

## DETERMINANTS OF ORGANIC FOOD CONSUMPTION OF CONSUMERS IN BANGALORE CITY- A STUDY

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### Abstract:

India has emerged as one of the largest markets in the world for organic food. The organic foods products are healthy, without chemicals or preservatives, are completely natural and are much better than conventional foods in terms of the various benefits that they provide to one and all. The health of citizens is a core concern for every nation. The objective of this work was to investigate the determinants of organic food consumption of consumers in Bangalore city. Convenient sampling technique was adopted for the study purpose. Bangalore city was chosen as major study area. The list of organic retail stores in the city was obtained and 56 stores were randomly chosen. A sample size of 788 was formed by conveniently selecting on an average of 25 customers from each store they visited. Primary information pertaining to their perception, preferences and buying motives for various organic food products were obtained. Statistical Package for Social Science (SPSS.13) trial version was used to analyse the data. Multiple regression analysis was used as the main statistical tool to find out the significant influence of factors determining organic food consumption of consumers in Bangalore city. The findings highlight the The unique contribution for the variables of informational factors and the variables of consumer's psychographic factors have the significant influence on consumption of organic food products by the consumers in Bangalore city.

**Keywords:** Organic Food, Consumption, Informational, Psychographic, Bangalore City.

### 1. INTRODUCTION

A healthy citizen is the backbone of every nation. In order to secure the health of the citizens the government has to give attention to food items what they intake. To be healthy one wise decision is to ensure the intake of organic food products (Mehala, M Baladevi et al 2019). This study deals with consumer consumption of organic food products and focuses on the impact of their behaviour on the consumption of organic food products (Drichoutis, AC.,2017). This study is intended to find out the various reasons behind the buying decisions of consumers towards organic food products (Tleis, M., 2019). Consumer preferences and choices regarding food products have undergone a significant transformation in recent years, with a growing emphasis on health, sustainability, and environmental concerns (Buder, F., Feldmann, C., & Hamm, U. 2014). Consumer preferences and behaviors concerning food products have evolved significantly in recent years, driven by an increasing emphasis on health, sustainability, and environmental consciousness (Callieris, R., al Bitar, L., 2019) In this era of informed and conscientious consumerism, the choices individuals make regarding organic and non-organic food products have garnered substantial attention (Bozga, N.-A. 2015). The city of Bangalore, a thriving metropolis in India, stands as an intriguing microcosm of these changing consumer dynamics. Health consciousness can measure the readiness to undertake health actions (Subha, B., & Lavanya, N. 2017). Accordingly, health consciousness is highly considered a critical dimension

involved in perceived food quality, frequently discussed with consumers' purchase intention in relation to food products (Edison, P., & Ramesh, R. P. 2021). Under attributes contained in organic food (i.e., no artificial ingredients, no preservatives, no harmful chemicals, and no GMO), consumers with strong health consciousness are inclined to pursue healthier food (e.g., organic food in their daily life), so health consciousness is a critical driving factor effectively motivating consumers to purchase organic food (Roma, R., & Thøgersen, J. 2019). Besides, existing studies found that the reason for purchasing organic food displays a tight association with its nutrition value perceived by consumers, numerous consumers hold that organic food contains more overall nutrition, more fiber, roughage, and more vitamin as opposed to conventional-produced food, and even it is not basically evidenced that organic food outperforms conventional food in terms of nutrition value (Arttachariya, P. 2012). Thus, perceived nutrition value is another critical cognition included in health consciousness, capable of driving consumers' intention of purchasing organic food (Raghavan N., 2013).

## 2. LITERATURE REVIEW

Young adults (31 to 40 years old), people over the age of 51 and widowers are willing to pay more and consume organic food more often, while young people under the age of 30 and people with low income tend to consume organic food less often (Kearney, M. 2004). Investigated the perception of the respondents towards organic food such as perceived health, product attribute, product feature, social welfare and availability (Kanagavalli et al 2020). It also focuses on consumers' buying behaviour towards organic food in India. The researcher concluded that the consumers' health conscious, quality, safety and value for money would lead to purchase organic food. (Ali, A., Ali, A., 2018) Concluded that the primary aim of this research is to investigate the influence of health consciousness, quality of life, and the availability of organic products on consumers' buying behavior with respect to organic products (Konvalina, P., 2012). The findings of this study demonstrate a substantial connection between health consciousness, quality of life, and the accessibility of organic products, and their collective impact on shaping consumers' preferences for organic products (Khurana, A., & Kumar, V. 2020). This discovery offers promising prospects for organic product producers and marketers, offering them valuable insights for formulating targeted marketing strategies to reach a broader customer base. Because consumers claim that organic foods are healthier than regular ones, they assume that organic food contains a higher concentration of vitamins and nutrients (Almli, V. L., 2018). in addition, it's possible to predict that the epidemic will increase demand for nutrient-dense organic foods that are good for the immune system and a rise in the desire for nutrient-dense, organic, and healthful foods that boost immunity. the most common justification for eating organic food is health protection (Al-Gasawneh, J., & Al-Adamat, A. 2020). Organic food is free of chemicals because it is grown without the use of pesticides or chemical fertilizers. Unlike conventional foods, no chemicals are used to increase the size of organic fruits and vegetables. Organic food is becoming increasingly popular as it is beneficial to one's health. Customers are drawn to organic food for a variety of reasons (Handranata, Y. W., Dewi, & Murbarani, K. 2019). The current study focused on four factors that influence the purchase intensity of customers: sensory appeal, convenience, nutritional content, and customer self-identity. Customers believe that organic agricultural practices are environmentally benign because they don't use pesticides or other harmful substances (Alvensleben, R. V. 1998). (Almli, V. L., 2019) note that whereas the elderly are more affected by concern for their health, younger consumers are more likely to choose organic products

based on ecological considerations. According to specific studies (Radman M., 2015) people buy organic food because they think it is better for animal welfare and also benefits the local economy. Product qualities including taste, appearance, and freshness may have an impact on a consumer's decision to buy organic food. in Sweden, Italy, and the Netherlands, eating organic food is mostly driven by taste (Klaus G. Grunert 2005). Several studies have found that the primary reasons for purchasing organic food are its nutritional content and packaging related to environmental protection (Singh, A., & Verma, P. 2017). The desire to buy certified organic food has increased dramatically in developed and industrialized cities. Germany also demonstrates a favorable attitude toward organic food. As a result, Indian consumers are more inclined to purchase organic food because of the food's nutritional value, flavor, lack of side effects, as well as superior quality. The desire to buy organic food is considerably increased by taste and freshness (Albayrak, T., Aksoy, Ş., & Caber, M. 2013). For infrequent purchasers who want their organic food to be delicious as well as have a pleasing appearance, appearance is extremely crucial (Xiaoling, G., 2018) customers worry about their health and safety due to environmental destruction (Renuka Bai. V 2019). customers choose organic products because they want to preserve the environment's safety and purity for coming generations as well as for their health and safety (Marija Radman, 2005). According to this eco-friendly mindset demonstrates care for both the preservation of the environment and the well-being of animals. in addition, consumers who purchase organic products usually comment on how much better they taste than non-organic products (Xiaoling, G., Sherwani, 2018) Additionally, organic food is usually perceived as being more wholesome, fresher, and safer. Eastern and Southern Europeans, for example, Italy, were less inclined to buy and eat organic food because of the decline in the organic trend in these regions. Organic food sales are on the rise, but in emerging countries like India, the trend is more noticeable (Paul and Rana, 2012). With such a large population of organic food lovers, India is the ideal market for organic food producers and distributors (Padmaja, Nikhil Parashar 2018). On the other side, the high cost, scarcity, subpar visual product quality and presentation, and scepticism in organic claims are the biggest barriers to buying organic food. Although not universal, these opinions regarding organic food are generally comparable in both rich and underdeveloped countries (Alaguraja, et al 2020) consumers believed that organic foods would provide significantly superior eating quality than conventional meals, but in reality, they were unable to identify the difference. in circumstances like this, consumer expectations for quality might be so high that they override any differences in the quality of the experience (Nedumaran et al 2019). By assessing meals and keeping track of what is consumed, nutritionists can discover how the quality and health of one's diet are affected by the various combinations of foods and drinks consumed throughout the day (Bryła, P. 2016). the nutrients in food and their effects can interact because humans combine items in meals or snacks based on their recipes. Daily dietary guidelines and other nutritional recommendations are provided to consumers. so, they may comprehend and adhere to them (Prabakaran, M. Arul Kumar et al 2020). Despite this, organic food purchases are mostly motivated by consumers' desire to improve their health because of its high nutritional content (Priya and M Parameswari 2016).

### 3. STATEMENT OF THE PROBLEM

There is wide range of consumer goods that comes under umbrella of organic products. It can be vegetables, fruits, wheat, rice, pulses, edible oil/ghee. Which are provided by different organic

products producers available in market. Through there were many researches has already taken place on this topic but no research has been done for the determinants of organic food consumption of consumers in Bangalore city. Eating organic food is the source for good health. organic food can help us to think and feel healthy. It provides us the adequate energy we need; meanwhile we are able to cope with regular disorders, right from the normal colds to deficiency of sleep. By taking and following the healthy diet for a long time, we can minimize the risk and also we can hold up the start of the chronic age-related illnesses. Thus, our mankind has started to be aware of health consciousness and passionate on finding out the healthy way to live the life that is where the term organic food starts to rebirth. It equips businesses and marketers with the knowledge needed to tailor their offerings and communication strategies, while providing policymakers with insights to promote sustainable and health-conscious practices in the food industry. Moreover, this study serves as a reference point for future research in this dynamic field, as consumer preferences continue to evolve to look forward to buy organic food products. The major purpose of the study is to investigate the determinants of organic food consumption of consumers in Bangalore city, which formed the basis for the scoping review. Understanding the motivations influencing customer behaviour for organic food goods was another purpose of the inquiry. to look at the aspects that affect consumers' impressions of organic foods. Finally, to comprehend how consumers define and perceive organic food items.

#### 4. OBJECTIVES OF THE STUDY

1. To find out the influence of informational factors and consumption of organic food products by the consumers in Bangalore city.
2. To examine the consumer's psychographic factors and consumption of organic food products by the consumers in Bangalore city.

#### 5. HYPOTHESES

H01: There is no significant influence of informational factors on Consumption of Organic Food Products by the consumers in Bangalore city.

H1: There is a significant influence of informational factors on consumption of organic food products by the consumers in Bangalore city.

H02: There is no significant influence of consumer's psychographic factors on consumption of organic food products by the consumers in Bangalore city.

H2: There is a significant influence of consumer's psychographic factors on consumption of organic food products by the consumers in Bangalore city.

#### 6. SCOPE OF THE STUDY

The purpose of this study is to find out and analyze investigate the determinants of organic food consumption of consumers in Bangalore city. The study is confined to exploring the influence of factors such as informational factors and consumer's psychographic factors were tested on the consumption of organic food products by the consumers in Bangalore city.

## 7. RESEARCH METHODOLOGY

The research methodology is adopted based on the descriptive analytical research approach. The objective has been addressed in the study systematically to understand the determinants of organic food consumption of consumers in Bangalore city were tested in-detail separately in analysis section. The objective of the study deals with conceptual framework and literature review in introduction. The various factors such as informational factors and consumer's psychographic factors were tested on the consumption of organic food products by the consumers in Bangalore city.

## 8. POPULATION, SAMPLING METHOD AND SAMPLE SIZE

Convenient sampling technique was adopted for the study purpose. Bangalore city was chosen as major study area. The list of organic retail stores in the city was obtained and 56 stores were randomly chosen. A sample size of 788 was formed by conveniently selecting on an average of 25 customers from each store they visited. Primary information pertaining to their perception, preferences and buying motives for various organic food products were obtained. Statistical Package for Social Science (SPSS.13) trial version was used to analyse the data.

## 9. DATA COLLECTION

### Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

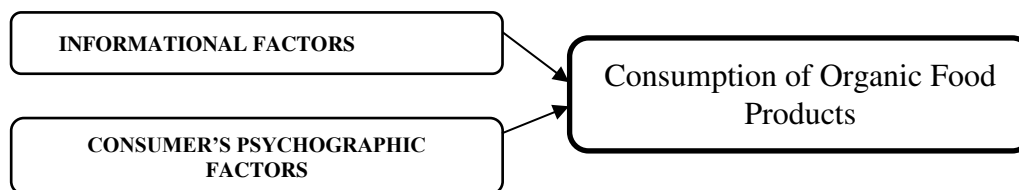
### Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

## 10. DATA ANALYSIS

Multiple regression analysis was used as the main statistical tool to find out the significant influence of factors determining organic food consumption of consumers in Bangalore city.



**Figure 1.1 RESEARCH FRAMEWORK**

## 11. LIMITATIONS OF THE STUDY

The focus of this research was to study factors determining organic food consumption of consumers in Bangalore city. A general limitation in the literature on the topic is the inability to obtain a clearly defined measure of factors affecting organic food consumption. However, this approach has limitations for groups consumers who prefer to buy organic products only. The limitations of this study include the author's constraints in gathering comprehensive data on organic food consumption in Bangalore city. The limitation of expenditure survey is that it tends to underestimate to explore information on expenditures and behavior of organic food consumers and the availability of their exact list. Moreover, a significant limitation of this study is that all the information was self-reported and was based on subjective perceptions. Advanced statistical tools might have used for the study. The other pertinent variable for the study might have missed. The information given by the respondents might be biased because some of them might not be interested in giving correct information. The study is restricted to a sample size of respondents who aware of organic food products and consumed on regular basis. The sample selection process might not capture a diverse range of consumers, potentially skewing the results towards specific demographics or preferences.

## 12. ANALYSIS AND INTERPRETATION

### Households Family Factors and Food Security.

H01: There is no significant influence of informational factors on Consumption of Organic Food Products by the consumers in Bangalore city.

H1: There is a significant influence of informational factors on consumption of organic food products by the consumers in Bangalore city.

### INFORMATIONAL FACTORS

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.799 <sup>a</sup>	.729	.739	.99844	
ANOVA <sup>b</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	433.038	12	36.086	36.200	.000 <sup>a</sup>
	Residual	772.577	775	.997		
	Total	1205.614	787			
<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.500	.157		3.195	.001
	<b>Influencers through their feed back</b>	.074	.039	.072	1.890	<b>.059</b>
	<b>Traditional media</b>	.433	.080	.362	5.394	<b>.000</b>
	Mela/ Exhibitions	.064	.051	.061	1.256	.210
	Print media	-.029	.046	-.029	-.627	.531
	Product trials	-.067	.061	-.065	-1.099	.272
	<b>Recommended by nutritionists/doctors</b>	-.123	.051	-.098	-2.404	<b>.016</b>
	Community groups	.034	.072	.032	.474	.635
	<b>Peer groups.</b>	.214	.051	.247	4.200	<b>.000</b>
	<b>Local farmers.</b>	-.085	.035	-.093	-2.389	<b>.017</b>
	<b>Recommended in campaigns</b>	-.088	.043	-.090	-2.030	<b>.043</b>
	<b>Stores personnel.</b>	.135	.061	.130	2.208	<b>.028</b>
	<b>Informative Labeling.</b>	.115	.063	.102	1.832	<b>.057</b>
a. Dependent Variable: Consumption of Organic Food Products						

A multiple regression analysis was used to investigate the effect of 12 variables of informational factors. From the above table it is understood that, that informational factors ( $R = .799^a$  indicating high degree of correlation among the variables,  $t = 3.195$ ,  $p < .000$ ) had a positively significant effect on Consumption of Organic Food Products. Hence, it can be concluded that if the average level of informational factors were high, the average level of Consumption of Organic Food Products would also be high. The analysis also reveals that informational factors was able to explain the total variation in Consumption of Organic Food Products. By the regression model about  $R^2$  72.9% being

high indicating model fits the data well. Thus answering the hypothesis H1: There is a significant influence of informational factors and consumption of organic food products by the consumers in Bangalore city, posited for this research is accepted. The coefficient table shows the contribution of each informational Factors. From the above table the beta values demonstrate the unique contribution for the variables such as Influencers through their feedback. ( $\beta = .074$ ,  $p < .059$ ), followed by Traditional media ( $\beta = .433$ ,  $p < .000$ ), Recommended by nutritionists/doctors ( $\beta = -.123$ ,  $p < .016$ ), Peer groups. ( $\beta = .214$ ,  $p < .000$ ), Local farmers. ( $\beta = -.085$ ,  $p < .017$ ), Recommended in campaigns ( $\beta = -.088$ ,  $p < .043$ ), Stores personnel. ( $\beta = .135$ ,  $p < .028$ ), Informative Labeling. ( $\beta = .115$ ,  $p < .057$ ) in predicting consumption of organic food products by the consumers in Bangalore city.

### Economic Factors and Food Security.

H02: There is no significant influence of consumer's psychographic factors on consumption of organic food products by the consumers in Bangalore city.

H2: There is a significant influence of consumer's psychographic factors on consumption of organic food products by the consumers in Bangalore city.

### CONSUMER'S PSYCHOGRAPHIC FACTORS

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.780 <sup>a</sup>	.609	.603	.72753	
ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	638.640	12	53.220	100.548	.000 <sup>a</sup>
	Residual	410.206	775	.529		
	Total	1048.846	787			
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.110	.136		.814	.416
	Age factor	.001	.038	.001	.015	.988
	Mental satisfaction	.175	.055	.157	3.180	.002
	Stay fit and healthy	-.139	.042	-.153	-3.301	.001
	Healthy ecosystem.	-.028	.029	-.033	-.960	.337
	Personal experience.	.108	.041	.130	2.654	.008



Trust in nutritional attributes.	-.055	.051	-.050	-1.080	.281
Positive attitude	.114	.055	.116	2.076	<b>.038</b>
Economic status	-.076	.043	-.085	-1.774	<b>.056</b>
Trust in certification.	.028	.047	.027	.595	.552
Nutritional properties	-.001	.031	-.001	-.036	.971
Quality and tasty	.076	.038	.077	1.973	<b>.049</b>
Importance for the product packaging	.617	.029	.662	21.068	<b>.000</b>
a. Dependent Variable: Consumption of Organic Food Products					

A multiple regression analysis was used to investigate the effect of 12 variables of consumer's psychographic factors. From the above table it is understood that, that consumer's psychographic factors ( $R = .780^a$  indicating high degree of correlation among the variables,  $t = .814$ ,  $p < .000$ ) had a positively significant effect on Consumption of Organic Food Products. Hence, it can be concluded that if the average level of consumer's psychographic factors were high, the average level of consumption of organic food products would also be high. The analysis also reveals that informational factors was able to explain the total variation in Consumption of organic food products. By the regression model about  $R^2$  60.9% being high indicating model fits the data well. Thus answering the hypothesis H2: There is a significant influence of consumer's psychographic factors on consumption of organic food products by the consumers in Bangalore city, posited for this research is accepted. The coefficient table shows the contribution of each informational Factors. From the above table the beta values demonstrate the unique contribution for the variables such as Mental satisfaction ( $\beta = .175$ ,  $p < .002$ ), followed by Stay fit and healthy ( $\beta = -.139$ ,  $p < .001$ ), Personal experience. ( $\beta = .108$ ,  $p < .008$ ), Positive attitude ( $\beta = .114$ ,  $p < .038$ ), Economic status ( $\beta = -.076$ ,  $p < .056$ ), Quality and tasty ( $\beta = -.088$ ,  $p < .043$ ), Quality and tasty ( $\beta = .076$ ,  $p < .049$ ), Importance for the product packaging ( $\beta = v$ ,  $p < .000$ ) in predicting consumption of organic food products by the consumers in Bangalore city.

### 13. FINDINGS

The unique contribution for the variables of informational factors such as influencers through their feedback, followed by traditional media, recommended by nutritionists/doctors, peer groups, local farmers, recommended in campaigns, stores personnel, informative labeling, were the factors that are significantly influencing consumption of organic food products by the consumers in Bangalore city. The unique contribution for the variables of consumer's psychographic factors such as mental satisfaction, followed by stay fit and healthy, personal experience, positive attitude, economic status, quality and tasty, quality and tasty, importance for the product packaging were the factors that are significantly influencing consumption of organic food products by the consumers in Bangalore city.

## 14. SUGGESTIONS

From the above research, it is clear that there is a positive influence of the consumer perception on their purchase decision of organic food products. Organic food companies should step ahead to create awareness amongst consumers about organic food. The organic food companies should try to explore the consumers' behavior to prepare tempting offer for them. Majority of the consumers are switching over from the conventional products to environmental sustainable food products. This is found in almost all the categories of products. Consuming organic products is not an exception to this. There should be local market for organic food. Requirement of organic shops in rural or urban areas. Can also provide roadside stalls in the countryside. The organic food can be sold directly at the farm where the food was produced. Online ordering of organic food delivered to the door to door. So, the manufacturers and traders should concentrate more on the production and marketing of organic food products which are healthier for the consumers and eco-friendly. Even if the price is slightly high compared to the conventional products, most of the consumers are ready to purchase the ecofriendly products in the interest of environment and health. Supermarket can expand the organic food products range. In school meals, canteens, cafeterias and high profile companies can include organic food in menu chart. Maximum set up of organic production units. Setting up packaging units for organic food. Local and regional market development for organic food.

## 15. CONCLUSIONS

In summary, this research provides valuable insights into the various factors that impact consumers' intentions when it comes to play a significant role in influencing consumer decision-making within the organic food industry. As the demand for organic products continues to grow, it is important for businesses and policymakers to understand these complexities. By aligning marketing strategies with consumer values, addressing barriers to adoption, and promoting transparency through clear labeling and communication, stakeholders can effectively capitalize on the increasing interest in organic foods, leading to sustainable market growth. Today, the market is extremely more complex. Henceforth, to withstand in the market, the marketer not only needs to enlarge his profit but also requires satisfying his customers and should try to start upon from there. The objective of this work was to investigate the determinants of organic food consumption of consumers in Bangalore city. Convenient sampling technique was adopted for the study purpose. Bangalore city was chosen as major study area. The list of organic retail stores in the city was obtained and 56 stores were randomly chosen. A sample size of 788 was formed by conveniently selecting on an average of 25 customers from each store they visited. Primary information pertaining to their perception, preferences and buying motives for various organic food products were obtained. Statistical Package for Social Science (SPSS.13) trial version was used to analyse the data. Multiple regression analysis was used as the main statistical tool to find out the significant influence of factors determining organic food consumption of consumers in Bangalore city. The findings highlight the unique contribution for the variables of informational factors and the variables of consumer's psychographic factors have the significant influence on consumption of organic food products by the consumers in Bangalore city. Customers' satisfaction is the eventual aim of any business concern. There are a number of products offered to consumers in the market where they have to pick from. Customers are the ruling king of marketing activities so the manufacturers have to accomplish them. Consequently,

the primary motivation for bangalore city consumers to purchase organic food products is their perception of these products as safe, healthy, and nutritious. as a result, organic foods are experiencing a surge in popularity.

## 16. DIRECTIONS FOR THE FUTURE RESEARCH

Further research can be done on making comparisons of organic food consumption across the districts of Karnataka for the better marketing strategies in the field of food processing industry. Future researchers can substantiate the research findings by conducting similar studies in various cities. This survey should cover a much wider range of areas. The study suggests that similar studies should be conducted following the conceptual model of factors determining the consumption of organic food, which will better identify the gaps left in the empirical research on the said subject. Moreover, factors affecting consumption of organic food as the least studied, so future research must consider it to fill the left research gap.

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