Abstract

Today’s customers are smart and educated and are more aware of the benefits and goodness of healthy as well as environment friendly food products. They motivate the manufacturers to bring innovative products in market or to redesign the existing products to meet their needs and simultaneously conforming to the environmental standards. Organic foods are one such class of sustainable food products which have been overwhelmingly realized in India as well. As consumers are becoming more health conscious, it is of curiosity to analyze what motivates them to buy these sustainable or organic food products. Exhaustive literature review provides various criteria or governing factors that in turn governs the attitude of consumers towards product purchase. This study aims to present a conceptual framework using these factors and construction of hypotheses to study the perception, awareness, knowledge and behaviour of consumers towards organic food products in India.

References


Index Terms

Computer Science  
Information Sciences

Keywords
Organic food products, sustainable food products, sustainability, agribusiness, consumer behaviour