

# CONSUMER ATTITUDE AND PERCEPTION TOWARDS ORGANIC FOOD

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## ABSTRACT

*Consumption of organic foods has increased as people's concern for their health has grown. Many consumers are starting to recognize the advantages of choosing organic food over conventional fare. Consumer intentions are now most strongly influenced by customer attitudes to purchase organic food. This study examined how various elements, including awareness and health Consumer attitudes are influenced by awareness, worries about food safety, price, and perceived value. Attitudes towards organic food, as well as how perceptions of value, price, and attitude affect customer behavior intents to buy in the Indian market. To gather information, structured questionnaires were used from 158 people for this research. SPSS was used for the analysis of the data collection. According to the study's findings, consumers' impressions of organic food are negatively impacted by its price.*

*The perceived value of organic food influences attitudes towards organic food favorably and positively affects intentions to purchase organic food. The survey also found that a person's mindset significantly affects whether or not they will purchase organic food. The results of this study gave merchants and marketers of organic products new information that they could use to enhance consumer awareness-building marketing campaigns. These findings suggest that in order to convince consumers to buy organic food, the producers of organic food may need to better comprehend the elements influencing those sentiments. The marketing technique could have a negative effect on consumers' purchase decisions because every customer has a unique set of emotions.*

**Keywords:** *Attitude, Indian Market, Organic, Perception*

## INTRODUCTION

Organic food is becoming increasingly popular among people. Synthetic herbicides, insecticides, and fertilisers, as well as bioengineered genes, are normally not used in the processing of organic foods (GMOs). People who have allergies to chemicals, preservatives, or certain types of food find that when they switch to organic foods, their symptoms gradually improve or disappear entirely, as organic foods often include a high amount of nutrients such as antioxidants.

Organic food farming is beneficial for the environment as it saves water, reduces pollution, reduces soil erosion & also increases the fertility of soil. With India being the second most populated country and an emerging market, there's an enormous marketplace for organic products. The markets which are emerging currently have a very important role to boost the world economy as in those countries production level is increasing significantly. The markets in developing countries have some common things like quick-growing consumption because of the expansion of financial gain and demand. According to Ineson, Truong, and Yap (2012), there was 15%-20% annually demand growing in the Asian market of organic food. The young and old population has a craze of organic food nowadays but they are lacking in finding difference between organic food and the safe food (Misra & Singh, 2016). Organic food is food that is generally produced without

chemicals, artificial fertilizer, or growth hormones but in safe food, a limited amount of artificial fertilizer can be found. The consumers of Asian organic food market have very less knowledge and information and this has a negative impact on perspective or attitude towards organic food and probably on the perceived worth of customers (Demirtas, 2019). Thusly, there is a need to furnish shoppers with data on natural food to improve their insight, which is, thus, would change their demand and conduct towards natural food. A report from Q&Me (2018) demonstrated that the extent of natural food purchasing shoppers is limited while a huge piece of buyers shows revenue in natural food (especially among major-league salary individuals).

Understanding buyers has been the focal point of incalculable examinations in the course of recent many years, and as a result of the developing worldwide spotlight on wellbeing, diet, and dietary patterns, the connection between purchaser conduct and the food business has never been as significant as it is today. Indeed, in recent years, having a diet has been at the center of the many studies conducted by governments, health scientists, academics, and practitioners, notably in terms of light the necessity for developing healthy ingestion habits at intervals societies. On this note, the world marketplace for providing naturally made foods of biological process worth has been at the forefront of the minds of food producers, retailers, promoting gurus, government strategists, and

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especially, the organic agricultural trade (e.g., see Husic Mehmedovic et al (2017)). Moreover, shopper scares on nutrition, food hygiene, and food connected illness and also the quality of the assembly of foods (including branded foods) are microscopically examined, analyzed, and evaluated by fastidious market segments, resulting in strengthening the defence of branded, eye-catching, and comparatively overpriced advertisements by leading market players. However, over the past fifteen years, customers' anxiety is triggered if there is the presence of unwanted chemicals in food and this resulted in the buying pattern of consumer behavior. Against this scenery, for the needs of this study, purchase intention is outlined as shopper preference to buy a product (or service) – primarily, because it fulfils the wants of that specific product/ service. Further, purchase intention has been seen to be influenced by perspective, and also the construct of 'attitude' has been outlined by several researchers and theorists in several ways. Solomon et al. (2006) outlined perspective as an enduring, general analysis of individuals (including oneself) about objects, advertisements, or problems. Similarly, virtually fifty years past, perspective was a comparatively enduring organization of beliefs around associate degree object or scenario predisposing one to retort in some discriminatory manner. Before then, several definitions have emerged and from the psychological class, perspective was outlined as being a readiness of psyche to act or react (stretching as far back as almost a century) in an exceedingly explicit manner a lot of recently steered that attitudes were the fascinating or undesirable evaluations that individuals build of explicit behaviors, while according to Hill and Lynchehaun (2002), attitudes were taken as being vital as a result of customers required to grasp their attitudes to beat any restrictions they round faced throughout the shopping for method. To deepen the understanding of organic food purchasing intention in the markets, this research aimed to study consumer purchasing intention of organic food in a typical emerging market (i.e., 9 India). With these finding we can get help for the other emerging markets. Consumer behaviour results from this area can be applied to other emerging market.

## **RESEARCH PROBLEM STATEMENT**

The study will address the following questions: 1. what are the interactions of factors including information and awareness of organic food, food safety, health consciousness, price, and perceived value with attitude towards organic food? 2. What are the impacts of perceived value, price, and attitude towards organic food on purchase intention in the Indian market? 3. What is the role of information in knowledge creation, which, consequently, reinforces attitude towards organic food? 4. What is the influence of consumer perceived value & price on attitude towards organic food and purchase intention?

## **RESEARCH OBJECTIVES**

The objectives of the study have been outlined as follows: 1. To explore the interactions of factors: awareness of organic food, food safety, health consciousness, price, and perceived value with attitude towards organic food. 2. To find the impacts of perceived value, price, and attitude towards organic food on purchase intention in the Indian market. 3. To examine the influence of consumer perceived value & price on attitude towards organic food and purchase intention.

## **LITERATURE REVIEW**

Organic food purchase intention and behavior are studied for a long by researchers. Theory of planned behavior (Ajzen, 1991), which is one of all the fundamental theories on personal behavior, is loosely accustomed to study shopper angle and behavior, together with organic food shoppers (Arvola et al., 2008). The theory of planned behavior (TPB) suggests that behavioral intention causes a direct impact on behavior. And behavioral intention, in turn, is tormented by 3 factors together with the angle towards the behavior, subjective social norm, and perceived behavioral management. Angle towards the behavior refers to "the degree to that an individual features a favorable or unfavorable analysis or appraisal of the behavior"; subjective norm reflects "the perceived social pressure to perform or to not perform the behavior"; and perceived behavioral management reflects "the perceived ease or problem of playacting the behavior" (Ajzen, 1991).

TITLE	AUTHORS	YEAR	MAJOR FINDINGS
Subjective norms, attitudes and Intentions of Finnish consumers in buying organic food.	Anssi, T., & Sanna, S.	2005	In shopping for organic food subjective norms affected shopping for intention indirectly through angle formation. Additionally, results showed that the changed TPB model predicts intention to shop for organic food higher than the first model.
Potential Vietnamese consumers' perceptions of Organic Foods.	Truong, T. T., Yap, M. H. T., & Ineson, E. M.	2012	There was 15%-20% annually demand growing within the Asian market of organic food.
An analysis of factors affecting growth of organic food: Perception of consumers in Delhi NCR (India).	Misra, R., & Singh, D.	2016	Results showed that the goal to shop for natural things was suffering from the buyer's conviction on the protection and prosperity a part of the item, trust and certification, information and accessibility and approach of life and area unit consequently drivers of development. Also, sure obstruction factors were distinguished like uncertainty within the maintained nature of natural food, absence of attentiveness and price equality.
Evaluating the purchase behavior of organic food by young consumers in an emerging market economy.	Pham, T. H., Nguyen, T. N., Phan, T. T., & Nguyen, N. T.	2018	Organic food consumption among young shoppers in Vietnam (that is additionally associate degree rising market) and showed that food safety considerations, health consciousness, associate degree media exposure caused important effects on an angle towards organic food, whereas environmental concern and food vogue had insignificant impacts.
Organic food consumption among Vietnamese	Q & Me.	2018	The extent of natural food buying shoppers is restricted whereas a large piece of patrons shows revenue in natural food (especially among major-league earnings individuals).
Indian consumers' attitudes towards purchasing organically produced foods: An empirical study	Basha, M. B., & Lal, D.	2019	Empirical proof recommended that the following: The determinants of health and life style, supporting native farmers, and convenience and value had a major impact- on the negative facet. Positive relationships exist between shopper attitudes and shopper purchase intentions.
Purchase intention of organic food under the influence of attributes, consumer trust and perceived value.	Curvelo, I. C. C., Watanabe, E. A. M., & Alfinito, S.	2019	Exploratory issue examinations showed that everyone tried builds were legitimate for the Brazilian setting. Straight relapse investigations showed that eager price, client trust and also the characteristic "tactile allure" influence the obtain aim of natural food. Aflame price had a lot of grounded relationship and tangible attract showed a negative relationship with obtain aim.
Assessment of the impacts of the consumers' awareness of organic food on consumption behavior.	DEMIRTAS, B.	2019	There is an absence of information and knowledge in Asian organic food markets and this contains a negative impact on perspective or angle towards organic food and doubtless on the perceived price of consumers. folks acquire direct or indirect experience with organic product, they get a solid grasp of distinctive and enduring characteristics
The world of organic agriculture, statistics and emerging trends 2019.	Helga Willer and Julia Lernoud	2019	Customers' anxiety is triggered if there's the presence of unwanted chemicals in food and this resulted within the shopping for pattern of shopper behavior. Foremost challenge faced by organic food marketers are that the targeted nature of its demand.
Perceived value, trust and purchase intention of Organic Food: A study with Brazilian consumers	Watanabe, E. A., Alfinito, S., Curvelo, I. C., & Hamza, K. M	2020	The outcomes show that utilitarian and aflame qualities definitely influence shopper trust which main eager price rouses obtain expectation. The trust had no immediate impact on obtain goal. On these lines, the apparent price may be an important angle within the expectation of trust and obtain goal among Brazilian customers.

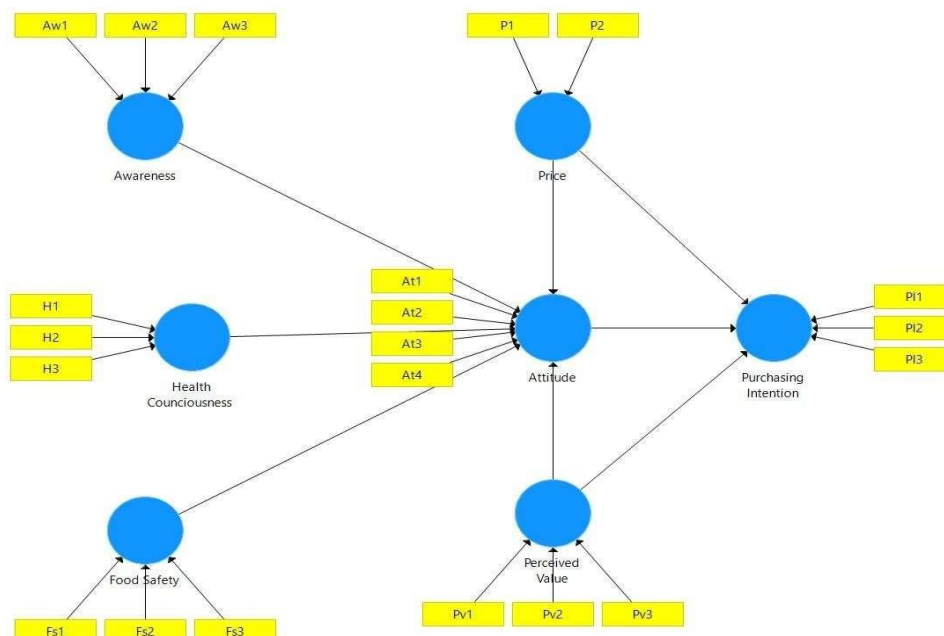
Consumer purchasing behaviour of organic food in an emerging market.	Le-Anh, T., & Nguyen-To, T.	2020	This analysis attests the roles of data and awareness on angle towards organic food (and perceived value) that's incontestable by Zepeda and Deal (2009). The study reconfirms positive impact of food safety concern on angle towards organic food. Besides, the analysis results prove the extensive impacts of awareness and perceived price of organic food on angle towards organic food.
Factors influencing organic food purchase intention in an emergent market: An empirical investigation of Saudi Arabia	Alshammari, E. H.	2020	Food quality tend to influence shopper attitudes that, in turn, have an effect on intention to buy organic food product, data awareness of organic food product is crucial to consumers' shopping for, angle essentially impact the acquisition intention of organic food product

**Figure 1: Analysis of Literature**

**Hypothesis**

- H1: Awareness of organic food positively influences attitude towards organic food.
- H2: There is a positive significant relationship between health consciousness and attitude toward organic food products.
- H3: Concern for Food safety positively influences attitude towards organic food.
- H4 (a): Price of organic food negatively influences attitude towards organic food.
- H4 (b): Price of organic food negatively affects purchase intention of organic food.
- H5 (a) Perceived value of organic food positively influences attitude towards organic food.
- H5 (b) Perceived value of organic food affects positively the purchase intention of organic food.
- H6: Attitude towards organic food positively impacts purchase intention of organic food.

**Conceptual Model**



**Figure2: Conceptual Framework**

Based on literature and gaps found in the literature, a conceptual model has been adapted from the theory of planned behavior model (Ajzen, 1991) and several previous studies like Alphabet theory (Zepeda & Deal, 2009), (Demirtas, 2019; Phametal., 2018; Yilmaz & Ilter, 2017; Yadav & Pathak, 2016 & Michaelidou & Hassan, 2008;). From the previous studies, the factors affect in gattitude toward organic food and the purchasing intention of organic food are inherited in our research.

## DATA ANALYSIS

1. Descriptive research will be conducted to gain insight into the actors influencing consumers' attitudes and purchase intention toward organic food in the Indian market. Descriptive study aims to characterise a population, circumstance, or phenomenon in a methodical and precise manner. It will be used to answer what, where, when, and how questions, but not why questions. A descriptive research design will use a wide variety of research methods to investigate one or more variables.
2. Cronbach's alpha is a measure of internal consistency, or how closely a group of things are related to one another. It is regarded as a scale dependability indicator.
3. The constructs' discriminant validity has been proven using the Fornell-Larcker criterion and cross-loadings: (1) the square root of each construct's AVE is higher than its correlation with another construct, and (2) each

item loads greatest on its associated construct. A satisfactory discriminant validity study demonstrates that a concept test is not highly associated with other tests measuring conceptually different ideas.

4. Regression analysis to find the relationship among dependent and independent variables and understand the relationship of different factors affecting attitude and purchase intention toward organic food.

Cronbach's alpha and composite reliability tests to assess the consistency of the measures. Convergent validity analysis includes the average variance extracted (AVE) and composite reliability (CR). All of the outer loadings of the seven constructs are above the suggested value of 0.70, which indicate sufficient level of indicator reliability. The reliability of constructs was inspected by using Cronbach's alpha and CR, where the results of all constructs exceeded the suggested value of 0.70, representing strong reliability. Further to this, convergent validity was achieved using AVE, whereby results suggest that all constructs were above the threshold value of 0.50.

**Table 1 Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
Organic food production processes and requirements	3.47	1.177	158
Impacts of organic food consumption on your health	3.67	1.025	158
Organic food safety	3.58	1.042	158
Organic food are healthy	3.91	1.064	158
Organic food is healthier than normal food	3.86	1.037	158
Eating organic food led to less diseases	3.73	1.043	158
Artificial additives are not used during farming of organic food	3.68	1.048	158
Organic food ensures quality, and is safe for health	3.84	1.031	158
Organic food does not contain residues from chemical spray and fertilizers	3.78	1.050	158
Organic food are costly	3.93	1.065	158
Due to high price you don't buy organic food often	3.62	1.056	158
Overall benefit is greater than cost	3.59	1.047	158
Benefits of using organic food are much higher than expected	3.48	.929	158
Based on past experience you will buy organic food in future	3.69	.996	158
I am satisfied with experience of organic food?	3.98	1.050	158
I feel happy in buying organic food?	3.80	.913	158
I will continue to buy organic food in future	3.84	1.031	158
I will recommend to use organic food	3.89	.994	158
I will buy organic food instead of other foods if it is possible	3.6582	1.08124	158
I will continue to buy organic food in future	3.7722	1.08785	158
I will advise to use organic food if asked	3.8228	.98730	158

**Table 2 Convergent Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Price	0.788	0.788	0.904	0.825
Food Safety	0.888	0.889	0.93	0.817
Health Consciousness	0.886	0.886	0.929	0.814
Perceived Value	0.883	0.889	0.928	0.811
Awareness	0.877	0.877	0.924	0.803
Attitude	0.909	0.912	0.936	0.786
Purchasing Intention	0.842	0.843	0.904	0.759

Furthermore, discriminate validity was assessed through using the Fornell-Larcker (1981) criterion. Discriminate validity is established when the square root of each construct's AVE is greater than its correlation with another construct and each loading of indicators highest on its associated construct. Thus, the results in Table 3 show that discriminate validity was established.

**Table 3 Fornell-Larcker Criterion (Discriminant Validity)**

	Attitude	Awareness	Food Safety	Health Consciousness	Perceived Value	Price	Purchasing Intention
Attitude	0.887						
Awareness	0.716	0.896					
Food Safety	0.738	0.774	0.904				
Health Consciousness	0.736	0.708	0.827	0.902			
Perceived Value	0.854	0.784	0.751	0.762	0.901		
Price	0.648	0.633	0.73	0.756	0.585	0.908	
Purchasing Intention	0.794	0.784	0.839	0.844	0.783	0.755	0.871

**Testing the Hypothesis**

Part-1

Dependent Variable - Attitude

Independent Variable - Awareness, Health consciousness, Food safety, Price & Perceived value to test the hypotheses H1, H2, H3, H4 (a) and H5 (a) multiple regression model was used. To investigate the influence of awareness, health consciousness,

food safety, price and perceived value for the attitude related to organic food. A multiple linear regression is a useful tool when dealing with many explanatory variables. It is an attempt to find the best regression model without testing all possible regressions. In such regression, variables are either added to or deleted from the regression model at each step in the model development process. The regression ends with the selection of the best fitting model where no variable can be added or deleted from the last fitted model.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.851 <sup>a</sup>	.724	.722	.46588	.724	409.385	1	156	.000
2	.872 <sup>b</sup>	.760	.757	.43597	.036	23.145	1	155	.000

a. Predictors:(Constant), Perceived Value

b. Predictors:(Constant), Perceived Value, Price

**Table Model Summary (for Attitude)**

The strength of the association between the model and the dependent variable is reported in the model summary table. The linear correlation between the observed and model-predicted values of the dependent variable is represented by R, the multiple correlation co-efficient. Its high valued notes a strong connection.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.856	1	88.856	409.385	.000 <sup>b</sup>
	Residual	33.859	156	.217		
	Total	122.715	157			
2	Regression	93.255	2	46.628	245.323	.000 <sup>c</sup>
	Residual	29.460	155	.190		
	Total	122.715	157			

a. Dependent Variable: Attitude

b. Predictors:(Constant), Perceived Value

c. Predictors:(Constant), Perceived Value, Price

**Table ANOVA (for Attitude)**

Model		Unstandardized Co-efficient		Standardized Co-efficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.858	.154		5.579	.000
	Perceived Value	.842	.042	.851	20.233	.000
2	(Constant)	.532	.159		3.346	.001
	Perceived Value	.709	.048	.716	14.804	.000
	Price	.213	.044	.233	4.811	.000

a. Dependent Variable: Attitude

**Table Coefficient (for Attitude)**

It can be observed from the output generated through SPSS that the multiple regression model holds fit for the two variables and these variables are perceived value and price. As per the multiple regression model, there is no influence of awareness, health consciousness and food safety towards attitude for buying organic food in India.

Model		BetaIn	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Price	.233 <sup>b</sup>	4.811	.000	.360	.662
	Awareness	.133 <sup>b</sup>	2.003	.047	.159	.391
	Health Consciousness	.207 <sup>b</sup>	3.308	.001	.257	.425
	Food Safety	.224 <sup>b</sup>	3.687	.000	.284	.442
2	Awareness	.033 <sup>c</sup>	.489	.626	.039	.344
	Health Consciousness	.053 <sup>c</sup>	.698	.486	.056	.274
	Food Safety	.099 <sup>c</sup>	1.406	.162	.113	.311

a. *Dependent Variable: Attitude*

b. *Predictors in the Model:(Constant), Perceived Value*

c. *Predictors in the Model:(Constant), Perceived Value, Price*

**Table Excluded Variables (for Attitude)**

Hence, the following inferences can be made for the hypotheses stated:

For H1, it can be stated that the significance value is .626 i.e.  $p > 0.05$ , hence H1: Awareness of organic food positively influences attitude towards organic food, H1 is rejected.

For H2, it can be stated that the significance value is .486 i.e.  $p > 0.05$ , hence H2: There is a positive significant relationship between health consciousness and attitude toward organic food products, H2 is rejected.

For H3, it can be stated that the significance value is .162 i.e.  $p > 0.05$ , hence H3: Concern for Food safety positively influences attitude towards organic food, H3 is rejected.

For H4 (a), it can be stated that the significance value is .000 i.e.  $p < 0.05$ , hence H4 (a): Price of organic food negatively influences attitude towards organic food, H4(a) is accepted.

For H5 (a), it can be stated that the significance value is .000 i.e.  $p < 0.05$ , hence H5(a): Perceived value of organic food positively influences attitude towards organic food, H5(a) is accepted.

Part-2

Dependent Variable - Purchasing Intention

Independent Variable - Attitude, Price & Perceived value

To test the hypotheses H4 (b), H5 (b) and H6 multiple regression model was used. To investigate the influence of awareness, health consciousness, food safety, price and perceived value for the attitude related to organic food.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.789 <sup>a</sup>	.622	.619	.56568	.622	256.460	1	156	.000
2	.853 <sup>b</sup>	.728	.724	.48132	.106	60.476	1	155	.000
3	.870 <sup>c</sup>	.757	.752	.45660	.029	18.237	1	154	.000

a. *Predictors:(Constant), Attitude*

b. *Predictors:(Constant), Attitude, Price*

c. *Predictors:(Constant), Attitude, Price, Perceived Value*



Table 9 ANOVA for Purchasing Intention						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.066	1	82.066	256.460	.000 <sup>b</sup>
	Residual	49.919	156	.320		
	Total	131.986	157			
2	Regression	96.077	2	48.039	207.357	.000 <sup>c</sup>
	Residual	35.909	155	.232		
	Total	131.986	157			
3	Regression	99.879	3	33.293	159.690	.000 <sup>d</sup>
	Residual	32.107	154	.208		
	Total	131.986	157			

a. Dependent Variable: Purchasing Intention

b. Predictors:(Constant), Attitude

c. Predictors:(Constant), Attitude, Price

d. Predictors:(Constant), Attitude, Price, Perceived Value

It can be observed from the output generated through SPSS that the multiple regression model holds fit for all the three variables and these variables are attitude, perceived value and price.

Table 10 Coefficients for Purchasing Intention						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.578	.203		2.846	.005
	Attitude	.818	.051	.789	16.014	.000
2	(Constant)	.158	.181		.870	.386
	Attitude	.530	.057	.511	9.285	.000
	Price	.407	.052	.428	7.777	.000
3	(Constant)	.090	.173		.520	.604
	Attitude	.255	.084	.246	3.031	.003
	Price	.392	.050	.412	7.864	.000
	Perceived Value	.333	.078	.324	4.270	.000

a. Dependent Variable: Purchasing Intention

Hence, the following inferences can be made for the hypotheses stated:

For H4 (b), it can be stated that the significance value is .000 i.e.  $p < 0.05$ , hence H4 (b): Price of organic food negatively affects purchase intention of organic food, H4 (b) is accepted.

For H5 (b), it can be stated that the significance value is .000 i.e.  $p < 0.05$ , hence H5 (b): Perceived value of organic food affects positively the purchase intention of organic food, H5 (b) is accepted.

For H6, it can be stated that the significance value is .003 i.e.  $p < 0.05$ , hence H6: Attitude towards organic food positively impacts purchase intention of organic food, H6 is accepted.

## FINDINGS

After the analysis of the data of the 158 respondents in which 54.4% were male and 45.6% were female. 32.9% of the respondents were usual buyers of organic food whereas 39.9% and 27.2% of the respondents were occasionally and Seldom buyers of organic food.

The findings of this study indicate that price of organic food influence consumer attitudes which, in turn, affect intention to purchase organic food products. This result is supported by previous studies that found price of organic food negatively influence consumer's attitudes toward organic food. According to our data we can see that price plays an important factor in Indian market while buying organic food.

The analysis also shows that perceived value plays an important role in Indian market to influence consumer attitudes which, in turn, affect intention to purchase organic food products. The perceived value of organic food positively influences attitude towards organic food as well as perceived value of organic food affects positively the purchase intention of organic food.

In addition, this study discovered that attitude has a considerable impact on purchase intention for organic food products, which is in line with previous research. This shows that the more positive people's attitudes on organic food are, the more likely they are to buy it. In this study, it was discovered that the combination of price and perceived value effects customer attitudes and buy intentions toward organic products in the Indian market.

We also found out that awareness, health consciousness & concern of food safety do not have significance effect on the purchasing attitude of organic food. In previous research papers, some or all the factors were found significant based on different demographics. But in Indian market especially in the data collected for this study these factors influence were not found significant.

## CONCLUSION

The conceptual framework developed in this study provided insights to understand the factors influencing consumer's attitudes and purchase intention toward organic food in Indian market. This study delved into providing insight show different factors like awareness, health consciousness, concern for food safety, price & perceived value influencing consumer's attitudes toward organic food and also how attitude, price & perceived value influencing consumer's purchasing intention toward organic food in Indian market.

Consumer opinions of organic food vary between countries, according to findings from previous studies. Understanding consumer buying behaviour is a crucial subject for marketers because it forms the foundation of their marketing tactics. With the increasing popularity of organic food among people. The outcomes of this study provided some insight into organic product producers' retailers and marketers, allowing them to strengthen marketing initiatives aimed at increasing consumer awareness of organic food. Based on these findings, it is possible to claim that organic food firms need to better understand the aspects that influence consumers' opinions toward organic food in order to urge them to buy it. Because every customer has a unique set of emotions, there is a risk that the marketing strategy will negatively influence purchasing decisions.

As a result, practitioners might use the findings to design a marketing strategy that would take into account more customer segments and raise awareness of organic food. Furthermore, there search may improve government policy by providing a better market analysis of patterns of consumer buying behaviour in emerging markets like India, and it may be necessary to adopt policies to assist farmers in increasing the amount of organic vegetables produced in order to maintain current levels of organic vegetables.

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