**A study on consumer awareness of Organic Products in Anand and Vidyanagar cities**

**ABSTRACT:**

This study investigates consumer awareness and purchasing behavior regarding organic products in Anand and Vidyanagar cities. Conducted from January to May 2025, the research utilized a web-based survey of 300 randomly sampled respondents. The findings reveal a high general awareness of organic products (92%) among consumers, but a significant gap in brand-level recognition, with 62% unaware of specific organic food brands. While fruits and vegetables are the most preferred organic categories, only 24% of aware respondents have actually purchased organic products, indicating a substantial gap between awareness and buying behavior. Factors such as limited brand visibility, perceived high prices, availability issues, and skepticism about authenticity of organic claims may contribute to this disparity. The study also found that 65% of aware respondents recognize organic certifications, but 35% remain uninformed. Demographically, primary consumers are aged 26-45, employed in private sectors, belong to middle-income groups, and are generally health-conscious. The research emphasizes the need for enhanced consumer education, improved retail presence, and strategies to build trust through certification and quality assurance to bridge the awareness-to-purchase gap in the organic food market.

**Keywords:** Organic Products, Consumer Awareness, Purchasing Behavior, Organic Brands, Organic Certification, Anand, Vidyanagar.

1. **INTRODUCTION**

The global organic food market has witnessed a surge in consumer interest, driven by growing concerns about health, environmental sustainability, and food safety. In India, this trend has gained momentum with the rise in health-conscious consumers seeking alternatives to conventionally produced food. Despite the increasing awareness, significant challenges remain in translating awareness into actual purchasing behavior. This study focuses on Anand and Vidyanagar cities—regions known for educational and economic vibrancy—to explore consumer awareness levels and the factors influencing their buying behavior of organic products.

The rationale for this study stems from observed discrepancies in previous literature, where consumers exhibit awareness of organic food benefits but show limited brand recognition and low purchase frequency. While health benefits and environmental safety are often cited as motivating factors, barriers such as price sensitivity, lack of trust in certification, and limited availability continue to deter actual purchases.

The present study contributes to the growing body of knowledge by examining the extent of awareness among urban Indian consumers, identifying the most recognized brands, preferred product categories, and the level of trust in organic certification. It aims to fill a research gap concerning consumer-brand disconnect and practical challenges faced by potential buyers in mid-sized urban areas.

1. **RESEARCH OBJECTIVE**
2. To study the demographic profile of respondents
3. To examine the awareness about organic products and their brands among the respondents
4. **REVIEW OF LITERATURE**

Briz and Ward (2009) studied consumer awareness and consumption of organic food in Spain using multinomial logit and probit models. They found that despite the sector's growth, many consumers were still unaware of organic options. Key factors influencing awareness and consumption included age, education, income, health knowledge, and price perception. The study concluded that awareness alone is not enough to drive purchases, stressing the importance of targeted information and pricing strategies to boost demand.

Altarawneh (2013) conducted a pilot study in Amman, Jordan, surveying 384 respondents to assess awareness of organic food products. Results showed that 69% were aware of organic foods. Logistic regression indicated that education, occupation, marital status, income, health concerns, quality, desire, promotion, and product source significantly influenced awareness. In contrast, gender, age, and trademarks had no notable effect. The study emphasized the need for targeted promotion and educational efforts to grow the organic food market locally and globally.

Jayanthi (2015) examined consumer awareness of organic food products in Coimbatore District, focusing on environmental and food safety concerns from synthetic agricultural inputs. Using a survey of 550 respondents with disproportionate stratified random sampling, the study found that 40.5% were aware, 38.4% partly aware, and only 14% highly aware of organic foods. The research concluded that limited awareness is a major obstacle to the organic food sector’s growth in India, stressing the need to enhance awareness to positively shape consumer attitudes and encourage organic consumption.

Rock *et al.* (2017) carried out a cross-sectional study in Trichy district, Tamil Nadu, to evaluate consumer awareness of organic food products among rural, semi-urban, and urban populations. Out of 300 respondents, 76% were aware of organic foods, and 62% had purchased them—mainly fruits and vegetables. Urban consumers demonstrated the highest awareness. Key factors influencing purchases included credibility and availability, while non-availability was the main reason for non-consumption. The study suggested enhancing awareness and encouraging home-grown organic gardens to promote organic food consumption.

Sumathy and Rathna (2018) examined the link between consumer awareness and marketing strategies for organic products in Coimbatore. The study noted rising demand fueled by health, food safety, and environmental concerns. It emphasized that effective marketing plays a crucial role in improving consumer understanding and recognition of organic products. The findings indicated that strategic marketing is vital for increasing awareness and shaping purchase decisions, highlighting the need for continued research and refinement of marketing approaches in the organic sector.

Parmar and Sahrawat (2019) conducted an empirical study in Hisar City to assess consumer awareness and perceptions of organic product purchases. Using a Likert-scale questionnaire and SPSS analysis, they found that health benefits were the main motivator, followed by product quality and sensory aspects like taste and texture. A strong correlation was observed between the type of organic products bought and the perceived benefits. The study concluded that increasing health consciousness plays a key role in shaping consumer preferences for organic products.

Ishak *et al.* (2021) investigated consumer awareness and purchasing behavior toward organic food in Malaysia. Although awareness levels were high among the 403 respondents surveyed, actual consumption remained low due to concerns about high prices. Most participants associated organic food with health benefits and viewed it as a safer, healthier option compared to conventional food. Health concerns emerged as the primary motivator for purchase, while cost was the main barrier. The study offers valuable insights into the Malaysian organic food market and suggests the need for strategies to make organic products more accessible and affordable.

Narayanan and Harikumar (2022) studied consumer awareness and motivations for buying organic products in Chennai. Health benefits, product quality, and taste were key drivers. They emphasized the need for government support to address high farming costs. Improved regulations and awareness could boost organic demand.

Daddiouaissa *et al.* (2022) examined consumer awareness and purchasing behavior toward organic food in Algeria using CFA and SEM on data from 429 respondents. Health, environmental concerns, and better taste were key motivators. Health consciousness, social norms, and availability significantly influenced purchase decisions. The study emphasized the need for targeted strategies to promote organic farming and consumer engagement.

Arun *et al.* (2023) studied organic product awareness and challenges among students in Coimbatore. Despite India’s leadership in organic farming, consumption remains low due to limited awareness, high prices, and availability issues. Students recognized health benefits and quality but cited lack of awareness and trust as barriers. The study emphasized that boosting awareness is key to increasing organic product adoption among youth.

Harigovind and Suchitra (2024) analyzed consumer awareness and preferences in India’s expanding organic market. They found rising demand driven by health, safety, and environmental concerns but uneven awareness across regions. The study emphasized the importance of government support, better marketing strategies, and improved consumer education on food safety to strengthen the organic sector.

Ramesh and Patil (2023) analyzed the influence of organic certification on consumer trust in Bengaluru. They found that trust in certification authorities significantly impacted the willingness to purchase, especially among middle-income urban consumers.

Kaur et al. (2022) highlighted price sensitivity as a primary constraint in Punjab's organic market, where over 50% of respondents cited higher cost as a deterrent despite understanding health benefits.

Similarly, Lin and Huang (2021) in their comparative study of Asian organic markets revealed that certification transparency and affordability are decisive factors in turning awareness into actual consumption.

A meta-analysis by Hughner et al. (2007) revealed that trust, health concerns, environmental motivations, and perceived product quality were the dominant factors influencing organic food purchase. More recent reviews (e.g., Aschemann-Witzel et al., 2020) emphasize price sensitivity and lack of product knowledge as consistent global barriers. These findings reinforce the relevance of integrating psychological and socioeconomic variables in designing organic marketing strategies.

1. **RESEARCH METHODOLOGY**

To effectively carry out the study titled “A study on consumer awareness of Organic Products in Anand and Vidyanagar cities,” a structured research design was developed. The research was conducted in January to May, 2025, utilizing a web-based survey as the primary tool for data collection. A structured questionnaire was designed to gather relevant information aligned with the study objectives. This study employed a descriptive research design due to its suitability in exploring patterns of awareness and consumer behavior without manipulating variables. The objective was to provide a snapshot of current consumer attitudes in Anand and Vidyanagar regarding organic products. Descriptive statistics were chosen for their ability to present frequencies, percentages, and trends that are easily interpretable for policy and marketing applications.

The target population comprised from Anand and Vidyanagar Cities, representing a key consumer segment for Organic products. A random sampling method was employed to ensure that each individual within the defined population had an equal opportunity of being selected. This approach helped minimize selection bias and enhanced the reliability and generalizability of the findings.

A total of 300 respondents participated in the study. The primary data collected from these participants were systematically compiled and analyzed using Descriptive Statistical tools. Techniques such as tabulation, graphical representation, and charts were employed to interpret the data effectively. These methods facilitated A study on consumer awareness of Organic Products in Anand and Vidyanagar cities. While the study primarily utilizes descriptive statistics, future research could benefit from using inferential techniques such as regression or structural equation modeling (SEM) to explore causal relationships between awareness, trust, and purchase behavior.

1. **RESULT AND DISCUSSION**
   1. **To study the demographic profile of respondents**

Table 1 presents the demographic profile of the 300 respondents surveyed for the study. It includes key variables such as age, occupation, Individual’s Monthly Income, Family Monthly Income, Health-Conscious level and location, providing a comprehensive overview of the sample population.

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| Table 1: Demographic Profile of Respondents(n=300) | | | |
| Sr. No. | Particulars | Frequency | Percentage |
| Age | | | |
| 1 | Below 18 | 0 | 0% |
| 2 | 18-25 | 38 | 13% |
| 3 | 26-35 | 91 | 30% |
| 4 | 36-45 | 72 | 24% |
| 5 | 46-55 | 52 | 17% |
| 6 | 56-70 | 39 | 13% |
| 7 | Above 70 | 8 | 3% |
|  | Total | 300 | 100 |
| Occupation | | | |
| 1 | Student | 34 | 11% |
| 2 | Private job | 140 | 47% |
| 3 | Govt job | 38 | 13% |
| 4 | Retired | 21 | 7% |
| 5 | At home | 56 | 19% |
| 6 | Business | 11 | 4% |
|  | Total | 300 | 100 |
| Individual’s Monthly Income | | | |
| 1 | No personal income | 73 | 24% |
| 2 | Below 10000 | 51 | 17% |
| 3 | 10000-50000 | 145 | 48% |
| 4 | 50000-100000 | 28 | 9% |
| 5 | Above 100000 | 3 | 1% |
|  | Total | 300 | 100% |
| Family Monthly Income | | | |
| 1 | Below 50000 | 77 | 26% |
| 2 | 50000-100000 | 130 | 43% |
| 3 | 100000-500000 | 91 | 30% |
| 4 | Above 500000 | 2 | 1% |
|  | Total | 300 | 100% |
| Health-Conscious level | | | |
| 1 | Highly conscious | 70 | 23% |
| 2 | Conscious | 115 | 38% |
| 3 | Moderate | 75 | 25% |
| 4 | Not conscious | 36 | 12% |
| 5 | Not at all conscious | 4 | 1% |
|  | Total | 300 | 100% |
| Location | | | |
| 1 | Anand | 150 | 50% |
| 2 | Vidyanagar | 150 | 50% |
|  | Total | 300 | 100 |

The respondents’ ages are distributed across different groups, with the largest percentage (30%) in the 26-35 years category, followed by 24% in the 36-45 years group. Younger adults aged 18-25 account for 13%, while the 46-55 and 56-70 age brackets represent 17% and 13% respectively. Only a small portion (3%) are above 70 years, and no respondents are below 18 years.

Nearly half of the respondents (47%) are employed in private jobs. Those staying at home constitute 19%, students make up 11%, government employees account for 13%, retirees represent 7%, and business owners form the smallest group at 4%.

Regarding individual monthly income, 48% earn between ₹10,000 and ₹50,000, while 24% have no personal income, likely including students, homemakers, or retirees. Those earning below ₹10,000 make up 17%, with 9% earning between ₹50,000 and ₹1,00,000, and only 1% earning above ₹1,00,000.

Most families (43%) have a monthly income between ₹50,000 and ₹1,00,000, followed by 30% earning between ₹1,00,000 and ₹5,00,000. Families earning below ₹50,000 constitute 26%, and only 1% have income above ₹5,00,000.

In terms of health consciousness, 38% of respondents are “Conscious” and 23% are “Highly Conscious” about their health. About 25% have a moderate level of health awareness, while 12% are not conscious, and 1% are not at all conscious.

The respondents are evenly split by location, with 50% from Anand and 50% from Vidyanagar, ensuring balanced representation from both areas.

**5.2 To examine the awareness about organic products and their brands among the respondents**

The study assesses consumer awareness and preferences related to organic products and brands among 300 respondents. It provides insights into brand recognition, product category preferences, purchasing behavior, and awareness of organic certifications.

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| Table 2: Awareness about Organic products(n=300) | | | |
| Sr. No. | Awareness | Frequency | Percentage |
| 1 | Aware | 275 | 92% |
| 2 | Not aware | 25 | 8% |
|  | Total | 300 | 100% |

In table 2, Out of 300 respondents, 275 individuals (92%) reported being aware of organic products, while only 25 (8%) were not aware. This high percentage indicates that organic products have achieved considerable visibility and recognition among consumers, likely due to increasing health consciousness and widespread discussions in media and society about sustainable food choices.

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| Table 3: Awareness about Organic food brands(n=275) | | | |
| Sr. No. | Brand Awareness | Frequency | Percentage |
| 1 | Not aware about any brand | 171 | 62% |
| 2 | Amul Organic | 95 | 35% |
| 3 | Tata Sampann | 75 | 27% |
| 4 | Organic Tattva | 79 | 29% |
| 5 | Organic India | 56 | 20% |
| 6 | Pure and Sure | 43 | 16% |
| 7 | Nature Land | 24 | 9% |
| 8 | Conscious Food | 14 | 5% |
| 9 | Root2leaf | 8 | 3% |
| 10 | Daivik Organic | 13 | 5% |
| 11 | Geo fresh | 23 | 8% |
| 12 | Nourish you | 38 | 14% |
| 13 | Kapiva | 14 | 5% |

Table 3 shows that among the 275 respondents who are aware of organic products, a large majority—171 individuals (62%)—do not recognize any specific organic food brand. This suggests a significant gap between general product awareness and brand-level knowledge. Among those familiar with brands, Amul Organic was identified by 95 respondents (35%), indicating relatively strong brand recall. Other frequently mentioned brands include Organic Tattva (29%), Tata Sampann (27%), and Organic India (20%). Smaller or niche brands like Root2leaf (3%), Daivik Organic (5%), and Conscious Food (5%) had very low recognition, highlighting the dominance of a few key players in the organic market.

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| Table 4: Organic food categories which respondents wish to purchase(n=300) | | | | | | | | | | | |
| Sr. No. | Food categories | A | | B | | C | | D | | E | |
| F | % | F | % | F | % | F | % | F | % |
| 1 | Fruits | 145 | 48 | 74 | 25 | 55 | 18 | 16 | 5 | 10 | 3 |
| 2 | Vegetables | 141 | 47 | 89 | 30 | 46 | 15 | 13 | 4 | 11 | 4 |
| 3 | Dairy products | 91 | 30 | 55 | 18 | 102 | 34 | 37 | 12 | 15 | 5 |
| 4 | Cereals and Grains | 114 | 38 | 72 | 24 | 83 | 28 | 19 | 6 | 12 | 4 |
| 5 | Beverages | 76 | 25 | 56 | 19 | 105 | 35 | 42 | 14 | 21 | 7 |
| 6 | Snacks and processed foods | 84 | 28 | 48 | 16 | 113 | 38 | 37 | 12 | 18 | 6 |
| 7 | Other | 75 | 25 | 35 | 12 | 155 | 52 | 22 | 7 | 13 | 4 |
| (Here, F=frequency; %=Percentage; A= Most preferred; B= Preferred; C= Moderate; D= Not preferred; E= Not at all preferred) | | | | | | | | | | | |

In terms of category-wise preferences, fruits (48%) and vegetables (47%) were the most preferred organic food items among respondents. These categories are typically associated with health and freshness, which may explain their popularity. Dairy products received a moderate response, with 30% marking them as most preferred and 34% marking them as moderately preferred. Cereals and grains also showed a fair preference, with 38% marking them as most preferred and 28% as moderately preferred. Beverages and snacks had mixed responses, with only 25% and 28% marking them as most preferred, respectively. Interestingly, 52% of respondents showed moderate interest in “Other” categories, indicating an openness to exploring diverse organic products beyond the common ones.

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| Table 5: Purchase of Organic Products(n=275) | | | | |
| Sr. No. | Purchase of Products | Frequency | Percentage |
| 1 | Purchased | 65 | 24% |
| 2 | Not Purchased | 210 | 76% |
|  | Total | 275 | 100% |

Table 5 indicates that, despite the high level of awareness, only 65 out of the 275 respondents (24%) reported actually purchasing organic products. The remaining 210 respondents (76%) had not made a purchase yet. This highlights a clear gap between awareness and actual buying behavior. Several factors might contribute to this, including high price perception, lack of product availability, or skepticism about the authenticity of organic claims.

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| Table 6: Brand preferred by respondents while purchase | | | | |
| Sr. No. | Organic brands | Frequency | No. of respondents aware about particular brand (n) | Percentage |
| 1 | Amul organic | 22 | 95 | 23% |
| 2 | Tata sampann | 21 | 75 | 28% |
| 3 | Organic tattva | 29 | 79 | 37% |
| 4 | Organic India | 12 | 56 | 21% |
| 5 | Pure and sure | 10 | 43 | 23% |
| 6 | Nature land | 3 | 24 | 13% |
| 7 | Conscious food | 0 | 14 | 0% |
| 8 | Root2leaf | 1 | 8 | 13% |
| 9 | Daivik organic | 1 | 13 | 8% |
| 10 | Geo fresh | 3 | 23 | 13% |
| 11 | Nourish you | 10 | 38 | 26% |
| 12 | Kapiva | 2 | 14 | 14% |

Table 6 illustrates that among those who had purchased organic products, brand preferences varied. Organic Tattva emerged as the most preferred brand, with 29 out of 79 aware respondents (37%) choosing it. Tata Sampann followed, preferred by 28% of those who knew about it, and Nourish You was chosen by 26% of its aware consumers. Amul Organic, though highly recognized (95 aware respondents), was preferred by 23%, showing a moderate conversion from awareness to purchase. Some brands, like Conscious Food and Root2leaf, had little to no purchase preference, indicating a lack of consumer trust or market presence.

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| Table 7: Aware about Organic Certification(n=275) | | | |
| Sr. No. | Awareness | Frequency | Percentage |
| 1 | Aware | 179 | 65% |
| 2 | Not aware | 96 | 35% |
|  | Total | 275 | 100% |

Table 7 indicates regarding awareness of organic certification, 179 out of 275 respondents (65%) stated they were aware of such certifications, while 96 (35%) were not. This finding is crucial, as awareness of certifications plays a key role in building trust and influencing purchase decisions. The lack of awareness among over one-third of the respondents suggests that more efforts are needed to educate consumers about certification marks, their significance, and how they help ensure product authenticity.

These findings collectively suggest that although awareness of organic products is high, there is a significant gap between consumer knowledge and actual purchasing behavior. Most respondents (92%) are aware of organic products, yet only about 38% can recall specific organic brands, indicating a gap between general awareness and brand recognition. A majority (62%) are not familiar with any particular brand, with Amul Organic being the most recognized at 35%, followed by Organic Tattva and Tata Sampann. Despite this awareness, only 24% of respondents have actually purchased organic products, highlighting a significant gap between knowledge and buying behavior. Fruits and vegetables are the most preferred categories among organic products, favored by nearly half of the respondents. Interestingly, although Amul Organic has high brand awareness, its purchase preference is relatively lower compared to Organic Tattva, suggesting brand visibility does not always translate into consumer choice. Additionally, awareness about organic certification is moderate, with 65% recognizing its importance, but a notable 35% remain uninformed. The primary consumers fall within the 26–45 age range, predominantly employed in private sectors and belonging to middle-income groups, with a majority demonstrating a health-conscious attitude toward their food choices.

**CONCLUSION**

The study indicates that while there is high awareness of organic products among consumers, there exists a significant gap between awareness and actual purchase behavior. A majority of respondents are familiar with the concept of organic food, and many express preferences for categories such as fruits and vegetables. However, brand-level awareness remains low, and very few consumers have gone ahead and made purchases. This suggests that factors such as limited brand visibility, pricing concerns, availability, and lack of trust in certification may be acting as barriers. Although many respondents are health-conscious and belong to income brackets that suggest purchasing potential, the conversion to actual buying is limited. Therefore, there is a strong need for companies to focus on consumer education, improve retail presence, and build stronger trust through certification and quality assurance.

**PRACTICAL IMPLICATIONS**

The findings of this study provide actionable insights for policymakers, retailers, and organic product manufacturers. First, awareness campaigns should go beyond general health messaging and emphasize the importance of certified organic labels to build consumer trust. Retailers can improve brand visibility through in-store promotions and partnerships with trusted certification agencies. Furthermore, to address price sensitivity, companies can offer trial-size packs or discounts to encourage first-time purchases. Educational institutions and local organizations can be engaged to disseminate information and build long-term awareness. These measures may help convert high awareness levels into sustainable purchasing behavior.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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