

# Study on Consumer Behaviour toward Organic Products in the Nainital District of Uttarakhand, India

**Dr. Balram C. Gowda and Makwana Bhumika Jesinghbhai**

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra  
drbalramgowda@gmail.com

**Abstract:** *The review directed in the Nainital region of Uttarakhand state explored the customers' purchasing conduct towards natural food items in light of the information gathered from 110 respondents. The review utilized Henry Garrett's positioning test for investigation. The review zeroed in on figuring out the elements influencing purchaser conduct while buying natural items. The review has uncovered that factors accessibility, cost, quality, reference from others, ecological concern, brand, commercial, mindfulness and individual experience hold 1 to 9 rankings separately. This shows accessibility is a main pressing issue that ought to be viewed as first*

**Keywords:** Buyer conduct; natural food; factors influencing