

CUSTOMER ATTITUDINAL AND PERCEPTIONS TOWARDS PURCHASING ORGANIC FOOD PRODUCTS: A CRITICAL REVIEW OF LITERATURE FROM 2005 TO 2015

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Abstract: *This present study is an attempt to examine the extensive literature on customer attitudinal and perceptions towards purchasing of organic food products in the market world-wide. Its main focus is to analyse customer perception towards purchasing organic food products and to explore the impact of buying behaviour. Hence, content analysis was made and significant measures viz. objectives, source of Data, Major Variables, Research Methodology, and significant Findings have been reported. The study underlined the relationship between attitude, perception and impact on buying behaviour of organic food products. The literature reviewed produces mixed results as regards the customer attitudinal and perception towards purchasing of organic food products. However general agreement has been found in academic literature regarding an increasing awareness of organic food products. Though, many people have an intention to purchase organic products there are still some constraints while purchasing like premium price, taste, health issues etc., and this study builds a strong conceptual framework for academic researchers by carefully analysing the previous studies of last 10 years i.e. from 2005 to 2015.*

Key words: *Attitude, Perceptions, Purchasing, Organic food products, Price*

1. INTRODUCTION

The root of food industry research of the last century has been focused primarily on developing chemical agriculture and modern food processing and nothing was done to examine the side effects of conventional agriculture produce that are not obvious. An organic farm is a farm whose structure is formed in imitation of natural system that has the integrity, the independence and the beginning dependence of an organism" – Wendell Berry, "The Gift of Good Land". Organic farming is a form of agriculture that relies on techniques such as crop rotation, green manure, compost, and biological pest control. It is based on minimal use of off-farm inputs and on management practices that restore, maintain and enhance ecological harmony.

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Organic food is produced by farmers who put emphasis on the use of renewable resources and the conservation of soil and water to enhance environmental quality for forthcoming generations. Organic food is processed without using most conventional synthetic pesticides, bio-engineering, or ionizing radiation, petroleum-based fertilizers or sewage sludge-based fertilizers. Organic systems restore and maintain soil fertility, eliminate the use of toxic and persistent pesticides and fertilizers, and biologically varied agriculture. As consumer demand for organic foods continue to rise, high volume sales through organic stores and supermarkets, is rapidly replacing the direct farmer connection. Organic foods do not consist of any artificial products nor do they have any other toxic elements.

With the popularization of the issues relating to global warming and climatic changes, more people aware of environmental changes caused by human behaviour. Organic agriculture has developed rapidly worldwide during the last decades in response to increasing anxieties regarding the negative externalities associated with the effects of intensive farming systems on both human health and the environment (Akaichi et al, 2012). The global organic food market represents a multi-billion dollar industry that has continuously grown over the last few decades (Organic Trade Association, 2011).

The major aspects of organic food are that they are safe, healthy to consume and contain high amount of nutrients when compared to the non-organic or the conventional food products. This is mainly because these foods are grown in healthier soil.

The major types of organic foods are:

- **Organic Vegetables and Fruits:** These are the most common and generally available organic food products in the market with high quality.
- **Organic Dairy Products:** organic dairy products are prominent and safe as well as healthy to use. Organic dairy products include all the products such as milk, cheese, cottage cheese, ice creams, butter, etc.
- **Organic Fish & Meat:** Fishes caught from the open seas are not considered as organic fishes but are the ones which are reared in various fish farms. In order to get organic meat, special precautions need to be taken to ensure that the animals are not provided with any antibiotics or hormone energizer and those they are fed 100% organic and natural feed and are made to graze in organic meadow.

So, customer attitude and perception towards purchasing organic food products differs day by day due to many factors like: preferences, choice, price, culture etc., Thus, the main focus of this study is to explore immense and varied literature based on customer attitudinal and perception towards purchasing of

organic food products in the market. For this study purpose, it has been arranged in five sections. Section I explains the introduction; section II deals with research design of the study comprising its need, objectives and Methodology; Section iii represents the key findings from the literature; and section IV reveals conclusion and recommendations of the study.

SECTION II

2. RESEARCH DESIGN

2.1 Need of the study

The demand for organic food products is rapidly increasing but the attitudinal and perception aspect towards purchasing of organic product has always been the concern around the globe. An understanding of attitudinal behaviour and perception towards purchasing of organic food products will be of great help to producers and retailers to create greater demand for the organic food products as well as for the consumers to get benefited. Although several studies have been conducted on organic products, the prime focus and need of the present study is to give a complete overview of customer attitudinal and perceptions towards organic food products as explored by different researchers over a span of 10 years i.e. from 2005 to 2015.

2.2 Objectives of the study

Based on the literature review and research gaps identified, the specific objectives of the present study are as follows:

1. To provide updated and restructured review of customer attitude and perceptions towards organic food products and its impact on buying behaviour.
2. To framework various research aspects prevailing in the field of organic food products related to customer attitude and perceptions through academic research papers.

2.3 Data source and Methodology

In order to review the extensive literature, information were gathered from various research articles published in referred journals and also in electronic databases related to customer attitudinal and perceptions of organic food products viz. International Journal of Retailing and Rural Perspectives, Society of Interdisciplinary Business Research, Journal of Advance Research in Computer Science and Management Studies, British Food Journal, Research in Business studies and management, Proceedings of Management and Economy, Journal of

Emerging Markets, Journal of Business and Social Science, Marketing Review, Canadian Social Science, Journal of Retail and Distribution Management, Inter Disciplinary Journal of Contemporary Research in Business, Journal of Consumer Market, Human and Social Science Research, Indian Journal of Commerce and Management Studies, Journal of Research in Business Studies and Management, Journal of Marketing and Human Resource Management, Journal of Research in Commerce ,IT and Management, Journal of Marketing, Journal of Research etc.. These journals provide the admirable work of various scholars worldwide which ultimately help the researchers to conduct their work in an appropriate manner. Various online databases and search engines such as Emerald Management, Elsevier (Scopus), IBM Journal of Research and Management, Social Science Research Network, and Google scholar were explored for pivotal work on the topic. In addition to this, an attempt was made to trace references cited in various published articles. After explorations the articles, published studies were traced which were directly linked to the issue of customer perception of organic food products.

Later, an extensive review of the literature was conducted in order to investigate the perceptions of customers towards organic food products. The key findings from the literature are critically analysed in the successive section.

SECTION III

3. KEY FINDINGS FROM THE LITERATURE

Consumer's consumption of food pattern is rapidly changing. The organic products availability in the market has made a significant development in the economy and several people started to consider healthy food instead of conventional food so, they eventually prefer to purchase organic products in the market. These kind of purchasing behaviour have an important role in attitudinal and perception aspect towards buying of organic food products. Besides this, they key issues and major reasons have been identified through a comprehensive review of earlier studies.

3.1 Summary of Table 1

The contribution of Table 1 has been given in Annexure 1

Data and sample

Most of the data have been collected from both primary and secondary sources. The primary data for most research have been found through self-constructed questionnaire, observation and secondary data collected from published journals, articles for obtaining the data.

3.2 Variables Analysed

The researchers have explored the major variables that determine the customer perception of organic food products. Many variables like health benefits, environmental friendly, safety aspects, Subjective norms, Purchase intentions, Attitudes, Trust, Revealed information, Perceived knowledge, Beliefs about product safety for use, Beliefs about product friendliness to the environment, Availability of information on product location and Availability of product information, packaging, suitable for children and advertisement were studied by different authors. Some of the studies have also used additional variables like government action and support, Utilitarian value, attitude, perceived behavioural control, Hedonic value and motivational aspect.

4. RESEARCH METHODOLOGY

In most of the studies, results have been shown using Simultaneous Equation Modelling (SEM), Regression, correlation, t-test, Reliability analysis-cronbach's alpha and factor analysis. Some other techniques which were used by the researchers were descriptive statistics, Anova, and chi-square. Among various techniques applied by researchers SEM by developing two simultaneous equations, correlation and Regression can be regarded as a better technical approach.

5. DISCUSSION AND KEY OBSERVATIONS

Premium price has always been a prime concern for Organic food products worldwide. It has been considered as one of the major hindrances towards purchasing of organic products. So, marketers have increased their focus on creating larger demand for the product and thus to sell the organic food products at low price. The main objective of organic products demand in the market is to produce quality food in the markets without the use of additives, pesticides and fertilizers. This recent issue grabbed the attention of global regulators, which in turn will enhance the researchers' interest to analyse the underlying topic. The major trends and research aspects relating to customer attitude and perceptions towards purchasing of organic food products.

The present study undertakes review of empirical proofs with regard to attitudinal and perception towards purchasing organic food products in the market. The analysis of the studies reviewed showed a varied relationship between price, availability, awareness, health concern in different countries and at different time periods. Tiziana de Magistris and Azucena Gracia (2008) whose main objective is to investigate the consumers' decision-making process for organically produced foods in Italy. Thus it used SEM under partial adjustment framework to analyse the decision making process for organic food products. The results showed

that consumer' attitudes towards organic food, in particular towards the health attribute and towards the environment are the most important factors that explain consumers' decision-making process of organic food products. The primary objective of several studies like Marija Radman (2005), Efthimia Tsakiridou et.al (2008), Mohamed Bilal Basha, Musdiana Mohamad Salleh (2010), Ramesh (2014), Chandrashekar (2014), and many others analysed the consumer's attitude towards organic food products.

Some studies found a positive relationship. Studies like Justin Paul and Fyoti Rana (2012), Zeinab Seyed Saleki (2012), Hyun-Joo Lee et.al and John Thonersen (2015), found a positive relationship between health concern, hedonic values, environmental concerns, attitudes, price, awareness and impact of buying behaviour.

The main objective of consumer attitude towards buying behaviour is health concern. Several studies have been conducted to analyse consumer attitude towards purchasing of organic food products. Primarily the main focus of almost all the studies was to examine whether consumer's acceptance of organic food products in the market and to examine consumer awareness about organic food products. Many researchers studied the consumer decision process of purchasing organic food products in the market. Studies like Justin Paul and Fyoti Rana (2012), Biao Xie and Liyan et.al (2015), Zenab sayed saleki (2012), found that various factors like environmental concern, health consciousness, organic knowledge, price consciousness, subjective norms, quality and familiarity. A study by Gillian Turnbull (2000) examined how and why consumers make purchase decisions with regard to organic food products and also internal factors which influences the consumer in their buying decisions.

Umamaheshwari and Chandrasekar (2015) found that that organic products have a paradigm in its awareness and accessibility. Thus, Consumers are increasingly aware but they are reluctant in cost and availability about the range of products. The study revealed the positive impact of purchasing organic food products in market. It also as several other factors that drives consumer purchase of organic food products in the market. So, the literature reviewed produces mixed results as regards the attitudinal and perceptions of consumers towards organic food products.

Section IV

6. CONCLUSIONS AND RECOMMENDATIONS

On the basis of the above discussion, the following recommendations can be made to the customers, Organic producers and government:

6.1 Customers:

1. To induce customers to purchase organic food products in the local market
2. As organic products are harmless, customers must move towards purchasing organic products.
3. In order to reduce the production of genetically modified food it is necessary for the customers to use organic food products.
4. It is advisable to Indian customers to give importance to health related issues and to become health conscious customers

6.2 Organic producers:

1. Producers of organic products must create awareness about organic products in the market.
2. Farmers must also motivate the customers to procure organic products.
3. Conferences, seminars must be conducted by the producers to stress the importance of organically produced products.
4. Production of organic products cost must be reduced so that more consumers will purchase food products in the market.
5. Farmers must sell their produce at their farm gate so that cost of the organic products will be minimal.

6.3 Government:

1. State and central government must emphasise more on cultivating organic food products.
2. Government also must create awareness among all farmers and to motivate them to produce organic food products.
3. Subsidies must be given for those farmers producing organic food products.
4. Organic department must be specially enhanced and attention must be given towards marketing/promoting of organic agriculture products through television, radio, direct selling etc.
5. Warehouse to be separately built so that organic food products can be stored in larger quantity and surpluses can be avoided.
6. Proper inspection and checking must be done in order to produce and sell quality organic food products in the market.

The study examined enormous literature involving consumer attitude, behaviour towards organic food products. Further, it also reviewed studies investigating the relationship between health aspects and buying behaviour of organic food products. The literature has produced widely divergent findings about the consumer attitude and perceptions towards organic food products. However, general agreement has been found in literature regarding premium price which hinders the consumers towards purchasing organic food products. If the price of organic products are abridged then the consumers purchasing capacity will rise. Thus demand for organic food products tend to rise in future if adopted in the proper manner it will be accepted by the customers and definitely change the food patterns and move towards healthier lifestyle.

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Annexure -1

Author's Name	Country	Objective	Sources of data	Major Variables	Research Methodology	Significant Findings
Anssi Tarkianinen and Sanna Sundqvist (2005)	Finland	The purpose of this paper is to test the extension of the theory of planned behaviour (TPB) in an organic food buying behaviour	The sample consisted of 200 finished consumers in the south-eastern part of Finland, was collected during a week in one of the local hypermarket.	Health consciousness, Attitude, subjective norms, price, availability,	Structural Equation-Modeling	The proposed modified model of the TPB model fitted the data better than the original model, implying that in the organic food buying context the role of subjective norms differs from the original theory of planned behaviour.
Marija Radman (2005)	Croatia	The objective of the research is to gain knowledge about consumer attitudes towards organic food products	Consumers' attitude were collected by means of a face-to-face survey with a sample of 179 consumers	Attitudes, purchase frequency, supply satisfaction and beliefs about organic foods	Percentage Analysis	The results show that Croatian consumers consider organically grown products as very healthy, of good quality and tasty. However these products are perceived as rather expensive and of questionable appearance.
Neena Sondhi and Vina Vani(2007)	India	The study attempts to gain insight into existing market operations of some key organic players and to understand the existing organic retail operations through representative retailer analysis	Data collection was triangulated through the use of secondary data, unstructured interviews and structured questionnaire and survey	Customer profile, Product portfolio, pricelist of products, suggestions for increasing organic awareness and perceived demand	Wilk's lambda, Eigen value and the chi-square	The results pointed out clearly that both secondary and primary analysis shows that considerable disparity in prices demand for organic food is on an upward swing

Annexure -1 Contd...

Rajagopal (2007)	Mexico	The study attempts to analyse the impact of economic and relational variables on consumer and brand values in reference to OCT products in Mexico	Primary data using the information of 369 respondents	Perspectives if customer satisfaction and marketing strategies applied to positioning, attaining high brand value and improving market share of the OCT products	Linear equation model- correlation	The study reveals that strategic product positioning and effective retailing augment the customer perceptions and help building the long-run customer values towards the non-conventional products owning unfamiliar brands.
Efthimia Tsakiridou, Christina Boutsouki and Yorgos Zotos and Kostantinos Mattas (2008)	Greece	The aim of this paper is to identify consumers' attitudes and behaviour towards organic Products in Greece.	A sample of 660 respondents to explore the attitudes and behaviour of Greek consumers towards organic food products	Demographic and Attitudinal factors	Descriptive Statistics: Frequencies, Cross-tabulation Non-Parametric Test: Mann-Whitney, Kruskal- Wallis for two independent and K-independent	Consumers seem to be informed about environmental and health issues. They seek information about the nutritional value of food and demand more products free from chemical residues. The results show that most consumers associate organic consumption mainly with fruit and vegetables. Although demographics seem to affect attitudes towards organics, their value in explaining actual behaviour is minimal.
Tiziana de Magistris and Azucena Gracia (2008)	Southern Italy	The aim of the paper is to investigate the consumers' decision-making process for organically produced foods in Italy	Data were collected from a survey conducted in Italy	Organic knowledge, healthy diet and balance life, attitude towards organic foods, environmental attitudes.	Structural Modelling Approach	Results indicate that consumer's attitudes towards organic food, in particular towards the health attribute and towards the environment are the most important factors that explain consumers' decision-making process of organic food products.

<p>Farah Ayuni Shafie and Denise Rennie (2009)</p>	<p>Malaysia</p>	<p>The purpose of this study aims to provide an evaluation of the literatures on the consumer attitude towards organic food.</p>	<p>It is a review of published journal articles on organic food consumers and sustainable agriculture from the year 2000 to 2008</p>	<p>Demographic characteristics, lifestyles and environmental variables</p>	<p>Diverse consumer attitudes towards organic food, particularly the willingness to pay for organic food and its quality and helps prevent environmental health risk with recommendations</p>	<p>The results of the study shows that Demographic variables define organic consumers but the Correlation is not very significant. Premium price continues to hold back organic food consumption. It is Complicated to justify the premium because health benefits asserted to organic food are often difficult to quantify.</p>
<p>Musdiana Mohamad Salleh, Siti Meriam Ali, ETTY Harmiza Harun, Muna Abdul Jalil and Mohd Rizaimy Shaharudin (2010)</p>	<p>Malaysia</p>	<p>The study is attempted to gain knowledge about consumer attitude towards organic food products</p>	<p>Data been collected from 136 respondents</p>	<p>Environmental concerns and health consciousness.</p>	<p>Demographic analysis-percent age analysis, Factor analysis, Reliability analysis-cronbach's alpha, correlation, regression analysis and descriptive analysis</p>	<p>The findings indicated that health consciousness factor have more impact on customer purchase intention of organic food products rather than the environmental concern</p>
<p>Somnath Chakrabarti (2010)</p>	<p>India</p>	<p>The comprehensive work on consumer buying behaviour in organic food category, explores three aspects.</p>	<p>Expert questionnaires were collected from 33 highly knowledgeable senior experts primarily through face-to face personal surveys and through email surveys</p>	<p>Creation of awareness about the category for consumers, Targeting innovators and opinion leaders, Antecedents of affective commitment of regular buyers, mitigating performance risk and factor constraining more regular usage</p>	<p>Average rating of metric variables.</p>	<p>The result indicates that relative importance attached by the experts to key explanatory variables in the consumers' purchase process of organic food. It has attempted to integrate with the relevant recent consumer survey findings and also to highlight the relative importance attached by the experts to key explanatory variables in the consumers' purchase of organic food.</p>

Jos Bartels (2011)	Netherlands	The study is attempted to focus on the role of social identification and consumer innovative behaviour in an international food context.	An online panel study was conducted among a representative sample of the 961 German population	Knowledge of a specific organic brand, attitude toward a specific organic brand and buying behaviour for organic food	Structural equation analysis – Descriptive statistics, regression, Chi-square	The results on brand knowledge were ambiguous for the different organisation brands
Justin Paul and Fyoti Rana (2012)	India	To understand the behaviour of ecological consumers and their intention to purchase organic food. The study also determines the factors influencing behaviour	Data collection was a face to face interview using structured and questionnaire with close ended questions from 463 respondents	Demographic factors, Health benefits and availability	Multivariate analysis like multiple regressions, Factor Analysis and cluster analysis with large sample size	The result indicate that health, availability and education from demographic factors positively influences the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due too different factors.
Sakthirama and venkataram(2012)	India	The aim of this study is to measure attitude, familiarity and purchase behavior of consumers towards organic food in an urban city of India	Empirical testing through analysis of data collected from 60 consumer respondents in three retail outlets located in Coimbatore city in India	Demographic factors, Attitude and knowledge, familiarity about organic products.	Percentage analysis, Cronbach α coefficient, SEM, chi square and RMSEA	The findings of the study indicate that knowledge and familiarity should be considered by organic food producers and Marketers as a key factor influencing organic food consumption.
Zeinab Seyed Saleki, Seyedeh Maryam Seyadsaleki and Mohammad Reza Rahimi (2012)	Iran	The study attempts to highlight the main factors that have potential affect purchasing behaviour in terms of organic food	Total of 150 participants by simple random sampling through direct survey questionnaire method has been chosen.	Organic Knowledge, Price consciousness, subjective norms and familiarity	Regression analysis	The results indicate that whole impacts are positive and significant except the subjective norms influence on organic

Chin Wei Chong, Armin Shamsollahi, Chin Wei Chong and Neda Nahid (2013)	Malaysia	This study intends to distinguish the items that can assist in changing these misunderstandings and improve the intention of consumer to buy organic food products in Malaysia	The questionnaires were distributed among 200 consumers as respondents in Kula Lumpur	Health consciousness, Knowledge and education, Habit and Attitudes, Environment concerns, Government support and policy, Perceived value	Descriptive analysis, correlation, multiple regression, coefficient analysis	The outcomes distinguish that all of the factors have a significant positive association with organic food intention to purchase.
Gomathi and Kalyani (2013)	India	The study examines the awareness and individual differences of consumers towards organic food products	A sample of 500 respondents the data obtained from the survey were analysed	Environmental attitude factors, Safety aspects factors and Healthy aspects factors	Percentage analysis, Rotated component matrix, Bartlett's test and Chi-square	The result of the study show that awareness level of the consumer is not up to mark. Since they have aware, some people are still non users for the reason of no trust on purity, high price and unavailability of organic food products.
Netravathi Vasudevaraju .s and Sanjeev Padashetty(2013)	India	The study attempts to gain insight into the global trends about the organic food purchases and also the factors that stimulate them to buy the organic food products	Review based paper-Secondary resources.	Safety, human health, environmental impact ,price, deficiency in distribution channels	Secondary review supported by rich literature review	The result shows that there is an increasing demand for the organic food products in the market.

<p>S.V.Ramesh and M.Divya (2013)</p>	<p>India</p>	<p>To study the awareness and attitude towards the organic food products and also customer's willingness to pay for organic food products</p>	<p>Data was collected from 120 respondents through self-constructed questionnaire</p>	<p>Demographic factors and factors influencing to choose organic food products like quality, quantity, price, taste, Health maintenance, packaging, suitable for children and advertisement.</p>	<p>Chi-square analysis and Average Ranking analysis</p>	<p>The result indicated that the main reasons for purchasing organics food products are an expectation of a healthier and environmentally friendly means of production</p>
<p>Dr.H.M.Chandrashekar (2014)</p>	<p>India</p>	<p>The study attempt to gain knowledge about consumer attitude towards organic food product consumption and to we whether is any potential this might have for changing their behaviour</p>	<p>Primary data collected from 100 consumers through questionnaire and secondary data from APEDA, DSO NISARGA AND HASIRU organic products marketing agencies</p>	<p>Demographic factors, preference for organic products, frequently purchase of organic food, place of purchase, Reasons for purchase, Interest in consumption of organic food products, kinds of organic food, economic downturn affect the purchase of organic food</p>	<p>Multivariate analysis, Anova</p>	<p>The results show that consumers' willingness to purchase is influenced by limited and erratic supply, higher price of the products and very limited access and information.</p>

<p>Chiew shi Wee, Mohd Shoki Bin Md.Ariff Norhayati,Zakuan and Muhammad Naquib Mohd Tajudin (2014)</p>	<p>Malaysia</p>	<p>The study attempts to examine consumers' perception, purchase intentions and actual purchase behaviour and interrelationship between them in the context of organic food products</p>	<p>The descriptive survey using questionnaire was employed in the study of 288 sets of questionnaires.</p>	<p>Health, safety, environmental friendly and animal welfare and product quality.</p>	<p>LSD Test, t-test, Anova test, Multiple regression.</p>	<p>The result indicated that intention to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors and animal welfare of the product. There was no significant effect of consumers; perceived quality of organic food products on their intention to purchase the products. Actual purchase of organic food products significantly affected by the purchase intention of organic food products.</p>
<p>Fabian Buder and Corinna Feldmann and Ulrich Hamm (2014)</p>	<p>Germany</p>	<p>The present study aims to analyse the reasons why these consumers do not purchase particular products in organic quality, in order to uncover product gaps and purchase barriers</p>	<p>The investigation is based in computer-aided, personal interviews among 817 regular organic food buyers, which were conducted in retail and organic food stores across Germany.</p>	<p>Socio-demographic factors, store type, product category, Reasons for purchase in conventional quality, product specific barriers.</p>	<p>Percentage analysis, frequencies and z-test</p>	<p>The most important reasons for not purchasing organic products among regular organic food consumers were price, insufficient availability and the quality of the product and the results also indicate that the relevance of reasons varies from product to product and according to shop types.</p>

Hyun-Joo Lee and Cynthia Goudeau (2014)	USA	The purpose of the paper is to apply the standard learning hierarchy to the study of organic foods and the research is to examine if cognition in the form of beliefs and utilitarian attitudes	A total of 725 consumer panel data were obtained through web based survey.	Cognition: Health benefit and ecological welfare benefit, attitude loyalty and behaviour loyalty.	A two-stage structural equation modeling	The results indicate that health benefits positively influenced utilitarian attitudes no significant effect of ecological welfare benefit was detected.
Mohamed Bilal Basha and K. Ramesh (2014)	India	To examine consumer attitude towards purchasing of organic food products	Data collected from 300 through constructed questionnaire consumers at super markets which are selling organic products at Trichi	Health consciousness, Environmental factors and Safety consideration	Descriptive statistics, correlation(Bi-variate), T-test and Anova	The findings of the study indicate that health concern is the first motivation of organic food consumers chosen for the study. The study also examined the impact of demographic variables on the buying intention of consumers of organic products.
Biao Xie and Liyan Wang and Hao yang, Yanhua Wang and Mingli Zhang(2015)	Eastern china	To gain insight into the purchase of organic food products by consumers and to explore the main factors driving this process	Quantitative and qualitative data was collected from 396 structured questionnaire	Demographic factors, General awareness of organic food label, Factors influence on and measures to motivate the purchase of organic food products	Percentage Analysis, Cross-tabulation and chi-square	The main trigger for purchasing organic food products is that consumers expect them to be healthier and safer. And the main barriers are increasing the market share, consumer's lack of knowledge, high premium. Price ad lack of availability.

John Thonersen, Marcia Dutra De Barcellos, Marcelo Gattermann Pein and Yanfeng Zhou (2015)	China and Brazil	The purpose of the research is to investigate if consumer buying motives regarding organic food in emerging economies china and Brazil are culture bound or determined by key characteristics of the product.	Survey was collected from Chinese sample size - 558 and Brazilian sample size - 446	Attitudes towards buying organic tomatoes/vegetables were measured by means of four semantic differential items reflecting both cognitive and affective evaluation	Data were analysed by means of SEM and Correlation and Exploratory factor analysis	The results show that consumers' attitude towards buying organic food is strongly linked to beliefs about its healthiness, taste and environmental friendliness.
S.suganya and Dr.S.Aravinth (2015)	India	It explores the reason for the questions of "are consumers" desire to buy organic product translates into purchase at the supermarket and also major factors hindering the purchase of organic food products	Data collected from the respondents through structured questionnaire through 500 samples	Demographic factors, Preference towards organic products, Buying habits, Reasons for not buying organic food products	Percentage Analysis	The findings of the research indicate that consumers avoid using organic products mainly due to price differences.

<p>Dr. Umamaheshwari and D.Chandrasekar (2015)</p>	<p>India</p>	<p>The study aims at consumer awareness about organic products and also to know consumer attitude towards organic products.</p>	<p>From 9 districts data were collected from 300 respondents through structured questionnaire</p>	<p>Factors impeding the use of consumer perception and attitude towards organic products</p>	<p>Percentage analysis</p>	<p>The study show that organic products have a paradigm in its awareness and accessibility. Consumers are more aware but they are reluctant in cost and availability about the range of products.</p>
<p>Wei-Chih Tseng and Chun-Hui chang(2015)</p>	<p>Taiwan</p>	<p>The study is to explore the key antecedents that drive consumers' choice of organic products in Taiwanese market and segment consumers in high or low level of ECCB</p>	<p>Data was collected from 492 respondents from structured questionnaire</p>	<p>Subjective norm, Utilitarian value, attitude, perceived behavioural control, Hedonic value</p>	<p>SEM model</p>	<p>The results show that both utilitarian and hedonic values have positive impact on the consumer's purchase intention. When consumers in a low level of ECCB, subjective norm has an impact on the consumers' purchase intention.</p>

