Abstract

Present study tries to explore and analyse interesting aspects related to consumer behaviour, perceptions and attitudes about organic food products in Indian sub-continent. It also relates such consumption patterns with the consumers' understanding and points of view towards organic food as well as their demographic, socio-economic, purchasing patterns and consumption patterns profiles. Based on the conceptual framework which identify the required criteria that influences the consumer perceptions and attitude towards organic food products, data is collected from randomly selected organic food consumers through online as well as offline survey and using semi-structured questionnaire. A detailed data analysis using exploratory factor analysis is then performed using the SPSS software and results are presented.

References


Perception Analysis of Consumers towards the usage of Sustainable Organic Food Products in Indian Subcontinent


Index Terms

Computer Science Information Sciences

Keywords

Organic food products, sustainability, purchasing patterns, consumption patterns. {Note : This
paper is an extended version of the paper titled Aggarwal, R. and Banerjee, R. “A Conceptual Framework to measure customer experience towards organic food products in India” (with Banerjee, R.), presented at ICSMS, IMT Nagpur, 2018}