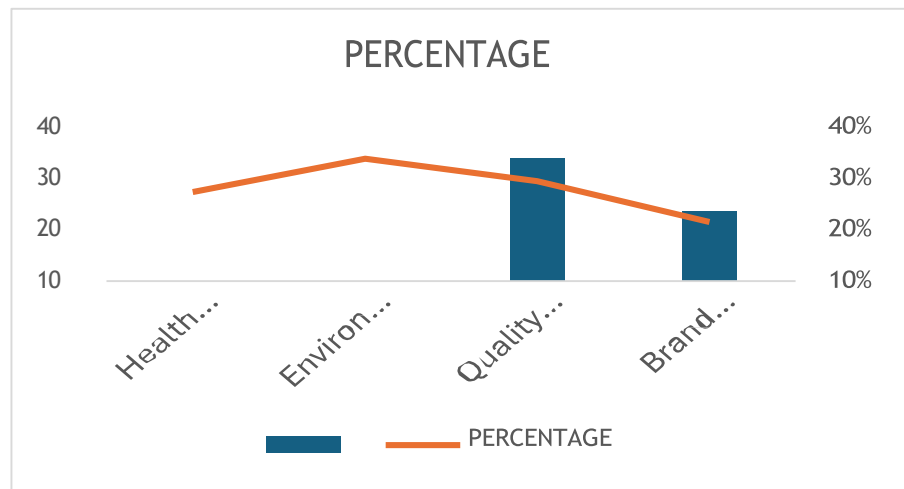
INTERPRETATION

Out of 119 respondents, 33% (39 respondents) are aware of organic fruits due to environmental concern, which is the highest percentage. About 27% (33 respondents) are influenced by quality perception, while 24% (28 respondents) are aware because of health benefits. Only 16% (19 respondents) are influenced by brand reputation. This indicates that environmental concern is the main factor driving awareness.

INFERENCE

The most of the respondents are aware of organic fruits due to environmental concern (33%).

AWARENESS ABOUT ORGANIC FRUITS



SUGGESTIONS

1. Increase awareness campaigns government, retailers, and producers should conduct awareness programs about organic fruits' benefits.
2. Improve product visibility in markets separate organic sections, better signage, and labelling can increase recognition.
3. Strengthen authenticity certification clear certification logos and QR-based traceability can reduce consumer distrust.
4. Use social media marketing more effectively since social media influences awareness, campaigns targeting youth should be enhanced.
5. Encourage educational programs schools and colleges can include awareness sessions about organic food consumption.
6. Improve distribution and availability organic fruits should be made available in local markets, supermarkets, and online platforms.
7. Provide price incentives or subsidies Government support or discounts may encourage more consumers to try organic fruits.
8. Promotional campaigns highlighting health benefits health-based advertising may attract more consumers since health is a major motivator.
9. Encourage farmers to adopt organic farming Training and financial support can increase production and reduce prices.
10. Strengthen consumer trust Certification awareness programs and transparent supply chains will improve confidence.

CONCLUSION

The study on consumer awareness towards organic fruits among 119 respondents shows that while basic awareness exists, detailed knowledge about the difference between organic and conventional fruits is still limited. Advertisement and promotional activities are the most influential factors in creating awareness, followed by health benefits and environmental concern. However, barriers such as limited availability and lack of trust in authenticity reduce regular purchase, even though consumers perceive prices as reasonable or slightly high.

Statistical tests like Chi-square and ANOVA indicate that occupation significantly influences awareness, whereas gender and age do not. Overall, the study concludes that organic fruits have strong growth potential, but improved promotion, better market availability, proper certification, and enhanced consumer trust are essential for increasing regular consumption.

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