

Overview of Consumer Behavior with Reference Organic Food Marketing

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Abstract: Organic food in its simplest form is the food minimally processed to keep up its uprightness utilizing natural procedures, without using artificial preservatives, additives, or irradiation. Globally, there is increasing awareness about environmental issues and their consequences on biodiversity, sustainable agriculture practices, and the adverse effect of chemical substances on the soil, environment & human health. This has encouraged a move towards organic farming and consumption of organic food. Organic food isn't a new concept. It is the result of a transformed mind set about healthy food habits and can be considered as the return to the traditional food and natural food habits that men have been following for ages. India, alone accounts for over 135 million people under the risk of health issues such as diabetes, hypertension, obesity; hormonal disorders which have raised an alarm which made consumers realize the importance of food quality and safety. This study would be useful for non-organic consumers, academicians, farmers, marketers of organic food products to identify the factors which create an attitude among the consumers which in turn shapes the favourable behaviour towards organic food products driving them to the purchase intentions. In this context, the research has carried out the study of consumer behaviour towards organic food products in Mumbai which is the capital of Maharashtra, the second-most populous city in India and also called the financial capital of India. Since the city comprises of people belong to various regions of India; diversity in their culture, lifestyle and consumption pattern can also be observed vividly.

Keywords: Organic food.

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