Exploring the Inter-relationships amongst the Various Enablers of Measuring Customer Experience towards Organic Food Products in India using ISM Methodology

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Abstract

Organic food products are recently becoming quite popular and the credit goes to the changing consumer preferences and an inclination for trying innovative, healthier and better food options which are more environment friendly as compared to traditional food products. Present research work explore the various enablers or factors which influence the customer attitude to purchase the organic food products. After recognizing the various criteria, the inter-relationships amongst these criteria have been studied with the help of Interpretive Structural Modeling (ISM) methodology.

References


organic food consumption in the Netherlands. Food Quality and Preference. 9, 119–133.


Index Terms

Computer Science

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Keywords
Interpretive Structural Modeling Methodology (ISM); Organic food products; Sustainable products