

STUDY OF CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS IN MUMBAI DISTRICT

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CERTIFICATE OF THE SUPERVISOR

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ABSTRACT

Organic foods are conventionally safe, produced using ecologically and environmentally sound methods that do not involve synthetic inputs such as pesticides and chemical fertilizers, do not contain genetically modified organisms (GMOs) and do not processed with irradiation, industrial solvents, or chemical food additives (Paul and Rana, 2012). Thus, organic food in its simplest form is the food minimally processed to keep up its uprightness utilizing natural procedures, without using artificial preservatives, additives, or irradiation. Increasing awareness on adverse effect of chemical substances on human health, environmental issues and sustainable agricultural practices led to the move towards consumption of Organic food. India is at 9th position in Organic agricultural land with 650,000 organic producers. Ministry of Commerce has executed National Program for Organic Production [NPOP] in the year 2011, which gives certification and accreditation to Organic food producers. India produces 1.70 million certified organic food products including vegetables, fruits, oilseeds, grains, millets and pulses, dry fruits, tea and coffee, spices, and medicinal plants. Leading states in Organic food production in India are Madhya Pradesh, followed by Maharashtra, Rajasthan, and Uttar Pradesh (apeda.gov.in 2018). Survey-based studies show that Indian consumers, particularly those with middle to upper levels of income and higher literacy, considers that organic food products are healthier and better in quality than conventional products, hence there is favourable scope to increase their willingness to pay a premium price for such products. This has created promising possibility to increase the consumption of organic food products in India and worthwhile business opportunities for entrepreneurs.

(Bublitz and Peracchio, 2015) argued that adapting successful industry practices to promote a healthy shift in the eating habits of consumers will help businesses producing such healthy products to thrive. In this direction, identifying consumer behaviour towards organic food products may become the booming research topic which can find the facts like what is the major reason for migration towards the consumption of organic food products, what kind of organic products they preferred to purchase, the preferred stores, what are their actual perception & attitude towards organic food products and various factors influencing their attitude & purchase intentions towards organic food products.

This will also contribute to tap the potential of emerging organic food products market by the farmers and merchants and will help them to understand the important considerations which shape the behaviour of organic food consumers. The outcome of previous studies on consumer behaviour evident that health and environmental concern are the strongest motives for consumers to buy organic products and research results on this topic can count on high societal interest.

It will be significant to study the consumer behaviour with respect to the influencing factors such as - consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms associated with the consumption of organic food products. As this study would explore more hidden facts and information related to preference, and purchase of organic food products, it is very important to ensure its affordability and availability to everyone in the near future. This study would be useful for non-organic consumers, academicians, farmers, marketers of organic food products to identify the factors which create an attitude among the consumers which in turn shapes the favourable behaviour towards organic food products driving them to the purchase intentions. In this context, the research has carried out the study of consumer behaviour towards organic food products in Mumbai which is the capital of Maharashtra, the second-most populous city in India and also called the financial capital of India. Since the city comprises of people belonging to various regions of India; diversity in their culture, lifestyle and consumption patterns can also be observed vividly.

The increasing demand for organic food products in various parts of the world from early-2000s is driven by the rising consumers' consciousness about quality and safety of organic food products (Vindigni *et al.*, 2002). However, the fact shows that organic food consumption is still low in proportion, compared to non-organic food (Gupta and Ogden, 2009). With the above mentioned situation the researcher indicates that there is the need of study on consumer behaviour, particularly the consumer attitude towards buying organic food and their purchase intention. Hence the researcher has undertaken a study to measure the attitude of the consumer and its impact on their purchase intention towards organic food products in Mumbai district. With regards to the chosen research context, the researcher has spent sufficient time for analyzing the existing literatures to identify

the research gap and define the research problem. The literature review referred thus gives an overview of the previous research made in this area. While selecting the literature and various references; the focus was made on the important constructs in the present study, i.e. Consumer behaviour towards organic food products.

However the gap is that the literature, theoretical and empirical studies on food consumption in India is relatively less and very little research focus has been given on organic food market or product. Also, more literature is based on Organic food focuses on the northern & southern zones of India. Maharashtra being at the 2nd position in Organic farming in India needs to have more research done. Also, previous study on the topic discusses a number of factors influencing consumer behaviour towards organic food products, however lacks clarity on the exact influential factor. The researcher aimed to fill the identified research gap through the development of appropriate conceptual model which integrates consumer knowledge, health consciousness, and environmental concern, personal norms, subjective norms, consumer attitude, and purchase intention in order to test the cause and effect relationship between the research variables so as to identify the specific factor that affects attitude & purchase intentions of consumers.

Current research study has employed quantitative approach, in which consumer behaviour towards the purchase of organic food products in Mumbai district is measured through the following seven factors such as consumer knowledge, health consciousness, environmental concern, personal norms, subjective norms, consumer attitude and purchase intention. The researcher has used survey method of data collection to gather the primary data. Hence, the well-structured research instrument is used to collect the data from the targeted consumers who purchase organic food products in Mumbai district. In the current research, secondary data was collected through the research papers/article published in peer-reviewed research journals based on the study topic, several websites such as IBEF, organicindia.com, organicshop.in, organicgarden.co.in, esvasa.com, organicfacts.net, apeda.gov.in, sharan-india.org, ASSACHAM report etc. comprising of information regarding Indian food industry and organic food.

Hence the required secondary data that was gathered from the sources were suitable for the researcher in drafting the introduction, scope of the study, statement of the problem and conducting review of literature.

The target population is the consumers of organic retail outlets located in Mumbai district covering Mumbai city and suburbs. The Convenience sampling technique (Non-probability sampling technique) is used to select samples from the target population. The permission to contact the consumers at the organic retail outlets was obtained from the owners or the concerned authorities of the selected organic outlets in Mumbai district. The survey was conducted among 50 organic retail outlets (i.e. 21 organic retail outlets from Mumbai city and 29 organic retail outlets from Mumbai suburbs). Data was collected in both online & offline mode. 20 questionnaires were circulated to each outlet by the researcher or with the help of store owner or sales executive assigned by the owner/manager to collect the responses from the consumers which leads to the total targeted sample size of 1000. However, the total number of filled questionnaires received from these organic retail outlets was 793; rest 207 questionnaires were being filled improperly and having illogical responses, so those questionnaires were not further processed. Hence, the final sample size of the present research is 793.

Research Objectives

The researcher aimed to accomplish the following objectives through the present research study:

Primary objective:

- ❖ To study Consumer Behaviour towards Organic Food Products (OFP) in Mumbai district.

Secondary objectives:

- ❖ To analyse the socio-economic profile of the sampled consumers and their knowledge about Organic Food Products (OFP).
- ❖ To know the perception of consumers with respect to various factors influencing their attitude (i.e. consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms) towards OFP.

- ❖ To examine the influence of the socio-economic profile of the consumers on their attitude and intention towards the purchase of OFPs.
- ❖ To analyse the interrelationship among the various factors of consumer attitude and purchase intention towards OFPs.
- ❖ To develop and test the research model which integrates the factors of consumer attitude and purchase intentions towards OFPs using the SEM approach.

Following hypotheses are formed in order to test the hypothetical relationships depicted in the conceptual model:

H1: Consumer knowledge is positively influencing consumer attitude towards the purchase of organic food products.

H2: Health Consciousness is positively influencing consumer attitude towards the purchase of organic food products.

H3: Environmental concern is positively influencing consumer attitude towards the purchase of organic food products.

H4: Personal Norms is positively influencing consumer attitude towards the purchase of organic food products.

H5: Subjective Norms is positively influencing consumer attitude towards the purchase of organic food products.

H6: Consumer attitude is positively influencing purchase intention of the consumers towards organic food products.

The researcher has designed, well-structured research instrument in order to collect the primary data. In the designed conceptual model, the independent variables of the study are consumer knowledge, environmental concern, health consciousness, personal norms, and subjective norms, whereas the dependent variable of the study is consumer attitude, and outcome variable of the study is purchase intention towards organic food products.

Questionnaire is divided in to four parts such as Part A, B, C and D. In the questionnaire part –A narrates the personal details (Socio-economic/demographic details) about the respondents, while Part B of the questionnaire includes the questions related overall consumers' perception & knowledge about organic food product, whereas Part C gathers respondents opinion towards various aspects of consumer behaviour towards organic

food products with the help of the statements based on various factors of consumer behaviour towards OFP using Likert scale. Moreover the last division of the questionnaire, Part D sums up the overall perception towards the satisfaction of the consumers towards organic food products that they have purchased. Final question is regarding their recommendation of the purchase of OFPs to their friends, family members, and relatives. This way, the researcher aims to gather additional data other than the data required for hypotheses testing so as to strengthen the outcome of the study.

Before collecting the data from selected sample, pilot study was conducted to check feasibility of the study. Data was collected from 42 consumers from 21 organic retail outlets located in Mumbai city alone (i.e. two consumers from each outlet) during the pilot study. It helped to validate the questionnaire prepared for research and to determine the respondents' understanding about the study domain & questions asked. Thus, the data collected through the pilot study was used to examine the validity and reliability of the research questionnaire. The researcher has carried out, Cronbach's alpha reliability and internal consistency assessments for all dimensions of the variables of the study. The Composite Reliability & Cronbach's alpha coefficient values of the scales were more than 0.7 and represents excellent reliability of the scales (George, 2011). Construct analysis was also conducted through convergent & discriminant validity using Exploratory factor analysis & Confirmatory factor analysis respectively. Content validity was assessed through the panel of eleven persons includes, three managers of organic retail outlets, three academicians from management domain and five organic food buyers who had participated earlier in the instrument development. After checking reliability & validity, data was being collected through the chosen sample.

This primary data of the research collected was further analysed and interpreted in line with the objectives of the research and the hypothetical relationship among various factors of consumer behaviour towards OFPs depicted in the conceptual framework. The data analysis of the current research is performed through various descriptive and inferential statistical tools using IBM SPSS 25.0. The analysis of hypothetical relation given in the conceptual model of the research is performed through Structural Equation Modeling (SEM) approach using IBM AMOS 24.0 software package. The descriptive

statistical tools used in the present research are frequency analysis and mean & standard deviation, weighted average method. Pearson correlation analysis & regression analysis are the inferential statistical tools used in the current research. The Pearson correlation analysis examines the interrelationship between the various factors of consumer behaviour towards OFPs. Regression analysis analyses the impact of various factors on consumer attitude, and purchase intention of OFPs. Similarly, the cause and effect relationship among the factors of consumer behaviour towards OFPs was tested using path analysis under a Structural Equation Modeling approach. As far as limitations of the study are concerned, current study has focused only on 50 organic retail outlets which are located in Mumbai city and Mumbai suburbs therefore the respondents chosen may not represent the exact behaviour of all the consumers in chosen geographical location towards the consumption of organic foods. Moreover, for the current research the data was collected only one time, through the research instrument for a period of few months, whereas consumer behaviour towards OFPs being a psychological phenomenon which is subject to change at any point of time.

The outcome of the Structural Equation Modeling analysis reveals that impact of various factors such as consumer knowledge, health consciousness, environmental concern; personal norms and subjective norms have a positive influence on consumer attitude and their purchase intention towards OFPs; out of which 'health consciousness' having the major influence. Organic food products are perceived as healthy products followed by consumer knowledge & environmental concerns are other critical factors affecting consumer attitude towards OFP. It was also found that there is close relation between consumer knowledge & health consciousness. Though Subjective norms & personal norms are relatively less influencing, the study reveals that organic food consumers follow others opinions (subjective norms), at the same time their own beliefs and norms while shaping purchase intentions towards organic food products. However existing organic food consumers are highly satisfied with their organic food consumption and majority of them want to strongly recommend it further. The primary constraint that likely to impede the purchase of OFPs is its high price followed by lack of its availability and lack of awareness about organic food standards. Therefore, providing OFPs at

affordable cost and creating awareness about organic food standards & certifications among the consumers becomes crucial. Another important constraint of OFPs is its availability at nearby stores, hence it is important to establish organic food retail stores network which enables ease access to OFPs. Farm-to-Home is another emerging concept, which also plays a key role in shaping attitude and purchase intention of consumers towards OFPs by facilitating convenient purchase of garden-fresh organic food. Additional learning through the current research study also reveals that there is a difference in attitude and intention to purchase OFPs between male and female confirms the findings of previous studies descriptively stating that gender affects the OFPs consumer behaviour. The female consumer tends to pay more attention to health and environment which results in the positive attitude and intention towards purchase of OFPs.

Organic farming practices are becoming popular among Indian farmers and consumers are aware of the positive implications of the consumption of OFPs. The awareness on the harmful effects of chemicals present in food is increasing among the consumers which lead to the purchase of OFPs. In recent years, “Back to Nature” campaign is spreading in social media platform, people wants to protect environment through consumption of environmental friendly products.

Keeping this in mind, this study has been conducted in Mumbai district to analyse the consumer attitude and purchase intention towards organic food products. Consumer attitude and purchase intention towards OFPs could be improved by implementing following suggestions which is offered based on findings of the research -

- Adequate knowledge & awareness to be spread about organic food products as healthy food, eco-safe and value for money products.
- Social media marketing can play vital role in fostering positive attitude towards Organic food products as consumers do follow others’ opinion.
- Retailers should try to transform consumers’ perceptions of ‘premium prices’ into ‘value for money’ by implementing various marketing strategies including offers, discount and ample promotion to change consumer beliefs that they are capable of

purchasing organic food. Government could take the initiative to reduce the price of organic food through tax exemption to retailers, which would subsequently make the cost of organic foods competitive and affordable for domestic consumption.

- Increase in product availability, such as selling online and through well-expanded department stores and supermarket stores, encouraging the concept of 'farm to home' (facilitating convenient purchase of garden-fresh organic food) through collaborative OFP supply chain may lead to a rise in organic food consumption.
- Also Government & media must take initiative to let everyone know that he/she has the moral obligation to maintain the living environment they have.

Thus, the current research is expected to contribute the existing body of literature related to consumer behaviour towards organic food products. The outcome of the research will be useful for prospects of organic food products, organic farmers, OFP merchants, marketers & management practitioners, policy makers and academicians in order to promote the organic farming and consumption of OFPs through better understanding of consumer behaviour towards OFPs. As far as scope for future research is concerned, the study can be carried out to measure the impact of information technology, social media with regards to formation of attitude or change of consumer behaviour towards OFPs. The research can also be conducted to evaluate the consumer behaviour towards a specific organic food category.

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CHAPTER ONE

INTRODUCTION

1.1. OVERVIEW

This chapter provides the introduction and purpose of the study. The next part of the chapter gives a brief overview of organic food, organic farming, global organic food market, the organic food market in India, categories of organic food products, policy & regulatory landscape for organic food products, and SWOC analysis of Indian Organic Food market. Further, this chapter deals with the formulation of the research problem followed by the research questions, which the researcher wants to probe and find answers. The last part of the chapter discusses the research of the study, scope of the research and finally, this chapter ends with chapterisation i.e. how the chapters of the study are being arranged.

1.2. INTRODUCTION

Globally, there is a growing awareness of health consciousness, sustainable agricultural practices, environmental protection, and the adverse impact of chemical inputs on the soil, environment, and human health. This has prompted a shift towards organic farming. In the last few years, the consumers' dissatisfaction with the non-organic food products has increased rapidly due to health and environmental concerns and led to a mass movement towards organic farming and consumption of organic food products.

Now consumers are more informed and vigilant about their purchases (Furlow and Knott, 2009), hence, an inclination has been observed among consumers seeking environment-friendly product varieties (Jain and Kaur, 2006). This trend also has been observed in food selection (Khare, 2015). Consumers are showing interest in buying organic food which is supposed to be more environment- friendly and healthy as compared to non-organic foods (Ditlevsen et al., 2019). Organic food is gaining acceptance not only in developed countries but also in developing countries such as China and India (Asif et al., 2018; Patel et al., 2007; Paul et al., 2016).

According to TechSci Research, experts have estimated that the global organic food market stood at \$110.25 billion in 2016, and expect it to grow at a CAGR of 16.15%, in value terms, during 2017 – 2022, to reach \$262.85 billion by 2022. For an industry of that size, the growth rate witnessed by the global organic food market has been sensational. According to the recent report published by “World of Organic Agriculture in 2018”, it is stated that India ranks first in having the largest number of organic producers in the world. According to the statistics, there are 835,000 certified organic producers in India, and it accounts for more than 30 per cent of the total number of organic producers (2.7 million) in the world. Organic food products are gaining more popularity because they are natural, safe from the application of harmful pesticides and fertilizers, good for health, have more nutritional value, and are environment friendly. However, organic food isn’t a new concept. It is the result of a transformed mind set about healthy food habits and can be considered as the return to the traditional food and natural food habits that men have been following for ages.

With the increase of sedentary lifestyle where an individual does not receive regular amounts of physical activity, has led to an increase in several health hazards across the globe. India, alone accounts for over 135 million people under the risk of health issues such as diabetes, hypertension, obesity, hormonal disorders, which has raised an alarm that made consumers realize the importance of food quality and safety (Ahirwar & Mondal, 2019). Many consumers, these days, believe in the motto “You are what you eat” - a perception that has highly contributed to the increase in demand for organic food (Norman et al., 2000). Also, consumers can afford to purchase organic food to attain a better quality of life due to the commensurate growth in their disposable income (Kriwy and Mecking, 2012).

Farmers and merchants promote organic food products as healthy and environment-friendly products which are different from the promotional efforts associated with the non-organic food products (Bublitz and Peracchio, 2015). They argued that adapting successful industry practices to promote a healthy shift in the eating habits of consumers will help businesses producing such healthy products to thrive. For this, marketers need to know about prospective consumers to whom they can promote organic food. Moreover, they want to know what factors will influence the purchase decisions of such consumers. But the earlier literature does not throw much light on the consumer segments willing to purchase organic food. To identify and target the

consumers of organic food, it is important to understand what influence their attitude and behavioural intention towards the purchase of organic food products. In such scenario, identifying consumer behaviour towards organic food products may become the booming research topic which can find the facts like what is the major reason for migration towards the consumption of organic food products, what kind of organic food products they preferred to purchase, the preferred store, what are their actual perception towards organic food products and various factors influencing their attitude & purchase intentions towards organic food products. This will also contribute to tap the potential of emerging organic food products market by the farmers and merchants and will help them to understand the most important considerations which shape up the behaviour of organic food consumers. Moreover, it will provide a detailed analytical framework for the study, and identify the factors which influence the formation of an attitude of consumers towards organic food.

1.3. NEED FOR THE STUDY

Organic food product market was a niche market before a few decades but now because of the growing awareness of health benefits among the educated youth and home-makers, it expands in all spheres. The results of earlier studies on consumer behaviour evident that health and environmental concern are the strongest motives for consumers to buy organic products and research results on this topic can count on high societal interest. Every organization wants to launch or expand its business in a particular product or segment of products has to measure the consumer behaviour towards the concerned products, hence there is a great need to analyse the study from the viewpoint of factors that are contributing to the formation of consumer behaviour. As the digital literacy rate in India is growing, the demand or need for organic food in India will see good growth and new heights in the coming years. People are becoming aware of the harmful effects of chemicals and fertilizers used during farming, which negatively affects both environment and human health. There is a rise among ***consumer awareness or knowledge*** of nutritional and ecological benefits of organic food products. The two major factors which may affect the health of the consumers are the sedentary lifestyle and consumption of non-organic products. Today's life is getting very competitive and demanding. The consumer doesn't find adequate time for physical activities which also highly exposes them to the diseases. However they

are seen to be more concerned about their health and their food choice to stay healthy. Organically grown foods have more nutrients, vitamins, minerals, enzymes, and micronutrients than conventionally grown foods because the soil is managed and nourished with sustainable practices by responsible standards. Also, organically grown foods generally taste better than non-organic products. Therefore, the **health concern** of consumers is one of the major factors which affect the consumption of organic food products.

Organic farming supports eco-sustenance or farming in harmony with nature. Preservation of soil and crop rotation keep farmland healthy, and chemical abstinence preserves the ecosystem. Agricultural chemicals, pesticides, and fertilizers are contaminating our environment, poisoning our precious water supplies, and destroying the value of fertile farmland. Certified organic standards do not permit the use of toxic chemicals in farming and require responsible management of healthy soil and biodiversity. From the above discussion, it is found that organic farming or products preserve our ecosystem which leads to **environmental concern**.

Next, the consumers have some expectation among themselves or have their personal choice whether to consume organic and non-organic food, also influence their attitude and is a part of **personal norms**. They have their own set of values & beliefs which allow them to decide what is right or wrong for them and to control their own behaviour.

Social media refers to the interactions among internet networks such as Facebook, Twitter, LinkedIn, Instagram, etc. where consumers have great interaction for sharing or exchanging information and ideas about uses, benefits of organic food products where there is high social interaction. Hence this reflects their beliefs about how others, who are important to them, would view engaging in a particular behaviour. Therefore people tend to follow the reference group, the leader who in turn influences the group towards certain behaviour and action which forms as **subjective norms**. Hence high social interaction and influence the group tend consumers to purchase organic food products.

Consumer behaviour is the study which states that how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2006). Therefore there is a great need to carry out a research study to measure consumer behaviour with the above-mentioned factors - consumer knowledge, health consciousness, environmental

concern, personal norms, and subjective norms involved with organic food products. As this study would explore more hidden facts and information related to preference, and purchase of organic food products, it is very important to research this context to ensure its affordability and availability to everyone in the near future. This study would be useful for academicians, farmers, marketers of organic food products to identify the factors which create an attitude among the consumers which in-turn shapes the favourable behaviour towards organic food products driving them to the purchase intentions. In this context, the research has carried out the study of consumer behaviour towards organic food products in Mumbai which is the capital of Maharashtra, the second-most populous city in India and also called the financial capital of India. Since the city comprises of people belong to various regions of India; diversity in their culture, lifestyle and consumption pattern can also be observed vividly.

1.4. ORGANIC FOOD PRODUCTS (OFP)

1.4.1. Organic Farming

Organic farming is the way of farming done keeping environmental protection into account. Pesticides & fertilizers used during organic farming contain the least chemicals that prevent soil pollution and also reduce pollution of waterways. Also, organic farming looks after animal welfare by keeping them in more natural & free conditions to avoid the use of antibiotics as veterinary medicine. It avoids irradiation & genetic modification (GM) in the farming process that protects the crops. So, organic farming is conducive to wildlife & biodiversity. Thus it is different from conventional farming.

The salient features of organic farming are:

- Organic material safeguards soil quality and boosts biodiversity
- Delivery of nutrients to crops through soil micro-organism
- Nitrogen fixation in soil using legumes
- Use of weed & pest control based on methods like crop rotation, biological diversity, natural predators, organic manures and suitable chemical, thermal and biological intervention
- Conservation of natural habitats & wildlife; rearing of livestock

The problems related to conventional farming are:

1. Loss of soil fertility due to excessive use of chemical fertilizers and lack of crop rotation.
2. Water resources contaminated due to nitrate runoff during rains
3. Soil erosion due to deep ploughing.
4. More usage of fuel for cultivation.
5. Use of poisonous bio-dices sprays to curb pest & weeds.
6. Cruelty to animals in their housing, feeding, breeding & slaughtering.
7. Native animals & plants lose their space to exotic species & hybrids.

1.4.2. Organic Food – An Overview

The term 'Organic' is derived from Greek bios indicating 'life or method for living'. Organic food was first coined in 1940 and referred to the food yielded, processed and stored or handled with no chemical substances, synthetic concoctions, or genetic modifications to safeguard its originality.

Organic foods are conventionally safe, produced using ecologically and environmentally sound methods that do not involve synthetic inputs such as pesticides and chemical fertilizers, do not contain genetically modified organisms (GMOs) and do not processed with irradiation, industrial solvents, or chemical food additives (Paul and Rana, 2012). Thus, organic food in its simplest form is the food minimally processed to keep up its uprightness utilizing natural procedures, without using artificial preservatives, additives, or irradiation. No fertilizers or pesticides or some other compound substances are utilized during its production. Organic food production adopts the methods that comply with the standards of organic cultivation which is perilous neither for human health nor the eco-system. Globally, there is increasing awareness about environmental issues and their consequences on biodiversity, sustainable agriculture practices, and the adverse effect of chemical substances on the soil, environment & human health. This has encouraged a move towards organic farming and consumption of organic food.

Organic products are produced through organic agriculture. There are many categories of organic products such as organic clothing products, organic food products & organic personal care products. In the production process of every organic product category, care is being taken to avoid the practices & ingredients which are harmful to the environment & human health respectively. Organic food is the food

that doesn't involve or with the least use of fertilizers & pesticides synthetically made with chemical substances, use of irradiation, and genetic engineering during its production. Due to the natural production process and the minimal use of chemical substances, organic food is considered to be least harmful to the environment & human health.

India is at 9th position in Organic agricultural land with 650,000 Organic producers. Ministry of Commerce has executed National Program for Organic Production [NPOP] in the year 2011, which gives certification and accreditation to Organic food producers. India produces 1.70 million certified organic food products including vegetables, fruits, oilseeds, grains, millets and pulses, dry fruits, tea and coffee, spices, and medicinal plants. Leading states in Organic food production in India are Madhya Pradesh, followed by Maharashtra, Rajasthan, and Uttar Pradesh (apeda.gov.in 2018). The need to assure food security prompted the Green Revolution, which started in 1967. While India arrived at self-sufficiency in food grain creation, post-Green Revolution, the over the top utilization of chemical inputs led to the rapid degradation of soil and adversely affected farmers' health. From the consumer's perspective, the growing amounts of pesticides and chemical composts resulted in the contamination of food and related health harms. During the 1970s and 1980s, when consumers in developed countries were inclined towards organic food products, the demand for products like organic tea and spices in key export markets such as the United States, United Kingdom, Germany, and Japan expanded. The premium price that consumers are willing to pay for organic food products incited some Indian companies to enter the organic food export business. However, the domestic demand for organic food products started only in the most recent decade. Survey-based studies show that Indian consumers, particularly those with middle to upper levels of income and higher literacy, believed that organic food products are healthier and better in quality than conventional products, and there is promising scope to increase their willingness to pay a premium for such products. This has created worthwhile business opportunities for entrepreneurs.

1.4.3. Benefits of Organic food products

A lot of concerns proliferate on whether fruits & vegetables ought to be acquired from organic farms alone and not from conventional farms. Fruits & vegetables which are natural contain a greater amount of the cancer prevention agents

and antioxidants compound associated with raised wellbeing and a lower level of pesticides and lethal metals contrasted with standard nourishment. Research supported by the European Union (EU) found that most of the traditional yields contained an elevated level of Cadmium and pesticide build-ups fourfold more regularly than in conventional food. Even though the degree of cadmium and pesticides found in conventional food are below the limit, as per researchers, cadmium collects after some time inside the body and along these lines, most of the people endeavour to maintain a distance from this which is the reason they pick organic produce once they visit the food market. Canned food and vegetables are getting more demanding in food markets than they were decades prior. It is not necessarily the case that they were not well known before but rather there has been an ascent in the support of canned food in the most recent decade. Canned foods are commonly handled food sources that are adjusted during its assembling and can both be organic or inorganic (contingent upon the sort of cultivating technique utilized in the production process). Relatively, organic and conventional food is progressively nutritious contrasted with canned foods because of the way that canned food sources lose many of the dietary benefits during their handling stage, although they are sustained with supplements to help the sum lost during its processing. All things considered, canned foods can't be contrasted with both organic and conventional food sources as far as their health benefit.

A ton of scientific research has been done to figure out which packs progressively nutritional benefits among organic and conventional food. For instance, analysts at Stanford University published an article in 2012 after evaluating more than 200 investigations of organic and conventional food and come to the result that organic and conventional food sources offer the equivalent healthy benefit or if nothing else organic food doesn't contain a higher measure of sustenance contrasted with conventional food.

In 2014, a study conducted by European researcher and published in the British Journal of Nutrition found that organic and conventional fruits & vegetables give a similar degree of supplements which incorporates nutrients C, minerals, and Vitamin E. The team additionally found that there was an outstanding distinction in the degree of antioxidants in fruits & vegetables. Organic food provides somewhere in the range of 20% and 40% higher antioxidants or cell reinforcement levels than conventional food. These cell reinforcements contained in organic food, for example, flavonoids and carotenoids can shield cells from aging and harms that can prompt malignant

growth. A significant concern of conventional cultivating technique is its impact on the biodiversity. While conventional food makers propose that there isn't sufficient science-based proof to demonstrate that conventional food production influences the environment adversely, there are a lot of realities that counter their claims.

In organic production, the contamination of soil and water doesn't exist since there is no utilization of engineered synthetic substances in natural cultivating while traditional cultivating depends vigorously on the utilization of manufactured synthetic chemicals which acts like a risk to soil and submerged defilement. Organic cultivation ensures wildlife through the evasion of toxic synthetic substances which assists with giving a place of protection to local wide life to flourish. Organic cultivation has assisted with saving biodiversity as the shirking of manufactured synthetics in food farming helps with advancing a natural balance in the environment which averts plenty of specific species over the others. Organic farming lessens the impact of erosion as there is no eradication of vegetation which takes into account more soil to be secured with vegetation which forestalls disintegration. Even though opponents of organic farming might rush to take note of that conventional cultivating method doesn't require land utilization like organic cultivating however that doesn't give enough proof to counter the advantages of organic farming. The way that organic food production uses techniques that ensure and save the biological system which contains both untamed life and vegetation is sufficient motivation to state that it is of more prominent advantage to the ecosystem than the conventional methods.

To sum up, the following are some prominent advantages of organic food over conventional food:

- ❖ **Better Nutrition:** When contrasted with longer time conventionally produced food, organic food is a lot more extravagant in supplements. The healthy benefit of a food product is resolute by its mineral, vitamin content, and nutrient substance. Organic farming upgrades the nutrition of the soil which is further delivered to the plants and creatures.
- ❖ **Free from toxic substance:** Organic cultivating doesn't utilize poisonous synthetic compounds, pesticides, and weedicides. Studies uncover that a huge area of the populace that fed on harmful substances utilized in conventional farming has fallen prey to infections like a malignant growth that leads to cancer. As organic agriculture avoids these toxins, it lessens the disorder and maladies because of them.

- ❖ **Enhanced Taste:** The quality of food is additionally determined by its taste. Organic food often tastes superior to other food. The sugar content in organically developed fruits & vegetables furnishes them with additional taste.
- ❖ **Longer shelf-life:** Organic plants have more prominent metabolic and basic integrity in their cell structure than conventional yields. This empowers the capacity of organic food for a more drawn out time. Thus organic food provides a longer period of storage & usability.
- ❖ **Human health:** Studies have proved that organic food has a lower concentration of pesticides or any other harmful chemical substances as compared to conventionally grown food. Hence there is good reason to believe that organically produced food reduces health risks.
- ❖ **Toxin & GMO-free:** Being heavily regulated, organic food products come with the guarantee that no toxic persistent pesticides, synthetic fertilizers, or GMOs are used in their production.
- ❖ **High on nutritional content:** Since Organic vegetables, fruits and grains are free from chemical substances; there is no adverse effect on human health and the nutritional value can be sustained and obtained by the human body properly.
- ❖ **Environment-safe:** Organic farming primarily focused on eco-friendly agro-practices. It helps controlling water pollution and soil erosion. It promotes the conservation of biodiversity and enhances ecological functions.

1.4.4. Myths about Organic food products

A lot of myths surround organic food which ranges from their nutritional value to their health benefits. Below are some of the common myths of organic food:

- Organic food is offered at a higher price.
- There is no danger of chemicals present in pesticides or fertilizers to human health.
- Organic farming doesn't have enough production potential to feed the world.
- There is no much difference in the taste as compared to conventional foods.
- All organic products are not eco-friendly.
- The term 'Organic' is just a publicity stunt of marketers.
- Organic food is not healthier.
- No evidence or guarantee of originality of organic food products available in the market.

1.4.5. Global Organic Food Market

Organic foods are foods produced through organic agricultural methods. While the principles contrast around the world, organic farming in general features cultural, biological, and mechanical practices that encourage the cycling of assets, advance environmental equalization, and monitor biodiversity. Chemical pesticides and synthetic composts are not permitted, albeit certain affirmed pesticides might be utilized. Generally, organic foods are likewise not processed through, mechanical solvents, or engineered food additives. Currently, the European Union, the United States, Canada, Mexico, Japan, and numerous different nations expect producers to acquire special accreditation to market food as organic inside their fringes. Concerning these guidelines, organic food is food produced in a way that conforms to organic measures & standards set by national governments and universal associations. Even though the produce of kitchen gardens might be natural selling food with the organic label is monitored & controlled by governmental food safety authorities such as the US Department of Agriculture (USDA) or European Commission.

Worldwide, the organic food market remained at \$ 110.25 billion in 2016 and is anticipated to develop at a CAGR of 16.15%, in esteem terms, during 2017 – 2022, to reach \$262.85 billion by 2022. Increasing awareness of nutritional benefits of organic food, rising per capita spending on organic food products and expanding wellbeing worries because of developing several compound harming cases are required to drive worldwide organic food market in upcoming years. Additionally, proceeding with product innovations and aggressive marketing strategies received by significant players and online retailers would emphatically impact the global organic food market during the conjecture period. A portion of the significant players working in the worldwide organic food market is Celestial Group Inc., General Mills Inc., United Natural Foods Inc., Nature's Path Foods, Inc., Amy's Kitchen, Organic Valley, Newman's Own, Aurora Organic Dairy, SunOpta Inc., Stonyfield Farm, Inc., Harmony Organic, Eden Foods, Inc., etc.

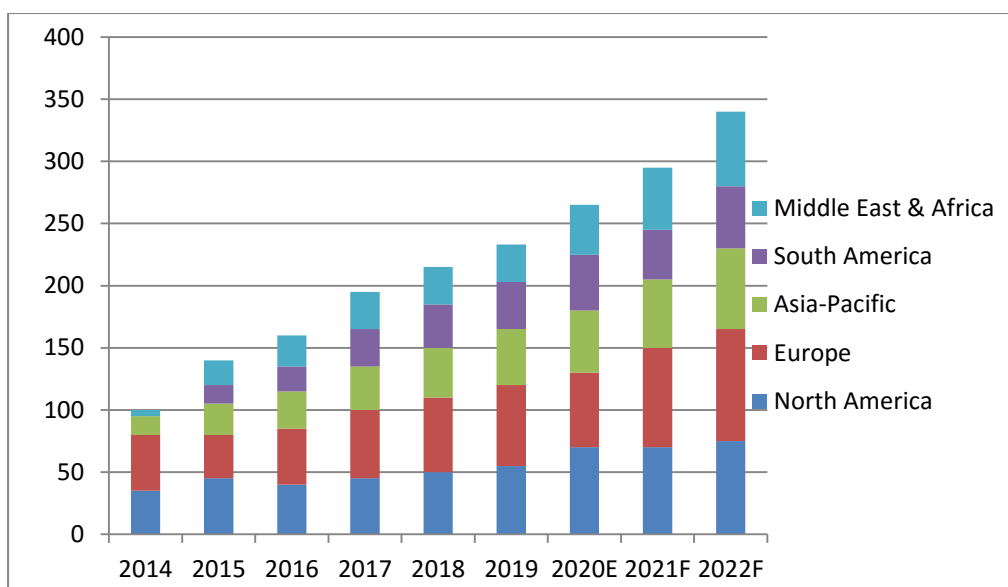


Figure 1.1. Global Organic Food market, By region, 2014 – 2022F (Source: Techsci research)

1.4.6. Organic Food Market in India

The organic markets in India are largely spread across the food & beverages, health & wellness, beauty & personal care, and textile industries. The highest growth is observed in the ‘Organic food’ segment, followed by textile, beauty, and personal care. The current Indian domestic market is estimated at INR 40,000 million which is likely to increase by INR100,000 million – INR120,000 million by 2020 with a similar increase in exports (ASSOCHAM Report 2018).

India is at 9th rank in Organic agricultural land with 650,000 Organic producers. Ministry of Commerce has implemented the National Programme for Organic Production [NPOP] since 2011 which provides certification & accreditation to Organic food producers. India produces 1.70 million certified organic food products including vegetables, fruits, oilseeds, cereals, millets & pulses, dry fruits, tea & coffee, spices, and medical plants. Leading states in Organic food production in India are Madhya Pradesh, followed by Maharashtra, Rajasthan & Uttar Pradesh (apeda.gov.in 2018). Thus, India has tremendous potential, largely untapped for a breakthrough in organic products. Mostly the organic foods in our country are produced targeting the export demand in the markets of the developed world. A study on the behaviour of consumers towards organic food is one of the important aspects of analysing its present & future demand.

Table 1.1. Factors motivate and impede organic food consumption

Purchasing Motives	Purchasing Deterrent
Health / Nutritional concern	Premium price
The threat about the hazardous effects of chemicals used in processing food	Insufficient awareness
Environmental concern	Low availability
Sensory Attributes	Skepticism towards authenticity for 'Organic' or ignorance about the certification
The satisfaction of egocentric needs	Satisfaction with the current food source
Reflecting self-image & lifestyle	
Curiosity or Nostalgia	

The organic food market in India is displaying an upswing closely following rising territory under organic farming, developing tendency of consumers in urban regions towards chemical-free food sources and natural items, and increasing disposable income levels. As per the Ministry of Agriculture, organic farming is practiced primarily in 12 states across the nation.

The organic food market in India is greatly disorganized. Even though the quantity of organic food cultivators and zone under organic food cultivation is expanding, the farm size is small. The Organic food market in India developed at a sound pace during 2010-14, because of rising health concerns, evolving lifestyle, mounting disposable spending, and developing accessibility of organic food products in malls, supermarkets, retail outlets, and online business gateways. The shelf space of organic food products is expanding across significant retail outlets, for example, Spencer's, Nilgiri's, and Nature's Basket, and so forth.

The organic food market in India is anticipated to display exponential growth, owing to rising government support as endowments, accessibility of simple financing plans from financial institutions, government subsidies, etc. Himalayan states, for example, Himachal Pradesh and Uttarakhand are concentrating on the development of organic products, fruits, and vegetables. Additionally, the Central government is augmenting policies for wild harvest and region planted by farmers for the cultivation of organic crops. The territory under wild harvest is seeing a decrease, while the net planted region under organic cultivating is displaying a moderate increment. The focus is on

extending the accessibility of organic products through public distribution shops, hospitals, army cantonments, railways, etc.

Further, the government is also intending to reveal a far-reaching arrangement & policies on organic cultivating. The government has propelled three agricultural portals aimed at inducing transparency and accountability in the process of organic confirmation, quality control measures, and issuance of soil health cards. In 2014, organic food grains and pulses dominated the organic food market in India. High net-worth people and a high-income class of society, situated in metros and Tier I urban communities are step by step moving towards organic food products. Furthermore, organic refreshments, for example, tea and espresso are denoting their quality in Tier-II urban areas. It is important to understand the human conception of consumer decision making regarding organically produced food and how consumption can be promoted. Besides this, awareness & knowledge level of consumers about organic food are also crucial. It is important to tap on the motives and minimize the deterrents to promote organic food consumption to fulfil both human health & environmental concerns.

1.4.7. Categories of Organic food products

Organic food products are classified based on product type, by the company, and by region.

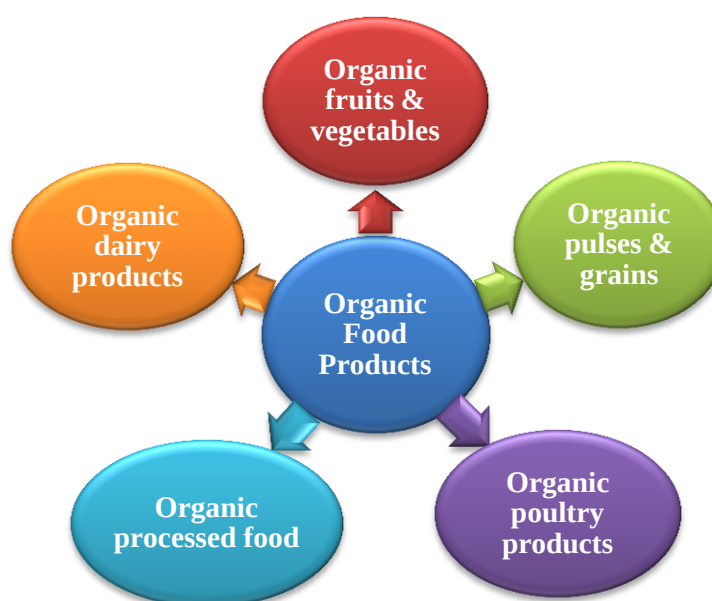


Figure 1.2. Categories of organic food products

1.4.7.1.Categories of OFPs by Product type:

- ❖ **Organic pulses and food grains:** Organic pulses and food grains are the biggest fragments in the Indian organic food market. Products in this segment are chiefly devoured in urban territories because of their higher nutritional supplement substance, and longer shelf-life without the utilization of additives. Rising awareness among buyers concerning hazardous impacts of the chemical substance in food crops is relied upon to catalyse demand for organic pulses and food grains in the nation, in this way expanding its piece of the pie in the market by 2020.
- ❖ **Organic processed foods:** Organic processed foods incorporate a wide series of products ranging from breakfast, snacks, and flakes, and so on. This section is the second biggest revenue-generating segment in the Indian organic food market. Rising focus of food providers on tined and packaged food products, combined with developing fame for ready-to-eat food sources is driving the market for organic processed food in India. Another factor driving the development of this fragment is better accessibility of these items in organized retail outlets & online food pantries when contrasted with products in different segments.
- ❖ **Organic fruits and vegetables:** Organic fruits & vegetables are accounted for a relatively small share in the Indian organic food market, when contrasted with different fragments, because of their shorter shelf-life, poor logistics, and supply elements for organic products in India. If not strategized properly, this section of organic food is likely to witness a decline in the next five years in India.
- ❖ **Organic dairy products:** Organic dairy products incorporate milk, ghee, butter, cheese, curd, and other dairy products. Organic dairy products are mostly consumed in Tier I and Tier II urban areas. Inefficient supply chain network & uneconomical inventory is impeding the high growth capability of organic dairy products.
- ❖ **Organic poultry products:** Organic poultry products are those animals and birds which is produced through land-based activity and shall be an integral part of organic farm unit and management of livestock shall be inconsistent with the principles of organic farming and shall base on:
 - a. Natural breeding;
 - b. Protection of animal health and welfare;
 - c. Fed with organic feed and fodder;
 - d. Access to grazing in organic fields;
 - e. Freedom to express natural behaviour;

- f. Reduction of stress and
- g. Prohibition of use of chemically synthesized allopathic veterinary drugs, antibiotics, hormones, growth boosters, feed additives, etc.

1.4.7.2. Categories of OFPs by Company:

The organic food market in India is profoundly divided, due to the nearness of a huge number of small players in the market. However, the share of revenue of these players is expected to decrease in upcoming years due to minimum innovation and lack of diversification in the products offered. Another factor prompting the decrease in the share of small-scale players is the vigorous extension of the product portfolio of large scale players and its expanding openness in retail outlets across the nation.

Organic India is the main player in the Indian organic food market. The share of the organization is anticipated to grab 11.23% by 2020, because of continuous expansion in products ranges across different retail locations. These occasions are likewise expected to contribute significantly towards the growth of revenue of Organic India throughout the following five years, bringing about increment in the organization's market share by 2020. Organic India was set up in 1997 to support the livelihood of underprivileged farmers by training them to become independent. It offers more than 50 premium, high-intensity herbal teas, supplements, and personal products with Tulsi, as a key ingredient. The company has farms in Jammu and Kashmir, Uttar Pradesh, Gujarat, and Andhra Pradesh that produce beverages and other herbal supplements. It also produces organic ghee in its dairy products section. The company operates in the USA, Australia, and Israel. Around 60% of the organization's incomes are created from exports to 35 nations, essentially the European Union and the USA.

Conscious Food, a Mumbai-based regular and organic food planning and export organization, was the second-largest company in the Indian organic food market, as far as income created in 2014. The company offers products through its workshop and e-commerce sites. The organization additionally has a subsidiary in the UK, which procures organic food products from Indian farmers. Further, the company sources its products from makers, for example, Timbaktu Aggregate in Andhra Pradesh and the Cooperation of Organic Farmers of India (COFI), and Yusuf Maharally Center in Maharashtra. The company began Farmer's Market, an office that promotes synthetic-free products. The products are sold through retail outlets in Mumbai, further, it likewise offers organic items through online channels.

Morarka Organic Foods offers a broad item portfolio that incorporates a wide assortment of pulses, rice and grains, and processed foods. In 2006, the organization propelled India's first organic retail store in Mumbai, under the brand Down to Earth. Sresta Natural, which owns 24 Mantra brand, operates its retail outlets in metro urban areas. The company also sells its products through online channels. Sresta Natural is focusing on IT centers in the nation and taking a shot at key unions with various IT organizations to make a worldwide access network for its products. The production volume of the country is expected to ascend, because of the foreseen increment in its certified land under organic cultivation. The company works on contract farming model with farmers in various states such as Rajasthan, Orissa, Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Maharashtra, Gujarat, Madhya Pradesh, and Uttarakhand.

EcoFarms India Ltd. established in 1995, offers products such as organic cereals, pulses, oilseeds, spices, fruits, vegetables, and processed foods. EcoFarm has significant tie-ups with retail chains, for example, Spencer's across India. The company works in collaboration with 20,000 ranchers and cultivates around 40 distinct yields on 600,000 hectares' land. The company also works in the ready to eat food fragment. The company has represented India in International events, for example, BioFach Nuremberg, Germany, and domestic events such as India Organic. Other companies operating in India organic food market incorporate Navdanya Foods Pvt. Ltd., Suminter India Organics Pvt. Ltd., Fabindia Abroad Pvt. Ltd., Perfect Organics Pvt. Ltd., Sattvik Organic Food Pvt. Ltd., Gayatri Organic Foods Pvt. Ltd., Nature Land Organics, Sahaja Samrudha, Eternal Wellbeing and Organic Foods, MPS Food Products, and so on.

1.4.7.3.Categories of OFPs by Region:

The western area was the biggest benefactor of revenues created in the Indian organic food market in 2014. A significant segment of the demand for organic food from this area exudes from Tier I and Tier II urban communities, for example, Mumbai, Pune, Navi Mumbai, Ahmedabad, and so forth.

In 2016, western locale accounted for over 55% of the total land region under organic agriculture in India. Madhya Pradesh accounts for the biggest land territory under organic farming in the nation. Western region's offer in the organic food market is anticipated to augment during the following five years, because of high per capita

income of customers in the region when contrasted with different parts of the nation, and a huge populace of HNWI (High Net Worth individuals) in the location. Rising health concerns among HNWI and increasing awareness about the health benefits of organic food products over conventional food products is anticipated to drive demand for organic foods from Western India.

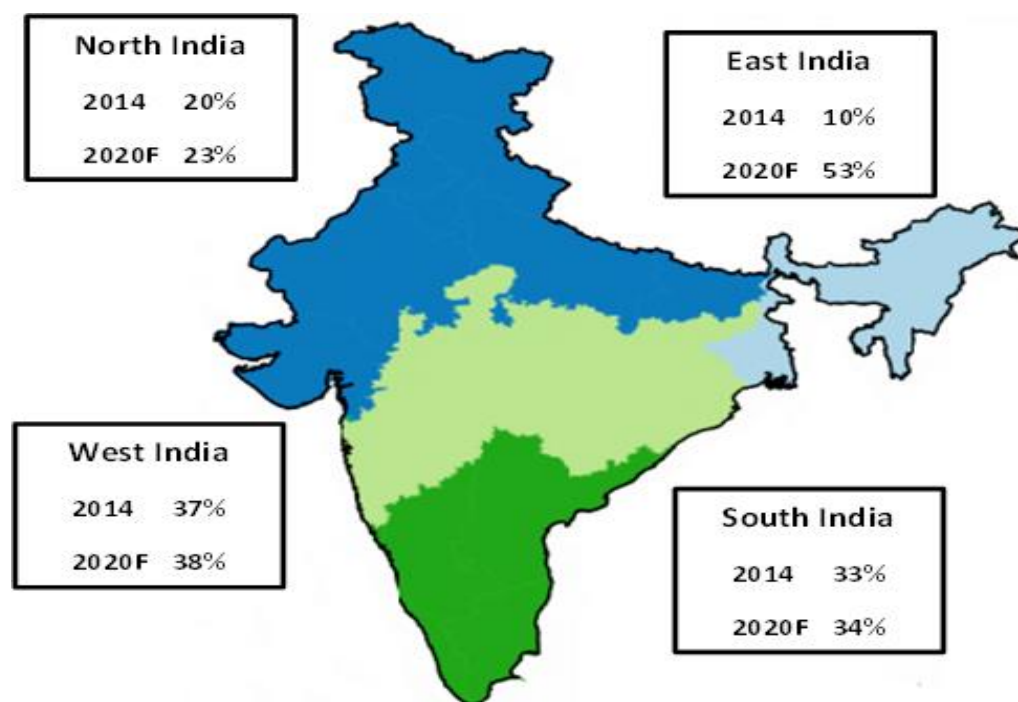


Figure 1.3. Share of Organic food production by region

The southern region represented the second most elevated revenues in India's organic food market in 2016. High demand for organic products was enlisted in urban regions such as Bangalore, Hyderabad, and Pondicherry. Bangalore, the IT hub of India, has the greatest number of organic food retail stores in the country. After Western India, the southern region represented the uppermost number of HNWI in India. Around 58% of HNWI in Bangalore and 52% of HNWI in Hyderabad have been effectively devouring organic food products and are willing to pay 10-40% extra for organic food products. The northern region is expected to raise as the fastest-growing regional market for organic food products in India, throughout the following five years. Key factors for the demand of organic food from Northern India can be credited to rising per capita income levels and outspreading urban populace base. Around 61% of

HNWIs in Delhi/NCR were consuming organic food products during 2012-13, and this is estimated to increase further over the next five years.

Besides Delhi/NCR, Chandigarh is another significant market for organic food products in Northern India. The region is also a significant patron of organic food grains, which addresses demand from key export markets. Jammu & Kashmir, Himachal Pradesh, and Uttarakhand are major producers of organic fruits, vegetables, and beverages (tea, coffee, and fruit juices). Furthermore, the demand for organic food is also growing from Tier II urban areas. Chandigarh, Ludhiana, and Dehradun include among the major emerging markets for organic foods in Northern India, due to growing income level and rising purchasing power of consumers.

The Eastern region represented the lowest share in the general market revenues in 2016. The per capita income of consumers is lower in contrast with the rest of India. Even though the market for organic food products is expanding, which can be reflected from expanding land region under organic farming, growth in certified organic land is peripheral. The revenue portion of this region in Indian organic food market is expected to observe a precarious decrease throughout the following five years, because of higher growth in demand for organic foods from different regions.

1.4.8. Policy & Regulatory landscape for Organic food products

In recent years, the Administration of India has initiated policies to promote organic food for the domestic market and exports. The government affirmed the National Program for Organic Production in 2001, which creates criteria for the accreditation of certification agencies. Under this program, different certification agencies are registered, which give certifications to produce, sell, and deliver organic products in India and abroad.

To promote organic farming in India, the government has propelled various development programs. Several significant projects which promote organic production in India are the National Program on Organic Production (NPOP), National Accreditation Body, and National Project on Organic Cultivating (NPOF).

1.4.9. National Program on Organic Production (NPOP):

In 2001, the government approved the National Program on Organic Production (NPOP) under the Foreign Trade & Development Act. The strategy the program is to help and regulate standards for organic farming in India.

Table 1.2. State-wise list of Private Certification Bodies accredited under NPOP

S. No.	Name of the Certification Body
Andhra Pradesh	
1.	Vedic Organic Certification Agency, Hyderabad
2.	Food Cert India Pvt. Ltd., Hyderabad
Delhi	
3.	Intertake India Pvt. Ltd., New Delhi
Haryana	
4.	SGS India Pvt. Ltd., Gurgaon
Karnataka	
5.	IMO Control Pvt. Ltd., Bangalore
6.	Aditi Organic Certification Pvt. Ltd., Bangalore
7.	APOF Organic Certification Agency (AOCA), Bangalore
Kerala	
8.	Indian Organic Certification Agency (INDOCERT), Cochin
9.	Local Quality Certification Pvt. Ltd., Thiruvalla
Maharashtra	
10.	Bureau Veritas Certification India Pvt. Ltd., Mumbai
11.	ECOCERT India Pvt. Ltd., Aurangabad
12.	Natural Organic Certification Agro Pvt. Ltd., Mumbai
13.	TUV Pvt. Ltd., Mumbai
14.	Control Union Certification, Mumbai
Madhya Pradesh	
15.	Biocert India Pvt. Ltd., Indore
Rajasthan	
16.	OneCert Asia Agro Certification Pvt. Ltd., Jaipur
Tamil Nadu	
17.	Indian Society for Certification of Organic Products (ISCOP), Coimbatore

This body supervises accreditation for certification programs, the process of investigation during the transformation period of conventional farms to organic farms; encourages the development of organic farming and organic processing across India.

1.4.10. Major Indian Organic Certification bodies



Figure 1.4. Major Indian Organic Certification bodies

1.4.11. Popular Organic food brands in India



Figure 1.5. Popular Organic Food Brands in Indi

1.4.12. SWOC analysis of Indian Organic Food market



Figure 1.6. SWOC Analysis of Indian Organic Food Products market

1.5. STATEMENT OF THE RESEARCH PROBLEM

According to the Agricultural and Processed Food Products Export Development Authority (APEDA), the demand for Indian organic food products is on the constant increase worldwide as India exported organic products worth Rs 5,151 crore in 2018-19, against Rs. 3,453 crore in the previous year, registering an increase of about 49 per cent. Despite the promising performance in terms of exports, the local consumption of organic produce is still at a nascent stage with a market share of less than 1% said the ASSOCHAM-EY 2018 joint report. Consumption of organic food is low in India in comparison to the consumption in other countries. Previous studies stated that organic food is more expensive than conventional food could be one of the main reasons leads to less consumption. On the other hand, it might also affect consumer attitude (Yin *et al.*, 2010; Thøgersen and Zhou, 2012).

Regarding consumer attitude towards organic food in general, previous studies claimed that attitude could be influenced by different factors. For instance, Yin *et al.* (2010) claimed that consumer attitudes could be influenced by information, knowledge, perception and consumer previous experiences. According to Thøgersen and Zhou's study (2012), consumers of organic food relatively have a high income. Therefore, the attitude of consumers towards organic food could be varied due to the difference in demographics such as age, gender, and income level (Magnusson *et al.*, 2001). In the research of Magnusson *et al.* (2001) about consumer attitude, young people tend to purchase organic food with the concern of both health and environmental aspects while older people pay attention to the health aspect. The previous study also showed that female purchases more organic food than male (Magnusson *et al.*, 2001).

Furthermore, the lack of credible information has led to the feeling of uncertainty among consumers, and thereby significantly affects their attitude (Thøgersen, 2007). A study by Jager (2000) concluded that uncertainty is influenced by a concept called subjective norms. In other words, once consumers feel uncertainty about the consequences of organic food consumption, they are more likely to follow the social or subjective norms around them (Jager, 2000). On the other hand, another study (Aertsens *et al.* 2009) has presented that personal norms have a significant influence on consumer attitude and their intention towards purchasing organic food. Referring

to personal norms, this concept is defined as an individual's conviction that acting in a certain way is right or wrong based on their valuations (Aertsens *et al.*, 2009).

Based on the above discussion; it is clear that certain influential factors have an impact on consumer behaviour; it has created the research gap for the current research study to be conducted. In specific, it is in great need or demand to investigate which factors could specifically influence Indian consumer behaviour towards organic food products. According to Solomon *et al.* (2010), two different people can hold the same attitude towards a subject for different reasons and being influenced by different factors.

Before attempting to positively influence consumer attitude, the marketer needs to figure out the factors due to which an attitude could be affected. Apply to this context, to positively modify Indian consumers' attitude towards organic food, the prior task for marketers is to examine attitude and how it could be influenced. This foundation facilitates the development of appropriate strategies aiming to change consumer attitude, which is the main target of global marketing campaigns nowadays (Solomon *et al.*, 2010). Marketing researchers have for a long time been interested in the area of consumer attitude since consumer attitude is important knowledge for successful marketing operations (Solomon *et al.*, 2010; Armstrong, 2009).

Following this gap, it is also essential to identify the relationship between consumer attitude and purchase intention since previous studies proposed that attitude towards a product could be able to predict or directly lead to purchase behaviour (Fishbein and Ajzen, 1975; Tarkiainen and Sundqvist, 2005; Chen, 2007). However, there are not many researches about organic food, from the perspective of consumers in India (Thøgersen and Zhou, 2012). According to Zhou *et al.* (2013), most studies focus on the aspects of legislation, technology, distribution, and sale channels but lack research about Indian consumers and organic food, especially how their attitudes are influenced by different factors.

The following are the questions that the researcher wants to probe and find answers with the intentions to study consumer behaviour towards organic food products (OFP):

1. What is the existing level of awareness & knowledge among the consumers about Organic Food Products?
2. What is the perception of consumers concerning various factors influencing their attitude towards OFP?

3. What extent demographic profile of the consumers influences their perception towards various factors (i.e. consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms) which influence their attitude towards OFP?
4. How far the demographic profile of the consumers influences their attitude and intention towards the purchase of OFPs?
5. What kind of relationship exists between the various factors of consumer attitude and purchase intention?
6. What is the cause and effect relationship among the factors of consumer attitude and purchase intentions towards OFPs using the SEM approach?

1.6. SCOPE OF THE RESEARCH

As per industry reports, the Indian organic food market, which currently sized at 6000 crore is anticipated to grow at a CAGR of over 25% during 2016-2021. The last couple of years have seen a massive growth of demand in the organic food industry, especially in the urban and fast-growing markets of India. The organic food industry in India which is currently in its initial stages of evolution is growing at a rapid rate of 25% - 30% a year of year. So from the above statistical data, it is very clear that there is huge scope research as the business volume of the organic food industry is in an upwards trend in India.

Health-consciousness is another important factor for the scope of research where huge transformation has occurred in the organic food market. It could also be named as the race in the new lifestyle. Consumption of organic products can be spreads from one person to another. To make it clear, people have reshaped health into their lifestyle. Hence this has triggered the scope in this area of study. According to research carried out by the India Brand Equity Foundation, the spending capacity of the Indian middle class is anticipated to double by 2025. With the rise in disposable income and access to credit, the Indian middle class will have a high spending capacity on organic food. The scope for increased spending on organic food products can especially be observed in metro-cities of India and Mumbai is one of such metro-cities with range of people belonging to varying culture, lifestyle, consumption patterns, income group, spending habits etc.

This study aimed to cover the consumers from Mumbai district including Mumbai city and Mumbai suburbs to know about various factors such as consumer knowledge,

health consciousness, environmental concern, personal norms, and subjective norms that influence their attitude which further affects their purchase intentions and shapes their behaviour towards organic food products.

1.7. CHAPTERISATION OF THE THESIS

The researcher has divided the current thesis into five chapters which are stated as chapterisation of the study:

Chapter one of the thesis is Introduction starts with outline of the research carried out followed by the purpose or need for the research. Next, the researcher has stated the overview of organic food, its benefits, myths about organic food products, global organic food market, the organic food market in India, categories of various organic food products available, and organic poultry products. Moreover, this chapter also discusses the policy & regulatory landscape for organic food products and SWOC analysis of the Indian organic food market. Meanwhile, the last part of this chapter describes the formulation of the research problem, identification of research objectives of the study, scope of the research, and chapterisation of the thesis.

In the second chapter – Review of Literature, the researcher described the important terminologies concerning the research variables used in the study. Moreover, in the next part of the second chapter the researcher has presented reviews of current literature that are closely associated with the present research title or domain. The selected reviews of the literature are arranged in chronological order (from oldest to latest) and concluded with the research gap.

Here the researcher has allocated chapter three – Research Methodology to narrate the particular techniques or procedures used to identify, select, process, and analyse data collected on the research topic. This chapter comprises of research design adopted for the current study with the description on method of data collection followed, sampling technique, research objectives, conceptual framework, hypothesis development, reliability, and validity analysis for the development of the research instrument, data processing tools used, scale measurement with statistical tools used for data analysis and limitations of the study.

The fourth chapter – Data Analysis & Interpretation, focuses on the data analysis, where descriptive, inferential statistical tools are used to analyse the data and the results were interpreted in a meaningful manner according to the research context and in line with the objective of the research.

The fifth chapter Summary of Findings, Conclusion & Suggestions, comprises summary of findings that are resulting from the data analysis chapter. This chapter also offers appropriate recommendations and ends with a conclusion, theoretical contributions, limitations, and scope for future study.

CHAPTER TWO

REVIEW OF LITERATURE

2.1. INTRODUCTION

The increasing demand for organic food products in various parts of the world from early-2000s is driven by the rising consumers' consciousness about quality and safety of organic food products (Vindigni *et al.*, 2002). However, the fact shows that organic food consumption is still low in proportion, compared to non-organic food (Gupta and Ogden, 2009). With the above mentioned situation the researcher identifies the need for more profound study on consumer behaviour towards organic food and to reveal their attitude & purchase intention. Hence the researcher has undertaken a study to measure the attitude of the consumer and its impact on their purchase intention towards organic food products in Mumbai district. With regards to the chosen research context, the researcher has spent sufficient time for analyzing the existing literatures to identify the research gap and define the research problem. This chapter describes the important terms and research variables used in the study. The literature review referred an overview of the previous research made in this area. While selecting the literature and various references; the focus was made on the important constructs in the present study, i.e. Consumer behaviour towards organic food products.

2.2 IMPORTANT TERMINOLOGIES RELATED TO THE STUDY

2.2.1 Organic movement

It started in the first half of 20th century when the modern large-scale agriculture began. It is the phenomenon in which organisations and individuals worldwide started favouring the safety of environment through promoting organic farming which contains least use of material and practices that are jeopardous to human health & environment.

2.2.2 Environmental sustainability

Sustainability means fulfilling current needs for resources without overlooking the needs of future generations. These resources include natural, social & economic resources. Environmental sustainability involves the consideration of ecological integrity. This phenomenon helps maintaining the environmental balance with the notion of consuming natural resources at such a rate that those would be able to replenish themselves, also using within the permissible limits so that the upcoming generations can take the advantage of these natural resources without suffering with its scarcity.

2.2.3 Conventional farming

Also known as industrial farming, conventional farming is the agricultural system which include the use of synthetic fertilizers, chemical pesticides, herbicides or weedicides and other genetically modified organism, concentrated animal feeding operations, heavy irrigation and concentrated monoculture. Thus conventional farming unlike of organic farming uses some intensive agricultural practices during the cultivating process. Conventional framing more focuses on hard-core production & consumerism with a low approach towards ecological balance and concern for biodiversity.

2.2.4 Non-organic food

Non-organic food is grown through conventional farming and other conventional production processes. Hence it is also denoted as conventional food. Non-organic food is the food which involves irradiation, genetic engineering, synthetic fertilizers, and chemical substances contamination of water resources, soil during its production, transport, and storage. Non-organic food serves more to the consumerism, resolving consumers' hunger and appealing to their taste rather than being considerate towards the protection of human health and biodiversity.

2.2.5 Organic Farming

Organic farming is the way of farming done keeping environmental protection into account. Pesticides & fertilizers used during organic farming contain least chemicals that prevent soil pollution and also reduce pollution of waterways. Also organic

farming looks after animal welfare by keeping them in more natural & free condition avoid the use of antibiotics as veterinary medicine. It avoids irradiation & genetic modification in the farming process that protects the crops. So, organic farming is conducive to wildlife & biodiversity.

2.2.6 Organic Products

Organic products are produced through Organic agriculture. They are many categories of organic products such as organic clothing products, organic food products & organic personal care products. In the production process of every organic product category, care is being taken to avoid the practices & ingredients which are harmful to environment & human health respectively.

2.2.7 Organic food

Organic food is the food which doesn't involve or with least use of fertilizers & pesticides synthetically made with chemical substances, use of irradiation and genetic engineering during its production. Due to natural production process and least use of chemical substances, organic food is considered to be least harmful to environment & human health.

2.2.8 Irradiation

Irradiation is the process of applying ionizing radiation to the food in order to improve the shelf life of the food. Irradiation helps to remove microorganism & insects on the lying on the food during its production process or handling. Benefits of irradiation are similar to that of pasteurizing of milk or canning of fruits & vegetables that make the food safer for consumption. Food & Drug administration [FDA] is authorised bodies to monitor regulate & approve the sources of radiation. Irradiation makes food less exposed to radioactive particles, doesn't allow food to compromise its nutritional level and noticeable change its taste, texture & appearance.

2.2.9 Genetically Modified food

Genetically Modified Food [GMF] refers to food produced with help of organism with changes made in its DNA through genetic engineering. Genetic engineering techniques attempts to introduce new traits or modification of existing traits when compared to conventional methods such as selective breeding &

maturation breeding According to World Health Organisation, Foods produced from or using genetically modified organisms are often referred to as GM food. As per the scientific consensus, GM food currently available poses no greater risk to human health but it has to be tested before introduction. Government regulation for use of GM food varies from country to country.

2.2.10 Organic certification or labelling / Standardisation of Organic products

Organic certification is an attempt towards the standardisation of organic food products. In general any food products sold to the ultimate consumers need to be certified & labelled through an authorised body so as to safeguard the health concerns of consumers. Certification procedures vary from country to country in terms of certification for production process, storage, preservation, packaging and shipping. In India, Food Safety & Standards Authority of India [FSSAI] is one of the authorised bodies for standardisation of food products. In case of organic food products, more authenticity is required in terms of its constituents & originality. Therefore, the Government of India has come up with policy initiatives to promote organic food for domestic market and exports.

2.2.11 APEDA & NPOP

In India, The Agricultural and Processed Food products Export Development Authority [APEDA] is responsible for regulating certification of organic products as per National Standards for Organic Production. APEDA was established by the Government of India under [APEDA] act passed by the parliament in the year 1985. Further, the government approved National Program for Organic Production [NPOP] in 2001, which develops criteria for accreditation of certification agencies. Under this program various certification agencies are registered, which provide certifications to produce and sell organic products in India and abroad. Authenticated certification & labelling provides consumers with the assurance of consuming real organic food which is being produced through the real organic production processes and complied with the required organic standards. United States Department of Agriculture [USDA] has also acknowledged NPOP conformity assessment procedures as equivalent to that of United States. Under this acknowledgement, Indian organic products duly certified by the accredited certification authorities of India are accepted by the importing

countries. Thus USDA has given confirmation to the originality of organic products certified under approved accreditation & certification bodies.

2.2.12 Eco-friendly / Environment-friendly products

According to various definitions stated, Eco-friendly products are the products which do not harm any element of environment during its production, processing, usage or disposal. In other words, these products help the ecological system by not causing the pollution otherwise produced through non-eco-friendly products. Eco-friendly products can be identified as they are labelled as such. Most of the eco-friendly products follow the environmental protection norms of Reduce, Recycle & Reuse. Many consumers think that it would be time consuming & costly to bring eco-friendly product as these are hardly stocked in market. However, these days procuring eco-friendly products are no longer difficult because of green initiatives of many producers & retailers. In fact using these products would be a contribution from the consumers to promote environmental health.

2.2.13 Green Marketing

Green marketing involves promoting products or services which are in line with the betterment & protection of environment. This can also be referred to the ways in which products & services are packaged & promoted. Here the word “green” denotes environmental safety. Such products or services may be eco-friendly in itself or produced or delivered to the consumers using environmentally friendly ways. It involves –

- ❖ Manufactured in a sustainable way with the use of renewable material.
- ❖ Not using toxic or any other harmful material during its production, preservation or storage.
- ❖ Produced from the norms of *Recycle & Reuse*. Packaging is done using non-polluting material.
- ❖ With the statutory instructions on the packaging regarding the disposing of the wrapper etc.

2.2.14 LOHAS

LOHAS is the category of those consumers who prefer to purchase green, eco-friendly or organic products or services even though they are comparatively

expensive. Lohas stands for Lifestyle of Health and Sustainability. According to Wikipedia, “Lohas describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions”. These consumers are active supporters and purchasers of eco- friendly products with the objective to contribute towards the sustainability & protection of environment. They are willing to pay extra cost to safeguard the eco-system. These consumers are believed to have the power to influence other consumers also.

2.2.15 Green Consumerism

Green consumerism is an emerging consumer trend. It is the phenomenon which denotes the inclination of consumers toward the eco-friendly products. Green consumerism exhibits consumers’ growing consideration towards environmental issues. It’s their attempt to contribute in environmental safety & sustainability. Mostly adopted by urban consumers, green consumerism appeals to consumer’s attitude and positively influence them to search for or pay extra for those products taking care of the biodiversity. Understanding this, retailers have started taking green consumerism into account while formulating their marketing strategies.

2.2.16 Green-washing

Green washing is an unethical practice used by some retailers to display or sell the conventional products with the namesake tag of green products. Some marketers trying to capitalize on increasing number of green consumers by associating green marketing approach to the products that might not be actually eco-friendly, for example, simply keeping the package colour as green or painting stall or racks of supermarket with green colour or fake verbal statements made by the salespersons. Green washing is misleading and may pose the serious problems by not only damaging company’s reputation but also affecting consumer’s inclination and trust for environment-friendly products. To overcome green washing, consumers must make sure that they are buying the real green products with the official certificate by an authorised body put on the product package.

2.2.17 Export demand & Domestic demand

Export demand refers to the demand by foreign countries for the goods and services produced domestically. Ultimately these goods are exported to foreign countries. Domestic demand is associated with the markets within the national boundaries. Domestic demand is the demand derived by the consumers at local, regional or national level.

2.2.18 Consumer behaviour

Consumer s being the centre of the marketing activities, it's important to analyse their behaviour. Consumer behaviour is the study of how people make decision about what they need, want, buy and act with regards to their purchase intentions. Consumer behaviour is one of the crucial aspects of marketing. Understanding consumer behaviour is always been fruitful to the strategist to formulate the marketing strategies based on what their potential consumers expect form the product or service. It also helps to understand their response to these strategies and the attributes of product or service offered. Study of Consumer behaviour takes into account various behavioural aspects of consumers including their attitude, perception, personality, motivation, intentions and so on. Consumer behaviour is an interdisciplinary concept drawn from psychology, sociology, anthropology etc. it forms the basis for formulating the right marketing strategy for the target audience. Consumer attitude and purchase intentions have major impact on consumer behaviour.

2.2.19 Urban consumers & rural consumers

Urban consumers are the consumers who live in metropolitan cities, often segregated as white collar & blue collar urban consumers based on their social class. Urban area are mostly the developed or developing part of the country, major proportion of consumers are expected to have good literacy, employment, spending capacity and better lifestyle. Marketers can tap these consumers with their over-the-top marketing strategy; whereas rural consumers are those who live in rural or remote area that lack the development in terms of infrastructure, literacy and consumption pattern. Rural consumers are considered to be less literate with low or moderate spending capacity, thus marketers need to be very rational while drafting strategies for these consumers.

2.2.20 Consumer buying process

Consumer buying process is similar to consumer decision making process for purchasing any commodity. This process exhibits the set of behaviour consumer go through while making a purchase decision. Five steps provide framework for consumers buying behaviour and purchase decisions.

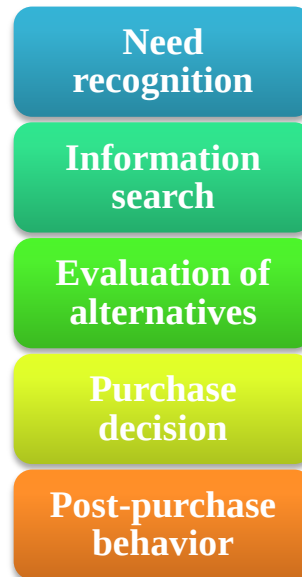


Fig. 2.1. Consumer buying process

2.2.21 Consumer awareness

Consumer awareness is the need of present day market. It's a stepping stone for the consumers to reach the final decision of purchase. Marketers must make sure that their target audience is well aware of the existence of their brand in the market. This becomes even more essential because of increasing competition from local as well as global market players. Mere awareness about products and services has the potential to drag consumers in the process from non-awareness, awareness, comprehension, motivation to purchase.

2.2.22 Consumer learning

It is the process by which consumers gather and interpret the information about products or services and use this information in their buying decision. Consumers use various sources to learn about the product or services; and further evaluate the information depending upon the credibility of these sources. More credible source will give more positive outcome of learning. There are numerous sources through

which consumers learn about commodities such as family, reference groups, peer group, opinion leaders and various traditional and modern media tools.

2.2.23 Consumer perception

Consumer perception is a marketing concept that reveals what exactly consumers think about the brand or the company. Consumer perception is highly influenced by their feelings, predisposition, expectations and experience with the brand. It can be positive or negative. It contributes to shape consumer attitude towards the brand. It is one of the critical aspects on consumer decision making process.

2.2.24 Consumer motivation

Consumer motivation is the internal state that drives consumers to identify their product related needs and influence them to act favourably to buy the product. Need identification is the necessity of consumer motivation. If brand fulfils these needs, consumers are likely to get motivated to purchase the product. These needs can also be driven by their conscious or unconscious desires. In case of organic food products, growing need for healthy food may motivate consumers to purchase organic food only.

2.2.25 Willingness to pay

This term is used to denote the highest price the consumers are ready to pay to purchase a particular product or service. Increasing consumers' willingness to purchase is one of the challenges for the market. High degree of conviction is required to excel willingness to pay. Consumer motivation & positive attitude plays crucial role in consumer's willingness to pay.

2.2.26 Consumer loyalty

Consumer loyalty is consumer's willingness to pay for the product again and again. It is the outcome consumer's positive experience and their satisfaction from the purchase. Well-informed, highly motivated consumers with top of the mind awareness of product and positive attitude towards it; result in consumer loyalty.

2.3. FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

2.3.1. Consumer Knowledge

Consumer knowledge is one step ahead of consumer awareness. It is the degree of comprehension by consumers about the products features, attributes, benefits etc. Consumer knowledge plays a vital role in consumer's evaluation of any product or service. After being aware of the products, consumers try to know more about the product attributes and how these are going to benefit them. Well-informed consumer can further become the motivated consumer who is willing to pay for the product or service. Consumers can explore various sources to learn about the product, those can be advertisement or announcements through various media, opinion leaders, peer group, word of mouth etc.

Consumer knowledge determines to have a positive influence on their attitude towards organic food, according to Chryssochoidis, (2000); Padel and Foster, (2005). Knowledge of consumer is categorized as subjective knowledge, objective knowledge and prior experience (Brucks, 1985). Subjective knowledge refers to what the consumers perceive that they know. In other words, it is called as self-rated knowledge. It represents for the confidence of an individual about their knowledge. The low level of subjective knowledge results in the lack of confidence (Chryssochoidis, 2000; Padel and Foster, 2005).

Objective knowledge is what the consumers actually know and finally prior experience is defined as what the consumers have experienced before (Brucks, 1985). Regarding the correlation between consumer knowledge and their attitude, Stobbelaar et al. (2007) claimed that the more knowledge consumers have about organic food, the more positive it is in their attitude. In particular, subjective knowledge is concluded to have more positive influence on consumer attitude than objective knowledge (Ellen, 1994).

In addition, prior experience plays an essential role to determine consumer attitude since the more experienced consumers have, the more positive attitude they would have (Sørensen et al., 1996). Similarly, Roddy et al. (1996) argued that consumers who have consumed organic food before tend to have more positive attitude in comparison to non-experienced consumers.

Consumer knowledge about organic food could be gained from different sources. Gracia and De Magistris (2007) demonstrated that information about organic food which is showed in the market can have a significant influence on subjective knowledge of consumers. Apparently, knowledge regarding organic food is impacted by public administration such as local governments, social media, social networks, notifications from ecological organizations and advertisements. Subsequently, prior experience is also considered as essential factor that influence consumer knowledge.

2.3.2. Health Consciousness

Generally, one of the major reasons of buying organic food is health consciousness and to support environmental preservation (Wandel and Bugge, 1997; Vindigni, et al., 2002). The result of Tarkiainen and Sundqvist's (2005) study mentioned that health consciousness positively affects the attitude to buy organic food. Chen (2009) showed that there is a strong significant relationship between health consciousness and attitude to organic food purchasing. Consumers increasing health concern stimulates positive attitude among consumers. This comes from their perception of organic food as healthier, safe and eco-friendly than the conventional one. It indicates that consumer's health consciousness encourages the non-organic food. One of the major motivations for consuming organic food has been consumer to have positive attitude to buy organic food (Davies et al., 1995; Hutchins and Greenhalgh, 1997; Squires et al., 2001; Chinnici et al., 2002; Zanolli and Naspetti, 2002). Therefore health consciousness is added in the present study as a variable that affects consumer attitude.

2.3.3. Environmental Concern

According to Vermeir and Verbeke (2006) and Chen (2007) consumers that are more involved in organic and environmental friendly related issues, such as environmental protection tend to have positive attitude towards organic food and strong intention to purchase. Environmental behaviour refers to all actions of people that are significantly related to the nature of environment, such as consumption of environmental resources. There is a broad range of behaviours that falls within the notion of environmental behaviour such as the production and consumption of food, buying a house, transportation and shopping (Jager, 2000). Many studies have investigated the attitude consumers have towards organic food and they have found three main factors that is

the same in different countries and cultures; organic food is seen as healthier, more environmental-friendly and better tasting than conventional food. However, it is being argued that even if consumers have positive attitude towards organic food the number of consumers who regularly purchase organic food is low (Aertsens et al., 2009). People are becoming more aware of their consumption behaviour and its effect on environment and are concerned with reducing the harmful adversities on environment (Moser, 2016). Especially, environmental concern influences consumer attitude & purchase intention toward eco-friendly products including organic products (Hartmann and Apaolaza-Ibáñez, 2012). Current study assumes that people having high degree of environmental concern will have increased intentions towards purchasing organic food products.

2.3.4 Personal Norms

Schwartz (1973) defined personal norms as an individual's beliefs that acting or behaving in a certain way is right or wrong. Studies suggest that personal norms have a strong impact on consumer choice between organic and non-organic food, also influence on their attitude. In other words, consumer attitude towards an object is deemed to be influenced by consumer self-beliefs (Thøgersen, 2002). Earlier studies suggest that individuals' personal values & norms play an important role to form an attitude and predict his or her intentions (Fornara et al., 2016; Kurland, 1995). Consumer's perception & assessment about themselves affects their consumption choices & buying patterns. Individuals purchase products which are compatible with their own values, norms, identity & social status (Belk, 1988). In this direction, it is possible that having positive personal norms towards OFP and self-identification as 'organic consumer' can have significant impact on consumer behaviour and their attitude about health or environment or their feelings concerning their moral obligation to purchase organic food.

2.3.5. Subjective Norms

Subjective norms are one of the important factors which influence the consumer to purchase certain product. Especially, in a country where there is high social interaction. People tend to follow the reference group, leader who in turn influence the group towards the certain behaviour and action. J. Thorgosen et al., (2015) examined the factors influencing organic food consumptions in China market. The

paper reported on the findings of the study into consumer perception toward beef and the influence of these perceptions on consumption. The influence of attitudes and others opinions (subjective norms) on intention to buy was explored. The findings revealed that both attitude and the subjective norm influenced intention to consume, but it was attitude that was found to be of greater importance. Subjective norms are defined as the social pressure for an individual to engage or comply with group behaviour such as family and friends. These norms are normative beliefs and expectation that the groups or important referents have on this person (Ajzen, 1991). In relation to attitude, Tarkianien and Sundqvist (2005) concluded that subjective norms have a positive influence on consumer attitude towards organic food. It is aligned with the study by Bamberg et al. (2007), who claimed an indirect effect of social norms on consumer attitude. Importantly, Chang (1998) analysed the correlation between subjective norms & consumer attitude towards organic food products, he accordingly tested causal link from subjective norms to consumer attitude and found that the path between subjective norms to attitude is significant. That means social environment of consumers & opinions of others have an influence their attitude formation.

2.3.6. Consumer attitude

Consumer attitude is referred to as the feeling of favourableness or unfavourableness towards the brand. It comprises of consumer's belief, feeling and behavioural intentions. Consumer attitude influence their behaviour and subsequently their purchase intentions. Consumers with positive attitude tend to buy the product whereas negative attitude towards the products impedes them from purchase.

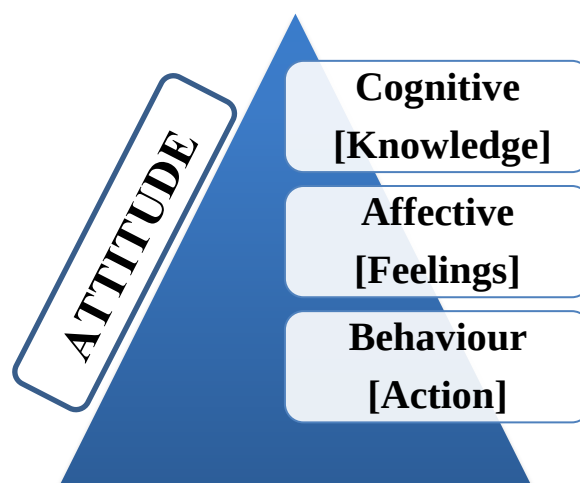


Fig. 2.2 Tri-component model of attitude

Consumer attitude represents the degree to which a person has favourable or unfavourable evaluation of the behaviour. More favourable attitude denotes the stronger individual's intention to perform the behaviour (Ajzen 1991). On the basis of earlier studies and guides by TRA, present study assumes that consumers having positive attitude towards organic food which is influenced by certain factors such as consumer knowledge about organic food, their concern for health & environment, impact of personal & subjective norms can easily make them engage in organic consumerism and they can more likely to develop good intentions to purchase organic food.

2.3.7. Purchase intention

Purchase intention is the predictor of consumer behaviour. In simple words, purchase intention is a plan to purchase a particular good or service. However, before building the purchase intentions of consumers, it is important for the marketers to establish their brand as trustworthy and prolific for the consumers. Purchase intention is one promising factor that ensures a long life of any business. As long as consumers want to buy products, business can have steady growth. Purchase intention depends upon how consumer behaviour is being shaped up favourable in terms of consumer perception, attitude and motivation. The Theory of Reasoned Action (TRA) proposed by Fishbein & Ajzen (1975) was based on the development of consumer behaviour by considering influence of consumer attitude & subjective norms on their purchase intentions. TRA represents the simpler theoretical framework that describes determinants and pioneers of buying behaviour and intentions of consumers. The model helps to understand consumer's perceptions for organic food products as the theory attempts to explain the underlying reasons for individual behaviour.

TRA explores the influence of motivation on behaviour pertaining to individual's scope of his or her own determination to provide a framework for consumer behaviour (Effendi *et al.*, 2015). The present study has used the expanded model based on Theory of Reasoned Action (TRA) and the discussions from previous studies & literature related to Consumer behaviour towards OFP.

2.4. REVIEW OF LITERATURE

The present section of the chapter review the literatures and arranged under following categories such as reviews related to consumer behaviour towards organic food products, factors influencing consumers to purchase organic food products, consumer awareness & knowledge about organic food products, influence of health consciousness on organic food products, influence of environmental concern on organic food products, consumer perception & attitude towards organic food products, purchase intention of organic food products. After selecting the literature, it has been arranged in chronological order (from oldest to latest) and presented below.

2.4.1. Consumer Behaviour towards Organic food products

Suchitra et al. (2009), scrutinized the buyer attitude towards organic products consist of interest shown to buy the product, preference for different products, for example, cereals, vegetables, fruits and so forth to comprehend the perception of the buyers towards organic items in a better manner. Increasing health consciousness among the individuals and the demand for organic products among the people in the current situation prompted the researcher to examine about the buyer attitude towards the organic items, its pricing, and knowledge of buyers towards organic items and so on in an increasingly concentrated manner. Meghalaya, one of the best states for organic items, most part of the ranches of the state cultivate the conventional way without or least utilization of composts and plant protection synthetics. Some of the significant food crops generated naturally in Meghalaya and having great market demand are orange, pineapple, ginger, cashew nut. Customers are additionally liked to buy numerous organic food items, especially in large urban communities. But because of inappropriate market linkage, ignorance of the individuals about organic produce, no product distinction among organic and inorganic items and so on came about into cost advantage (premium cost) to the organic products created in the state. The outcomes vividly demonstrated that fruits are the utmost favoured organic item favoured by the respondents between the organic buying merchandises in all the salary groups, followed by vegetables and various merchandises, while oats was the least favoured merchandise. The inclinations for grains are enhanced with the enhancement in the salary of the respondents. Cost premium of the organic items were relying upon

factors like salary design, sorts of products, distribution channels, and present economic situations and so on. Yet, this exceptional cost was not acknowledged by the customers for a wide range of merchandise. Buyers communicated their eagerness to pay greater cost premium for fruits and other merchandises, which are expended straightforwardly and lesser cost premium for different merchandise, for example, cereals and pulses.

Ventura-Lucas and Marreiros (2013), in their research detailed the results of an examination of Portuguese buyer attitude towards organic food products (OFP). For this reason, a review of literature on food safety and quality of OFP was conducted and a purchaser survey was actualized, with information gathered by methods of personal interviews in the capital city of the nation. The information was analyzed utilizing evocative statistics and a contrast of sex and age groups was made utilizing analysis of variance and chi-square tests. For attitudinal scales factor analysis was utilized so as to lessen the quantity of factors and to scan for measurements underlying these attitudes. The outcomes exhibit positive buyer perspectives towards OFP. In any case, its utilization is a lot of lower than could be normal from these perspectives. Goals to purchase OFP are very high, recommending that these items may get a significant market share later on. This is a motivating sign for potential OFP makers, who may make up for the expenses of moving from conventional to organic cultivating with an expansion in market share.

Parmaeswaran, and Ramakrishnan (2015), studied the impact of consumer contentment on financial accomplishment considering for example the retail exchange of organic food. Furthermore, the effect of consumer purchasing attitude behaviour on customer devotion is examined. The examination is done on the basis of 100 client interviews and an examination of management proportions of 05 organic food shops. The outcomes exhibit that consumer satisfaction is an applicable key to financial achievement. The effect of fulfillment on the monetary achievement of the shop is estimated by a regression analysis. A high logical intensity of the model is reached, with fulfillment explaining 45 % of sales for each m², which is a lot higher than in customary markets (Analysis). The high significance of client appreciation for the accomplishment of a shop emphasizes the significance of consumer satisfaction management for the promoting activities. Like can be seen from the regression

analysis, consumer loyalty highly affects the monetary accomplishment of a shop. However, the outcomes of the promptness to switch survey exhibit that consumer loyalty and commitment are not adequate to clarify loyalty.

Sathyendra Kumar and Chandrashekar (2015), made an attempt to understand the consumer discernment about organic product and marketing in Mysore city. The results concluded that majority of the consumers; explicitly in metropolitan cities prefer organic food products. The promotion of organic food products is not up to the par in study zone hence the demand for organic products increases still supply is extremely low. The significant reasons are organic generators are low, satisfactory market availability is not there, not many number of shops, absence of knowledge, etc. Thus, government and farmer exhibit enthusiasm to organic farming effectively upgrading great promoting system in Karnataka.

Thatte et al. (2016), in their research analysed Consumer Behaviour towards Organic Food With Special reference cities - Mumbai & Thane. Business of Organic food and Organic Farming is picking up energy world over and India isn't an exception. Numerous states like Sikkim, Madhya Pradesh, and Himachal Pradesh have taken large jump on organic food products. Though Maharashtra is at 2nd rank in Organic farming, it is still lagging behind in terms domestic demand for organic food products. Development of organic food business basically should be demand driven. Irrespective of growing awareness about adverse impacts of conventional food and its production techniques, demand for organic food is shockingly low. This paper basically attempts to investigate factors influencing buyers' interest for organic food in two most populated urban areas of Maharashtra - Thane and Mumbai. In these cities, majority of consumers are aware of organic food, its benefits and hazards associated with conventional food consumption. However, major reasons for non-purchase are high price and lack of information such as from where to buy and risk of getting cheated on the name of organic food. In Maharashtra, good number of consumers knows about the superiority of organic food over conventional; still they found to be consuming it less. Researchers also examined the variables influencing customer demand for organic product in two highly inhabited urban communities of Maharashtra – Thane and Mumbai. As far as Maharashtra is concerned, large number of individuals know about predominance of organic product over traditional, yet are

seen as utilizing less. Greater demand is seen as a component of less cost and improved educational background. Amazingly the most predominant cause behind low demand is neither cost nor ignorance, however, less supply of organic product. Hence in Maharashtra, organic product utilization is seen as function of greater production and improved supply. At the beginning we suggest that this endless loop ought to be broken by thorough concurrent endeavours by policy makers, farmers, NGOs, businessmen. Though, for such strategies, supply and production related issues should be recognized which becomes future extent of the study.

Md Tareq et al. (2016), assessed the present status of buyers' purchasing attitude towards organic products in the developing business sector. In view of extensive review of literature, the authors distinguished a few factors that impact buyers' purchasing attitude towards organic food that comprises (I) information, (ii) ecological concern, (iii) price, (iv) health consciousness, (v) perceived beliefs and attitudes, (vi) availability as well as (vii) government support and policy. A survey was structured and circulated to nearly 105 respondents arbitrarily in Penang. The version 21.0 SPSS software had been utilized to examine the information gathered. The examination found that perceived beliefs and attitudes, government support and policy, availability, and knowledge have a significant optimistic relationship with customer behaviour towards organic products. Conversely, ecological concern, price, and health consciousness do not have any noteworthy relationship with purchaser behaviour towards organic products. The exploration study depends on information gathered from the second biggest city (Penang) of Malaysia. Forthcoming research can utilize the similar research model to contrast among distinct developing markets. It is normal that the result got from this exploration could be utilized to make opportunities for the manufacturers just as promoters of organic products in the developing business sector. There is lack of study in this specific area dependent on essential information. The findings exhibit the customers' behaviour towards organic products in the developing business sector.

Madhavaiah and Shashikiran (2016), in their study envisioned to investigate the measurements essential to consumers in India connected with their pre-purchase evaluation of organic food products. Information was gathered in Bangalore City at various organic food shops located across city. The findings of this research uncovered that Indian clients' buying behaviour towards organic food products is affected by the

factors like: Certification related to organic product and other monitoring variables, and their behaviour (seeking variety and self-indulgence). Additionally, these variables had an indirect and direct impact on the while they search, buy and devour organic food items.

Anupam Singh and Priyanka Verma (2017), analyzed the variables affecting the customers' real purchasing attitude towards organic products. For this reason, review information was gathered from Indian customers through an organized survey. Results have affirmed four components (information, subjective norms, price, and health consciousness) that affect the consumer attitude towards organic food products. On the other hand, buying behaviour towards organic items is affected by these four factors in conjunction with one additional factor (i.e., approachability). The results demonstrate that these five factors similarly affect the actual buying behaviour, but conduct and buying behaviour mediates the relationship. In addition, socio-demographic factors (age, education, and income) are recognized to affect real purchasing attitude. This research gives a better comprehension of buyers' behaviour, purchase attitude, and genuine purchasing behaviour towards organic food items. The findings have suggestions for organizations of the organic food industry, market regulatory agencies, and retailers. The research likewise offers guidelines and recommendations to retailers and advertisers who are managing the organic products and aim at intensifying the organic food market.

Agarwal P. (2018), this study explores the impact of attitude and subjective norms on consumer attitude and buying intentions towards organic food. It is one of the fewest study in the Indian environment as per the buying of organic food is concerned based on the Theory of Reasoned Action analyse the buying intention for organic food in India. This study shows that attitude and subjective norms are important components for the buying intention of organic food. In the Indian environment, subjective norms are more important than attitude, it concludes that the organic food industry and marketing professionals should give due importance to subjective norms.

Athena Prince (2018), intended to examine the customer's discernment towards the organic food items, the reasons adding to the acquisition of organic food items, difficulties faced by the customers of organic food items and their satisfactory level with the acquisition of organic food items. The information was gathered by utilizing

a sample size of 31 organic customers in Kollam City of Kerala with the help of an organized survey. The study uncovered that the primary intention behind the acquisition of organic food items by the purchasers was since they are viewed as safe. High cost was the primary issue faced by the buyers of organic food items. The examination likewise uncovered that the greater part of the customers is very happy with the acquisition of organic food items. The investigation proposes that appropriate awareness to the advantages of organic food items must be made to build the quantity of organic food items and essential advances must be taken by the government to expand the production and distribution of organic food items along with Certification and labelling of organic food items.

Renuga Devi and Ramya (2018), explored the consumer behaviour towards organic items including willingness to pay for the item, tendency for various thing, for instance, vegetables, fruits, grains, etc. to fathom the view of the customers towards organic items better way. One of the potential states for organic items is Tamil Nadu and the larger piece of the farms of the state build up the customary way without or least use of manures and plant assurance synthetic substances. A part of the actual food crops generated naturally in Tamil Nadu and having great market demand are ginger, fenugreek, jackfruit, mango, amla, and tamarind etc. Customers are furthermore wanted to buy various natural food items, particularly in colossal urban communities. Regardless, as a result of disgraceful connection with marketplace, ignorance of individuals about organic produce, no product divisions among non-organic and organic products, etc. came about in value advantage (premium cost) to the organic items generated in the state.

Krishna and Balasubramanian (2018), the present study revealed the important elements aspects influencing consumer behaviour, includes a systematic survey in Kochi. Study was done with the intention to identify the prominent factors affecting purchase intentions of consumers for organic food products. These major factors includes consumer attitude, information they receive and their trust towards organic food items, concern for eating healthy & safe food, socio-economic factors, environmental concern, their willingness to pay premium prices of organic food, their purchase pattern and finally suitability of sources for gathering data on accessibility of organic food products in the market. These examination results can be employed to the

different segments of the general public, where the people are profoundly sensitive towards each data uncovered on such items, and furthermore shows an expanded way of managing money for the acquisition of organic items.

Padmaja (2018), conducted to comprehend the buyer purchasing behavior towards organic food items. It talks about the subject and organic cultivating in India. It gives a detail instruction about the history of organic food industry and also organic food products. The goals of this research are to examine factors influencing purchasing behaviour for organic food items, the effect of income and cost on purchasing intent of customers and significant limitations, which go about as hindrance in sale of organic item. The research likewise highlights the imitative taken by government to advance organic cultivating in India and its prospect in the following years. The information was gathered with the assistance of organized survey, which comprises demographic data about the respondent's ages, salary and profession. In this research, it is noticed that consumer purchasing choice get affected by price viability, accessibility, sustenance level, awareness, promotional activities adopted by organizations for making product awareness, nature of product/food product, chemical defilement, taste and so forth. Most of the respondents felt that price viability plays a vital factor while purchasing organic item. In general, the research has helped to arrive to a conclusion that an individual's income does not affect much over the purchasing behaviour of customer towards organic food items.

Thaker and Jain (2019), in their article discussed the behaviour of users and non-users towards organic food products in Ahmedabad, Guajarat, India. Though people are aware of organic food products; they do not have complete knowledge about the same. Even consumers strongly feel that manufacturers and government must take some significantly steps to provide proper knowledge about organic food in terms of its attributes, benefits, categories & specifications. According to this study, 82% of organic consumers feel that price of organic food is higher. And they do not purchase the full range of organic food products. Most of them buy only organic vegetables & fruits followed by pulses. For them, supermarket is the prime location for the purchase of organic food followed by exclusive organic stores. According to them the important influencing factor for organic consumers to purchase organic food is its health benefits. In order to take these benefits, consumers are ready to spend extra.

The major barrier identified by organic buyers here is availability & price. On the other hand, non-organic buyers are just aware of organic food products with less intent to buy. For non-organic consumers also, barriers to purchase are premium price & least information on its availability & originality. Indian organic food market is still in nascent stage. Solution could be the collaborative efforts of marketers & government to promote organic food products to create top of the Mind awareness, knowledge about its originality. There has to be appropriate regulating bodies to fix affordable price, ensure adequate availability and spread proper knowledge of standardisation of organic food products available in the market. There has to be shift of focus from exporting more to selling organic food products in domestic market, which will help to curb its price hike and also to become part of routine food habits of Indian consumers.

Lian and Yoong (2019), explored the youthful buyers' thought processes to buy organic food in a growing country (Malaysia). Four essential motives of health consciousness, affordability, safety concern, and environment concern are inspected in this examination. Customers' purchase attitude is signified by purchase motives and real cost. The surveys utilized were given to a convenience sample of 398 youthful customers from Kuala Lumpur and Petaling Jaya, Malaysia, via a self-administered survey. Information were examined utilizing Structural Equation Modelling and five speculations were tested. The findings revealed that health consciousness, environment concern, and food safety concern have considerably affected the acquisition goals of organic food. Acquisition goals are emphatically connected to the real acquisition of organic food. There was no remarkable effect of affordability on purchase goals. On the basis of findings, methodologies to upgrade the quality, long-term health benefits, ecological amicability, and diminish in cost of organic food ought to be adopted.

Thu et al. (2019), researched how various variables may upgrade or hinder youthful buyers' goals to buy a particular kind of environment friendly item, for example, organic food. Information was acquired from 289 respondents in a developing market economy, for example, Vietnam. With the utilization of structural equation modelling multivariate data analysis uncovered that health consciousness, food safety concern, and media exposure to food messages acted as an essential role in the development of

attitude towards organic food. Surprisingly, purchasers' ecological concern and food taste were of petite value in predicting their demeanour. Notably, observed hindrances (i.e., high cost, insufficient accessibility, poor marking and additional time required) essentially blocked both attitude and acquisition goal towards organic food. The perceptions gained from this exploration extend current information about pro-ecological behaviour in growing nations and they have significant pragmatic ramifications for advertisers and other key stakeholders.

Darsono (2018) referred to Theory of Reasoned Action (TRA) from Fishbien & Ajzen to study consumer behaviour towards organic food products in which he expanded the model by putting knowledge about organic food as antecedent to attitude & purchase intentions with the belief that to shape consumer behaviour and satisfy consumer needs & wants, they should be well knowledgeable about what do they purchase & consume. The study also emphasizes that attitude & intentions are positively influenced by other predetermined variables such as health concern, environmental concern, and product quality & product knowledge.

Adalgisa et al. (2020), the goal of this investigation was to correlate the gender and conduct of buyers of organic products enriched with useful properties. The research was completed by exploring the profile of natural and practical food consumers through the utilization of a questionnaire. The outcomes indicated that women communicated more enthusiasm in buying organic foods rich in useful properties contrasted with men. Both men and women concur that organic food are generated in a sustainable way. Their significant cost, troublesome access, unpredictable supply and accessibility in few organizations were featured as the primary restricting components for not purchasing organic food, while an increased inspiration (of utilization) was related to the knowledge that organic foods are more beneficial and can enhance the quality of life. Vegetables and fruits are the most devoured organic food between women and men, still women purchase more practical foods than men. Therefore, there are barely any distinctions in conduct and eating patterns of organic foods among women and men.

2.4.2. Factors influencing consumers to the purchase of Organic food products

Yadav and Pathak (2016) examined the intent to buy organic food between youthful consumer evidences from a growing country. One of the important factors that affect the purchase of organic food products is concern for the environment. The rising demand for organic food is the result of consumers' growing interest in ecological issues that gets reflected in their decision making process. Consumers find the consumption of organic food morally correct as it appeals to their initiative of contributing for environmental protection. This trend is more popular amongst the young generation. This morale attitude blended with health concern give rise to the preference for organic food products.

Rengeswari, and Palaneeswari (2017), the goal of their study is to acquire knowledge about variables affecting the customers' purchasing behaviour towards organic food. The study examined the discernment of the respondents towards organic food, i.e., product characteristics, product quality, social welfare, perceived health, and product availability. It additionally concentrates around customers' purchasing behaviour towards organic products in Sivakasi. It was recommended by the analyst that a continued improvement in product features would prompt increment in utilization of organic food items. Situating organic food items in the minds of buyers would impact buyer opinions about the advantages they reap on devouring. Customer behaviour is a good sign in scrutinizing the elements impacting the purchasing behaviour of the respondents towards organic food item. The factors like product characteristics, product quality, social welfare, perceived health, and product availability to purchase convinces a customer to purchase organic products, and have significant impact. Nutritional value, food safety, natural ingredients, knowledge about product, accessibility is some of the indirect goal for purchasing organic food. The customers accept that the organic food is important for their lives as there subsists a large extent of relationship among product quality and perceived health. Since the least affecting factor among all is perceived health, it is important to be cautious towards assurance certification and cost of the merchandise which ought to be minimized. The researcher determined that the buyers' health conscious, safety, value for money, and quality would prompt to buy organic food. It was determined that the customers'

health conscious, safety, value for money, and quality would prompt to buy organic food.

Chiranjeevi (2017), examined the factors influencing consumer to buy Organic food products in one of the major cities of India, Hyderabad. Organic food market is still in nascent stage in this city. Organic food is mostly consumed in the metropolitan area of Hyderabad whereas people in semi-urban area of this city have slightest information about organic food. Extensive promotion is required in order to boost up positive attitude among the consumers in Hyderabad including urban & semi-urban area. Several determinants such as organic labelling, health & environmental concern promotional efforts, easy availability, reasonable pricing, proper identification of store location can be the major motivators for consumers to inclined towards the purchase of organic food products. Out of these factors health & environmental concerns are the strongest stimulators for Organic food consumption. This study helps Organic food producers & marketers to determine the exact factors & reasons affect the purchase intentions of consumers. Thus marketers can formulate the promotional strategy accordingly.

Bhavana Sharma (2018), scrutinized the components influencing the acquisition of organic food. These variables are safety, ecological concern, taste, health, availability, affordability, quality, and nutrition which influence customers to buy organic food items. A sample size of 170 respondents was utilized in this study that is aware of organic food items. With the use of structured questionnaire respondents were interviewed to examine the significant variables in acquisition of organic food. The study findings uncover health, better for people in the future and environmental amicable are major factors that impact buyers to buy organic food. The study findings uncover that health viewpoint is more considered by customers. Accordingly better for people in the future, environmental amicable, no utilization of pesticides, better quality, better taste, and fashionable or trendy are properties that customers considered towards organic food. All characteristics are scored by purchasers at concurred level. If more data, legitimate accessibility, sensible cost are given to purchasers then the demand of these items will ascend in future.

Lian (2019), in his research paper analyzed the young Consumers' motives and purchase behavior for organic food. Young consumers in developing countries like Malaysia are more driven by the food safety concern, health consciousness & environmental protection as their preference & recommendation of organic food. Empirical result in this study found that youngsters have strong concern for health which influences them to buy organic food. Young consumers find organic food as rich source of nutrition and food without health risks. These findings must stimulate the retailers to use new media channels specifically social media to reach out the young consumers and persuade them for organic food with the abundant information about nutritional facts, the health benefits offered by organic food products and how these are different from conventional food. Furthermore, the canteens & cafeteria of university & colleges must also promote organic food so as to promote healthy eating. However affordability can be a barrier among the young consumers as organic food is mostly sold at premium price. This issue can be tackled at great extent by encouraging locally produced organic food which can be available at relatively low price. The young consumers can also be tapped by ecological benefits of organic food as there is demand among young consumers for the food produced in an organic way which is produced without the environmental exploitation. For this, retailer can associate with NGO works for environmental rights to promote environmental safety through increased consumption of organic food products.

Svecova (2019) revealed the factors that shapes up consumer behaviour of students from BRNO towards organic food products. Healthy lifestyle is very famous & trending especially among youngsters today. Young coconsumers are promisingly getting counciousss about what do they eat, what is its nurtritional & dietary level, the amount of preservatives & additives used etc. These changes in consumer inclination have prompted changes in consumer behaviour and noteworthy development in the demand for organic food. Organic producers, distributors, and retailers of organic food should concentrate on the good and health aspects while endorsing organic food, as these features of organic food will influence them while taking purchase decision. In like manner, producers, wholesaler, and retailer don't need to be reluctant to reflect the quality of organic food in the total price. The study shows that the youngsters are willing to pay an additional price to take advantage of the quality & health benefits of organic food.

Ditlevsen (2019), in their research article discussed about the health benefits of organic food. Organic food products available in the market ensured that they are free from contaminated material present in pesticides and preservatives. Consequently, organic food producers appear to supply products as per consumers' demand of eating food which is safe to health. This study discovers three distinct understandings of wellbeing in consumers' justification for of their inclination for organic food products: Health as purity; Health as delight, and a Holistic viewpoint on wellbeing. Health as purity was seen as the most widely recognized comprehension of wellbeing among the consumers when health was being discussed corresponding to organic consumption. Here it seemed to be viewed as a valid argument for individual preference for organic food products, however when the conversation proceeded to a more extensive conversation of healthy eating it lost that authenticity. While studying healthy food in general, in separation from a particular setting, a simply nutritional point of view on health was utilized and biomedical estimates picked up pertinence as complete contentions in the discussions.

Raghavendra (2019), discussed about the factors which influence the preference of the consumer towards organic food products in Bengaluru city. The present day consumer has become more health conscious and receptive about the risk-free life style and much conservative of his food habits. It is important for the marketers to study the attitude of the consumers to understand their food style to give their necessity whenever it might suit them. The study shows that the safe and freshness, reasonable price, taste and eco-friendly nature of organic food products influence the buying behaviour of consumers. It is tailed by healthy nature, support to the green movement and the organic farmers. The study additionally infers that the organic buyers are much aware of the benefits of organic foods. The perception factors significantly affect the buying behaviour of the consumers of organic foods. The health benefits of organic foods have not been spread among the overall population to the alluring degree. The need of great importance is to spread the awareness among the potential and genuine consumers about the benefits of consuming organic food and building a healthy and clean world.

2.4.3. Consumer awareness & knowledge about Organic food products

Chandrashekar (2014), in his research paper endeavoured to acquire information about buyer conduct with respect to organic food product consumption and to find whether there is any probability this might have for changing their behaviour. The intention of implementing this examination is that consideration for organic could come exceptionally from well-knowledgeable people who is aware of and completely dedicated to their privileges to a quality wellbeing and environment. However, before any conduct can be transformed, it is important to assess the present state of purchasers' knowledge and awareness. In this manner customers' discernment, attitude towards organic food items, eagerness to pay for organic items and purpose to buy organic food will be the principle outline of this investigation. The investigation drew out the way that the individuals were very much aware of images and accessibility, yet not faithful completely to organic food items. There is no doubt that the respondent is fascinated towards organic food items. So, the advertisers must make advancements which are both sensible and moral and the item accessibility with respect to variety and volume are mandatory to become successful in promoting organic food items.

Aruljothi, and Malleshwaran (2015) analysed the customers' awareness and purchasing conduct towards organic food items. The exploration of 120 respondents, where the outcomes showed that the significant motives behind buying organic food items are on desire for a more healthier and ecological friendly means of production, the health advantage of natural food items and well known and this has expanded the interest for organic items through there is an extensive resistance to organic food item because of increased difference with fulfilment. This difference in cost income is acting as a major role in buyer awareness and purchasing conduct towards organic food items. This examination focuses on comprehending the importance of income, its consequences on customer and fulfilment.

Safdar Muhammad et al. (2016), talked about the successful elements impacting purchasers' knowledge about the organic food benefits in the United Arab Emirates. To delineate the factors affecting purchasers' awareness about organic food, sample data and ordinary least square (OLS) methods were utilized. The regression analysis outcomes feature the significance of explicit socioeconomic factors that change

awareness about natural food items in United Arab Emirates (UAE) families. This study determined that the awareness level about the organic food is influenced by the socio-economic factors such as gender, nationality, income, education, age & occupation.

Uma and Selvam (2016) scrutinized the customer awareness on organic food items concerning Vellore City, Tamil Nadu. The examination will be on the basis of information gathered from the organic buyers in Vellore city, Tamil Nadu, India. A study questionnaire will be created to gather qualitative questionnaire from the buyers of the investigation. In this background, the current exploration work is an endeavour to investigate essentially on customers' level of awareness on organic food items with the thought of Indian Organic industry. The current investigation determines that, educational qualification acts as a major role in examining the level of awareness between buyers towards organic food items. As a conclusion, the organic food items will increase to develop by overcoming the hurdles and furthermore issues on implementing rural market in India.

Mukherjee (2017) discussed in his article about the Indian Consumers and Organic Products with special reference to North India. Consumers are as yet reluctant to move their consumption to organic products basically as a result of absence of product information, expanded value, and inaccessibility of the products. The consumers will be increasingly intrigued if they have satisfactory information about the originality & safety of the products in the form of its certification and labeling. This will upgrade the trust of the consumers on the organic products. Also, it has been observed that the consumers have less information about the accessibility of the products that is the areas from where they can easily buy the organic products. The marketers associated with selling organic products must survey about the consumer awareness of organic food& their preferred purchase place in the local areas and should give more consideration towards escalated marketing so the organic products can be made accessible inside the convenient reach and time to pull in more consumers. India is a huge nation with assorted utilization culture, which makes it a challenge for the marketers to segment the consumers for organic products. The marketers must assess the marketing strategies which incorporates intensive branding, product positioning and adequate promotional activities which will assist buyers with

getting information about the authentication of the products, availability and advantages of the organic products. The study enlighten the fact that there is awareness about the presence of organic products and consumers will be progressively keen on buying organic products if they are provided with more information on product categories, accessibility, benefits and its certification.

Rock et al. (2017), evaluated the awareness of organic food products among the consumers in Trichy region, Tamil Nadu. Techniques: A research based on cross sectional survey was conducted among urban, semi-urban, and rural populace (each 100, and as a whole 300) in August 2016. Results: Among 300 respondents, 76%, 73%, 62% of the respondents have heard thought about, and buy natural food items individually. The primary source of natural foods was from explicit shops and kitchen gardens and the most favored element while buying food products is the reliability. In spite of the fact that 62% of customers buy natural food, they basically incline toward fruits and vegetable and 38% of the respondents utilize natural food routinely. The motive behind not consuming natural foods in our inhabitants is the non-accessibility. Conclusions: Awareness of natural food items between study populace is about 76% with the larger awareness level between urban populace. The fundamental reasons behind consuming natural food are reliability and accessibility. Expanding the awareness level of natural items, urging individuals to make their own organic nursery can increase utilization of natural foods.

Anand and Palaniammal (2017), the goal of this research is to identify the awareness towards natural foods from non-consumers. This research is led in Vellore area from 75 respondents. The information for the study is gathered from essential source through the survey. The elucidations are summed up and recommendations are given for the natural food items on the investigation. Standard purchasers incline to have generally optimistic perspective on natural food items. On the other hand, organic purchasers and natural item managers incline to view natural item more negatively than customers. This perspective may add to the difficulty of accessibility. Since these are the individuals accountable for carrying natural item to the retail commercial centre, price commonly has a negative effect on measure of natural produce demanded. Families with kids would demand increasingly natural item grown in more beneficial manners. Buying of natural food is firmly identified with ecological

concerns and health prompting that qualities and individual interests play a role in making one ready to purchase natural items. In this way, bringing costs down to produce will decrease cost. More than cost, an expansive market base is likewise required to make more awareness between non-purchasers.

Abisha and Kannan (2018) discussed about the consumer awareness and satisfaction towards organic products in Palakkad district-Kerala. Majority consumers were aware about organic food, its categories and edges over conventional food. However this awareness was limited to the literate consumers. However at the same time majority purchase conventional food and not organic oftentimes because of some extraordinary reasons such as: insufficient information about its originality & availability, Premium price, and Risk of being cheated. These are the prominent reasons for non-purchase. Viable information system and essential support from government regarding its standardization is required. It additionally should be possible through NGOs and Government agencies since its safer & healthier food.

Ripal Patel and Gautam Donga (2018), examined about the awareness and utilization of organic items. So as to give insight into customer awareness and utilization of organic items, 200 respondents were studied utilizing a questionnaire. The examination uncovered that larger part of customers have knowledge about organic item yet a very little of them buy it. The significant reasons of non-utilization of organic items were inaccessibility of organic item, lack of data about advantages of organic item and its higher cost. Socioeconomic factors like adolescent in family, monthly salary and education influence utilization of organic item. Customer were confronting issue while buying organic item like hard to separate natural item from traditional item, lack of accreditation and naming. This study finding may assist advertisers with better tactical and promoting decisions. It additionally aids government bodies in structuring programs to create awareness among public.

Chaitra Bharath and Chandrashekar (2018), in their study intended to identify how much the purchasers have knowledge about natural accreditation and what might build their level of trust in natural food in Mysore City India had about 1.18 million hectares of its arable land under natural development in 2017. It positions ninth in the globe in Organic Food production and positions first with around 5, 85,200 famers

practicing natural cultivation. Indeed, even with such encouraging numbers, India is essentially catering to the export market and significantly less to its own household market of Organic Food. India at present exports greater than 300 kinds of natural items to greater than 20 nations in the globe. The major causes for the lag in acceptance of natural food in the Indian domestic market are the lack of knowledge among purchasers with respect to the health advantages of Organic Food, the premium cost charged and the restraint of accessibility. Numerous investigations have diagrammed the customer profile of natural food. In any case, there is a gap in research study with regards to know whether the purchasers who purchase natural food paying an exceptional cost for these items really realize the accreditation process.

Wenhao et al. (2019) analysed how Chinese customers' knowledge, awareness, and perspectives impact their buying behaviour for organic rice. The intention is to decide if regional contrasts in these elements and in the resulting conduct exist and in this way, to furnish the organic rice industry with adequate data to extend its market and increase productivity. Respondents replied a sum of 1,371 surveys, whereby 406, 539, and 426 reactions emanated from inland, seaside, and northern areas, separately. A double logit relapse is applied to examine the survey information and foresee buying behaviour at the national and provincial levels. While the outcomes demonstrate that customer awareness, product accreditation, and product accessibility factors positively affect the probability of buying organic rice, the cost has a negative correlation with natural rice utilization. Moreover, the outcomes show that northern purchasers are bound to purchase natural rice than those in inland and coastal districts. Specifically, knowledge and awareness factors affect buying behaviour in northern areas. These research findings recommend that upgrading buyer knowledge of organic rice and giving additionally buying channels could add to expanding organic rice utilization.

Anwesha (2019), conducted empirical study on awareness and consumption pattern of organic food in Bengaluru city, the it capital of india: an analysis with respect to different demographic factors and availability of organic food products in Bengaluru. Advertisement & promotional program must facilitate more awareness about the outcomes of consuming organic food products and consumers should be

purposely informed about the adverse effects of non-organic food. Campaigns must be developed by demonstrating well-being perils happening or may happen because of the harmful excrement and chemicals (pesticides, fertilizers, weedicides etc.) utilized for large scale manufacturing of vegetables and fruits, just in the route results of tobacco are being shown to individuals in cinema hall. The products should be made progressively accessible to individuals both easily and economically. If consumers analyse and find that cost of non-organic vegetables less expensive than organic ones, naturally they will tend to move towards non-organic in any event, knowing its awful impacts. This is where government can assume a viable job by decreasing the cost of organic food. Government can take different measures to promote production, consumption and advertisements of organic food products so as to generate maximum consumer awareness.

Parmar et al. (2019), their pragmatic exploration has two primary objectives, i.e., to decide the connection between type of natural items purchasers purchase and advantage of utilizing Organic Products and secondly to decide the critical connection among purposes behind picking natural items and advantage of utilizing Organic Products. Information has been scrutinized with the assistance of a questionnaire on a Likert scale running from 1= Strongly Agree to 5= Strongly Disagree. The information is investigated utilizing SPSS variant 13.0. The research findings uncovered that consumers were concurred that natural items contribute to their better wellbeing followed by nature of item and favouring the taste/surface/feeling and the relating mean worth was 1.48, 1.92 and 1.92 separately. With regards to the preference of organic item against non-organic item, consumers consider that organic items were preferred for wellbeing concern followed by leaning toward the taste/surface/feeling and nature of item and the corresponding mean worth was 1.48, 2.04 and 2.08 separately.

Demirtas (2019) found that consumer's knowledge about organic food has a positive impact on their behaviour. Consumers should be convinced by providing them ample information to feel positive & to stimulate their buying intentions and this must be one of the strategies for increasing consumer demand for organic food products. Policy makers must spread awareness about the health & environmental benefits of

organic food, authenticity of organic food products in terms of their standardized labelling & certification.

2.4.4. Influence of health consciousness on Organic food products

Nina Michaelidou and Louise (2007), in their study scrutinized the function of food safety concern, health cognizance, and moral self-identity in predicting attitude and purchase goal within the setting of natural produce. A theoretical model is obtained and attempted by means of structural equation modelling. Findings signify food safety to be the most significant indicator of behaviour while health cognizance seems to the least drive when compared to findings from few past researches. Moreover, the intention and behaviour to purchase organic products is predicted by moral self-identity, insisting that respondents' recognition with moral concerns impacts their behaviour and consequent application decisions.

Radhika et al. (2012), in their study conversed about eating healthy-consumer discernment of natural foods in twin cities. Natural or organic foods are generated from plants that have been developed without the utilization of synthetic composts or pesticides. The organic food has a developing demand in national just as universal markets. India generates a scope of processed and unprocessed natural foods. So as to comprehend the profile of natural food customers and the discernment of these customers about natural foods, an investigation was conducted in the twin urban areas of Hyderabad and Secunderabad. The natural food customers for the most part had a place with well-off groups, were exclusively wellbeing cognizant, and a combination of professionals and businessmen. The finding of research additionally revealed that although the customers are glad with the zest of organic products and to a level about the exceptional costs, concerns like reality of being organic, decreased scope of assortments, precise information on the pack and decreased comfortable supply points must be focussed to increase the demand for organic foods.

Akhondan et al. (2015), investigated college students' wellbeing cognizance and how it is identified with their utilization of natural foods. A sum of 202 students of San Francisco State University was administered with research questionnaires on by and large wellbeing awareness, utilization behaviour, and demographic qualities. Results showed that there was a major relationship among students' wellbeing cognizance and

their natural food utilization. In general, the students who are much concerned about their health are consuming more organic food. Additionally, a major distinction was found among women and men natural food utilization, with women increasingly inclined to both buy and expend natural foods. All respondents were increasingly disposed to devour natural foods in non-food service settings. Perceptions from this examination can support family and consumer sciences experts reshape their effort, prospectuses, and policy proposals around natural food utilization.

Hsu et al. (2016) researched the impacts of organic content, health consciousness, food safety issues, and pragmatic knowledge on behaviour towards organic food and purchasing intent. Samples were collected in Taiwan between April and May 2014 with a total of 252 returned effectual survey. With the utilization of structural equation modelling the data is scrutinized. The findings show that theoretical knowledge and food safety concern have a major positive effect on attitude towards natural food and purchasing goals, and organic content has an essentially constructive outcome on perspectives towards natural food. Additionally, it likewise shows that health cognizance and perspectives towards natural food have a significantly positive outcome on purchase goals. This research has found that theoretic knowledge on natural food, health cognizance, and food safety concern are significant elements affecting natural food purchase goals. This research provides organic industry to comprehend the customer's demand from the customers' viewpoint and as a base for the future of natural food. The investigation results will give a reference to the farming division of the government and the natural food promotion and education of natural food producers.

Heerah and Moli (2018), discussed about growing concern for healthy lifestyle as the determinants that affects youngsters for organic food consumption. The concept of healthy lifestyle according to our society is restricted to eating vegetables and fruits routinely; however, if these things are loaded up with pesticides, instead of having a positive effect, it will antagonistically influence our wellbeing over the long term. Subsequently, it is important to know the attitude of youthful customers towards natural food items. There is a high possibility for convictions and habits created at a youthful age to prolong, in this way giving this investigation its driving force to occur. All through the literature on purchasing of natural food items, the concept of dread

and food safety concern has been treated as one construct; in any case, there are studies which expressed that they can be treated as distinct. Alongside that, an optimistic behaviour does not prompt positive behaviour because of different impacts from the environment. The current examination found that both dread and food safety concern acted as an impetus to motivate people to shape an inspirational disposition towards natural food items to lead a healthy lifestyle. However, the interaction impact of social pressure had a greater possibility of expanding the healthy lifestyle of a person.

2.4.5. Influence of environmental concern on Organic food products

Henning Best (2010), in their study conversed about ecological concern and the embracement of organic agribusiness. In an observational investigation on the embracement of organic agribusiness, theories on the connection between ecological concern and ecological conduct are attempted. The outcomes show that there is an immediate just as a circuitous impact of ecological concern on the likelihood of an embracement of organic cultivating. The circuitous effect is increasing the inclination for ecologically friendly outcomes and subsequently expanding the expected utility of ecologically friendly alternatives. Far beyond this circuitous impact, ranchers with articulated pro-ecological attitudes are bound to act ecological friendly, regardless of whether the impact of utility desires is controlled in multivariate models.

Dacinia and Ruxandra Malina (2015), investigated the purchasers' discernment of organic product and examine if organic food products are seen in the North-West areas of Romania as providing prosperity and ecological advantages or as just another sine qua non condition to be incorporated into the extravagant elitist way of life. The motivation for our research originated from perceiving the stereotypical picture of natural food customers as "classy, popular, extravagant buyers" over the last three to five years. Scientific proof on the view of natural food depends on a probabilistic study. The outcomes show an ecological awareness of natural food customers in North-Western Region of Romania with regards to natural food: a high level of buyers accept that natural food is more advantageous than regular food (87%) and that it adds to ecological security more than traditional food (75%). A statistically noteworthy contrast was seen between individuals with advanced education and those without advanced education concerning the accompanying beliefs: belief that the vast

majority devour natural items since they are in style and belief that natural food adds to ecological security.

Dasari et al. (2017), in their paper introduced the elements influencing buyers to purchase organic food items in Hyderabad and Secunderabad, India. A total of 500 purchasers was utilized as a sample and interviewed with utilizing organized surveys to scrutinize key variables impacting them to utilize natural food. The information acquired from the review was examined with percentage strategy, factor analysis, and reliability test. The outcomes uncovered that ten factors, for example, concern, labels, health, brand promotion, security, ecological concern, availability, affordability, store location that are impacting customers to purchase natural food. Out of these, environment, health, and safety are key factors that are found as essential influencers. Significant connection is found among purchasing behaviour and ecology concern. Therefore, the conclusion of the research is environment, security, and health are the main reasons why individuals purchase organic food items

Shamsudin et al. (2018), conversed about the role of ecological concern with respect to buyer intention in organic food item utilization. The level of awareness of devouring healthful products, for example, natural based has been increased. Purchasers are likewise specific about the organic that related to the products. Optimistic attitude concerning environment is a significant factor in the purchase goal towards the natural food items where it inspires the buyer towards the buying intention. Randomly a survey was dispersed to the potentially focused respondents who were fundamentally buyers of huge supermarkets. Results uncovered a major relationship among ecological concerns towards the purchase intention of natural food item.

Srinieng and Thapa (2018), scrutinized the elements affecting purchasers' view of environmental impacts of organic agribusiness, and health advantages and utilization of natural vegetables were determined utilizing linear regression analyses of essential information gathered through consumers' overview in Bangkok. Results uncovered that family unit salary, respondent's gender and age, access to data on natural vegetables, family unit individuals with medical issues and area of residence in rural region had major positive impact on purchasers' view of ecological impacts of organic

agribusiness and medical advantages of natural vegetables. Perceptions of ecological impacts of natural agribusiness and medical advantages of natural vegetables, natural vegetable costs, natural vegetable stores availability, and family unit salary had major positive effect on utilization of natural vegetables. Kid in family unit had major negative effect on utilization of natural vegetables, and causes are imparted. Significant strategy proposals incorporate creative successful customers' awareness of health and ecological advantages of natural vegetables and more extensive advancement of natural vegetables utilization.

Jianming et al (2020) in their study examined the correlation among environmental cognizance and natural food purchase objective with the intervening jobs of apparent food quality and value sensitivity. The goal is to reveal new sheen on our comprehension of purchasers' discernments and behavioural intentions toward natural food. Utilizing sample information of 518 customers in various food retailers in China, observational outcomes show that ecological awareness positively affects natural food purchase intention. Professed food quality has an interceding impact on the connection between ecological awareness and natural food purchase intention. Value sensitivity arbitrates the correlation between professed food quality and natural food purchase intention. Moreover, value sensitivity arbitrates the indirect impact of ecological awareness on natural food purchase intention via professed food quality.

2.4.6. Consumer perception & attitude towards Organic food products

Sakiridou et al. (2008), the intention of their paper is to recognize customers' perspectives and behaviour towards natural items in Greece. This study draws on a non-possibility portion sample of 660 respondents to investigate the behaviour and perspectives of Greek customers towards natural food items. Greek buyers appear to be educated about ecological and health issues. They look for data about the healthy benefit of food and demand more items that are free of chemical deposits. The findings show that most customers associate natural utilization fundamentally with vegetables and fruits. Despite the fact that socioeconomics appears to influence perspectives towards organics, their value in clarifying genuine behaviour is least. It is perceived that the information accumulated in this examination concentrates on the metropolitan region of Thessaloniki, Greece. The particular zone, however, is viewed as illustrative of the total Greek populace. The findings affirm that wellbeing,

environmental concern, welfare of animals and the local economy support are drivers of natural utilization. However, there means that the significance of thought processes and obstructions may shift for various item classifications and maybe future research should concentrate on product separation. Albeit certain likenesses in purchasers' perspectives towards natural food items have been recognized, this study records the difference in conduct towards organics between the different customer groups inspected in Greece, and features the gap among actual behaviour and perceptions. Given the intricacy of buyer decision making, future study ought to investigate the other value trade-offs that buyers make. This study endeavours to give proof on the moderately under investigated region of organic perspectives and behaviour in Greece.

Saloni Mehra and Ratna Paluri (2014), endeavoured to give proof on the moderately under-explored area of behaviour and perception towards natural food in the developing urban areas in India. The natural food division is developing significantly and surmounted development is being seen from level 1 and level 2 cities in India, showing immense acknowledgment among the majority. The study gives vision to identify the elements impacting the behaviour and attitude of purchasers for natural food, which is at present picking up energy in level 2 cities in India. Six huge variables were found to impact the attitude towards natural food. They were observation towards natural food, wellbeing awareness, product data, and value for money, availability and faith. The segment factors appeared to influence the perception towards natural food, while they did not clarify the actual purchasing behaviour. The greater part of the respondents who were under graduates see natural food as a style. Despite what might be expected, the graduates and post graduates showed eagerness to follow through on a greater expense premium for gaining natural food and did not see it as a design item. Employment essentially impacted the attitude of customers towards natural food. Self-employed and students depicted generally a positive attitude towards natural food. The organic food is perceived by students as good and favoured food products that are good value for money. Hence respondents in the more youthful age group were both wellbeing cognizant and enthusiastic about devouring food which is good value for money.

Ronnie et al. (2015), in their research introduced the findings of an analysis on the impact of wellbeing cognizance, natural food information and ecological concern on Hong Kong purchasers' attitudes toward natural foods. A survey was led and a partial least squares method was also utilized to approve the exploration model. Ecological concern and natural food information are found to have optimistic effects on buyers' behaviour towards natural foods, in relation to research results from earlier investigations. Our research findings likewise conclude that wellbeing cognizance does not show a critical impact on the perspectives of youthful customers toward natural food items. Various ramifications of our findings for exploration and for the constant development of the natural food industry in Asia are proposed.

Xie et al. (2015), in their study provided an exceptional insight into purchasing behaviour and attitudes of natural customers in China. The findings of the examination could provide data to the natural food industry to grow its market and improve its credibility and profitability. With regards to food alarms identified with elevated levels of agro-chemical build-ups, in some cases found on foods, buyers in China progressively clamour for natural foods. Since less information on customer attitudes and perceptions toward organic food items, the motivation behind this paper is to acquire knowledge into the purchase of natural food items by purchasers and to investigate the principle factors steering this process. Combined (qualitative and quantitative) market survey tactics were utilized to give a possibly more profound knowledge into purchaser's point of view and could help improve image of the intricate components involved. The principle motive for buying natural food items is that buyers' anticipation of being healthier and secure. The respondents who have purchased natural food items will in general have an advanced education level and disposable earnings, be families with youngsters and be older than the individuals who have not gotten them. The basic obstructions to expand the market share of natural food items are the customers' paucity of knowledge, considerably high price premium and the lack of accessibility of natural food items. Advising buyers about exceptional attributes regarding natural production strategies, the decrease in the costs of and expanding the accessibility of natural food items to its clients may be a promising technique to build up the market for natural food items.

Heru (2015) supports the result of previous studies that health consciousness & environmental concern are the major determinants of consumer's positive attitude to buy organic food. Additionally, subjective norms consistently influence attitude & intentions to purchase organic food which is congruent to the earlier studies (Tarkiainen and Sundqvist, 2005; Chang, 1998). Considering the finding of this study, marketers can vouch on health & environmental concern for boosting positive attitude among the consumers.

Anjana Pandey, and Pankaj Misra (2016), the goal of their examination was to access the socio-demographic profile of respondents, to comprehend the perspectives towards natural food items and to find out the purpose behind not to buy natural food items. The information was gathered from the supermarkets and shopping centres of Delhi NCR Region. The data gathered was scrutinized utilizing percentage analysis. The research findings depict that most of the respondents have knowledge about the natural food items are better in taste, good in quality, bought by the promotion through word of mouth, food items are pesticides free. In any case, dominant part of the respondents said that natural food items are more costly, not effectively accessible in commercial centres and the data identified with natural food items is exceptionally restricted.

Phuong and Tuan (2016), in their research intended to comprehend semi-urban regions customers' view of organic food and the importance of natural accreditation in customers' decisions for obtaining perceptions into their consumption of organic product. Data was accumulated via survey overview at two main hypermarkets in Gatton town (Queensland, Australia). This examination demonstrated that 42.4% of customers buy natural food at any rate once every month. Health security was identified to be the most significant reason behind Australian peri-urban customers to buy natural food. The vast majority of them (89.5%) were keen on natural food, however, just around 59% of customers were certain with the guaranteed benefits of the food and 42% believe in the natural accreditation. The more buyers are keen on, trust and are certain with the guaranteed benefits, the more probable will they buy natural food. Furthermore, organic labels and accreditation ended up being significant for the purchasers when purchasing natural food. This exploration was the principal study to research the customers' perception of natural food in an Australian

peri-urban territory, particularly connections between the frequency of procurement and purchasers' knowledge level and their behaviors toward natural food. Both hypothetical and practical contributions of this research are additionally talked about.

Priya and Parameswari (2016), the current research concentrated on purchaser attitude towards natural food items and executed in Coimbatore City with the size of a sample of 150 family respondents who know about Organic Food Products by embracing multistage sampling strategy. The data gathered was scrutinized utilizing evocative statistics. "Organic" eludes to the manner in which ranchers develop and process farming items, for example, natural products, dairy products, grains, vegetables, and meat. Natural cultivating practices are fabricated to empower soil and water preservation and decrease contamination. Ranchers who develop natural produce and meat do not utilize traditional strategies to fertilize, control weeds or forestall domesticated animal ailment.

Mohanasoundari and Kalaivani (2016), endeavoured to acquire information about buyer attitude towards natural food item utilization and to see if any potentiality this may have for changing their conduct. The reason for executing this investigation is that thought for the earth could come merely from well-educated citizens who know about, and completely dedicated to their privileges to a quality wellbeing and environment. Consumer behaviour plays a significant role in organic food items segment. The promoters of natural foods should be inventive and dynamic so as to complete with the changing buyer behaviour in the organic food items market among urban occupants. The significance of organic food items was disregarded for a long period of time. Due to ecological sustainability, significance is moved towards organic food items instead of traditional cultivating. The analysis brought out the reality that the individuals were very much aware of images and accessibility, yet not steadfast totally to natural food items. Organically grown products are available in the production sectors, still in restrained number though the increasing demands are there for similar products. Purchasers are happy to pay cost premium of 5 to 50% for natural items and this is seen as the investment of amount in human health. Adequate knowledge and information about advantages of organic food over non-organic food could impact consumers' perception & attitude towards its consumption. Vegetables, pulses & fruits are th most preferred category in organic food products. Quality &

freshness of these items influence consumers' preference for organic food considering their wellness & nutritional content and fresh appearance. Purchasers' enthusiasm to purchase is affected by constrained and inconsistent supply, more substantial expense of the products and limited access and information.

Camelia et al. (2017), examined the attitudes and perceptions of the natural food customers from the North-West Development Region of Romania. Purchasers' discernment towards natural food items was estimated utilizing 30 things. The information was gathered from 568 respondents and scrutinized utilizing evocative and inferential measurements. A factor-cluster method was utilized to recognize customer groups. The research findings demonstrated that wellbeing concerns, sensory appeal, maintainable utilization and weight concerns are the primary purposes behind expending natural food items. Three principle groups of natural food purchasers were distinguished: "gourmand", "ecologically concerned" and "wellbeing concerned". The study results demonstrated that customers of natural items are educated individuals more than 35 years of age who know about the impact of their diet on their wellbeing. The expanded customer enthusiasm for natural food items was attributed to the developing demands for non-GMO, pesticides free, high mineral and nutrient substance and natural ingredients. These demonstrate that customers are more aware of their wellbeing condition and maintainable diet. This angle could be a beginning stage for creating market techniques to expand the utilization of natural items.

Patnaik (2018), analyzed the consumers' perception towards organic food. Society is ready to welcome the organic concept and people are in path to change their lifestyle & food habits; still there some factors restricting the complete acceptance of organic food products. Lack of knowledge and lack of availability are the barriers, marketers need to work on. Also, lack of authenticated labelling creates distrust among the consumers. It is a prime time to buzz about the hazardous health and environmental issues and work forward to change the perception of consumers by providing adequate knowledge to the consumers regarding health and environmental benefits of organic food products. There is a need to intensify the perception of general consumers towards this organic idea particularly for food. Organic procedure ends up being a standout amongst other competitive systems at global platform. It Lavish

corporate spoor which become productive in enhancing basic buyer to green shopper and lead them to a standard green & sound way of healthy life. It is required to give a hand to this green revolution to neutralize the increasing climatic & well-being dilemma.

Sharma and Sanghvi (2018), in their research paper discussed about consumers perception and behaviour towards organic food. Consumers' perceptions with respect to natural food utilization are impacted by five factors, explicitly food safety, eco-friendly, price, nutrition and reliance. Food utilization outlines are vigorous of well-being and ecological issues. Health concern, safety, taste and environmental concerns are the most important determinants to shape up consumer attitude & purchase intentions. The papers also reveals about the promising future demand for organic food products so it's the right time for the producers, traders & marketers to take it as an opportunity & to focus on the niche market of organic food products. They can vouch on health & environmental concern to reinforce consumer's perception & attitude towards organic food products.

Nayana Sharma and Ritu Singhvi (2018), examined various studies and having recognized the gap, the examiner felt a notable need to attempt the current examination. The practice of food utilization is changing globally among the buyers and now they need to select food which is liberated from synthetic chemicals, composts, and pesticides, i.e., they need to utilize for natural food which is not just supportable for wellbeing yet in addition to eco-friendly. Natural items are less well known among customers in light of lower productivity of natural produce by ranchers, which as a result lead to the increased market cost of natural food. There is a necessity to bring awareness about the benefits of natural food items among individuals and advance its utilization while on the other hand there is an important need to inspire the ranchers to choose natural cultivating. An analysis on purchaser observation with respect to natural food may add understanding to developing natural food industry in India and around the world. The study of related literature in the area of the organic food market and consumer observation mulled over has given several perceptions for the research. Numerous analysts have identified the demand of organic food products universally and in India. Further the different variables that impact buyer view of natural food items have likewise been recognized. A few

investigations have additionally been embraced inclination, information, and fulfillment with respect to natural food items.

Prince (2018), conducted a research on the consumers' discernment towards natural food items with particular suggestion to Kollam City. The consumption of Organic food products should turn into a habit for life among the people. Despite the fact that a growth is obvious in the numbers of organic food consumers, the strength is as yet not sufficient. There must be regular demand and consumption of organic food among the purchasers. For this, adequate awareness about the health advantages of the organic food products and the adverse effects of non-organic food products must be made spread among the people. Lack of knowledge on authenticity and high price are the major issues experienced by the buyers. The high price issue can be resolved by gracefully tackling the demand for the organic food. The Government must take necessary action to promote and increase the production of organic food products. There must be increasing number of organic food outlets to increase the availability of organic food products. Moreover, certification and labelling of organic food products must be made mandatory so as to guarantee the quality and wellbeing and authenticity of organic food products. Certification of organic food products likewise assists with creating more confidence and trust in organic food products. This way the perception and attitude of consumers can be reinforced in more positive & persuasive direction.

Yazar (2019) analysed the consumer attitude towards organic Foods using a multigroup analysis across genders. There is a close connection between the consumer attitude towards organic products and intentions to purchase organic products. Consumers' positive attitude leads to intensify their intentions to purchase organic food. From this inference, it can be said that positive attitude is the major determinant of consumers' purchase intentions for organic food products. Increasing concern for health; results in more positive attitude among the consumers, especially after knowing the health benefits of organic food. After health concern, another significant factor is food safety which reinforces positive attitude among consumers. Study reveals that male consumers particularly get influenced by food safety concern. Female consumers are affected by both health & safety concern. This can be attributed to the role played by female in society in terms of role of buyer & explorer in fulfilling needs and looking after well-being of family members. As the health

concern of female consumer increases, the intention for purchasing organic food also increases. Food safety and health concerns thus play crucial role to influence positive attitude amongst consumers.

Ruth et al. (2019) in their research constructed the questionnaire for administration to buyers in Galicia (Northern Spain). The questionnaire was dispensed to 830 purchasers in 200 foundations to get information about the customers' impression of and perspectives towards natural food. The review results demonstrated that one-third of responders expend natural food and that the distinctive profile of a buyer of natural food is a medium-high class, middle-aged, graduate women living in a huge town, who shops in grocery stores and ideally devour vegetables, eggs, and fruits. The vast majority who proclaimed that they devour natural items baffle these with home and privately produced food, showing the potential for development of the organic sector by furnishing such customers with accurate data. Most purchasers (including traditional customers) have a good assessment of natural food and consider that it is better for wellbeing, are of preferable quality over customary food and maintain a strategic distance from pesticide residues.

2.4.7. Purchase intention of Organic food products

Shijiu et al. (2010), in their study overviewed the purchasers from three urban communities in China, as a result building up a logit model to scrutinize the principle factors influencing buyers' decision for natural food. The outcome signifies that Chinese customers' aim to buy natural food is firmly influenced by variables, for example, pay, level of trust in natural food, level of acknowledgment of natural food cost, and customers' concern on self-health. This purpose is just marginally influenced by variables, for example, purchasers' age, education level and concern about natural protection. In view of the outcomes, the accompanying measures are suggested: diminish the expense of natural food through numerous channels to chop down the market value; build up and perfect the management system of natural food; and advance natural food through different channels.

Mohd et al. (2010), in their paper intended to recognize the spiritual factor and its effect towards the purchase intention of consumer in Malaysia. The research findings

showed that the spiritual element was identified to have less impact on purchaser's purchase intent of organic food. For this reason, the customers might be looking on other tremendous factors, for example, professed value and wellbeing cognizance in deciding to buy natural food items. They may see that the current traditional foods are completely matched with natural food and the customers are completely sure that the food sources are set up in a manner allowed by their religion. The outcome has given a few contrasts with the past literature which depicted that spiritual factor plays one of the most persuasive roles in sculpting food decision in specific nations of the world. Henceforth, this research is required to give comprehension to both the business players just as academicians on the components that impact Malaysian consumer buying goal towards natural food items as such marvels may be not the same as one nation to another. Future exploration should concentrate on a comparative report with the all-encompassing extent to all states in Malaysia so that the findings could be contrasted and summed up with the whole populace in Malaysia.

Justin Paul, and Jyoti Rana, (2012), the principal goal of their investigation is to comprehend the behaviour of environmental customers and their intention to buy natural food. The aim of this study is to decide the variables impacting purchaser behaviour towards natural food. The strategy utilized for the information assortment was a face-to-face interview, utilizing an organized survey, with closed-ended questions. Altogether, 463 respondents partook in the review. It was chosen to utilize different multivariate investigations like factor analysis, cluster analysis, and multiple regressions with big sample size. The outcomes show that wellbeing, accessibility and education from demographic factors optimistically impact the buyer's attitude towards purchasing natural food. Complete satisfaction of customers for natural food is greater than inorganic food yet the level of satisfaction fluctuates due to several factors. This study suggests that retailers can generate positive marketing techniques and procedures to affect consumers insistently. They can emphasize the medical benefits and organic food characteristics. They can additionally create these products effectually available to pull in purchasers to purchase organic items. This examination offers considerable comprehension of purchaser attitude with respect to organic food by examining the factors that affect consumers' attitude to buy natural food, within the Indian context. The procedures can similarly be imitated in various countries for promoting organic foods.

Ragavan and Mageh (2013), examined the consumers' purchase goals towards natural product. The outcomes exhibit that discernments towards natural food product portray the most grounded relationship with purchasers' intention to purchase natural food item followed by the purchasers' trust that devouring natural food item is contributing to conserving the earth. It appears that discernment towards natural food and trust that natural food is ecologically friendly is not self-sufficient from one another. Furthermore, the accessibility of product data is likewise supporting the buyers' intention to buy natural items. However, different components (knowledge on government support and activity and accessibility of data on product area) are seen as irrelevantly identified with the aim to buy the natural items. The discernment towards natural items, trust about product security for use, trust about the product eco-friendliness and accessibility of product data are the significant determinants for the buyers' purchase intention towards natural items.

Kamalachandran Nirushan (2017), in his research contemplated elements effect on purchase goal towards natural food items in Trincomalee District. The information was gathered from 247 buyers with an organized questionnaire. After the process of data cleaning, just 238 questionnaires were deemed for the investigation purpose and the information were assessed with Bivariate. Consumers have demonstrated greater attitude levels with respect to natural food item. Wellbeing cognizance has more impact on purchase goal of natural food items. It is helpful to clarify about 42% of procurement goal of natural food items. Pearson's correlation exhibits that, health awareness has solid optimistic relationship with purchase goal of natural food items and Consumer Knowledge has medium optimistic relationship with purchase goal of natural food items. Ecological concern in regards to the utilization of natural food items has medium optimistic relationship with purchase goal of natural food items.

Jyoti Rana and Justin Paul (2017), evaluated and talked about the components, which influences the change in the purchaser attitude towards natural food. We obtain findings from different investigations held in various nations and scrutinize those variables and give recommendations for future exploration. We find that wellbeing cognizant purchasers show a developing inclination for natural food over the traditionally grown food. This move in the attitude of the advanced buyers is

enormously impacted by the rising occurrence of way of life ailments, for example, heart issues and depression. The need to buy natural food to improve the quality of life will have gigantic ramifications for the retail, distribution and promotion activities of business.

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Konuk (2018), analysed the impacts of wellbeing cognizance, natural concern and customer creativeness on pregnant females' purchase goals and willingness to pay (WTP) a premium for natural food. So as to gather information, a field study was led utilizing supervised questionnaires from a comfort sample of pregnant females in Istanbul, Turkey. A structural equations model was utilized to test the suggested hypotheses. Outcomes demonstrated constructive effects of health consciousness, ecological concern and consumer creativeness on both purchase goals and WTP a premium toward natural food. In particular, it was found that wellbeing cognizance had the best effect on purchase goals and WTP a premium. In contrast to past examinations, this exploration concentrated on pregnant females and intended to comprehend the role of health consciousness, ecological concerned and consumer creativeness on purchase goals and WTP a premium for natural food.

Asgarnezhad et al. (2018), examined the elements influencing the objective to buy natural food items among Iranian purchasers. In this study, on the basis of the literature review and development of the hypothesis of intended behaviour, the determinants of goal to buy natural food items considered as subjective norms, attitude, ethical orientation, perceived behavioural control, healthy lifestyle, organic knowledge, health awareness, and ecological concerns. Information were gathered

through the Pathak's (2015) and Chen (2009) survey. The measurable populace comprised of employees and staff at the University of Mohaghegh Ardabili, as the most conspicuous advanced education organization of Ardabil region in Iran. The outcomes indicated that ethical orientation, organic information, and attitude towards natural food items, ecological concerns, subjective norms, perceived behavioural control, health awareness, and healthy lifestyle have respectively the most important impact on intention to buy natural food item.

Gabriela et al. (2019), factors affecting the expansion in demand for this class of food items. So as to achieve these goals, an overview dependent on a survey was held in the North-West Development Region of Romania, the second most significant Romanian area from a financial advancement point of view. About 568 questionnaires were disseminated in 2016. The data gathered was scrutinized utilizing principal component analysis and descriptive statistics. The outcomes showed that the most significant obstruction in utilization was cost, trailed by perishability and accessibility. Higher cost, uncertainty, and absence of proper marketing for natural food are the affecting variables for natural food.

Krishna and Balasubramanian (2019), evaluated and conversed about the different elements which brought about the significant move in buyer behaviour towards organic food. The research likewise plans to make sense of the relationship between the factors which influences people purchasing behaviour for natural food items. The related findings have been acquired from different investigations conducted in various nations and those components have been painstakingly scrutinized to give recommendations for future exploration. These outcomes showed that there are essentially nine variables which are probably impacting the buyer's purchase goal. The need to buy natural food to upgrade the estimation of life prompted significant effects on the retail, circulation and marketing functions this business. Studying the literature review has helped a great deal to edify the overall region of the exploration and to examine the existing literature studies done thus far.

Dangi et al. (2020) studied about the factors influencing organic food purchase in the developing country like India, since organic food market is still in infancy stage in this country. Using Theory of Planned Behaviour, this study attempts to determine the

influence of consumer attitude, subjective norms & perceived behaviour control on purchase intention of consumers from Delhi-national capital district. This study proves attitude to be the major factor to shape up consumer behaviour as compared to other two elements. The outcomes infer that past purchase behaviour, health motive, affordability, trust, and knowledge in organic accreditation label are the primary facilitators in natural food purchase. Predominantly, the respondents see purchasing natural food normally as being of worth and delightful to them. A more preferable appearance versus traditional food was adversely identified with behavioural intention. This exploration could help all stakeholders in the natural food division, especially rising economies like India where the natural market is still budding. It could be a basic motive to enhance consumer participation and therefore help them in the decision-making process to pick natural food over traditional food.

Bakti (2020) has empirically proved that purchase intention was only influenced by attitude & subjective norms. Attitude is having significant influence on purchase intentions. This research undertakes TPB [Theory of Planned Behaviour] and attempts to analyse impact of attitude, subjective norms & perceived behavioural control on young consumers' purchase intention towards functional food (food which is enriched with important & physiologically useful effects). It focuses especially the young consumers who are susceptible to consume food with adverse effect on health. Importantly, this study reveals that perceived behavioural control has no impact on the purchase intentions.

2.5. RESEARCH GAP

Over the past few years the health consciousness among people has gone up evidently. The focus from comfort food has shifted to healthy food. People have started noticing the harmful effects of adulterated food and hence, their preference towards healthy or naturally grown food has increased. Due to this changing mind-set, people have started to believe of the idea “going back to the roots”. This term is especially devised for Organic food products. Hence based on the Review of Literature presented above the researcher has identified the following research gap. The literature, theoretical and empirical studies on food consumption in India is relatively less, and very little research focus has been given on organic food market or product. More literature is based on Organic food focuses on the northern &

southern zones of India. Maharashtra being at the 2nd position in Organic farming in India needs to have more research done. Since population in Mumbai is representative of various demographics, psychographic & cultural segments, organic food consumption may have promising prospect in this city. However least study is being conducted on consumer behaviour towards Organic food in this region. The earlier literatures were attempted to focus on any one or more specific dimensions related to organic food products such as consumer awareness & knowledge, health consciousness, environmental concern, personal norms, and subjective norms towards organic food products. There were very few researches which examines the purchase intention of organic food products by the consumers in India and abroad. Moreover, there is lack of clarity on which specific factor influence consumer attitude more. To sum up, there were very less researches in Indian context, specifically Mumbai city, Maharashtra state which integrate the impact of all three main factors such as consumer knowledge, health consciousness, and environmental concern on consumers' attitude towards organic food products. Also, there was very limited research which examines the impact of attitude of the consumers towards the purchase intention of organic food products in Mumbai city, Maharashtra state, India.

The researcher aimed to fill the identified research gap through the development of appropriate conceptual model which integrates consumer knowledge, health consciousness, and environmental concern, personal norms, subjective norms, consumers' attitude, and purchase intention in order to test the cause and effect relationship between the research variables.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Saunders et al. (2003) define research as “something that people undertake in order to find out new things in a systematic way, thereby increasing their knowledge”. Hence the term research is generally referred as “search for knowledge”. Research is an art of scientific investigation. Therefore in every research work or thesis research methodology is considered as the backbone. This chapter describes research design, target population, sampling design, method of data collection, research objectives, conceptual framework, hypotheses developed, reliability & validity measure of questionnaire, and appropriate statistical analysis tools used in the research to establish the stated objectives of the research and to test the hypothetical relationship among various factors of consumer behaviour towards OFP and ending with limitations of the study.

3.2 RESEARCH DESIGN FOLLOWED FOR THE RESEARCH

According to Churchill & Iacobucci (2005) describe research design, “it is the blueprint that is followed to complete the study” and it “ensures that the study is relevant to the problem and will use economical procedure”. In the current study, the researcher has adopted quantitative and descriptive type of research. According to Creswell (2003) descriptive research design portrays or describes exactly the characteristics of a specific situation, individual or a group.

The present research describes the Consumer behaviour towards Organic food products (OFP) in Mumbai district. Moreover the current research study has employed quantitative approach, in which consumer behaviour towards the purchase of organic food products in the chosen district of Mumbai are measured through the following seven factors such as consumer knowledge, health consciousness, environmental concern, personal norms, subjective norms, consumer attitude and purchase intention.

3.2.1 Collection of data

Data is a crucial aspect of any research study. It is almost impossible to draw inferences without collecting and further analysing the data. Data collection is a technique which supports gathering of information or data from all the suitable sources in order to scrutinize the research problem validate the hypothesis and analyse the results. Data collection is a technique for gathering the data or any variables of interest using a standardized and predefined procedure. The survey method of data collection is adopted in this study in order to collect the relevant data of the research from the targeted consumers. The process of data collection also impacts the quality, accuracy, and reliability of the data.

3.2.1.1 Primary Data

Primary data is the unpublished, first-hand data in line with specific research problems. Being unused & fresh data, primary data is more reliable, authentic, and specific to the research objectives. Data that is directly collected from the first-hand sources for certain specific reasons or for own research work is termed as primary data. The various methods of collecting primary data include experiment, survey, observation or interviews. Here the researcher has used survey method of data collection to gather the primary data. Hence, the research instrument in the form of well-structured questionnaire is used to collect the data from the targeted consumers who purchase organic food products from the organic food outlets in Mumbai district.

3.2.1.2. Secondary Data

Secondary data refers to the data collected by someone else on the selected research topic and data that are already exists or prevailing for ready use. Henceforth, when such kind of data is used in the research from the other sources it is labelled as secondary data. In the current research, secondary data was collected through the research papers/article published in peer-reviewed research journals based on the study topic, several websites such as IBEF, organicindia.com, organicsshop.in, organicgarden.co.in, esvasa.com, organicfacts.net, apeda.gov.in, sharan-india.org, ASSACHAM report etc. comprising of information regarding Indian food industry and organic food. Hence the required secondary data that were gathered from the above cited websites were very much suitable for the researcher in drafting the

introduction, scope of the study, and statement of the problem. Moreover previous research publication that were connected to the current study were sourced from online journals indexing databases such as EBSCOhost, Google scholar, sciencedirect.com, researchgate, ASSACHOM report and other online journals. The literature review chapter was prepared based on the review of many national and international journals. The secondary data is extracted from recent and authentic sources. The sources referred for secondary data are duly credited at the end of the thesis in references part.

3.2.3. Target population

A target population is a certain group of the population that share similar characteristics and is identified as the intended audience for a product, advertising or research. It is a portion of the whole universe of people selected as the objective audience. A sample is the group of people who take part in the investigation. In the present study, the target population is the consumers of organic food retail outlets located in Mumbai district including Mumbai city and suburbs.

3.2.4. Sampling Procedure

Sampling procedure is the process of choosing part of a population that represents the entire population. The Convenience sampling (Non-probability sampling technique) is adopted to select the samples from the target population. The permission to contact the consumers at organic retail outlets was obtained from the owners or the concerned authorities of the selected organic outlets in Mumbai district. The accuracy of the research results depends on the adequacy of the sample size to represent the true population of the research. The survey was conducted among 50 organic retail outlets (i.e. 21 organic retail outlets from Mumbai city and 29 organic retail outlets from Mumbai suburbs). Data was collected in both online & offline mode. 20 questionnaires were circulated to each outlet by the researcher or with the help of store owner or sales executive assigned by the owner/manager to collect the responses from the consumers which leads to the total targeted sample size of 1000. However, the total number of filled questionnaires received from these organic retail outlets was 793; rest 207 questionnaires were being filled improperly and having illogical responses, so those questionnaires were not further processed. Hence, the final sample size of the present research is 793.

3.3 RESEARCH OBJECTIVES

The researcher aimed to accomplish the following objectives through the present research study:

Primary objective:

- ❖ To study Consumer Behaviour towards Organic Food Products (OFP) in Mumbai district.

Secondary objectives:

- ❖ To analyse the socio-economic profile of the sampled consumers and their knowledge about Organic Food Products (OFP).
- ❖ To know the perception of consumers with respect to various factors influencing their attitude (i.e. consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms) towards OFP.
- ❖ To examine the influence of the socio-economic profile of the consumers on their attitude and intention towards the purchase of OFPs.
- ❖ To analyse the interrelationship among the various factors of consumer attitude and purchase intention towards OFPs.
- ❖ To develop and test the research model which integrates the factors of consumer attitude and purchase intentions towards OFPs using the SEM approach.

3.4. CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

The conceptual framework of the research is shown in figure 3.1 attempts to examine the consumer behaviour towards the organic food products in Mumbai district.

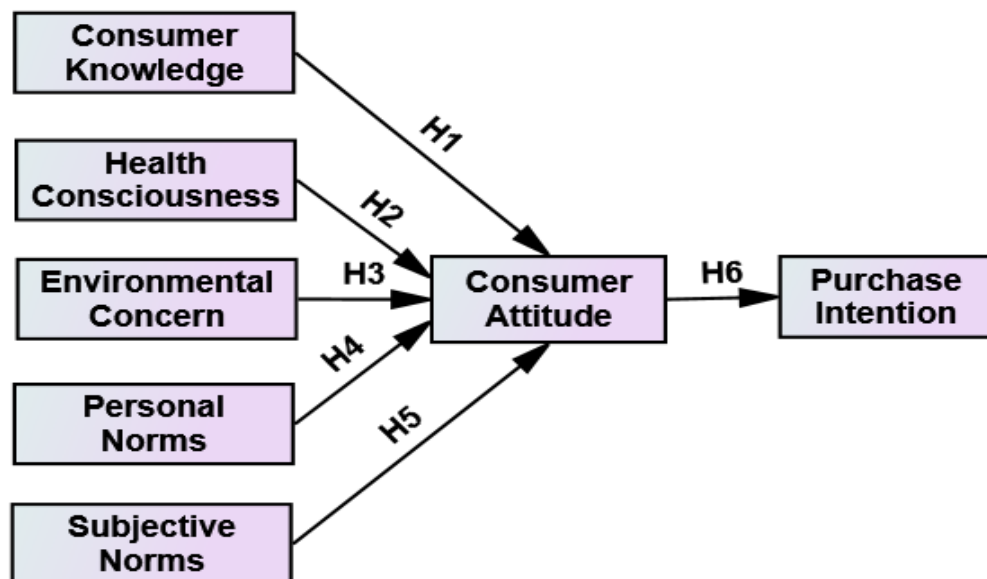


Figure 3.1. Conceptual Framework

Following hypotheses are formed in order to test the hypothetical relationships depicted in the conceptual model:

H1: Consumer knowledge is positively influencing consumer attitude towards the purchase of organic food products.

H2: Health Consciousness is positively influencing consumer attitude towards the purchase of organic food products.

H3: Environmental concern is positively influencing consumer attitude towards the purchase of organic food products.

H4: Personal Norms is positively influencing consumer attitude towards the purchase of organic food products.

H5: Subjective Norms is positively influencing consumer attitude towards the purchase of organic food products.

H6: Consumer attitude is positively influencing purchase intention of the consumers towards organic food products.

3.5 STRUCTURE OF THE QUESTIONNAIRE

3.5.1 Measurement Scales

The researcher has designed, well-structured research instrument in order to collect the primary data. In the designed conceptual model, the independent variables of the study are consumer knowledge, environmental concern, health consciousness, personal norms, and subjective norms, whereas the dependent variable of the study is consumer attitude, and outcome variable of the study is purchase intention towards organic food products.

3.5.2. Structure of the Questionnaire

The researcher has been designed research instrument which is divided in to four parts such as Part A, B, C and D. In the questionnaire part –A narrates the personal details (Socio-economic/demographic details) about the respondents, while Part B of the questionnaire includes the questions related overall consumers' perception & knowledge about organic food product, whereas Part C gathers respondents opinion towards various aspects of consumer behaviour towards organic food products with

the help of the statements based on various factors of consumer behaviour towards OFP using likert scale. Moreover the last division of the questionnaire, Part D sums up the overall perception towards the satisfaction of the consumers towards organic food products that they have purchased. Final question is regarding their recommendation of the purchase of OFPs to their friends, family members, and relatives. This way, the researcher aims to gather additional data other than the data required for hypotheses testing so as to strengthen the outcome of the study.

3.5.2.1 Personal details of the Sampled Consumers

With respect to the first part of the research instrument the researcher has collected about the personal profile (Socio-economic/demographic details) of the consumers which are significant to the current research study. It has eight questions, which collect the basic personal information details of the respondent such as gender, age group, qualification, marital status, occupation, family monthly income, most preferred food, and place of residence.

3.5.2.2. Perception towards organic food products

Part B of the questionnaire aimed to collect the particulars about the perception of the consumers towards organic food products, which has nine questions associated shopping responsibility among the consumers, most preferred shopping place for food products, availability of organic food categories, source of awareness about organic food, frequency of purchase, factors and motivating the purchase of OFPs. The next item is asked to rank the severity which prevent (i.e. constraint likely to impede the purchase) the consumers from purchasing the organic food products. The last item with regards to ranking of factors which boost the purchase of organic food products in future by the consumers based on its importance.

3.5.2.3 Consumer behaviour towards the purchase of organic food products

Next part C of the questionnaire contains of thirty statements that are used to evaluate the consumer behaviour towards the purchase of organic food products which are grouped under seven factors such as (consumer knowledge, health consciousness, environmental concern, subjective norms, personal norms, consumer attitude and purchase intention) which is measured through Likert's five point agreement scale: such as 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree.

3.5.2.4 Overall perception towards organic food products

Part D of the research instrument with an item to measure the respondents' over all perception that influences them to purchase the organic food products through Likert's five point influence scale. Overall satisfaction towards OFPs through Likert's five point satisfaction scale and their interest to recommend the purchase of OFPs to friends, family members, and relatives is measured through Likert's five point agreement scale.

3.5.3 Scaling Technique

The researcher has used categorical scale (i.e. Nominal scale) to examine the personal details of the chosen respondents. Meanwhile ordinal scale is used to document the consumer perception towards organic food products, consumer behaviour towards the purchase of organic food products and over all perception towards organic food products.

3.6. PILOT STUDY

A pilot study is a mini-version of a full-scale study or a trial run done in preparation of the complete study. The latter is also called a 'feasibility' study. It can also be a specific pre-testing of research instruments, including questionnaires or interview schedules. (Compare Polit, et al. & Baker in Nursing Standard, 2002:33-44; Van Teijlingen & Hundley, 2001:1.)

Before collecting the data from selected sample, pilot study was conducted to check feasibility of the study. Data was collected from 42 consumers from 21 organic retail outlets located in Mumbai district including suburbs & city (i.e. two consumers from each outlet) during pilot study. It helped to validate the questionnaire prepared for research and to determine the respondents' understanding about the study domain & questions asked. Henceforth, the data collected through the pilot study was used to examine the validity and reliability of the research questionnaire.

The feedback and recommendation given by the respondents during the pilot study was considered in order to enhance the quality of the research instrument.

3.7. EXPLORATORY FACTOR ANALYSIS – CONSUMER BEHAVIOUR TOWARDS OFPs

The researcher used factor analysis to scrutinize the factors that contribute for the consumer behaviour towards the purchase of organic food products in Mumbai city. All the 30 items mentioned in the research instrument are taken and are connected to the elements are nominated for factor analysis by using Principle Component Analysis using Orthogonal (Varimax) Rotation. Here 0.50 is used as factor loading cut-off point for convergent validity; the researcher has rotated the components 6 times to get the significant variables under seven factors.

Table 3.1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.882
Bartlett's Test of Sphericity	Approx. Chi-square	13910.260
	DF	435
	Sig.	<0.001**

Measures of sampling adequacy in the current study are 0.882 which indicates the Kaiser-Meyer-Olkin (KMO). It is a fair result that is more than 0.5 Bartlett's Test of Sphericity which is <0.001**, which means factors that form the variables are adequate.

Table 3.2 Communalities – Consumer Behaviour towards OFPs

Statements	Extraction
I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it (CK1)	0.740
I know that organic food products are good for health and environment (CK2)	0.789
Organic production does not use harmful pesticides and fertilizers. (CK3)	0.770
Organic food is safe to environment & good for sustainability (CK4)	0.743
There is an authorized certification & labeling for the real Organic food products (CK5)	0.760
I try to avoid eating foods with harmful additives & preservatives (HC1)	0.778
I worry that there can be injurious chemicals in my food (HC2)	0.854
I want to eat more garden-fresh & healthy food (HC3)	0.802

I pay a lot of attention to my health (HC4)	0.808
I believe that organic food is better to my health than conventional food (HC5)	0.855
I feel responsible towards the environment and its sustainability (EC1)	0.739
I understand that chemical substances used during food production pollute the environment (EC2)	0.771
Environmental issues have to be taken into consideration while making food purchase decisions (EC3)	0.738
I pay a lot of intention to the environment (EC4)	0.785
I believe that organic food is more environmental friendly than conventional food (EC5)	0.792
I feel I should choose organic food instead of conventional food (PN1)	0.879
I get a good conscience about myself if I choose organic food (PN2)	0.870
I believe that choosing organic food is a right decision. (PN3)	0.875
When it comes to choosing organic food, I behave as others do. (SN1)	0.817
Due to the impact of social pressure (society, environment, social network etc.), I choose organic food (SN2)	0.891
Most people who are important to me would like me to choose organic food (SN3)	0.917
I believe it is the right time to start buying organic food (CA1)	0.705
Organic food is value for money (CA2)	0.752
I am ready to buy certified organic products from retail outlets located in distant place (CA3)	0.714
I would prefer organically produced food over conventionally grown food since it is not harmful to the environment and good for my health (CA4)	0.782
I am willing to purchase the food products that reduce health risks (PI1)	0.746
I would buy eco-friendly products that ensure environmental safety (PI2)	0.766
I am willing to pay for products that are high on nutritional content (PI3)	0.663
I always prefer to purchase organic food products (PI4)	0.698
I am willing to pay extra for organic food (PI5)	0.733

Extraction Method: Principal Component Analysis.

Communalities indicate the amount of variance in each variable that is accounted for. Initial communalities are estimates of the variance in each variable accounted for by all components or factors. These values are the proportion (for correlation analysis) or the amount. For covariance analysis of variance accounted for in each variable by the rest of the variables.

Table 3.3 Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.672	28.905	28.905	8.672	28.905	28.905	4.115	13.716	13.716
2	4.327	14.422	43.327	4.327	14.422	43.327	3.811	12.704	26.420
3	3.190	10.633	53.960	3.190	10.633	53.960	3.747	12.490	38.910
4	2.431	8.103	62.063	2.431	8.103	62.063	3.712	12.373	51.283
5	1.975	6.582	68.645	1.975	6.582	68.645	3.006	10.021	61.304
6	1.915	6.382	75.028	1.915	6.382	75.028	2.679	8.931	70.234
7	1.024	3.415	78.442	1.024	3.415	78.442	2.462	8.208	78.442
8	.597	1.990	80.432						
9	.483	1.611	82.044						
10	.474	1.579	83.623						
11	.430	1.434	85.057						
12	.410	1.368	86.425						
13	.365	1.217	87.642						
14	.334	1.114	88.756						
15	.328	1.095	89.851						
16	.315	1.050	90.901						
17	.290	.966	91.867						
18	.279	.930	92.798						
19	.269	.896	93.694						
20	.252	.839	94.533						
21	.230	.767	95.300						
22	.219	.729	96.029						
23	.197	.657	96.686						
24	.188	.627	97.314						
25	.174	.579	97.893						
26	.162	.541	98.434						
27	.145	.484	98.919						
28	.138	.461	99.380						

29	.100	.332	99.712						
30	.086	.288	100.000						
Extraction Method: Principal Component Analysis.									

The rotated component matrix is discussed in the following table. Rotated component matrix confirms the convergent of all the items in their respective factor.

Table 3.4. Rotated component matrix using principal component analysis

Factors	Statements	Factor Loading	Eigen value	Percentage of Variance	Cumulative percentage Variance
1	I try to avoid eating foods with harmful additives & preservatives (HC1)	0.849	4.115	13.716	13.716
	I worry that there can be injurious chemicals in my food (HC2)	0.881			
	I want to eat more garden-fresh & healthy food (HC3)	0.852			
	I pay a lot of attention to my health (HC4)	0.861			
	I believe that organic food is better to my health than conventional food (HC5)	0.891			
2	I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it (CK1)	0.790	3.811	12.704	26.420
	I know that organic food products are good for health and environment (CK2)	0.842			
	Organic production does not use harmful pesticides and fertilizers. (CK3)	0.825			
	Organic food is safe to environment & good for sustainability (CK4)	0.849			

	There is an authorized certification & labeling for the real Organic food products (CK5)	0.804			
	I feel responsible towards the environment and its sustainability (EC1)	0.778	3.747	12.490	38.910
	I understand that chemical substances used during food production pollute the environment (EC2)	0.848			
	Environmental issues have to be taken into consideration while making food purchase decisions (EC3)	0.807			
	I pay a lot of intention to the environment (EC4)	0.840			
	I believe that organic food is more environmental friendly than conventional food (EC5)	0.769			
4	I am willing to purchase the food products that reduce health risks (PI1)	0.842	3.712	12.373	51.283
	I would buy eco-friendly products that ensure environmental safety (PI2)	0.849			
	I am willing to pay for products that are high on nutritional content (PI3)	0.773			
	I always prefer to purchase organic food products (PI4)	0.764			
	I am willing to pay extra for organic food (PI5)	0.826			
5	I believe it is the right time to start buying organic food (CA1)	0.747	3.006	10.021	61.304
	Organic food is value for money (CA2)	0.794			
	I am ready to buy certified organic products from retail outlets located in distant place (CA3)	0.817			

	I would prefer organically produced food over conventionally grown food since it is not harmful to the environment and good for my health (CA4)	0.859			
6	When it comes to choosing organic food, I behave as others do. (SN1)	0.838	2.679	8.931	70.234
	Due to the impact of social pressure (society, environment, social network etc.), I choose organic food (SN2)	0.896			
	Most people who are important to me would like me to choose organic food (SN3)	0.911			
7	I feel I should choose organic food instead of conventional food (PN1)	0.862	2.462	8.208	78.442
	I get a good conscience about myself if I choose organic food (PN2)	0.831			
	I believe that choosing organic food is a right decision. (PN3)	0.829			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

The following Table 3.3 depicts the total variance explained as

1. Where the eigenvalues of factor one is 4.115, factor two is 3.811, factor three is 3.747, factor four is 3.712, factor five is 3.006, factor six is 2.679 and factor seven is 2.462.
2. Percentage of variance for factor one is 13.716, factor two is 12.704, factor three is 12.490, factor four is 12.373, factor five is 10.021, factor six is 8.931 and factor seven is 8.208.
3. While the cumulative percentage of up to 78.442% of the total variance for the total seven factors.

The above-mentioned rotated component matrix table confirms that all the thirty items used in the consumer behaviour scale used in the data collection instrument are

having factor loading more than 0.5, and converges into seven factors such as consumer knowledge, health consciousness, environmental concern, personal norms, social norms, consumer attitude, and purchase intention which has the 78.442% of variance.

3.8. MEASUREMENT MODEL OF CONSUMER ATTITUDE AND PURCHASE INTENTION

After Exploratory Factor Analysis, the reliability and validity of the questionnaire was also verified using Confirmatory Factor Analysis (CFA) through the development of measurement model mentioned in Figure 3.2 using IBM AMOS 24.0 software package.

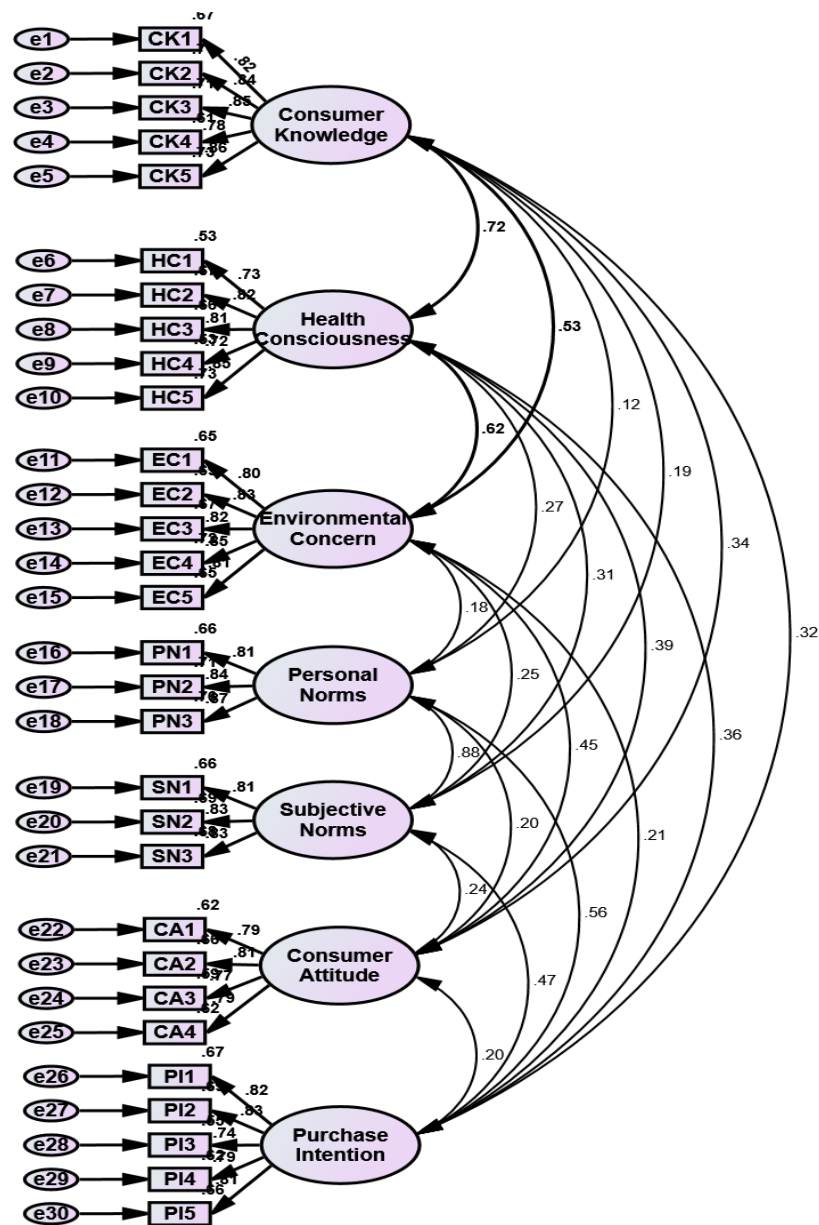


Figure 3.2. Measurement Model

3.9. RELIABILITY AND VALIDITY ANALYSIS

3.9.1. Reliability Analysis

According to (Poilt & Hungler, 1985), the tool's reliability is termed as the extent of stability that assesses the aspect; it is anticipated to be evaluating. The less change a tool produces in rehearsed calculations of an aspect, the enhanced its reliability. Reliability is related with the steadiness, stability, or dependability of an assessing of the research instrument (Poilt & Hungler, 1985).

The researcher has carried out, Cronbach's alpha reliability and internal consistency assessments for all dimensions of the variables of the study. The Composite Reliability & Cronbach's alpha coefficient values of the scales were more than 0.7 and represents excellent reliability of the scales (George, 2011).

Table 3.5. Measurement model -Statistics of the constructs

Construct and Items	Factor Loading	Composite Reliability	Cronbach's Alpha	AVE	Sq. root of AVE
Consumer Knowledge					
I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.	0.82	0.868	0.916	0.687	0.829
I know that organic food products are good for health and environment.	0.842				
Organic production does not use harmful pesticides and fertilizers.	0.845				
Organic food is safe to environment & good for sustainability.	0.779				
There is an authorized certification & labeling for real Organic food products.	0.855				

Health consciousness					
I try to avoid eating foods with harmful additives & preservatives.	0.726	0.858	0.887	0.621	0.788
I worry that there can be injurious chemicals in my food.	0.816				
I want to eat more garden-fresh & healthy food.	0.813				
I pay a lot of attention to my health.	0.725				
I believe that organic food is better to my health than conventional food.	0.852				
Environmental concern					
I feel responsible towards the environment and its sustainability.	0.804	0.877	0.910	0.676	0.822
I understand that chemical substances used during food production pollute the environment.	0.829				
Environmental issues have to be taken into consideration while making food purchase decisions.	0.819				
I pay a lot of intention to the environment.	0.851				
I believe that organic food is more environmental friendly than conventional food.	0.809				
Personal Norms					
I feel I should choose organic food instead of conventional food.	0.809	0.854	0.875	0.707	0.841
I get a good conscience about myself if I choose organic food.	0.84				
I believe that choosing organic food is a right decision.	0.873				
Subjective Norms					
When it comes to choosing organic food, I behave as others do.	0.81	0.853	0.855	0.676	0.822

Due to the impact of social pressure (society, environment, social network etc.), I choose organic food.	0.831				
Most people who are important to me would like me to choose organic food	0.826				
Consumer attitude					
I believe it is the right time to start buying organic food.	0.789	0.806	0.866	0.623	0.789
Organic food is value for money.	0.81				
I am ready to buy certified organic products from retail outlets located in distant place.	0.766				
I would prefer organically produced food over conventionally grown food since it is not harmful to the environment and good for my health.	0.79				
Purchase intention					
I am willing to purchase the food products that reduce health risks.	0.817	0.866	0.896	0.637	0.798
I would buy eco-friendly products that ensure environmental safety.	0.828				
I am willing to pay for products that are high on nutritional content.	0.741				
I always prefer to purchase organic food products.	0.788				
I am willing to pay extra for organic food.	0.814				

3.9.2. Validity Analysis

Validity is the extent to which a concept, conclusion or measurement is well-founded and corresponds accurately to the real world. A scale is said to be valid if it measures correctly what it is supposed to measure. In other terms, a scale is valid only when it is real and correct. Questionnaire validity relies first and foremost on reliability. Validity cannot be assessed if the questionnaire is unreliable. The part of the study

explains the content and constructs validity of the research. The construct validity of the scales was found through convergent and discriminant validity of the scales from the results of measurement model.

3.9.2.1. Content Validity

For the content validity, a thorough review of literature has been studied and conducted. To ensure the content validity of the scale, all the elements are drawn clearly from well-established studies. The changes suggested by the panel members have been incorporated cautiously to improve both the content and clarity of the questionnaire. Two stages are used to test the instrument. First stage comprises, two English faculty members have scrutinized the instrument to ensure the clarity of content and the accuracy of the language. Second stage comprises, a panel of experts have been selected to establish face and content validity of the instrument. The panel of eleven persons includes three managers of organic retail outlets, three academicians from management domain and five organic food buyers who had participated earlier in the instrument development.

3.9.2.2. Construct validity

Convergent and discriminant validity are both considered subcategories of construct validity. The significant thing to recognize is that they work together. Demonstration of existence of convergent and discriminant validity in the study evident the existence of construct validity. But neither one alone is sufficient for establishing construct validity. Therefore, in this study convergent validity and Discriminant validity are verified using results of Confirmatory Factor Analysis through measurement model. The results confirm the existence of construct validity.

3.9.2.3. Convergent Validity

Convergent Validity refers to the degree to which two measures of constructs that theoretically should be related are in fact related. Only those variables with convergent validity should be included for study. Items with average Variance extracted (AVE) of more than 0.50 possesses convergent validity and all other variables should be dropped. The convergent validity of the chosen constructs is discussed in forthcoming Confirmatory Factor Analysis.

3.9.2.4. Discriminant Validity

Researcher has examined discriminate validity for all the constructs in the data collection instrument. In the current research study, the researcher has developed SEM model using seven factors such as consumer knowledge, health consciousness, environmental concern, personal norms, subjective norms, consumer attitude and purchase intention.

Table 3.6. Discriminant Validity

Factors	1	2	3	4	5	6	7
1. Consumer Knowledge	(0.829)						
2. Health Consciousness	0.717	(0.788)					
3. Environmental Concern	0.529	0.625	(0.822)				
4. Personal Norms	0.324	0.571	0.578	(0.841)			
5. Subjective Norms	0.389	0.311	0.446	0.819	(0.822)		
6. Consumer Attitude	0.338	0.389	0.451	0.396	0.244	(0.789)	
7. Purchase Intention	0.322	0.358	0.313	0.559	0.469	0.695	(0.798)

Note: Values inside parenthesis () represents the square root of AVE value.

Table 3.6 display the outcome of discriminant validity. This is just a modified version of correlation co-efficient table. The table displays the values of Square root of AVE and correlations. Values in parenthesis are Square root of AVE which should be greater than correlation values to establish discriminant validity of the scale.

3.10. PROCESSING OF DATA

Data processing is to be done after collecting all the questionnaires from the respondents. It consists of the following steps checking, editing, coding, and transcribing. This has to be done before any analysis being executed. Meanwhile, all the unusual responses are determined. The process of allocation of a code, usually a number, to each possible response in each question is termed as data coding (Saunders et al. 2012). For example, gender of respondents will be coded as 1 for male and 2 for female in this study. Similarly, the responses given by all the respondents were coded and entered through SPSS 25.0 software. While doing data entry, utmost care was taken by the researcher, in order to avoid illogical, inconsistent, or illegal responses.

The preliminary step before analysis of the primary data has to verify the characteristics of the data for consistency and distributional assumptions. The initial step is to ensure that the data is properly prepared and thoroughly examined. This helps to minimize measurement error and maximize the validity and reliability of the data.

3.11. ANALYSIS OF DATA

The details regarding the collected data were understood by the reasoning application called “analysis of data” (Zikmund et al., 2010). The main objective of the analysis of data is to answer the entire research problem by investigating the data and the model by allocating figures and facts. The particular problem was resolved by taking use of the highlighted required information from the gathered data.

The primary data gathered for the research were analysed using statistical tools with help of IBM SPSS 25.0 software. Henceforth the entire data analysis in the research is divided in to two divisions such as descriptive and inferential statistical analysis.

3.11.1. Descriptive Statistics analysis

Saunders et al. (2012) stated that descriptive study defines the information about a sample or population. Henceforth it permits the researchers to summarize the huge quantities of data about sample or population in an easily understood manner (Saunders et al. 2012). Descriptive statistics narrates about the tools associated to evaluate of measures of variation, shape and central tendency.

- ❖ The **Frequency Analysis** is used to summarize the frequency and proportion of each sub-category for all nominal scale (or categorical) questions.
- ❖ The **Mean and Standard Deviation** of all the items and factors are given in order to demonstrate the central tendency and variation of the items.
- ❖ The **Weighted Average Method** is used to rank the various constraints that likely to impede the consumers from the purchase of organic products based on its severity. Similarly, the various factors which motivates the purchase of organic food products.

3.11.2 Inferential Statistical Analysis

Analysis for inferential statistical infers about populations from sample data. Instead of using the entire population to gather the data, the statistician will collect a sample

or samples from the millions of residents and make inferences about the entire population using the sample.

In the current research, the researcher has used below mentioned inferential statistical tools:

- ❖ **Bi-variate Pearson Correlation analysis:** The Pearson correlation analysis is used to explore the interrelationship between the various factors of consumer behaviour used in the present research.
- ❖ **Regression analysis:** The regression analysis is used to explore the effect of consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms on consumer attitude towards the purchase of organic food products.
- ❖ **Structural Equation Modeling (SEM):** Under SEM approach, path analysis was being used to analyse the cause and effect the relationship between the independent variables (i.e. consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms), dependent variable (i.e. consumer attitude), and outcome variable (i.e. purchase intention).

3.12. LIMITATIONS OF THE STUDY

The research study has focused only on 50 organic retail outlets which are located in Mumbai city and Mumbai sub-urban therefore the respondents chosen may not represent the exact behaviour of all the consumers in chosen geographical location towards the consumption of organic foods. Moreover, for the current research the data were collected only one time, through the research instrument for a period of few months, whereas consumer behaviour towards OFPs being a psychological phenomenon which is subject to change at any point of time, for example during Covid pandemic people may have different outlook towards OFP, hence the results of the study may not reflect present condition of consumer behaviour towards OFPs.

CHAPTER FOUR

DATA ANALYSIS & INTERPRETATION

4.1. INTRODUCTION

This primary data of the research collected through the structured questionnaire was analysed and interpreted in line with the objectives of the research and the hypothetical relation among various factors of consumer behaviour towards OFPs depicted in the conceptual framework is discussed in the present chapter. The data analysis of the current research is performed through various descriptive and inferential statistical tools using IBM SPSS 25.0. The testing of the conceptual model of the research is performed through Structural Equation Modeling (SEM) approach using IBM AMOS 24.0 software package. The descriptive statistical tools used in the present research are frequency analysis and mean & standard deviation, which explore the consumer behaviour towards OFPs (OFP). Pearson correlation analysis & regression analysis are the inferential statistical tools used in the current research. The Pearson correlation analysis examines the interrelationship between the various factors of consumer behaviour towards OFPs. Regression analysis analyses the impact of various factors on consumer attitude and purchase intention of OFPs. Similarly, the cause and effect relationship among the factors of consumer behaviour towards OFPs was tested using a Structural Equation modeling Approach using Path analysis.

4.2. FREQUENCY DISTRIBUTION ANALYSIS

4.2.1. Socio economic/demographic details of sampled Consumers

Frequency analysis describes the frequency of occurrences of the various categories of the study. In this section, it is used to describe the demographic profile of the consumers such as gender, age category, educational qualification, and so on.

Table 4.1 Gender categories of sampled consumers

S. No	Gender category	Frequency	Percent
1	Male	349	44.0
2	Female	444	56.0
	Total	793	100.0

Gender categories of the sampled consumers is presented in table 4.1, which indicates that the majority (56.0%) of the sampled consumers are female and nearly 44.0% of the sampled consumers are male, which accounted for 349 respondents in size. This result may stem from the fact that women are mostly the primary household meal planners and may, therefore, be more particular about family health, food-safety concern, health-conscious, and more concerned about diet quality than males. Researchers say that women tend to buy organic food more frequently since they are the predominant food shoppers at home and pay more attention to family health.

Table 4.2 Age category categories of sampled customers

S. No	Age Category	Frequency	Percent
1	18 – 25 Years	122	15.4
2	26 – 35 Years	417	52.6
3	36 – 45 Years	163	20.6
4	Above 45 Years	91	11.5
	Total	793	100.0

Age categories of sampled consumers is mentioned in table 4.2, which shows that almost half (52.6%) of the sampled consumers who purchase the OFPs belong to the age category of 26 to 35 years. It is also found from the analysis that around one-fifth (20.6%) of the consumer are aged between 36 to 45 years, 15.4% of them are aged between 18 to 25 years and only 91 consumers are above the age of 45 years who have accounted to almost 12 percentage.

Table 4.3 Educational Qualification of the sampled Consumers

S. No	Educational Qualification	Frequency	Percent
1	School Level	52	6.6
2	ITI/ Diploma	68	8.6
3	Undergraduate	397	50.1
4	Postgraduate	206	26.0
5	Others	70	8.8
	Total	793	100.0

With regards to the educational qualification of the sampled consumers in the research study, it is identified that almost half of the consumers (50.1%) are have pursued their bachelor degree as their educational qualification, and 26.1% of them are qualified with post-graduation in various disciplines, 8.6% of them have pursued ITI/ Diploma, 6.6% of them have completed only School Level education, and rest (8.8%) of them are qualified with M.Phil/Ph.D. or any other qualifications which are not stated above.

Table 4.4 Marital status of the sampled consumers

S. No	Marital Status	Frequency	Percent
1	Unmarried	217	27.4
2	Married	501	63.2
3	Others	75	9.5
4	Total	793	100.0

Table 4.4 shows that the majority (63.2%) of the sampled consumers were married and the size of the respondent accounted for 501. Slightly more than one-fourth (27.3%) of the sampled consumers were found to be unmarried and nearly 9.5% of them comes under other categories, such as divorced, widow, widower, or separated from the spouse.

Table 4.5 Most Preferred food of the Sampled Consumers

S. No	Most Preferred Food	Frequency	Percent
1	Vegetarian	412	52.0
2	Non-Vegetarian	294	37.1
3	Both	87	11.0
4	Total	793	100.0

The majority (52.0%) of the consumer preferred to consume vegetarian-based OFPs only, while 37.1% of the opined that they prefer to consume non-vegetarian food and only 11% of sampled consumers stated that they prefer both vegetarian, and non-vegetarian food in an equal manner. Most of the consumers prefer vegetarian OFPs because they have the lowest environmental impact based on life cycle assessments and stock free-organic agriculture.

Table 4.6 Classification based on Family Monthly Income

S. No	Family Monthly Income	Frequency	Percent
1	Up to 50000	206	26.0
2	50001 – 100000	312	39.3
3	Above 1 Lakh	275	34.7
4	Total	793	100.0

It is found from the above analysis that more than one-third (39.3%) of the consumers stated that the monthly income of their family is Rs. 50001 to 100000. Likewise, it is also found from the analysis that slightly more than one-third (34.7%) of the sampled consumers reported that the monthly income of their family is above 1 Lakh Rupees and around one-fourth (26.0%) of them responded that their monthly income was below Rs. 50,000.

Table 4.7 Classification based on Place of Residence

S. No	Place of Residence	Frequency	Percent
1	Mumbai city	313	39.5
2	Mumbai sub-urban	480	60.5
3	Total	793	100.0

Table 4.7 exposes that the majority (60.5%) of the sampled consumers responded in the current research reside in various areas located in Mumbai sub-urban and more than one-third (39.5%) of them reside in Mumbai city.

4.2.2. Perception & knowledge about OFPs

Table 4.8 Shopping responsibility for the purchase of food products at home

S. No	Shopping Responsibility	Frequency	Percent
1	Self	455	57.4
2	Family members	338	42.6
	Total	793	100.0

Shopping responsibility for the purchase of food products at home is shown in table 4.8. It is inferred from the above analysis significant proportion (57.4%) of consumers opined that they responsible for the purchase of food products in their home, and

42.6% of them stated that the family members take the responsibility of shopping for food products.

Table 4.9. Most preferred shopping place for the purchase of food products

S. No	Preferred shopping place	Frequency	Percent
1	General store	59	7.4
2	Supermarket	113	14.2
3	Exclusive organic retail outlet	621	78.3
	Total	793	100.0

Table 4.9 presents the consumers' opinion towards the most preferred shopping place for the purchase of food products. Most (78.3%) of the sampled consumers opined that they purchase their food products in the nearest exclusive organic retail outlets, few consumers (14.2%) of them opined that they preferred to buy food products from the supermarket, and very few respondents (7.4%) of them stated that they prefer general store to purchase food products for the consumption of their family.

Table 4.10 Knowledge about organic food categories

S. No	Organic food categories	Frequency	Percent
1	Fruits & Vegetables	222	28.0
2	Dry Spices & Dry fruits	137	17.3
3	Dairy Products	151	19.0
4	Pulses & grains	127	16.0
5	Organic processed food	49	6.2
6	Organic poultry products	107	13.5
	Total	793	100.0

Table 4.10 presents the consumers' knowledge about available organic food categories. From the above percentage analysis it is found that 28.0% of the consumers had specified that they have knowledge about organic fruits & vegetables, 17.3% indicated that they have the knowledge about organic dry spices & dry fruits and 19.0% of them opined that they have awareness about organic dairy products. Moreover, it is also established from the analysis that 16.0% of them have the

knowledge about pulses & grains, 13.5% that they have knowledge with regards to organic poultry products and very few (6.2%) of them are aware about the availability of organic processed food.

Table 4.11 Source of awareness for organic food

S. No	Source of awareness for organic food	Frequency	Percent
1	Newspaper/Magazine	62	7.8
2	Radio announcement	78	9.8
3	Television commercial	66	8.3
4	Online sources/Online promotion	217	27.4
5	In-store promotion	180	22.7
6	Physician's consultation	65	8.2
7	Word of mouth	125	15.8
	Total	793	100.0

The Source of awareness about organic food is shown in table 4.11. More than one-fourth (27.4%) of the sampled consumers stated that the online sources and promotions are the source of awareness about the benefits and availability of OFPs, whereas slightly less than one-fourth (22.7%) of them viewed about various categories of OFPs, its benefits & availability through in-store promotion. 15.8% of the sampled consumers agreed that the word of mouth from friends and family members was the source of awareness about OFPs and its benefits, whereas 9.8% of them have got the awareness about OFPs through radio announcements. The above analysis also displays that 7.8% of the consumers said that newspaper/magazine is a source of awareness about the OFPs and 8.3% of the believed that Television commercials created awareness about OFPs.

Table 4.12 First thought comes to the mind while thinking of OFPs

S. No	The first thought comes to the mind while thinking of OFPs	Frequency	Percent
1	Eco-safe	74	9.3
2	Healthy food	290	36.6
3	Expensive item	193	24.3

4	Advantageous over conventional food	181	22.8
5	Least-heard products	18	2.3
6	Name sake organic	37	4.7
	Total	793	100.0

Table 4.12 describes the first thought that comes to the mind of sampled consumers' when they think about the OFPs. More than one-third (36.6%) of the sampled consumers opined that the first thought comes to their mind while thinking of OFPs is it's health benefits (i.e. healthy food), and slightly one-fourth (24.3%) of them replied that OFPs are costly and expensive (i.e. expensive item). 22.8% of them have answered that the OFPs have advantageous over conventional food, very few (9.3%) of them have opined that they perceive OFPs are eco- friendly, 4.7% of them have opined that it's just namesake organic and 2.3% of them opined that OFPs are least-heard products.

Table 4.13 Frequency of purchase

S. No	Frequency of purchase	Frequency	Percent
1	Rarely	49	6.2
2	Sometimes	112	14.1
3	Often	206	26.0
4	Always	426	53.7
	Total	793	100.0

The frequency of purchase of OFPs is shown in table 4.13. The majority (53.7%) of the sampled consumers opined that they always purchase OFPs for the consumption of their family members and one-fourth (26.0%) of the stated that they often the purchase the OFPs, very few (14.1%) respondents indicated that sometimes only they purchase the OFPs, and very few (6.2%) of the consumers specified that on rare occasion only they purchase the OFPs.

Table 4.14 Factors encouraging the purchase of OFPs

S. No	Factors encouraging the purchase of OFPs	Frequency	Percent
1	Benefits of Organic Food over non-organic	460	58.0
2	Doctor/Dietitian's advice	136	17.2

3	Curiosity	83	10.5
4	Others	114	14.4
	Total	793	100.0

Factors encouraging the purchase of OFPs are summarized in table 4.14. The outcome of the analysis shows that majority (58.0%) of the sampled consumers pronounced that the benefits that they derived from the OFPs are the most important factor that encouraged the consumer to purchase the OFPs and 17.2% of them were encouraged by their family doctors to add OFPs in their diet. It is also found that few (14.4%) of them were encouraged by others and very few (10.5%) of the sampled consumers purchased OFPs due to just curiosity.

4.2.3. Overall satisfaction towards the OFPs

Table 4.15 Overall satisfaction towards the OFPs

S. No	Overall satisfaction towards the OFPs	Frequency	Percent
1	Highly Dissatisfied	24	3.0
2	Dissatisfied	60	7.6
3	Moderate	68	8.6
4	Satisfied	234	29.5
5	Highly Satisfied	407	51.3
	Total	793	100.0

Table 4.15 tabulates the satisfaction of sampled consumers' satisfaction towards the OFPs. The researcher has conducted the percentage analysis to measure the overall satisfaction of the consumer towards the purchase of OFPs. Hence from the analysis, it is established that majority (51.3%) of the sampled consumers are highly satisfied concerning the OFPs that they have purchased, more than one-fourth (29.5%) of them agreed that are satisfied towards the OFPs and very few (8.6%) of them stated that they have an only moderate level of satisfaction towards the purchase of OFPs. On the other hand, very few (7.6%) of the sampled consumers specified that they are dissatisfied and rest (3.0%) of them are highly dissatisfied with the OFPs they purchased.

Table 4.16 Consumers' interest to recommend the purchase of OFPs

S. No	Consumers' interest to recommend the purchase of OFPs	Frequency	Percent
1	Strongly Disagree	27	3.4
2	Disagree	40	5.0
3	Neutral	44	5.5
4	Agree	260	32.8
5	Strongly Agree	422	53.2
	Total	793	100.0

Table 4.16 encapsulates the consumers' interest to recommend the purchase of OFPs. The majority (53.2%) of the sampled consumers strongly agreed that they are interested in recommending the purchase of OFPs and slightly less than one-third (32.8%) of them also agreed that they too were interested to recommend the OFPs to others so that they can also purchase and enjoy its benefits. Very few (5.5%) of the sampled consumers stated that they took a neutral stand with regards to the question of making a recommendation to others for the purchase of OFPs, 5.0% disagreed, and 3.4% were strongly disagreed to recommend the OFPs to others.

4.2.4. Influence of factors on purchase of OFPs

Table 4.17. Influence of Adequate knowledge on OFPs on its Purchase

S. No	Adequate knowledge of OFPs	Frequency	Percent
1	Not at all influential	25	3.2
2	Slightly influential	32	4.0
3	Somewhat influential	54	6.8
4	Very influential	293	36.9
5	Extremely influential	389	49.1
	Total	793	100.0

Table 4.17 explains the influence of adequate knowledge of OFPs on the purchase of OFPs. From the above table, it is clear that almost half (49.1%) of the sampled consumers opined that adequate knowledge extremely influenced them to purchase

the OFPs, and more than one-third (39.9%) of them it is very influential. Meanwhile, it is also predicted from the analysis that 6.8% of them specified that adequate knowledge that they obtained about the organic food product had somewhat influence on their purchase of OFPs. Very few (4.0%) of the sampled consumers viewed that adequate knowledge about OFPs had a slight influence on their purchase and rest (3.2%) of them indicated clearly that knowledge of OFPs had not at all influenced their purchase decision.

Table 4.18 Influence of Health Consciousness on the purchase of OFPs

S. No	Health Consciousness	Frequency	Percent
1	Not at all influential	23	2.9
2	Slightly influential	31	3.9
3	Somewhat influential	25	3.2
4	Very influential	163	20.6
5	Extremely influential	551	69.5
	Total	793	100.0

Table 4.18 explains the influence of health consciousness on the purchase of OFPs. The above table shows that the percentage analysis carried out by the researcher to analyse the influence of health consciousness on the purchase of the OFPs. From the above table, it is found that majority (69.5%) of the sampled consumers stated that the health consciousness is an extremely influential factor which creates an attitude and purchase intention towards the purchase of OFPs and one-fifth (20.6%) of them agreed that health consciousness is very influential, whereas very few (3.9%) of them opined it has a slight influence on the purchase of OFPs. On the other hand, very few (3.2%) of them opined that some extent health consciousness influences the decision of purchase and 2.9% stated that health consciousness does not impact their purchase.

Table 4.19 Influence of Environmental Concern on the purchase of OFPs

S. No	Influence of Environmental Concern	Frequency	Percent
1	Not at all influential	41	5.2
2	Slightly influential	22	2.8
3	Somewhat influential	107	13.5

4	Very influential	476	60.0
5	Extremely influential	147	18.5
	Total	793	100.0

Table 4.19 presents the influence of environmental concern on the purchase of OFPs. From the above analysis, it is found that the majority (60.0%) of the sampled consumers very much influenced by environmental concerns during their purchase of OFPs, whereas 18.5% of them extremely influenced, and 13.5% of them are somewhat influential on their purchase of OFPs. Very few (5.2%) of them stated that the environmental concern is not at all influences their purchase decision and rest (2.8%) of them opined that they have been slightly influenced by environmental concern during their purchase of OFPs.

Table 4.20 Influence of Personal Norms on the purchase of OFPs

S. No	Personal Norms	Frequency	Percent
1	Not at all influential	24	3.0
2	Slightly influential	47	5.9
3	Somewhat influential	60	7.6
4	Very influential	166	20.9
5	Extremely influential	496	62.5
	Total	793	100.0

Table 4.20 expose the influence of personal norms on their purchase of OFPs. The results of the above analysis indicates that the majority (62.5%) of the consumers agreed that personal norms extremely influenced in creating an attitude and intention towards the purchase of OFPs, and one-fifth (20.9%) of them agreed that personal norms are very influential in their purchase of OFPs. Moreover, 7.6% of them opined that personal norms have somewhat influence on their attitude and intention towards the purchase of OFPs. It is also inferred from the analysis that 5.9% of the consumer agreed that there is a slight influence, whereas 3.0% of them specified that personal norms not at all influence their purchase decision of OFPs.

Table 4.21 Influence of Subjective Norms on the purchase of OFPs

S. No	Subjective Norms	Frequency	Percent
1	Not at all influential	32	4.0
2	Slightly influential	34	4.3
3	Somewhat influential	73	9.2
4	Very influential	398	50.2
5	Extremely influential	256	32.3
	Total	793	100.0

Table 4.21 encapsulates the results of influence of social norms on the purchase of OFPs. Majority (50.2%) of the consumers agreed that social norms are very much influential towards their attitude and purchase intention of OFPs. Likewise, one-third (32.3%) of them opined that social norms are extremely influenced their purchase decision of OFPs and 9.2% of the consumers specified that social norms that had some impact on the formation of attitude and intention towards the purchase of OFPs. It is also found from the analysis that 4.3% of them indicated that social norms slightly influenced their purchase decision of OFPs and 4.0% viewed that social norms not at all influenced their purchase decision of OFPs.

4.3. DESCRIPTIVE – MEAN AND STANDARD DEVIATION

4.3.1. Consumer Knowledge – Descriptive

Table 4.22 Consumer Knowledge – Descriptive

Consumer Knowledge	Mean	SD
I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.	4.14	1.371
I know that OFPs are good for health and the environment.	3.92	1.461
Organic production does not use harmful pesticides and fertilizers.	3.98	1.425
Organic food is safe for the environment & good for sustainability.	3.99	1.404
There is an authorized certification & labeling for the real OFPs.	4.01	1.420

Table 4.22 displays the descriptive statistics of items related to ‘Consumer Knowledge’. From the above analysis, it is clear that the sampled consumers have better perception towards all the above-mentioned items with the mean score of more than 3.92, which indicates that most of the sampled consumers are having adequate knowledge about the various aspects of OFPs. It is also found from the analysis that “I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.” item had the highest mean score 4.14 and SD 1.371. Likewise, it also resulted from the above analysis that the least satisfaction occurred towards the item “I know that OFPs are good for health and environment” with a mean score of 3.92 and SD of 1.461.

From the outcome of the analysis, it is clear that the consumer has taken enough initiative to have sufficient knowledge about organic food through all the available print and online sources. The mean scores of the factor ‘Consumer knowledge’ ranges between 3.92 and 4.14.

The SD values of the items range between 1.137 and 1.461, which indicates less variance among the consumer towards the perception of various statements or items related to Consumer knowledge.

4.3.2. Health Consciousness – Descriptive

Table 4.23 Health Consciousness – Descriptive

Health consciousness	Mean	SD
I try to avoid eating foods with harmful additives & preservatives.	4.11	1.275
I worry that there can be injurious chemicals in my food.	4.13	1.301
I want to eat more garden-fresh & healthy food.	4.17	1.257
I pay a lot of attention to my health.	4.10	1.325
I trust that organic food products keep me healthy.	4.11	1.306

From the above Table 4.23 shows the descriptive statistics of various items of ‘Health Consciousness’. From the investigation, it is found that the consumer was strongly agreed that they have health consciousness and know about various health benefits of OFPs with the mean scores of all the items more than 4.0. It is also recognized from the analysis that “I want to eat more garden-fresh & healthy food.” where this item the highest mean score of 4.17 and SD 1.257 had. Similarly, it also results from the above

analysis that the comparatively least level of agreement occurs towards the item “I pay a lot of attention to my health” with a mean score of 4.10 and SD of 1.325.

From the outcome of the analysis, it is evident that the consumers are more conscious about their health with regards to the food products they consume, and the mean scores of the factor ‘Health Consciousness’ ranges between 4.10 and 4.17. The standard deviation values of the items range between 1.257 and 1.306, which indicates that the less variance among the consumer towards the perception of various statements related to health consciousness.

4.3.3. Environmental concern – Descriptive

Table 4.24 Environmental concern – Descriptive

Environmental concern	Mean	SD
I feel responsible for the environment and its sustainability.	4.09	1.324
I understand that chemical substances used during food production pollute the environment.	3.79	1.461
Environmental issues have to be taken into consideration while making food purchase decisions.	3.90	1.459
I pay a lot of intention in the environment.	3.85	1.421
I believe that organic food is more environmentally friendly than conventional food.	3.99	1.355

The above Table 4.24 displays the descriptive statistics of various items related to ‘Environmental concern’. From the analysis, it is found that sampled consumers agreed towards all the items of environmental concern with a mean score of more than 3.7.

Meanwhile, it is also resulted out from the analysis that the highest mean score of 4.09 and SD 1.324 was found with the item “I feel responsible towards the environment and its sustainability” and the least satisfaction occurred with the item “I understand that chemical substances used during food production pollute the environment” where mean score value is 3.793 and SD of 1.461.

From the outcome of the analysis, it is identified that the consumers of OFPs have a concern about the environment, and they aware of the evil effects and consequences of non-organic product production through the use of chemical fertilizers and pesticides. It is inferred from the analysis that the mean scores of the factor

‘Environmental concern’ ranges between 3.79 and 4.09. Therefore, the sampled consumers have exhibited better environmental concern which influences their purchase decision of OFPs. The SD values of the items range between 1.324 and 1.459, which indicates the less variance among the consumers towards the perception of various statements related to Environmental concern.

4.3.4. Personal Norms – Descriptive

Table 4.25 Personal Norms – Descriptive

Personal Norms	Mean	SD
I always prefer to buy organic food products rather than any other food products available in the market.	3.53	1.562
I feel happy when I consume organic food products.	3.51	1.633
I feel that it’s the time to go back to nature by giving importance to organic food products.	3.52	1.619

Table 4.25 presents the descriptive statistics of various items of ‘Personal Norms’. From the above analysis, it is recognized that the sampled consumers agreed that the influence of personal norms on the purchase of OFPs with the mean score close to 3.5 for all the three items related to personal norms. Among the three items of personal norms, the sampled consumers have shown comparatively better perception towards the item “I always prefer to buy organic food products rather than any other food products available in the market.” item with the highest mean score of 3.53 and SD 1.562. Likewise, it also resulted from the above analysis that comparatively least perception occurred towards the item “I feel happy when I consume organic food products.” with a mean score of 3.51 and SD of 1.633.

From the outcome of the analysis, it is clear that the consumers have their norms, philosophies, and beliefs which has an impact on their purchase decision of OFPs, and the mean scores of the factor ‘Personal Norms’ range between 3.51 and 3.53. The SD values of the items range between 1.562 and 1.633, which indicates the less variance among the consumer towards the perception of various statements related to Personal Norms.

4.3.5. Subjective Norms – Descriptive

Table 4.26 Subjective Norms – Descriptive

Subjective Norms	Mean	SD
I follow the same pattern like others during the selection of organic food.	3.52	1.509
I purchase organic foods because of social pressure (society, environment, social network, etc.).	3.58	1.536
My well-wishers would be happy if I purchase organic food.	3.56	1.515

Table 4.26 summarizes the descriptive statistics of various items related to ‘Subjective Norms’. The results of the above analysis exposed that the sampled consumers are agreed that subjective norms have an influence on their purchase decision of OFPs with the mean score of more than 3.5. It is also found from the analysis that “I purchase organic foods because of social pressure (society, environment, social network, etc.).” item has the highest mean score 3.58 and SD 1.536, whereas the item “I follow the same pattern like others during the selection of organic food.” with a mean score of 3.52 and SD of 1.509.

The results of the analysis show that consumer behaviour towards OFPs is influenced by the people in the society, hence the consumer is influenced by the social pressure information of attitude towards the OFPs, were mean scores of the factor ‘Subjective Norms’ ranges between 3.52 and 3.58. The SD values of the items range between 1.509 and 1.536, which indicates the less variance among the consumer towards the perception of various statements related to Subjective Norms.

4.3.6. Consumer attitude – Descriptive

Table 4.27 Consumer attitude – Descriptive

Consumer attitude	Mean	SD
I believe it is the right time to start buying organic food.	3.61	1.494
Organic food is value for money.	3.71	1.452
I am ready to buy certified organic products from retail outlets located in a distant place.	3.63	1.492
I would prefer organically produced food over conventionally grown food since it is not harmful to the environment and good for my health.	3.66	1.483

The descriptive of consumer attitude is presented in table 4.27. The mean scores of all the items of consumer attitude were more than 3.5, and it ranges between 3.61 and 3.71, which is evident that the sampled consumers are agreed that they have a positive attitude towards the purchase of OFPs. Further, it is explored that the items “Organic food is value for money.” item had the highest mean score of 3.71 and SD of 1.452. Likewise, it also resulted from the above analysis that the least mean score has occurred towards the item “I believe it is the right time to start buying organic food.” with a mean score of 3.61 and SD of 1.494. The results of the above analysis pointed out that the consumer has a combination of cognitive information, beliefs, emotions, and behavioural intention regarding OFPs. The SD values of the items range between 1.452 and 1.494, which indicates the less variance among the consumer towards the perception of various statements related to Consumer attitude.

4.3.7. Purchase intention – Descriptive

Table 4.28 Purchase intention – Descriptive

Purchase intention	Mean	SD
I am willing to purchase food products that reduce health risks.	3.68	1.503
I would buy eco-friendly products that ensure environmental safety.	3.69	1.461
I am willing to pay for products that are high on nutritional content.	3.66	1.494
I always prefer to purchase OFPs.	4.02	1.509
I am willing to pay extra for organic food.	3.65	1.501

The descriptive of items related to purchase intention is exposed in table 4.28. The sampled consumers agreed that they were having purchase intention towards OFPs with a mean score of more than 3.5. It is also found from the analysis that “I always prefer to purchase OFPs.” item which has the highest mean score 4.02 and SD 1.509, and the other item of the consumer attitude “I am willing to pay extra for organic food” has the comparatively least mean score of 3.65 and SD of 1.501.

The mean scores of the items related to purchase intention range between 3.65 and 4.02. The SD values of the items range between 1.461 and 1.509, which indicates the less variance among the consumer towards the perception of various statements related to Purchase intention. Above all, from the results of the analysis, it is clear that most of the sampled consumers are agreed to purchase the OFPs to reduce their health

risks, and they prefer OFPs because it is eco-friendly, and nutritional content. They perceive the value of OFPs, and hence willing to pay extra for organic food while compared to conventional food products.

4.4. WEIGHTED AVERAGE METHOD

4.4.1 Constraints which likely to impede the purchase of OFPs – Weighted Average Method

The weighted average technique is implemented to explore the significant Constraints which likely to impede the consumer from purchasing OFPs. The sampled respondents are asked to rank the five barriers which are presented in table 4.29 from rank 1 to 5 based on its severity.

Table 4.29 Constraints which likely to impede the purchase of OFPs

S. No	Factors
	The high price of OFPs (BA1)
	Difficult to distinguish between organic & non-organic (BA2)
	Lack of clarity in OFP labeling & its certification (BA3)
	Least information is seen & spread on OFPs (BA4)
	Non-availability of OFPs in nearby places (BA5)

Table 4.30. Frequency Table- Constraints which likely to impede the purchase of OFPs

Rank	BA1	BA2	BA3	BA4	BA5
1	474	17	32	35	163
2	171	43	73	43	481
3	67	78	467	78	79
4	38	488	178	119	42
5	43	167	43	518	28
Total	793	793	793	793	793

Table 4.30 reviews the frequency of the significant barriers which prevent the consumer from the purchase of OFPs based on the rank given by consumers. For example, in the highlighted cell in the above table, 474 sampled consumer replies have been taken into consideration stating that “High price of OFPs (BA1)” is the

major Constraints which likely to impede purchase of OFPs; hence it is ranked as **“Rank 1”**.

Table 4.31. Weighted Table - Constraints which likely to impede the purchase of OFPs

Rank	Weight	BA1	BA2	BA3	BA4	BA5
1	5	2370	85	160	175	815
2	4	684	172	292	172	1924
3	3	201	234	1401	234	237
4	2	76	976	356	238	84
5	1	43	835	215	2590	140
Total	15	3331	1467	2209	819	3060

Table 4.31 displays the weighted score of all the important Constraints which likely to impede the consumer from the purchase of OFPs which is calculated based on the rank and weight assigned. For example, the rank 1 is assigned with a maximum weight of 5, rank 2 is assigned with 4, and so on. The least weightage of 1 is assigned for rank 5. The weight assigned is multiplied with the corresponding frequency shown in table 4.30. For example, the shaded cell in the above table the frequency value is 2370 and the weight assigned for rank 1 is 5, so the cell value is 47 (474 * 5).

Table 4.32. Constraints which likely to impede the purchase of OFPs – WA Score

S. No	Item	Score	WA Score	Rank
1	The high price of OFPs (BA1)	3331	222.07	1.00
2	Difficult to distinguish between organic & non-organic (BA2)	1467	97.80	4.00
3	Lack of clarity in OFP labeling & its certification (BA3)	2209	147.27	3.00
4	Least information is seen & spread on OFPs (BA4)	819	54.60	5.00
5	Non-availability of OFPs in nearby places (BA5)	3060	204.00	2.00

Table 4.32 displays the weighted average (WA) score computed for all the major Constraints which likely to impede the consumers from the purchase of OFPs of the research along with its rank. The weighted score computed in the table is divided by the summation of weights (i.e. 5+4+3+2+1= 15).

For example in the above table 4.32, the weighted score of the high price of OFPs. The (BA1) is 3331, and it is divided by the summation of weights (i.e. 15), so the weighted average score is 222.07, which is having highest score among the given five Constraints which likely to impede the consumer from the purchase of OFPs, so it is ranked as 1, which means that respondents opined that high price of the OFPs is major reason which formed as a barrier for purchase of OFPs. The second utmost significant reason which forms as Constraints which likely to impede the consumer from the purchase of OFPs is “Non-availability of OFPs in nearby places (BA5)- Rank 2” and has the mean score of 204.00, which is followed by “Lack of clarity in OFP labelling & its certification (BA3) - Rank 3”, “Difficult to distinguish between organic & non-organic (BA2) - Rank 4”, “Least information is seen & spread on OFPs (BA4)- Rank 5”.

From the above analysis, it is identified that the sampled consumers’ attitude and purchase intention towards OFPs could be enhanced through making it available at an affordable price, availability of OFPs in nearby shops, and establishing & creating awareness about certifications & labelling of OFPs.

4.4.2 Important factors which boost the purchase of OFPs – Weighted Average Method

The weighted average method is used by the researcher to explore the significant factors which boost the consumer to purchase of OFPs. The sampled respondents are asked to rank the six factors which are tabulated in table 4.33 from rank 1 to 6 based on its importance.

Table 4.33 Important factors which boost the purchase of OFPs

S. No	Factors
1	Adequate promotion of its benefits & originality (IF1)
2	The nearness of Exclusive Organic Retail outlet (IF2)
3	Trusted Organic labeling (IF3)
4	Offers & discounts on its purchase(IF4)
5	Availability of Organic food product categories(IF5)
6	Monthly subscription with free door delivery and price discount (IF6)

Table 4.34. Frequency Table- Important factors which boost the purchase of OFPs

Rank	IF1	IF2	IF3	IF4	IF5	IF6
1	21	73	113	487	78	23
2	47	102	457	129	93	22
3	82	427	79	96	102	78
4	93	89	73	44	419	118
5	122	67	47	26	56	409
6	428	35	24	11	45	143
Total	793	793	793	793	793	793

Table 4.34 summarizes the frequency of the important factors which boost the consumer to purchase the OFPs based on the rank given by the sampled consumers. For example, in the highlighted cell in the above table, 487 sampled respondents' responses consider that “Offers & discounts on its purchase (IF4)” is the major factor that boosts the consumer to purchase the OFPs, hence it is “**Rank 1**”.

Table 4.35. Weighted Table - Important factors which boost the purchase of OFPs

Rank	Weight	IF1	IF2	IF3	IF4	IF5	IF6
1	6	126	438	678	2922	468	138
2	5	235	510	2285	645	465	110
3	4	328	1708	316	384	408	312
4	3	279	267	219	132	1257	354
5	2	244	134	94	52	112	818
6	1	428	35	24	11	45	143
Total	21	1640	3092	3616	4146	2755	1875

Table 4.35 denotes the weighted average score of all the significant factors which boost the purchase of OFPs which is calculated based on the rank and weight assigned. For example, the rank 1 is assigned with a maximum weight of 6, rank 2 is assigned with 5, and so on. The least weightage of 1 is assigned for rank 6. The weight assigned is multiplied with the corresponding frequency exposed in table 4.35. For example, the shaded cell in the above table the frequency value is 487 and the weight assigned for rank 1 is 6, so the cell value is 2922 ($487 * 6$).

Table 4.36. Important factors which boost the purchase of OFPs – WA Score

S. No	Item	Score	WA Score	Rank
1	Adequate promotion of its benefits & originality (IF1)	1640	78.10	6
2	The nearness of Exclusive Organic Retail outlet (IF2)	3092	147.24	3
3	Trusted Organic labeling and certifications (IF3)	3616	172.19	2
4	Offers & discounts on its purchase(IF4)	4146	197.43	1
5	Availability of Organic food product categories(IF5)	2755	131.19	4
6	Monthly subscription with free door delivery and price discount (IF6)	1875	89.29	5

Table 4.36 displays the weighted average (WA) score computed for all the significant factors which boost the consumer for the purchase of OFPs of the research along with its rank. The weighted score is divided by the summation of weights (i.e. $6+5+4+3+2+1=21$).

For example in the above table 4.36, the weighted score of offers & discounts on its purchase (IF4) and it is divided by the summation of weights (i.e. 21), so the weighted average score is 197.43, which is the highest score among the given six significant factors. Hence, it is ranked as 1, which denotes that offers & discounts in the purchase of OFPs are the most important factor which boosts the purchase of OFPs.

The second most important factor is that boost the purchase of OFPs is “Trusted Organic labelling and certifications (IF3)” which has WA score of 172.19, which is followed by “Nearness of Exclusive Organic Retail outlet (IF2)- Rank 3”, “Availability of Organic food product categories(IF5)- Rank 4”, “Monthly subscription with free door delivery and price discount (IF6)(RO5)- Rank 5” and the last factor is “Adequate promotion of its benefits & originality (IF1)” - Rank 6.

4.5. PEARSON CORRELATION ANALYSIS

4.5.1. The interrelationship between the factors of consumer behaviour towards OFPs

Table 4.37 Interrelationship between the factors of consumer behaviour towards OFPs

Factors	1	2	3	4	5	6	7
Consumer Knowledge	1	-	-	-	-	-	-
Health Consciousness	0.684**	1	-	-	-	-	-
Environmental Concern	0.585**	0.548**	1	-	-	-	-
Social Norms	0.308**	0.559**	0.347**	1	-	-	-
Personal Norms	0.542**	0.640**	0.444**	0.614**	1	-	-
Consumer Attitude	0.568**	0.628**	0.517**	0.347**	0.530**	1	-
Purchase Intention	0.496**	0.667**	0.464**	0.359**	0.465**	0.679**	1

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficients between the various factors of consumer behaviour towards OFPs are tabulated in table 4.37. Henceforth from the above analysis, it is established that a very strong (68.4%) interrelationship exists between consumer knowledge and health consciousness because consumer knowledge on the evil consequences of conventional food (i.e. non-organic) or health benefits of organic foods will increase their health consciousness and lead to thinking about organic food as their alternative. On the other hand, consumers' knowledge of health issues may influence them to undertake actions to ensure their health. Consumers have been increasingly concerned about the health and organic food. There is a general belief that organic foods are healthy to eat because such products are rich in nutrition and are chemically free. It is a common belief that consumers' awareness and knowledge about organic food play an important role in their organic purchasing decisions. Hence a very strong relationship exists between consumer knowledge and health consciousness. Consumer knowledge is also having a significant positive relationship with all other factors of consumer behaviour towards OFPs. Consumer behaviour is having the second highest relationship with environmental concern with the correlation coefficient of 0.585, which is followed by consumer attitude (0.568), personal norms (0.542), purchase intention (0.496), and social norms (0.308).

Likewise, The factor 'health consciousness' has a strong positive relationship with purchase intention with the correlation coefficient of 0.667, because health consciousness is the most important factor which influences all other factors of consumer behaviour towards OFPs. It has the next highest relationship with personal norms (0.640), consumer attitude (0.628), social norms (0.559), and environmental concerns (0.548). The consumption of organic products is considered as an investment for individual health. Organic foods are frequently described as healthier than conventional foods. Health consciousness evaluates one's readiness to decide on health actions. Health-conscious consumers, such as those recognized as organic food buyers, are encouraged to enhance or sustain their health and quality of life because of their awareness and concern about their well-being.

The factor 'environmental concern' exhibits a strong relationship with the factor 'consumer attitude' with the correlation coefficient of 0.517, which is followed by purchase intention (0.464), personal norms (0.444), and social norms (0.347). Among the younger generation concern towards the environment is growing now, they would like to protect their environment with clean land, water, and air.

The 'social norms' is the most important factor which exhibits the highest relationship with personal norms with the coefficient of 0.614, because most of the cases the personal norms of the individuals are influenced by the norms in the society, which is followed by purchase intention (0.359), and consumer attitude (0.347).

The 'personal norms' displays a strong relationship with consumer attitude with the correlation coefficient of 0.530, and purchase intention (0.465). The factor 'consumer attitude' has a significant positive relationship with purchase intention with a coefficient of 0.679 (67.9%), which portrays a strong relationship between the above-mentioned factors. According to the Theory of Planned Behaviour TPB, attitude serves as a key determinant of behavioural intentions. Hence it is absorbed that the consumers have a favourable attitude towards the OFPs have a stronger purchase intention to purchase the product to perform their behaviour.

From the above analysis, it is found that all the factors of consumer behaviour are having a significant positive relationship with all other factors with the correlation coefficient of more than 0.3, and these relationships are significant at 1% level. Therefore, it is concluded that there is a significant positive interrelationship that exists among the factors of consumer behaviour towards OFPs.

4.6. REGRESSION ANALYSIS

4.6.1. Impact of various factors on consumer attitude towards the OFPs

The researcher has carried out the regression analysis to examine the impact of various factors on consumer attitude towards the OFPs. In this analysis, consumer attitude is assumed as a dependent variable and the independent variables are consumer knowledge (X_1), health consciousness(X_2), environmental concern (X_3), personal norms (X_4) and subjective norms (X_5).

Table 4.38 Model Summary - Impact of various factors on consumer attitude towards the OFPs

R	R Square	Adjusted R Square	F Change	Sig. F Change
0.870	0.757	0.755	489.189	<0.001**
Predictors: (Constant), Consumer Knowledge, Health Consciousness, Environmental Concern, Personal Norms and Subjective Norms				

The multiple correlation coefficient (R) of the analysis is 0.870, which specifies the magnitude of association between the computed values and the predicted values of consumer attitude based on the independent variables. Hence, the forecast values have accomplished as a linear combination of consumer knowledge (X_1), health consciousness(X_2), environmental concern (X_3), personal norms (X_4) and subjective norms (X_5). The multiple correlation coefficient value of 0.870 specifies that the relationship between consumer attitude and the five independent variables are positive.

R-square value of the given regression model is 0.757 which shows that the independent variables of the model such as consumer knowledge (X_1), health consciousness(X_2), environmental concern (X_3), personal norms (X_4) and subjective norms (X_5) explains more than 75.7% variance in the dependent variable i.e. consumer attitude and it is significant at 1 % level. The F statistic of the model is 489.189.

Table 4.39 Regression coefficients- Impact of various factors on consumer attitude towards the OFPs

Factors	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.399	0.536	-	2.611	0.009**	-	-
Consumer Knowledge (X ₁)	0.195	0.019	0.257	10.052	<0.001**	0.474	2.109
Health Consciousness(X ₂)	0.278	0.024	0.334	11.397	<0.001**	0.361	2.772
Environmental Concern (X ₃)	0.154	0.019	0.196	8.193	<0.001**	0.538	1.858
Personal Norms (X ₄)	0.133	0.045	0.118	2.938	0.003**	0.191	5.235
Subjective Norms (X ₅)	0.141	0.046	0.126	3.068	0.002**	0.183	5.454

Dependent Variable: Consumer Attitude

The following regression equation can be formed based on the above-mentioned regression coefficients in table 4.39.

$$\text{Consumer Attitude (Y)} = 1.399 + 0.257X_1 + 0.334X_2 + 0.196X_3 + 0.118X_4 + 0.126X_5$$

From table 4.39, it is acknowledged consumer knowledge (X₁) has the regression coefficient value of 0.257, which specifies that one unit of increase in consumer knowledge would result in 0.257 unit of consumer attitude towards the OFPs. Also, the coefficient of X₂ is **0.334**, which designates that one unit of increase in health consciousness would result in 0.334 unit of consumer attitude towards the OFPs. It is also accepted from the analysis that the regression coefficient of environmental concern (X₃) is **0.196**, which signifies that one unit of increase in environmental concern would result in 0.196 unit of consumer attitude towards the OFPs.

Likewise, it is also found that X₄ which has a coefficient value of **0.118**, displays the partial effect of personal norms on consumer attitude by holding other designated factors as stable. Therefore, the estimated positive sign accomplishes that consumer attitude OFPs would raise by **0.118** each unit of increase in personal norms.

It is also established from the above analysis that subjective norms (X_5) which have a coefficient value of **0.126**, which displays the limited effect of subjective norms on consumer attitude by holding other designated factors as stable. Henceforth, the estimated positive sign concludes that consumer attitude OFPs would raise by **0.126** each unit of the rise in the Subjective norms. All the above-mentioned relationships are positive and significant at 1% level.

It is concluded from the Regression analysis, that the standardized coefficient value, X_2 i.e., “Health Consciousness” is the most influencing factor which has a major impact on consumer attitude towards OFPs. Health consciousness reflects individuals’ thoughts on health issues and their readiness to undertake actions to ensure their health.

The consumers’ believe that OFPs are healthy which creates their positive attitude OFPs, so they prefer to consume OFPs in regular manner, hence health consciousness is therefore a key determinant of positive consumer attitude towards organic food consumption.

4.6.2. Impact of various factors on purchase intention towards the OFPs

The regression analysis has been carried out by the researcher to examine the impact of various factors on purchase intention towards OFPs. In the regression analysis, the researcher has considered the dependent variable as purchase intention (Y) and the independent variables are consumer knowledge (X_1), health consciousness (X_2), environmental concern (X_3), personal norms (X_4) and subjective norms (X_5) .

Table 4.40 Model Summary - Impact of various factors on purchase intention towards the OFPs

R	R Square	F Change	Sig. F Change
0.759	0.576	213.874	<0.001**
a. Predictors: (Constant), Consumer Knowledge, Health Consciousness, Environmental Concern, Personal Norms and Subjective Norms			

The multiple correlation coefficient (R) of the analysis is 0.759, which postulates the magnitude of association between the computed values and the predicted values of purchase intention based on the independent variables. Therefore, the forecasted values of purchase intention have established as a linear combination of consumer knowledge (X_1), health consciousness (X_2), environmental concern (X_3), personal

norms (X_4) and subjective norms (X_5). The correlation coefficient value of 0.759 specifies that there is a significant positive association exists between five independent variables and purchase intention.

R-square value of the given regression model is 0.576 which specifies that the independent variables of the model such as consumer knowledge (X_1), health consciousness (X_2), environmental concern (X_3), personal norms (X_4) and subjective norms (X_5) explains more than 57% of the variance in the dependent variable i.e. purchase intention and it is significant at 1 % level. The F statistic of the model is 213.874.

Table 4.41 Regression coefficients- Impact of various factors on purchase intention towards the OFPs

Factors	Unstandardized Coefficients		Std. Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.364	0.578		2.362	0.018*		
Consumer Knowledge (X_1)	0.205	0.033	0.212	6.315	<0.001**	0.479	2.089
Health Consciousness (X_2)	0.350	0.041	0.330	8.521	<0.001**	0.359	2.783
Environmental Concern (X_3)	0.192	0.032	0.191	6.041	<0.001**	0.539	1.855
Personal Norms (X_4)	0.116	0.049	0.084	2.394	0.017*	0.436	2.295
Subjective Norms (X_5)	0.167	0.043	0.115	3.870	<0.001**	0.607	1.646

Note: 1. Dependent Variable: Purchase Intention

2. ** denotes significant at 1% level, and * denotes significant at 5% level.

The following regression equation has been formulated based on the above-mentioned regression coefficients in table 4.41.

$$\text{Purchase Intention (Y)} = 1.364 + 0.212X_1 + 0.330X_2 + 0.191X_3 + 0.084X_4 + 0.115X_5$$

The results of regression analysis, and regression equation evident that the regression coefficient value of X_1 is **0.212** denotes that one unit of increase in consumers' awareness and knowledge about organic food results in 0.212 unit of purchase

intention towards the OFPs. Correspondingly, the coefficient of X_2 is **0.330** shows that one unit of increase in health consciousness results in 0.330 unit of purchase intention towards the OFPs. In the same way, the coefficient value of X_3 is **0.191** demonstrate that one unit of increase in environmental concern results in 0.191 units of purchase intention towards the OFPs. On the other hand, the coefficient value of X_4 is **0.084** evident that one unit of increase in personal norms results in 0.084 unit of purchase intention towards the OFPs. Similarly, above analysis also displays that X_5 which has a coefficient value of **0.115** that one unit of increase in subjective norms results in 0.115 unit of purchase intention towards the OFPs. The results of regression analysis indicates that the all these five independent variables have significant positive effect on purchase intention at 1% level of significance.

Among the five independent variables, the four variables Consumer Knowledge (X_1), Health Consciousness (X_2), Environmental Concern (X_3), and Subjective Norms (X_5) are significant at 1% level, whereas the variable Personal Norms (X_4) is significant at 5% level.

It is concluded from the above Regression analysis, that the standardized coefficient value, X_4 i.e., “health consciousness” is the most influencing factor that creates purchase intention among the consumers to buy OFPs. Moreover, organic foods are perceived as healthy products to consume by the consumers which strengthen their intention towards the purchase of OFPs.

4.7 STRUCTURAL EQUATION MODEL FOR CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

The structural equation modeling approach is used in the present research to explore the impact of various factors (i.e. consumer knowledge, health consciousness, environmental concern, personal norms, Subjective norms) on consumer attitude, and purchase intention towards OFPs. Variable used in the Structural Equation Model includes Observed & endogenous variables, and Unobserved & exogenous variables. Observed & endogenous variables encapsulate Consumer Knowledge, Health Consciousness, Environmental Concern, Personal Norms, Subjective Norms, Consumer Attitude, and Purchase Intention. Unobserved & exogenous variables comprise error terms of observed variables. Therefore, the total number of variables in

the model is 14 which include seven observed, seven unobserved, seven exogenous, and seven endogenous variables.

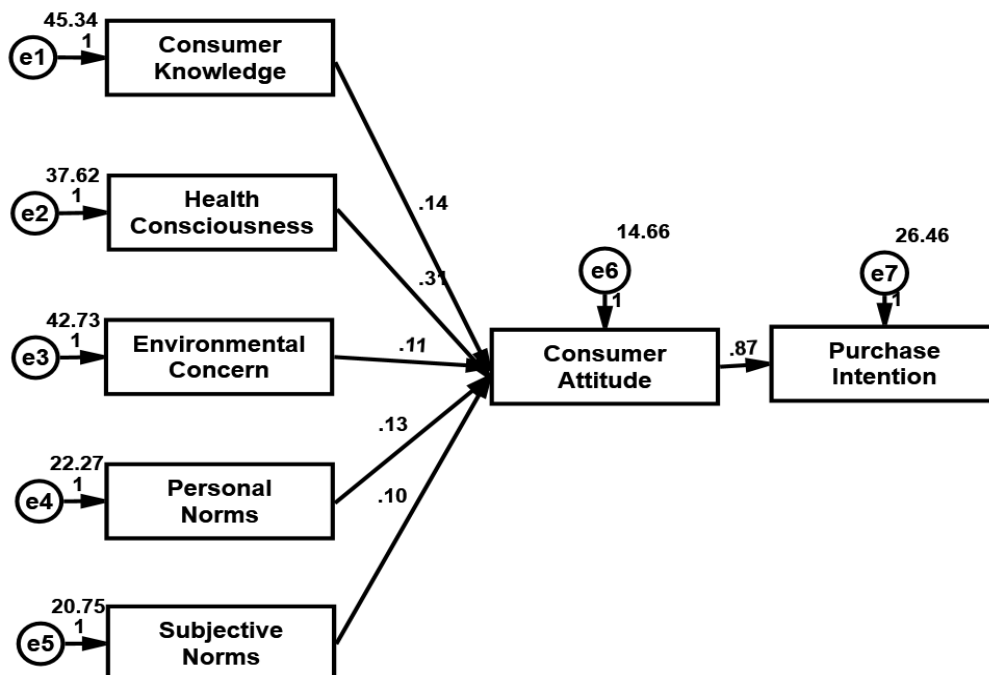


Figure 4.1 Consumer Behaviour towards OFPs - SEM Model based on unstandardised coefficients

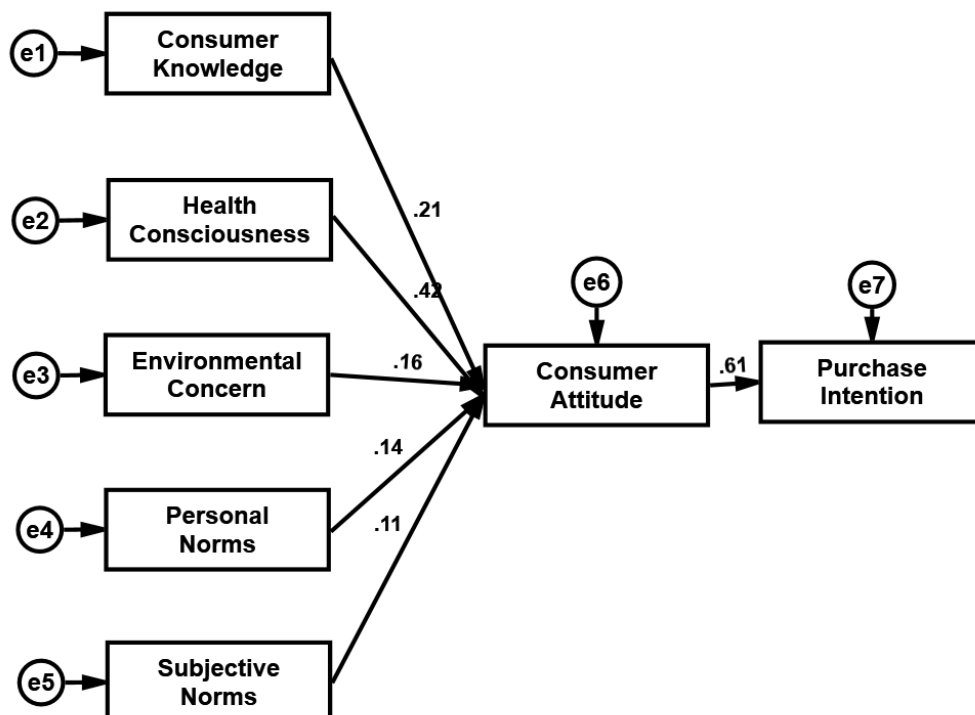


Figure 4.2 Consumer Behaviour towards OFPs - SEM Model based on Standardised coefficients

The research hypotheses have been defined based on the model fit summary outlined above and using previous research on consumer attitude and purchase intention of OFPs. Based on the above presented model, the following hypothesis is projected:

- H1: Consumer knowledge is positively influencing consumer attitudes towards the purchase of organic food products.
- H2: Health Consciousness is positively influencing consumer attitude towards the purchase of organic food products.
- H3: Environmental concern is positively influencing consumer attitude towards the purchase of organic food products.
- H4: Personal Norms is positively influencing consumer attitude towards the purchase of organic food products.
- H5: Subjective Norms concern is positively influencing consumer attitude towards the purchase of organic food products.
- H6: Consumer Attitude is positively influencing the Purchase intention of the consumers towards organic food products.

Table 4.42 Regression weights – Consumer Behaviour towards OFPs

Path	Unstd. Estimate	Std. Estimate	S.E.	C.R.	P	Hypothesis
Consumer Knowledge→ Consumer Attitude	0.140	0.209	0.020	6.913	<0.001**	H1 Significant
Health Consciousness→ Consumer Attitude	0.311	0.424	0.022	14.026	<0.001**	H2 Significant
Environmental Concern→ Consumer Attitude	0.109	0.159	0.021	5.258	<0.001**	H3 Significant
Personal Norms→ Consumer Attitude	0.129	0.135	0.029	4.474	<0.001**	H4 Significant
Subjective Norms→ Consumer Attitude	0.105	0.106	0.030	3.501	<0.001**	H5 Significant
Consumer Attitude→ Purchase Intention	0.868	0.605	0.041	21.396	<0.001**	H6 Significant

Note: ** Denotes significant at 1% level

The regression weights shown in table 4.46 indicates that one unit of increase in consumer knowledge results in 0.209 unit of increase in consumer attitude towards OFPs. In the same way, the coefficient value of health consciousness is 0.424 which represents that one unit of increase in health consciousness has the significant effect of 0.424 unit increase in consumer attitude. Similarly, the coefficient value of environmental concern is 0.159 represents that one unit of increase in environmental concern results in 0.159 unit of increase in consumer attitude towards OFPs. The coefficient value of personal norms is 0.135 which represents that one unit of increase in personal norms results in 0.135 unit of increase in the attitude of consumers towards OFPs.

The coefficient value of subjective norms is 0.106 represents that one unit of increase in subjective norms indicates that 0.106 unit of attitude of consumers towards OFPs. Likewise, it is also inferred that the coefficient value of consumer attitude is 0.605, which represents one unit of increase in consumer attitude results in 0.605 unit of purchase intention of OFPs, holding the other variables as constant. The positive sign of the estimate implies that for every unit of increase in the attitude of consumer would increase by 0.605 units of purchase intention of the OFPs. The results of the SEM model indicates that all the independent variables are having significant positive effect on their dependent variable at 1% level of significance.

From the above Table, it is found that the result of the hypothesis all the measured variables of consumer attitude is having a positive association towards the purchase intention of OFPs. From the above table, it is very clear that all the hypothetical relationships mentioned in the conceptual model are positive and significant at 1% level.

Table 4.43 Model Fit Summary

Sr. No.	Test Factor	Value	Suggested Value
1.	Chi Square Value	3.157	Range from as high as 5.0(Wheaton et al 1977) to as low as 2.0 (Tabachnick et al 2007)
2.	p Value	0.273	> 0.05 (Hair et al 1998)
3.	GFI	0.935	>0.90(Hair et al 2006)
4.	AGFI	0.927	>0.90 (Daire et al. 2008)
5.	CFI	0.913	> 0.90 (Hu and Bentler, 1999)
6.	RMR	0.032	<0.08 (Hair et al 2006)

7.	RMSEA	0.041	<0.08 (Hair et al 2006)
8.	TLI	0.953	> 0.95 (Bentler et al 1980)
9.	NFI	0.961	> 0.95 (Bentler et al 1980)

From the above Table 4.47, it is found that the calculated p-value is 0.273, which is greater than 0.05(Hair et al 1998) which indicates the conceptual model is significant. Here GFI (Goodness of Fit Index) value (Hair et al 2006) and AGFI (Adjusted Goodness of Fit Index) (Daire et. al. 2008) value is greater than 0.9 which represents it as a good fit. The calculated CFI (Comparative Fit Index) value is 0.913 (Hu and Bentler, 1999) which indicates it is a good fit and also it is found that RMR (Root Mean Square Residuals) value is 0.032(Hair et al 2006) and RMSEA (Root Mean Square Error of Approximation) value is 0.041 (Hair et al 2006) which is less than 0.08 which indicated it is a good fit. Therefore, based on the model fitness indices it is concluded that the conceptual model developed in the present research is having a good fit with data collected in the research.

Table 4.44 Direct, Indirect, total effect between the predictors and consumer attitude, and Purchase intention

Factors	Direct Effect		Indirect Effect		Total Effect	
	Consumer Attitude	Purchase Intention	Consumer Attitude	Purchase Intention	Consumer Attitude	Purchase Intention
Consumer Knowledge	0.21	0.00	0.00	0.13	0.21	0.13
Health Consciousness	0.42	0.00	0.00	0.26	0.42	0.26
Environmental Concern	0.16	0.00	0.00	0.10	0.16	0.10
Personal Norms	0.14	0.00	0.00	0.08	0.14	0.08
Subjective Norms	0.11	0.00	0.00	0.06	0.11	0.06

All the predictors are having a significant direct effect on the consumer attitude, and indirect effect on the purchase intention towards the OFPs. Among all the five predictors, the factor ‘health consciousness’ is having major significant effect on both consumer attitude and purchase intention towards OFPs, which is followed by consumer knowledge, environmental concern, personal norms, and subjective norms.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION & SUGGESTIONS

5.1 INTRODUCTION

The current chapter summarizes the findings of the research drawn based on statistical analysis conducted on the primary data which is presented in the preceding chapter. Henceforth this chapter also offers suitable recommendations in order to improve consumer behaviour towards OFPs in Mumbai District. Moreover this chapter also comes to an end by providing conclusion of the study, limitation faced by the researcher, theoretical contributions, and future scope of the study.

5.2 SUMMARY OF FINDINGS

5.2.1 Findings from Percentage Analysis

5.2.1.1. Socio-economic profile of the sampled Consumers

From the frequency analysis, it is acknowledged that majority (56.0%) of the sampled consumers were female as they are more particular about family health, food-safety concern, health-conscious, and have concerned about diet quality than males. It is observed that more than half (52.6%) of the sampled consumers who purchase the OFPs belong to the age category of 26 to 35 years.

Nearly (50.1%) of the consumers have pursued their bachelor degree as their educational qualification and majority (63.2%) of the sampled consumers were married and the size of the respondents accounted for 501. With regards to most preferred food majority (52.0%) of the consumer opined that they preferred vegetarian food products only and majority (60.5%) of the sampled consumers responded in the current research reside in various areas located in Mumbai suburbs.

5.2.1.2. Perception towards the purchase of OFPs

From the percentage analysis carried out to measure the perception towards the purchase of OFPs, it is found that significant proportion (57.4%) of the consumers opined that it is their self-responsibility to the purchase food products at their home and majority (78.3%) of the sampled consumers opined that they purchase their food

products from the nearest exclusive organic retail outlets. Nearly, one-fourth (27.4%) of the sampled consumers stated that the online sources and promotions are the source of awareness about the benefits and availability of OFPs and one-third (36.6%) of the sampled consumers opined that the first thought comes to their mind while thinking of OFPs is it's health benefits (i.e. healthy food).

With regards to the frequency of purchase of OFPs, majority (53.7%) of the sampled consumers opined that they always purchase OFPs for the consumption of their family members and majority (58.0%) of the sampled consumers pronounced that the benefits that they derived from the OFPs are the most important factor that encouraged the consumer to purchase the OFPs.

5.2.1.3. Overall satisfaction towards the OFPs

The researcher has carried out the percentage analysis to measure the overall satisfaction perceived by the consumers towards the OFPs, hence from the analysis it is found that majority (51.3%) of the sampled consumers were highly satisfied with regards to the purchase of OFPs and majority (53.2%) of the sampled consumers strongly agreed that they were more interested in recommending the purchase of OFPs to others.

5.2.2. Influence of factors on the purchase of OFPs

The researcher has carried out the percentage analysis to explore the most influential factor that motivates the consumers to purchase the OFPs and found from the analysis that almost half (49.1%) of the sampled consumers opined that adequate knowledge of OFPs extremely influenced them to purchase the OFPs and majority (69.5%) of the sampled consumers stated that the health consciousness the extremely influential factor which creates an attitude and purchase intention towards the purchase of OFPs. Likewise, it is also found that the majority (60.0%) of the sampled consumers very much influenced by environmental concerns during their purchase of OFPs, majority (62.5%) of the consumers agreed that personal norms extremely influential in creating an attitude and intention towards the purchase of OFPs and majority (50.2%) of the consumers agreed that social norms are very much influential towards their attitude and purchase intention of OFPs.

5.2.2 Findings from Descriptive Analysis - Mean and SD

5.2.2.1. Consumer Knowledge – Descriptive

The researcher has used almost five items using Likert's 5-point agreement scale to determine the 'Consumer Knowledge', where the sampled consumers comparatively more satisfied with the item "I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it." item had the highest mean score of 4.14 and SD of 1.371. From the results, it is recognized that the sampled consumers' have adequate knowledge about OFPs with the mean score of all the items more than 3.9.

5.2.2.2. Health Consciousness – Descriptive

The health consciousness scale is measured through five items, here, the sampled consumers have displayed better perception towards the item, "I want to eat more garden-fresh & healthy food." where this item the highest mean score of 4.17 and SD of 1.257. Similarly, it also results from the above analysis that the comparatively least level of agreement occurs towards the item "I pay a lot of attention to my health" with a mean score of 4.10 and SD of 1.325. The outcome of this analysis, explores that the sampled consumers of OFPs were having sufficient level of consciousness towards their health.

5.2.2.3. Environmental concern – Descriptive

Similarly, with regards to environmental concern five items are used to evaluate the 'Environmental concern', hence it is resulted out from the analysis that the sampled respondents highly inclined towards the item "I feel responsible towards the environment and its sustainability" with the item with a highest mean score of 4.09 and SD of 1.324. The descriptive analysis of the present research documented that the sampled consumers have exhibited their concern towards the environment and preferred to consume food products which is environmentally friendly and don't pollute the environment with the mean score of all the items more than 3.7.

5.2.2.4. Personal Norms – Descriptive

Likewise, personal norms is evaluated with only three items, in which the sampled consumers have revealed better perception towards the item "I feel I should choose organic food instead of conventional food." item with the highest mean score of 3.53

and SD of 1.562. From the results, it is established that the sampled consumers preferred to consume OFPs because of their personal norms.

5.2.2.5. Subjective Norms – Descriptive

To measure subjective norms three items were used and the result shows that “Due to the impact of social pressure (society, environment, social network, etc.), I choose organic food” item has the highest mean score 3.58 and SD 1.536, whereas the item “When it comes to choosing organic food, I behave as others do” with a mean score of 3.52 and SD of 1.509. From the results, it is found that the sampled consumers were influenced to purchase the OFPs due to subjective norms or social pressure with the mean score of all the items more than 3.5.

5.2.2.6. Consumer attitude – Descriptive

Four items were used to measure the consumer attitude which has explored that the items “Organic food is value for money” had the highest mean score of 3.71. From the results, it is determined that the consumers’ have recorded positive attitude the purchase of OFPs with the mean score of all the items more than 3.5.

5.2.2.7. Purchase intention – Descriptive

The factor “purchase intention” was measured through five items. From the results, it is identified that “I always prefer to purchase OFPs.” item has the highest mean score 4.02 and SD of 1.509. The sampled consumers have shown strong purchase intention towards the OFPs with the mean score of all the items more than 3.5.

5.2.3 Findings from the results of Weighted Average Method

The researcher has carried out the Weighted Average Method to rank the constraints that likely to impede the consumer from the purchase of OFPs. The high price of OFPs is ranked as the top-most constraint that may impede the consumers from the purchase of OFPs. In general, the OFPs are expensive than conventional foods, because the production cost of OFPs are comparatively higher than non-organic food products.

Likewise, the researcher has used Weighted Average Method to explore the significant factors which may boost the purchase of OFPs by the consumers in future.

Therefore, from the analysis it is found that offers & discounts is the most significant factor which will boost the purchase of OFPs.

5.2.4. Findings from Correlation Analysis

The researcher has carried out Pearson Correlation analysis to find out the interrelationship that exists among the factors of Consumer Behaviour towards OFPs. The output of the analysis shows there is significant interrelationship among various factors and highest correlation of 68.4% has occurred between consumer knowledge and health consciousness because consumer knowledge on evil consequences of conventional food (i.e. non-organic) or health benefits of organic foods will increase their health consciousness and lead to them to think about organic food as their alternative.

5.2.5 Findings from Regression Analysis

5.2.5.1. Impact of various factors on consumer attitude towards the OFPs

The researcher has carried out regression analysis to examine the impact of various factors on consumer attitude towards the OFPs. In this analysis, consumer attitude is assumed as a dependent variable and the independent variables are consumer knowledge (X_1), health consciousness (X_2), environmental concern (X_3), personal norms (X_4), and subjective norms (X_5). The outcome of the analysis shows that the standardized coefficient value, X_2 i.e., “Health Consciousness” is the most influencing factor which has a major impact on consumer attitude towards OFPs. Health consciousness reflects individuals’ thoughts on health issues and their readiness to undertake actions to ensure their health. Positive attitude of consumers towards organic food is originated from the belief that organic food is good for their health. Health consciousness is therefore a key determinant of positive consumer attitude towards organic food consumption.

5.2.5.2. Impact of various factors on purchase intentions towards the OFPs

Another regression analysis has been carried out by the researcher to examine the impact of various factors on purchase intention towards OFPs. Here, the researcher has considered the dependent variable as purchase intention (Y) and the independent variables are consumer knowledge (X_1), health consciousness (X_2), environmental concern (X_3), personal norms (X_4), and subjective norms (X_5). Outcome of the

analysis shows that the standardized coefficient value, X_2 i.e., “health consciousness” is the most influencing factor that creates purchase intention among the consumers to buy OFPs. Moreover, organic foods are perceived as healthy products to consume by the consumers which strengthen their intentions towards the purchase of OFPs.

5.2.6 Findings from SEM Approach

Structural Equation Modeling has been carried out through Path analysis in order to test the hypothetical relationships portrayed in the conceptual model of the research study. From the analysis, it is found that all the factors namely consumer knowledge, health consciousness, environmental concern, personal norms, and subjective norms influencing consumer attitude have an impact on purchase intention towards OFPs. Meanwhile, it is found from the result of the hypothesis testing all the measured variables influencing consumer consumer attitude is having a positive influence on the purchase intention of OFPs and all the hypothetical relationships mentioned in the conceptual model are positive and significant at 1% level. Among the chosen research variables, health consciousness is having significant direct influence on consumer attitude and indirect influence on purchase intention of the consumers towards the OFPs. Consumer knowledge is the second most important factor which has significant direct influence on the consumer attitude and indirect influence on purchase intention towards the OFPs. Environmental concern, personal norms, and subjective norms also have significant positive direct impact on consumer attitude, and indirect effect on purchase intention towards OFPs.

Table 5.45 Result of Hypotheses testing

H1	Consumer knowledge is positively influencing consumer attitude towards the purchase of organic food products.	Hypothesis accepted
H2	Health consciousness is positively influencing consumer attitude towards the purchase of organic food products.	Hypothesis accepted
H3	Environmental concern is positively influencing consumer attitude towards the purchase of organic food products.	Hypothesis accepted
H4	Personal norms is positively influencing consumer attitude towards the purchase of organic food products.	Hypothesis accepted

H5	Subjective norms concern is positively influencing consumer attitude towards the purchase of organic food products.	Hypothesis accepted
H6	Consumer attitude is positively influencing the Purchase intention of the consumers towards organic food products.	Hypothesis accepted

5.3. CONCLUSION

Organic farming practices are becoming popular among the Indian farmers and consumers are aware of the positive implications of the consumption of OFPs. The awareness on the harmful effects of chemicals present in food is increasing among the consumers which lead to the purchase of OFPs. In recent years, “Back to Nature” campaign is spreading in social media platform, people wants to protect environment through consumption of environmental friendly products.

Keeping this in mind, this study has been conducted at Mumbai district to analyse the consumer attitude and purchase intention towards organic food products. The outcome of the Structural Equation Modelling analysis reveals that impact of various factors such as consumer knowledge, health consciousness, environmental concern, personal norms and subjective norms have a positive influence on consumer attitude and their purchase intentions towards OFPs. Additional learning through the current research study also reveals that there is a difference in attitude and intention to purchase OFPs between male and female confirms the findings of previous studies descriptively stating that gender affects the OFPs consumer behaviour. The female consumer tends to pay more attention to health and environment which results in the positive attitude and intention towards purchase of OFPs.

The primary constraint to purchase intention towards OFPs is its high price followed by lack of awareness about organic food standards. Therefore, providing OFPs at reasonable cost and creating awareness about organic food standards and certifications among the consumers community becomes crucial. Another important barrier of OFPs is its availability at nearby stores, hence it is important to establish organic food retail stores network which enables easy access to OFPs. Farm-to-Home is another emerging concept, which also plays a key role in shaping attitude and purchase intention of consumers towards OFPs by facilitating convenient purchase of

garden-fresh organic food. Current study proves that the organic food products are perceived as healthy products by the consumers which strengthen their purchase intentions; consumer knowledge & environmental concerns are other critical factors affecting their attitude towards OFP. Also consumers follow others opinions (subjective norms), at the same time their own beliefs and norms while forming purchase intentions about organic food products. However existing organic food consumers are highly satisfied with their organic food consumption and majority of them want to strongly recommend it to others.

Hence, from the discussion of research results, it is concluded that consumer knowledge, health consciousness, environmental concern; personal norms and subjective norms have a positive influence on consumer attitude and their purchase intention towards OFPs which leads to shape up favourable consumer behaviour towards organic food products.

5.4. SUGGESTIONS

Consumer attitude and purchase intention towards OFPs could be improved by implementing following suggestions which is offered based on findings of the research.

❖ Awareness & Consumer knowledge:

The OFPs must be well-promoted through various channels in order to create awareness among people to attract and influence their purchase intention towards OFPs. The print, television, and social media can be used to increase consumers' knowledge about the health and environmental benefits of OFPs. Through the creative campaigns, Government & Media must take initiative to let everyone know that he/she has the moral obligation to maintain the living environment they have. Not only should individuals purchase organic food on their own, but should also encourage others to do the same. It is the responsibility of every human being to protect and maintain the quality of their environment. Organic food products must be positioned as 'healthy products' and value for consumers' money through the promotional campaigns.

The use of smartphone in India increased rapidly in recent years as a leading trend. Therefore, spreading the information about the various benefits of OFPs through

social media applications such as WhatsApp, Youtube, Facebook, Instagram, etc would reach large masses with less cost at short span of time.

❖ **Establishing and creating awareness about certification bodies:**

The state and central government of India have implemented various schemes like Mission for Sustainable Agriculture (NMSA), Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM) and Rashtriya Krishi Vikas Yojana (RKVY) to promote the OFPs sector. GOI also implemented the National Programme for Organic Production (NPOP) which involves accreditation programme for certification bodies, standards for organic production, promotion of organic farming etc. However, the awareness about the certifications and the way to identify the authentication of OFPs are still not clear among many people, so the government should take initiative to create literacy programs to enhance the awareness about OFPs through print, electronic, and social media applications.

❖ **Price regulation of Organic Food Products:**

In general, OFPs are priced comparatively higher than inorganic foods that impede common man to afford to buy organic products. Hence, the government should take initiative to regulate the price of OFPs through tax exemption to retailers, which would subsequently make the cost of organic foods competitive and affordable for local consumers. Retailers should try to transform consumers' perceptions of premium prices into an affordable price or value for their money by implementing various marketing strategies including offers, discount and ample promotion to change consumer beliefs that they are capable of purchasing organic food.

❖ **Increasing number of exclusive organic retail outlets:**

The food retail giants could invest money in establishing exclusive organic retail outlets which will increase the availability of OFPs at nearby places throughout Mumbai city and suburban. Increase in product availability, such as selling online and through well-expanded department stores and special racks & cases for organic food inside supermarket stores, encouraging the concept of 'farm to home' through collaborative OFP supply chain may lead to a rise in organic food consumption.

Collaborative supply chain could reduce the cost of marketing activities through integration and hence the OFPs can be sold at relatively reduced price, so that consumers can find it affordable to purchase the OFPs.

5.5. THEORETICAL CONTRIBUTIONS OF THE RESEARCH

The outcome of the current research contributes to the existing body of literature related to consumer behaviour and organic food products. It has contributed the reliable model to analyse the influence of various factors on consumer attitude and purchase intention therefore the forthcoming researchers will be able to evaluate the same model in different research context and/or additional variables can be added in the same model to explore the influence of other related factors.

It also describes the influence of demographic profile of the consumers on consumer attitude and purchase intention towards the purchase of OFPs. The outcome of the research is useful for marketers, organic farmers, academicians, management practitioners, policy makers and OFP merchants in order to promote the organic farming and consumption of OFPs through better understanding of consumer behaviour towards OFPs. Moreover by answering the research questions and confirming hypotheses framed; this study contributed to the knowledge that is drawn from preceding studies within the Consumer Behaviour towards Organic Food Products in India.

5.6. SCOPE FOR FUTURE RESEARCH

Specific category of Organic food product such as organic fruits & vegetables or organic dairy products, organic packaged food etc. can be taken into consideration while studying consumer behaviour towards OPFs. Meanwhile information technology and its new born child social media has a great impact on formation of attitude or change of consumer behaviour towards OFPs, hence future research can be carried out to measure the impact of information technology, social media with regards to reinforcing consumer attitude and formation of favourable consumer behaviour towards OFPs.

Meanwhile further research can be carried out by using qualitative technique by conducting one to one interviews with the non-buyers of OFPs to analyse their awareness and barriers which prevent them from the consumption of OFPs.

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ANNEXURE – I
QUESTIONNAIRE

PART A – DEMOGRAPHIC DETAILS

Name of Respondent:

Email address:

- | | | | | |
|--|---------------|--------------------------|------------------|--------------------------|
| 1. Gender: | Male | ☐ | Female | ☐ |
| 2. Age group (in Years): | 18-25 | ☐ | 26-35 | ☐ |
| | 36-45 | ☐ | Above 45 | ☐ |
| 3. Qualification: | School Level | ☐ | ITI/ Diploma | ☐ |
| | Undergraduate | ☐ | Post-graduate | ☐ |
| | Other | ☐ | | |
| 4. Marital Status | Unmarried | ☐ | Married | ☐ |
| | Others | ☐ | | |
| 5. Most preferred food: | Vegetarian | ☐ | Non-Vegetarian | ☐ |
| | Both | ☐ | | |
| 6. Occupation: | Home-maker | ☐ | Business | ☐ |
| | Employed | ☐ | Self-employed | ☐ |
| 7. Family Monthly :
Income (In Rs.) | Upto 50,000 | ☐ | 50,000 - 100,000 | ☐ |
| | Above 1 Lakh | ☐ | | |
| 8. Place of Residence: | Mumbai city | ☐ | Mumbai suburb | ☐ |

**PART B – PERCEPTION & KNOWLEDGE TOWARDS ORGANIC FOOD
PRODUCTS (OFPs) PURCHASE**

9. Shopping responsibility for the purchase
of food products at home: Self ☐ Family members ☐
10. Most preferred shopping place for food products:
General store ☐ Supermarket ☐ Exclusive organic outlets ☐

11. In my knowledge, Organic Food is available in the following categories...

(you may choose more than one option)

Fruits & Vegetables ☐ Dry Spices & Dry fruits ☐ Dairy Products ☐
Pulses & grains ☐ Organic processed food ☐ Poultry products ☐

12. What was your source of awareness for Organic food?

Newspaper/Magazine ☐ Radio announcement ☐
Television commercial ☐ Online sources/Online promotion ☐
In-store promotion ☐ Physician's consultation ☐
Word of mouth ☐

13. First thought comes to your mind while thinking of Organic food...

Eco-safe ☐ Healthy food ☐
Expensive item ☐ Advantageous over conventional food ☐
Least-heard products ☐ Name sake organic ☐

14. Frequency of purchase of organic food products

Rarely ☐ Sometimes ☐ Often ☐ Always ☐

15. Which factor from the following encouraged you for the purchase?

Benefits of Organic Food over non-organic ☐ Doctor/Dietitian's advice ☐
Curiosity ☐ Others ☐

16. Rank (1 to 5) the following statements based on its severity which you find a constraint for the purchase the Organic food products [OFP].

Sr. No	Factors	Rank
a.	High price of OFPs.	
b.	Difficult to distinguish between organic & non-organic.	
c.	Lack of clarity in OFP labeling & its certification.	
d.	Least information is seen & spread on OFPs.	
e.	Non-availability of OFPs in nearby places.	

17. Please rank the following in order of importance from 1 to 5 where 1 is the most important and 5 is least important to you as a vital element that will boost your purchase of Organic food products in future?

Sr. No	Factors	Rank
a	Adequate promotion of its benefits & originality	
b	Nearness of Exclusive Organic Retail outlet	
c	Trusted Organic labeling and certifications	
d	Offers & discounts on its purchase	
e	Availability of Organic food product categories	
f	Monthly subscription with free door delivery and price discount	

PART C- CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS

18. Please indicate using a tick mark the extent to which you agree or disagree with the following statements related to consumer behavior towards the purchase of organic food products

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Sr. No	Statements	1	2	3	4	5
	a. Consumer Knowledge					
1.	I have sufficient knowledge about organic food through my previous experience such as purchasing/ consuming/ hearing from others/ reading about it.					
2.	I know that organic food products are good for health and environment.					
3.	Organic production does not use harmful pesticides and fertilizers.					
4.	Organic food is safe to environment & good for sustainability.					
5.	There is an authorized certification & labeling for the real Organic food products.					

	b. Health consciousness					
6.	I try to avoid eating foods with harmful additives & preservatives.					
7.	I worry that there can be injurious chemicals in my food.					
8.	I want to eat more garden-fresh & healthy food.					
9.	I pay a lot of attention to my health.					
10.	I believe that organic food is better to my health than conventional food.					
	c. Environmental concern					
11.	I feel responsible towards the environment and its sustainability.					
12.	I understand that chemical substances used during food production pollute the environment.					
13.	Environmental issues have to be taken into consideration while making food purchase decisions.					
14.	I pay a lot of intention to the environment.					
15.	I believe that organic food is more environmental friendly than conventional food.					
	d. Personal Norms					
16.	I feel I should choose organic food instead of conventional food.					
17.	I get a good conscience about myself if I choose OFP.					
18.	I believe that choosing organic food is a right decision.					
	e. Subjective Norms					
19.	When it comes to choosing organic food, I behave as others do.					
20.	Due to the impact of social pressure (society, environment, social network etc.), I choose organic food.					
21.	Most people who are important to me would like me to choose organic food					

	f. Consumer attitude					
22.	I believe it is the right time to start buying organic food.					
23.	Organic food is value for money.					
24.	I am ready to buy certified organic products from retail outlets located in distant place.					
25.	I would prefer organically produced food over conventionally grown food since it is not harmful to the environment and good for my health.					
	g. Purchase intention					
26.	I am willing to purchase the food products that reduce health risks.					
27.	I would buy eco-friendly products that ensure environmental safety.					
28.	I am willing to pay for products that are high on nutritional content.					
29.	I always prefer to purchase organic food products.					
30.	I am willing to pay extra for organic food.					

PART D- OVERALL PERCEPTION TOWARDS THE SATISFACTION OFPs

19. Please indicate using a tick mark the extent to which you agree or disagree with the following factors based on its influence level to purchase organic food products [OFP].

1 – Not at all influential 2 – Slightly influential 3 – Somewhat influential

4 – Very influential 5 – Extremely influential

Sr. No	Factors	1	2	3	4	5
1.	Adequate knowledge on OFP					
2.	Health Consciousness					
3.	Concern for environment					
4.	Personal Norms					
5.	Subjective Norms					

20. Overall satisfaction towards the purchase of organic food products

Highly dissatisfied ☐ Dissatisfied ☐ Moderate ☐
Satisfied ☐ Highly satisfied ☐

21. I am interested to recommend the purchase of OFPs to friends, family members, and relatives.

Strongly Disagree ☐ Disagree ☐ Neutral ☐
Agree ☐ Strongly Agree ☐

THANKS FOR YOUR VALUABLE TIME!

ANNEXURE – II

List of selected Organic outlets in Mumbai district

Mumbai City District (South Mumbai)	Mumbai Suburban District (Western, Eastern & Central suburbs)
1. CCI Shop 2. Food Bazaar 3. Sattvik Organic & natural store 4. The Organic Garden 5. Down to Earth Organic food 6. Green Sattva Organic Food Store 7. Greenway 8. Khadi Bhandar 9. King Plaza Super Market 10. Magna Nutrition Centre 11. Melon Health Foods 12. Mishty Bela 13. Mother Earth 14. Nature Pure Organic Farms 15. Suryodaya 16. The Health Shop 17. Vinita Mathur's Health Shop 18. Greenfields Integral Health Centre 19. La Devi Organic 20. The Farmeronline 21. Vrindavan Farms	1. Green Current 2. K-value Super market 3. Vedanta Organics 4. Organic Manna 5. Rare Earth – The Organic Store 6. Miru Organic the lifestyle store 7. Spencer's Great Wholesale Club Ltd 8. Spencer's Daily store 9. Jiyo organic 10. Viraorganic 11. Arome 12. Baba International 13. Vedikri food store 14. Miru Organic – The Lifestyle Store 15. Modern Store 16. Naturally Yours 17. Navdanya – The Organic Shop 18. Patel Provision Store 19. Green Current organic lifestyle 20. Spar Organic 21. Utsav store 22. Dial Organic 23. Shree Organic 24. Shri Shailya Shetty Utpadana 25. Sri Siddhi Organic 26. Nature's Basket store 27. Gourmet delight 28. Mashroom the organic store 29. The Juhu Organic Farmers Market