



A Study on Consumer Purchase Intention Towards Organic Foods – Special Reference Tenkasi Region

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ABSTRACT: This study investigates consumer purchase intentions towards organic foods with a special focus on the Tenkasi region. The objectives encompass identifying consumer attitudes and perceptions, assessing awareness and knowledge levels, and understanding purchasing behaviour regarding organic food products. Employing various statistical tools such as percentage analysis, multiple response analysis, chi-square, ANOVA, correlation analysis, and regression analysis, data was collected over a three-month period using purposive random sampling, yielding a sample size of 375 respondents from a population of 15,000. The findings highlight the significance of factors like health awareness, environmental consciousness, and product characteristics in influencing consumer decision-making within the organic food industry. The study underscores the importance of aligning marketing strategies with consumer values, addressing adoption barriers, and enhancing transparency through clear labeling and communication. These insights provide valuable guidance for businesses and policymakers seeking to capitalize on the burgeoning demand for organic products and foster sustainable market growth.

KEYWORDS: Consumer Purchase Intention, Consumer Perceptions, Awareness Levels, Purchasing Behaviour of organic food.

I. INTRODUCTION

This study delves into the consumer purchase intentions towards organic foods, with a focused examination on the Tenkasi region. Situated within the larger framework of the organic food industry, this research aims to unravel the underlying factors influencing consumer attitudes, perceptions, and purchasing behaviour towards organic food products. By employing a comprehensive array of statistical tools and methodologies, including percentage analysis, multiple response analysis, chi-square, ANOVA,

correlation analysis, and regression analysis, this study endeavours to provide nuanced insights derived from empirical data.

Over a rigorous three-month period, data collection was conducted utilizing purposive random sampling techniques, yielding a robust sample size of 375 respondents drawn from a population base of 15,000 within the Tenkasi region. Through this meticulous approach, the study seeks to capture a representative snapshot of consumer sentiments and behaviours towards organic foods in the local context.

The findings of this research shed light on the multifaceted determinants that shape consumer decision-making processes within the organic food sector. Key themes that emerge include the pivotal roles of health awareness, environmental consciousness, and product characteristics in influencing consumer preferences and choices. Moreover, the study underscores the significance of aligning marketing strategies with consumer values, overcoming adoption barriers, and enhancing transparency through clear labeling and communication. Organic food manufacturers are innovating and diversifying their product offerings to meet evolving consumer preferences and cater to niche markets. Product innovation in the organic food industry includes the development of new organic food categories, such as plant-based alternatives, gluten-free products, functional foods, and organic snacks and beverages.

In addition to exploring consumer preferences, this study also endeavours to shed light on the drivers and barriers influencing the adoption of organic food products. Factors such as price sensitivity, accessibility, trust in certification standards, and cultural influences are expected to emerge as significant determinants shaping consumer decision-making processes within this market segment.



II. OBJECTIVES OF THE STUDY

1. To identify the consumer attitude, perceptions towards organic food products.
2. To Study awareness and knowledge levels of consumers towards organic food products.

III. LIMITATIONS OF THE STUDY

1. The study is restricted to a sample size of respondents who are aware of organic food products and consumed on a regular basis.
2. The sample selection process might not capture a diverse range of consumers, potentially skewing the results towards specific demographics or preferences.

IV. STATEMENT OF THE PROBLEM

There is a wide range of consumer goods that comes under the 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 the market. Through there were many researches that have already taken place on this topic but no research has been done for the factors affecting buying behaviour of consumers.

V. REVIEW OF LITERATURE

Kalyani R, Prabhavathi Y,(2023). It aims to understand consumer behaviour in the organic food market: perceptions, preferences and purchase factors. Primary data was obtained from a sample of 120 consumers visiting organic stores for understanding the consumer perceptions, preferences and buying motives for organic food products in Bangalore city of Karnataka State. The core product factors driving the preference for organic food products include their perceived healthiness and quality, while the augmentation factors that play a significant role are their preservative-free nature, nutritional properties and certification.

Bagher A. N, Salati F, & Ghaffari M, (2018). The study examines factors affecting intention to purchase organic food products among Iranian consumers. The sample size was calculated as 280 individuals using Cochran's formula, but finally, 215 questionnaires were collected completely. The hypotheses were analysed using the Structural Equation Modelling (SEM) and Lisrel software. The results showed that ethical orientation, organic knowledge, attitude towards organic food products, environmental concerns, subjective norms, healthy lifestyle, health awareness and perceived behavioural control have respectively the most

3. To understanding the purchasing behaviour of organic food consumers.

significant effect on intention to purchase organic food products.

Mrs.S.Rengeswari,Dr.T.Palaneeswari.,(2017). The study reveals buying behaviour of consumers towards organic food in Sivakasi. The paper investigated the perception of the respondents towards organic food such as perceived health, product attribute, product feature, social welfare and availability. It also focuses on consumers' buying behaviour towards organic food in Sivakasi. The researcher concluded that the consumers' health conscious, quality, safety and value for money would lead to purchase organic food.

B. Krishnakumarea and S. Niranjana.,(June 2017). consumers' buying behaviour towards organic food products in Tamil Nadu. The study conducted in Tirupur district of Tamil Nadu state has investigated the consumers' buying behaviour towards organic food products based on the data collected from 240 respondents (120 organic food consumers and 120 non-organic food consumers). It was also found that the organic food consumers had high influence of psychological factors such as perception, attitude and purchase intention towards buying organic food products.

Saloni Mehra and P.A. Ratna .,(2014). This article aims to study attitude and behaviour of consumers towards organic food: an exploratory study in India. The paper identifies and examines the variables that influence the consumers' attitudes and behaviour towards organic food in the tier 2 cities in India. The 50 variables only 17 were considered for further analysis using factor analysis. Six factors namely – perception towards organic food, health consciousness, product information, value for money, accessibility and trust were identified. Health consciousness and perception towards organic food were the most influential factors on the attitude of the consumers towards organic food. Results of the study showed that women and younger consumers showed a positive attitude towards organic food and perceived consumption of organic food to be a healthier food option.



VI. RESEARCH METHODOLOGY

Data Source:

Data collection primarily relies on using questionnaires to gather primary data directly from participants. This involves distributing structured surveys to collect responses, ensuring clarity and relevance of questions.

Question Types Used:

The questionnaire consists mainly of closed-ended questions, where respondents select from predefined answer options. This method was chosen for its easiness and cost efficiency to collect responses using a sample. A survey was taken in super market.

Period of Study:

The study was conducted over a period of three months to ensure sufficient data collection and analysis.

Sampling Techniques:

Random purposive sampling was employed to select participants for the survey.

Sampling unit:

Organic food consumers were targeted to ensure a representative sample.

Sampling Size:

According to De Morgan's table, the total population size is 15,000.

Methods of data collection data sources:

Primary data collection.

Analytical tools and methods:

Statistical analysis is a scientific tool that helps collect and analyse large amounts of data to identify common patterns and trends to convert them into meaningful information. In simple words, statistical analysis is a data analysis tool that helps draw meaningful conclusions from raw and unstructured data. The commonly used statistical tools for analysis of collected data are:

- Percentage Analysis
- Multiple response analysis
- Chi-square
- Analysis of variance (ANOVA)
- Correlation Analysis
- Regression Analysis

PERCENTAGE ANALYSIS

Percentage analysis is used to segregate and classify the data in the questionnaire based on the number of percentage of respondents falling into each category. It makes analysis and comparison of data easier.

This formula used to calculate simple percentage analysis is as follows

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no of respondents}} \times 100$$

MULTIPLE RESPONSE ANALYSIS

Multiple response tool gives an analysis of the responses to questions where the responses has given more than one answer. It determines what percentage of the respondents has chosen what option. This statistical tool is useful to study the reason behind choosing the current phone of respondents.

CHI SQUARE

Chi square has been used in the study to analysis the significant relationship between variables. The null hypothesis of our hypothetical study is that variables are not associated with each other. The chi square test allows us to test this hypothesis.

ANALYSIS OF VARIANCE (ANOVA)

Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means. It compares the amount of variation between groups with the amount of variation within groups. The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent groups.

CORRELATION ANALYSIS

Correlation analysis in market research is a statistical method that identifies the strength of a relationship between two or more variables. In a nutshell, the process reveals patterns within a dataset's many variables. It's all about identifying relationships between variables—specifically in research.

REGRESSION ANALYSIS

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for



modeling the future relationship between them. Regression analysis includes several variations, such as linear, multiple linear, and nonlinear. The most common models are simple linear and multiple linear. Nonlinear regression analysis is commonly used for more complicated data sets in which the dependent and independent variables show a nonlinear relationship.

Simple linear regression is a model that assesses the relationship between a dependent variable and an independent variable. The simple linear model is expressed using the following equation:

$$Y = a + bX + \epsilon$$

Where:

Y – Dependent variable

X – Independent (explanatory) variable

a – Intercept

b – Slope

ϵ – Residual (error)



VII. DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE OF RESPONDENTS - PERCENTAGE ANALYSIS

Descriptive statistics	particulars	No.of. respondents	percentage
Gender	Male	167	44.5
	Female	208	55.5
	TOTAL	375	100.0
Age	Below 20 years	28	7.5
	21- 40 years	275	73.3
	41 - 60 years	61	16.3
	Above 60 years	11	2.
	TOTAL	375	100.0
Educational qualification	School level	34	9.1
	Diploma	86	22.9
	UG/PG	233	62.1
	Others	22	5.9
	TOTAL	375	100.0
Occupation	Home maker	27	7.2
	Private employment	178	47.5
	Govt. employee	52	13.9
	Retired	21	5.6
	Self employed	97	25.9
	TOTAL	375	100.0
Marital status	Married	181	48.3
	Unmarried	194	51.7
	TOTAL	375	100.0
Monthly income	Below Rs. 10000	21	5.6
	Rs. 10000 – Rs. 30000	170	45.3
	Rs. 30001 – Rs. 60000	165	44.0
	Above Rs.60000	19	5.1
	TOTAL	375	100.0

Interpretation:

About 44.5% of respondents are male, while 55.5% are female. The sample seems to have a slightly higher representation of females. Majority of respondents (73.3%) fall within the age range of 21-40 years, indicating a younger demographic. Most respondents (62.1%) have completed undergraduate or postgraduate education. Private employment is the most common occupation among respondents, with (47.5%) of them being employed in the private sector. The sample is almost evenly split between married (48.3%) and unmarried (51.7%) respondents. A considerable proportion of respondents (45.3%) earn between Rs. 10,000 and Rs. 30,000 per month.



LEVEL OF AWARENESS TOWARDS ORGANIC FOOD PRODUCTS – ANALYSIS OF VARIANCE

H₀₁: There is no significant difference between level of awareness towards organic food products vs occupation of the respondents

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Health and nutrition concern	Between Groups	1.431	4	.358	.584	.675
	Within Groups	226.846	370	.613		
	Total	228.277	374			
Food and safety	Between Groups	.380	4	.095	.257	.905
	Within Groups	136.730	370	.370		
	Total	137.109	374			
Taste and quality	Between Groups	1.491	4	.373	.539	.707
	Within Groups	255.693	370	.691		
	Total	257.184	374			
Social and ethical knowledge	Between Groups	1.462	4	.366	.629	.642
	Within Groups	214.975	370	.581		
	Total	216.437	374			
Organic label	Between Groups	6.649	4	1.662	1.976	.098
	Within Groups	311.207	370	.841		
	Total	317.856	374			
Free from chemical or pesticide	Between Groups	3.594	4	.899	1.558	.185
	Within Groups	213.355	370	.577		
	Total	216.949	374			
Feedback and review about organic products	Between Groups	4.049	4	1.012	1.305	.267
	Within Groups	286.885	370	.775		
	Total	290.933	374			

Interpretation:

The analysis of variance between level of awareness towards organic food products vs occupation of the respondents of respondents is given in the above table. The table infers that the F value (.584) of the factor health and nutrition concern, F value (.257) of the factor Food and safety, F value (.539) of the factor Taste and quality, F value (.629) of the factor social and ethical knowledge, F value (1.976) of the factor organic label, F value (1.558) of the factor free from chemical or pesticide and F value (1.305) of the factor Feedback and review about organic products is insignificant at 5 % and 1 % having significant value of (.675), (.905), (.707), (.642), (.098), (.185), and (0.267). Hence, this supports the acceptance of null hypothesis and concluded that the difference between level of awareness towards organic food vs occupation of respondents is insignificant.



LEVEL OF OPINION IN PURCHASE OF ORGANIC FOOD PRODUCTS – CHI SQUARE ANALYSIS

H₀₂: There is no association between monthly income and level of opinion in purchase of organic food products

Monthly income	Level of opinion in purchase of organic food products					Total	P- value	Sig.	S/NS
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree				
Below Rs. 10000	8	9	1	3	0	21	27.322	.007	S
Rs. 10000 – Rs. 30000	91	44	29	4	2	170			
Rs. 30000 – Rs. 60000	78	42	43	2	0	165			
Above Rs.60000	7	6	6	0	0	19			
Total	184	101	79	9	2	375			

Interpretation:

The above table indicates that there is significant association between monthly income and level of opinion in purchase of organic food products. As the significant value is less than 0.01 it shows that there is a significant relationship between monthly income and level of opinion in purchase of organic food products. **Hence the null hypothesis is rejected.**

FACTORS INFLUENCE YOU TO PURCHASE ORGANIC PRODUCTS- CORRELATION ANALYSIS

H₀₃: There is no significant relationship between the factors that influence in purchase of organic products

Correlations											
		Health concern	Environmental concern	Taste	Quality	Food safety	Packages	Availability	Freshness	Labeling	Sales promotion
Health concern	Pearson Correlation	1	.860**	.804**	.832**	.856*	.692**	.750**	.726**	.742**	.679**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Environmental concern	Pearson Correlation	.860*	1	.715**	.829**	.812*	.668**	.738**	.655**	.674**	.614**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Taste	Pearson Correlation	.804*	.715**	1	.772**	.848*	.730**	.753**	.683**	.663**	.585**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375



	N	375	375	375	375	375	375	375	375	375	375
Quality	Pearson Correlation	.832*	.829**	.772**	1	.878*	.811**	.769**	.728**	.707**	.629**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Food safety	Pearson Correlation	.856*	.812**	.848**	.878**	1	.773**	.744**	.729**	.746**	.626**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Packages	Pearson Correlation	.692*	.668**	.730**	.811**	.773*	1	.813**	.800**	.719**	.705**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Availability	Pearson Correlation	.750*	.738**	.753**	.769**	.744*	.813**	1	.788**	.832**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Freshness	Pearson Correlation	.726*	.655**	.683**	.728**	.729*	.800**	.788**	1	.881**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	375	375	375	375	375	375	375	375	375	375
Labelling	Pearson Correlation	.742*	.674**	.663**	.707**	.746*	.719**	.832**	.881**	1	.835**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	375	375	375	375	375	375	375	375	375	375
Sales promotion	Pearson Correlation	.679*	.614**	.585**	.629**	.626*	.705**	.775**	.852**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	375	375	375	375	375	375	375	375	375	375

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

(Source: Computer data)

Interpretation:

The correlation table shows that there is a high correlation between the factors that influence in purchase of organic products. The highest correlation is .881 between freshness and labelling and the lowest correlation is .585 between taste and sales promotion. All the factors are positively skewed.

Hence, it is positive correlation.

PRODUCT FEATURE INFLUENCES THE BUYING BEHAVIOR OF ORGANIC FOOD - LINEAR REGRESSION

H₀₁: There is no significant impact on the product feature influences the buying behavior of organic food towards monthly income



Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330 ^a	.109	.096	.81048
a. Predictors: (Constant), Attractive packing, Low price, Sustainability, Fashion / more appealing, Taste better				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.114	.130		16.305	.000
	Fashion / more appealing	.007	.066	.011	.105	.916
	Low price	.323	.066	.405	4.876	.000
	Taste better	-.270	.086	-.356	-3.158	.002
	Sustainability	-.079	.066	-.099	-1.199	.231
	Attractive packing	.163	.064	.243	2.523	.012
a. Dependent Variable: Monthly income						

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29.442	5	5.888	8.964	.000 ^a
	Residual	241.734	368	.657		
	Total	271.176	373			
a. Predictors: (Constant), Attractive packing, Low price, Sustainability, Fashion / more appealing, Taste better						
b. Dependent Variable: Monthly income						

Interpretation:

The above table depicts the regression model showing the product feature influences the buying behavior of organic food towards monthly income. The multiple regression co-efficient R^2 is found to be .109 indicating 10 percent of the loyalty predicted by the factors and monthly income. The results confirm that the model is significant. The t values of the factors are significant towards monthly income.



VIII. FINDINGS SUGGESTIONS AND CONCLUSION FINDINGS

Majority (55.5 %) of the respondents are female. Majority (73.3 %) of the respondents are in the age category of 21 – 40. Majority (62.1 %) of the respondents having UG/PG qualification. Majority (47.5 %) of the respondents are private employees. Majority (51.7 %) of the respondents are unmarried. Majority (45.3 %) of the respondent's monthly income is between Rs.10,000 – Rs.30,000. Majority (61.1 %) of the respondents agree that current marketing strategies for organic foods effectively communicate their benefits. Majority (43.7 %) of the respondents occasionally purchase organic food products. Majority (61.6 %) of the respondents spend between Rs.1000 – Rs.5000 monthly on organic food products. Majority (40.3 %) of the respondents purchasing organic food products around 1 – 2 years. Majority (29.1 %) of the respondents are aware of organic food products through friends and family. Majority (20.0 %) of the respondents prefer meat and poultry to purchase.

Majority (26.2 %) of the respondents prefer general super market for organic food products purchase. Majority (26.7 %) of the respondents faced lack of information as a challenge while buying organic food products. Majority (14.5 %) of the respondents is influenced by taste factor for buying organic products.

The difference between level of awareness towards organic food vs gender of respondents is significant viz Taste and quality. The difference between level of awareness towards organic food vs age of respondents is significant viz Health and nutrition concern, Food and safety, Taste and quality. The difference between level of awareness towards organic food vs educational qualification of respondents is insignificant viz health and nutrition concern, Food and safety, Taste and quality, social and ethical knowledge, organic label, free from chemical or pesticide and Feedback and review about organic products. The difference between level of awareness towards organic food vs occupation of respondents is insignificant viz health and nutrition concern, Food and safety, Taste and quality, social and ethical knowledge, organic label, free from chemical or pesticide and

Feedback and review about organic products. The difference between level of awareness towards organic food vs monthly income of respondents is significant viz health and nutrition concern and food and safety.

There is an insignificant relationship between gender and level of opinion in purchase of organic food products. Hence the null hypothesis is accepted. There is a significant relationship between age and level of opinion in purchase of organic food products. Hence the null hypothesis is rejected. There is an insignificant relationship between educational qualification and level of opinion in purchase of organic food products. Hence the null hypothesis is accepted. There is an insignificant relationship between occupation and level of opinion in purchase of organic food products. Hence the null hypothesis is accepted. There is a significant relationship between monthly income and level of opinion in purchase of organic food products. Hence the null hypothesis is rejected. The correlation table shows that there is a high correlation between the factors that influence in purchase of organic products. The highest correlation is .881 between freshness and labelling and the lowest correlation is .585 between taste and sales promotion. All the factors are positively skewed. Hence, it is positive correlation.

The multiple regression co-efficient R² is found to be .109 indicating 10 percent of the loyalty predicted by the factors and monthly income. The results confirm that the model is significant. The t values of the factors are significant towards monthly income.

SUGGESTIONS

Based on the study the following suggestions has been recommended Organic food products are relatively high in prices compared to the regular food products. This can be minimized so as all the level of people would prefer organic food products. The purchase of organic food products has been higher in the recent years. All the people has to aware of the food products and try to change their nature to consume organic food products. The government can take initiatives to deliver the organic products at a cheaper cost through ration shops.



CONCLUSION

In summary, this research provides valuable insights into the various factors that impact consumers' intentions when it comes to

buying organic food. By thoroughly examining consumer attitudes, perceptions, and behaviours, it becomes clear that factors such as health awareness, environmental consciousness and product characteristics 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.

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