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Indian Consumer's Attitude towards Purchasing Organically Produces Foods: An Empirical Study

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***Abstract*---** The Organic food market is ever increasing. The awareness about the benefits of organic food consumption is already high and after looking at the current incidences of harm to human life because of consumption of unhealthy food products, it is only expected to increase. Therefore many customers are becoming increasingly aware of the positive advantages of the non-conventional food, advertisers are now obligated to come up with new tactics that take these widely sought after organic products into account effectively. The aim of this research is to make important theoretical and practical contributions to the field of consumer buying intentions for organic food products. From a theoretical perspective, the study aims to lead to a better understanding of the dynamics underlying consumer purchasing intentions for organic food products. This study is an empirical investigation in which a survey questionnaire was distributed to 122 respondents for collecting primary data in Delhi NCR. The statistical implementation of study was done with the help of Analysis of Moment Structures (AMOS) statistical software and by means of Structural Equation Modeling (SEM). For checking reliability and vailidity of conceptual model we have used Confirmatory Factor Analysis (CFA). The result shows that attitude and purchase intention was significantly affected by health concern, product quality and knowledge but not by environmental concern. The findings show that this study will aid in understanding the emerging market demand for organically grown food products in India.

***Keywords*---** attitude, consumer, food products, organic food, purchasing.

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Introduction

Since the 1990s, studies on the determinants of organic food purchase intentions have gained momentum, yet, to date, a number of issues still remain unresolved, despite this considerable research attention. Of late, it has been observed that the tremendous growth and consumer interest in organic food is ascribed to the rising dissatisfaction and concerns over the safety of conventional produces. Consumers are constantly questioning the contemporary food system's ability to deliver safe food, and fairly high risks are linked with the intake of conventionally grown food. Arguably, this increasing trend, as noted by Baldo et al., (1998), is stimulated by consumers‟ interest in 'safer' alternatives, and notably, organically produced foodstuffs. In absolute terms, organic produces (i.e.., fruits and vegetables) were found to have a 30% lower threat of pesticide contamination when compared with conventional food (Abdalrahman, 2019; Tandon et al., 2020).

Despite the alleged benefits for organic food, the higher price premiums for such produces have been identified as a major impediment in facilitating positive consumer buying intentions for organic food as compared to the 'cheaper' alternatives of conventional food. At this point, it is also imperative to recognise that consumers may struggle to find organic produce in some areas (Mihlan et al., 2013). The world market for organic food products grew from 17.9 million US dollars in the year 2000 to 81.6 billion US dollars in 2015 based on a report by Organic Monitor, 2017. Organic food products from North America and Europe contribute to the maximum of International sales. But this trend is beginning to decline as Latin America, Asia and Africa have entered the organic food market (Lernoud & Willer, 2017). It has been identified that in the past, a total of one hundred and thirty countries participated in the market for organic food products. As of year 2017, we now have around one hundred and seventy nine countries as part of the organic food product market (Athanasios Krystallis & Chryssohoidis, 2005).

It was examined that from these one hundred and seventy nine countries, approximately ninety of them are belonging to the developing countries. The two main reasons for one such development is the presence of a conducive climate condition for growing organic produce and the presence of viable market opportunities for organic food products to compete in the food segment (Krystallis & Chryssohoidis, 2005; Pandey & Singh, 2012). According to the Department of Economic Analysis and Research Notional Bank for Agriculture, and Rural Development, Mumbai; advanced countries accord retail chains and super-markets with green status to sell organic foods (Baker et al., 2004).

There are 2.4 million organic producers worldwide. Asia is considered to be a huge contender in the organic food market on the basis of area under organic farming by region as of 2015 on a report by Research Institute of Organic Agriculture, FiBL, (Willer et al., 2016). In India, there are 699 producers and all of them are exporters according to a report titled The World of Organic Agriculture, 2017. World over, the market for organic food products are developing but at different rates depending on political, social and economic factors. Britain and Germany are the two European nations in which the consumer demand for organically cultivated food products is increasing exponentially when compared to a country like Greece which was known

to have a mature market but is currently at a stage of decline and stagnation (Fotopoulos et al., 2002). Also, the U.K. organic market was struggling against the economic downturn with an increase of 1.7% in sales for 2008 Paul (2010), and bounced back to a 19.1 % Weekly (2017), as of 2017.

Organic food in India

The Indian organic food industry is expanding rapidly, aided by government capacity-building initiatives. The Indian organic food industry, on the other hand, is largely focused on the export market rather than the domestic market. This phenomenon shows that the purchasing of organic food by Indians is extremely restricted. When opposed to sales of organic food items in other countries, the preceding point holds a lot of weight. Between 2015 and 2020, consumer demand for organically grown food 5 products in India is expected to grow at a CAGR of more than 25%. (India Organic Food market, 2020). Domestic demand for organically grown food products in the Indian market is currently estimated to be 40,000 million Indian rupees. This figure is expected to rise by 100,000 million to 120,000 million Indian rupees by 2020, with an equal increase in exports of organic food products (Kalra et al., 2020; Mehra & Ratna, 2014).

India's contribution to the international demand for organically produced food products increased to 17% for the period of 2015-16 and by 17.3 % for the year 2016-17 ("Indian Organic Foods Market," n.d.). In India, Delhi is experiencing increased consumer interest towards organic food products. This increased consumer interest has led to the emergence of many retailers to sell organic food products that have their presence across the above mentioned four cities.

Review of Literature

The organic food market is expanding all the time. The benefits of organic food consumption are already well known, and given the current incidences of harm to human life caused by the consumption of unhealthy food products, this is only expected to grow. The market for organic consumables is at a CAGR of 9% (Wood et al., 2019; Munshi et al., 2020). The global organic food and beverage market is projected to grow from $115,984 million in 2015 to $327,600 million by 2022. The research question is to investigate consumer attitudes toward organic food products in Western Mumbai. The study's aim was to investigate the motives, obstacles, levels of knowledge, and demographic characteristics of our study population in relation to organic food items. This study included 318 respondents, whose responses were solicited through a standardized questionnaire.

These days, consumers are leaning towards a healthy life style as Food adulteration becomes the major issue which cause many health problems. Ever since most of the environment specialist has raised their voice regarding harmful effect of increasing use of chemicals fertilizers in cultivation of vegetables and other food product (Kaur et al., 2019). Now due to the media coverage consumers are getting conscious and selective towards eatable products. This increasing awareness has caused rise in demand for organic products. They now understand clearly that the superiority or inferiority of food directly affect their health. Consuming organic product is a good option available to them. India being a big producer of organic products has started showing interest towards consumption of organic food. The

aim of the study is to figure out the key factors affecting purchase intention of the Indian consumer. The sample size of 599 was chosen and the questionnaire was administered to collect the primary data. Data is collected through the distribution of questionnaires and analysed in this research by using SPSS (Mishra & Kaushik, 2013; Lee et al., 2008). The sampling technique used was snowball sampling method and the data testing technique which was used within the research includes Chi Square test and validity of test by Cramer's V value. The primary goal of this research is to identify four significant determinants influencing buying intentions for organically grown foods based on existing research, with the goal of understanding the relationshipal significance between these main determinants and buyers from the Indian cities of Bengaluru and Chennai. The findings of this research indicated a clear need for the Indian government, strategists, growers, and marketing professionals to concentrate more attention on the advantages of organically grown foods in order to rapidly expand this significant market (Lal et al., 2019).

It is critical to understand consumers' attitudes and intentions when selecting vegetables, especially organic vegetables, since the market for organic vegetables in Kerala is rapidly expanding. Purchase behavior research will undoubtedly assist the retail industry in learning more about the consumer's behavior when selecting organic vegetables, allowing them to focus their marketing efforts more effectively. The current study attempts to measure consumers' buying behavior against organic vegetables, with a focus on the Kottaym District in Kerala. Primary and secondary data were used in the analysis. The judgment sampling approach was used to collect a sample of 120 respondents from four residential areas in Kottayam, Kerala. Customers are inspired to buy organic vegetables because of rising health consciousness, organic farming is better for the environment, contains more nutrients, word-of-mouth advertising, marketing, and so on (Krishnan & Nandhini, 2018).

‘Organic' is a phrase that is commonly used by customers all over the world these days. The study's concern is that people already live in areas that are contaminated in all ways – air, water, and soil – and that the food they eat is often polluted with fertilizer, pesticides, and other chemicals. The study's goal is to explore consumer knowledge about purchasing organic food products, evaluate motivating factors for purchasing organic food, analyze buying patterns for organic food, and learn about consumer satisfaction and challenges they face (Rana & Paul, 2017). In this article, we will review and address the factors that influence the shift in consumer behavior toward organic food. We derive results from various studies conducted in various countries, interpret them, and make recommendations for future research. We discovered that health-conscious consumers are increasingly preferring organic food over conventionally grown food. The rising prevalence of lifestyle diseases such as heart disease and depression has had a significant impact on this change in consumer attitudes. The need to buy organic food to enhance one's quality of life would have far-reaching consequences for business's retail, distribution, and marketing functions (Jafersadhiq & Mahadevan, 2016).

Based on data collected from 240 respondents, the study was conducted in the Tirupur district of Tamil Nadu state to examine consumers' purchasing behaviour against organic food products (120 organic food consumers and 120 non-organic

food consumers). For interpretation, the chi-square test and multivariate analysis of variance (MANOVA) were used. In addition to investigating awareness levels, the study discovered a connection between demographic characteristics and awareness levels of organic food items (Krishnakumare & Niranjan, 2017). Sex, family income, education, and occupational status were found to distinguish consumers of organic and non-organic food products in the sample. Furthermore, psychological factors such as attitude, perception, conviction, and purpose have shown positive results for Tirupur district organic food consumers (Issanchou, 1996; Schmitt et al., 2015).

Consumers are becoming more conscious of the adverse effects of chemicals found in food. People are increasingly inclined to buy organic food. It is important to conduct research to determine what motivates customers to switch to organic foods. Environmental concerns, health concerns and lifestyle, product quality, and subjective norms are all important motivators for purchasing organic foods. The aim of this empirical study is to determine consumer purchasing intentions for organic foods. The study forecasts customer purchasing intentions based on the influences of factors such as environmental concern, health concern and lifestyle, product quality, and subjective norms on consumers' attitudes toward organic foods. According to the study's findings, the most widely cited reasons for consuming organic foods are product quality, environmental concern, health concern, and lifestyle (Basha et al., 2015).

Food is the means by which we survive. In contrast, we are aware that the food we consume is tainted and polluted, owing to the use of pesticides and other additives to ripen fruits and keep vegetables fresh. This can be harmful to our health in the long run, rather than beneficial. Consumers have become more aware and selective about edible items after environmentalists raised concerns about the adverse effects of increased chemical use in farming. This increased awareness has resulted in changes in consumer tastes and preferences, resulting in an increase in demand for organic goods both domestically and globally. Awareness and awareness have become critical factors in transforming consumers' attitudes and behaviors toward organic foods, which in turn fuels development in organic food markets. The aim of this study was to learn more about consumer awareness, perceptions of organic food product consumption, and how socioeconomic variables influence consumer purchasing decisions for organic foods (Dash et al., 2014; Dubois & Gadde, 2000; Gama et al., 2018; Malarvizhi & Devi, 2018).

Organic marketing is a comprehensive marketing strategy. In the Indian food industry, the organic food market is extremely difficult. Indian customers are very interested in organic and high-quality food with high nutritional value, as well as environmental concerns and food safety. A individual who has a favorable attitude toward an organic food product is more likely to buy it; thus, studying customer attitudes is critical for a marketer. The primary goal of this study was to assess consumer attitudes toward organic goods. This study's target population includes residents of the Kozhikode district in the Indian state of Kerala. 750 respondents were chosen using the convenience sampling process. According to the findings of the study, the government and social organizations must take the required measures to raise consumer consciousness about the benefits of using organic foods and provide the majority of farmers with the necessary assistance in cultivating a high quantity of organic foods (Mervin & Velmurugan 2013).

The primary goal of this research is to better understand the actions of ecological consumers and their intentions to buy organic food. The study's aim is to identify the factors that influence consumer behavior toward organic food. A face-to-face interview with a standardized questionnaire and closed-ended questions was used to collect data (Schmitt, 2012; Lähteenmäki, 2013; Grunert et al., 2001). The survey received 463 responses in total. For a broad sample size, it was determined to use various multivariate analyses such as multiple regressions, factor analysis, and cluster analysis. The findings show that demographic factors such as fitness, availability, and education have a positive impact on consumers' attitudes toward purchasing organic food. Organic food has higher overall customer satisfaction than inorganic food, but the degree of satisfaction varies due to various factors. According to the findings of this report, retailers may create successful marketing programs and strategies to positively impact customers. They will highlight the health benefits and the high quality of organic food. They should make these items widely available in order to entice customers to purchase organic food. This study offers useful insight into organic food consumer behavior by investigating the factors that affect consumers' intention to buy organic food in the Indian context. The lessons learned can also be applied to the marketing of organic foods in other countries (Paul & Rana, 2012).

Method

Sample of the study

In this study samples was taken on consumers that ever taste the organic product in Delhi NCR. The sampling technique used is non-probability sampling with purposive sampling technique; samples are chosen based on predetermined criteria, which are consumers who consume organic products. The data collected through primary data and secondary data.

Questionnaire design and measurement

In obtaining the questionnaire data, the questionnaire was prepared using a Likert scale with 5 points of scale 1 (strongly disagree) to scale 5 (strongly agree). After the questionnaire is complied, which were all adapted from previous studies, and then we conducted a pilot test to the questionnaire that will be distributed to test the validity and reliability of the questionnaire (Zander & Hamm, 2010; Shafie & Rennie, 2012). The results show all indicator statements contained in questionnaire valid and reliable. There were 6 indicators for health concern, 5 indicators for environmental concern, 3 indicators for product quality, 3 indicators for knowledge, 3 indicators for attitude, 5 indicators for purchase intention and 6 indicators for actual purchase behavior.

Table 1
Sources of adapted constructs

Construct's	Items
Health Concern (HC)	6
Environmental Concern (EC)	5
Product Quality (PQ)	3

Knowledge (KL)	3
Attitude (AT)	3
Purchase Intention (PI)	5
Actual Purchase Behavior (APB)	6

To see whether all indicators used can explain each latent variable or not, it can be done through the Confirmatory Factor Analysis (CFA) method. In CFA there are several assumptions that must be met, that are assumption of outlier, normality, and multicollinearity. First, we test the assumption of outlier with using Mahalanobis Distance method. In this study we have 31 indicators for all variables, so that means critical value of Mahalanobis Distance in this study is 52,191 (p=0.01).

Furthermore, from 155 data that have been collected earlier, now it's remaining 276 data, and the rest of them were considered as an outlier and the data was discarded. Second, we test the assumption of normality with skewness value and kurtosis value. The result shows that the values of skewness and kurtosis in this study were fully eligible and normal. Third, only for assumption of multicollinearity, the value will show on the determinant of covariance matrix, and the matrix will show after we test the measurement model.

Table 2
Normality, validity and reliability

	Variables	Skewness		Kurtosis		AVE	α	CR
		Value	c.r	Value	c.r			
HC	Health Concern	-0,087	-0,540*	-0,475	-1,473*	0.581	0.760	0.892
EC	Environmental Concern	-0,116	-0.720*	-0,363	-1,126*	0.616	0.772	0.865
PQ	Product Quality	-0,073	-0,453*	-0,577	-1,790*	0.536	0.732	0.776
KL	Knowledge	0,031	-0,192*	-0,432	-1,312*	0.606	0.801	0.822
CI	Attitude	-0,134	-0.831*	-0,541	-1,678*	0.588	0.796	0.810
PI	Purchase Intention	-0.183	-1.135*	-0.602	-1.868*	0.687	0.741	0.916
APB	Actual Purchase Behavior	0.045	0.279*	-0.491	-1.523*	0.551	0.758	0.859

*Note : *Significant at p= 0,05 level*

After performing the test of the measurement model by the CFA method, the overall item for each variable yields the value of the factor loading that is qualified, all values ≥ 0.6 except for EC3 and APB4. Next, the evaluation value of criteria Goodness of Fit is an evaluation of the feasibility test of a model with several criteria of conformity index and cut off value to declare whether a model can be accepted or rejected. The value of Goodness of fit obtained measurement model in this study is x^2 = 430.365, DF= 155, p= 0.000, CMIN/DF = 1.792, RMSEA= 0.052, GFI = 0.903, AGFI = 0.887, NFI = 0.924, CFI = 0.985, TLI = 0.976, PNFI = 0.844 and PGFI = 0.786.

Table 3
Evaluation value of criteria goodness

Statements	Item	Loading	Mean
Health Concern			
I frequently think about my health	HC1	0.768	4.588
I am very aware about my health	HC2	0.881	4.241
I am wary of change in my health	HC3	0.789	4.032
I am usually conscious about my health	HC4	0.767	4.106
I am responsible for my health condition	HC5	0.621	4.208
I am aware about my health condition as I go through the day	HC6	0.722	4.114
Environmental Concern			
I choose organic product to improve the state of the environment	EC1	0.810	4.113
I concern about artificial fertilizers used on agriculture	EC2	0.740	4.127
I concern about eutrophication of watercourses and lakes	EC3	-	4.006
I concern about pollution of the soil	EC4	0.765	3.823
I concern about herbicides and pesticides used on agriculture	EC5	0.821	4.024
Product Quality			
Organic products have superior quality	PQ1	0.731	4.226
Organic products are more quality than conventional	PQ2	0.772	4.337
Organic products have better quality and are less associated with health risks	PQ3	0.691	4.106
Knowledge			
I know the products is organic or non-organic	KL1	0.793	4.348
I know the process of organic products	KL2	0.809	3.784
I know that organic foods are safer to eat	KL3	0.732	4.221
Attitude			
I believe organic food products is very useful to meet the nutritional needs	AT1	0.768	4.311
I believe organic food products is a better choice for me and my family	AT2	0.834	4.267
I believe that consuming organic food products is a reasonable action	AT3	0.691	4.109
Purchase Intention			
I would purchase organic food products in the near future	PI1	0.804	4.217
I plan to purchase organic food products on a regular basis	PI2	0.891	4.101
I intend to purchase organic food products for my long-term health benefits	PI3	0.793	4.026
I intend to purchase organic food products because they are more concerned about the quality and safety of food	PI4	0.808	4.423
I intend to buy organic food products because they are more environmentally friendly	PI5	0.845	4.122
Actual Purchase Behavior			
I often purchase organic food products	APB1	0.743	4.230
I often purchase organic food products on regular basis	APB2	0.679	4.004
I often purchase organic food products for my health	APB3	0.824	4.142

I often purchase organic food products that against animal-testing	APB4	-	4.098
I often purchase organic food products because they are more environmentally friendly	APB5	0.765	4.162
I often purchase organic food products that are good quality and safety to consume	APB6	0.690	4.305

Next, we are testing validity and reliability with Average Variance Extracted (AVE), Cronbach Alpha (α) and Composite Reliability (CR). The overall results show that the value meets the specified requirements for each value, for AVE all values are above 0.5, Cronbach Alpha (α) ≥ 0.6 and Composite Reliability ≥ 0.7. Finally, the result for assumption of multicollinearity, the value on determinant of covariance matrix is 1.136, these result indicate that there is no multicollinearity between correlation of exogenous variable, the value > 1.

Discussion

This study is included as the type of descriptive-quantitative research using survey method. Therefore, by looking at the purpose of this study, then the data analysis techniques used in this study is quantitative analysis using multivariate Structural Equation Modeling (SEM) technique with program AMOS 22 & SPSS 22 for descriptive analysis. After fulfilling the loading factor and unidimensionality test on each latent variable by using Confirmatory Factor Analysis (CFA) and has fulfilled assumption of normality, outlier, multicollinearity, validity and reliability, then the next structural equation model will be built to test the hypothesis. After building the structural model, the suitability level of the structural model will be evaluated to see whether the model is acceptable or must be modified to test the hypothesis.

Demographics

Table 4
Characterization of the respondent

Description	*Groups*	*n*	%
Gender	Male	49	31
	Female	106	68
Age	15-25 years old	11	7
	26-35 years old	44	28
	36-45 years old	46	30
	46-55 years old	39	25
	> 56 years old	15	10
Jobs	Employee	48	31
	Civil Servant	36	23
	Entrepreneur	18	12
	Student	7	4
	Others	46	30
Education	High School	13	8
	Diploma/Bachelor	121	78
	Master	18	12
	PhD/Professional	3	2

Reasons Buying	of	Healthier	15	10
		Less Chemical	62	40
		Fresher	31	20
		Environmentally friendly	36	23
		Natural	11	7

The sample consisted of 155 consumers of organic product in Aceh. From the consumers, 49 were female and 106 were male. For the age of consumers, 11 were 15-25 years old, 44 were 26-35 years old, 46 were 36-45 years old, 39 were 46-55 years old and 15 were above 56 years old. From the consumers, 48 of them work as employees, 36 as civil servant, 18 as entrepreneur, 7 were students and 46 were others. The education of consumers, 13 were graduate from high school, 121 Diploma/Bachelor degree, 18 Master and 3 PhD/Professional. The reasons of consumers buying organic product, 15 because more healthy, 62 less chemical, 31 fresher, 36 environmentally friendly and 11 because natural. From the survey that we have done, there is female consumers are more dominant than male consumers and for both male and female consumers, many of them choosing organic product because more healthy than conventional product.

Structural and hypothesis test

After do the test, evaluation and modification, the model is considered as the final model of the structural model and ready for hypothesis testing. The value of Goodness of Fit obtained by the structural model in this study is almost the same as the measurement model that is x^2= 442.123, DF= 355, p= 0.000, CMIN/DF = 1.810, RMSEA= 0.053, GFI = 0.819, AGFI = 0.887, NFI = 0.925, CFI = 0.984, TLI = 0.977, PNFI = 0.842 and PGFI = 0.788.

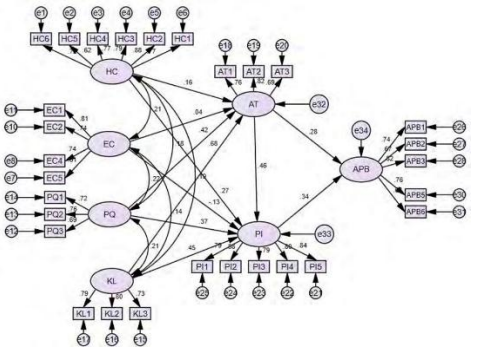

Table 5
Structural model result (total effect and direct effect)

Variable	Total Effect	Direct Effect	S.E	C.R	P
Attitude ← Health Concern	0.238	0.163	0.081	2.087	0.037
Attitude ← Environmental Concern	-0,196	-0.134	0.123	-1.189	0.478
Attitude ← Product Quality	0.614	0.420	0.098	4.386	0.000
Attitude ← Knowledge	0.850	0.582	0.108	5.478	0.000

Purchase Intention ← Health Concern	0.268	0.268	0.088	3.145	0.000
Purchase Intention ← Environmental Concern	0.042	0.042	0.052	0.907	0.652
Purchase Intention ← Product Quality	0.368	0.368	0.096	3.833	0.000
Purchase Intention ← Knowledge	0.451	0.451	0.101	4.563	0.000
Purchase Intention ← Attitude	0.462	0.462	0.103	4.585	0.000
Actual Purchase Behavior ← Attitude	0.437	0.279	0.089	3.135	0.000
Actual Purchase Behavior ← Purchase Intention	0.343	0.343	0.094	3.650	0.000

Based on Table 5, the results of hypothesis testing show that all values of tvalue greater than ttable = 1,968 (n=276) except for environmental concern. First, the direct effect of health concern toward attitude (β = 0,163; tvalue = 2,087) and purchase intention (β = 0,268; t value = 3,145) were both significant positive, with this results then hypothesis H1 and H2 in this study was accepted. Second, the direct effect of environmental concern toward attitude (β = -0,134; tvalue = -1,189) and purchase intention (β = 0,042; tvalue = 0,907) were both not significant, with this results then hypothesis H3 and H 4 in this study was rejected. Third, the direct effect of product quality toward attitude (β = 0,420; tvalue = 4,386) and purchase intention (β = 0,368; tvalue = 3,833) were both significant positive, with this results then hypothesis H5 and H6 in this study was accepted. Fourth, the direct effect of knowledge toward attitude (β = 0,582; tvalue = 5,478) and purchase intention (β = 0,451; tvalue = 4,563) were both significant positive, with this results then hypothesis H7 dan H8 in this study was accepted. Fifth, the direct effect of attitude toward purchase intention (β = 0,462; tvalue = 4,585) and actual purchase behavior (β = 0,279; tvalue = 3,135) were both significant positive, with this results then hypothesis H9 and H10 in this study was accepted. And the last one is the direct effect of purchase intention toward actual purchase behavior (β = 0,343; tvalue = 3,650) were significant positive, with this results then hyothesis H11 in this study was accepted.

Conclusion

From the results of the tests that have been done, it appears that each variable has a significant and positive influence except for environmental concern. However, this finding is consistent with study that has been done previously. First, health concern has directly significant effect on attitude and purchase intention, these result give implication that consumer of organic product in Delhi NCR choosing the organic product because they concern about their health, and they intent to purchase this organic product in the future Thus, based on these result, it can be implicated that consumers of organic products in context of Delhi NCR, the consumers consume organic products without regard to their environmental conditions, they seem to care about their environment but the attitude they show is not like that, they are obviously more concerned about their health than their environment. This can be explained by the weak attitude towards these organic products because of the unconsciousness of consumer concerning the organic agriculture benefits.

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