



A Healthy lifestyle is a new paradigm shift of today's Consumers- A comprehensive study on Consumer Perception on Organic Food Consumption in Mumbai ,India.

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Abstract

There is a huge deal of knowledge available in the market regarding eating healthy, inculcating healthy food habits and invoking the spirit of a sustainable environment among each citizen of the country. The mission is to provide healthy food to the people of the country, money and opinions and perceptions work favourably in developing countries like India too. The root cause of lack of healthy eating is its unavailability as per the demand and its authenticity. If we are to go truly organic, we need to be more resourceful in terms of providing the right infrastructure for better organic production and adequate authentication programmes thereby making things available in proper supply.

A total of 273 respondents were approached, out of which 250 responses gathered were completely filled, through the questionnaire survey method and a descriptive and mixed research method was conducted to understand the present scenario of organic food consumption and the probable chances of how to promote organic marketing in the country.

It was analysed and tested that the level of awareness is quite good about organic food products in Mumbai and it was truly estimated that consumers in India do not consider Price as one of the barriers to healthy eating or organic consumption. The consumers truly look for authenticated organic food products and adequate amount of organic food supply in and around them.

Keywords: Consumer Perception, Organic food; Healthy living; Sustainable environment; Organic Consumption; Green revolution

1. Introduction:

A lot has been said and done in black and white but the real implementation needs correct planning and processing. This is all about how we are stepping forward towards a sustainable planet. A place where there is hope to lead a life full of health and pure form of nutrition can not only bring peace to our mental and physical health but also towards our nature by being responsible enough to select those things for consumption that are good for us and other organisms.

“Organically grown” food is food grown and processed using no synthetic fertilizers or pesticides. Pesticides derived from natural sources (such as biological pesticides) may be used in producing organically grown food. (EPA, N.D)

Organic foods are working towards immunity of our body and especially after the COVID 19, there has been a tremendous growth in the Organic food market. It has been estimated that there has been an increase of 17% in the domestic market and the food market grew by Rs. 87.1 crore in 2021 from Rs. 53.3 crore in 2016(ASSOCHAM-EY). The export market had increased by 42% during 2021 as compared to 2020 and the volume of organic products exported from April 2020 to February 2021 was 819250MT with a valuation of 948 million USD.

Organic farming is not just the way of removal of pesticides, fertilizers, antibiotics and growth hormones. It increases the productivity of various systems withing our agroecosystems. The most important function of organic farming is to have a harmonious and sustainable structure of environment. This type of farming is dependent on ecological processes and biodiversity of the local area rather than using inputs that have various ill-effects. (AGRIFARMING, N.D)

1.1 Govt. schemes promoting Organic farming in India

The cultivable area of land in India under the organic farming has shown a considerable rise from 11.83 lakh hectare in 2014 to 29.17 lakh hectare in 2020 in the country because of the focused efforts of the government. Over the years, the organic promotion activities led to development of state specific organic brands, increased domestic supply and exports of organic produce from north eastern region. Taking cue from the success of the organic initiatives, a target of 20 lakh hectare additional area coverage by 2024 is envisaged in the vision document. Awareness programmes, availability of adequate post- harvest infrastructure, marketing facilities, premium price for the organic produce among others would certainly motivate farmers towards organic farming thereby increasing organic coverage in the country.

The Government of India provides assistance for promoting organic farming across the country though different schemes.

1. Paramparagat Krishi Vikas Yojana (PKVY)

Paramparagat Krishi Vikas Yojana promotes cluster based organic farming with PGS (Participatory Guarantee System) certification. Cluster formation, training, certification and marketing are supported under the scheme.

Assistance of Rs. 50,000 per ha /3 years is provided out of which 62 percent (Rs. 31,000) is given as incentive to a farmer towards organic inputs.

2. Mission Organic Value Chain Development for North Eastern Region (MOVCDNER)

The scheme promotes third party certified organic farming of niche crops of north east region through Farmer Producer Organisations (FPOs) with focus on exports. Farmers are given assistance of Rs 25,000 per hectare for three years for organic inputs including organic manure and bio-fertilisers among other inputs. Support for formation of FPOs, capacity building, post-harvest infrastructure up to Rs 2 crore are also provided in the scheme.

3.Capital Investment Subsidy Scheme (CISS) under Soil Health Management Scheme

Under this scheme, 100 percent assistance is provided to state government, government agencies for setting up of mechanised fruit and vegetable market waste, agro waste compost production unit up to a maximum limit of Rs 190 lakh per unit (3000 Total Per Annum TPA capacity). Similarly, for individuals and private agencies assistance up to 33 percent of cost limit to Rs 63 lakh per unit as capital investment is provided.

4. National Mission on Oilseeds and Oil Palm (NMOOP)

Under the Mission, financial assistance at 50 percent subsidy to the tune of Rs. 300 per hectare is being provided for different components including bio-fertilisers, supply of Rhizobium culture, Phosphate Solubilising Bacteria (PSB), Zinc Solubilising Bacteria (ZSB), Azatobacter, Mycorrhiza and vermi compost.

5. National Food Security Mission (NFSM)

Under NFSM, financial assistance is provided for promotion of bio-fertiliser (Rhizobium/PSB) at 50 percent of the cost limited to Rs 300 per hectare.

As per international resource data from Research Institute of Organic Agriculture (FiBL) and the International Federation of Organic Agriculture Movements (IFOAM) Statistics 2020, India stands at 9th position in terms of certified agricultural land with 1.94 million hectare (2018-19).

Also, Zero Budget Natural Farming is a method of farming where it takes no cost of growing and harvesting of plants as it eliminates external resources and uses local resources to improve our soils and restore the ecosystem by adopting multi-layered cropping systems etc.

1.2 Consumer buying behaviour towards Organic Food

It has been observed that buying of food generally falls under low-involvement but the frequency of purchase is very high. With the rise of demand in Organic food consumption and sustainable consumption in the Indian context is a little difficult because of the premium pricing aspect of organic food. And a high frequency purchase. (Swati Singh, 2021)

Demographical Aspects:

Anne Davis, Albert J. Titterington and Clive Cochrane (1995) classified people who purchase organic food have been into four groups namely Greens; people who are concerned with the environment, food phobic; those who concerned about chemical residues in food, Humanists; people who are pre occupied with factory farming methods and Hedonists; people who believe that the premium products must be better and importantly tastes better. 4

There are always products available in the market designed for males and females despite the fact that today gender roles no longer exist. Genders no longer act as a barometer to measure differences in Consumer Perception towards buying of products.

The division of a society into a hierarchy of distinct status classes in order that members of each class have relatively the same status and members of all other classes have either higher or lower status. (Leon G.Schiffman, 2021)

Few years ago, we were not so bothered about safety and quality of food that we consumed and we did not really think if the food was organic or inorganic by its nature. But with the growth of various complications like lifestyle diseases etc like cancer ,diabetes, heart diseases ,consumers are switching over to organic food gradually. Awareness levels are increasing irrespective of the demographic aspects of consumers. (Prince, 2018)

1.3 Review of literature

1. (Niraj Kumar, 2015) The researcher has analysed that today's consumer is more focussed on eating vegetarian food than non-vegetarian food. Consumers are more keen on seeing and verifying the products before buying them. People are not much interested in buying packed food products of both vegetarian as well as non-vegetarian products. The results indicate that consumers consume more vegetarian products than that of non-vegetarian products. The researcher also has found that age and income of the consumers play a vital role in influencing the buying behaviour for the vegetarian food products rather than the non-vegetarian food products.
2. (Venkata Rajeev P, 2015) The Researchers emphasize on E-Commerce sites that are becoming popular all over the world. According to the research findings, consumers nowadays keep visiting these sites not just to shop but also to gain knowledge about what other consumers are buying and which products they are purchasing.
3. (Richa Mishra, 2016) focuses on the impact of the intention of the purchasers of organic products who believe on the safety and health aspect of the product, trust and certification, information and availability and lifestyle which are drivers of growth. Some impending factors were identified like doubt in the professed quality of organic food, lack of awareness and price parity.
4. (Anca Gabriela Petrescu, 2017)The research study was undertaken in Romania indicate that producers, retailers, and distributors must set their strategies right to do the market segmentation based on gender. The perspective of organic food business cannot be resolved by reducing the prices of organic products but improving the knowledge and awareness towards the benefits of health education.

5. (D.Anand, 2017) opines that mostly consumers get the awareness of organic food products through advertisements and friends. Half of the non-users of organic food are concern about the price which is comparatively higher than the non-organic products. Some of the customers do not like to consume organic food because of its taste, some say they do not consume organic because of its unavailability. A few people say that they do not trust the organic food since at times the conventional food is also termed as organic food in the market. Therefore, there must be a proper logo, symbol or a certification duly by the Govt.
6. (Aparna Goyal, 2018) in their study undertaken in Malaysia reveal that customers decide to purchase Eco-friendly food products due to their perception that Eco-friendly food ar5e health oriented and purely natural. Furthermore, the demographic characteristics like taste, preferences, habits, freshness, healthy diet, quality are the most important
7. (Vijay Amrit Raj, 2018) The researcher attempts to find out the factors influencing consumers' attitude towards organic products.As per the study,one of the most critical factors influencing the consumers to buy organic products is a socially responsible behavior. The factors negatively influencing consumer attitude towards the organic product are high price and limited availability of organic products.
8. (Jyovita Christi, 2019). The researcher focuses here on Sentiment analysis, which is also termed as opinion mining that studies people’s sentiments towards certain entities. Today, smart phones, high speed Internet and various forums and social networks have made it very common for people to express their views. Therefore, a lot of textual data is available in various forms where people express their opinions. There are various techniques that have been created to perform sentiment analysis in the past and even today. Analysing this data to know the underlying sentiment behind it has also become quite popular these days.
9. (Heerah Jose, 2019) The researcher has focused on the impact of trust and perceived price in establishing the direct relation between fear and intention among the consumer buying behavior. Through cluster analysis it was estimated by the researcher that married women with children are more inclined towards buying organic food products.
10. (Poornima Tapas,2020) This study was to aimed to understand the image that is getting created in the minds of the consumers, when they see any organic label. It also understood that different groups of consumers have perceptions of organic labels in a different way. The major factor that influences the perception of consumers are psychological characteristics. Marketers should form their strategies as per various target segments as studied under the cluster analysis by the researchers. Lot of awareness and promotion should be done by the marketers.
11. (Dr.Naseer Mohamed Jaffer, 2020) The researcher has focussed that today’s consumer has transitioned from a very passive to an abreast and attuned consumer. The internet is considered to have contributed a great deal towards transforming the consumers into a tech savvy and modern and updated consumer. The purpose of this paper is to research to understand the differences among the online consumers related to a variety of concerns.

12. (B.Rajeswari, 2020) The study focuses on significant differences between regular and organic products. It has been estimated that the number of words in the regular products reviews is significantly lower than the mean number of words in the organic product reviews.

13. (Aradhana, 2020) The researcher aims to understand the buying behavior of consumers who buy green products. The study aims to explore the parameters that affect the purchase behavior of green consumers. The researcher has estimated with the help of a quantitative study that altruism, awareness about the environment and various social factors are found having a significant impact on green buying behavior of consumers.

14. (Friederike Gobrecht, 2022) When people are facing death, along with a variety of mechanisms consumption also become a matter of paramount importance. Consumers start eating more, buy things and even unplanned purchases. Some of them even take up unhealthy consumption like smoking, drinking etc overeating, as a way to maintain self-esteem and avoid death related thoughts.

15. (Tewary & al", n.d) In their study to understand the working women's attitude towards organic cosmetics, conclude that health and environment conscious, availability, brand and price are the 4 factors that determine the attitude of consumers towards purchasing organic products. Respondents expressed that they have switched over to organic products. Thus, organic industry like personal care, food industry to implement proper marketing strategies to induce the consumers to buy more of organic products

2. Research -Methodology

After doing an extensive literature review, the researcher draws two null hypotheses along with its corresponding alternate hypotheses.:

H01: There is no significant relation between the level of awareness about organic food products in select cities of Mumbai and its demographic factors.

H1: There is a significant relation between the level of awareness about organic food products in Mumbai and its demographic factors.

H02: There is no significant relation between Higher Price Structure of organic food products and its adoption in Mumbai.

H2: There is a significant relation between Higher Price Structure of organic food products and its adoption in Mumbai.

The study on Consumer Buying behaviour towards Organic food consumption was conducted in the City of Mumbai.

With reference to the census survey of 2012, it is observed that the total population of Maharashtra is 11.42 crores and it will be more than 124,904,071 in 2023, thus in order to draw a correct sample size the researcher is using the Cochran's formula when:

margin of error is 5%, i.e = 0.05

level of significance @ 95% in Z table = 1.96

p is estimated population which has an attribute in question = 0.5

$$q=1-p \quad [n] \quad (0=) \quad (Z^{(2)} \quad pq)/e^2$$

$$= (1.96)^2 (0.5) (0.5) / (0.05)^2$$

Answer = 385

The ideal sample as per the formula is 385 for conducting any study but the researcher cannot negate the fact that while collecting the data there will be some questions that the researcher will have to reject due to the error of response which is not calculated by the formula, thus to get the desired sample of the study the researcher will target reaching 400 samples from the city of Mumbai.

A probability sampling method was undertaken and the data was estimated on the basis of socio-demographic distribution of population.

The objectives of the study were to understand the various factors that influence the Consumer buying behaviour towards Organic food consumption, to identify the awareness of the consumers towards Organic food and to suggest strategies to boost the growth of organic food consumption.

Due to the time constraints and unfavourable support from the consumers, a total of 273 responses could only be gathered through Google form questionnaire but only 250 of the responses were authentic and valid and rest of the Responses were either incomplete or else vague. from in an around Mumbai City.

3.Data Analysis and Interpretation

A stratified random sampling method was administered to understand the characteristics and viewpoints of consumers falling under different subgroups as per their age, occupation, family income and marital status.

Following are the data wise categorization of different groups stated in different tables:

Data-Wise estimation of Population

Educational Qualification	Respondents
Higher Secondary School	24
Graduate	43
Post Graduate	64
Professional	65
Others	54
Total Samples	250

Table 3.1

Personal demographic questions were regarding the educational qualification and it was estimated that out of 250 respondents, Higher secondary school students were 24, Graduates were 43, Post Graduates were 64, Professional were 65 and other qualifications like diploma etc were 54.

Gender	Respondents
Male	103
Female	147
Transgender	-
Total Samples	250

Table 3.2

Personal demographic questions were regarding the educational gender categorization and it was estimated that out of 250 respondents, Males were 103 and females were 147 and unfortunately no transgender's views could be collected

AGE (in years)	Respondents
Less than 20	24
20-30	79
31-40	47
41-50	65
51-60	24
60 & above	11
Total Samples	250

Table 3.3

Personal demographic questions were regarding the age categorization and it was estimated that out of 250 respondents, 24 were in the age group of less than 20 years,79 were in the age group of 20 to 30 years,47 in the age group of 31-40 years,65 in the age group of 41-50 years,24 in the age group of 51 -60,11 were in the age group of 60 & above .

Family Monthly Income	Respondents
Less than 50k	48
50k-1k	124
Above 1k	78
Total Samples	250

Table 3.4

Personal demographic questions were regarding the family monthly income and it was estimated that out of 250 respondents, 48 of them fell under the family income group of less than Rs.50K per month,124 were in the category of Rs.50K -Rs.1K per month,

Occupation	Respondents
Professional	65
Service	18
Business	14
Home maker	12
Student	131
Others	10
Total Samples	250

Table 3.5

Personal demographic questions were regarding the occupational categorization and it was estimated that out of 250 respondents, 65 were Professionals,18 were Service holders,14 were business owners,12 were homemakers,131 were students, others were 10

Marital Status	Respondents
Single	143
Married	107
Total Samples	250

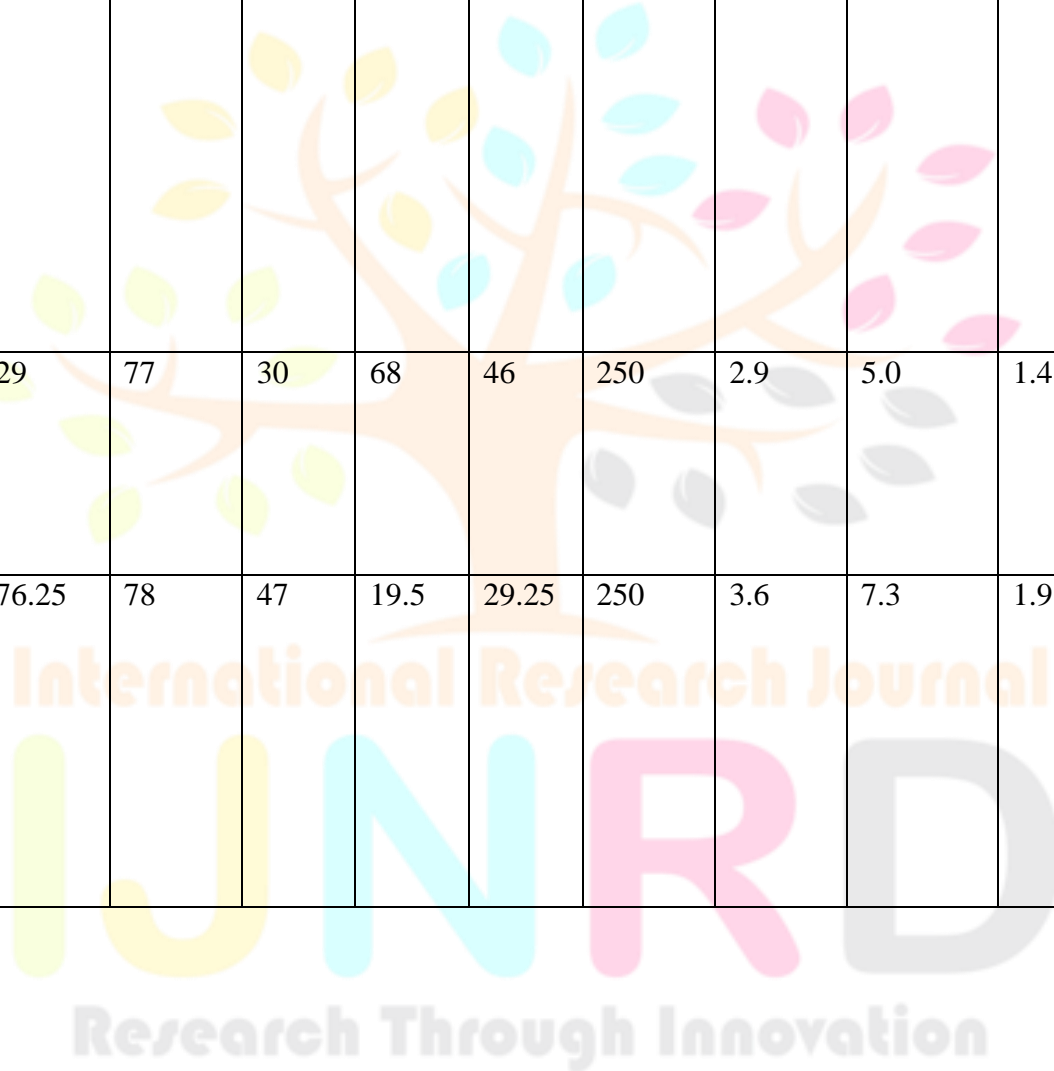
Table 3.6

Personal demographic question regarding the marital status of the respondents were asked and it was estimated that out of the 250 respondents,143 were single,107 were married.

Further the questionnaire was framed to arrive at a conclusion so as to fulfil the objectives of the research. A total of 24 statements were given in the questionnaire and a 5 point Likert scale statements were administered in that where 1 implied Strongly disagree,5 implied Strongly Agree and it was estimated on the first 9 statements that were aimed to analyse the awareness and perception of consumer buying behaviour towards organic consumption of food.



Statements related to awareness of Consumers.	SA	A	N	DA	SD	Total	Mean	Mean 2	SD
I am highly concerned about the monthly groceries of my home.	48	125	48	25	4	250	3.7	7.4	1.9
I do not bother much about the monthly groceries that come to my home.	10	67	38	68	67	250	2.5	4.0	1.2
I am not the decision maker in my house	29	77	30	68	46	250	2.9	5.0	1.4
In my house I play a very important role in purchase decisions	76.25	78	47	19.5	29.25	250	3.6	7.3	1.9



I believe in social and digital media sources for deciding on the purchase of food products	24	75.5	79	40	31.5	250	3.08	5.4	1.5
I strictly purchase food products that are old and branded.	48	45	125.5	16	15.5	250	3.3	6.2	1.6
I simply trust on the authenticity of organic food only and not on any non-organic food.	29	88	29.5	48	55.5	250	2.9	5.2	1.5
I always check the certification before i purchase any organic food product.	55	130	30	25	10	250	3.7	7.6	1.9
I am aware of the organic food	32.5	97	53	43	24.5	250	3.2	6	1.6

brands that are available in the market									
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Table 3.7

Although people are aware but still there has to be more awareness of the organic food availabilities and its consumption. Therefore, the mean value of all the statements were above the alpha value of 0.05 at 95 % level of confidence. Also, the standard deviation done estimated that the difference between the means is also greater than the alpha value of 0.05 at 95 % level of confidence.

Therefore, since the mean value and the standard deviation of all the statements are greater than the alpha value 0.05, therefore we accept the first null hypothesis i.e, **There is no significant relation between the level of awareness about organic food products in Mumbai and its demographic factors and reject the alternate hypothesis.**

Price as an important factor for buying decision towards Organic Products	Positive number of Responses of people in the income range of less than 50k per month	Positive number of Responses of in the income range of 50k-1 lac people per month	Positive number of Responses of in the income range above 1 lac people per month	Total Samples
Price is not important for me when it comes to buying a product	35	92	123	250
I do not check the price tag first when I look for the organic products	25	89	136	250
I always consider quality over price.	33	108	109	250
Price is the most important decision-making criteria for me	140	63	47	250
In my family it is price which matters the most when it comes to buying decisions.	167	56	27	250
I prefer buying cheap products than quality products.	27	98	125	250
I always pay more if the quantity of the product is more.	98	85	67	250
I postpone my buying if I see the price tag	176	59	15	250

which says a high price.				
Organic certification is not as much important as much as its price.	127	73	50	250
I am always willing to pay more if there is an organic certification.	75	87	88	250
Organic stores are always expensive than non -organic stores	97	88	65	250
Higher the price of the organic product better is the standard of living.	42	98	110	250
Do you think High price of organic products is a must to have a sustainable ecosystem?	12	118	120	250
Higher price of organic food will be a reason for economic boost for the country which will later on increase employment and supply of organic products in the nation.	21	95	134	250
Higher price structure is part of marketing strategy to create promotional programmes etc for the products.	164	54	32	250

Table 3.8

For the above next 15 statements again a 5 -point Likert scale technique was applied where 1 implied Strongly disagree,5 implied Strongly Agree and One factor F Test or One way ANOVA Technique was applied to understand the attitude of the consumers based on three income groups such as family income less than 50k per month, family income within 50k -1 L per month, above Rs. 1 L per month and it was found that the p value was greater than the alpha value. Therefore, we can conclude that Price is not the important factor of decision towards buying organic food across different consumer groups falling in different income categories per month. Overall, the perception of the consumers is changing, they are willing to pay for quality and quantity and the products that good for health is given utter weightage. People from the lower income group had the opinion that they are not able to buy organic food due to its price structure and lack of supply but majority of them were also agreeable to the fact that organic food is good for the health and it is important towards maintaining sustainable environment by way of organic cultivation and at the initial stage, the cost of organic cultivation would be higher. Thus, for this reason the price structure is high.

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
A	15	1239	82.6	3557.4
B	15	1263	84.2	373.6
C	15	1248	83.2	1778.457

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	19.6	2	9.8	0.005149	0.994865	3.219942
Within Groups	79932.4	42	1903.152			
Total	79952	44				

Therefore, the One-way ANOVA calculation of all the statements were above the alpha value of 0.05 at 95 % level of confidence. **Therefore, we accept the null hypothesis ‘There is no significant relation between Higher Price Structure of organic food products and its adoption in Mumbai’ and reject the alternate hypothesis.**

Recommendations and Solution

- Organic food supplies should be increased in the city of Mumbai.
- Mumbai being the economic capital has a lot of potential to transform the market of Organic food as a mainstream market.
- Since we all know about the health benefits of Organic food consumption, we should strive towards eating healthy.
- Marketers should concentrate more on the business of Organic food supplies and better strategies should be taken up.
- Rural markets around Maharashtra to be promoted and farmers should be encouraged to invest more on organic cultivation.
- Several yojanas and schemes that are there by the Govt. of India and Govt. of Maharashtra should be implemented to encourage the farmers and provide organic cultivation supplies in a subsidized rate.
- More and more Corporate farming schemes should be introduced to facilitate the business of Organic food in Mumbai.

- Colour coding marketing scheme should be introduced to protect against food contamination and identification of hazardous chemicals etc.
- Consumers awareness levels need to be higher and that can be done by introducing more and more organic stores in an around their vicinity.
- Price structures of Organic food should be reduced so as to increase the consumption of organic food.
- Govt. should strictly check on the packaging, labelling and certification of the organic food products.
- More and more direct marketing and online marketing platforms should be introduced for increasing consumption and sale through convenienc

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