Research Article

CONSUMER BRAND PREFERENCE TOWARDS UYIR ORGANIC PRODUCTS-A STUDY WITH SPECIAL REFERENCE IN COIMBATORE CITY

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Abstract: Organic product usage is less than customer usage, but it is starting to emerge. Inorganic products, many brands are available such as Uyir organics, Pronature, 24 matras, just organics *etc.* This study helps identify brand preference by using ordinal factors such as repurchase intention, brand image, brand experience, price perception, and appearance perception. Percentage analysis and ordinal logit regression were used to analyse the demographic characteristics of respondents and brand preference of uyir organic products, respectively. The findings of the study, repurchase intention and brand experience are significant and positively impact brand preference and also found that brand image, price perception and appearance perception are insignificant to the brand preference.

Keywords: *Brand preference, Repurchase intention, Brand image, Brand experience, Price perception, Appearance perception*

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Introduction

Organic: Produce can be termed organic if grown on soil that had not been manipulated with prohibited chemicals for three years before harvest [1].
Organic Products: In an eco-friendly cropping plan, organic products are grown without synthetic agricultural chemicals.
Customers are less motivated by organic goods due to low awareness of organic product advantages as well as inorganic disadvantages. The majority of people can even choose from a large wide variety of organic products. The industry arose from a basic mindset centred on consuming chemical-free food. Customers initially were first supplied with a limited selection of fresh seasonal organic fruits, which were frequently transported directly from the grower. The product's chemical-free nature was frequently judged more essential than its beauty and appearance. On the other hand, pest bites, bird marks, and bent forms were believed to be indicative of the additive's nature. As a result, pureed fruit has a bad notoriety for being unpleasant to the sight and having a fickle supply [2]. In this study investigated Uyir Organic Products' brand preference in this study.

Indian scenario

In the year 2016-17, overall production of organic production in India is 1605677(MT). In the year 2017-18, the total production is 1703111.123(MT). Likewise, year by year the total production is gradually increased. This figure shows the growth of organic products produced in India and India's last five-year organic production data.

Table-1 *Total organic production in India*

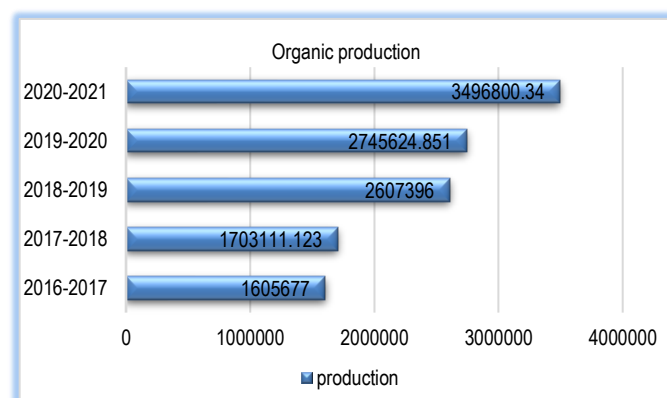| Year	Total organic production (mT)
2016-2017	1605677
2017-2018	1703111.1
2018-2019	2607396
2019-2020	2745624.9
2020-2021	3496800.3

Fig-1 Total organic production in India

Tamil Nadu scenario

In the year 2016-17, overall production of organic production in Tamil Nadu is 14990.2 (MT). In the year 2017-18 the total production is 16383.7 (MT). Likewise, year by year the total production is gradually increased. This figure shows the growth of organic products produced in India and the last five-year organic production data in Tamil Nadu.

Table-2 *Total organic production in Tamil Nadu*

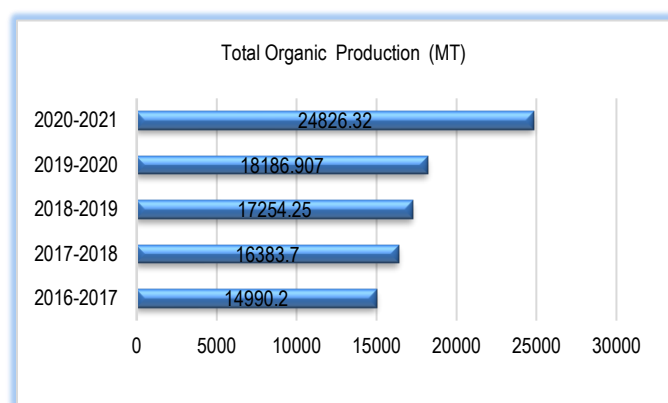| Year	Total organic production (mT)
2016-17	14990.2
2017-18	16383.7
2018-19	17254.25
2019-20	18186.907
2020-21	24826.32

Fig-2 Total organic production in Tamil Nadu

Brand Preference
A measure of brand loyalty in which a customer will pick a specific brand in the face of rival brands but will accept alternatives if that brand is not accessible is the definition of brand preference [3]. Two types of brand preferences: The hedonic responses to the brand are reflected in the liking preferences and the revealed preferences or the decision that reflects the brand's behavioural reactions [4].

Factors influencing the Brand Preference
• Brand Experience
• Price Perception
• Appearance Perception
• Brand Image
• Repurchase Intention

Brand Experience
Consumers' interior subjective and behavioural responses to brand-related stimuli are defined by various levels of involvement with brand-related stimuli, both direct and indirect [5]. The emotional component of the customer experience is crucial [1]. Consumers create good thoughts about the brand due to emotional engagement [6].

Price perception
The price information is an important factor in determining consumer choice [7]. The role of price as an independent factor in consumer brand preferences [8]. Irrational consumers seeking hedonic brand benefits also perceive the brand price as an important factor in brand choice [9].

Appearance Perception
Appearance is a quality that has nothing to do with the product. One of the most critical aspects of brand choice is appearance impression [10]. Consumer opinions regarding a brand's visual attractiveness give rise to appearance perception, a symbolic advantage [11]. Consumer preferences are influenced by brand look, which is both a source of pleasure and a crucial distinguishing characteristic.

Brand Image
It may be described as the customer's view of the brand. Consumers choose brands to express themselves, and brand image reflects their traits [12]. Consumers' opinions, attitudes, and emotions about a brand, which represent the cognitive or psychological qualities of the brand, make up brand image [13].

Repurchase Intention
The consumer's intention to repeat the behavioural activity of purchasing the brand is reflected in the repurchase intention [14, 15].

Objectives
•To analyze the current scenario of organic products.
•To analyze the Brand preference of Uyir organic products in Coimbatore city.

Materials and Methods
The purposive sampling technique was used to collect the primary data through a well-structured interview schedule. The area of the sample study is Coimbatore district, Tamil Nadu. 120 samples were taken for study to analyze the brand preference towards uyir organic products. Here, Statistical tools such as percentage analysis and ordinal logit regression were used in this study.

Conventional analysis
Percentage analyze was used to analyze the demographic characteristic of the customer, such as age, education, monthly income, marital status and gender.

Ordinal logit regression
The connection between an ordinal dependent variable (continuous variable) and one or more independent variables was examined using ordinal logit regression. Here, Ordinal logit regression is used to identify customers' brand preference of uyir organic's products. Variables are listed in the table.
Table-3 Ordinal logit regression variable

Result
The respondent demographic characteristic of brand preference. The demographic profile of the 120 respondents. More than 66 % of the respondents were male, 95 % of respondents were married, 31.66 % of respondent's education status is 12 std and 35 % were housewife, 48.33% of respondents' annual income was between 2 lakhs and 5 lakhs [Table-4].

Table-4 Demographic characteristics of the respondent's

Characteristics		Number	Percentage (%)
Gender	Male	66	55
	Female	34	45
	Total	100	100
Marital status	Married	114	95
	Single	6	05
	Total	100	100
Educational status	10 std	22	18.33
	12 std	38	31.66
	UG arts	26	21.66
	UG	20	16.6
	PG	10	8.33
	PHD	4	3.33
	Total	100	100
Occupation	House wife	42	35
	Private job	24	20
	Government officer	16	13.33
	Farmer	24	20
	Professor	6	5
	Retired officers	2	1.66
	Student	6	5
	Total	100	100
Annual income	2 lakhs - 5 lakhs	58	48.33
	5 lakhs - 7 lakhs	20	16.66
	7 lakhs - 10 lakhs	34	28.33
	>10 lakhs	8	6.66
	Total	100	100

Brand preference towards uyir organics
ANOVA, 0.574 proportion of the variable in the dependent variable (Brand Preference) accounted for by the explanatory variables (Brand Image, Brand Experience, Repurchase Intention, Price Perception, Appearance Perception) [Table-5].

Table-5 ANOVA table for ordinal logit regression

Mode	R	R Square	Adjusted R square	Standard error of Estimates
1	0.688	0.574	0.425	0.33807

According to the table, repurchase intention and brand experience are significant to the brand preference. Price perception, Brand image, and Appearance perception are not significant impacts given to Brand preference. Repurchase intention has a positive impact on Brand preference by r=1.268. Brand experience has a positive impact on the Brand preference by r= 2.049

Table-6 *Ordinal logit regression analysis*

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
Parameter Estimates								
							Lower Bound	Upper Bound
Threshold	[BP = 2.57]	3.028	2.564	1.395	1	0.238	-1.997	8.053
	[BP = 2.71]	3.784	2.47	2.347	1	0.125	-1.057	8.625
	[BP = 2.86]	4.78	2.424	3.888	1	0.049	0.029	9.532
	[BP = 3.00]	5.322	2.42	4.838	1	0.028	0.58	10.065
	[BP = 3.14]	6.571	2.444	7.227	1	0.007	1.78	11.362
	[BP = 3.29]	6.755	2.451	7.597	1	0.006	1.952	11.558
	[BP = 3.43]	7.81	2.5	9.759	1	0.002	2.91	12.71
	[BP = 3.57]	8.833	2.559	11.919	1	0.001	3.818	13.848
	[BP = 3.71]	9.528	2.598	13.45	1	0	4.436	14.62
	[BP = 3.86]	10.899	2.675	16.601	1	0	5.656	16.142
	[BP = 4.00]	12.058	2.76	19.091	1	0	6.649	17.468
	[BP = 4.14]	12.81	2.86	20.063	1	0	7.205	18.416
Location	RI	1.268	0.446	8.08	1	0.004	0.394	2.143
	BE	2.049	0.58	12.461	1	0	0.911	3.187
	PP	-1.114	0.617	3.257	1	0.071	-2.324	0.096
	AP	0.611	0.493	1.533	1	0.216	-0.356	1.578
	BI	-0.451	0.444	1.033	1	0.309	-1.322	0.419

Suggestions

Customers have brand preferences by the factors of repurchase intention and experience. Experience and repurchase intention lead to a brand preference towards uyir organics, but appearance, brand image, and price do not impact the brand preference, so uyir organic should consider the product's price-fixing strategy and appearance. The study also suggests improving the brand image among customers by using promotion strategies such as campaigns, newsletters, social media, etc.

Application of research: Used to identify the preference of the consumer on uyir organic products

Research Category: Agricultural Rural Management

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Cultivar / Variety / Breed name: Nil

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Ethical Committee Approval Number: Nil

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