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CONSUMER ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS FROM NON-USERS RESPONDENTS

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ABSTRACT

Food safety, free from pesticides/ chemicals, healthy environmental concern etc., are the reasons for buying organic food products. But even though many of the consumers are not buying the organic foods. The objective of this paper is to find the awareness towards organic foods from non – users. This study is conducted in vellore region from 75 respondents. The data for the research is collected from primary source through the questionnaire. The data is analysed with the help of statistical tool like percentage analysis, chi-square analysis, correlation and anova method. The interpretations are summarized and suggestions are provided for the organic food products on the analysis.

REVIEW OF LITERATURA

K.G. Grunert (2005) has found their research is the relationship between food safety and quality for food choice and consumer demand. To measure willingness to pay through price perception. This survey is stated about quality and safety in agri business; research about on food quality and safety, consumer perception of quality and safety, the perception of food safety, perception of quality and safety & willingness to pay, providing quality and safety to consumers. Finally concluded that need of the relationship between farmers and processors and to increase attention to food quality and safety.

Marija Radman (2005) has found in their study about consumers considered healthy, good quality and tasty organic products than expensive and appearance. Organic producers are to increase the knowledge and create consumer awareness of organic product in the market place. Consumers are not very familiar with ecologically grown products in the market. Promotional activities (visible displays, media) and distribution channels also prime importance for Croatian consumers. Consumers were positive attitudes towards organic products and them willing to pay higher prices for organic products. This survey is conducted a single geographical area in Croatia. NurFathonahSadeket.al., (2009) has found in their study that to educate the behavioural process of customers with respect to organic food. To identify beliefs of positives and negative attitude on organic food consumers and food choice of consumers. Finally concluded, organic food is influenced by consumer's beliefs that is better for health and the environment. This result may be given world wide education on the benefits of organic food products.

Farah AyuniShafie & Denise Rennie (2012) has found in their study that premium price is consumption of organic food. There is no significant correlation between demographic variables (age, income, education) and organic consumers. Securing the domestic supply of organic food may be reduce the price gap. Motivation, beliefs and demographic variables are most criteria of potential of the organic market to increasing the levels of organic food consumption. From this study they concluded human health, food safety, environmental concern along with other sensory attributes like nutritive value, taste, freshness and appearance are growing interest in organic food. Good quality and reasonable price only is not attracted for potential buyer. Also minimum pesticide application is justice. Consumers associated with natural process, environment, animal welfare, non-use of pesticides and fertilizers. Premium price and motivation may suppress organic food consumption. Finally concluded to government will take steps for promote consuming organic food. Then only can go for further studies towards the consumer behaviour based on approach in organic food products.

Ragavan & Magesh (2013) has found his research is the perceptions towards organic food and the relationship with buyers intention and buyers belief that consuming organic food product. An availability of product, awareness, government support and action, product location also supported the consumers to intention the purchased organic products. The perception towards organic products are safety, belief, environment friendly, availability of product information are the major determinants for the consumers purchase intention towards organic products. Structured questionnaire is circulated and collected from 300 consumers from Chennai. Random sampling technique is used for survey. Tan Pohleong & Lailypaim (2015) has found their study is aimed to measure the

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effect of intention as a mediator in the relationship between internal factors (knowledge, awareness, health consciousness , product attributes, environmental concern) and external factors (subjective norms, perceived behaviour control, media and advertisement) on consumption among CGY in Malaysia. Totally 410 respondents taken for this survey through on - line questionnaires. The results showed only six intention factors are constructs are knowledge, health consciousness, product attributes, environmental concern, perceived behaviour, media and advertisement. The intention was not a complete mediator between awareness and consumption. The intention was indicated as a full mediator between knowledge, health consciousness, product attributes, environmental concern, perceived behaviour control , media and advertisement and consumption. This study is also found that intention is not a full mediator between awareness, subjective norms and consumption.

Sonioattanasio (2013) has found their study is about demographic characteristics and factors influenced purchase intentions among consumers in pontina province (Italy). The objective of the study is about the consumer's attitude towards organic products, attributes of the products, consumers' willingness to pay, level of confidence regarding the organic certification, inspection and control system. The survey is conducted in the month of October to November 2012 among 280 consumers were interviewed with semi – structured questionnaires. The stratified random sampling method is used for taken the survey. To examined the perception of the people about their readiness to pay for these products. The surveys were analysed using chi- square test and two- way ANOVA. The main aim of the study is contribute to better strategic and tactical marketing decisions. The intention to buy organic products are influenced by the perception about value of the product is belief on the health, safety and more environmentally friendly product. The main preference of respondents given to health (75%), taste and palatability (18%) and good appearance & freshness (7%). Respondents are obtained organic food products from television and radio (28.5%), friends and relatives (19.7%), newspaper and magazines (14.9%) and farmers (14.3%). Also 58% of respondents purchased from large stores, 22% of respondents preferred the specialized shop in pontine province. 50% of the buyers think that the price is higher but a 33% consumer from business and professional category expressed price doesn't matter if the product is really organic. So there is a significant difference between the consumer's perception about the price and different occupation. The main barrier to increase the market share is consumer information. Finally concluded that there is a significant relationship between perceived value and purchase intention of organic food products. So all the respondents are willing to pay premium price, but the level of acceptability varies considerably. Mohd Rizaimy Shaharudin et.al. (2010) has found their study is the various factors are affected purchase intention of organic food in Malaysia. The factors such as health consciousness, perceived value, food safety concern and religious factors are important factors affected the customer purchase intention. Less importance given for food safety concern and religion for purchase intention. People perceived more nutritional value, natural and without hormones and chemicals. Health consciousness is one of the national issues to increase obesities, diabetes and hypertension among people. And Additional variables such as freshness, presentation, taste and innovativeness are taken as considered for to increase the accuracy and effectiveness. 150 respondents are taken for the survey. Before that Pilot study is conducted among 20 university students and workers. From the survey most of the respondents are male category (54.7%) and age group is between 21 – 30 years (36%). Likert scale is used for rated and it is varied from 1 (highly disagree) to 7 (highly agree). The health consciousness and perceived value are influenced the purchase intention of organic food products. Because to develop health consciousness among the consumers due to increase the awareness of organic food product value and benefits. Finally they concluded first, to create awareness of organic food products programme through trade shows, road tours, exhibitions and advertisements at frequently. Second, to introduce organic food products in the market. Third, to produce more quantity with minimum cost of products. Forth, to increase the government involvement for development of organic food product. These are the factors that increase the supply, suppliers and entrepreneurs in the organic food products and industry. Sakthirama & Venkatram (2012) has found in their study is that Organic food purchase intention is influenced by attitude, knowledge and familiarity of consumers in an urban city of India. Knowledge and familiarity of consumers affect the attitude of the consumers, organic food producers and marketers. This study is conducted in Coimbatore and 200 consumers are selected randomly. Vega- Zamora et.al. (2013) has found in their study is about the organic foods is to achieve healthy, food safety, quality than environmental values. The term organic is a heuristic cue to superiority. The study is that organic is heuristic or mediatory role of food. 800 individuals personally interviewed at Spain. Also controversy between altruistic (environment, animal welfare, rural and local development) and egoistic (health, food safety, quality or flavour) values determined for organic food consumption.

Chiewshi wee et.al (2014) has found in their study that a need to gain knowledge about the consumer's behaviour towards organic food products in Malaysia. This study attempts to examine consumers perception,

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purchase intentions and actual purchase behaviour and the interrelationship between them. Four dimensions were to measure the consumer perception, six items were measure purchase intention and six items were to determined the actual purchase behaviour of consumers towards organic food. Data is collected in supermarkets and surrounded areas in the district of kluang, johor, Malaysia. 288 completed questionnaires were gathered used convenient sampling method. The intention to purchase organic food is significantly influenced by the consumers perception of safety, health, environmental factors and animal welfare of the products. There is no significant effect of consumers perceived quality of organic food products and intention to purchase the products. Actual purchase behaviour of organic food products is significantly affected by the purchase intention of the products. Health, safety, environmental friendly, animal welfare and product quality are mainly positively affected the purchase intention of organic food products. Intention to buy organic food products is positively and significantly affected the actual buying behaviour of the products. There is a significant difference between gender, age, income, education, residence area variable and purchase intention of the organic food products. Consumers perception towards organic food products affected their intention to purchase the product, further investigation is need for more area also and extending the scope to all states in Malaysia then only get more reliable and accurate research result. Zeinabseysaleki et.al (2012) has found their study that conducted survey among 150 respondents are randomly selected in Iranian customers at three big cities such as Tehran, isfahah& shiraz. Organic knowledge, price, consciousness, quality, subjective norms and familiarity on attitude and organic buying behaviour. Attitudes and organic knowledge have positive and significantly influenced on organic buyer behaviour. Subjective norms can have a positive and significant influenced of organic purchasing behaviour. Direct survey questionnaire method had been chosen. Regression analysis is used for statistical purpose. Giovanni Pino et.al (2012) has found their study that analysed the impact of ethical motivations. Food safety and health related concerns on purchasing intentions of organic food. 291 Italian buyers taken for survey collected through a paper- and – pencil questionnaire and classified either as regular or occasional purchasers of organic food according to their buying frequency. The result is an ethical self- identity influenced the purchase intentions of regular consumers and not of occasional consumers. Food safety concerns and health consciousness affected the purchase intentions of occasional consumers, but not of regular consumers. Finally concluded ethical self-identity affected attitude toward organic food as well as buying intention. The result of occasional buyers show that food safety concerned significantly affected their attitudes, through the mediated effects of this variable subsequent purchase intentions.

Anne Davies et.al (1995) has found in their study that health awareness is increased in UK food market. price, perceived value for money, perceived quality are influenced demand for food purchase. 25 – 34 year age group concerned about healthy food, vegetarianism and slimming. The two factors like availability and price are inhibit purchase of organic foods. Convenience sample is adopted for the survey. Pilot study is framed as study1, study2 & study3. study 1 is conducted between 1989 – 90 among 150 shoppers. Study 2 is conducted on 1992 investigated their purchasing behaviour of organic food from 1033 urban and rural consumers. Study 3 is conducted among 1002 urban and rural consumers in the year 1993. Gender , age, household income, presence of children and other environmental activities are the motives for the purchase of organic products . From this survey organic fruits and vegetables are the most popular organic purchases. Meat, cereals & dairy produce lower level of consumption. Health , environment and taste are the three main reasons for purchase of organic foods. 38% & 46% female respondents purchased organic food in study2 & study 3 respectively. Also 26% & 34% male purchasers of organic in study 2 &study 3. The difference in purchasing between male and female is not significant at the 5% level, but it is significant at the 10% level. Young age groups are important factor of purchased organic products. There is no significant differences between the purchasers of organic food those households with and those without children. Finally the author concluded there is no significant relationship between organic food purchase and household income. Bharathi.bet.al., (2014) has found in their study is that concerned towards behavioural aspects of the consumers. The government of India formulate rules and regulation, certification of organic farm products with international standards. So the marketers to find socio economic studies can helps to identified attitude, positive influences to buy organic food products. The study was conducted in Bangalore city among 200 house hold respondents with adopted multistage sampling techniques and analysed by descriptive statistics. Ishan Effendi et.al (2015) has found their study that driven by lack of knowledge of the marketers about organic consumers and motivations behind organic purchases. The effects of variables such as organic food knowledge, environmental knowledge, health knowledge, culture, product attribute, subjective norms, familiarity on organic attitudes, purchase intentions and behaviour. The samples are collected from 270 respondents at several organic markets. organic food knowledge, environmental knowledge, health knowledge, culture and food attributes are significantly influenced consumers attitude towards organic food. Availability, price, attitude, subjective norms are significantly influenced consumers

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intentions to purchase organic food. Intention to purchase organic food is significantly affected consumer behaviour. There is a significant influence of the intention to buy and buying behaviour of organic food. Expanded Rational Expectations Model (ERE) is the development of a model of TRA (Theory of Reasoned Action) is to predict the behaviour of organic consumers in the province of north Sumatra. Olusola et.al (2014) has found their study that aimed to explore the factors influencing consumers intentions towards the purchase of organic rice. 334 randomly selected consumers are chosen and circulated structured questionnaire used five point like rt scale. Data collected were analysed descriptive and exploratory factor analysis. The result showed health, food safety and environmental benefits are influenced consumers preferences towards organic rice followed by other three factors first, organizational inventions that is government and non government organics in the areas of controlling prices, giving subsidies to the organic rice producers, advertisement and campaign towards organic rice consumption. Second, availability of market, third is extrinsic cue is packaging. Netravathi&sanjeev(2013) has found their study that the reasons behind and to identify the factors that stimulates to buy the organic food products. There is an increasing demand for the organic food product in the market because to keeping in mind the health and nutritional value. The marketers should increase the supply and availability of the organic food products matching to the demand. The main barriers are the consistent availability of a wide organic products in convenient locations. So with consistent quantity available in supermarkets and through service channels. Lower prices will attract new customers. Because organic food price is higher than the conventional food. Agriculture products have found increase the supply of organic product with premium price of the organic food attracted provides for organic produce fraud & mislabelling. So organic food is good for consumers, farmers, and environment. Only limitation is very high price. So ordinary consumers could not afford to buy. Innovative people is attach more importance to health, nutrition & taste SeyedAbolhasanSadatiet.,al (2010) had found their study is about identified and categorized of attitude toward barriers of organic products. 150 respondents were selected for collected data by simple random sampling method. Data analysed with SPSS and categorized by four factors of barriers as institutional barriers (15.75%), feed quality barriers (15.54%), cultural barriers (14.37%) and economic barriers (9.43%). Poor knowledge of certification process, places for supply organic product, lack access to organic products are categorized of institutional barriers. Quality barriers appeared to be a second problem faced organic consumption. Because, quality of organic product lower than non- organic products, taste of non-organic products are better than organic product. There is no guarantee for safety of organic product, types of organic product are less than non-organic products and Lack of knowledge about organic product. So to solve this problem recommended that consumers knowledge, training and type of organization production will increased. Cultural barriers were identified as third factor of organic product. To focus on rising awareness of organic logo and on strengthening trust in organic food certification. Finally organic product faces economic barriers that organic product prices are more than non-organic products.

Siti Sarah Mohamadet.al., (2013) has found in their study that consumption of organic food is increasing health consciousness among Malaysian consumers. Most respondents like malay and chinese communities are highly aware of nutritional value and benefits of organic food. 59% of the respondents were earning more than RM 2000 are likely willing to pay, intention to purchase organic food for their families. In their study 100 questionnaires are circulated by author and chosen by convenience sampling method. Questions are based on customer awareness and purchase intention on organic food product. The five-point likert scale is adopted for questionnaire. Mohamed Bilal Basha& Ramesh (2014) has found their study that examined consumers attitude toward purchasing organic food products based on health consciousness, environmental factors and safety considerations. The study is conducted from the selected supermarkets selling organic food products in trichy (Tamilnadu). 300 consumers participated in the study. From the result health & safety concern is the first motivation of chosen by the organic consumers. The study examined the impact of demographic variables on the buying intention of consumers of organic food products. The data is analysed using spss 21 version. The majority of the respondents are female (55%), 40.3% of the respondents are below 25 years age group, 57% of the respondents are married, 62% of the respondents are graduates and 35.7% of the respondents monthly income is between 20001 – 40000.

OBJECTIVES OF THE STUDY

1. To know about the consumer attitude towards organic food.
2. To know the knowledge and awareness of organic food in non-buyers.

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3. To analyses the consumer challenges of buying organic food products.
4. To find the consumer reason for not buying organic food products.

Table- 1 Demographic Profile

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Age		
18 – 25	22	29.33
25 – 35	24	32
35 – 45	20	26.7
45 – 55	08	10.7
Above 55	01	1.33
Gender		
Male	41	54.7
Female	34	45.3
Marital status		
Married	52	69.3
Unmarried	23	30.7
Income (per month)		
10000 - 20000	33	44
20000 – 30000	23	30.7
30000 – 40000	08	10.7
40000 – 50000	08	10.7
Above 50000	03	4
Qualification		
SSLC	03	4
H.sc	09	12
U.G	33	44
P.G	21	28
Ph.D	08	11
Others	01	1.3
Family size		
1 – 4	43	57.3
5 – 10	27	36
10 – 15	03	7

Source: primary data

- From the above table 1, interpreted that 29.33 percent of the respondents are 18-25 years age group, 32 per cent of the respondents are 25-35 years age group, 26.7 per cent of the respondents are 35-45 years age group, 10.7 per cent of the respondents are 45-55 years age group, 1.33 per cent of the respondents are above 55 years age group category.
- 54.7 per cent of the respondents are male and 45.3 per cent of the respondents are female. The majority of the respondents are male.
- 69.3 per cent of the respondents are married and 30.7 per cent of the respondents are unmarried. The majority of the respondents are married

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- 44 per cent of the respondents income is between 10,000-20,000, 30.7 per cent of the respondents income is between 20,000-30,000, 10.7 per cent of the respondents income is between 30,000-40,000, 10.7 per cent of the respondents income is between 40,000-50,000, 4 per cent of the respondents income is above 50,000 . The majority of the respondents are 10,000-20,000 income category people.
- 4 per cent of the respondents are SSLC qualified, 12 per cent of the respondents are H.Sc qualified, 44 per cent of the respondents are UG qualified, 28 per cent of the respondents are completed PG degree , 11 per cent of the respondents are completed PhD, 1.3 per cent of the respondents are coming others category. The majority of the respondents are UG qualified category.
- 57.3 per cent are having 4 members are in family, 36 per cent are having 5-10 members,7 per cent are having 10-15 members there in a family. The majority of the respondents are having 4 numbers of family members.

Table: 2 Awareness of organic food products

No of years	Frequency	Percentage
More than 3 years	17	22.7
1 - 3 years	13	17.3
6 - 12 years	14	18.7
0 - 6 months	31	41.3
Total	75	100

- From the table it is interpreted that 22.7 per cent of the respondents are aware about organic food from more than 3 years, 17.3 per cent of the respondents are aware about for 1-3 years, 18.7 per cent of the respondents 6-12 months, 41.3 per cent of the respondents are awareness for 0-6 months. The majority of the respondents are aware of more than 3 years.

Table: 3 Sources of awareness

sources	Frequency	Percentage
Advertisement	17	22.7
Magazine	05	6.7
Newspaper	20	26.7
Internet	10	13.3
Friends	21	28
Others	02	2.7
Total	75	100

- From the above table it is that 28 per cent of the respondents are aware of organic food from friends , 22.7 per cent of the respondents are said to advertisement, .67 per cent of the respondents are said to magazine,26.7 per cent of the respondents are mentioned from newspaper,13.3 per cent of the respondents are mentioned from internet,2.7 per cent of the respondents are aware from others category.

Table: 3 preference towards organic food products

Type of food	Frequency	Percentage
Organic food	18	24
Conventional food	57	76
Total	75	100

- From the above table it is non-user interpreted that 24 percent of the respondents are preferred organic foods,76 per cent of the respondents are preferred conventional foods.

Table : 4 Overall opinion about organic food products

Factors	Frequency	Percentage
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Very favourable	07	9.33
Somewhat favourable	29	38.67
Very unfavourable	11	14.67
Neutral	23	30.67
Somewhat unfavourable	05	6.67
Total	75	100

- From the above table, it is interpreted that 9.3 per cent of the respondents are very favourable with organic food products, 38.7 per cent of the respondents are Somewhat favourable, 14.67 per cent of the respondents are very unfavourable with organic, 30.7 per cent of the respondents are neutral and 6.67 per cent of the respondents somewhat unfavourable with organic food products.

Table: 5 Organic products are more expensive

Factors	Frequency	Percentage
Strongly agree	18	24
Agree	32	42.7
Partially agree	17	22.7
Disagree	06	8
Strongly disagree	02	2.6
Total	75	100

- From the above table it is interpreted that 24 per cent of respondents are strongly agree about organic product are more expensive, 42.7 per cent of respondents are agree about organic product are more expensive, 22.7 per cent of respondents are disagree about organic product are more expensive, 8 per cent of respondents are partially agreed and 2.6 per cent of respondents are strongly disagree about organic product are more expensive

Table: 6 Limited availability in market

Factors	Frequency	Percentage
Strongly agree	24	32
Agree	27	36
Partially agree	13	17.3
Disagree	10	13.3
Strongly disagree	01	1.3
Total	75	100

- From the above table it is interpreted that 32 per cent of the respondents are strongly agree, 36 per cent of the respondents are agree, 17.3 per cent of the respondents are partially agree about, 13.3 per cent of the respondents are disagree, 1.3 per cent of the respondents are strongly disagree for limited availability in market/difficult to find.

Table : 7 Primary Reasons for not purchasing organic food

Reasons	Frequency	Percentage
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High price	38	50.7
Taste is not good	11	14.7
Low availability	16	21.3
Low Trust	04	5.3
Poor appearance	06	8
Total	75	100

Table: 8 ANOVA

Various factor	Sources of variation	Sum of squares	Degree of freedom	Mean square	F- square	Significant value	S/NS
Qualification & sources of awareness	Between groups	53.1	5	10.62	0.09	230.16	NS
	Within groups	109.85	1	109.85			
Age and Preference of food	Between groups	105.8	1	105.8	2.96	5.31	NS
	Within groups	250.2	7	35.74			
Income and Price of Organic Food	Between groups	798.5	1	798.5	28.92	5.31	S
	Within groups	220.9	8	27.61			
Age and Health of Organic Product	Between groups	108.12	3	36.04	8.04	3.41	S
	Within groups	58.25	13	4.48			
Qualification and Awareness of Organic Food	Between groups	49.23	3	16.41	1.141	3.14	NS
	Within groups	186.89	13	14.37			

Table 9 Chi- Square

Various Factors	Degree of Freedom	Table Value	Calculated Value	S/NS
Gender and Awareness of Organic Food	3	17.81	55.99	NS
Gender and no chemicals/ contains of pesticide	4	9.49	68.41	NS

SUGGESTIONS

Most consumers are hearing about organic food through advertisement and friends. 50.7% of the non-users said that the price of organic foods are high. 14.7% of the people said they are not purchasing because of not good taste. At the same time 21.3 % of them said it's not available in the nearby place. Very few people said that they do not trust the food. Because some time the conventional food is also named as organic food in the market. So government should provide common logo/symbol /certification for organic food products.

CONCLUSION

Mainstream consumers tend to have a generally positive view of organic food products. However, organic buyers and organic product managers tend to view organic product more negatively than consumers. This view may contribute to the problem of availability. Since these are the people responsible for bringing organic product to the retail market place. Price generally has a negative effect on quantity of organic produce demanded. Traits of organic buyers are quite interesting and are perhaps different from the one who might expect. One might expect that those with higher incomes and more affluent lifestyles, who could devote more resources to buying the best quality of products, would be prime organic shoppers. One might expect that those who were better educated would be more likely to have strong health and environmental concerns and to demand more organic product. Families with children would demand more organic product grown in healthier ways. Purchasing of organic food is closely related to health and environmental concerns leading to the idea that values and personal interests play a role in making one willing to buy organic products. Thereby, lowering costs to produce will reduce price. More than price, a broad market base is also required to create more awareness among non-buyers.

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