

# A STUDY OF CONSUMER AWARENESS AND PURCHASE INTENTION FOR ORGANIC FOOD TO BUILD A SUSTAINABLE BUSINESS MODEL FOR PRODUCER

*Ankit Machhar, Dr. Anamika Sinha*

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## ABSTRACT

*Achieving sustainable growth and harnessing opportunities in organic food sector has become difficult for exporters due to looming recession around the world. Though, environment consciousness has encouraged green consumerism in retail sector, the actual benefit to producer is only if they understand how much and where the market can be developed. Therefore understanding consumption preferences and patterns of purchase in consumers for organic food has become like a self-fulfilling prophecy for producers and retailers. Though unexplored and at a nascent stage in India, the augment of the environmental consciousness has made a profound effect on consumer's behaviour, leading to the green market expanding at an astonishing rate. In the past few decades there has been an increase of production and consumption of organically-produced products. As conventional agricultural costs remains dejected, inflation on peak, questions arise surrounding producer's motivations towards organic food production and at the same time what motivational factors are underpinning consumer's organic food product purchases. Using self-scoring questionnaires on a random stratified sample, this study aims to arrive at understanding perception and motivation of consumers towards organic food products in India. This could then be a key driving force, which may help to change producer attitudes and motivate them to develop strategies and a sustainable opportunity to work on the field of organic industry.*

**Keywords:** *Organic foods, sustainable business, perception mapping, consumer behaviour, individual perception, buying behaviour, motives, Western India, Green Consumerism*