

Influence of Psychographic Factors on Consumer for Purchase of Organic Products

Gautam Bansal* and Tejinder Kaur**

** PCTE, Baddowal (Ludhiana)*

*** BSKK College, Sri Chamkaur Sahib*

Abstract

In the last few years, organic products have been introduced in the Indian market. In this research, an experiment is conducted in order to find out consumers' preferences towards organic products and the influence of psychographic factors in consumers' purchasing-decisions. The present research aims to examine and analyze the influence of psychographic factors on consumer purchasing-decision in organic products. The sample size of 599 was chosen and the questionnaire was administered to collect the primary data. Data is collected through distribution of questionnaires and analysed in this research by using SPSS. The sampling technique used was Snowball Sampling Method and the Data Testing Technique, which was used within the research, includes validity test by Factor Analysis, Reliability Test with Cronbach's Alpha. In order to identify the factors affecting the purchase-decision of consumers, the factor analysis has been employed with Principal Component Extraction with Varimax Rotation. The outcome of the present study would be helpful to attract new customers in addition to retention of existing customers. The study would be helpful to identify the major constraints and their impact on purchasing pattern on par with consumers' decision making process.

Key Words

Organic Products, Psychographic Factors, Purchase Decision, Consumer Behaviour.

INTRODUCTION

Over the last decade, environmentalism has emerged to be a vital aspect due to various issues like acid rains, depletion of the ozone layer and degradation

of the land and much more. Consumers in developed countries and also somewhere in developing countries have become more health conscious and they have started spending on greener, healthy and natural food products (Kumar and Jain, 2003). Many of the studies, conducted all over the world, concluded that pesticides and other chemicals are the main reason to the different diseases such as low birth weight, birth defects, neurological problems, autism, cancer, infertility, allergies and asthma, skin problems and much more. It resulted into increase in consumer concern with ecological balance by presenting demands for eco-friendly products around the world. Consumer perception is changing towards organic products as they know that an organic product is good for health and it grows with the use of organic manure and use the natural resource and is free from pesticides and chemical residues over the non-organic products. Study on the behaviour of the consumers towards the organic products is one of the important aspects which should be discussed. Beside this, awareness and knowledge level of consumers about organically produced products are also crucial. The Government of India is now focusing on organic farming and several other reviewers also have identified various factors which affect Organic Farming. Indians now tend to move towards consumption of organic products. It attracts many researchers to conduct research in this field. Most of the studies were conducted related to factors influencing consumer behaviour towards organic products. Major factors, which affect the behaviour of consumers, are demographic profile, economic factors and psychographic factors. Increasing demand for organic products and rising health consciousness among the people in the present scenario led the researcher to study all these factors for organic products.

REVIEW OF LITERATURE

Camarena and Ana (2009) concluded in the study that ethnic food in the Spanish market was first oriented to the segment of immigrant consumers. Spanish consumers were more exposed and interested in ethnic food options. The results showed that Spanish consumers rank first Mexican food, followed by Asian, while Arab food, is placed in third place. Price was the significant factor impacting on the probability of choosing alternative consumption situations, and lower prices were preferred. Psychographic variables were found to play an essential role in the consumers' decision of choosing ethnic food. Study further revealed that Promotion strategies were aiming at the introduction highlighting product characteristics that inspire trust, confidence in the intrinsic and process quality of the product, such as convenience, would help to better reach this segment.

E. N. Lowongan *et al.* (2015) evaluated the purchasing-decisions of consumers who shopped at McDonald's in Manado. The research population was the customer of McDonald's in Manado city, It was observed that lifestyle, personality, and demographic factors have significant influence simultaneously on consumer purchasing-decision in McDonald's Manado. Study concluded that lifestyle, personality and demographic have significant influence partially on consumer purchasing-decision in McDonald's Manado.

Dr. N. Anitha (2016) the study concluded that the consumers of organized retail formats were more fashion consciousness, leadership consciousness, family consciousness, health consciousness, enjoyment consciousness and food consciousness. The quality, value for money, variety, sales promotions, services and quality service person differentiated the retail formats. The retail formats of Westside, Pantaloon, Lifestyle, Daily, Saravana Stores Nilgiris, Food World, Reliance Fresh, Big Bazar and Spencer were highly preferred by the consumers. The higher prices, unsatisfactory service, poor consumer care, non-availability of variety of products, no bargain, poor quality of sales person, lack of accurate information about products, location of retail store and complex arrangement of products were the major problems in existing retail formats. It was concluded that Indian consumers were more conscious towards lifestyle factors.

Cherian, J.; and Jacob, J. (2012) revealed that there was the need for green marketing and change in consumers' attitude towards more environment-friendly products as the levels of consumption were too high and unsustainable. The study concluded that majority of the consumers didn't have 'green' knowledge and because of such low awareness towards green products organizations were not too interested towards the production of green products. Organizations believe that marketing aspects such as developing a proper supply chain, packaging, pricing etc take priority over green marketing initiatives.

Kaufmann, H. R.; Md. Khan, F. A. P.; and Orphanidou, Y. (2012) stated that there were three factors that usually affect consumers' pro-environmental behavior such as collectivism, environmental concern and perceived consumer effectiveness. The study further concluded that environmental concern, environmental knowledge, disbelief towards environmental claims, environmental attitudes were the main factors that affect consumers' green purchasing behavior. In addition, it was noted that perception towards organic food, awareness of government action and support, beliefs about product safety for use were the most influential factors. Other than these, only a few kinds of literature in the study explained the impact of demographic variables on consumers' green purchasing behavior. All these

issues were actually interrelated.

Thangasamy, E.; and Patikar, G. (2014) propounded that consumer behavior was related to how individual groups and organization select, use and dispose of goods, services ideas or experiences to satisfy their needs and wants. They explained that buying-behavior of the consumer was influenced by culture, social, personal and psychological factors. Most people purchase the product due to necessity, after that comfort and convenience followed by social status, time-saving, maintenance of autonomy etc. Maximum number of buyers do purchase the vehicle on installment basis rather than borrowed money.

Dr. D. Geetha; and D. Jenifer, A. (2014) explained in the research study that health, quality and reliability, environment, customer services and friends opinion are the various factors which influence the purchase decision of the consumers. People were realizing their role and responsibilities towards the environment. So, consumers were willing to pay even extra price towards green products, organizations were taking notice of the demand and behavior and attitude of the consumers. Md. Basha. B., M. Cordelia, Md. S. F., Hussain, I. H, Salem, A; and Ali A. (2015) analyzed the acceptance of Consumer behavior towards organic food and stated that the behavior of the consumer involves the psychological processes by which consumers go through various processes for making purchase decisions and post-purchase behavior. The study indicated that consumer behavior is changing towards the purchase of many environment-friendly and organic products, as the consumers get aware of environmental degradation and the related issues. It further stated that promotion of organic food was beneficial for producers as well as consumers.

Ali, M. I.; and Yadav, M. (2015) concluded that there were three overall objectives which affect the decision of consumers regarding the purchase of herbal products. Consumers prefer herbal products as they think that these products are prepared from natural resources, free from side effects, fit for health and non-chemical. Study again revealed that consumers never face any side effect by using these herbal products. Mass media posters, banners, and retail stores were the prime sources of information about herbal products and brands. Except Patanjali other herbal products have the direct relationship with product information and the use of mass media, posters and brand.

Md. Bin Hossain, T. (2016) analyzed in the study about the relationship between knowledge, availability of organic product, government support, believes and attitude of consumer and consumer behavior towards organic foods and concluded that knowledge, availability of organic product, government support,

beliefs and attitude of consumers were the major factors that could influence the consumer purchase intention towards organic foods. The study further revealed that health consciousness and environmental concern were being indicated to be the least important factor in shaping the behavior of consumers towards organically produced foods.

S., Priya; and M., Parameswari (2016) made an attempt to evaluate the various factors which influence the behaviour of consumers to purchase organic food products by conducting this study and revealed that the awareness about organic food and the intention of the consumer to buy organic food was increased. The consumer generally gets informed about these products from newspaper, magazine and food vendor.

Mrs. S. Rengaswari; and Dr. T. Palaneswari (2017) conducted a study to gain the knowledge about factors influencing the buying behaviour of consumer towards organic food. The survey was conducted in Sivakasi on 250 respondents using organic products. The study revealed that the all 5 factors namely perceived health, product attribute, social welfare, product feature and availability influence the perception of consumers towards organic food. There was low degree positive correlation between perceived health and product attribute social welfare and availability. There was dominant correlation between product feature and product attribute and the consumer believe that the organic food is valuable for their lives, so there was a high degree of correlation between perceived health and product feature.

Reeva, J. R. *et al.* (2016) concluded in the study that health concerns were acted as the primary motivators for purchases of organic food. Soil management was considered as the major aspect, which influence physical properties, chemistry microbial activity and community composition. There was not enough evidence to support the idea that organic farming resulted in nutrient-dense foods in the form of increased content of macro and micronutrients.

Ahmed, R.; and Rahman, K. (2015) conducted a study to understand the consumers behaviour towards organic food in the markets of Bangladesh. Study concluded that organic food was considered as healthier than industrially manufactured food, organic products were high in nutrition and perceived to use organic method for production. The collected data revealed two types of consumer regular buyers and non-regular buyers. According to the study, some respondents thought that buying organic is a trend and producers just put a label on products for better marking. A significant proposition of the respondents showed lack of knowledge about certification of products, while some of them were very aware

about certification. The major problems were lack of awareness and insufficient knowledge about organic food, lack of availability and limited range, high price and certification labeling.

They conducted a research related to attitude and behaviour of consumers to organic food, environment friendly behaviour. The study was conducted since 1998 on 2000 Swedish citizens aged between 18 to 65. It was concluded that health was an important predictor of purchase frequency, so it indicate that egoistic motives seem to be stronger than altruistic motives. The study had lower responses rate, the reason behind it was that a large portion of people were not interested in having knowledge of organic food.

Lian, S. B. (2017) investigated the consumer motivational factors that influence their attitude to purchase organic food by collecting information from 421 organic consumers from Klang Valley of Malaysia. It was analyzed that health consciousness had the greatest positive influence on consumer attitude, which was followed by past experience and personal values. Results were further showed that consumers' strong concern about health was the main motivation factory for their positive attitude. Consumers believed that organic food products were better in nutritional value, quality safety and health benefits.

Mhophe, B. (2016) conducted study to quantitatively ascertain the key antecedents that motivate consumers to purchase organic food. There was positive relationship between health consciousness and purchase intention. Results further sustained that there was positive relationship between perceived availability and purchase intention for organic food. Purchase of O.F. and environmental concerns have also positive relationship.

Kalyani, K. (2017) the demand for environmentally-friendly products such as organic food was increasing due to awareness on health, food safety and environment concern. Most of the consumers believed that only fruits and vegetables can be organic and perception in their mind was that organic products were grown naturally and have health benefits and better taste. Very few consumers have the knowledge about the difference between organic and conventional food and they respond they organic products are costlier than non-organic product. Average consumers have trust about the certification of green logos. As usage of chemical for production has no limits, most respondents felt that there should be proper verification system for organic products, so that everyone can trust upon.

NEED AND SIGNIFICANCE OF THE STUDY

In India, there have been a significant number of studies that discuss the issues of consumer buying behavior with different brands of products. However, a very few studies have been conducted in India which explains the perception of consumers towards organic products. Thus, it is crucial for the organic product retailers to gain a better understanding of the consumers. This research may have a lot of significance for the research scholar as well as for the farmers and retailers in India or those who want to get into this growing market as the retailer of organic product.

RESEARCH METHODOLOGY

Research is not only concerned with the revision of the facts and building up-to-date knowledge but discover new facts involved in the process of dynamic changes in the society. The methodology is defined as a system of methods and rule to facilitate the collection and analysis of data. It provides the starting point for choosing and approach made of theories, data, concept, and definition of the topic (Hart, 1998). Research methodology will be as follows :

Population, Sampling Method and Data Collection Method

This study evaluated the purchasing-decisions of consumers who purchase organic products. The population of the research is the customer of the State of Punjab, who purchases organic products. The samples of this study are the consumers who was willing to support the survey to provide valid data. The sampling technique used in this study is Snowball Sampling Technique, in which one data source nominated another potential primary data source. It is based on referrals from initial sources to generate further sources via chain referrals. For this current research, the author used primary data to make an appropriate result. Questionnaires were distributed to consumers who buys organic products.

RESULTS AND ANALYSIS

In order to examine the psychographic factors' effect on purchasing-decision of consumer, the mean value for all the factors have been compared. The findings of the respondent perception of four factors are also presented in the Table 1. The value for communalities using principal component analysis ranged from .647 to .948 (Table 1). It is good to have a value of communalities more than 0.5 for the explanation of constructs (Hair *et al.*, 2009).

Table 1

Perception of Consumer for Psychographic Factors (Communalities, Mean, Corrected item Total Correlation and Cronbach's Alpha)

[illegible]

Reliability Validity and Unidimensionality

The Cronbach's Alpha of scale is .892 (Table 3) which is a good indicator to go ahead, as the value of the Cronbach's Alpha Coefficient of 0.6 and above is good for research in social science (Cronbach's 1990). Also, the corrected-item-total correlation is more than 0.5 and inter-item correlation is more than 0.3. Here, it is pertinent to mention that corrected-item-total correlation more than 0.5 and inter-item correlation more than 0.3 (Table 1 & 2) is good enough for reliability of the scale (Hair *et al.*, 2009). All these values show that factors analysis has extracted good quantity of variance in the items. Hence, all the requirements of reliability, validity and unidimensionality are fulfilled.

According to scale used if all the 18 items get a rating of 5 each, the total score would be 90. The mean score of the respondents is 72.03 (Table 3). The correlation matrix is computed as shown in the Table 2. The mean correlation is 4.002 and it varies from 2.808 to 4.649 with a range 1.841. So there is sufficient correlation to go ahead with factor analysis. Factor analysis is done by using SPSS Software with varimax rotated, principal component Analysis.

Table 3 shows the factor analysis of the all 18 variables. This analysis extracted four factors from the variables. Each factor was defined by at least three scale items. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) value of .845 is sufficient enough for validating factor analysis results. Here, it is pertinent to mention that KMO more than 0.6 and p more than 0.5 are good enough for research in social sciences (Hair *et al.*, 2009). The Bartlett's Test of Sphericity also has a value of Chi-square 1.299E4, DF = 153, which are significant ($p < 0.5$) as shown in the Table 3. All these requirements are sufficient for validating factor analysis. The four factors classified using the factor analysis is shown on the Table 3.

The first factor alone has explained 44.385% of the total variation in the factor analysis and it is labeled as Trust. Present factors include six variables; i.e. feeling of trust, high nutritional value, feeling of satisfaction, willingness to pay, high quality, safe and reliable. (Pomsanam, P. *et al.*, 2014) enlisted the factors that were influencing the intention of purchasing organic food and concluded that factors that directly influence the purchase-decisions of organic food consumer were environment protection, trust in label, and food quality in organic food. The factor loading ranges from .755 to .896. The inter-item correlation ranges from .620 to .922 and item to total correlation ranges from .760 to .866. It covers 7.989 of the Eigen Value.

Table 2

Correlation Matrix (Psychographic Factors Affecting Consumer Behaviour for Purchase of Organic Products)

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18
S1	1.000																	
S2	.529	1.000																
S3	.562	.686	1.000															
S4	.486	.733	.507	1.000														
S5	.560	.662	.938	.511	1.000													
S6	.558	.682	.531	.698	.516	1.000												
S7	.651	.388	.384	.274	.413	.427	1.000											
S8	.097	-.067	.085	.017	.102	.171	.165	1.000										
S9	.513	.608	.887	.445	.861	.446	.474	.100	1.000									
S10	.413	.698	.503	.652	.497	.620	.343	.074	.456	1.000								
S11	.463	.744	.539	.642	.529	.691	.386	.138	.491	.741	1.000							
S12	.848	.511	.539	.456	.536	.469	.701	.127	.508	.432	.508	1.000						
S13	.480	.748	.485	.922	.469	.752	.401	.021	.444	.671	.633	.421	1.000					
S14	.536	.624	.881	.468	.886	.500	.454	.090	.822	.484	.526	.525	.470	1.000				
S15	.137	.038	.138	-.012	.124	.051	-.021	.672	.095	.115	.117	.164	-.050	.096	1.000			
S16	.072	-.047	.061	.066	.056	.147	.083	.820	.078	.118	.114	.061	.095	.062	.656	1.000		
S17	.083	-.016	.059	.058	.049	.180	.099	.846	.067	.120	.110	.065	.103	.064	.675	.968	1.000	
S18	.119	-.037	.126	.044	.134	.116	.099	.786	.131	.059	.071	.072	.030	.138	.672	.842	.838	1.000

Inter Item Correlation : Mean = 4.002, Min = 2.808, Max = 4.649, Range = 1.841, Max/Min = 1.658, Variance = 0.513, N = 18

Table 3
Rotated Component Matrix (Results for Psychographic Factors Affecting Consumer Behaviour for Purchase of Organic Products)

Variables	Factors			
	Trust	Social Belonging-ness	Health Consciousness	Knowledge and Positive Opinion
Feeling of Trust	.896			
High Nutrition Value	.878			
Feeling of Satisfaction.	.782			
Willingness to Pay	.780			
High Quality	.758			
Safe and Reliable	.755			
Social Status		.957		
Status Symbol.		.950		
Consumed by Rich People		.911		
Family Pressure to Buy		.909		
Environmentally Consciousness		.795		
Healthier			.889	
Valuable			.882	
It Protect Family Members			.858	
Protect from Cancer and Other Diseases			.849	
Buy Because Surrounded People Do So				.837
Positive Opinion				.832
Awareness				.793
Eigen Value	7.989	4.051	1.628	1.246
% Variance	44.385	22.505	9.042	6.922
Cumulative % Variance	44.385	66.890	75.932	82.854
Scale Reliability Alpha	.933	.945	.966	.880

Cronbach's Alpha = .892, Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .845, Bartlett's Test of Sphericity (Approx. Chi-Square = 1.299E4, Df = 153, Sig. = .000, Mean = 72.03)

A second factor loaded with another five variables. This factor can be labeled as social belongingness as contents in Social Status, Status Symbol, consumed by rich people, family pressure to buy, environmentally consciousness. (Manoranjana, D. *et al.*, 2014) conducted a study about consumers' perception towards organic food products on the respondents belonging to Odisha State. The study concluded that for the purchase of organic food, views of family and friends played an important role. This factor has explained 22.505% of the total variation in the factor analysis. The factor loading ranges from .795 to .957. The inter-item correlation ranges from .656 to .968 and item to total correlation ranges from .709 to .926. It covers 4.051 of the Eigen Values.

(Lian. S. B., 2017) investigated the consumer motivational factors that influence their attitude to purchase organic food. It was analyzed that health consciousness had the greatest positive influence on consumer attitude, which was followed by past experience and personal values. Result showed that consumers' strong concerns about health were the main motivation factor for their positive attitude. Consumers have believed that organic food products are better in nutritional value, quality safety and health benefits. So, third factor is correlated with another four variables; i.e. healthier, valuable, it protects family members, protect from cancer and other diseases. It might be labeled as health consciousness. (Ahmed, R.; and Rahman, K., 2015) conducted a study to understand the consumer behaviour towards organic food in the markets of Bangladesh. Study concluded that organic food was considered as healthier than industrially manufactured food, organic products were high in nutrition and perceived to use organic method for production. This factor has explained 9.042% of the total variation in the factor analysis. The factor loading ranges from .849 to .889. The inter-item correlation ranges from .822 to .938 and item to total correlation ranges from .886 to .948. It covers 1.628 of the Eigen Values.

The fourth factor loaded with another three variables as Buy because surrounded people do so, positive opinion, awareness. (Tsakiridou, E. *et al.*, 2007) aimed to identify consumers attitudes and behaviour towards organic products. Study defined that Greek consumers were over curious to be informed about environment and health issues and the nutritional value of food. They demand more and more products which were free from chemical residues. In relation to the demographic variables, study concluded that education and income were highly correlated with organic product consumption and attitude. This factor can be labeled as Knowledge and positive opinion. This factor has explained 6.922% of the total variation in the factor analysis. The factor loading ranges from .793 to .837. The inter-item correlation ranges from .651 to .848 and item to total correlation ranges from .702 to .844. It covers 1.246 of the Eigen Values.

CONCLUSION

In this study, an attempt has been made to explore the psychographic factors which affect consumer purchasing-decision towards organic products. It has been observed and cleared from the results that most of the consumers prefer to buy organic products because they have trust in the organic products. They considered products as highly nutritive products and using organic gave them feeling of satisfaction. Other psychographic factors such as social belongingness, health consciousness, knowledge and positive opinion have also influenced the behaviour of consumers in their own way. At last, study can conclude that today's consumers are health conscious, they consider the organic products healthier than ordinary products. So, they have positive opinion towards organic products.

References

- Ahmed, R.; and Rahmen, K. (2015), Understanding the Consumer Behaviour Towards Organic Food, *A Study of Business and Management*, Vol. 17 Issue 4, 49-64.
- Ali, I. M.; and Yadav, M. (2015), "A Study of Consumer Perception of Herbal Products in Bhopal", *International Journal of Management Studies*, Vol. II, No. 1.
- Camarena; and Ana (2009), "The Influence of Psychographic Variables on Consumer References", The Case of Ethnic Food in Spain, 113th EAAE Seminar 'A resilient'.
- Cherian, J.; and Jacob, J. (2012), "Green Marketing : A Study of Consumers", *Attitude Towards Environment - Friendly Products, Asian Social Science*; Vol. 8, No. 12.
- Dr. N. Anitha (2016), "Influence of Lifestyle on Consumer Decision Making with Special Reference to Organized Retail Formats in Chennai", *Indian Journal of Commerce & Management Studies*, Vol. VII, Issue 1.
- Dr. Chandrashekar, H. M. (2014), "Consumer Perception Towards Organic Products – A Study in Mysore City", *International Journal of Research in Business Studies and Management*, Vol. 1, No. 1.
- Dr. D., Geetha; and D. Jenifer., A. (2014), A Study on Consumer Behaviour Towards Purchase of Eco-Friendly Product in Coimbatore, *Abhinav International monthly Refereed Journal of Research in Management and Technology*, Vol. 3, No. 3.
- Esty Nindy Lowongan; Paulus Kindangen; and Johan Tumiwa (2015), "Influence Analysis of Psychographic Factors on Consumer Purchasing-Decision in Mcdonald's Manado", *Jurnal Berkala Ilmiah Efisiensi*, Volume 15 No. 04, European Food Industry and Food Chain in a Challenging World".
- Kalyani, K. (2017), "Consumer Perception Towards Organic Food Products in India", *International Journal of Innovative Research in Technology*, Vol. 4, Issue 7.
- Kaufmann, H. R.; Md. Khan, F. A. P.; and Orphanidou, Y. (2012), "Factors Affecting Consumers' Green Purchasing Behavior : An Integrated Conceptual Framework", *Amfiteatru Economic*, Vol. XIV No. 31.

- Kumar, A. D. S.; and Chandrashekar, H. M. (2015), "A Study on Consumer Behaviour towards Organic Food Products in Mysore City", *International Journal of Management Research & Review*, Vol. 5, No. 11.
- Kumar, L. V.; and Kumar, A. P. (2015), A Study on Consumer Decision Towards Purchase of Organic Food Products : A Case Study of Dehli, *Indian Journal of Commerce & Management Studies*, Vol. VI, No.2.
- Lian, S. B. (2017), "What motivates Consumers to Purchase Organic Food in Malayasia?", *Asian Social Science*, Vol. 13, No. 9.
- Manoranjana, D.; Alaka, S.; and Dr. Madhusmita, D. (2014), "Consumer's Perception Towards Organic Food Products", *International Journal of Engineering and Management Research*, Vol. 4, Issue 3.
- Md. Basha, B.; M. Cordelia; Md. S. F.; Hussain, I. H.; Salem, A.; and Ali, A. (2015), "Consumer Acceptance Towards Organic Food", *Global Journal of Interdisciplinary Social Sciences*, Vol 4(3).
- Md. Bin Hossain, T. (2016), Consumer Buying Behaviour Towards Organic Foods : Evidence from the Emerging Market, *Malaysian Management Review*, Vol 51 No. 2.
- Mhlophe, B. (2016), "Consumer Purchase Intentioned Towards Organic Food : Insights from South Africa, *Business & Social Science Journal (BSSJ)*, Vol. 1, Issue 1, 1-32.
- Mrs. S. Rengaswari; and Dr. T. Palaneswari (2017), "Buying Behaviour of Consumers Towards Organic Food in Sivakasi", *Journal of Emerging Technology and Innovative Research*, Vol. 4, Issue 12.
- Mukherjee, B. (2017), "Indian Consumer and Organic Products", *International Journal of Commerce, Business and Management*, Vol. 6, No. 1.
- Pomsanam, P.; Napompech, K.; and Suwanmanerpong, S. (2014), "Factors Deiving Thai Consumers", *Journal of Scientific Research*, Vol. 7, Issue 4, 434-446.
- Reeve, J. R.; Hoagland, L. A.; Villalber, J. J.; Cars, P. M.; Atucha, A.; Cambardella, C.; Davis, D. R.; and Delate, K. (2016), "Organic Farming, Soil Health and Food Quality : Considering Ponible Links", *Advances in Agronomy*, Vol 137, 319-368.
- S, Priya; and M., Parameswari (2016), "Consumer Attitude Towards Organic Food Products" *International Journal of Applied Research*, Vol 2(4).
- Stolz, H.; Stolze, M.; Hamm, U.; Janssen, M.; and Ruto, E. (2010), "Consumer Attitude Towards Organic Versus Conventional Food with Specific Quality Attributes", *Journal of Life Sciences*, Issue 58.
- Thangasamy, E.; and Dr. Patikar, G. (2014), "Factors Influencing Consumer Buying Behaviour : A Case Study", *Global Journal of Management and Business Research : e-Marketing*, Vol. 14, No. 5.
- Tsakiridou, E.; Boutsouki, C.; Zotos, Y.; and Mattas, K. (2008), "Attitude and Behaviour Towards Organic Products : An Exploratory Study", *International Journal of Retail & Distribution Management*, Vol. 36, No. 2, 158-175.