

Consumer Behavior Towards Organic Food: A Theoretical Foundation

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Abstract

Organic food product market is showing elevating trend worldwide. Various researches have been done on different aspects of organic food products. But fewer efforts have been made to synthesize the work under one research. This conceptual paper aims to accumulate the essence of the important studies in the area of organic food products and build a Conceptual model to create prospects for future research. This qualitative review also cast light on various reasons to buy organic food products and also highlights the factors hinders the growth of organic food. Altogether, it is concluded that world-wide attitude towards organic food is positive and influenced by many factors such as subjective knowledge of the buyer, concerns towards health and environmental safety and trust. Similarly buying intention has also been affected by many factors like attitude, subjective norms and perceived control on behavior.

Keywords: Consumer's attitude, conceptual framework, Organic food, Organic consumers, Purchase intention.

Introduction

Everybody wants healthy life and organic food provides option to choose healthy lifestyle to consumers as it is free from chemical fertilizers, no genetically modified organisms, antibodies or growth hormones, etc. Organic food is grown with strict standards in respect to the protection of environmental content like soil, water, and air. Demand for organic food product is increasing so shortage of supply is becoming a problem and this can be treated as opportunity for producers of organic food (Fotopoulos & Krystallis, 2002). Various researchers are showing that global market for organic food is growing and even with double digit growth rates, including India. The worldwide market for organic food items is becoming quicker @CAGR 16% than the worldwide business sectors for conventional items @CAGR 10% (Willer & Lernoud, 2019). Request of food liberated from synthetics will undoubtedly increase with the evolving outlook (Von Meyer et al., 2015). According to report, "India Organic Food Market Forecast and Opportunities, 2019," the earning from organic food market is relied upon to develop at a CAGR of around 25 percent during 2014-2019 (Misra et al., 2016). So there is need of conceptual framework that will provide the groundwork for researchers to further empirically examine the relationship between the construct of the purposed model regarding consumers attitude and purchase intention towards organic food.

Organic cultivation has been rehearsed in India since many centuries but, post independent India witnessed severe food crises and dependent on heavy imports from the western countries due to the shortage of food. After this, due to the success of Green revolution in Mexico it is

also introduced in 1970s and changed the situation of India from food importer to food exporter by 1990 (Das et al., 2020). With the increased use of chemicals and high yielding seeds for crops, production driven supply chain was created in India. Adequate supply of water is prerequisite for the use of chemicals and this was fulfilled by Punjab and Haryana that's why they had showed tremendous growth in yield but these positive results are on the cost of ground water pollution, degradation of soil fertility, micro-organisms and birds food for agriculture were vanished, chemicals in food that adversely affects health (Pandey, 2019).

As the income and awareness level is rising so there is change in "production-driven supply chain" to a "demand-driven value chain", particularly in the past five years the organic market is developing essentially (Willer & Sahota, 2020). Purchasers can stand to pick items dependent on assortment, quality, security, and comfort. They are not living in the society that is troubled by deficiencies any more (Phamet et al., 2018). Organic food product items are helping in accomplishing the national goals of food security, ecological assurance and sustainability (Padel & Foster, 2005).

What does organic means?

Indian organic market is mostly associated with food, drinkable quenchers, beverages items, health and wellbeing products, beauty and personal care and items clothing and textile (Willer et al., 2018). Organic foods are those that are environment friendly because they have been well disposed on the grounds of being created utilizing ecologically sound techniques and don't include modern engineered substances like pesticides and manures, don't contain GMOs (hereditarily modified organisms), and are not prepared using irradiation,

industrial solvents, or chemical food additives. They are produced using environmentally sound methods and do not involve modern synthetic inputs such as chemical pesticides and fertilizers, do not contain GMOs (genetically modified organisms), and are not processed using irradiation, industrial solvents, or chemical food additives (Das, 2020; Mishra & Kaushik, 2013). According to Baker et al. (2002) organic food contains only one third of chemical pesticides in comparison of conventional food products. Food grown without conventional pesticides can be labeled as organic food.

International Federation of Organic Movements (IOFAM) described organic food as “a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic Agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved.” In other words, organic products offer more social, monetary, cultural, political and ecological advantages over the long haul than regular items. Organic foods are those foods grown without chemical fertilizers, pesticides, preservatives and synthetic food enhancers (Kapuge, 2016). This requires lot of efforts that is why, Farmers hesitate to adopt organic farming (Akaichi et al., 2012).

In accordance with the concept of sustainable consumption, Green food allude to food sources that are suitable for utilization, fine in quality and are more nutritious (Rezai et al., 2012).

Who are the organic consumers?

The decisional choice of organic over inorganic food is significantly influenced by the perception of health effect of organic food. Families, who see natural nourishments as better and perceive organic are healthier than other food options and hence are bound to buy organic food. These households have high willingness to pay than different households (Andersen, 2008). Characteristics of organic consumers are different according to the point of view of different authors. Joint decision of purchase is being taken by consumers while buying organic products. Female has more inclination towards the purchase of organic food products. People of more age and high income tend to buy more organic food. Married consumers have more positive attitude than unmarried consumers (Mishra & Kaushik, 2013).

Theory of Planned Behavior

Theory of planned behavior (Ajzen and Fishbein) is an improved version of a renowned theory i.e. Theory of reasoned action where purchase intention is predicted by attitude towards behavior and subjective norms. In addition to three variables mentioned under theory of

reasoned action, theory of planned behavior added perceived behavioral control. Attitude is the psychological construct that measures the behavioral intention whereas subjective norms means considering the viewpoint of those people who are important in life while making the purchase intention. Behavioral intention is a pre determinant of purchase behavior through which behavior is determined properly (Ajzen, 1991).

This research paper documents the main variables i.e. Attitude and Purchase Intention determining the behavior of consumer towards organic food. This synthesized information will be beneficial for various parties such as organic retailers, policy makers, agriculturists, researchers, etc. Organic food has many benefits to the human being as well as this whole nature and this stimulates the demand for organic food in this era, but there are some reasons like high price and lack of information of the organic food to farmers as well as consumer. Producers, retailers and other parties concerned with organic food businesses must think of these factors and try to implement suggestions in their marketing mix, and business strategies.

Methodology

For the purpose of reviewing the literature various databases has been searched out such as science direct, web of science, Emerald insight, Organic Eprints and Elsevier. Reviews consist of both kind of qualitative as well as quantitative research. Review consist of studies from each continent all over the world to synthesis the studies from all over the world under one research and from year 1950 till 2020 to show the different aspect of consumer behavior changed over a period of time. Proposed model has been made after keenly understanding the contradiction in the results of the various studies. Conclusion of the study has been given after covering each and every aspect of the variables associated with the consumers of organic food products.

Literature review

Life style of the consumers and food consumption habits are changing around the globe. More disbursement of knowledge about organic will induce consumer to buy organic as it positively affect attitude towards organic food (Magistris et al., 2008). The surplus of consumer's demand and the determinants of willingness to pay for organic milk have very well explained the role of information in the formation of attitude and increase promptitude to pay for organic milk. Flourishing awareness & dissemination of information could be helpful for producers and sellers to increase the demand as well as supply of organic food products (Akaichi et al., 2012). Objective knowledge about the definition and facts of the organic food leads to the formation of subjective

knowledge and then together are responsible for the formation of general attitude towards organic food and further induce the consumption of the same (Pieniak et al., 2010). In terms of awareness, young tend to have more knowledge about organic food products. Young are more concerned but can't afford due to less disposable income or purchasing power. Socio demographic aspect of consumers affects the level of knowledge of consumers.

Main reasons for the purchase of the organic food products are the health benefits derived from them and trust on different channels. Trust of the consumer can be established by improving their attitude towards labeling and certification system, purchase intention could be increased by improving the closeness between both parties (consumer and retailers) and by increasing nutrients value and environmental values in organic food (Liang, 2016). Some factors like knowledge, health conscious lifestyle mediating through attitude towards organic food products contribute in buying decision of consumer. Subjective norms also assume a significant part in marketing of organic food products because word of mouth can influence the intention to buy and the latter induce the actual and real consumption of the organics (Pieniak et al., 2010). If consumer perceives that they have more control over their behavior regarding the purchase decision so more will be their intention to buy food product which are organic (Chen, 2009). Consumer perceives that environment is being destroyed and damaged in many irreversible ways this induces them to purchase organic food (Ueasangkomsate & Santiteerakul, 2016), but according to Kapuge (2016) environmental concerns has no impact on purchase in tension for organic food products. Consumer decision making is affected by many factors like positive attitude which constitutes health, safety balanced lifestyle aspect of consumer (Magistris & Gracia, 2008). Interest of the consumers has been increasing due to the health and nutritious factor (Chen, 2009). Purchasers have more uplifting mentality and positive attitude towards organic food items (Tsakiridou et al., 2008). In India Malls, kirana, and departmental stores plays major role in more purchase but nearby neighborhood store does not affect the availability of organic food products.

Reasons for non-purchase of organic food are non-availability, followed by expensive price, taste, and last is popularity. Satisfaction level varies on the basis of these factors and informative measures (Paul & Rana, 2012). Price is the main factor that hinders the growth of the organic food industry (Chen, 2009). But for higher income group people price will no more be a barrier. If high price of the organic food is there, so more emphasis will be on extrinsic clues like closeness to retailer,

dependence on channel of supply. These will be considered for intention to purchase and in case of low price of organic food more emphasis will be on attitude in respect to organic food and labeling information to buy food (Liang, 2016). Decision regarding the willingness to pay has been affected by attitude of the consumer for organic food, lifestyle and knowledge of the consumer (Gil & Soler, 2006).

After studying the available literature it was found that demographics has impact on buying behaviour of organic food (Mishra & Kaushik, 2013; Gumber & Rana, 2017; Mehra & Patna, 2014; Paul & Rana, 2012; Gil & Soler, 2006). Female will in general buy more natural food item. Family with more children and more income will in general buy more natural items, but in some other studies demographics has no significant impact on buying behaviour (Tsakiridou et al., 2008; Hashem et al., 2018; Paul and Rana, 2012; Chinnici et al., 2002; Dimitri et al., 2012). Socioeconomics has solid connection between organic foods. Individuals with more awareness and appropriate knowledge in this area are more inclined towards acquisition of organic food. Demeanor and expectation towards purchasing natural food is positive around the world (Swidi et al., 2014; Tarkiainen and Sundquist, 2005; Zhou et al., 2013). Some studies showed contradictory findings on factors like quality, taste, price of the organic food, environment consciousness, sensory appeals, labelling of organic food. There is no difference found between the pattern of activities performed by family with children or family with no children. Numerous variables that influence the acquisition or purchase of organic food items are their health attributes, nutritious value for children, high price, and availability. People are very concerned and aware about the economic viability of the local farmers (Scalvedi & Saba, 2018). This is the main reason behind the purchase of local organic food and hence named this factor Anti-globalization. Both altruistic and hedonic behavior of the consumer contributes in decision making process of buying organic (Hashem et al., 2018). There will be great increase in demand of organic food products in future because after the analysis of magnitude of the demand, there exist a difference between products consumed today and anticipated to be devoured in the future (Mishra & Kaushik, 2013). Green marketing is getting success due to the usage words as per the expectations of the consumers. This will help in strengthening the position in market (Meyer et al., 2015). Primary purposes behind the organic food purchase are health and wellbeing consciousness and environment benevolent behavior.

Following table shows the summary of the research articles reviewed for the present paper:

Table 1: Summary of the Research articles reviewed

(Major contributors)

References	Country or continent	Major findings
Dimitri et al. (2012); Donovan et al. (2002); Cicia et al. (2002); Krystallis et al. (2006); Zepeda et al. (2007)	USA, Greece, Ireland and Italy	Age does not play important role but number of children in the family affect the decision to purchase. A solid connection between the education and purchase of organic produce has been noticed, shoppers with higher college degrees were the destined to buy organic items.
Davies et al. (1995); Chen(2009); Teng et al. (2015)	North Ireland Taiwan	Researcher studied the profile of the organic food purchasers and found that Gender (largely female) and personal disposable income are the primary factors responsible for the organic food purchase and auxiliary variables, such as the presence of young people and age, come into contact with preference. It indicates that it is not exactly the equivalent of people who promise that they are serious about the environment and people who make a positive move by consuming organic food.
Fotopoulos et al. (2002); Liang (2016); Chrysoschoidis (2000); Nedra et al. (2015); Mishra and Kaushik (2013); Huang (1996); Aertsens et al. (2011)	Greece Taiwan Tunisian India USA Belgium	Authors examined the relationship between purchasing motives and profile of consumers and found that quality of food, taste and appearance and health benefits attributes, are the main motives to buy organic food and low awareness, purchaser opposing discernments, absence of any correspondence/instruction, low accessibility, and excessive cost are the explanations behind low penetration of organic food.
Goyal and Bansal (2018); Nedra (2015); Ueasangkomsate and Santiteerakul(2016).	Asia	The results of the study indicates that consumers perception towards purchase of organic food products seems worthy and purchase intention is affected by environmental friendliness of the consumer, trust on safety and health aspect of the product and perceived value for purchase of organic food product.
Mainardesetal. (2017); Grunert and Juhl (1995); Krystallis et al. (2008); Thøgersen et al. (2016)	Brazil Denmark Greece China	Here, Structural equation modelling has been used to analyze the relationship between personal values of the respondents, attitude towards buying organic food. Results found that openness to change, self-promotion, self- transcendence and conservation are the motivational & personal values that positively affect the attitude toward the buying decision for organic food and also indirectly affect the intention to purchase. Hence, attitude in respect to purchase of organic food played mediating role between personal values and intention.
Magistris and Gracia (2008); Poelman et al. (2008); Gil et al. (2000); Akaichiet al.(2012); Chrysoschoidiset al. (2005); Aertsens et al. (2011)	Spain UK Greece Belgium	Knowledge related to organic food and healthy diet and balanced life aspects are the main antecedents of the attitude towards purchase of organic food. Balanced diet and lifestyle of the consumers also affects the attitude of the consumer towards environment. Similarly environment friendliness and attitude towards organic food induces the consumer to buy eco- organic food products. Intention to buy organic items is immediate antecedents of the actual behavior to purchase.
Khare and Pandey (2017)	India	Perceived trust has been affected by many factors such as green peer influence, perception regarding the quality of the food and service. Some contradictory relationship between some variables like more perceived trust towards retailers leads to more perceived transaction risk. Positive influence of peers and colleagues has been observed on the perceived transaction risk but in case of green self-identity impact is negative.
Liang (2016); Teng and Wang (2015); Gifford and Bernard (2006)	Taiwan	Buying intention is being influenced by trust, channel or connection, mental attitude towards organic food Attitude towards labeling information and attitude towards authentication institution has positive impact on trust in labeling. Relational embeddedness or degree of closeness between partners has no relation with the frequency of purchase but affected by dependence on the channel of distribution. Nutritional Health benefit and environment protection endeavors decidedly impacts attitude towards organic food.

Paul and Rana (2012)	India	LOCATION and education has positive impact on quantity of organic food purchased. Number of members in family has no impact on quantity of organic food purchased. Availability of the organic food positively effect purchase of organic food. Satisfaction of the consumers is being affected by informative factors and key proposition related to physical features like quality, freshness and taste.
Mehra and Patna (2014)	India	Women and young consumers have more positive attitude towards organic food. Consumers are ready to pay high price because of the good taste of the organic food. Actual purchase of organic food is less inspired by awareness among consumers. Factors associated with the consumption of organic food are perceptual insight towards organic food, wellbeing awareness, food products data, value for money, accessibility and trust.
Gumber and Rana (2017)	India	If education and income level increase so willingness to pay also increases. Consumers who are concerned about environment, who perceive that organic food are healthy and protect our culture tradition so consumers are more willing to pay premium price. While taste, good labeling, packaging and promotion, visual appearance and certification of organic food don't induce consume to pay premium price for goods.
Akaichiet al. (2012)	Spain	Results of the study found that willingness to purchase is positively affected by health issues and taste of the food. While high price and lack of information regarding organic food negatively affects willingness to pay. Factor affecting attitude towards organic food are climate, health wellbeing viewpoints, no data, inaccessible, costly, accreditation, disarray, welfare, taste and communalities. Positive information has positive effect on attitude towards organic food and vice versa. Health is the main important factor that positively influences WTP.
Brown (1950)	America	Attributes of the product are the main basis for the formation of preference for the products, hence attitude formation is done. Measurement of attitude towards products helps in general understanding of market situation and help in finding out the hurdles and problem faced by producers and sellers in gaining a sustainable competitive advantage and favorable market position in the market.
Briz and Ward (2009)	Spain	Awareness leads to intention to consume but not necessarily leads to actual consumption. So it is not necessary that aware consumer will actually purchase organic food. There may be many other reasons for its non-consumption.
Mishra and Kaushik (2013)	India	Joint decision of purchase is being taken by consumers while buying organics. People of more age and more income tend to buy more organic food. Married consumers have more positive attitude than unmarried. Low accessibility, low availability, lack of information from media, low seasonal availability, low income, less durability of the products, trust, shortage of time, etc. But cooking difficulty will not act as barrier. While health aspect, safety, environmental friendliness of products, good taste, freshness, high quality, are the primary motivators that persuade consumer to buy organic food products.
Gil and Soler (2006) Mishra and Kaushik (2013)	Spain	Consumers who have more income, high education level, and more children in family tend to have more knowledge about organic food products. Information from friends and family has more impact than other sources of information. Age, health concerns, and children presence in family has positive impact on willingness to pay, on other hand price sensitivity negatively affect willingness to pay.
Hashem et al. (2018); Tsakiridou et al. (2008)	England	Motivating factor behind the purchase decision of organic food products are Anti- globalization, environmental aspects, health benefits, food quality and convenience for purchase.
Meyer and Spiller (2015)	Europe	There are a disparity assumptions and preferences of consumer about the attributes of organic foods. After seeing the words like chemical and pesticides free, naturalness and no GMOs consumer expect that organic food will be healthier than conventional food options. Consumers also perceive that organic food contain sustainability related attributes such as energy saving, climate protection and regional production.

Hilverda et al. (2017)	Europe	Initial attitude of the consumer before chatting with experts affect their perception for risk, information need and searching & sharing need.
Hassan et al. (2016)	UK	The intention of buying is influenced by the mindset towards product purchase, subjective standards and perceived behavioral influence. There is gap between intention and behavior. Positive intention towards ethical consumption does not always leads to actual ethical behavior.
Pieniak et al. (2010); Chang et al. (2016)	Belgium Europe	Subjective and objective knowledge about the concept of organic food products has positive impact on the general attitude towards consuming organic vegetables. Subjective knowledge also induces purchase intention for organic food products.
Swidi et al. (2014); Tarkiainen and Sundquist (2005); Padel and Foster(2005); Zhou at al. (2013)	Asia Finland UK China	Both factors Subjective norms and perceived behavioral control has no influence of purchase intention. However, attitude and subjective norms has positive influence on attitudinal mindset for the purchase of organic food products. Pressure of peers, family and friends act as moderator between attitude and intention, while subjective norms act as a moderator between perceived behavioral control and buying intention.
Chen (2009)	Taiwan	Motives contributes to purchase of organic food are mood , natural content, animal welfare, environment protection, political values and religion but health aspects does not contributes to the formation of positive attitude towards organic food products. Food neophobia has negative impact on attitude towards organic food. Positive attitude towards organic food built attitude towards purchase to these product and hence affects the buying intention for the organic food products. Perceived difficulty in purchase has no impact on the purchase intention for organic food.
Chinnici et al. (2002)	Italy	Cluster of the organic consumer are made such as Pragmatist, Health consciousness, nostalgic and pioneer.
Tsakiridou et al. (2008)	Greece	Motives for consumption of organic food are health, environment and food safety. Education level affects the attitude for organic food products, willingness to pay, satisfaction, and trust in organic production. Income of the consumer affects the attitude, food safety, trust and quality of organic food.
Tsakiridou et al. (2008); Hashem et al. (2018); Paul and Rana (2012)	Greece England India	Gender has no relation with the attitudinal mindset for organic food
Hashem et al. (2018)	England	Income and education level has no relation with the purchase decision related to organic food.
Chinnici et al. (2002); Hashem et al. (2018)	Italy	Education has no relation with organic consumption.

Proposed Model:

On the basis of review of literature the following proposed model is prepared. This proposed model defines the relationship between different variables. Contradictions from findings of previous studies have been observed between the relationships of variables.

The following model is prepared on the basis of previous findings of the researchers and theory of planned behavior given by Ajzen (1991).

Figure 1. Proposed model on the bases of review

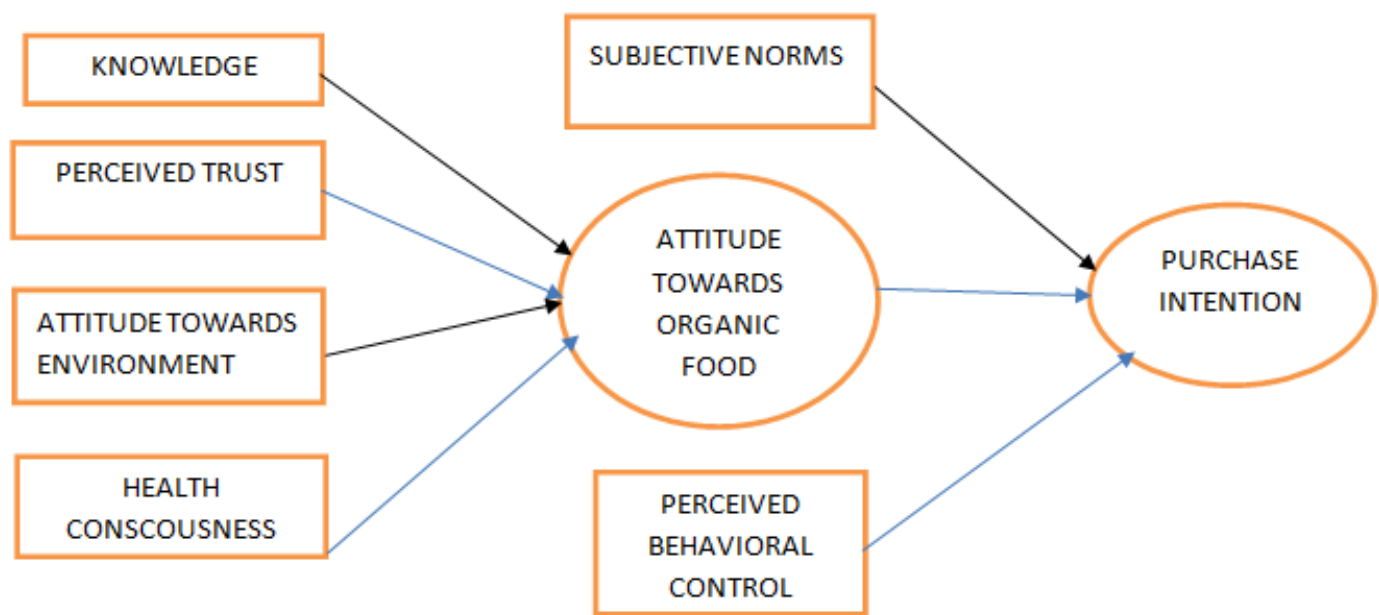


Table 2: Bifurcation of the model according to past studies

S.No.	Relationships	Literature review
1.	Antecedents to attitude towards organic food.	Magistris & Gracia (2008); Takhn & Jain (2019); Mehra & Ratna (2014); Brown (1995); Pienaik et al. (2010); liang (2016); suki (2016); Cheung et al. (2015); Anisimova (2016); Kumar & Smith (2018); Chen (2009); Huang (1996); Hsu et al. (2016); Michaelidou & Hassan (2008); Tsakiridou et al. (2008); Magnusson et al. (2001); Ricci et al. (2018); Teng & Wang (2014); wee et al. (2014); Fotopoulos & Chrysoschoidis (2001); Honkanen et al. (2006); Manduela et al. (2013); Mohamed et al. (2012); Olsen et al. (2012); Oroian et al. (2017); Tanner & Kast (2003); Vermeir & Verbeke (2006); Roddy et al. (1996); Seyfang (2007); Shafie & Rennie (2012); Souza et al. (2006)
2.	Antecedents to purchase intentions.	Madden et al. (1992); Ajzen (1991); Vindigin et al. (2002); Chrysoschoidis & Krystallis (2005); Von Meyer & Spiller (2015); Teng & Wang (2014); Singh & Verma (2017); Anisimova (2016); Hwang et al. (2015); Petrescu & Mag (2015); Liang (2016); Goyal & Bansal (2018); Mainardes et al. (2017); Briz & Ward (2009); Davis et al. (1995); Mishra & Kaushik (2013); Cheung et al. (2015); Kumar & Smith (2017); Chen (2009); Vermeir & Verbeke (2006); Hsu et al. (2016); Michaelidou & Hassan (2008); Taskiridou et al. (2008); Magnusson (2001); Teng & Wang (2014); wee et al. (2014); Mohamed et al. (2012); Onyango et al. (2007); Teng & Lu (2016); Secapramana et al. (2019); Sobhanifard (2018); Kim & Chung (2011)

Source: By Authors

Discussion

There is a range of empirical confirmations on understanding the consumer's conduct in regards to disposition and intent to buy organic food items (Mainardes et al., 2017; Akaichi et al., 2012; Chen, 2007). In today's concept of marketing, customers have to understand what they buy to fulfill their necessities and needs. Consumers purchase decisions for organic food depends on the level of knowledge and awareness about logos, certification agencies, health and environmental attributes, etc. Knowledge about organic food leads to the formation of consumers' attitude towards organic food (Briz & Ward, 2008; Akaichi et al., 2012). Concerns regarding safety and confidence emerge among consumers as a result of the overuse of chemicals and additives in food processing. The lack of faith in conventional food products contributes to a positive attitude towards organic food products.

Thus, trust affects the attitude of the consumer towards organic foods and their intent to purchase (Khare & Pandey, 2017; Liang, 2016; Goyal & Bansal, 2018; Takhn & Jain, 2019; Teng & Wang, 2014; Ricci et al., 2018; Mishra & Kaushik, 2013; Anisimova, 2016; Basha & Lal, 2018). Similarly, attitude is being affected by health consciousness (Mishra & Kaushik, 2013; Suki, 2016; Hsu et al., 2016; Huang, 1996; Hashem et al., 2018; Hassan et al., 2016; Swidi et al., 2014; Tarkiainen & Sundquist, 2005; Yadav & Pathak, 2016; Teng & Wang, 2014; Singh & Verma, 2017; Anisimova, 2016; Chrysoschodis & Krystallis, 2005; Hwang, 2015; Zang et al., 2018; Singh & Verma, 2017; Petrescu & Mag, 2015; Mainardes et al., 2017; Briz & Ward, 2009; Davis et al., 1995) and environmental concerns (Hashem et al., 2014; Chen, 2009; Taskiridou et al., 2008; Goyal & Bansal, 2018; Magistris & Gracia, 2008; Basha & Lal, 2018; Petrescu & Mag, 2015; Wee et al., 2014; Liang, 2016; Kumar & Smith, 2018; Cheung et al., 2015). Day by day, degradation of environment is growing as a matter of concern for society and people have a more positive attitude towards organic food. This may be attributed to the eco-friendly behavior of organic food products.

People often seem to feel perceived social pressure from friends & family and perceived control over purchase or non-purchase of any product (Ajzen, 1991). In the case of organic food items, too, subjective criteria and perceived behavioral control and difficulties play a very important role in assessing the consumer's purchasing intention to purchase organic food products (Swidi et al., 2014; Tarkiainen & Sundquist, 2005; Zhou et al., 2013). Perceived knowledge, concern for environment, health

and trust towards organic food act as antecedents of attitude towards organic food and theory of planned behavior states that perceived difficulty in performing any behavior and subjective norms affect purchase intention of consumer. Attitude towards organic food affects the intention to purchase organic produce (Brown, 1950; Hassan et al., 2016; Singh and Verma, 2017). Consumers' attitude towards organic food plays a mediating role between knowledge of consumer, concern for environment, health and trust towards organically grown food. This relation of attitude and purchase intention connects antecedents of attitude and antecedents of buyers buying intention.

Hence, above mentioned proposed model is prepared on the basis of results of the previous researches. This model helps organic products retailers to understand the behavior of the consumer towards organic food products, that what consumer wants to buy and why.

Conclusion

Purchase of organic food has now become the piece of way of life of the individuals who have health & wellbeing awareness and, status cognizance and climate awareness. Individuals who purchase organic food can be earth concerned, individuals who dread from food synthetics (food phobic), and individuals who think about the present unscrupulous cultivating techniques. Interest for organic food items has been expanding because of expansion in green industrialism since it is raising the interest for those items that are eco-friendly. In any case, it isn't essential that the individuals who are ecologically aware will fundamentally purchase organic food. The primary explanation behind the utilization of organic food is seeing health advantages in the natural food. Government of the developed countries are effectively working in the area of organic food. Developing countries must direct their efforts towards exploring the prospects in this field. Awareness trainings based on scientific facts, providing packaging information based on labelling schemes ("eco-labelling" or mentioning motivating attributes on label) and nudging for health and environmental benefits can potentially support consumers in their sustainable buying behavior. Marketer can increase their sales by emphasizing on the health and environmental aspects in their marketing strategies such as brand development, effective communication and proper labelling for their organic food products. Marketer must focus on building consumer's trust towards organic food. This can be done with the proper understanding of the conceptual frameworks of the constructs related to organic food products.

Implications of the study:

This research framework provides groundwork for researchers to further empirically study the above given proposed model of consumer behaviour. Significance of researching the Consumer conduct with respect to organic food has been perceived by different streams like human science, marketing, ecological examinations, horticultural investigations, and so on. Data identified with inclination for organic food is significant for retailers, agriculturist, ranchers, strategy producers, and so forth. They will get ample monetary advantages from organic purchasers. Our review analysis expressed the change in buying conduct when current conditions will change in future. But it is hard to anticipate the exact conduct of the human behaviour as they, at the end of the day, humans can't predict their own conditions.

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