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# Consumer Behaviour towards Organic Food Products

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**ABSTRACT**

***Purpose:*** *Today consumers are more concerned about harmful effects of conventional food products on their health. Organic food provides option to choose healthy life style to consumers as these are chemical free and grown with strict standards in respect to the protection of soil, water and air (natural environment). This is the main reason that people are showing interest towards organic food products. This can be treated as an opportunity for producers of organic food products. This paper essentially tries to analyze consumer attitude, purchase intention and satisfaction towards organic food products.* ***Methodology:*** *The universe of the present study is Haryana. The data has been collected from 200 respondents from Haryana using a judgmental sampling technique through a structured questionnaire. The data has been analyzed with the help of Descriptive Statistics, Kruskal-Wallis Test and Regression Analysis.* ***Findings:*** *The study revealed that consumers have a positive attitude towards organic food products. It is also found that consumers are keen to purchase organic food products as these are easily available in the local area at a reasonable price, having value for money, pesticide free, healthy, having a wide range, and good packaging. Association between consumer satisfaction and benefits of organic food products has also been observed.* ***Implications:*** *This research paper suggests the marketers should develop a comprehensive plan to cater the burgeoning demand of organic food products among consumers. Retailers should also enhance the shelf space for organic food products at their outlets so that organic food products can be made easily available to consumers. Farmers have ample opportunities in the field of organic farming as they can produce organic food products, sell them at local level and can have good earning.* ***Originality:*** *The existing researches have considered consumers' attitude, purchase intention, and satisfaction towards organic food products separately. The present study is proposed to cover these three dimensions of consumer behavior towards organic food products simultaneously.*

**Keywords:** Consumer behaviour, organic food, purchase intention, consumer attitude, consumer satisfaction.

## INTRODUCTION:

Organic products are not a new concept in India. At the beginning of the 19th century, Sir Albert Howard, most important pioneer of organic farming, worked on soil-plant interaction and developed a composting method. In 1940, Lord Northbound coined the term "organic farming". In today's world, Mass media have created ample awareness regarding the health along with hazardous impact of insecticides and chemicals on food products. Education and awareness are the reasons for the growing demand for organic food products and have become a very important and leading factor in ever- shifting the attitude of people concerning natural foods. The word "organic" can be generally expressed as foods, which are free from GMOs, and grown without the use of poisonous synthetic such as weed killers and artificial manure, etc.

According to Majmudar (2009) organic food is grown by the farmers who give emphasis to the use of renewable resources and the conservation of soil water to enhance the atmosphere quality for future generations. Thogersen (2011) evaluated that there are various benefits of organic food products such as, environment friendly, help to support the local economy, better taste, stronger immune system, no antibiotics or synthetic hormones. Organic food products are grown without using harmful pesticides and chemical preservatives. Organic foods are products free from the artificial pesticides and chemicals, more expensive than normal foods products and good for the environment (Deliana, 2012). Organic food products are better to keep on the food integrity, as a substitute for unnatural content, conservation and irradiation (Yi, 2009).

At present government is providing support to organic food producers in the form of easy financing schemes and subsidies through various financial institutions, etc. Efforts are being made to popularize organic food through various levels so that consumers can be made aware and attracted towards organic food. Through the present study, an attempt has been made to understand consumer attitude, purchase intention and satisfaction towards organic food products. This will also be a contribution to existing literature/body of knowledge.

## LITERATURE REVIEW:

Ndungu (2006) carried out a study to identify consumer attitude toward organic food products and found that there is a rise in attentiveness of natural food and organic agriculture (in East Africa). Micheadidou and Hassan (2008) found that food security was the supreme essential medium of the attitudes but consciousness of health seems to be the less significant incentive. In addition to that, social identity was established to be predictive for both intention and attitude to purchase natural products. Mervin and Velmurugan (2013) observed that family prestige, period of utilization, state of health, and level of awareness are significantly linked with the favorable attitude for chemical-free foods. Basha et al. (2015) found that the products quality, concern of surrounding, lifestyle, and health awareness are the utmost common incentive for buying natural products. Sivakami (2017) studied the behavior pattern of consumers concerning organic products and found that health-consciousness, eco-friendly, taste, and quality are the main reasons to buy organic food. Merugu (2018) found that organic food products in the selected retail outlets are not available daily and the purchasing power of the people is very low. The reason looking for natural foodstuffs was health consciousness and their pragmatic opinion regarding chemical-free food products. Dahm et al. (2009) observed that students, who have favorable attitude regarding organic foods, really eat more natural food products on campus, at restaurants and home. Tsakiridou et al. (2008) concluded that Greek buyers appear to be well versed about healthiness and environmental issues and have a positive attitude towards organic food products. Aertsens et al. (2011) found that levels of subjective knowledge about organic food are favourable, have a positive attitude towards organic food and quickly use information. According to Thogersen (2011) attitude of consumers towards organic products is powerfully connected to be perception regarding organic food is healthier, environment friendly and better in taste. Consumers prefer organic foods, remain doubtful about the quality of organic foods and are concerned about deceptive and adulteration process (Ramesh & Divya, 2015 and Sharma et al., 2016).

Wang (2019) found that knowledge positively influences the relationship between subjective norms, personal attitude, and health consciousness and consumer purchase intention towards organic food products. Jafersadhiq and Nagarajan (2019) observed that there is no significant difference in the satisfaction level between age group, educational group, and motivational factors, and level of awareness. Wekeza and Sibanda (2019) revealed that consumers' monthly income and demographic factors are positively influencing the purchase intention of consumers. Consumer's perception of better taste and quality negatively influences the purchase intention. Basha and Lal (2019) explored that there are nine determinants viz. quality of products, environmental concern, product, support to regional agriculture, life style, suitability and price, health and lifestyle, safety, and trust & personal norms have a considerable effect on consumer's buying intention towards organic products. The main problem was the low demand, non-availability of natural foodstuff. Singh and Verma (2017) revealed four elements i.e. health awareness, understanding, individual norms, and worth which persuade the buyer's attitude and purchase intention regarding additive-free foods along with additional factors namely availability. Ueasangkomsate and Santierakul (2016) concluded that local/regional products, animals' welfare, environmental concern, and health concern are positively correlated factors with the buying intention of consumers towards organic food products. Wee et al. (2014) observed that purchase intention for organic products is affected by safety

perception of consumers, health, surrounding factors, and welfare of creature and real buying behavior was not remarkably affected because of the buying intention of the consumers. Ragavan and Mageh (2013) found that faith towards safe products, trust regarding products' friendly atmosphere, and accessibility are the main factors for buyers' intention of purchase regarding additive free foods. Consumers are interested to purchase organic foods because of their health benefits, lifestyle and environmental concerns (Hamzaoui-Essoussi and Zahaf, 2012). Along with demographic and motivation, attitude and perception have been demonstrated to explain many of the variations in the decision- making regarding organic foods (Young et al., 2010). Age and income are significant factors to motivate the purchasing willingness of organic foods (Lockie et al., 2004).

Padmathy and Saraswathhy (2016) found a positive relationship between the variables that affect consumer behavior for green products. Aertsens et al. (2011) revealed that awareness level and subjective norms create a favorable attitude regarding natural food products. Knowledge and awareness have become main factors in changing the behaviour and attitude of people with regard to organic foods (Freeland-Graves and Nitzke, 2002). People are less aware about organic food in countries like India, because organic food markets are in the early phase (Kumar and Ali, 2011). Renugadevi and Ramya (2017) examined attitude and satisfaction level of consumers and observed that according to majority of the respondents organic food contains a nutritional value and are healthier. Education, availability and health (demographic factors) influenced consumer's attitude towards purchasing of organic food. Consumers are found more satisfied from organic food than inorganic food (Rana and Paul, 2007). Health consciousness is a motive for shaping attitude towards organic produce (Magnusson et al., 2003). Health-conscious consumers prefer organic food over the traditionally grown food. It is mainly because of the rising incidence of diseases (heart disorders and depression, etc.). This is having huge implications for business mainly in the area of marketing, retail and distribution (Paul and Rana, 2012).

## RESEARCH GAP:

Consumers are becoming more conscious about their health and environment that is why attraction towards natural foodstuffs is increasing day by day. Government is also encouraging the farmers and producers to focus on these foodstuffs. Marketers have started to adopt various methods to reach consumers and try to understand the behaviour of consumers towards organic food products. The existing literature suggested that many studies have been conducted to understand consumer behavior towards organic food products including attitude and purchase intention (Rana and Paul, 2017, Singh & Verma, 2017 and Basha & Lal, 2019), psychological factors which affect buying- behaviour (Merugu, 2018), satisfaction-level (Abisha & Kannan, 2018 and Jafersadhiq & Nagarajan, 2019), attitude and satisfaction level of consumers (Renugadevi and Ramya, 2017) and consumer perception regarding chemical free foodstuffs (Wee et al., 2014), etc. The existing researches have considered consumers' attitude, purchase intention, and satisfaction towards organic food products separately. The present study is proposed to fill the existing research gap in consumer behavior towards organic food products by taking these dimensions simultaneously. Therefore in the present paper an attempt has been made to examine the consumers' attitude, purchase-intention and consumers satisfaction towards organic food products.

## OBJECTIVES OF THE STUDY:

- To study consumers' attitude towards organic food products.
- To explore consumers' purchase intention towards organic food products.
- To examine consumers' satisfaction towards organic food products.

**Hypothesis :**

**$H_0$1:** There is no difference in consumers' attitudes towards organic food products across demographic variables (gender, residential status, income, education).

**$H_0$2:** There is no difference in consumers' purchase intention towards organic food products across demographic variables (gender, residential status, income, education).

**$H_0$3:** There is no association between consumer satisfaction and benefits of organic food products.

## RESEARCH METHODOLOGY:

The universe of the present study is Haryana. The data has been collected from 200 respondents of eight

districts (Kaithal, Kurukshetra, Ambala, Fatehabad, Karnal, Yamunanagar, Panipat, and Panchkula) of Haryana using a judgmental sampling technique. Questionnaire method has been used to collect the data from respondents. The data, thus, generated is representative of various demographic variables i.e. gender, age, residential status, marital status, income, occupation, and education. The reliability of data was tested with Cronbach's Alpha and for consumers attitude it was 0.871, for purchase intention 0.862 and for benefits of organic food products was 0.985. The data has been analyzed with the help of Descriptive Statistics (Mean, Standard Deviation), Kruskul-Wallis test, and Regression Analysis.

**RESULTS:**

**Objective 1: To study consumers' attitudes towards organic food products:**

The attitude of consumers towards organic food products has been measured with Mean and Standard Deviation. Five points Likert scale was used to measure the response. The results have been summarized in the table 1.

**Table 1: Consumers' attitude towards organic food products**

| Sr. No. | Variables | Mean | SD |
|---|---|---|---|
| 1 | Better taste and healthier | 3.59 | 1.34 |
| 2 | Reliable and safe | 3.57 | 1.31 |
| 3 | Nutritious | 3.57 | 1.31 |
| 4 | Expensive | 3.20 | 1.14 |
| 5 | Identification of real organic food | 2.94 | 1.14 |
| 6 | Chemical-free | 3.59 | 1.34 |

**Source:** Primary data

The above Table revealed that all the variables except one have mean score more than average i.e. 3.00 indicating thereby that organic food products are better in taste & healthier, chemical free, reliable & safe, nutritious, but expensive. It shows that consumers have an affirmative approach towards organic food products. However, less than average mean score of the variable 'identification of real organic food' indicates that consumers are having little bit problems in identifying organic food products in the market. Thus, it can be inferred that consumers have a positive attitude towards organic food products, which is good for the producers of these products.

To test the following null hypothesis and to check whether ANOVA can be applied, initially the assumptions of ANOVA were tested:

$H_0$1a**:** There is no difference in consumers' attitudes towards organic food products across gender.
$H_0$1b**:** There is no difference in consumers' attitude towards organic food products across residential status.
$H_0$1c**:** There is no difference in consumers' attitudes towards organic food products across income groups.
$H_0$1d**:** There is no difference in consumers' attitude towards organic food products across educational qualification.

**Assumptions of ANOVA:**

- Data must be on interval or ratio scale.
- Independence of Data.
- Normality of data
- Homogeneity of data

**Table 2: Normality and Homogeneity Test on consumers' attitude towards organic food products across demographic variables**

| Demographic variables | | Normality–Test (Shapiro Wilk) | | | Homogeneity -Test | | | |
|---|---|---|---|---|---|---|---|---|
| | | Statistic | df | Sig. | Levene Statistic | df1 | df2 | Sig. |
| Gender | Male | .945 | 108 | .000 | 3.011 | 1 | 198 | .084 |
| | Female | .941 | 92 | .000 | | | | |
| Residential status | Urban | .923 | 92 | .000 | 3.171 | 1 | 198 | .076 |
| | Rural | .961 | 108 | .003 | | | | |
| Educational qualification | Up to 10+2 | .974 | 56 | .269 | 3.006 | 2 | 197 | .052 |
| | Graduation | .936 | 71 | .001 | | | | |
| | Post-Graduation | .908 | 73 | .000 | | | | |
| Income | < Rs.30000 | .956 | 136 | .000 | 1.713 | 3 | 197 | .261 |
| | Rs.30000-Rs. 60000 | .913 | 46 | .002 | | | | |
| | > Rs. 60000 | .921 | 18 | .134 | | | | |

**Source:** Primary data

The above table indicates that 'p' (calculated) values in most cases are less than .05 at 5% level of significance in case of normality and more than .05 in homogeneity. It indicates that data is not normally distributed but homogenous in nature. As data is not normally distributed, therefore, not fit for ANOVA. Thus, Kruskal-Wallis test has been applied.

**Table 3: Kruskal-Wallis Test on consumers' attitude towards organic food products**

| Demographic variables | | Mean(S.D) | Kruskal-Wallis Test (p –value) | Null Hypothesis accepted/rejected |
|---|---|---|---|---|
| Gender | Male | 3.37(1.029) | .603 | Accepted |
| | Female | 3.46(.992) | .107 | Accepted |
| Residential status | Urban | 3.61(.910) | | |
| | Rural | 3.24(1.009) | | |
| Educational qualifications | Up to +12 | 3.05(.955) | .000 | Rejected |
| | Graduation | 3.31(1.000) | | |
| | Post-graduation | 3.79(.853) | | |
| Income | <Rs.30000 | 3.23(1.010) | .330 | Accepted |
| | Rs. 30000 – Rs. 60000 | 3.57(.924) | | |
| | >Rs.60000 | 3.42(1.182) | | |

**Source:** Primary data

The above table 3 represents the result of Kruskal-Wallis test on consumers' attitude towards organic food products. It highlights that on the basis of gender, residential status and income there is no significant difference in consumers' attitude towards organic food products as 'p' (calculated) values are not significant indicating thereby that null hypothesis ($H_0$1a, $H_0$1b & $H_0$1d) are accepted. However, in case of educational qualification 'p' value is significant, thus, null hypothesis ($H_0$1c) is rejected. Therefore there is a significant difference in consumers' attitude towards organic food products on the basis of their educational qualification. Here highly qualified consumers have strong attitude towards organic food products as compared to other consumers.

**Objective 2: To explore consumers purchase intention towards organic food products**

Mean and Standard Deviation has been used to explore the purchase intention of the consumer towards organic food products.

**Table 4: Consumers' purchase intention towards organic food products**

| Sr. No. | Variables | Mean | SD |
|---|---|---|---|
| 1 | Reasonable price | 4.22 | 1.06 |
| 2 | Easily available | 4.28 | 0.93 |
| 3 | Wide product range | 3.97 | 1.05 |
| 4 | Good packaging | 3.75 | 1.10 |
| 5 | Pesticide-free | 4.13 | 1.09 |
| 6 | Value for money | 4.16 | 1.00 |
| 7 | Health awareness | 4.10 | 0.98 |

**Source:** Primary data

The table 4 depicts that all the variables of purchase intention have mean scores above than average (3.00). Therefore, it can be inferred that consumers are intended to purchase organic food products as it is easily available in the local area at a reasonable price, having value for money, pesticide free, health awareness, having a wide range, and good packaging.

To investigate the difference in the consumers purchase intention towards organic food products across demographic variable i.e. to test null hypothesis, initially assumptions of one-way ANOVA were tested:

$H_0$2a**:** There is no difference in consumers' purchase intention towards organic food products across gender.

$H_0$2b**:** There is no difference in consumers' purchase intention towards organic food products across residential status.

$H_0$2c**:** There is no difference in consumers' purchase intention towards organic food products across income groups.

$H_0$2d**:** There is no difference in consumers' purchase intention towards organic food products across educational qualification.

**Table 5: Normality and Homogeneity Test on consumers purchase intention towards organic food products across demographic variables**

| Demographic variables | | Normality–Test ( Shapiro wilk) | | | Homogeneity -Test | | | |
|---|---|---|---|---|---|---|---|---|
| | | Statistic | df | Sig. | Levene Statistic | df1 | df2 | Sig. |
| Gender | Males | .897 | 108 | .000 | .015 | 1 | 198 | .901 |
| | Females | .897 | 92 | .000 | | | | |
| Residential status | Urban | .863 | 92 | .000 | .732 | 1 | 198 | .393 |
| | Rural | .913 | 108 | .000 | | | | |
| Educational qualification | Up to 10+2 | .941 | 56 | .009 | 2.526 | 2 | 197 | .083 |
| | Graduation | .912 | 71 | .000 | | | | |
| | Post – Graduation | .827 | 73 | .000 | | | | |
| Income | < Rs. 30000 | .897 | 136 | .000 | .450 | 3 | 197 | .718 |
| | Rs. 30000 – 60000 | .853 | 46 | .000 | | | | |
| | > Rs. 60000 | .884 | 18 | .031 | | | | |

**Source:** Primary data

Inspection of above table reveals that 'p' (calculated) values across demographic variables is less than .05 in case of normality and more than .05 in case of homogeneity indicating thereby that data is not normally distributed but homogenous in nature. As normality condition is not met, therefore, Kruskal-Wallis test has been applied in place of ANOVA.

**Table 6: Kruskal-Wallis Test on consumers purchase intention towards organic food products**

| Demographic variables | | Mean(SD) | Kruskal-Wallis Test (p –value) | Hypothesis accepted/rejected |
|---|---|---|---|---|
| Gender | Male | 4.04(.785) | .338 | Accepted |
| | Female | 4.15(.746) | .009 | Rejected |
| Residential status | Urban | 4.25(.694) | | |
| | Rural | 3.96(.804) | | |
| Educational qualification | Up to +12 | 3.94(.673) | 0.031 | Rejected |
| | Graduation | 3.97(.683) | | |
| | Post-graduation | 4.17(.896) | | |
| Income | <Rs.30000 | 4.02(.725) | .335 | Accepted |
| | Rs.30000-60000 | 4.16(.845) | | |
| | >Rs.60000 | 4.06(.818) | | |

**Source:** Primary data

The above table 6 presents the result of Kruskal-Wallis test on consumers' purchase intention towards organic food products across demographic variables. It highlights that residential status and educational qualification of consumers has a significant effect on purchase intention as their 'p' (calculated) values are significant indicating thereby that null hypothesis ($H_0$2b & $H_0$2c) are rejected. Here highly qualified consumers are more eager to purchase organic food products than other consumers. Similarly urban consumers are also intended to purchase more than rural consumers. Gender and income of consumers have no significant effect on their purchase intention towards organic food products, thus, null hypothesis ($H_0$2a & $H_0$2d) are accepted.

**Objective 3:** To examine consumers' satisfaction of the benefits of organic food products.

**Simple Linear Regression Model:** The regression model has been applied to test the following null hypothesis:

**$H_0$3:** There is no association between benefits of organic food products and the satisfaction level of consumers.

**Table 7: Model outline**

| Model | R | R Square | Adjusted R Square | Std. the error of the approximation | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .430[a] | .185 | .172 | .7147 | 1.507 |
| **Source:** Primary data<br>a. Independent: (Constant) Benefits of organic food products | | | | | |
| b. Dependent variable : Consumers satisfaction | | | | | |

The above table depicts the model outline and general fit statistics. The value of the adjusted R square of the model is 0.172 and R square 0.185, which represent that the simple regression describes 18.50% of the variation in the satisfaction level. The Durbin-Watson d= 1.507, which lies between two cut-off values of 1.5 and 2.0, consequently shows positive auto-correlation in the data.

**Table 8: ANOVA**

| Model | | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 7.189 | 1 | 7.189 | 14.074 | .000[b] |
| | Residual | 31.670 | 62 | .511 | | |
| | Total | 38.859 | 63 | | | |
| **Source:** Primary data<br>a. Dependent Variable: Consumers satisfaction | | | | | | |
| b. Predictors: (Constant), Benefits of organic food products | | | | | | |

Table 8 highlights that consumer satisfaction is predicted significantly as per the regression model. Here 'p' value is less than 0.01 and significant indicating thereby that the null hypothesis ($H_0$3) is rejected. Therefore considerable association exists between the benefits of organic food products and consumer satisfaction.

**Table 9: Coefficients**

| Model | | Non-standardized coefficients | | Standardized Coefficients | T | Sign. | 95.0% confidence interval for b | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (constant) | 2.582 | .401 | | 6.445 | .000 | 1.781 | 3.383 |
| | Benefits | .362 | .096 | .430 | 3.752 | .000 | .169 | .555 |
| **Source:** Primary data<br>a. Dependent Variable: Consumers satisfaction<br>b. Predictors: (Constant), Benefits of organic food products | | | | | | | | |

Here coefficient depicts how much satisfaction increase in each predictor, like 1 point increase in satisfaction level corresponds to 0.36 points increase in the satisfaction level of benefits of organic food products. Therefore consumers' satisfaction can be predicted by computing

$$Y = a + bx$$

**Consumers Satisfaction = 2.58 + 0.36**

In the above table 9, the significant value for constant is 0.000 which is less than 0.05. Hence constant is statistically significant. The significant value of the aggregate benefits of organic food products is .000, hence, null hypothesis is ($H_0$3) rejected. Thus, it can be inferred that statistically there is association between the benefits of organic food products and consumers satisfaction.

## DISCUSSION:

To achieve the objectives of present study Mean, Standard Deviation has been applied to examine the attitude and purchase intention of consumers towards organic food products, and Kruskal-Wallis test to study the impact of demographic variables on attitude and purchase intention. Findings of the present study, based on mean and standard deviation, reveal that consumers have an optimistic outlook towards organic food products as these are better in taste & healthier, chemical free, reliable & safe, nutritious. These findings of the present study are supported by Merugu (2018), Ditlevsen et al. (2019) and Ghalawat & Mehla (2019). Results based on Kruskal-Wallis test highlights that on the basis of gender, residential status and income there is no significant difference in consumers' attitude towards organic food products. However, there is a significant difference in consumers' attitude towards organic food products on the basis of their educational qualification. Here it is observed that education has a noteworthy effect on the attitude of consumers. Consumers of higher qualification (postgraduate) have a strong positive attitude towards organic food products.

Results further highlights that consumers are intended to purchase organic food products as it is easily available in the local area at reasonable price, having value for money, pesticide free, having a wide range, and good packaging. Basha and Lal (2019) also supports that quality of products, environmental concern, wide range of product, suitability and price, health and lifestyle, safety, and trust & personal norms has a

considerable effect on consumer's buying intention towards organic products. According to Ueasangkomsate and Santierakul (2016) there is also a positive correlation between local/regional products and health concerns and buying intention of consumers towards organic food products. Wee et al. (2014) also of the opinion that purchase intention for organic products is affected by safety perception of consumers, health, surrounding factors. Kruskal-Wallis test highlights that residential status and educational qualification of respondents has a significant effect on purchase intention. Here post-graduate consumers are more intended to buy organic food products than others. Similarly urban consumers are eager to purchase more than rural consumers. These findings are supported by Nandi et al. (2016). Gender and income of consumers have no significant effect on their purchase intention towards organic food products as null hypothesis is accepted. Wekeza and Sibanda (2019) support these findings.
Results based on Regression Analysis highlights that considerable positive associations exist between the benefits of organic food products and consumers satisfaction. It indicates that consumers get maximum benefits by using better quality organic food products. The above findings are supported by Ghalawat & Mehla (2019) and Renugadeni & Ramya (2017).

## CONCLUSION:

Nowadays awareness about organic food products has been increased among consumers. Eyebrows are raised on the non availability of organic food products, their high cost and difficulty in identifying these products. Findings of the present study reveals that consumers have a positive attitude towards organic food products as these are better in taste & healthier, chemical free, reliable & safe, nutritious. As organic food products are easily available in the local area at a reasonable price, having value for money, pesticide free, having a wide range, and good packaging, consumers are eager to purchase these products. These findings indicate that there is an opportunity and can become a good source of income for the local farmers of Haryana, if they adopt organic farming instead of conventional farming,. Therefore, the government and the producers should make every possible effort to encourage the local farmers for producing organic products at their farms.

## IMPLICATIONS OF THE STUDY:

The findings of the present study have implications for marketers, retailers and the farmers. This research paper suggests the marketers should develop a comprehensive plan to cater the burgeoning demand of organic food products among consumers. Retailers should also enhance the shelf space for organic food products at their outlets so that organic food products can be made easily available to consumers. Farmers have ample opportunities in the field of organic farming as they can produce organic food products, sell them at local level and can have good earning.

## SCOPE FOR FUTURE RESEARCH:

The further research in this area can be carried out by enhancing the scope of study, effect of organic food products on farmers' income and environment, factors contributing to the growth of organic food products, consumption of organic food products, initiatives taken by Govt. to expand organic farming, etc.

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