"CONSUMERS ATTITUDE TOWARDS CONSUMPTION OF ORGANIC VEGETABLES"

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the degree of

BACHELOR OF COMMERCE

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled **"Consumers attitude towards consumption of organic vegetables"**, has been prepared by **Rohith Joseph, Shery Shaju, and Arjun Krishn** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

We, **Rohith Joseph, Shery Shaju, and Arjun Krishn**, B.Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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We again extend our whole sincere to all those who has directly and indirectly helped us during the course of our work.

ARJUN KRISHN M

SHERY SHAJU

ROHITH JOSEPH

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CHAPTER - 1

INTRODUCTION

The definition of “organic”

The manner agricultural products are cultivated and processed is referred to as “organic.” Organic feed and outdoor access are required for livestock reared for meat, eggs, and dairy products. They are not permitted to get any animal byproducts, growth hormones, or antibiotics.

Due to the fact that several nations have varying definitions of what constitutes “organic,” there is no universal

Standard for “organic” product certification. Simply said, organic foods are those that have undergone minimal processing to preserve their nutritional value, free of artificial additives, preservatives, or irradiation. Organic products are produced using environmentally friendly procedures and growing methods that take into account both the qualities of the finished product and the manufacturing processes.

To get their opinions and perspectives on organic food, a wide spectrum of consumers of organic and non-organic food were contacted and closely examined. Consumers of organic food do not all approach organic food in the same way. The statistical method then aids us in understanding the relationship and model of the trends in Indian consumer behaviour for organic food. An ecological management and production system that fosters and enhances biodiversity, biological cycles, and soil biological activity is what is meant by the term "organic." It is founded on management techniques that restore, maintain, and improve “ecological equilibrium” as well as the limited use of off-farm inputs. India’s organic farming industry produces organic food products. Let’s learn more about organic farming in India.

India’s organic farming

Throughout the past few decades, there has been a significant shift in how agriculture and food marketing are approached and seen globally. Today’s “market” decides what it wants and what should be grown, as opposed to prior times when an area’s seasons and environment dictated what would be grown and when. Nowadays, quantity and “outer” quality, often known as “vitality,” are prioritised over intrinsic or nutritious quality. Pesticide and other chemical residues in food as well as a general decline in food quality have contributed to a sharp rise in a number of illnesses, particularly cancer and lowered immune systems. The environment has suffered greatly as a result of this massive commercialization of agriculture. Pesticide use has caused massive chemical buildup in our ecosystem, including soil, water, air, wildlife, and even our bodies. Fertilizers have a short-term impact on production but a long-term detrimental impact on the ecosystem since they contaminate ground water and other bodies of water and persist in the environment for years after leaching and running off. Local and indigenous varieties are seriously threatened by the introduction of hybrid seeds and monoculture because their genetic material could be lost forever. The goal of everything is "productivity." We have chosen the incorrect path of sustainability in the name of producing more food to feed the planet.Farmers are killing themselves in increasing numbers every year, a government-owned plantation in Kerala spraying pesticides years ago caused horrific results, and pesticide-tainted bottled water and aerated beverages are just a few examples of the effects that are already evident. The wider picture, which is rarely reported, is that millions of people are still undernourished, and even where they do receive enough to eat, the food they consume has the potential to kill them in the long run. Yet, the government,

seed, and agrochemical industries have painted a positive and promising future. This trend has also had a detrimental impact on the fortunes of farming communities around the world.

Scope and importance of study

Growing public interest in organic products is a result of concerns over food safety and health risks. One reason for customers' increased interest in organic food is the rising desire for food free of pesticide and chemical residues.Organic food encourages a healthy balance between people, other living things, and the environment. As well it's encourages the use of natural preservatives, which best protects the food's inherent flavour. This avoids using dangerous chemicals in excess protects against health risks.The goal of this study was to learn more about customer attitudes regarding buying organic food products and see whether those attitudes could change. The justification for doing this study is that environmental awareness could only emerge from informed people.

Objective of the study

1. To assess and evaluate the elements that encourage the study's participants to consume organic products.
2. To assess how consumers in the study area feel about organic products.

RESEARCH METHODOLOGY OF THE STUDY TOOLS FOR DATA COLLECTION PRIMARY DATA

It is the first hand information for the study. In this study the primary data is collected by Questionnaire. The questionnaire has been properly prepared in order to cover all the information required for the study. Primary data is tabulated and analyzed by using tool like percentage and pie diagrams

SECONDARY DATA

Secondary data is collected from Manual books, internal source and Journal and newspaper etc.

SAMPLE DESIGN

SAMPLE SIZE:- For the purpose of the study 50 respondents were selected using random sampling technique.

STATISTICAL TOOLS:- The data collected were tabulated and analyzed using statistical tools such as percentage method and graph

LIMITATIONS OF THE STUDY

- Bias of the respondent may affect the study
- The study suffers from inherent limitations of sampling techniques.

CHAPTERISATION

CHAPTER 1:-

The first chapter deals with introduction to the topic of the study

‘ INVESTMENT PATTERN OF SALARY PERSON’.

CHAPTER 2:-

The Second Chapter deals with Review of Litreature of the study.

CHAPTER 3:-

The Third Chapter deals with Theoretical Framework of the study.

CHAPTER 4:-

The Fourth Chapter Deals with Data Analysis and Interpretation of the study.

CHAPTER 5:-

The Fifth Chapter Deals with Findings, Suggestion & Conclusions of the study.

CHAPTER - 2

REVIEW OF LITERATURE

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Krishna, R. M., & Balasubramanian, P. (2021).

Understanding the decisional factors affecting consumers' buying behaviour towards organic food products in Kerala. In E3S Web of Conferences (Vol. 234, p. 00030). EDP Sciences. The global green movement has been growing quickly. Consumers are accepting responsibility and acting ethically in this regard. Market transformation is still being driven by consumer motivation and awareness, particularly with the development of more environmentally friendly products. The Indian customer is significantly less conscious of environmental issues like global warming than consumers in wealthy nations. Recognizing trends and presenting products, services, and brands in a way that supports customer intentions have long been key components of effective marketing. Many businesses today accept their duty to save the environment. Products and the manufacturing process thus become cleaner. Green products are being introduced by more businesses, which helps to change the world's pollution. "Go green," as they understand that they may decrease pollution and profit growth at the same time A creative opportunity to innovate in ways that make a difference is green marketing.Indian customers are far less conscious of environmental issues like global warming than those in wealthy nations. Recognizing trends and presenting products, services, and brands in a way that supports customer intentions have long been key components of effective marketing. Many businesses today accept their duty to save the environment. Products and the manufacturing process thus become cleaner. Green products are being introduced by more businesses, which helps to change the world's pollution. "Go green," as they are aware that doing so will enhance earnings while also reducing pollution. Green marketing offers a unique chance to innovate in ways that matter and grow your organisation at the same time. The view and attitude of consumers toward buying environmentally friendly items are examined in this essay.

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Sujith, T. S. (2017).

Awarness of Green Marketing and Its Influence on Buying Behaviour of Consumers in Kerala. International Journal of Scientific Research and Management, 5(7), 6156-6164. In the present day it is very much important to know the attitude of consumers and their intentions while selecting vegetables, especially organic vegetables, because the market for organic vegetables in Kerala has been growing at a rapid pace. Researches on purchasing behaviour will definitely help out the retail sector to know more about the consumer's behaviour while choosing organic vegetables, so that they can spend their marketing efforts in an effective way. The present study tries to calculate the consumers purchasing behavior towards organic vegetables with special reference to Kottaym District in Kerala. The study made use of primary and secondary data. A sample of 120 respondents from Kottayam city of Kerala is collected from

four residential areas by using judgment sampling method. The results explain that customers are motivated to purchase organic vegetables because of the rising health awareness, organic farming is good for environment, contains more nutrients, word of mouth publicity. The market for organic vegetables in Kerala has been expanding quickly, therefore it is crucial to understand the attitude of customers today and their goals while choosing vegetables, especially organic vegetables. Research on customer purchase habits would undoubtedly assist the retail industry in learning more about how consumers select organic vegetables so that they can target their marketing efforts more successfully. The current study aims to estimate consumer purchasing patterns for organic veggies with particular reference to Kerala's Kottaym District. Both primary and secondary data were used in the investigation. Using the judgement sampling approach, a sample of 120 respondents was drawn from four residential zones in Kerala's Kottayam city. The According to the findings, consumers are encouraged to buy organic veggies by growing health awareness, the environmental benefits of organic farming, the fact that they contain more nutrients, wordof-mouth advertising, and supermarket advertisements.

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Krishnan, G. A., & Nandhini, M. (2018).

Consumers purchasing behaviour towards organic vegetables with special reference to Kottayam District. These days, life is chaotic for everyone of us. There has been a tendency toward conventional food goods that are easily accessible in supermarkets, such as vegetables, fruits, dairy products, meat products, and so on, due to a lack of time, changes in lifestyle, tastes, and preferences in dietary habits. Conventional meat and dairy products are those that come from animals that were raised with the use of antibiotics and growth hormones. Conventional vegetables and fruits are those that are grown using the application of fertilisers and pesticides. Initially, people did not give much thought to the safety, quality, and effects that conventional or inorganic food products can have on their health. Given the sharp rise in the People are beginning to replace the traditional ailments with lifestyle diseases including cancer, heart disease, and obesity.consumption of both conventional and organic dietary products. India holds the top spot for having the greatest number of organic farmers worldwide, according to the most recent "World of Organic Agriculture Report 2018," which was published in February. According to data, India has 835,000 producers who are certified as organic, which represents more than 30% of the 2.7 million organic growers worldwide1. Because they are natural, free from the use of hazardous pesticides and fertilisers, beneficial to health, higher in nutritional content, and environmentally friendly, organic food items are becoming more and more popular. The idea of organic food is not new. It is actually the outcome of a changed perspective on healthy eating behaviours and can be viewed as a return to the traditional foods and natural eating behaviours that people have been practising for ages.

Prince, A. (2018).

A Study on the Consumers Perception towards Organic Food Products with special reference to Kollam City. International Education and Research JournalVolume, 4. The demand for organic food items among Indian consumers is rising, although little is known about their desire to purchase organic goods. The goal of this study is to determine whether trust and perceived price, as contextual factors, might strengthen the buying intention and how fear of conventional food items drives a person to purchase organic food goods. A self-administrated structured questionnaire that was representative of Indian consumers yielded a total of 275 valid replies. The association between consumer fear and their propensity to purchase organic was examined using an ordinary least square regression analysis Food items. It was determined that trust and perceived price play a moderating function in enhancing the direct relationship between fear and intention. Additionally, the results of the cluster analysis showed that married women with children are more likely to be interested in purchasing organic food items. The study's findings are crucial for all parties involved in organic food production because choosing consumer-focused marketing strategies is a crucial step in positioning organic foods for success. The results demonstrate that although consumers are wary of conventional food items, they show a negative intention to purchase organic food items when they have poor trust in the third party, demonstrating the value of trust as a protective factor.

Jose, H., Kuriakose, V., & Koshy, M. P. (2020).

What motivates Indian consumers' to buy organic food in an emerging market?. Asia-Pacific Journal of Business Administration. In Kerala, an alternative form of agriculture was required due to growing concerns about the health and environmental effects of the extensive use of chemical fertilisers. As a result, organic production was created. The traditional agricultural production method, which forbids the use of any artificial fertilisers like herbicides, weedicides, or insecticides, is believed to be in direct opposition with the organic agricultural production method. In order to preserve the nutritional value of the food without adding artificial substances or preservatives, organic products are thought to be lightly processed. Due to the fact that they are more nutrient-dense, healthier, and environmentally friendly, customers, particularly those from industrialised nations, began converting to food products produced organically in the middle of the 1980s. With less than 1% of the market, Kerala is still in its infancy when it comes to the organic industry. Investigating Keralan customers' poor purchase of ecologically friendly goods is crucial. The current study uses information gathered from 200 respondents (100 regular and 100 irregular organic users) who completed a structured questionnaire to analyse the factors impacting Kerala consumers' organic purchase behaviour. For the examination of the data, various linear regression and correlation analysis techniques have been used. The research results back up the formulated premise and are intended to give diverse organic industry stakeholders the essential direction.

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George, G. (2021).

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Factors on consumption pattern of millets in Kerala. Mukt Shabd Journal, 1 0(v), 1 521 . Consumers have recently shifted their focus toward leading healthy lifestyles, which has inspired them to include nourishing foods in their everyday diets. One of those foods that is becoming more popular is millet because of its nutritive qualities and health advantages. In order to investigate the impact of demographic parameter on the consumption pattern of millets, a study covering 14 districts in the state of Kerala was done. Primary data gathered using a convenience sampling technique and an online survey. Only 278 of the 641 respondents in the sample overall, according to the statistics, reported eating millets. The hypothesis is also tested using Chi-square.The study's findings showed that, aside from money and education, not all demographic characteristics

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George, G. (2021).

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Factors on consumption pattern of millets in Kerala. Mukt Shabd Journal, 10(V), 1 521 . The idea of a healthy lifestyle in our society is restricted to frequently eating fruits and vegetables, but when these foods are laced with pesticides, the long-term effects on our health are harmful rather than beneficial. Therefore, understanding how young customers feel about organic food is crucial. This study's drive came from the likelihood that attitudes and behaviours formed while people are young would persist. Eleven hundred and twentytwo respondents (young college students) between the ages

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A. R., & George, G. (2021).

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<u>Factors on consumption</u>

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Pattern of millets in Kerala. Mukt Shabd Journal, 10(V), 1 521 . To support the continued rise of the consumption of organic foods, it is worthwhile to study the behaviour of Indian consumers of organic foods. The introduction of certified organic products has led to a rapid increase of the Indian market for organic goods. Through branding and organic food product labelling, the organic food business in India has successfully captivated consumers. The goal of the study is to assess how brand trust and brand loyalty affect customer preferences for organic food items.

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A. R., & George, G. (2021).

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_Market for organic foods: Consumer SegmentsFahri Karakaya and V. Aslihan Nasir Journal of Consumer Marketing Date of article publication: June 3, 2014 Permissions & Reprints In order to ascertain consumer attitudes on the consumption of organic foods, this study will look at customer profiles in several market sectors for organic foods. Therefore, we investigate if there are variations in these consumer groups' inclinations toward health, socially conscious consumption, environmental stewardship, and values and lifestyles.Design/methodology/approach.At supermarkets and shopping centres in one of the biggest metropolitan districts of a European city, a total of 316 consumers were polled.

Findings

Based on customer sentiments regarding organic foods, there are three divisions, including favourable, neutral, and unfavourable, according to the cluster analysis that was done. The findings demonstrate that, in comparison to other consumer segments, the subgroup of consumers who have more positive attitudes toward organic foods has higher levels of health oriented and socially responsible consuming behaviour.

Real-world applications

Marketers must comprehend the various market segments for organic foods in order to target them with the right marketing mix. Due to this, we try to categorise customer groups depending on how they act and think about organic foods. In doing so, we look at consumer attitudes about consuming organic foods as well as consumer profiles in each organic food market group.

Originality/value

Despite global economic issues, there is a rapid increase in the consumption of organic food. Three market segments (consumer profiles) with various attitudes and behaviours toward organic products have been established by this study.

Publisher: Emerald Group Publishing Limited

Consumers' Perception of Environmental and Health Benefits, and Consumption of Organic Vegetables in Bangkok

Sansern Srinieng & Gopal Bahadur Thapa

Abstract Using linear regression analyses of primary data gathered from consumer surveys in Bangkok, factors influencing consumers' perceptions of the environmental effects of organic agriculture, as well as the health advantages and consumption of organic veggies, were identified. Results showed that consumers' perceptions of the environmental effects of organic agriculture and the health benefits of organic vegetables were significantly influenced by household income, respondent age and gender, access to information about organic vegetables, family members with health issues, and location of residence in a suburban area. Consumption of organic veggies

was significantly positively influenced by perceptions of the environmental implications of organic agriculture, the health advantages of organic vegetables, organic vegetable costs, the accessibility of organic vegetable retailers, and household income. The consumption of organic veggies was significantly impacted negatively by the presence of a child in the home.

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CHAPTER - 3

THEORETICAL FRAMEWORK

Data suggests that eating organic food may have health benefits as compared to eating food cultivated using the standard (conventional) method. These studies have revealed dietary variations. However, there is little evidence to support how these variations might have positive effects on general health.

Among the potential advantages are the following:

- Nutrition. According to studies, organic produce has a minor to moderate increase in some nutrients. Certain antioxidants and flavonoids, which have antioxidant characteristics, may be present in higher concentrations in organic vegetables.
- Fatty acids omega-3. Omega-3 fatty acid levels are typically greater in organic farm animals (livestock) due to the dietary needs. These include giving grass and alfalfa to cattle. Fatty acids omega-3. Some fats are better for your heart than others. Organic meats, dairy products, and eggs include higher amounts of omega-3 fatty acids.
- Harmful metal A poisonous substance called cadmium is naturally present in soils and is taken up by plants. Studies have found that organic grains have significantly lower cadmium levels than crops cultivated conventionally, but not for fruits and vegetables. The fact that synthetic fertilizers are prohibited in organic farming may be responsible for the reduced cadmium levels in organic wheat.
- Microbes. Meats produced using standard (traditional) techniques could include more harmful bacteria that are resistant to antibiotic treatment. Organic foods share the same general risk of bacterial contamination as conventional foods.
- Pesticide leftovers Produce grown organically has lower levels of pesticide residue than produce farmed conventionally (traditionally). The guidelines for the maximum residual levels permitted on conventional produce have altered. The levels have frequently been decreased. Pesticides authorised for organic farming or airborne pesticides from conventional farms may leave residue on organic produce.

DISADVANTAGES

As we just read, eating organic food is beneficial for the environment and our bodies, but there are a few drawbacks as well.

Costs

We’ve all seen the organic apples that can cost up to twice as much as conventional apples in our neighbourhood supermarket. The same is true of every other organic product item. But why are these goods costing so much more?

Certification

The certification process that all farmers must go through in order to be recognised as organic farmers is the primary reason why the price of organic produce has increased. Farmers must go through a protracted certification procedure in order to be certified as organic, which has

extremely stringent standards. Initial charges for these expenses can reach $1500, and there are also ongoing expenses dependent on the farm's entire worth of organic production. All of these factors are driving up the price of organic food for consumers.

Labor

There is a lot more manual labour required in organic farming. In organic farming, hand weeding is common, and pests are managed by introducing their natural predators into the crop. This requires a lot more labour, which pushes up the cost of organic food.

Life span

Crops grown organically frequently have a substantially lower shelf life than conventional vegetables. This is so that conventional produce can preserve its freshness during shipping by being coated with waxes and preservatives. To further increase the shelf life of your fruits and vegetables, cling film is occasionally utilised. Because they are not applied to organic food, it spoils more quickly. Another drawback of this is that if the organic produce is delayed or treated poorly during shipping, some or all of the cargo could be lost. In this scenario, the farmer's entire harvest might never get to the consumer.

Farming Methods

The crop is substantially more vulnerable to crop loss as a result of these conditions since pests and diseases are controlled less strictly. In order to maintain his/her business, a farmer must raise the price of his/her produce when a portion of the crop is lost.

Artificial pesticides

In organic farming, synthetic pesticides may still be used, but only under specific circumstances. Farmers are permitted to employ synthetic substitutes if they can demonstrate that the natural pesticides they have been using have failed to control the pest in their crops.

These producers must provide evidence that their organic farming methods and other organic methods have repeatedly failed. Only after then, in order to prevent the loss of the entire crop, can they move to synthetic substitutes.

As a result, some goods marketed as organic may have been exposed to the same pesticides and farming practises as conventional crops (so always wash your fruits and veggies before consumption, even if they are organic). However, because it is an organic crop, the consumer must still pay the premium.

Therefore, despite the fact that organic produce undoubtedly has many advantages, you should consider these drawbacks as well. What is the best substitute then? Visit your neighbourhood organic farmer to buy your organic produce. Although I am fortunate to live in a rather rural area with access to numerous organic farms, if this is not an option for you, your local farmers market may offer all the fruits and vegetables you require.

Concept

Organic products are produced using an agricultural system that avoids the use of artificial fertilisers and pesticides and instead takes an ethical, socially conscious stance. This is a type of farming that operates at the grass-roots level, conserving the soil’s potential for reproduction and regeneration, proper plant nutrition, and solid soil management, producing nutritous food that is rich in vitality and resistant to disease.

History

Beginning as a small protest to the industrialization of agriculture in the 1920s, organic farming has become a significant force in agricultural policy, marketing, and research. No longer dismissed as unscientific and counterproductive, organic techniques are now taken seriously by farmers, consumers, scientists, food processors, marketers, and regulatory agencies in much of the world. Organic farming is both dynamic and forward-looking but is also rooted in tradition. It is these traditions that can provide valuable starting points in debates over how organic farming should meet new challenges such as globalization, the emergence of new production techniques, and growing concern over equity and social justice in agriculture. Complementing general discussions with case histories of important organic institutions in various countries, this comprehensive discussion is the first to explore the development of organic agriculture.

The history of the organic farming worldwide was reviewed in this paper. The development of the organic farming worldwide had gone through three stages, emergence, expansion, and growth. The contributors and their thoughts during the different development stages of the organic farming were briefly introduced. And the development status of the organic farming worldwide was reviewed from the aspects of land area under organic management, land area under organic management in percentage of total agricultural area, and world markets for organic products. Besides, the main existing problems for the further development of the world's organic farming, as well as the development status, problems and strategies of the Chinese organic farming were discussed.

Meaning

Organic farming—the origin of the name

AM Scofield

Biological Agriculture & Horticulture 4 (1), 1-5, 1986

The practice of farming described as" organic" is promoted under many names (Merrill, 1983) and there is a general feeling that the term, because of other contentious meanings, may not be the most suitable description. However, as this term was the earliest used it is as well to understand its original meaning before adopting alternatives which may not fully express the meaning of the original.

The present organic movement grew from the influential publications of workers such as Howard (1940), Balfour (1943) and Rodale (1945) which resulted from concern in the inter-war years over problems such as soil erosion and health. The true roots of modern organic farming, however, lie earlier in the agriculture of the anthroposophic followers ofRudolfSteiner (1924). This movement, known as biodynamic agriculture, was developed from a series of eight lectures given by Steiner at the request of a group of German farmers concerned about the increasing degeneration they had noticed in seed-strains and in many cultivated plants. The origin of the term'organic farming'also lay here for Lord Northbourne, who first used the term'organic'in his forgotten classic'Look to the Land'(1940)(Harwood, 1983), was a practitioner of biodynamic farming, although it is not obvious from his book, and this provided him with the inspiration of his vision of the farm as a sustainable, ecologically stable, self-contained unit, biologically complete and balanced-a dynamic living organic whole. Northbourne's inspiration arose from his concern over problems that still dog us over 45 years later. These problems included soil erosion, soil health:

In India and Kerala

India produces a large variety of food crops including cereals, pulses and oilseeds. Diversified agriculture is the priority of the Central Government, and technical and financial support is being extended to farmers to encourage diversification especially in the areas of horticulture, floriculture, medicinal and aromatic plants, apiculture (pee-keeping) and sericulture. The government is continuously working towards the development of the agribusiness sector through considerable emphasis on infrastructure and food processing. However, there is still a scope for further development and up-gradation of technology and agri-infrastructure to attain world-class standards. The main emphasis is on quality enhancement, infrastructure development and the use of modern technology. Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it. Increasing pesticide residues in food materials, eutrophication of surface and ground-waters and increasing nitrous oxide emissions which are detrimental to the ozone layer of the atmosphere, drew attention towards the harmful effects of modern agriculture and environmentalists pressed hard for a more sustainable agriculture. The role of organic farming in India rural economy can be leveraged to mitigate the everincreasing problem of food security in India. With rapid industrialization of rural states of India, there has been a crunch for farmland. Further, with the exponential population growth of India, the need for food sufficiency has become the need of the hour. Furthermore, the overuse of plant growth inhibitor, pesticides and fertilizers for faster growth of agricultural produce is detrimental to human health and the environment as a whole. An attempt is made to analyze the importance of organic farming, principle of organic farming, Organic farming in rural economy, consumption pattern and export of organically produced products in India.

A survey was made on certified organic farms in the country to ascertain the benefits real and feasibility of organic farming in terms of the production potential, economics and soil health

in comparison to the conventional farms. The study revealed that organic farming, in spite of the reduction in crop productivity by 9.2%, provided higher net profit to farmers by 22.0% compared to conventional farming. This was mainly due to the availability of premium price (20–40%) for the certified organic produce and reduction in the cost of cultivation by 11.7%. In cases, where such premium prices were not available and the cost of cultivation was higher primarily due to purchased off-farm inputs, organic farming was not found economically feasible. However, there was an overall improvement in soil quality in terms of various parameters, viz. physical, chemical, biological properties, availability of macro- and micronutrients, indicating an enhanced soil health and sustainability of crop production in organic farming systems.

Food quality and safety are the two important factors that have gained ever-increasing attention in general consumers. Conventionally grown foods have immense adverse health effects due to the presence of higher pesticide residue, more nitrate, heavy metals, hormones, antibiotic residue, and also genetically modified organisms. Moreover, conventionally grown foods are less nutritious and contain lesser amounts of protective antioxidants. In the quest for safer food, the demand for organically grown foods has increased during the last decades due to their probable health benefits and food safety concerns. Organic food production is defined as cultivation without the application of chemical fertilizers and synthetic pesticides or genetically modified organisms, growth hormones, and antibiotics. The popularity of organically grown foods is increasing day by day owing to their nutritional and health benefits. Organic farming also protects the environment and has a greater socio-economic impact on a nation. India is a country that is bestowed with indigenous skills and potentiality for growth in organic agriculture. Although India was far behind in the adoption of organic farming due to several reasons, presently it has achieved rapid growth in organic agriculture and now becomes one of the largest organic producers in the world. Therefore, organic farming has a great impact on the health of a nation like India by ensuring sustainable development.

Kerala

More than 150 cotton farmers in the districts of Adilabad, Karimnagar, and Warangal in the Telengana region have committed suicide since 1997, five of them in the first five days of January 1998. All consumed the same pesticide they used 40 times a year to get rid of Spodoptera, supposedly an ‘insignificant’agricultural pest. The pest is not dying, but the farmers are.’(Mahapatra, Richard.‘Suicide by Pesticide’, Down To Earth, January 1998)

The unsustainability of modern agricultural practices have led farming communities the world over to look for alternatives. The majority of these alternatives indicate a return to traditional, eco-friendly practices; organic farming is one among them. Organic farming over the last few decades has proved to be successful; but the differences in culture, ecology and geographical factors necessitate adoption of situation-specific principles and techniques. The farmers of Kerala, as elsewhere are experimenting on this. Some have succeeded, others are in the process of evolution and yet others have failed but new options are being tested out. In this study, we look at the organic farming scenario in Kerala and analyze a few case studies drawn from different parts, which are examples of different organic farming approaches adopted by

the farmers. These examples could serve as role models for those who plan to switch over to eco-friendly agricultural practices.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

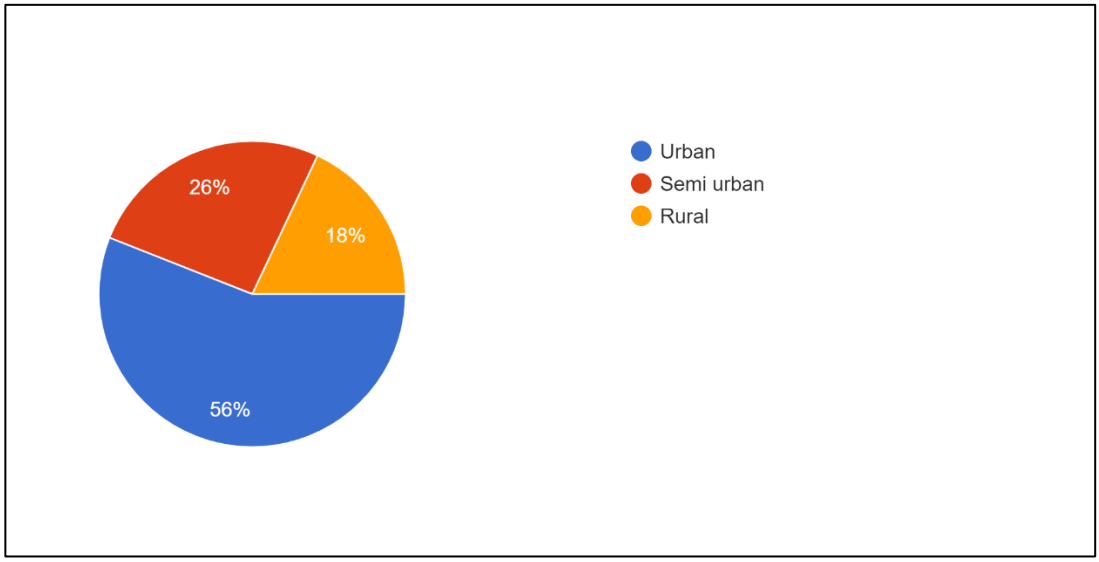
Location

Table 4.1

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Urban	28	56
Semi urban	13	26
Rural	9	18
Total	50	100

(Source: Primary data)

Chart 4.1



(Source: Table 4.1)

INTERPRETATION:

The majority of respondents (56%) lives in urban area. 26% of the respondents lives in semi urban areas. Remaining 18% lives in rural area.

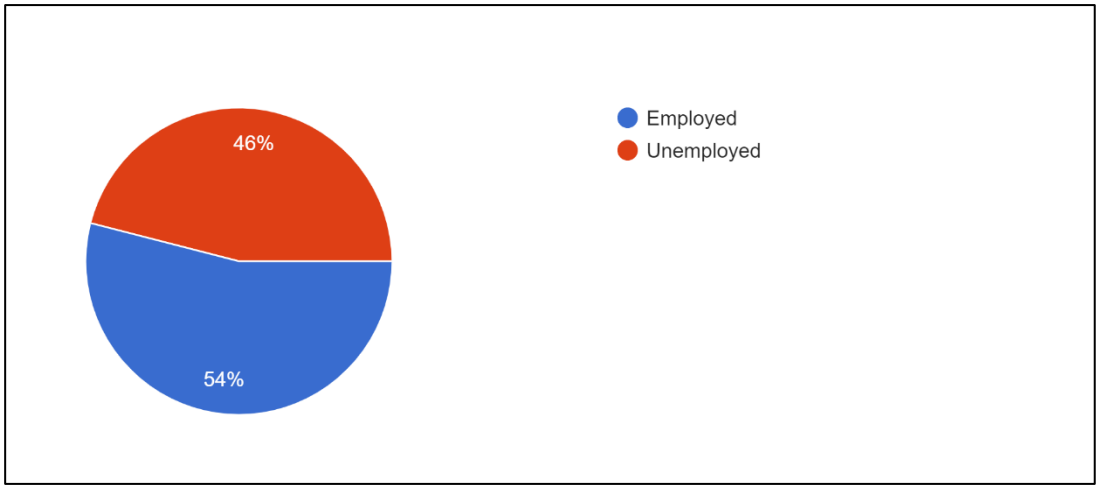
Employment status

Table 4.2

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Employed	27	54
Unemployed	23	46
Total	50	100

(Source: Primary data)

Chart 4.2



(Source: Table 4.2)

INTERPRETATION:

The majority of respondents (54%) is employed. Remaining 46% falls under Unemployed.

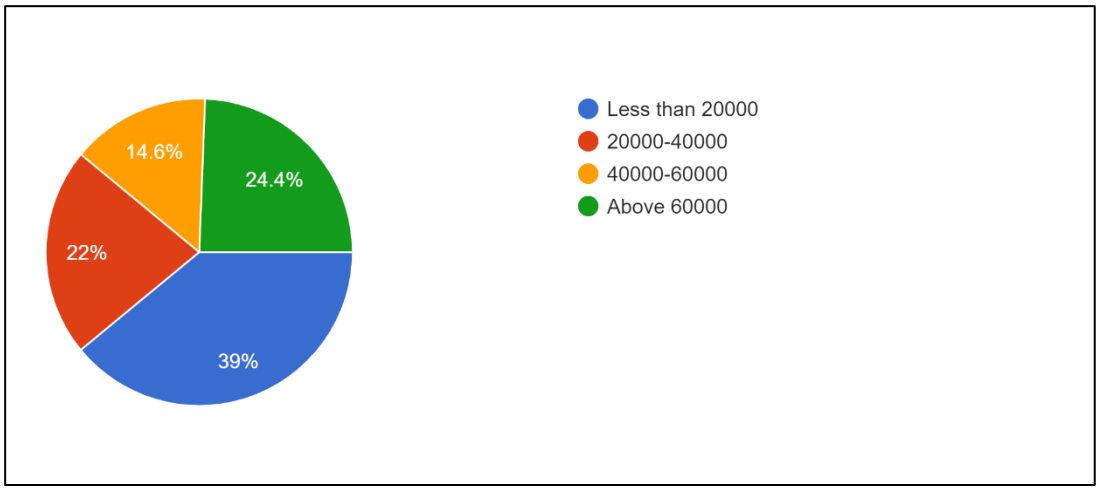
Employment income

Table 4.3

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Less than 20000	16	39
20000-40000	9	22
40000-60000	6	14.6
Above 60000	10	24.4
Total	41	100

(Source: Primary data)

Chart 4.3



(Source: Table 4.3)

INTERPRETATION:

The majority of respondents (39%) has less than 20000. 22% of the respondents has an income between 20000 and 40000. 14.6% of the respondents has an income between 40000 and 60000. Remaining 24.4% has above 60000 incomes.

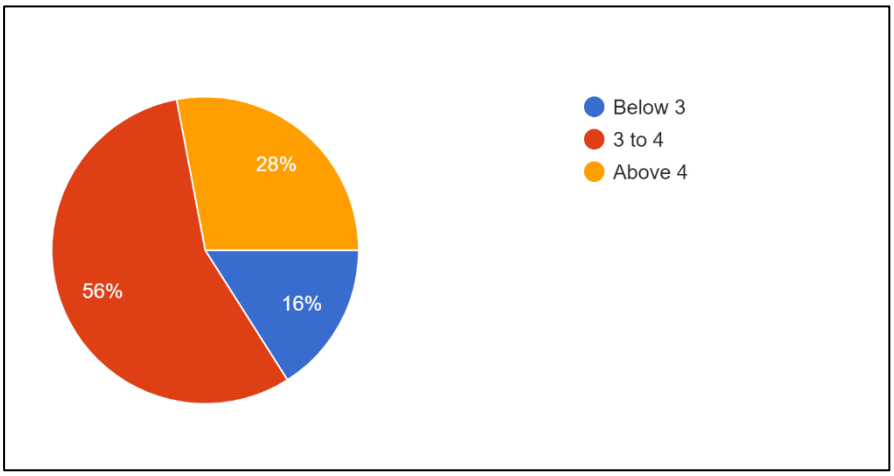
Family size

Table 4.4

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below 3	8	16
3 to 4	28	56
Above 4	14	28
Total	50	100

(Source: Primary data)

Chart 4.4



(Source: Table 4.4)

INTERPRETATION:

The majority of respondents (56%) family size is 3-4. 28% of the respondent's family size is above 4. Remaining 16% falls under below 3.

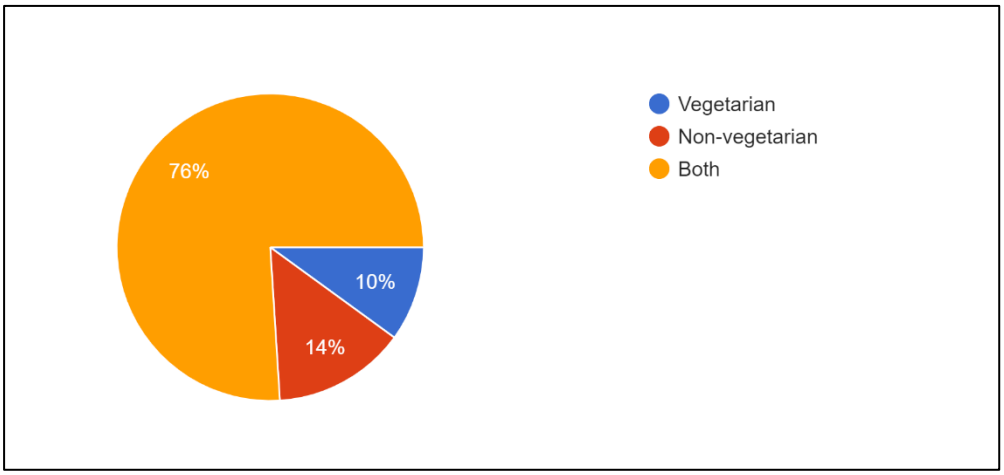
Food habits

Table 4.5

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Vegetarian	5	10
Non-veg	7	14
Both	38	76
Total	50	100

(Source: Primary data)

Chart 4.5



(Source: Table 4.5)

INTERPRETATION:

The majority of respondents (76%) are both. 14% of the respondents falls under non-vegetarian. Remaining 110% falls under vegetarian.

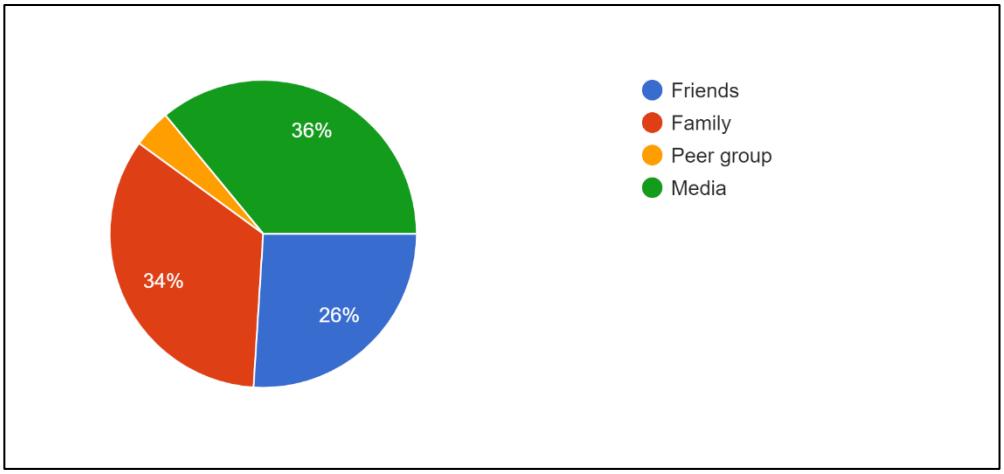
Heard about organic vegetable

Table 4.6

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
friends	13	26
family	17	34
Peer group	2	4
Media	18	36
Total	50	100

(Source: Primary data)

Chart 4.6



(Source: Table 4.6)

INTERPRETATION:

The majority of respondents (36%) heard from media whereas 34% from their family.

The remaining 26% and 4% respondents heard from Friends and peer group respectively.

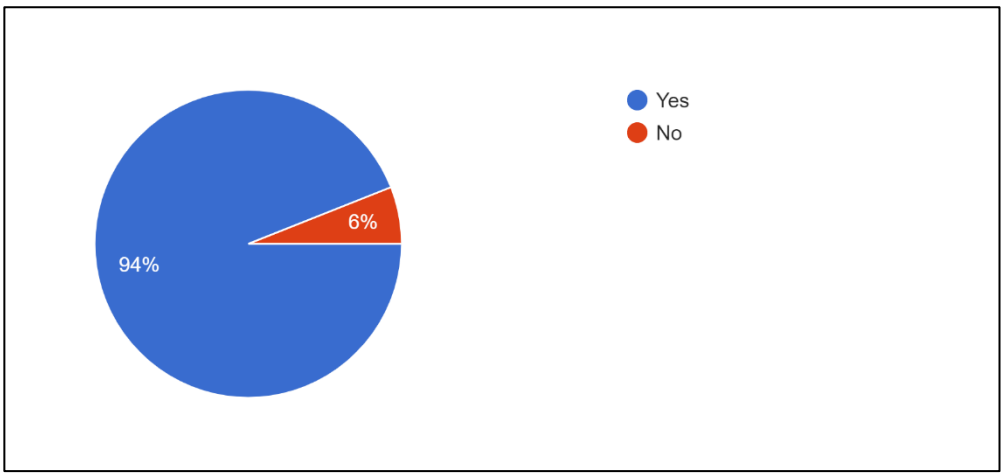
Ever consumed organic vegetables

Table 4.7

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	47	94
No	2	6
Total	50	100

(Source: Primary data)

Chart 4.7



(Source: Table 4.7)

INTERPRETATION:

The majority of respondents (94%) have consumed organic veg. The remaining 6% never consumed organic vegetables.

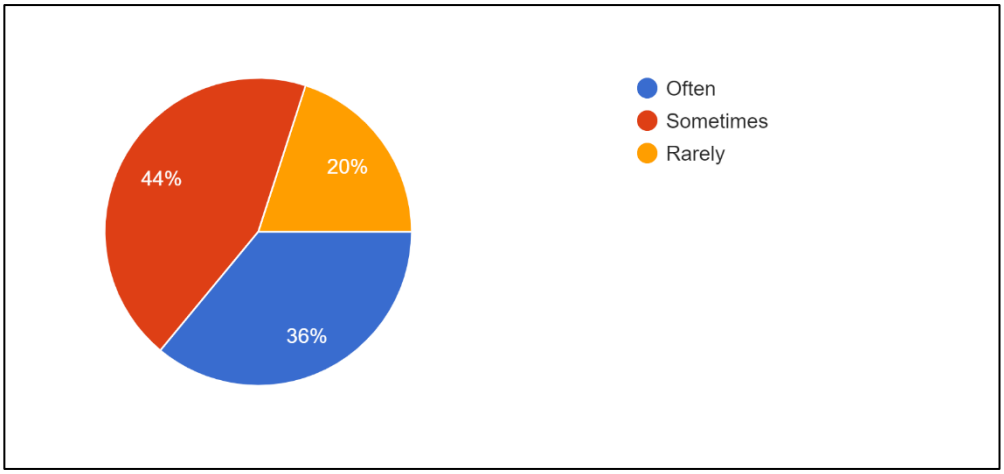
How often do they purchase it

Table 4.8

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Often	18	36
Sometimes	22	44
Rarely	10	20
Total	50	100

(Source: Primary data)

Chart 4.8



(Source: Table 4.8)

INTERPRETATION:

The majority of respondents (44%) purchase organic veg sometimes. While the remaining 36% and 20% respondents have purchased it rarely and often.

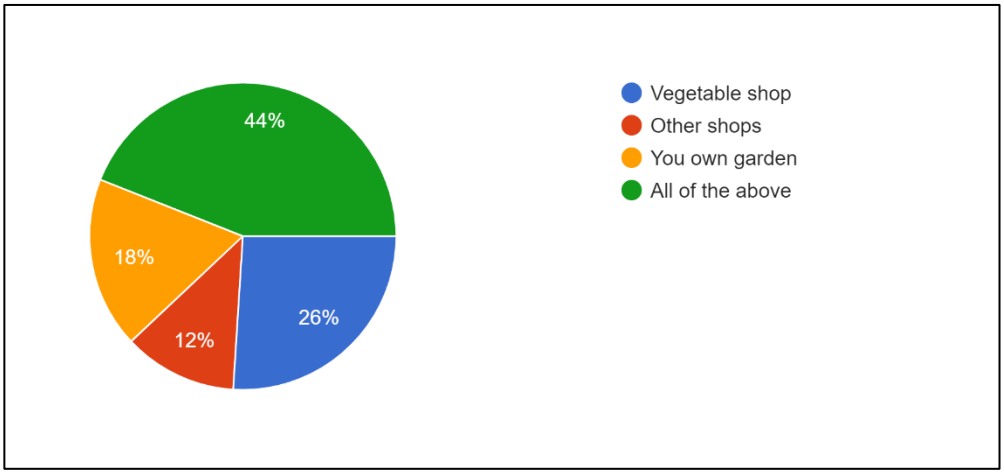
From where they buy organic vegetables

Table 4.9

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Vegetable shop	13	26
Other shops	6	12
You own garden	9	18
All of the above	22	44
Total	50	100

(Source: Primary data)

Chart 4.9



(Source: Table 4.9)

INTERPRETATION:

26% of the respondents buys from veg shops.12% from other shops. 18% from their own garden and the remaining from all of the above.

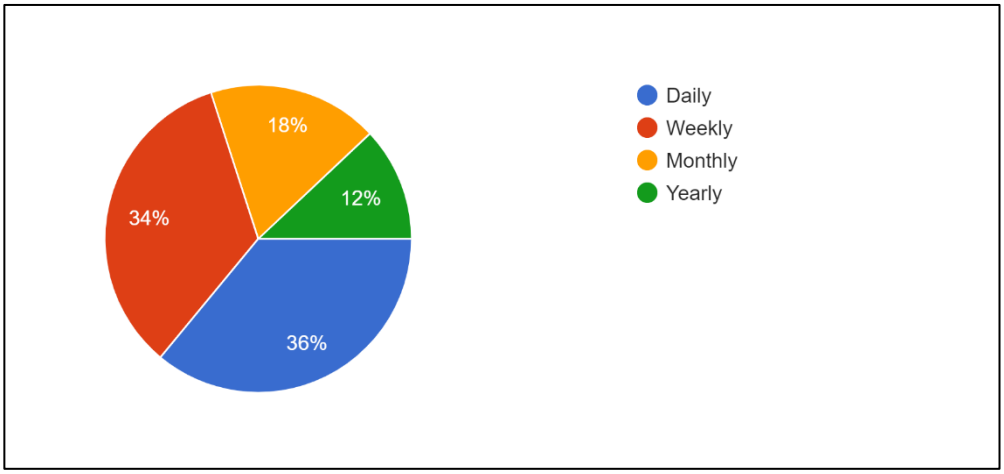
Consumption of Organic vegetables

Table 4.10

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Daily	13	36
Weekly	17	34
Monthly	2	18
Yearly	18	12
Total	50	100

(Source: Primary data)

Chart 4.10



(Source: Table 4.10)

INTERPRETATION:

The majority of respondents (36%) are daily consumers. 34% are weekly consumers.

The remaining 18% and 12% respondents are monthly and yearly consumers respectively.

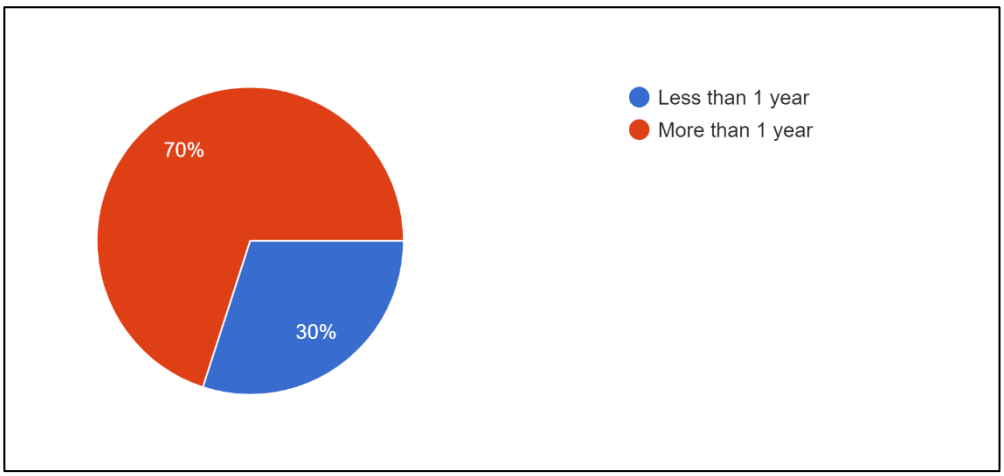
How long has it been since consuming organic vegetables

Table 4.11

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Less than 1 year	35	70
More than 1 year	15	30
Total	50	100

(Source: Primary data)

Chart 4.11



(Source: Table 4.11)

INTERPRETATION:

The majority of respondents (70%) is consuming organic veg for more than 1 year. The remaining 30% is consuming for less than a year.

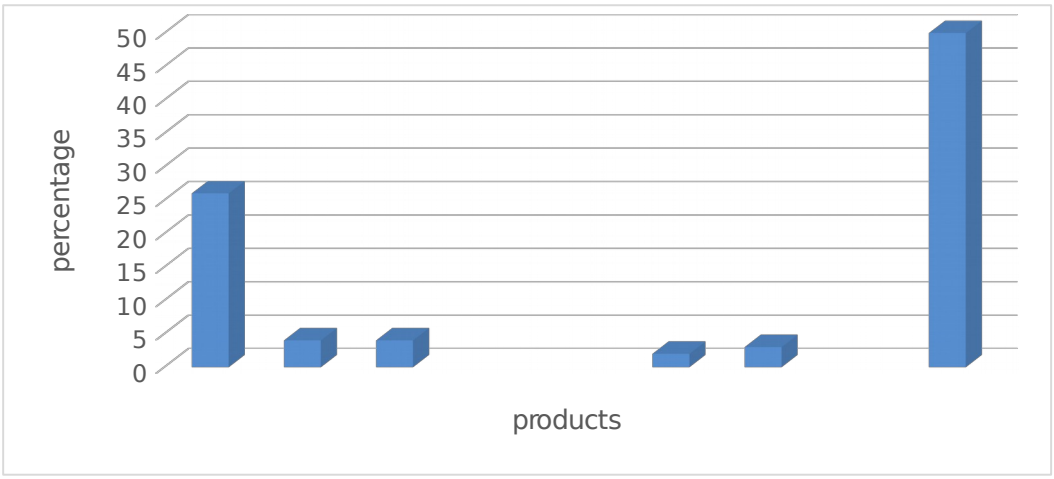
Organic products that you buy

Table 4.12

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Fruits	11	22
Vegetables	26	52
Grains	4	8
Edible oil	4	8
Milk	-	-
Honey	2	4
Egg	3	6
Other	-	-
Total	50	100

(Source: Primary data)

Chart 4.12



(Source: Table 4.12)

INTERPRETATION:

The majority of respondents opted for vegetables (52). The remaining falls under fruits (22%), grains (8%), edible oil (8%), milk (-), spices (-), honey (4%), egg (6%), others (-).

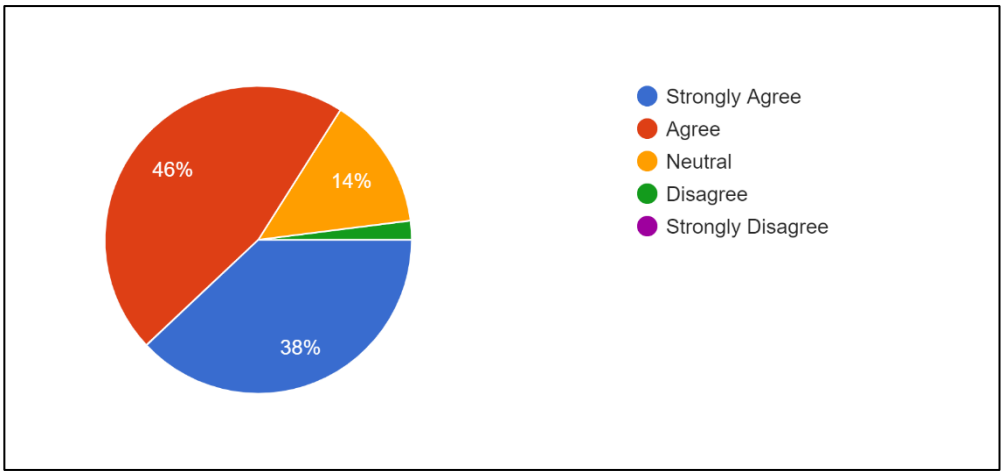
Levels of satisfaction is high while consuming organic vegetables

Table 4.13

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	19	38
Agree	23	46
Neutral	7	14
Disagree	1	2
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.13



(Source: Table 4.13)

INTERPRETATION:

The majority of respondents (46%) agrees. 38% strongly agrees.

The remaining 14% and 2% is Neutral and disagree.

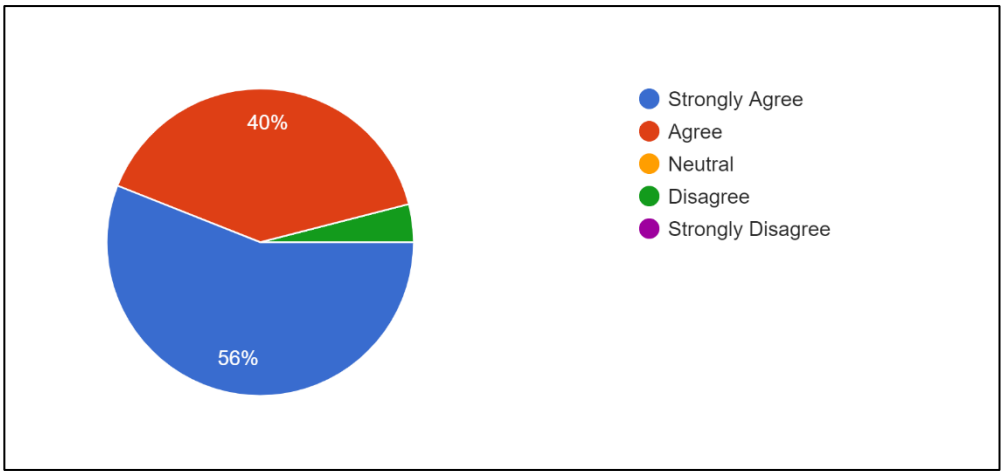
Organic foods are healthier than conventional foods

Table 4.14

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	28	56
Agree	20	40
Neutral	-	-
Disagree	2	4
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.14



(Source: Table 4.14)

INTERPRETATION:

The majority of respondents (56%) strongly agrees. 40% agrees.

The remaining 4% is disagree.

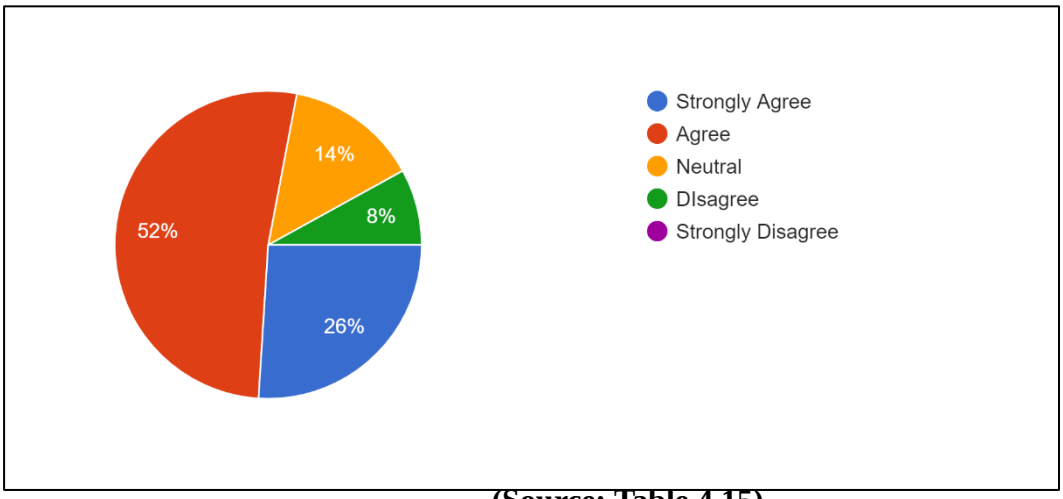
Organic foods are chemical-free and safer to eat

Table 4.15

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	13	26
Agree	26	52
Neutral	7	14
Disagree	4	8
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.15



(Source: Table 4.15)

INTERPRETATION:

The majority of respondents (52%) agrees. 26% strongly agrees.

The remaining 14% and 8% is Neutral and disagree respectively.

Organic foods are more tasty than conventional foods

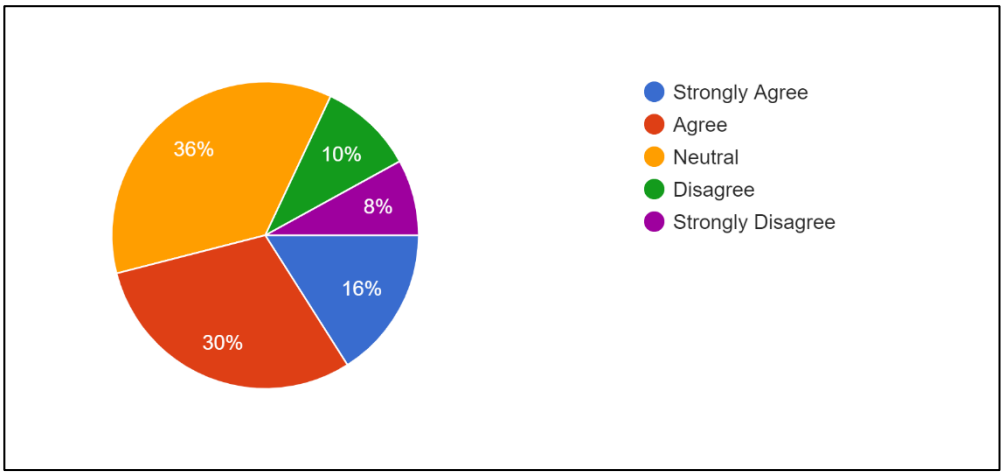
Table 4.16

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Strongly agree	8	16
Agree	15	30
Neutral	18	36
Disagree	5	10
Strongly disagree	4	8
Total	50	100

(Source: Primary data)

Chart 4.16



(Source: Table 4.16)

INTERPRETATION:

The majority of respondents (36%) is neutral. 30% agrees.

The remaining 16%,10% and 8% is agree, disagree and strongly disagree.

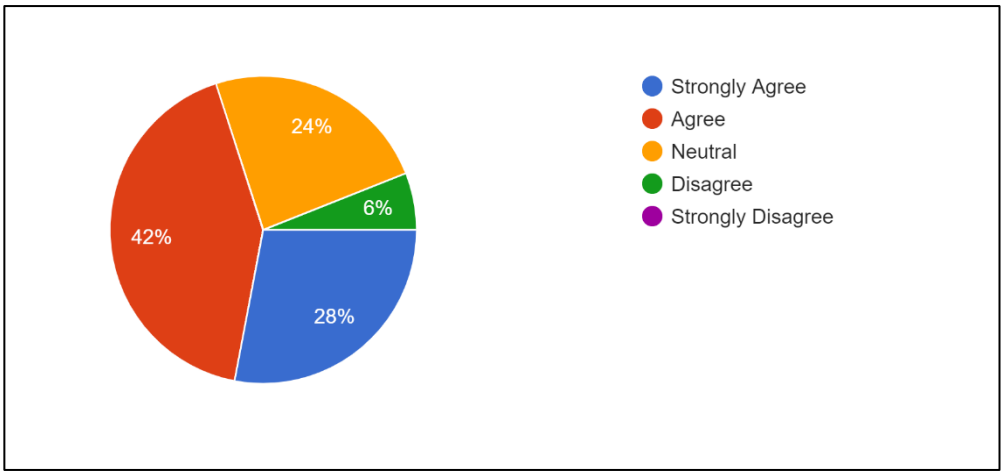
Organic foods are fresh

Table 4.17

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	14	28
Agree	21	42
Neutral	12	24
Disagree	3	6
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.17



(Source: Table 4.17)

INTERPRETATION:

The majority of respondents (42%) agrees. 28% strongly agrees.

The remaining 24% and 6% is Neutral and disagree.

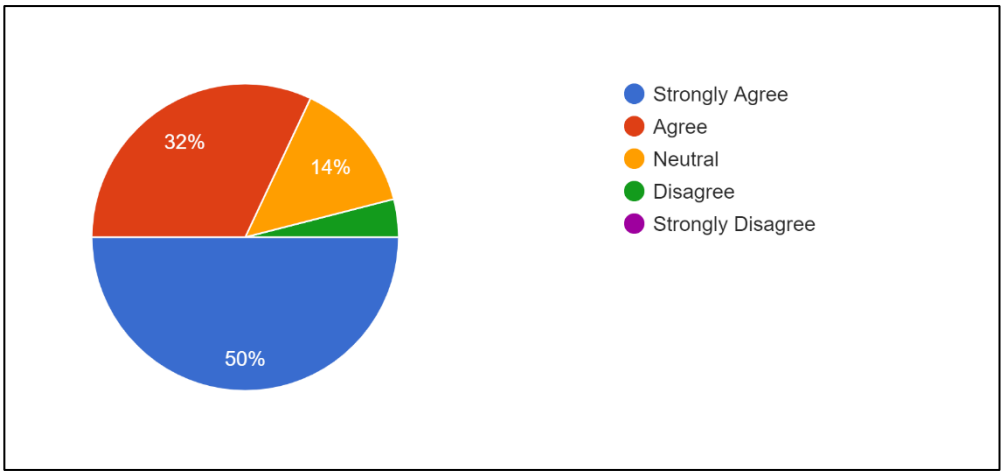
Organic foods are environmentally friendly

Table 4.18

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	25	50
Agree	16	32
Neutral	7	14
Disagree	2	4
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.18



(Source: Table 4.18)

INTERPRETATION:

The majority of respondents (50%) strongly agrees. 32% agrees.

The remaining 14% and 4% is Neutral and disagree.

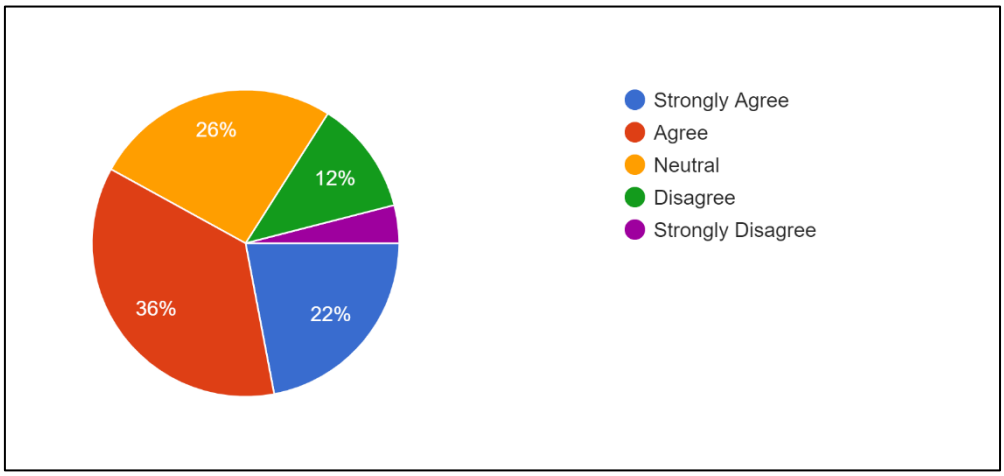
Organic foods are free from pesticides, antibiotics and hormones

Table 4.19

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	11	22
Agree	18	36
Neutral	13	26
Disagree	6	12
Strongly disagree	2	4
Total	50	100

(Source: Primary data)

Chart 4.19



(Source: Table 4.19)

INTERPRETATION:

The majority of respondents (36%) agrees. 22% strongly agrees.

The remaining 26%,12% and 4% is neutral, disagree and strongly disagree.

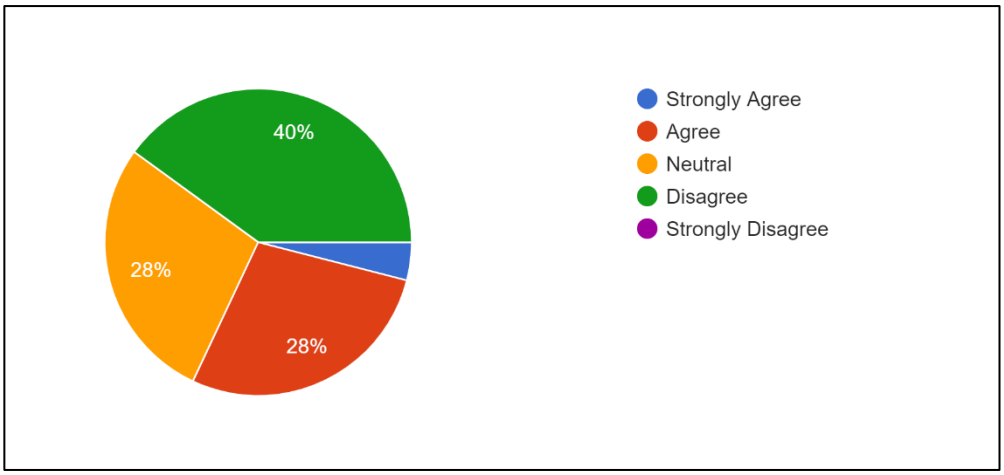
Organic foods have longer shelf life

Table 4.20

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	2	4
Agree	14	28
Neutral	14	28
Disagree	20	40
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.20



(Source: Table 4.20)

INTERPRETATION:

The majority of respondents (40%) disagrees. Both neutral and agree has the same percentage (28). The remaining 4% has strongly agreed.

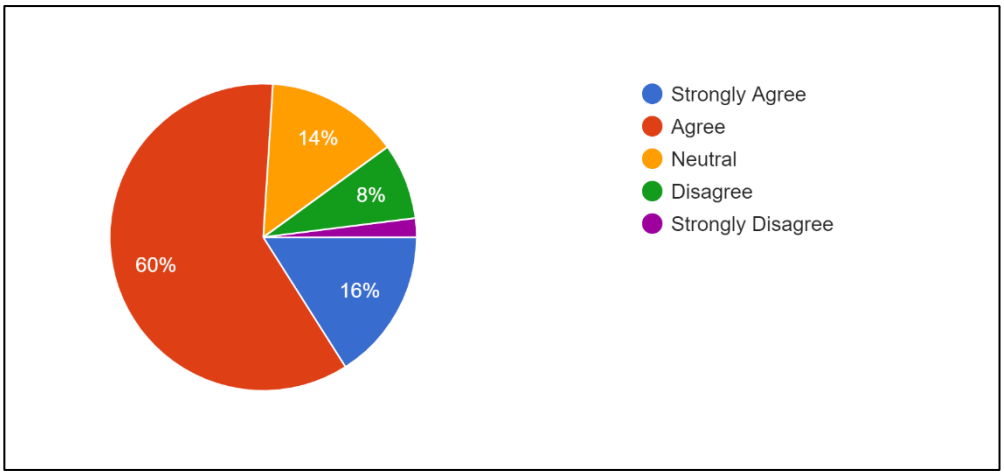
Organic foods support local and small farmers

Table 4.21

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	8	16
Agree	30	60
Neutral	7	14
Disagree	4	8
Strongly disagree	1	2
Total	50	100

(Source: Primary data)

Chart 4.21



(Source: Table 4.21)

INTERPRETATION:

The majority of respondents (60%) agrees. 16% strongly agrees.

The remaining 14%,8% and 2% is neutral, disagree and strongly disagree respectively.

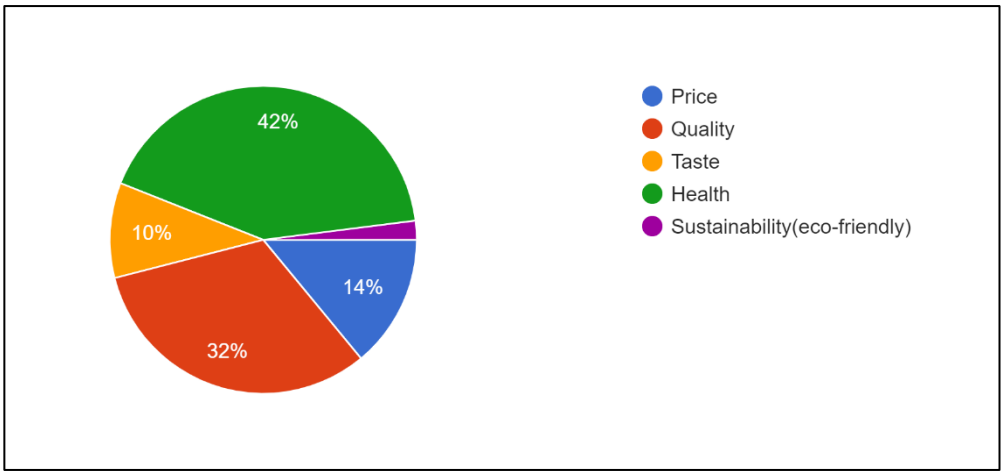
Aspect that attracts you

Table 4.22

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Price	7	14
Quality	16	32
Taste	5	10
Health	21	42
Sustainability	1	2
Total	50	100

(Source: Primary data)

Chart 4.22



(Source: Table 4.22)

INTERPRETATION:

The majority of respondents (42%) opted health. 32% opted for quality.

The remaining 14%,10% and 2% opted price, taste and sustainability respectively.

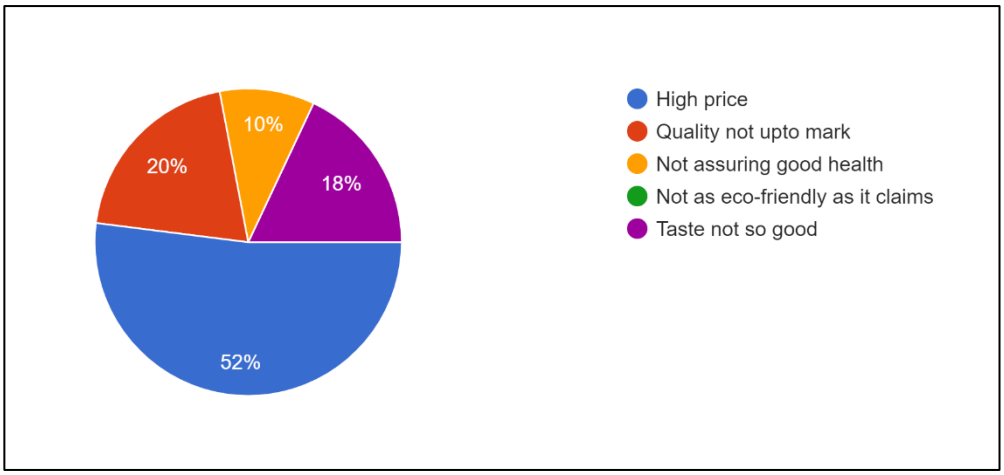
Aspect that discourages you

Table 4.23

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
High price	26	52
Quality not up to mark	10	20
Not assuring good health	5	10
Not as eco friendly	-	-
Taste not so good	9	18
Total	50	100

(Source: Primary data)

Chart 4.23



(Source: Table 4.23)

INTERPRETATION:

The majority of respondents (42%) high price. 20% opted for quality not up to mark.

The remaining 10% and 18% opted not assuring good health, taste not good respectively.

Organic vegetables favor health and protects nature

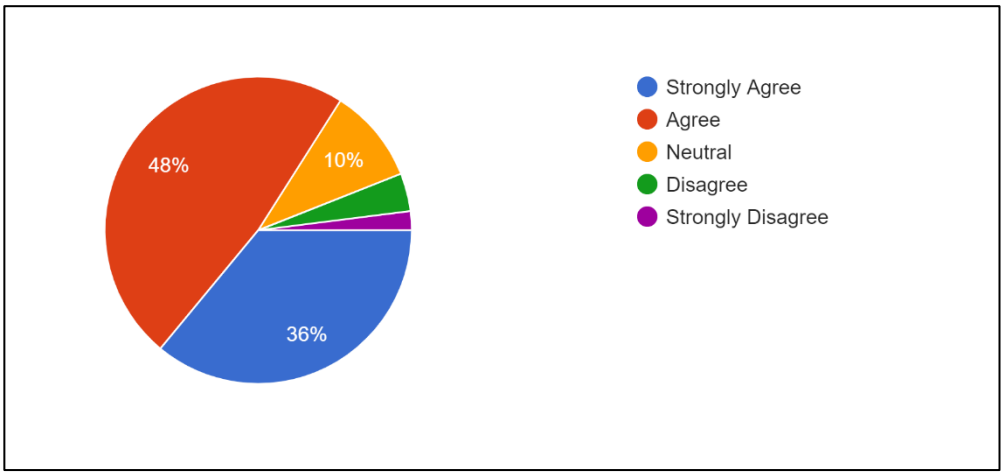
Table 4.24

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Strongly agree	18	36
Agree	24	48
Neutral	5	10
Disagree	2	4
Strongly disagree	1	2
Total	50	100

(Source: Primary data)

Chart 4.24



(Source: Table 4.24)

INTERPRETATION:

The majority of respondents (48%) agrees. 36% strongly agrees.

The remaining 10%,4% and 2% is neutral, disagree and strongly disagree respectively.

Organic veg are high priced because of good quality and ensures health

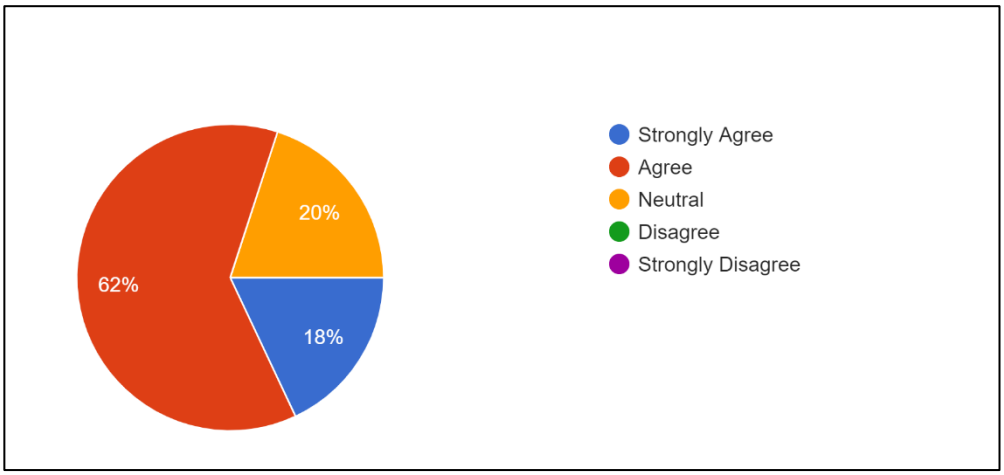
Table 4.25

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Strongly agree	9	18
Agree	31	62
Neutral	10	20
Disagree	-	-
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.25



(Source: Table 4.25)

INTERPRETATION:

The majority of respondents (62%) agrees. The remaining 20% and 18% is Neutral and strongly agree.

Willing to pay high price for organic vegetables

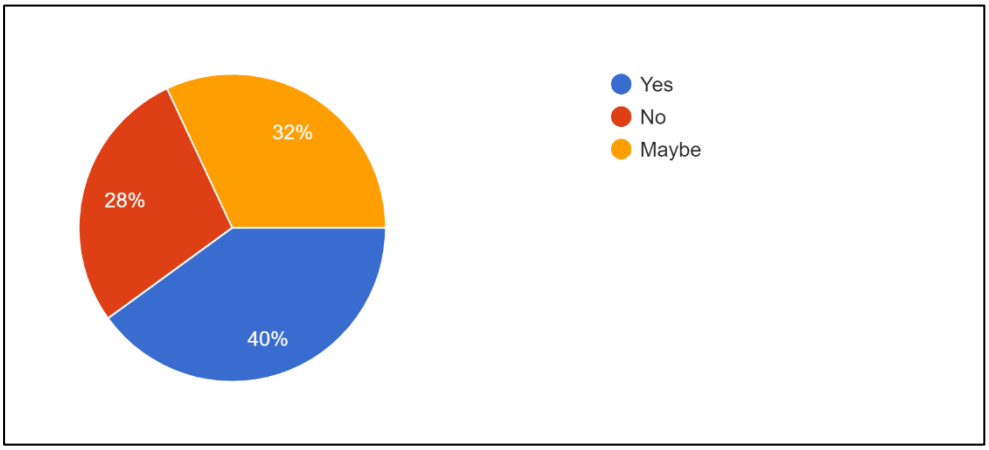
Table 4.26

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Yes	20	40
No	14	28
Maybe	16	32
Total	50	100

(Source: Primary data)

Chart 4.26



(Source: Table 4.26)

INTERPRETATION:

The majority of respondents (40%) says yes, while 32% maybe.

The remaining 28% says no.

Difficulty in the availability of organic vegetables

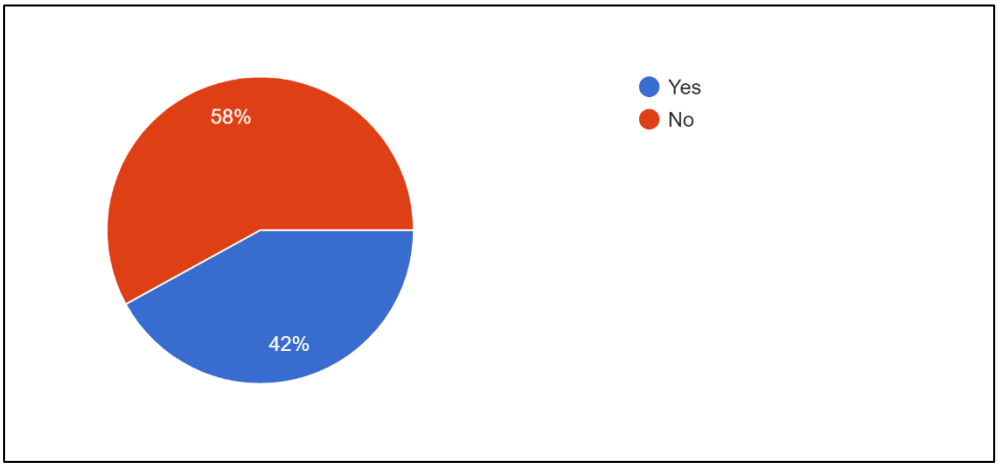
Table 4.27

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Yes No	21 29	42 58
Total	50	100

(Source: Primary data)

Chart 4.27



(Source: Table 4.27)

INTERPRETATION:

The majority of respondents (58%) says no. The remaining 42% of respondents says yes.

Prefer to buy or cultivate vegetables

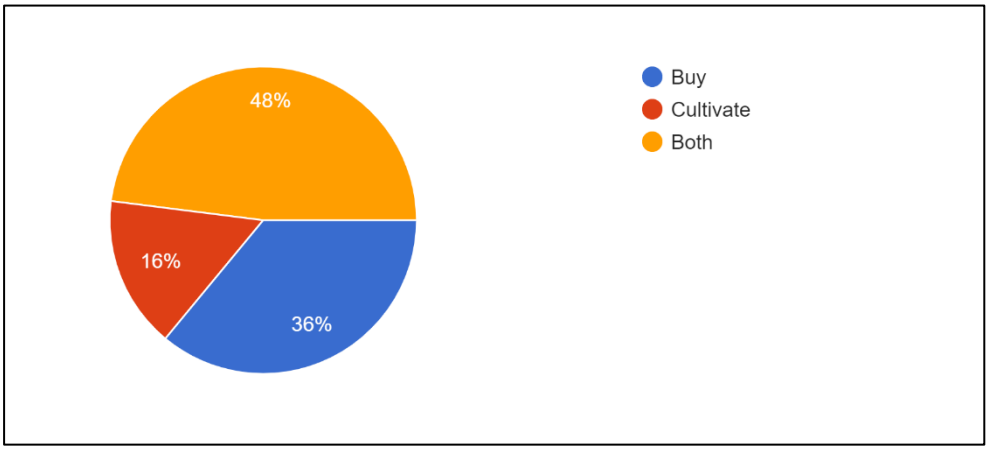
Table 4.28

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Buy	18	36
Cultivate	8	16
Both	24	48
Total	50	100

(Source: Primary data)

Chart 4.28



(Source: Table 4.28)

INTERPRETATION:

The majority of respondents (48%) opted both, while 36% buys.

The remaining 16% cultivates.

Easy to cultivate organic vegetables

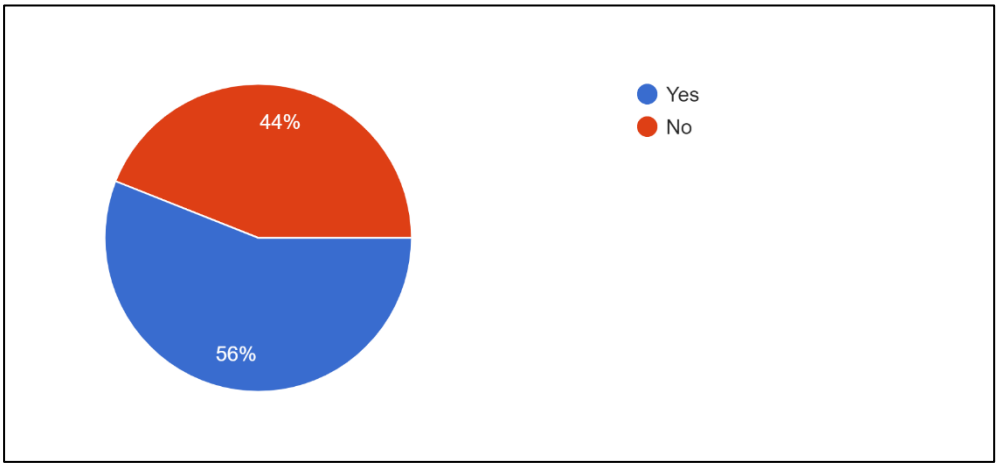
Table 4.29

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Yes No	28 22	56 44
Total	50	100

(Source: Primary data)

Chart 4.29



(Source: Table 4.29)

INTERPRETATION:

The majority of respondents (56%) says yes. The remaining 44% of respondents says no.

Health problems while consuming organic vegetables

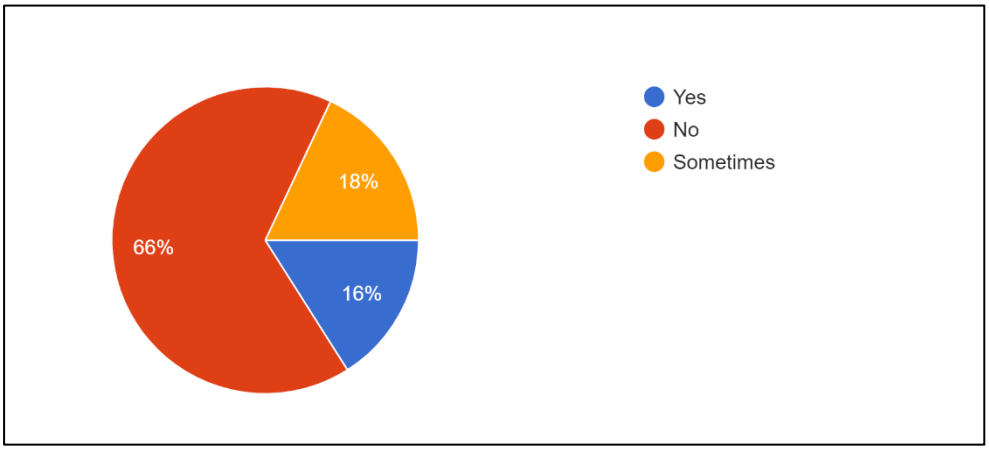
Table 4.30

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Yes	8	16
No	33	66
Sometimes	9	18
Total	50	100

(Source: Primary data)

Chart 4.30



(Source: Table 4.30)

INTERPRETATION:

The majority of respondents (66%) says no, while 18% sometimes.

The remaining 16% says yes.

Organic foods improve quality of life

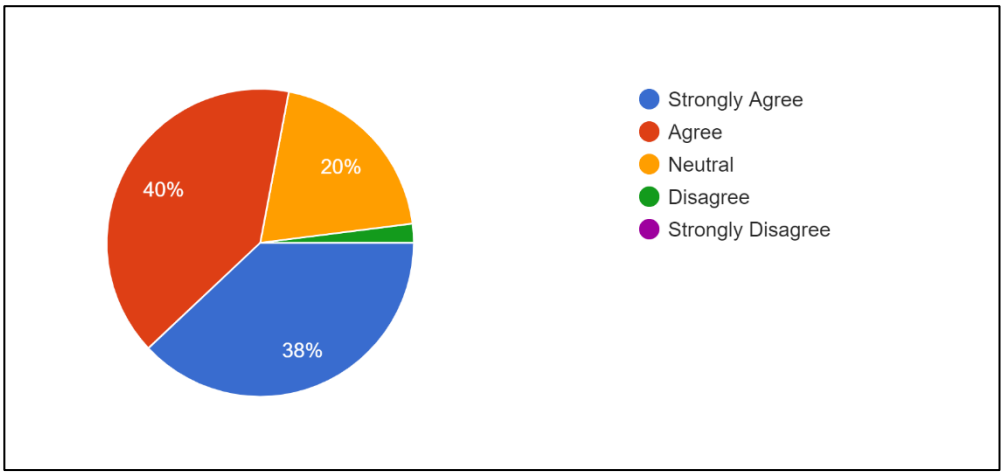
Table 4.31

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE

Strongly agree	19	38
Agree	20	40
Neutral	10	20
Disagree	1	2
Strongly disagree	-	-
Total	50	100

(Source: Primary data)

Chart 4.31



(Source: Table 4.31)

INTERPRETATION:

The majority of respondents (40%) agrees. 38% has strongly agreed. The remaining 20% and 2% is neutral and disagreed.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The study reveals that a lot of problems are faced by respondents while purchasing the organic products in the markets.

The Findings of the study are as follows:

- The primary issue for consumers of organic products is the inconsistent availability of organic goods. The consumer of organic goods may occasionally buy non-organic items alongside organic ones.
- Organic goods cost too much more than non-organic goods. in order to prevent consumers of organic goods from buying more products.
- There aren't many different kinds of organic goods on the market.
- Consumers are not conscious of the existence of organic products, and these products are not correctly certified by any authority or agency that certifies organic products.
- There aren't many stores in the city that sell organic goods.
- Technology is inadequate for the purchase of sustainable goods.
- Consumers are convinced that organic products are more expensive.
- The consumer felt that organic products uphold good health (42%) and food quality (32%) as well as excellent tastes (10 percent).
- 52 percent of consumers said they thought the price of organic goods was too high.
- Only 28% of consumers are not ready to buy organic products, even though 40% of consumers are willing to buy them even at high prices.
- The research finds that organic product outlets and shops in the study region are the primary sources of supply for organic goods.
- The lack of regular availability of organic products and the lack of options in organic products are the major deterrents for consumers from consuming organic products.
- 48% of consumers prefer to buy and cultivate vegetables, 36% of consumers are willing to buy it. The remaining 16% cultivate it.
- 56% of the respondents thinks its easy to cultivate vegetables, while the remaining (44%) not easy.
- When compared to non-organic products, the amount of advertising for organic goods is very negligible.

SUGGESTIONS

The following are the suggestion made based on the results of the study.

- It is necessary to establish organic product marketing shops in each area.
- It's important to raise consumer awareness of organic products.

- Sustained improvement in product features would lead to increase in consumption of organic food products.
- Awareness about cultivation of organic vegetables and teaching of farming techniques should be priorities.
- Consumers' attitudes about "never buying" could be changed by informing them of the advantages of organic food.
- The main barrier to not purchasing organic food products is the price premium. Customers must be encouraged to purchase even at a slight price premium rather than simply staying away.
- Environmental education programs and the consumption of organic food will make consumers more environmentally aware "Green Consumers."
- By being certified by the Organic Certification Department, farmers can ensure the integrity of their organic produce and increase their chances of receiving a fair price.

Conclusion

Consumer behavior is important in the market for organic food items. In order to keep up with changing consumer habits in the organic food industry among urban consumers, organic food marketers must be creative and dynamic. For a long time, the value of organic food items was disregarded. As a consequence of environmental sustainability, emphasis is shifted away from conventional farming and towards organic food products. The study revealed that although people were conscious of images and availability, they were not wholly devoted to buying organic food products. Without a question, the respondent was drawn to organic food items. Since the product availability in terms of volume and diversity are important, the marketers must develop promotions that are both fair and realistic.

Although there is a growing desire for such products, there are only a limited number of organically grown products accessible in the markets. Customers are ready to pay a price premium of between 5 and 50 percent for organic goods, which could be seen as the price of making an investment in people's health. Consumer attitudes and perceptions towards the product, and eventually their purchasing decisions, may change as a result of increased knowledge and awareness of organic products. Currently, veggies, followed by fruits and beans, are the most popular and in-demand goods. The cost of vegetables, particularly leafy vegetables, is higher than the cost of other types of vegetables. However, consumers' preferences for organic goods are influenced by quality factors, with taste, freshness, and overall appearance ranking as the most significant.

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ANNEXURE

QUESTIONNAIRE

Dear Madam/Sir. We, the student of Bharata Mata College. Thrikkakara is engaged in during a dissertation on "Consumers' attitude towards consumption of organic vegetables". We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

1.Name

2. Location

- Urban
- Semi urban
- Rural

3. Employment status

- Employed
- Unemployed

4. If employed, income(monthly)

- Less than 20000
- 20000-40000
- 40000-60000
- Above 60000

5. Family size

- Below 3
- 3 to 4

• Above 4

6. Food habits

•Vegetarian

• Non-vegetarian

• Both 7. From where did you hear about organic vegetables?

• Friends

• Family

• Peer group

• Media

8. Have you ever consumed organic vegetables?

• Yes

• No

9. If yes, how often have you purchase It?

• Often

• Sometimes

• Rarely

10. From where do you buy organic vegetables?

• Vegetable shop

• Other shops

• You own garden

• All of the above

11. How frequently do you consume organic vegetables?

• Daily

• Weekly

• Monthly

•Yearly

12. How long has it been since you are consuming organic vegetables?

- Less than 1 year
- More than 1 year

13. If you buy organic products, which of the products do you buy?

- Fruits
- Vegetables
- Grains
- Edible oil
- Milk
- Spices
- Honey
- Egg
- Other

14. You level of satisfaction while consuming organic vegetables is very high?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Organic foods are healthier than conventional foods?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

16. Organic foods are chemical-free and safer to eat?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
17. Organic foods are more tasty than conventional foods?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

18. Organic foods are fresh *
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
19. Organic foods are environmentally friendly
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree

- Strongly Disagree

20. Organic foods are free from pesticide residues, antibiotic residues and hormones

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

21. Organic foods have longer shelf Life?*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

22. Organic foods support local and small farmers*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

23. Which aspect of organic vegetables attracts you to purchase it?

- Price
- Quality
- Taste
- Health
- Sustainability(eco-friendly)

24. which aspect of organic vegetables discourages you to purchase it?

- High price
- Quality not upto mark
- Not assuring good health
- Not as eco-friendly as it claims
- Taste not so good

25. Do you agree that consumption of organic veg favors your health and protects the nature? *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

26. Do you agree that organic Vegetables are high priced because it has good quality and ensure health?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

27. Are you willing to pay for organic vegetables even if it is high priced?

- Yes
- No
- Maybe

28. Do you face any difficulty in the availability of organic vegetables?

- Yes

- No

29. Do you prefer to buy or cultivate vegetables?

- Buy
- Cultivate
- Both

30. Is it easy to cultivate organic vegetables?

- Yes
- No

31. Are there any health related problems while consuming organic vegetables?

- Yes
- No
- Sometimes

32. Organic foods improve quality of life?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree