

Determinants of Consumers Intentions towards Organic Food

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Abstract – Organic food is food created by techniques that consent to the models of natural cultivating. Measures shift around the world, however natural cultivating when all is said in done highlights hones that endeavour to cycle assets, advance environmental adjust, and ration biodiversity. Associations managing natural items may limit the utilization of specific pesticides and manures in cultivating. By and large, Organic foods are typically not handled utilizing illumination, modern solvents or engineered food added substances.

Keywords- Organic Food, Cultivating, Pesticides

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1. INTRODUCTION

Organic food generation is characterized as 'a general arrangement of ranch administration and food creation that joins best ecological practices, an abnormal state of biodiversity, the protection of characteristic assets, the utilization of high creature welfare guidelines and a creation strategy in accordance with the inclination of specific shoppers for items delivered utilizing normal substances and procedures'. Also 'natural cultivating ought to basically depend on inexhaustible assets inside privately sorted out rural frameworks. A concentrated cultivating framework may have negative effect on condition, as well as on food quality and wellbeing.

The rising worry over managing green condition and carrying on with a sound way of life has been the principle focal point of customers as of late. Purchasers have turned out to be touchier about their nourishment, wellbeing and estimation of the food that they devour. Increment in learning has made people taking more care of themselves, as well as, condition for solid and security purposes. In spite of the enormous spending and awareness in regards to the medical advantages among the purchasers and the changing nourishment utilization design, it has not been on the motivation of numerous exploration considers. More development is normal in future as the administration is progressively supporting natural cultivating as appropriations and is likewise intending to take off extensive arrangement in such manner. As indicated by "India Organic Food Market Forecast and Opportunities, 2019", the natural food advertise incomes in India are required to develop at a CAGR [Combined Annual Growth Rate] of around 25% amid

2014-19. Reasons credited to the quick development of the Indian Organic food advertise incorporate a rising wellbeing awareness among Indian purchasers, rising extra cash because of globalization of business sectors, and an extending white collar class in the country of in excess of 1 billion individuals. While an ever increasing number of families are moving to Organic food utilization, Zepeda et al., (2006); Teng et al., (2011); Eze and Ndubisi, (2013) have focused over top of the line buyers' ignorancetowards natural foods. As of not long ago, there are a few factors that prohibit shoppers from obtaining natural items. In-line, this investigation inspects five elements - Awareness of natural substance, Price consciousness, Health cognizance, Quality variables, and Environment worries to aim to buy natural food. The results recognize that the greater part of the components have a noteworthy positive relationship with natural food goal to buy. Consequently a million dollar question that stands addressed is the thing that variables impact the utilization of Organic foods by the customers in Indian setting.

2. BACKGROUND TO THE STUDY

Various statistic factors are accepted to impact the buy decisions of shoppers utilizing natural items. An investigation by Lockie et al. (2002) distinguished a strong correlation between expanding utilization of Organic food and levels of formal education. Studies have likewise reliably settled the way that sexual orientation has been a significant predictor of the buy conduct of natural food items. Female shoppers are more likely to buy natural food items contrasted with guys (Groff et al., 1993, Buzby & Skees 1994,

Underhill and Figueroa 1996, Govindasamy & Italia 1999, Radman 2005). The income level of the shoppers is conclusively more prone to influence the buy choices of natural food products. The study by MORI (2003) has discovered that all in all the customers trust that Organic food items are costly. Grunert and Juhl (1995) brought up client concerns in regards to the "creation, conveyance, transfer and utilization of items result in outside expenses".

Cranfield and Magnusson (2003) noticed that customers with higher pay levels are more prone to spend more on Organic food items. The reason could be that organic food items are seen as costlier than customary items in general. A number of comparative investigations have demonstrated that normal buyers of natural food products have a tendency to be taught, well-to-do and of higher social class (Padel& Foster, 2005;Stobelaaret al., 2006).

https://en.wikipedia.org/wiki/Organic_food

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Organic food market growing at 25-30%, awareness still low: Government, The Economic Times, Oct 15, 2015

<http://economictimes.indiatimes.com/industry/cons-products/food/organic-food-market-growing-at-25-30-awareness-still-low-government/articleshow/49379802.cms>

<http://www.freshplaza.com/article/125640/Record-growth-of-organic-food-consumption-in-India>

Concentrates by McIntosh et al. (1994) and Torjusen et al.(2001)have investigated the familiarity with customers about nourishment dangers. The consequence of the study indicates that female purchasers and people with more instruction and salary possess better consciousness of food risks and learning of nourishment dangers

Studies are accessible in the writing which recognized reasons for purchasing of natural food items. Chinnici et al. (2002) and Harper and Makatouni (2002) found that a standout amongst the most vital explanations behind acquiring organic products has been the apparent medical advantages of Organic food items when analysed to conventional food items. While Canfield and Magnusson (2003)reported that due to wellbeing related reasons, more established people were ready to go astray and switch to Organic food items. Also, those more youthful shoppers were additionally ready to pay more than 6% in their nourishment items to guarantee food products are sans pesticide. On the other hand, Govindasamy and Italia (1999) watched that more seasoned buyers were exceedingly reluctant and are more moderate in attempting outnew food items when contrasted and

more youthful individuals who are available to new items and ideas.

An investigation by Vermeir and Verbeke (2004) has demonstrated that shoppers weigh up health benefits of Organic food items on a higher scale than its ecological advantages or benefit to the network in their choice to buy natural food items.

Werner and Alvensleben (2011) expressed that there is a connection between the buyers' anxiety for nature and their inspiration to purchase items that are organic. Huamg (1996) noticed that there is a solid connection between the development in organic product utilization and the development in ecological worry in general society.

As for synthetic contrasts in the organization of naturally developed food contrasted and expectedly developed nourishment, thinks about have analyzed contrasts in supplements, hostile to supplements, and pesticide build-ups. These investigations for the most part experience the ill effects of puzzling factors, and are hard to sum up because of contrasts in the tests that were done, the strategies for testing, and in light of the fact that the impulses of farming effect on the synthetic creation of food. Treatment of the foodstuffs after starting social affair at the ranches, it is the time span amongst reap and last utilization and states of transport and capacity likewise influence the synthetic organization of a given thing of nourishment.

Numerous individuals trust that natural foods have higher substance of supplements and subsequently are more beneficial than traditionally created nourishments. Nonetheless, researchers have not been similarly persuaded this is the situation as the examination led in the field has not demonstrated reliable results. A 2009 orderly audit in the American Journal of Clinical Nutrition found that naturally created foodstuffs are not more extravagant in vitamins and minerals than customarily delivered foodstuffs. The aftereffects of the methodical audit just demonstrated a lower nitrogen and higher phosphorus content in natural created contrasted with expectedly developed foodstuffs. Substance of vitamin C, calcium, potassium, adds up to dissolvable solids, copper, press, nitrates, manganese, and sodium did not vary between the two classifications.

The measure of nitrogen content in specific vegetables, particularly green verdant vegetables and tubers, has been observed to be bring down when developed naturally when contrasted with routinely. Early writing audits found no noteworthy confirmation that levels of arsenic, cadmium or other overwhelming metals contrasted essentially amongst natural and ordinary food items. Be that as it may, a

2014 audit discovered lower groupings of cadmium, especially in naturally developed grains.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

Natural vegetables and natural products are the most widely recognized kind of natural food that is accessible in the market. The examination system created for this investigation is appeared in Exhibit 1 is devoted to just this sort of natural item classification. The five free factors included were the attention to the purchaser about natural attributes of the items, shoppers' awareness about ecological concerns, customers' value cognizance, buyers' observations about quality and commonality of natural items. Goal to expend natural food was the needy variable.

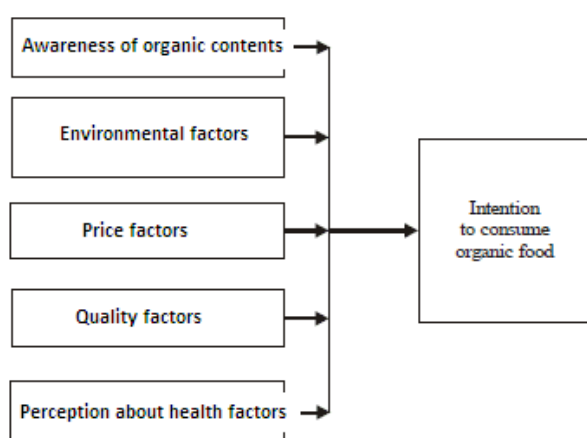


Exhibit 1: Research framework

Familiarity with natural contents: In the present period buyers in creating or created nations have now turned out to be more wellbeing cognizant and will pay more for clean solid and normal nourishment. Organic food utilization is expanding a result of worries over ecological and medical problems related with food creation. The expansion to shoppers' greatest advantage in natural food items has been credited among different issues to the developing interest for nourishment free from pesticides and substance residues. Organic food raises buyer mindfulness about quality and wellbeing issues and supporter significant nourishment laws and directions for such food's. Inorganic foods because of normal and expanding utilization of different compound pesticides and artificially created manures thus numerous sorts of perishes control measures in farming practices those are not only unfavourably influencing the regular assets and soil ripeness, but also, the strength of individuals. By utilizing Organic food we can guarantee assurance of people from such huge numbers of perishes like malignancy, diabetes and hypertension.

Natural foods did as such in light of the fact that they were solid, safe to devour, eco-accommodating and did not have pesticides and synthetic compounds.

Attention to natural substance allude to the data put away in a man's memory which impacts the way that the client comprehend and assess the conceivable decisions (Bakewell and Mitchell, 2003; Ahmad and Juhdi, 2010). Eze and Ndubisi (2013) depicted natural learning as eco-proficiency in their green purchaser conduct consider and biological education is characterized as 'the ability to see and translate the relative soundness of ecological frameworks and to make proper move to keep up, re-establish, or enhance the strength of those frameworks' (Disinger and Roth, 1992). For the most part, the social writing reports a positive connection amongst information and conduct.

H1: There is a positive connection between information of the purchaser about natural attributes of the items and goal to expend natural food

Cognizance about ecological concerns: The worry for the earth is viewed as enthusiastic attributes that demonstrate the individual's worry, keenness, wants and repugnance's in regards to the earth concern (Lee, 2008). Farming people group in India is most worried about expanding expenses of agrarian information sources; constantly diminish in the land ripeness, benefit rationale, and falling ground level of water, diminishing precipitation rates and numerous regular catastrophes. Because of such factors the cultivating network is over increasingly falling back on the utilization of fake composts, synthetic concoctions and bug sprays causing a different food security and condition issues. Thus, nation started to look for new techniques in horticulture and natural cultivating (see Rehber and Turhan, 2002).

Expanded utilization of concoction pesticides and composts in India has contaminated our food and drinking water and air in this manner causing issue of soil, water corruption and condition risky. Inordinate utilization of synthetic manures and in addition pesticides however expands the yield, but at wellbeing costs and furthermore represents a danger to the earth quality, ecological steadiness and supportability of product. So we can state that the high utilization of such synthetic compounds builds the efficiency yet the immaculateness is lost. The future and the personal satisfaction along these lines have been wrecked.

Additionally every type of human movement, including inorganic cultivating, negatively affects the regular habitat. Cultivating, especially escalated cultivating, alongside industry, adds to corruption of the earth. Natural generation strategies secure

against weights farming applies on various parts of the earth.

Tyburnski and Żakowska-Biemans (2007) have looked at the effects of natural and traditional cultivating. They take note of that natural cultivating is less vitality concentrated, which is exceedingly vital especially these days because of the world's vitality emergency; natural cultivating has bring down vitality utilization, in light of the fact that, among different perspectives, it doesn't utilize fake manures and pesticides, the generation of which requires high vitality inputs. Additionally, customary cultivating prompts water eutrophication and sully with, among others, pesticide deposits, though natural cultivating ensures ground and surface water. The tasteful and wellbeing capacity of natural cultivating perceives that individuals are a basic piece of the earth and can just exist in agreement with nature.

H2: There is a positive connection between natural concern and expectation to devour natural food

Buyers' value awareness: Though natural items have distinguishable more prominent wellbeing points of interest, yet, cost of the natural items is significantly more as saw by buyers. As a reason individual, a shopper performs financial investigation of advantages that he will collect versus the value he will pay. On the off chance that the value contemplations are not ready to outperform the mental additions, he is probably not going to buy the item. Routinely the purchasers' conviction is that Organic food should cost not as much as regular food since the yield from the homesteads is as far as anyone knows saved of the cost of the synthetic composts, bug sprays and pesticides. In real practice, the cost of the Organic foods has purportedly 20% to 100% more than their ordinarily delivered equivalents. Contrary to above, natural ranches are normally littler than traditional ones, and all things considered, natural harvests require substantially more time to bridle and require extra cultivating care without synthetic substances and development hormones regularly utilized as a part of inorganic cultivating that too by customary agriculturists. Restricted supplies of natural foods, higher generation costs for Organic foods (in light of more prominent work inputs per unit of yield) and wasteful promoting and the circulation chain for natural items in this manner increment the essential cost.

Concentrates by Radman (2005), Lea and Worsley (2005) and Ahmad and Juhdi (2010) remain to demonstrate that purchasers see Organic foods as expensive contrasted with ordinary food's. Magnusson et al., (2001) discoveries bolster value conflicts as the significant one among customers in their acquiring choices. They figure that the cost of Organic food items must not be more costly than the ordinary choices. Clients look for more worth at the higher cost on the off chance that they are paying (Padel and Foster, 2005; Lee, 2009).

H3: There is a positive connection between shopper value awareness and expectation to buy Organic food

Seen Quality contemplations: Consumers' inclination for natural food has been very much recorded in inquire about investigations for its more noteworthy dietary esteem, its better taste, its wellbeing for wellbeing, since Organic foods have more elevated amount quality. Concentrates by Achilleas and Anastasios (2008), Ottman (2007), Ndubisi (2008) and Lee (2009) have named the tangible characteristics, synthetic fixings, physical properties, microbiological and dangerous contaminants, bundling, and time span of usability as the components that generally and in view of client acknowledgment and constitute the natural food item's quality. Not just the piece of the nourishment involves concern, yet additionally the generation framework in its ecological, social and moral setting have regularly been the relevant elements.

H4: There is a positive connection between saw quality and goal to buy Organic food

Recognition about wellbeing factors: It is critical to comprehend that numerous synthetics utilized as a part of farming and food preparing can be destructive to human wellbeing. In this way the primary intentions to buy Organic food items are wellbeing and ecological advantages. The expansion to customers' greatest advantage in natural food items has been credited among different issues to nourishment free from pesticides and compound deposits. The conviction remains that natural items are more beneficial and more secure than regular ones. Shoppers expect a higher wellbeing and healthful quality from natural create, and there have been numerous investigations looking at nourishment quality got from the natural framework and others, for example, incorporated or regular ones. Utilization of solid food or the utilization of crude materials for the generation and improvement of practical nourishments bypasses after keeping a few sicknesses and to stay away from other medical issues.

H5: There is sure connection between wellbeing variables and Organic food utilization.

4. METHODOLOGY

With the end goal of this examination by and by managed polls were disseminated to 300 respondents of which 204 usable surveys were gotten back. Individuals going by the rumoured stores like Reliance Fresh and Easy Day in the metro city of Gurgaon were considered for test. Just the family heads male or female, for the most part in charge of the buys of vegetables and organic products were focused on. In this manner comfort examining procedure was utilized. Despite the fact that, the discoveries of non-likelihood testing strategy

may not be generalizable, various researchers (Sekaran and Bougie, 2010; Malhotra, 2010) have commented that accommodation examining is a fitting inspecting technique, when the inspecting casing couldn't be gotten. The survey for this investigation was created in view of the hypothetical model appeared in Exhibit 1. The survey's Section A centered around the statistic factors of the members, for example, sexual orientation, age, calling and religion and Section B thought more than five factors said in that. The things in the Section B were estimated on a five-point Likert-scale; 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree and 5 = Strongly Agree. The information returned was screened and assessed to meet irregularities and inadequacy. In this manner, the information was broke down utilizing SPSS (Statistical Package for Social Sciences-Version 17) and measurable strategies, for example, enlightening investigation, ordinariness tests, dependability tests, factor examination, relationship examination and different relapse investigation were utilized to infer with the discoveries.

5. RESULTS

Discoveries uncovered that lone 62.25% of the respondents knew about the presence of natural foods. Their comprehension of the Organic food can be checked to 'direct' as (Exhibit 2) a large number of the respondents could indicate just a couple of the qualities of natural foods. An open finished inquiry to portray their observations about natural foods has been displayed as a summary in this show. This exploration further analysed customers N=127) who guaranteed knowing the importance of natural food.

Organic food characteristics	Number of respondents	Percentage
Food which is grown by applying natural fertilizers, such as manure or compost to feed soil and plants.	36	28.34%
Food which is grown without chemical pesticides resorting to using insects and birds, mating disruption or traps to reduce pests and disease.	30	23.62%
Food which is grown by rotating crops, till, hand weed or mulch to manage weeds.	12	9.44%
Food which is grown without chemical fertilizer and Pesticides and processed without chemical additives Organic foods do not use of food additives, processing aids and fortifying agents commonly used in non-organic foods, including preservatives, artificial sweeteners, colourings and flavourings, and monosodium glutamate (MSG).	49	38.58%

Exhibit 2

Additionally cross organization investigation amongst sexual orientation and Organic food information, demonstrates 48% of the male respondents and 36% of female respondents had some learning about

natural food. The examination couldn't isolate the respondents as educated about natural vegetables and organic products or generally in light of pay, calling, or age of the respondents. It was the shading, size, and state of the vegetables and natural products that were of higher thought amid buys and not the natural or the inorganic qualities of vegetables and organic products.

Examination of the connection between natural concern, value awareness, natural information, quality, recognition and mentality towards goal to devour natural food (vegetables and organic products), Pearson's relationship investigation was directed to look at the relationship of the reliant and autonomous factors of this investigation and the connection lattices are introduced in Exhibit 3. Connection coefficient is a measure of the quality of affiliation or connection between metric factors. The needy variable, goal to expend natural food and the autonomous factors; ecological concern, value cognizance, information, quality and commonality were broke down. The relationship esteems demonstrated a positive outcome for every one of the factors running from little to direct qualities, 0.299-0.547.

Exhibit 3: Correlations metrics of the dependent and independent variables (N=127)

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

Elements affecting the aim to expend natural food

Different Linear Regression (MLR) was directed to deduce the critical indicators that impact the aim to expend Organic food. Goal to expend natural food being the reliant variable; familiarity with natural substance, ecological concern, value cognizance, quality contemplations and observations about advantages to wellbeing fills in as the autonomous factors of this examination. Display 4 and 5 portray the consequences of relapse between goal to devour natural food and the six autonomous factors.

The relapse investigation uncovered a R of 0.402, R² of 0.162 and a balanced R² of 0.126 (F = 5.784, p = 0.000), with three factually critical indicators: mindfulness & knowledge, cost and wellbeing factors.

1Factors Affecting Consumers' Perceptions about Organic Food and Their Prevalence in Bangladeshi Organic Preference A.Z.A Mukul, Sharmin Afrin, Mohammad Masudul Hassan

These three autonomous factors on the whole record for roughly 18.2% of the difference concerning the

aim to devour Organic food, generally huge, as showed by the F-estimation of 5.784.

Variables	Awareness of organic contents	Consciousness about environmental concerns	Consumers' price consciousness	Perceptions about quality of organic food	Perception about health factors	Intention to consume organic food
Awareness of organic contents	1					
Consciousness about environmental concerns	0.366*	1				
Consumers' price consciousness	0.388*	0.263*	1			
Perceptions about quality of organic food	0.547*	0.455*	0.367*	1		
Perception about health factors	0.387*	0.577*	0.488*	0.457*	1	
Intention to consume organic food	0.299*	0.322*	0.356*	0.397*	0.522*	1

Exhibit 4: Summary of the factors that influence the intention to consume organic food

R	R ²	Adjusted R ²	Std. Error of estimate	F	Sig.(pvalue)
0.402	0.162	0.126	0.165	5.784	0.000

An examination of the t-esteem shows that all the three factors: mindfulness and commonality of Organic substance, quality factors and wellbeing contemplations appear to altogether impact the expectation to expend Organic food at $p = 0.000$ (under 0.05 huge level).

Hence, in light of the above discoveries the accompanying relapse condition was determined:

$$Y = 2.540 + 0.182X_1 + 0.094X_2 + 0.079X_3 + 0.288$$

Where:

Y = Intention to expend Organic food (The needy variable)

X₁ = Awareness and information,

X₂ = Quality

X₃ = Health factors

Exhibit 5: Coefficient results of the influence of independent variables on intention to consume organic food

Variables	Unstandardized coefficients		β	t	Sig.
	B	Std. error			
Constant	2.542	0.279	0.133	9.161	0.000
Awareness of organic contents	0.109	0.044	0.158	2.435	0.016
Consciousness about environmental concerns	-0.025	0.042	0.124	-0.646	0.0515
Consumers' price consciousness	0.064	0.032	0.134	1.865	0.043
Perceptions about quality of organic food	0.105	0.041	0.144	2.438	0.015
Perception about health factors	0.073	0.047	0.157	1.561	0.121

The relapse condition means that, an expansion in Awareness of natural substance by 1-unit will expand the aim to devour natural food utilization by 0.182 units, gave different factors stay unaltered. In like manner, for a 1-unit increment in quality awareness, the aim to expend natural food will likewise increment by 0.094 units, given that, different indicators stay steady. Along these lines, a 1-unit increment in wellbeing awareness will make an expansion in the aim devour natural food by 0.079 units. Strangely, the institutionalized coefficient result additionally uncovers, the most grounded indicator among every one of the develops is the Awareness of natural substance on Organic food (Beta = 0.158), trailed by quality contemplations (Beta = 0.144) and in this manner wellbeing cognizance (Beta = 0.157) as represented in Exhibit 5.

6. DISCUSSION

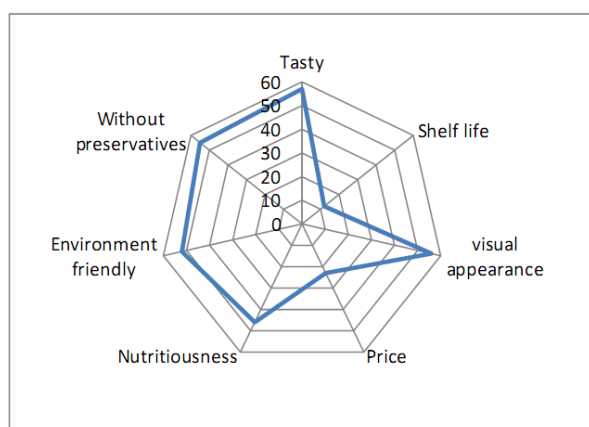
The discoveries uncovered that lion's share of the buyers were to some degree mindful of Organic food yet had shallow learning of the substance of the natural food. More enlightening advancements are imperative to impart information about the advantages of devouring Organic food among the buyers.

The Pearson's connections likewise uncover the cut-off level of 0.70, for both reliant and autonomous factors and thus, appeared to be fundamentally associated. This shows multi-collinearity is probably not going to be an issue in this investigation and thusly, the information is connected with the needy variable for examination through different straight relapses to be dependably embraced. Along these lines, it is deduced, every one of the theories tried in the examination are upheld as needs be.

On the other hand, the consequence of various relapse investigation uncovered, just attention to natural substance, quality contemplations and wellbeing cognizance altogether impact the goal to

devour natural food among customers in India. Whatever is left of the factors are appeared to be not factually huge. Soderlund (2002) additionally stated that the higher the level of recognition a client has over a natural item, an expanding preferring will come about and that may diminish a hazard taking conduct. Shockingly cost did not impact the shoppers' organic food utilization goal, not at all like the investigations by Lea and Worsley, 2005 and Kumar and Lim, (2008).

With a specific end goal to decide if Organic food meets the characteristics desires for the purchasers, respondents were solicited to demonstrate important aspects from natural food as a rule. It was discovered that taste was mentioned as the most imperative factor, trailed by appearance and without additives. Organic food was viewed as condition cordial, and great to wellbeing (nutritious). Half of the respondents suspected that it was delicious yet expensive. There was an impressive distinction between the states of mind of the respondents with advanced education and in bring down instruction. Respondents with advanced education were more positive about Organic food.



The great rationale to purchase natural vegetables and fruits by buyers was constructive outcomes on health. Items were viewed as free of utilization of pesticides amid development. Another imperative angle was that natural farming was useful for the earth. The greater part of the respondents additionally bought organic food in light of the fact that these items were fresher than others, It was in fact 'fashionable to purchase natural' vegetables for a few people.

Those respondents who did not purchase natural items (26% of the individuals who have already found out about natural said they had never purchased natural) were asked for their reasons not to buy natural vegetables and organic products. Distinctive perspectives impact the decision against the buy of natural items however the frailty what organic means was one of the primary contentions. Right around 30% of respondents thought natural were not so uncommon that it was justified regardless of a higher cost.

Respondents considered Organic food too expensive for them. Doubt in natural naming was additionally a reason not to purchase natural by around 7% of the respondents. Also a few respondents said that they typically don't do the shopping of natural vegetables as they don't cook themselves.

The most essential purpose behind obtaining Organic foods along these lines seem to originate from the conviction that it has wellbeing giving properties and higher dietary esteem. These convictions in this way should be advanced by the Organic food industry. To fuel the interest for Organic food advertisers need to embrace maintainable systems regarding wellbeing giving properties.

Mental impacts, for example, the "radiance" impact, which are identified with the decision and utilization of Organic food, are likewise vital inspiring elements in the buy of natural food. The discernment that natural food is low-calorie nourishment or wellbeing nourishment has all the earmarks of being basic shockingly has not grabbed the eye of advertisers.

CONCLUSION

This investigation examines about natural food utilization among respondents in India. The real commitment of this examination is the examinations of variables that impact Organic food utilization aim, particularly among clients in India. It was discovered that three factors in particular nature and substance information about Organic foods, quality and medical advantages essentially influence the expectation to devour natural food among the purchasers in India. Subsequently, the discoveries of this examination would give convincing experiences about Indian shoppers' mentality and utilization conduct toward natural vegetables and organic products which will be extremely helpful to the researchers in green purchasing order and advertisers of Organic food businesses. By understanding the explanations for customer natural food utilization conduct, productive procedures can be built up by advertisers and policymakers to, separately increment support toward Organic food and in addition ecological and societal prosperity.

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