

Sustainable Food Consumption Analysis of Consumer Behaviour towards Organic Food Products

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Abstract: *The Current Scenario Exhibits A Recent Trend In Sustainable Food Consumption Where Consumers Are More Inclined Towards Organic Food Products. Organic Food Products Improve Public Health And Significantly Benefit The Environment As Well As The Economy. In This Regard, This Paper Aims To Conduct A Survey To Analyse Consumer Behaviour Towards Organic Food Products. Furthermore, This Research Assesses How Income Level, Quality Of Product, Environmental Viability, And Effect On Health Influence Consumer Behaviour. Organic Food Products Contribute To The Sustainability Of Food Choices And Their Present Day Significance Lends Value To This Research.*

Keywords: *Organic Food, Sustainability, Food consumption, Consumer Behaviour*

Date of Submission: 20-04-2018

Date of acceptance: 07-05-2018

I. Introduction

1.1 Organic Food.

Organic food is food delivered by strategies that agree to the principles of organic cultivating. Principles differ around the world, however organic cultivating when all is said and done highlights those that endeavour to cycle assets, advance natural adjust, and ration biodiversity. Associations controlling organic items may limit the utilisation of specific pesticides and composts in cultivating. By and large, organic foods are likewise typically not handled utilising light, mechanical solvents or engineered food added substances. The rapid growth in demand for food with the explosion of population has increased pressure on the primary, secondary and tertiary sectors to increase the production, thus this indicates that it is very necessary to have a sustainable food consumption in the economy. There are also increasing concerns about the increasing use of chemicals and fertilisers resulting in contaminated food production to increase the yield. These have harmful effects on human health and therefore should be taken care of for the welfare of the society. Economic growth is necessary but development is as important, therefore, welfare economy should be the agenda of the food producers. As a solution to this problem, people have started consuming more of organic food. Organic food consists of those agricultural food products which do not use chemical fertilisers, pesticides, herbicides and other synthetic chemical substances for its production, processing and storage. Also, organic food products do not contain genetically modified materials, with the purpose of reaching sustainable system of Food production and consumption.

There is a phenomenon increase in consumption of organic food products in the recent years due to the increasing of awareness. But there are certain challenges and opportunities in the organic food market which need to be recognised for sustainable production and consumption of food. Food is fundamental to life. It likewise shapes an essential piece of our social character, and assumes an imperative part in the economy. Individuals know that the food they eat is a vital factor influencing their wellbeing, yet what is less notable is the effect of delivering and devouring food has on the world's assets. Close by the autos we drive and the vitality we use to warm our homes, the food we create and devour significantly affects the earth through, for instance, ozone depleting substance discharges, the utilization of land and water assets, contamination, consumption of phosphorus, and the effect of synthetic items, for example, herbicides and pesticides.

1.2 Benefits of organic food

Organic produce contains less pesticides. Chemicals, for example, fungicides, herbicides, and bug sprays are generally utilized as a part of customary farming and deposits stay on (and in) the food we eat. Organic food is regularly fresher since it doesn't contain additives that make it last more. Organic produce is regularly (however not generally, so watch where it is from) delivered on smaller ranches close where it is sold. Organic cultivating is better for the earth. Organic cultivating rehearses less contamination, moderate water, diminish soil disintegration, increment soil fruitfulness, and utilize less vitality. Cultivating without pesticides is

additionally better for close-by fowls and creatures and also individuals who live near homesteads. Organically raised creatures are NOT given anti-infection agents, development hormones, or encouraged creature results. Bolstering domesticated animals creature side-effects builds the danger of distraught bovine malady (BSE) and the utilization of anti-toxins can make anti-infection safe strains of microorganisms. Organically-raised creatures are given more space to move around and access to the outside, which help to keep them solid. Organic meat are wealthier in specific supplements. Aftereffects of a 2016 European investigation demonstrate that levels of specific supplements, including omega-3 unsaturated fats, were up to 50 percent higher in organic meat and drain than in traditionally raised renditions. Organic food does not consist of GMOs. Hereditarily Modified Organisms or hereditarily designed foods are plants whose DNA has been changed in ways that can't happen in nature or in customary crossbreeding, most generally keeping in mind the end goal to be impervious to pesticides or create a bug spray.

1.3 Consumer Behaviour

Consumer behaviour is the investigation of people, gatherings, or associations and every one of the exercises related with the buying, utilisation and transfer of products and enterprises, including the consumer's enthusiastic, mental and behavioural reactions that go before or take after these exercises. Consumer behaviour was developed in the 50s as a particular sub-teach in the promoting territory. Consumer behaviour is a concept of disciplinary sociology that mixes components from brain research, human science, social humanities, ethnography, advertising and financial matters, particularly behavioural financial matters. It analyses how feelings, states of mind and inclinations influence purchasing conduct.

II. Objectives

The major objectives of the study is to determine the opportunities and challenges in the organic food market for sustainable consumption and production of food. The research objectives are given below in detail:

- To explore and ascertain various factors influencing the perception, attitude and purchase behaviour of individuals towards organic food products.
- To analyse current status and growth potential of organic food products in markets.
- To study the relation between organic food and sustainable food consumption.

III. Research Methodology

A survey was conducted with a randomly selected sample comprising of 104 consumers of organic products from two one city in North India namely Delhi. Sample respondents for this study were selected through probability sampling approach, using random sampling methods. Consumer's attitude towards purchasing organic food products based on the five variables namely quality concern, Environment viability, Health consciousness, income level and price. As a conclusion of extended review of related literature, these variables were identified that are believed to affect the consumer's perception, attitude and purchase behaviour towards organic food products. The study used a scale with options like Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

IV. Conceptual Framework

Attitude towards the behaviour influences consumer's intention to purchase the product. The belief about the behaviour and all the consequences of the behaviour has affected the perceived attitude towards the product. Attitude determines final decisions in the consumers buying behaviour. (Mohamed Bilal Basha, 2015). Hence, based on the importance of perception and attitude in consumer purchase behaviour, a conceptual framework is evolved. The proposed framework believes that the consumer perception towards buying organic food products are strongly influenced by five variables namely Quality concern, Environment viability, Effects on Health, Income level and Price. The proposed model for purchase behaviour of consumers towards organic food products is shown in Figure 1.

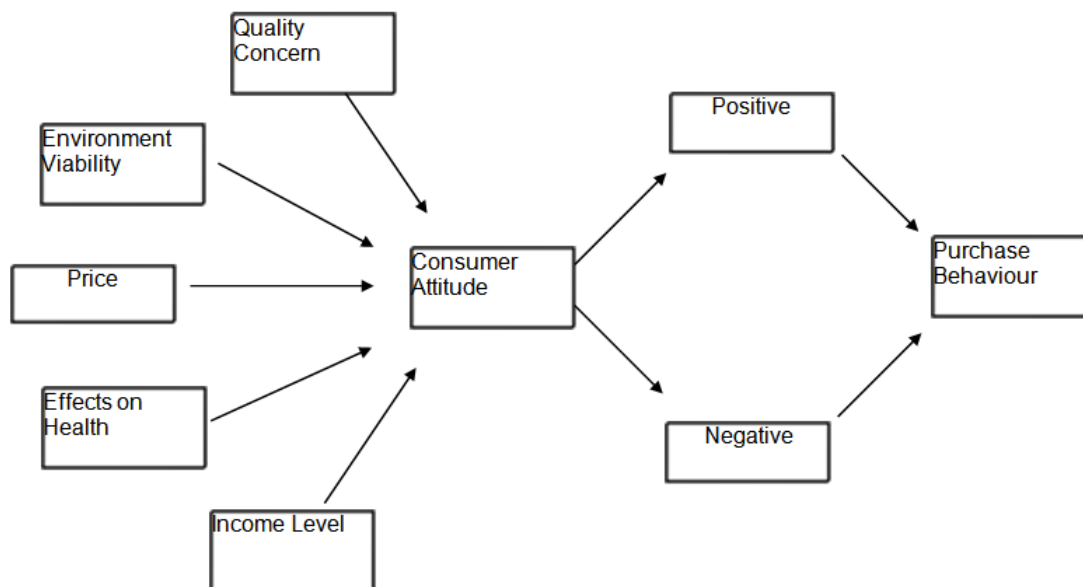


Fig 4.1 conceptual framework of the study

V. Literature Review

Paul (2012) determines that health, availability and education from demographic determinants positively influence the consumer’s perception towards buying organic food. Overall behaviour of consumers for organic food is more than inorganic food but the behaviour varies due to different determinants. Yiridoe.(2005) determined that developing enthusiasm for organic agribusiness has incited various examinations that analyze different parts of organic and customarily delivered foods. This paper gives an exhaustive assessment of exact investigations looking at organic items and customarily developed choices. The accentuation is on key organic purchaser request and showcasing issues, including: the ramifications of a financial meaning of organically developed food for customer request; traits that customers consider most when contrasting organic and expectedly developed items; level and attributes of shopper learning and mindfulness about organic food; appraisal strategies and qualities of organic buyer states of mind and inclinations; size of value premium and attributes of buyers' ability to-pay for organic items; and profile of organic buyers. Vermeir (2006) explores the assumed hole between good attitude towards sustainable conduct and behavioral goal to buy sustainable food items. The effect of association, saw accessibility, assurance, saw consumer adequacy (PCE), qualities, and social standards on consumers' attitudes and expectations towards sustainable food items is investigated. The observational research expands on a study with an example of 456 youthful consumers, utilizing a poll and an exploratory plan with control of key develops through demonstrating notices for sustainable dairy. Contribution with sustainability, conviction, and PCE have a noteworthy positive effect on attitude towards purchasing sustainable dairy items, which thus corresponds firmly with aim to purchase. Low apparent accessibility of sustainable items discloses why aims to purchase stay low, in spite of the fact that attitudes may be sure. Steenkamp (1997) found that food has a focal position in the life of consumers. It is the wellspring of nourishment and hedonic encounters, it serves a social and social capacity, and records for a noteworthy offer of consumer use. However consumer conduct regarding foods has not pulled in much precise consideration by consumer conduct specialists. In any event part of the trouble in leading exploration in this critical zone lies in the many-sided quality and assorted variety of the impacts at work in food decision and utilization, and in the way that such research requires information of the ideas of and bits of knowledge from an extensive variety of science and sociology disciplines, including food science, sustenance, solution, brain research, physiology, psychophysics, humanism, financial aspects, showcasing, and human sciences. Richard (2011) says that that what we would prefer not to devour is frequently as actually and socially imperative as what we want. Are want and dislike extremely two separate groups of information; do we keep isolate mental arrangements of good and awful, of things to be searched out and things to be kept away from? Or then again are the positive and negative parts of merchandise dependably personally identified with each other. D’Amico (2014) investigates a short food inventory network by breaking down direct offers of privately delivered wine in Italy. the paper talks about the fundamental elements affecting the buy of privately delivered wine through econometric investigation of an example of Italian consumers utilizing a double logit display. The outcomes uncover the profile of wine consumers who purchase specifically from wine makers including their attitudes and inclinations. the

discoveries give critical understanding to directors and arrangement creators as far as advertising and approach advancement. Raffaele Zanolli (2002) presents fractional outcomes from an Italian investigation on consumer recognition and learning of organic food and related conduct. Utilizations the means- end bind model to interface ascribes of items to the requirements of consumers. So as to give bits of knowledge into consumer inspiration in obtaining organic items, 60 respondents were talked with utilizing "hard" laddering way to deal with the estimation of means- end chains. The outcomes (stepping stools) of these semi- qualitative meetings are coded, totaled and displayed in an arrangement of progressive organized esteem maps. Regardless of whether organic items are seen as hard to discover and costly, most consumers judge them decidedly. All consumers connect organic items with wellbeing at various levels of reflection and need great, wonderful and feeding items, since joy and prosperity are their most essential esteems. Results demonstrate that distinctions exist between gatherings of consumers concerning their recurrence of utilization (encounter) of organic items and level of data (mastery). Reports and examines comes about on consumer intellectual structures at various level of understanding. Padel (2005) demonstrates that most consumers connect organic at first with vegetables and leafy foods sound eating routine with organic items. Foods grown from the ground are additionally the first and much of the time just involvement with purchasing organic item. The decision- making procedure is mind boggling and the significance of intentions and obstructions may shift between item classifications. Harper (2002) shows that consumers regularly befuddle organic and free- range items since they trust that "organic" is proportionate to "free- range" food. Center gathering dialogs were led to recognize the principle convictions and attitudes towards organic food of both organic and non- organic food purchasers. Results show that, in spite of the fact that wellbeing and food security concerns are the principle intentions in organic food buys, moral concerns, particularly in connection to benchmarks of creature welfare, assume a critical affecting part in the choice to buy organic food. The outcomes are predictable with parallel research into consumer worries about creature welfare, which demonstrated that consumers are essentially worried about food security issues. Besides, the examination shows the focal result that creature welfare is utilized by consumers as a marker of other, more essential item characteristics. Makatouni (2002) determines that the point of the general undertaking is to comprehend top to bottom the behavioral procedure of guardians regarding organic food. Its fundamental goals are to recognize: convictions, regarding organic food, of guardians who purchase and don't purchase organic food; the positive and in addition negative attitudes towards organic food of the individuals who purchase and don't purchase organic food; the effect of those attitudes on food decision for guardians who purchase and don't purchase organic food; and to demonstrate the food decision conduct of guardians as for organic food. Utilizes both subjective and quantitative strategies. Anssi Tarkiainen (2005) tests the augmentation theory of planned behaviour (TPB) in an organic food purchasing setting. The proposed altered model of the TPB demonstrate fitted the information superior to anything the first model, inferring that in the organic food- buying setting the part of subjective standards varies from the first hypothesis of arranged conduct. In purchasing organic food subjective standards influenced purchasing goal in a roundabout way through attitude development. Also, comes about demonstrated that the altered TPB show predicts aim to purchase organic food superior to the first mode.

VI. Data Analysis, Results and Discussion

The consumer is the leader here in the monetary framework. He can take the accompanying choices

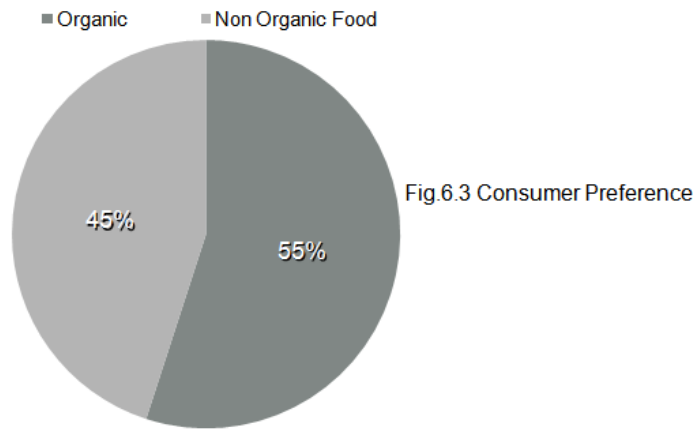
1. The choice of purchasing or not an item in a store or at a shop
2. The consumer will choose on the off chance that he would need to be impacted by the showcasing procedures and the ads of the association for an item or an administration.
3. Numerous consumers are impacted by showcasing and ads
4. The consumer chooses what they need to purchase and when they need to get it
5. The consumer picks amongst contenders and their items.
6. Basic leadership is the power given to the consumer.

This age is instructed and keen, along these lines they want to eat solid and spend on sound food than to spend on restorative medications. They are very much aware of the unsafe impacts of chemicals and composts on the food items. The moral characteristics, 'creature welfare', 'territorial generation' and 'reasonable costs to ranchers' ended up being the most essential. The outcomes likewise demonstrate that most by far of customers of organic food was eager to pay higher costs for organic items with extra moral qualities.

The results of this survey are interpretation of consumer behaviour towards organic food products.

The demographic factors of the sample size are shown in the following pie chart. The response recorded shows gender of 53% male and 47% female. The income level shows that 35% earn below 1,00,000 Rupees which will effect their purchasing power. The personal income of a person effects his buying attitude as it determines the level to which the money value is spent on the purchase of goods and services.

The attitude of consumers towards the preference of organic food was recorded in the survey as positive. 55% of the sample preferred organic food products over Non Organic food Products.



Source: derived from primary data

There are several reasons due to which people prefer buying organic food over non organic food and those are directly linked to the five factors the study is based on. The factors due to which the consumer attitude was positive are listed below with the average scale recorded for each factor. The study used a likert scale.

Reason For Preferring Organic Food	Average Response
They Are Healthy	4.3
They Are Non Contaminated	4.0
They Are Tasty	3.0
They Are Of Good Quality	4.0
They Are Affordable	2.7
They Are Environment Friendly	3.9

source: derived from primary data
Table 6.1 Factors that influence consumer preference

Therefore as a result, the most influencing factor was the health concern and environment concern as Plants and creatures named "organic" have not been treated with:

- pesticides
- herbicides
- composts from manufactured fixings or sewage slime
- ionizing radiation
- development hormones
- anti-infection agents

Pesticides and herbicides are by their extremely nature harmful, and your eating routine incessantly opens you to these risky toxic substances. The National Research Council asserts that, in youngsters particularly, dietary admission of pesticides represents most pesticide presentation.

Creature items are the same. Most ordinarily raised animals are nourished a blend of soy and corn, 90% of which is GMO. Their nourish is likewise bound with hormones and anti-toxins. Dairy cows are given a hereditarily designed ox-like development hormone called rBGH to expand drain generation. The constrained increment in drain creation causes contaminations, and the creatures are dosed with anti-infection agents. These hormones and anti-microbials advance into dairy items and, in the long run, your body.

Fortunately, eating natural foods can diminish pesticide development. An investigation in 2005 showed that in as meager as 15 days, kids receiving an essentially natural eating routine encountered a sensational decline in urinary centralizations of organophosphorus pesticides.

Consumers have likely been eating an ordinary eating routine for quite a long time. Wash down your assemblage of harmful buildups by substituting as a lot of your eating routine as you can with organic foods. In general, crops treated with any sum or type of chemicals negatively affect your body. Organic harvests are more nutritious, and they won't exhaust your wellbeing by putting undesirable and superfluous poisons in your body.

It might appear somewhat overwhelming at first to eat 100% organic. It won't not be accessible or inside your financial plan. On the off chance that that is the situation, I prescribe beginning with one food at any given moment, and doing the entire switch when you are capable. Meanwhile, appreciate a lot of these foods, remembering which ones are generally GMO. Indian market is crisp for the organic fragment and there are not very many organizations, who are administering at this moment, accordingly there is open door for new companies and in addition franchisees to attempt their hands on and get the opportunity. Also India's food market estimate is very huge, to supplant it with organic food, more business and brands should hop in the diversion. Consequently there is an ocean of chance for brands and business people in this field. Individuals are deciding on quality way of life over synthetically charged way of life. In this manner organic fragment will take quick shape in not so distant future. Also the plants and creepy crawlies too have developed with time, in this way they are insusceptible to these composts, bug sprays and pesticides. To remain a stage ahead, the synthetic creation continues getting more grounded and remains stored on the external layer of the products of the soil, which does not get washed by basic water and bring about filling in as moderate toxic substance or other hurtful impacts on human body.

To settle on safe food and solid way of life, individuals incline toward organic food over others. To study the market of organic Food products and it's growth potential further, there is recognition of category of the organic food product people prefer buying the most, that is how consumer reacts to the variety of products available in the market, the following table shows the survey analysis of the responses of the consumers using the same scale:

Organic Food Category	Average Response
Organic Dairy Products	3.6
Organic Fruits And Vegetables	4.0
Organic Cereals	3.6
Organic Bread	3.7
Organic Meat	3.2

source: derived from primary data

Table 6.2 Categorical Preference of buying Organic Food

Here, the consumers show their preference towards buying more of Organic Fruits and Vegetables, and the least bought category of organic food is the organic meat.

India has grown to become one of the largest potential markets for organic food consumption internationally, attributable to the way that organic foods or items are sound, contain no chemicals or additives, and are totally normal. With developing mindfulness towards solid food, surging salary levels, and moves in consumer conduct, the nation's early organic food market is quick changing into the world's quickest developing organic food market. What's more, expanding send out market combined with government's help has driven the market that will additionally support the interest for organic food items in the nation. Organic food is perpetually making up for lost time pace among the Indian retailers, particularly with the specialty retailers attributable to wide arousing among Indian consumers towards having a sound existence. We envision that the part will post huge development amid 2011-2013, perpetually developing at a CAGR of 15%. By and by, surmounted development is being seen from new request pockets, emerging from the Tier-I and Tier-II urban areas, therefore, flagging colossal acknowledgment among the majority.

To understand the market, it is also necessary to analyse organic food producers and where consumer's attitude towards them. The following table shows average consumer's preference towards the producers they buy organic food from:

Organic Food Producers	Average Response
SuperMarket And Retailers	4.0
Producers Or Farmers	2.8
Online	2.8

source: derived from primary data

Table 6.3. Market For Organic Food

Thus, Supermarket and Retailers are ranked the highest by consumers to buy organic food from. Since they are more reliable than the online sources and more easily reachable than farmers or producers. One of the major concerns of the consumers regarding the market of organic food is that, the survey shows that consumers believe that organic food is not adequately available in the market. This affects the consumer's attitude as well as shows that there exists growth potential in the market of organic food.

Therefore, the five factors which majorly influence the attitude, perception and behaviour of consumers towards organic food are Health Concern, Quality Concern, Environment Viability (which have a positive influence on consumers), income level and price (which leaves a negative impact on consumers). And the survey shows there is a huge growth potential in the market of organic food, specially with organic fruits and vegetables as consumers have a positive attitude towards it and there is lack of competition in the producer market.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
preferbuying	104	3.61	.886	.087
reasonable	104	3.58	1.012	.099
Health	104	4.34	.585	.057
Noncontaminated	104	4.08	.692	.068
taste	104	3.09	.936	.092
quality	104	4.06	.761	.075
affordability	104	2.72	.990	.097
environment	104	3.99	.830	.081
diary	104	3.62	.917	.090
fruits	104	4.05	.755	.074
cereals	104	3.64	.944	.093
bread	104	3.75	.845	.083
meat	104	3.25	1.104	.108
supermarket	104	3.98	.800	.078
producer	104	2.81	1.150	.113
online	104	2.82	1.213	.119
availability	104	3.62	.938	.092

The above table shows average consumer response towards each factor and the results are as follows:

- The major factors that affect the consumer attitude is the availability, taste, health concern and if the price is reasonable or not.
- Certain benefits of organic food products attract consumers towards them. They are natural, non-contaminated, healthy, they have better quality and are non-contaminated.

VII. Sustainable Food Consumption And Production

In nature, sustainability (from support and capacity) is the property of organic frameworks to stay different and profitable inconclusively. Seemingly perpetual and sound wetlands and woods are cases of supportable natural frameworks. In more broad terms, sustainability is the continuance of frameworks and procedures. The sorting out rule for sustainability is maintainable advancement, which incorporates the four interconnected areas: biology, financial matters, governmental issues and culture. Sustainability science is the investigation of reasonable improvement and ecological science.

7.1 Sustainable Food

There are diverse perspectives in the matter of what constitutes a 'sustainable' food framework, and what falls inside the level of the term 'sustainability'. For food, a sustainable structure may be viewed as intertwining a degree of issues, for example, security of the supply of food, success, security, sensibility, quality, a solid food industry to the degree occupations and change and, in the interim, organic sustainability, to the degree issues, for example, biological change, biodiversity, water and soil quality.

7.2 Food Framework

The food framework is exceedingly perplexing and is driven by numerous financial, social and ecological components. Better understanding these drivers and how they interface could enhance open approaches. In the container underneath, for data, are a portion of the key weights on, and identifying with, the food framework. You will be given the chance to remark and give you sees/mastery on these issues.

Contemporary food generation and utilisation can't be viewed as sustainable and raises issues with its wide degree including differing characters. Also, notwithstanding statistic change and a developing worldwide populace, maintainability issues emerging from food frameworks will probably turn out to be more genuine later on. For instance, rural creation must manage the effects of environmental change, progressively difficult land utilise clashes, and rising health and social expenses on both individual and societal levels. The non-sustainability of current courses of action emerges from the industrialisation and globalisation of horticulture and food preparing, the move of utilisation designs toward more dietary creature protein, the rise of present day food styles that involve intensely handled items, the developing hole on a worldwide scale amongst rich and poor, and the incomprehensible absence of food security in the midst of a plenitude of food. These variables are inferable from national and global arrangements and controls, and additionally to common business hones and, specifically, shoppers' esteems and propensities. The best routes for prosperous social orders to diminish the ecological effect of their eating regimens are to lessen utilisation of meat and dairy items (particularly hamburger), to support organic leafy foods, and to keep away from merchandise that have been transported via air on both individual and institutional levels (e.g., open acquirement, open providing food). In looking at the non-sustainability of the ebb and flow food framework this article audits the germane writing to infer a working meaning of sustainable food utilisation, diagrams the significant issues and effects of ebb and flow food utilisation rehearses, and examines different strategy mediations, including data based instruments, advertise based activities, coordinate directions, and "bumps." It finishes up with a call for integrative, cross-sectoral, and populace wide approaches that address the full scope of drivers of unsustainable food generation and utilisation.

The best test for food production is to decrease the exchange offs amongst efficiency and long haul sustainability. In this manner, it is fascinating to break down organic food production which is a given arrangement of ranch rehearses that underline environmental sustainability. Organic food production can be described as being less determined by off-cultivate inputs and being better inserted in biological community capacities. The writing on open merchandise and non-ware yields of organic homesteads is overpowering. Most productions address the beneficial outcomes of organic cultivating on soil ripeness, biodiversity support and assurance of the common assets of soil, water and air. As an outcome of concentrating on open merchandise, organic farming is less beneficial. Meta-examinations demonstrate that organic farming yields run in the vicinity of 0.75 and 0.8 of regular agribusiness. Customer request has become in the course of recent decades and does not appear to be a restricting component for the future advancement of organic farming.

7.3 Sustainability Of Food

A significant part of the present food age structures exchange off the breaking point of Earth to make food later on. Exhaustively, and in various districts including Europe, food age is outperforming regular purposes of restriction or is close doing all things considered. Nitrogen amalgamation outperforms as far as possible by factor of four and phosphorus use has accomplished as far as possible. Land use change and land corruption, and the dependence on fossil essentialness contribute around one-fourth of Greenhouse Gas outpourings. Agribusiness, including fisheries, is the single greatest driver of biodiversity mishap. Regionally, water expelled by water framework outperforms the reviving of the benefit.

Organic cultivating is useful for the earth. Organic agriculturists depend on trim turn, sidekick planting, and creature excrement set up of manufactured manures, weed executioners, and pesticides to control bugs and keep up the quality and honesty of the dirt.

In 2000 the National Water Quality Inventory presumed that contamination from horticulture in the United States is the biggest factor influencing the water nature of waterways and lakes. You can help decrease the harm by supporting ranchers who keep up their yields and animals mindfully.

VIII. Conclusion

The main objectives of the study were achieved, the main factors that influenced consumers perception, attitude and behaviour towards organic food products are identified as follows :

8.1 Consumer has a positive attitude and prefers buying and consuming organic food as they are more healthy, they are of a better quality and are environment friendly.

8.2 Consumer has a negative attitude or does not prefer buying organic food as they are of higher prices than non organic food.

Therefore, the only reason a consumer will not prefer buying organic food would be it's affordability. The Organic Food Market has great growth potential because as of now, organic food products are not adequately available in the market which means there is less competition amongst the producers and higher demand of organic food. Since people are becoming more aware about the advantages of organic food they prefer buying organic food for the major cause of sustainability, they prefer sustainable food consumption to avoid harmful effects on the environment and health of humans. Non Organic Food is mostly produces with the help of chemicals, fertilisers, pesticides etc. which reduces the life of food and is not good for the welfare of the economy.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with Sl. No. 4481, Journal no. 46879.

Namita Kapoor "Sustainable Food Consumption Analysis of Consumer Behaviour towards Organic Food Products ." *IOSR Journal of Business and Management (IOSR-JBM)* 20.5 (2018): 01-10.