



**CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS ORGANIC FOOD:
A QUANTITATIVE STUDY**

¹Dr. K. Suresh Babu & ² Mrs. A. Helda Mary

ABSTRACT

Organic food products are produced with an objective to produce healthy and quality foods without using synthetic chemical products. Thus, organic agriculture not only preserves the environment but it also improves public health, bringing significant benefits both to the economy as well as to the social cohesion of rural areas. The interest of consumers and public institutions in organically produced foods has increased, mainly in developed countries, in response to consumers' concerns about food safety, human health and the environment. The present study is such an above said based study to analyse the consumers' attitude and purchase intention towards organic food in Coimbatore City of Tamilnadu, India.

Keywords: *Organic food products, Public health and Consumers' attitude and intention.*

¹ Head of the Department of Commerce, Sankara College of Science and Commerce, Coimbatore

² Ph. D Research Scholar, Department of Commerce, Sankara College of Science and Commerce, Coimbatore.
hildamary90@gmail.com