



A Study on Consumer Knowledge and Awareness About Organic Foods

Priya Yadav^{1*}, Dr. Vijay Srivastava²

^{1*}Research Scholar, Department of Economics, Maharishi School of Science and Humanities, MUIT, Lucknow

²Associate Professor, Department of Economics, Maharishi School of Science and Humanities, MUIT, Lucknow

Citation: Priya Yadav et al. (2023), A Study on Consumer Knowledge and Awareness About Organic Foods, *Educational Administration: Theory and Practice*, 29(01), 913 - 920
Doi: 10.53555/kuey.v29i1.10210

ARTICLE INFO

ABSTRACT

Wellbeing awareness plays an important role in the mentality and propensity of purchasers toward organic food in general. The common sense of the uninformed to the expert has been widely reconfigured as a result of the global revolution of innovation. The neediness situation has compelled Indians to choose only available things rather than making other choices. As a result, purchasers are on the verge of shifting from traditional to regular food consumption, which is related to their preference for acquiring organic food items only from limited organic food stores. The current study clarifies the process for checking consumer knowledge, awareness and purchasing intentions for Organic Food from Organic retailers in Lucknow City. This study primary aim to know about consumer knowledge and awareness of organic foods. Organic products are rapidly gaining popularity among consumers. They want to find an everyday item in the market that is organically certified. They are keenly mindful of their well-being and security concerns. As a result, the findings of this current study are geared toward a broad audience familiar with organic products.

Keywords: consumer behavior, consumer knowledge, consumer awareness, organic food products etc.

INTRODUCTION

Nowadays, customers are quite careful about their dietary selections. In other words, customers are now extremely picky. Aside from their dietary selections based on flavour, likes, and urgent necessity, they are also worried about the harmful effects on not only their bodies but also the environment and society. To meet the rising demand for food goods as the population grows, growers rely more on high yielding varieties and greater fertilizer use. Environmental deterioration and deforestation have resulted in climate changes, as well as disruptions to the natural habitats of insects, reptiles, and grazers. Insects, in particular, are a serious worry for agricultural producers, who are increasingly using insecticides and pesticides to protect their crops. This promotes bio-magnification, which has potentially harmful health consequences. The storage, use, and disposal of agricultural materials requires some attention. Aside from satisfying their stomachs, consumers are worried about any adverse effects on themselves or the environment.

Customers' preference for organic food is based on their perception of its overall usefulness. A few item attributes, including as nutritional value, flavour, novelty, appearance, and other tactile features, as well as human health, food handling, and ecological relationships, influence consumer preferences. Some analyses distinguish between tangible and nutritional aspects, whereas others make meaning of item quality in terms of both. For people who are concerned about the negative effects of excessive levels of synthetic ingredients in food products, both in terms of their own consumption and the negative impact on the environment, organic food is a viable alternative. A person's preference for using organic food items is highly dependent on their degree of consciousness, their financial constraints, and their amount of accessibility. A total of 1,978,460.38 million tons (mt) of organic products valued at \$2,480.24 million were shipped between 2019–20 and 2021–22. Approximately 37% of these products were sent to the European Union (EU), while 50% were sent to the United States. The two largest commodity objections to Indian organic vegetables were Canada and Incredible England. Together, the US and EU hold 87% (in esteem) of the market. Oddly, over the course of these three years, India traded 1,062.15 mt of organic produce worth \$2.37 million with China.

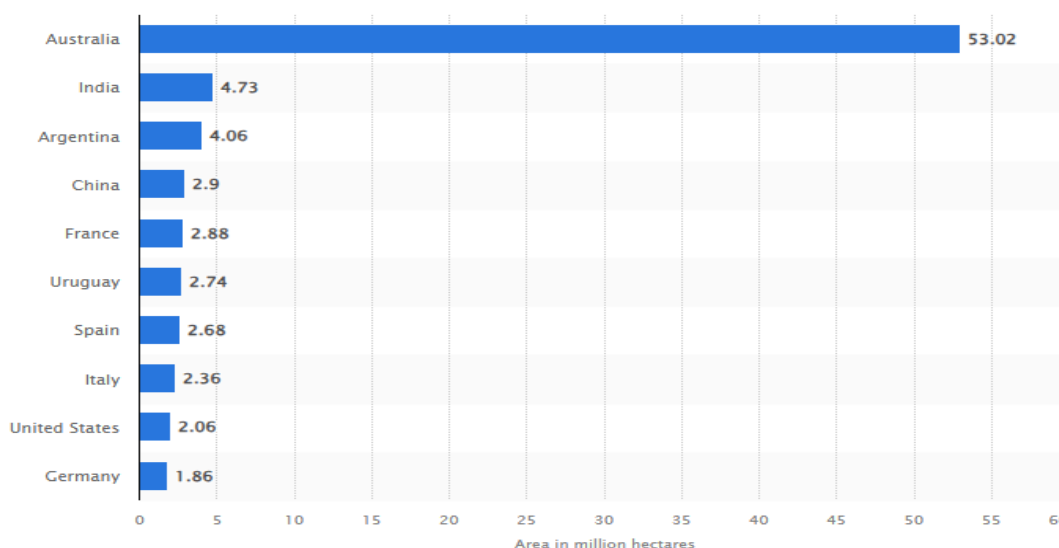
Organic food items are the result of holistic agriculture, which prioritizes soil conservation, soil preservation, soil health, bio variety, the use of chemical-free inputs, and environmental protection and sustainability.

Organic farming in India dates back thousands of years. Indian farmers used to sow crops with numerous 'Tithis' and 'Nakshatras' in mind, believing that doing so attracted favourable energies from the soil and helped crops thrive (Sharma, February 2022). Until the 1960s, before British control, India was the world's most successful country, thriving on totally organic farming practices. Previously, farming in India was entirely organic, with fertilizers and insecticides derived from cow dung, animal and plant wastes. During the 1950s, due to fast population growth and the effect of natural disasters, India was forced to import food from neighbouring nations to feed its famished people. The Green Revolution, led by M. S. Swaminathan, was implemented in India to enhance domestic food production.

Though the green revolution greatly improved the nation's food supply, it also resulted in the substitution of organic fertilizers with chemical fertilizers, hybrid seeds, and the conversion of thousands of acres of land into agricultural land. The negative effects of the green revolution included soil losing fertility, farmers suffering from a variety of allergic diseases as a result of extensive exposure to chemicals on farms, people suffering from a variety of lifestyle diseases such as diabetes, infertility, and chronic allergies, and farmers becoming trapped in loan debts in order to afford prohibitively costly seeds and chemical inputs for their lands. Debates about organic food being too expensive and unaffordable for many people are valid, yet the costs of medications due to the detrimental effects of chemicals on the human body outweigh the cost of organic products. The consumer is becoming more conscious and is willing to pay a greater price or premium for eating healthily. The global organic movement is rising in popularity, and various breakthroughs in the field of organic farming, such as crop rotation, polyculture, and agro-economy, are gaining traction in India. Pralshar Bio Products, an Indian firm, is linked with the production of bio enzymes that generate 22 tons per acre, which is much higher than typical NPK manure, which yields 18 tons per acre.

The current Indian administration, led by Prime Minister Shree Narendra Modi, has worked tirelessly to promote and celebrate organic farming in India. The Indian government has set aside 5,000,000 hectares of land for organic farming. Several monetary plans, such as the Pradhan Mantri Mudra Bank Loan Scheme, have been introduced to boost India's organic agricultural industry. Organic food and farming continues to flourish over the world. Since 1985, the overall area of farmland under organic farming has continuously expanded during the previous three decades (Willer, 2019). Australia has the most organic lands, with 35.65 million hectares, while India ranks eighth, with a total organic crop area of 1.78 million hectares. In 2022, Australia was ranked first with an organic agricultural land area amounting to about 53 million hectares. The land area used for organic agriculture in Australia is thus larger than the acreage of all the other leading countries combined. Australia is followed by India and Argentina, which each had areas of organic agriculture of approximately 4.73 and 4.06 million hectares, respectively.

The India organic food market size reached US\$ 1,582.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8,918.5 Million by 2032, exhibiting a growth rate (CAGR) of 21.19% during 2024-2032. The growing awareness regarding the health benefits of organic food products, growing consciousness regarding the health hazards associated with chemical pesticides and fertilizers, and increasing investments by Indian corporate firms in agritech, agribusinesses and organic farming represent some of the key factors driving the market. According to the latest report by IMARC Group, titled "India Organic Food Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032," the India organic food market is expected to exhibit a CAGR of 21.19% during 2024-2032.



Source: statista.com

FIGURE 1: LEADING COUNTRIES WITH ORGANIC FARMS IN ACRES IN THE YEAR 2024

LITERATURE REVIEW

Fotopoulos and Krystal's (2002) appear to be knowledgeable on organic and medicinal issues. They seek information on the nutritional value of food and prefer more foods free of additives. Most Greek clients use organic goods cultivated on the ground. Age tends to impact attitudes toward organic food, with younger generations perceived as more environmentally conscious but less willing to spend more. The older demographics were willing to pay a higher price and were concerned about their health.

Lockie (2004) broke out the customers' purchasing preferences for organic foods. The inventor discovered that customers see organic nourishment items as more useful than conventional nourishment. The customer acknowledges that organic foods are high in nutritional value and improve personal well-being. According to the analyst, consumers regard organic foods as more secure, tasty, and increasingly satisfying nutrients.

Pirjo Honkanen, et al. (2006), the future of organic farming will be determined mostly by customer interest. In this particular case, this dissertation seeks to investigate the discernment and viewpoints of organic food purchasers in West Bengal. To provide statistics on consumer motivation for purchasing organic products, 50 respondents were surveyed using an eye-to-eye technique that included an overview. This research examines the discernment, knowledge, and behaviour of consumers (respondents) toward organic food kinds, and the findings are presented.

Somnath Chakrabarti (2010) examined the specialist's opinion concerning organic utility, renown, and confirmation procedure facts. The analysis focuses on the factors considered by buyers while purchasing organic food goods in India. The artist acknowledged the purchaser's originality. Verbal shop tasks are expected to have an important role in the customer's purchasing decision.

Roy (2014) defined organic farming as "an ecological method of agricultural production that does not use synthetic fertilizers and pesticides or genetically modified organisms in the production of crops thereby enhancing human health, soil health and being a sustainable approach to production." According to the study, the organic food industry in India provides "green marketers" with a chance to optimize earnings by expanding sales as the market grows fast. Over time, there has been a significant growth in customer knowledge of the benefits of organic food goods, prompting some major "wholesalers and retailers" to build stores offering organic food items in order to gain those benefits. For example, FabIndia is a chain store that sells organic items both in-store and online. Organic India is yet another firm that distributes organic food items such as Tulsi tea, organic ghee, and organic Chyawanprash. Conscious Food, one of the oldest organic firms, has developed over the years and now sells "organic sweeteners like honey, jaggery, raw sugar, as well as cereals and pulses."

RushdiAhmwed and Khadiza Rahman (2015) discovered through primary research that the average customer of organic food goods is better knowledgeable about organic food items than non-customary purchasers. The inquiry also reveals that Organic Food branding is used by many manufacturers that do not strictly comply to the criteria, and buyers doubt the certification authority and the standards established by them. Bangladeshi customers are dissatisfied with the selection of things available in retailers.

Ihsan Effendi, et al. (2015) examine the organic food purchaser behaviour, the designers discovered that consumers' mentalities are heavily impacted by their item knowledge, item qualities, and current society. As a result, it is established that a disposition, together with value, purchasing behaviour, item accessibility, and abstract criteria, is responsible for the purchase aim.

Atteeq Rahman, et al. (2015) discovered that organic and appearance cognizance gets a greater portion of the disposition of consumers than health knowledge. The authors also discovered that disposition is the most significant signal in a shopper's purchase intention, followed by abstract standard, and the last, with a less significant indicator, is viewed as social control. The results also demonstrate that the purchaser's experience has had no significant impact on his or her desire to purchase organic products.

Dr. C. Malleshwaran (2015) understand the significance of income and how it influences customers. Market demand has a considerable influence on how and where organic foods are used. This is evidenced by customer knowledge and purchase habits for organic food goods. A total of 120 people were surveyed. According to the findings, the primary drivers of demand for organic products are the health advantages of organic foods and the anticipation of a better and more ecologically friendly manufacturing method. However, there is strong opposition to organic food items due to a widening satisfaction gap. This disparity in price and revenue has a significant impact on customer awareness of and purchase habits for organic food goods.

Batra (2016) specifically sought to study customer preferences and knowledge of organically cultivated food items. According to the author, consumers' concerns about health and the environment have grown over time, resulting in growing global demand for organic food items. Following this worldwide trend, the demand for organic food among Indian consumers has also surged. Despite India's demonstrated ability to produce healthful and nutritious food items, the organic sector in India is still developing. In recent years, customers have been more aware of the benefits and drawbacks of organic food items, allowing them to choose the finest alternative on the market. The report showed that the country's organic food industry is expected to increase substantially over the future decades, with the top participants being "Conscious Food Pvt. Ltd., Eco Farm Ltd., Monarka Organic Foods Pvt Ltd., Fabindia Overseas Pvt. Ltd., etc."

Uma (2016) stated in her research that organic food has become a growing business sector trend, and India is the location for traditional cultivation, which is known as organic nourishment produce. She also noted that buyers are knowledgeable about the nourishment items, such as the presence of dietary benefits and health perspectives. The inventor also suggested that advertising concentrate on the shoppers' demand for organic food goods.

Chu, (2018) acknowledged being impacted by both internal and external forces. In China, purchase intention for organic food was mostly driven by subjective standards and commercial communication as external variables, with environmental awareness, health consciousness, and price perception as internal drivers. Furthermore, the long-term impact of organic farming on the environment, health advantages, and social status symbols were identified as factors influencing demand for OFPs in the nation.

Wang et al. (2019) performed a study to examine the many elements that impact consumers' buying behaviour towards organic foods, with a focus on the moderating function of knowledge in driving their intention. According to the report, the increase in organic agricultural techniques and organic food production, particularly in areas such as Africa, is due to growing concern about improving the standard and quality of life in developing nations. Another key cause for the rise in consumption of these foods in emerging nations is increased public awareness of the need of maintaining a healthy diet. For example, the paper described a situation in Tanzania where "11% of milk powder samples" purchased by customers contained such high quantities of melamine that they were deemed unsafe to human health.

Das, Chatterjee, and Pal (2020) did a research on the situation of Indian organic farming and concluded that "food quality and safety" are the two most essential concerns that have received widespread attention from residents in recent years. Consumers' faith in food quality has declined significantly as a result of increased environmental awareness and the occurrence of a wide range of dietary dangers. However, the introduction of organically produced food items was thought to address both environmental and food safety concerns. According to the study, organically cultivated food items are part of the "green lifestyle." Organic food processing practices are diverse, resulting in the creation of socially, economically, and environmentally sustainable food production systems.

Kirman et al. (2022) investigated the effect of socioeconomic variables in establishing consumers' positive views toward the consumption of organic food items in India. The survey found that demand for organic food is expanding in India as a consequence of rising health awareness and environmental concerns. The current Covid-19 outbreak has reinforced a paradigm change in Indian consumers' eating habits, prompting them to reconsider their dietary choices. The authors discovered that as a result of the epidemic, around 42% of consumers had begun to change their eating habits and behaviours, resulting in a shift toward healthier foods. According to the study's findings, one of the primary reasons for consumers' transition to organic food items is the ever-increasing destruction of the environment, which has resulted in growing customer concern for the health of their native ecosystems.

Madan Gowda KJ et al.'s (2024) assess customers' purchase habits for online shopping in Lucknow City, by studying the elements that influence their purchasing decisions and gauging their overall satisfaction levels with online items. The study incorporates descriptive research methods and a judgmental sample approach. The study's sample size includes 101 people from the Chinhat and BBD campuses in Lucknow. The survey found that purchasing items online is growing increasingly common in Lucknow. Consumers are drawn to internet buying because of the convenience, time savings, prestige, and ease of purchasing. The survey also found that most online buyers choose safety and security-oriented websites, while others believe that internet marketing is risky and may result in financial theft. Overall, the survey shows that Lucknow City shoppers are typically happy with their online shopping experience.

RESEARCH METHODOLOGY

The goals of this plan are to properly describe the knowledge and awareness of Lucknow customers who purchase organic food items. In light of the review's findings, efforts are made to determine the disposition and purchasing expectations of organic food consumers. In this study, a descriptive research design has been used. It is a type of research which describes the actual state within the population and its characteristics without looking into the reasons why something is happening or say without establishing any casual relationship. The participants in this study were all those individuals aged above 20 years and a resident of Lucknow district, Uttar Pradesh state. There are approximately 300 (approx.) coordinated organic food item retailers in all zones of Lucknow district. The selected areas of Lucknow district for study organic products store are - Gomti Nagar, Vibhuti Khand, Gomti Nagar, Chinhat, Krishna Vihar Coloni, Butler Colony, Janakipuram, Transport Nagar, Daulatganj, South city and Hazratganj. The sample size was taken for study 385. Purposive random sampling technique was used as sampling technique for this study. The primary source of the information utilized to conduct the examination is vital information. To meet the objectives, an example research was used, along with a well-defined poll, to ensure that they were correctly filled out. Other sources of information include distributions and reports, unpublished reports from various non-legislative organizations, unpublished examination reports, PhD proposals from various institutions, books, journals, articles, websites, and so on. The software used to carry out this research study were Microsoft Excel & IBM SPSS 29.v.

DATA ANALYSIS AND DATA INTERPRETATIONS

The research questionnaire opens with questions about consumers' knowledge and awareness of organic products. This section provides a clear image of how to acquire the necessary information for the investigation. Consumers play an essential role in the marketplace. They are the ones that pick what type of goods to keep in a market based on their requirements. Knowledge and awareness indicate the extent to which consumers are aware of products. This allows the researcher to focus on the study's objective.

TABLE 1: PREFERENCES TOWARDS ORGANIC FOOD COMSUMPTION

RESPONSE	N	%
Yes	283	73.51
No	102	26.49
Total	385	100.00

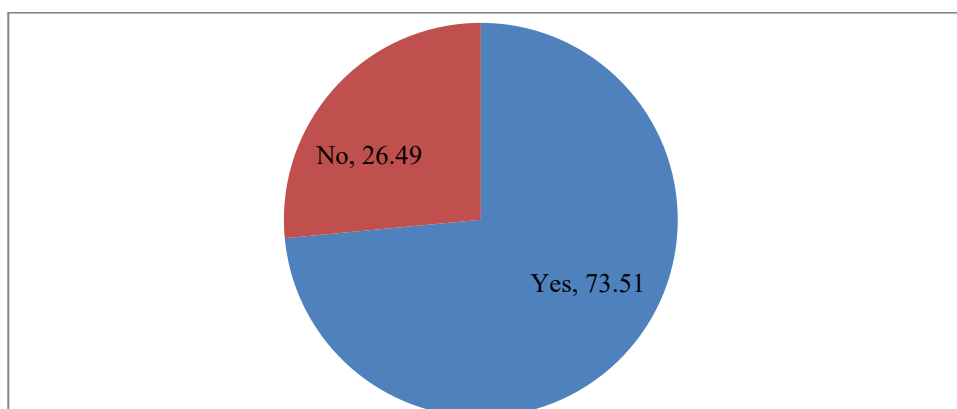


FIG. 2: % OF RESPONSES ON PREFERENCES TOWARD ORGANIC FOOD CONSUMPTION

Preferences refer to the emphasis that consumers place on the things they need for consumption. Table 1 demonstrates customers' preferences for organic foods in the study area. Preferences provide a clear image of distinguishing consumers depending on their preferences. Out of 100 percent in the study, 26.49 percent said they did not favour organic items, implying that they consume both organic and conventional products. The remaining 73.51% said they prefer organic items for daily consumption in the research location.

TABLE 2: AWARENESS ABOUT ORGANIC FOOD

RESPONSE	N	%
Yes	354	91.95
No	31	8.05
Total	385	100.00

Respondents were asked about their awareness of organic foods and where they learned about them. The responses are summarized in Figures 2. The statistic shows that 91.95% are aware of the organic foods. This level of awareness is fairly satisfactory. Only a small minority of 8.05% respondents are unaware of organic foods.

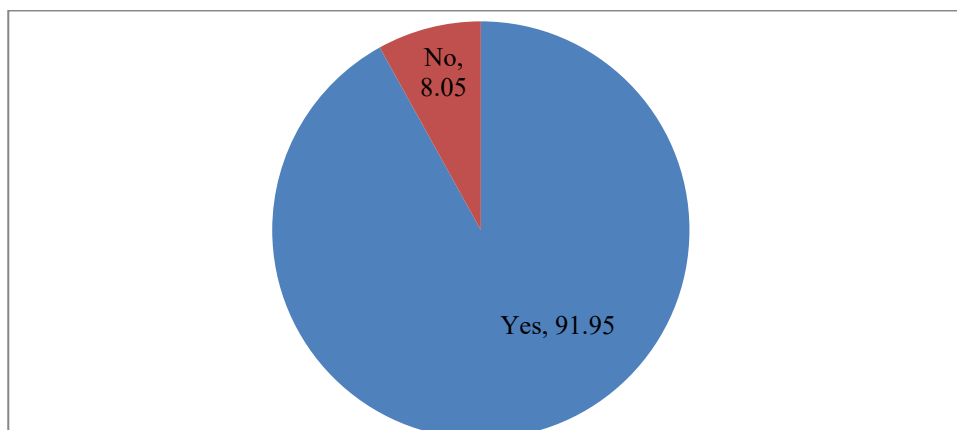


FIG. 3: % OF RESPONDENTS ON AWARENESS OF ORGANIC FOODS

TABLE 3: SOURCES OF AWARENESS OF ORGANIC FOODS

RESPONSE	N	%
Friends	46	11.95
Relative	75	19.48
Family	111	28.83
Social network	78	20.26
News paper & magazine	44	11.43
Display at store	31	8.05
TOTAL	385	100.00

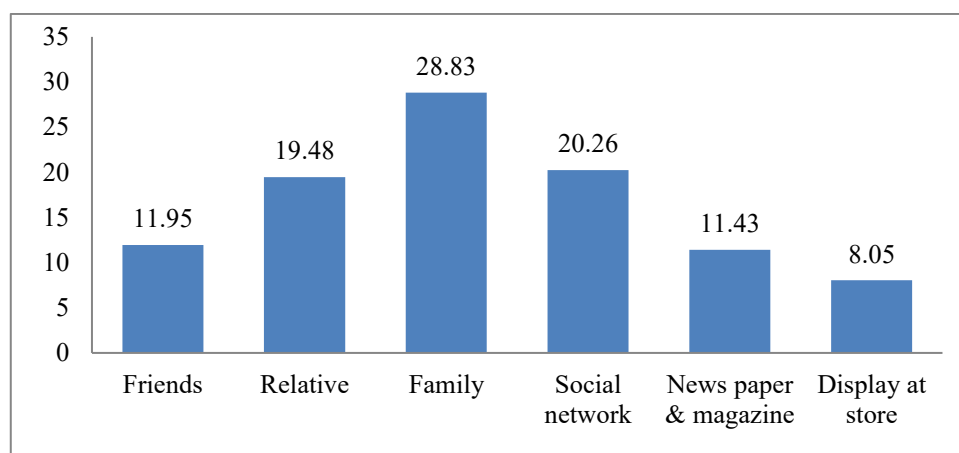
**FIG. 4: SOURCES OF AWARENESS OF ORGANIC FOODS**

Table 3 shows the respondents' awareness of organic foods. According to the study's respondents, people learn about organic foods from friends, relatives, family members, and social networks (Facebook, Instagram, etc.), as well as from newspapers and magazines and organic retailers' displays. Out of 385 respondents, 11.95 percent, 19.48 percent, 28.83 percent, 20.26 percent, 11.43 percent, and 8.05 percent learned about organic foods from friends, relatives, family members, social media, newspapers and magazines, and retail displays, in that order. When we look at how people learn about organic products, family members come in first. This suggests that as a family, respondents are more concerned about their health and safeguard their family members from the health risks of eating conventional items. It may be concluded that the primary source of knowledge is organic, as received from family, friends, relatives, and social media.

TABLE 4: SOURCES OF AVAILABILITY OF ORGANIC FOODS

RESPONSE	N	%
Organic store	168	43.64
Supermarket	127	32.99
Directly from producer	56	14.55
Others	34	8.83
TOTAL	385	100.00

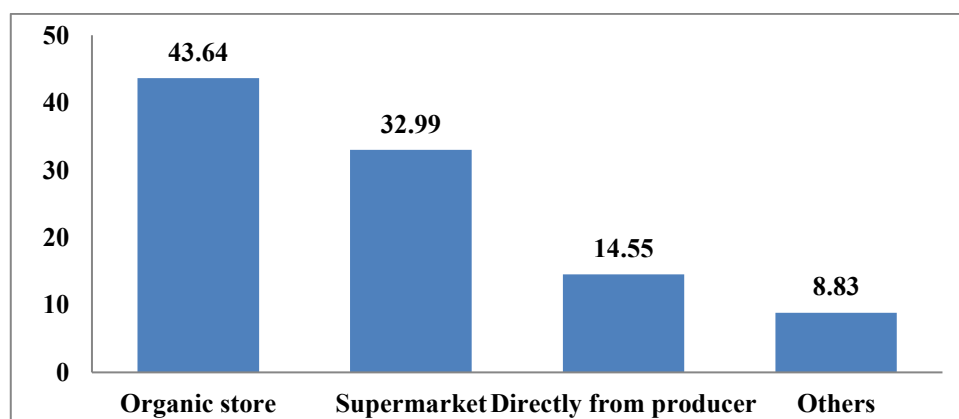
**FIG. 5: SOURCES OF AVAILABILITY OF ORGANIC FOODS**

Table 4 illustrates the sources of organic foods availability in the study area. The source of availability is the location where the organic food is made available for increased consumption. The respondents were given four sources: organic stores, supermarkets, directly from growers, and others (internet, doorstep vendors, etc.). Out of 385 respondents, 43.64 percent say they get the products from organic stores in the area, and 32.99 percent say they get them from supermarkets. In supermarkets, there is a separate section for organic foods, which gives more convinces in choosing the products. 14.55 percent of the respondents get directly from the producer of the organic products, directly from farmers and street vendors, and 8.83 percent say others sources.

TABLE 5: THE SATISFACTION LEVEL ON USING ORGANIC FOODS

RESPONSE	N	%
Satisfied	183	47.53
Highly satisfied	126	32.73
Impartial	73	18.96
Dissatisfied	2	0.52
Highly dissatisfied	1	0.26
TOTAL	385	100.00

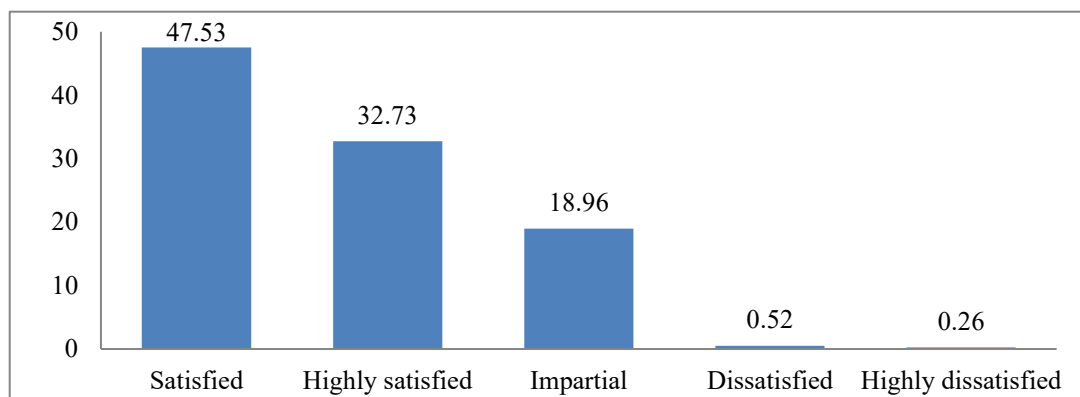


FIG. 6: % OF RESPONDENTS ON THE SATISFACTION LEVEL ON USING ORGANIC FOODS

Table 5 illustrates consumers' satisfaction with organic foods in the Lucknow district. Consumers who are educated and informed about organic foods do not necessarily find satisfaction in purchasing organic items. The respondents have been divided into five sectors based on the utility they obtain from the usage of organic foods. 47.53 percent of respondents are satisfied, 32.73 percent are very satisfied, and 18.96 percent are impartial, or neutral, in their intake of organic foods. The grounds for consumer pleasure with organic foods include quality, staying healthy, staying away from chemicals, and so on.

FINDINGS OF THE STUDY

- Out of 100 percent in the study, 26.49 percent said they did not favour organic items, implying that they consume both organic and conventional products. The remaining 73.51% said they prefer organic items for daily consumption in the research location.
- The statistic shows that 91.95% are aware of the organic foods. This level of awareness is fairly satisfactory. Only a small minority of 8.05% respondents are unaware of organic foods.
- Out of 385 respondents, 11.95 percent, 19.48 percent, 28.83 percent, 20.26 percent, 11.43 percent, and 8.05 percent learned about organic foods from friends, relatives, family members, social media, newspapers and magazines, and retail displays, in that order.
- Out of 385 respondents, 43.64 percent say they get the products from organic stores in the area, and 32.99 percent say they get them from supermarkets. In supermarkets, there is a separate section for organic foods, which gives more convinces in choosing the products. 14.55 percent of the respondents get directly from the producer of the organic products, directly from farmers and street vendors, and 8.83 percent say others sources.
- 47.53 percent of respondents are satisfied, 32.73 percent are very satisfied, and 18.96 percent are impartial, or neutral, in their intake of organic foods. The grounds for consumer pleasure with organic foods include quality, staying healthy, staying away from chemicals, and so on.

CONCLUSION

Organic products are rapidly gaining popularity among consumers. They want to find an everyday item in the market that is organically certified. They are keenly mindful of their well-being and security concerns. As a

result, the findings of this current study are geared toward a broad audience familiar with organic products. Virtual entertainment plays an important role in raising awareness about organic products. There is an organic shop in Lucknow, and the expansion of that shop has provided the general public with some awareness about organic products. Individuals began seeking for organic products' benefits and their usage in virtual entertainment. The findings suggest that a large number of buyers in specific areas value the environment and make deliberate purchasing decisions. Customers choose organic food goods because of their pre-existing presence. This displays purchasers' awareness of environmentally friendly products. As more people become aware of and concerned about green products, there is an opportunity to establish green marketing campaigns that target new audiences. Customers' purchase habits serve as an indicator and have an instant impact on the decision-making process when purchasing organic foods. The outputs provide consistent assistance to all of the guessed links.

REFERENCES

1. Chu, K. M. (2018). Mediating Influences Of Attitude On Internal And External Factors Influencing Consumers' Intention To Purchase Organic Foods In China. Sustainability.
2. Fotopoulos, C. and Krystallis, A. (2002) 'Organic product avoidance: reasons for rejection and potential buyers identification in a countrywide survey', British Food Journal, Vol. 104, No. 9, pp.730–765.
3. Lockie, S., Lyons, K., Lawrence, G. and Grice, J. (2004) 'Choosing organics: a path analysis of factors underlying the selection of organic food among Australian consumers', Appetite, Vol. 43, No. 2, pp.135–146.
4. Pirjo Honkanen, Bas Verplanken, and Svein Ottar Olsen published in the Journal of Consumer Behaviour; J. Consumer Behav., 2006, 5: page No. 420–430 entitled "Ethical values and motives driving organic food choice".
5. Somnath. (2010). "Factors influencing Organic food purchase in India - Expert survey insights." British Food Journal, 112(8), 902-915.
6. RushdiAhmwed andKhadiza Rahman. (2015). "Understanding Consumer behavior towards organic food: A Study of the Bangladesh Market".Journal of Business and Management,17(4), 49-64.
7. Ihsan Effendi, PahamGinting, ArlinNurbaityandKhariaAmaliaFachruddin. (2015). "Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia".Journal of Business and Management,4(1), 44-58.
8. Atteeq Rahman, Marin Aafzal, Nasir Mahmood, and Danish Habib. (2015). "Consumer's Psychology Towards The Purchase Of Organic Food Products: An Empirical Investigation".Abhinav National Monthly Refereed Journal of Research in Commerce & Management, 4(8), 1 – 10.
9. Dr.C.Malleswaran (2015) "Consumer awareness and buying behaviour towards organic food products", vol -3 July 2015, ISSN: 2320-4168
10. K.D.L.R Kapuge. (2016). "Determinants of organic food buying behavior: special reference to organic food purchase intention of Sri Lankan customers".Procedia Food Science, 6, 303 – 308.
11. Uma.R and Dr.V.Selvam. (2016). "Factors Hindering towards Purchase of Organic Food Products". Journal Of Humanities And Social Science, 21(7), 92-96.
12. Kirmani, M. D. (2022). Socio-environmental considerations and organic food consumption: An empirical investigation of the attitude of Indian consumers. Food Quality and Preference, 100, 104604.
13. Das, S., Chatterjee, A. & Pal, T.K. (2020). Organic farming in India: a vision towards a healthy nation. Food Quality and Safety, 4(2), 69-76.
14. Batra, R. (2016). Consumer Behavior and Buying Behaviour in Indian Organic Food Market. Amity Business Review, 17(2), 60-77.
15. Roy, T. (2014). A Critical Appraisal of Organic Food Market in India. Global Journal of Enterprise Information System, 6(2), 96-100.
16. Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. Asia Pacific Journal of Marketing and Logistics, 32(4), 860-878.
17. Madan Gowda KJ et al. (2024) "Understanding Consumer Behavior in Online Shopping: A Study in Lucknow City" Journal of Informatics Education and Research ISSN: 1526-4726 Vol 4 Issue 1 (2024).