" Why do consumers want organic food?- A psychographic and behavioural analysis of consumers of a city in Indian sub continent"

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ABSTRACT

Consumers choose organic products because they lack synthetic chemicals and genetic engineering. While the psychographic component of consumer decision-making takes into account attitudes and ideas about organic products, the behavioural component focuses on purchasing behaviour. Because of its alleged health benefits and dedication to the environment, consumers frequently pick organic products. Understanding consumer attitudes and views about organic products can help businesses better market their goods and promote sustainable lifestyles. Companies may more effectively market their goods and encourage sustainable practises that benefit both customers and the environment by recognising these variables.

Key words: Organic food, consumer behaviour, psychographic, behavioural analysis, organic food preference

1. INTRODUCTION

On a daily basis, consumers make decisions that have an impact on their own health and the environment. Purchasing organic goods, which are made without synthetic pesticides, fertilisers, or genetic engineering, is one of these options. Despite being more expensive than conventional products, many consumers believe that the advantages of organic products outweigh the additional cost.

The behavioral aspect of consumer decision-making pertains to actions such as purchasing behavior, while the psychographic aspect takes into account attitudes and beliefs about organic products.

Because organic products don't include synthetic chemicals or genetically modified creatures, consumers frequently choose them because they believe they are healthier. Additionally, because they are concerned about the potential long-term health repercussions of these compounds, some consumers are prepared to spend extra for organic items.

Another factor that may sway consumers towards organic products is their commitment to environmental sustainability. Organic farming practices prioritize reducing environmental impact by minimizing the use of synthetic chemicals and advocating sustainable farming techniques. For these reasons, environmentally conscious consumers may find organic products more attractive

The psychographic aspect of consumer choice is multifaceted and may involve researching consumer attitudes

and beliefs towards organic goods. Customers often pick organic items because they think they are healthier because they don't include synthetic chemicals or genetically modified organisms. Additionally, because they are worried about the potential long-term health consequences of these compounds, some consumers are prepared to pay additional money for organic products.

By examining both the behavioral and psychographic aspects of consumer decision-making regarding organic products, we can obtain valuable insights. By comprehending the reasons why consumers prefer organic products, we can assist companies in better promoting their products and providing consumers with the information necessary to make informed decisions. Additionally, this research can encourage sustainable and healthy lifestyles that benefit both consumers and the environment.

2. LITERATURE REVIEW

The popularity of organic products has been ascribed to customers' growing awareness as to how their buy ones chosen their environment and health. The views and tastes of customers towards organic products, however, differ greatly. The investigation of the variables influencing customers' attitudes and behaviours towards organic products is the main goal of this review of the literature.

Lina Pilelien and Vilma Tamulien (Pilelienė & Tamulienė, 2021) studied Lithuanian customers in 2021 to determine the elements that affect their choices of organic products. Consumers in Lithuania are highly aware of environmental issues and actively interested in disseminating knowledge about them, according to the study. They have a hazy understanding of the connection among organic foods and sustainability, quality, and wellbeing. The survey also showed that economic factors play a significant role in customers' unwillingness to spend extra for organic goods. The report suggests market segmentation for organic products to better understand consumer preferences.

In a different study, Krishnakumare and Niranjan (Krishnakumare & Niranjan, 2017). look into how consumers in Tamil Nadu's Tiruppur area behave when buying food products which are organic in nature. The study's results demonstrated that consumer behaviour significantly affects the market for organic foodstuffs. As per the report, customers are more motivated to purchase organic food for health-related reasons. However, consumers' mistrust of organic food products deters them from buying them and poses a significant challenge for marketers. The paper asserts that organic food marketers must remain adaptable and innovative in order to satisfy the shifting demands of urban consumers.

In a recent study, Joshyja Jose, Biju MK, and Binoy Vincent (Jose, Biju, & Vincent, 2022), they intended to investigate how consumer perceptions about environmentally friendly consumption practices and branded organic food purchases relate. The study's findings imply that customers' favourable attitudes and views towards organic goods encourage sustainable purchase. The core consumption values such as sustainability, naturalness, healthiness, and environmental benefits are positive cues that influence sustainable buying behavior. The authors suggest that marketers can improve consumer trust in organic products by understanding their behavioral and psychographic aspects and using this knowledge to develop innovative marketing strategies.

Another study conducted by Dr. Mehmet et al.(Mehmet MARANGOZ, Mustafa PAKSOY, Sadettin PAKSOY, Assist Mehmet ÖZÇALICI, & Assist Hale ÇELİKKAN, 2014) explored the factors that influence adolescents' behaviours and attitudes in reference to the organic products in Turkey. The study found that adolescents' perceptions of organic foods are greatly influenced by their concern for their health. According to the study, changing adolescents' perceptions of organic foods may require increasing public understanding of their advantages and how they might improve people's health. Additionally, the study found that food safety concerns and environmental awareness can positively influence attitudes towards organic foods. However, further analysis of additional factors and refinement of measures are recommended for a more comprehensive understanding of this relationship.

In order to ascertain how shoppers in India's Tier 2 cities act and behave toward organic products, Saloni Mehra

and P.A. Ratna (Mehra & Ratna, 2014),   performed a study in 2014. According to the poll, perception, health consciousness, brand awareness, value for money, accessibility, and trustworthiness are the six factors that have the biggest effect on customer sentiments toward organic food.. The survey also revealed that demographic characteristics have an impact on attitudes toward organic food, with women, younger consumers, and those with higher incomes and educational levels more likely to favor organic food and be willing to pay more for it.

In order to understand what influences consumers' views of, plans for, and observable behaviors while purchasing organic food, Anupam Singh and Priyanka Verma (Singh & Verma, 2017) conducted a study in 2017. The study stated that the major elements influencing customers' attitudes and intents to purchase organic products are health consciousness, knowledge, subjective norms, value perception, and availability. Age, income, and education are sociodemographic factors that affect actual purchase behavior. The study's conclusions may be helpful to businesses, merchants, and regulatory bodies in the organic food sector.

Jyoti Ranaa and Justin Paul (Rana & Paul, 2017) explored the aspects that affect customer behaviour toward organic food, such as health considerations and ethical problems. The study observed that while there is desire in underdeveloped countries, the availability of organic food is constrained by inefficient distribution and promotion networks. Policymakers, experts in the food and tourism industries, and merchants might all benefit from the revelations.

In their study, Ravi Nandi, Wolfgang Bokelmann, Nithya Vishwanath Gowdru, and Gustavo Dias (Nandi, Bokelmann, Gowdru, & Dias, 2017) examined the factors influencing Indian customers' purchasing decisions as well as their readiness to pay more for fruits and vegetables that are organically grown. Consumers place a high value on organic goods, but the study indicated that supply and cost are still the two biggest barriers to growing demand. According to the report, there may be more demand for organic goods in India if there is more government support, higher production, and effective labelling and education efforts.

Dr. Manju Yadav (Yadav, 2017) talked on the idea, objectives, and scope of organic farming in India as well as the government's policies to support its expansion. The report emphasises the recent shift towards organic farming as well as the environmental and health issues related to traditional agricultural practises. Additionally emphasised are the government's financial contributions to organic farming and Sikkim's entire acceptance of organic farming.

The year 2016 saw the completion of a study by Ravi Nandi. et al. (Nandi, Bokelmann, Gowdru, & Dias, 2016) in Bangalore, India, to determine consumer categories based on motivations and preferences for organic food. The majority of consumers, according to the survey, are female, have higher levels of education, and come from affluent socioeconomic situations. The study's findings can support existing efforts in market research for the expansion of the organic food industry and help marketers create their Indian market strategies.

Using the Theory of Planned Behaviour, Gurmeet Kaur et al. (Matharu, von der Heidt, Sorwar, & Sivapalan, 2022) investigated the driving factors underlying young Indian buyers purchase of food that is organic. In contrast to perceived quality and high concerns, the study showed that attitudes toward organic food consumption and subjective norms were crucial predictor of purchase intention. The study offers recommendations for farmers, marketers, and decision-makers who want to hasten the uptake of organic food among young people in developing nations.

In their investigation of the factors affecting consumer behavior in the Danish organic food sector, Mette Wier et al. (Wier, Andersen, Millock, O'Doherty Jensen, & Rosenkvist, 2005) examined the significance of private versus public valued traits, household characteristics, and purchasing barriers. According to the study, private good characteristics have the biggest influence on consumer behaviour, but public good characteristics may serve as a requirement for purchase. Consumers place a great value on product information, particularly labelling, and the concentrated market structure

Customers' opinions about alternative food networks (AFN) were the subject of an investigation by Bo Yang, Meng-Ting Liu and Guo Yu. (Bo, Meng-Ting, & Guo, 2021). According to the study, having a favourable attitude towards AFN can improve how well it is regarded and how many people participate in AFN events, both of which increase customer satisfaction. The study recommends developing a participatory security system, enhancing the perceived quality of AFN goods, and raising consumer involvement in AFN activities to increase consumer happiness with AFN. Researchers may be better capable of comprehending the behavioural and psychographic characteristics of consumers who favour organic products as a result of these findings.

Sushil Kumar and Jabir Ali conducted a survey in 2011 to assess consumer awareness of and knowledge of organic food products in India. (Kumar & Jabir, 2011). The study identified five prospective consumer categories for organic products and discovered that gender and economic level have very little influence on consumer awareness, whereas education and the usage of ICTs considerably affect it. The study has significant ramifications for the organic industry's efforts to inform consumers and capitalise on India's potential organic food market.

Yusra Nazir and Maaz Ali Khan (Yusra & Maaz Ali, 2018) looked into how attitudes of consumers towards buying organic goods and encouraging a healthy lifestyle relate to food safety, understanding of organic foods, and those views. According to the study, knowledge of organic foods promotes attitudes toward leading a healthy lifestyle and moderating the link between food safety and attitudes toward purchasing organic products. The study recommends that future research should employ longitudinal data gathering techniques and broaden the sample to include participants from different colleges and offices. This study offers insightful information about the variables influencing customer attitudes and behaviours towards organic products.

3. METHOD OF DATA COLLECTION

99 participants made up the sample size for the primary research, which was conducted by distributing a collection of pre-planned questions in the form of a google form. This type of probability sampling was used to choose a subset of participants from a broader group using a straightforward random sample procedure.

Statistics / Demographics:

Age Group:
Ages of 18 to 24 (61 people), age range of 25 to 50 (32 people), and over 50 (6 people)
Gender:
Male (58 people) and female (41 people).

4. OBJECTIVE OF THE STUDY

By investigating the behavioural and psychographic elements that affect consumers' purchase decisions, it is hoped to gain a full understanding of their views towards **organic products.**

HYPOTHESIS
Hypothesis 1:
The willingness of consumers to purchase organic products is influenced by behavioral factors.

Hypothesis 2:
Consumers' trust in organic products is influenced by behavioral factors.

Hypothesis 3:
The willingness of consumers to purchase organic products is influenced by psychographic factors.

Hypothesis 4:
Consumers' trust in organic products is influenced by psychographic factors.

5. STATISTICAL TOOL USED

Analysis of Regression: This technique is used to assess the connections between a dependent variable and one or more relationship between the independent variable..

CODING   SHEET   FOR   VARIABLES   :

1. INDEPENDENT VARIABLES

1.1 Psychographic
1.1.1 Awareness of organic products
1.1.2 Social Influence
1.1.3 Health Consciousness
1.1.4 Environment Consciousness

1.2   *Behavioural*
1.2.1   Perceived   Price
1.2.2   Availability   of   organic   products
1.2.3 Past Consumption Experience

2. DEPENDENT VARIABLES

2.1 Willingness
2.2 Trust

A person's observable actions, responses, and decisions in relation to their surroundings are referred to as *behavioural variables**.

**Psychographic variables* are the person's own attitudes, values, and beliefs that shape how they behave.

6. DATA ANALYSIS

Hypothesis 1:
The willingness of consumers to purchase organic products is influenced by behavioral factors.

Regression Statistics	
Multiple R	0.40
R Square	0.16
Adjusted R Square	0.13
Standard Error	0.80
Observations	99

Table -1 (Regression Statistics)

Table 1's R With a squared value of 0.16, the model's independent variables can describe 16.6% of the variance of the dependent variable. The regression model's multiple R of 0.40, as shown in Table 1 (Regression Statistics), indicates that the dependent variable and the independent variables have a moderately positive relationship.

The model appears to have a somewhat poor fit to the data, as indicated by the Adjusted R Squared value of 0.13 in Table 1 (Regression Statistics). The average discrepancy between the real and expected values of the dependent variable is displayed in Table 1 by the Standard Error of 0.80.

ANOVA					
	df	SS	MS	F	Significance F
Regression	3	11.43	3.81	5.93	0.00
Residual	95	61.08	0.64		
Total	98	72.51			

Table-2 : ANOVA

The ANOVA table (ref: Table-2: ANOVA) demonstrates that At least one independent component influences the dependent factor's prediction indicating that the statistical significance of the regression model (p 0.05). Table 2's F statistic of 5.93 and corresponding p-value of 0.00 offer more proof of this.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.08	0.45	4.67	0.00	1.20	2.97	1.20	2.97
Perceived Price	0.24	0.09	2.68	0.01	0.06	0.41	0.06	0.41
Availability Q2	0.17	0.09	2.01	0.05	0.00	0.35	0.00	0.35
Past Consumption Exp.	0.13	0.09	1.56	0.12	-0.04	0.31	-0.04	0.31

Table-3 : Coefficients Table

The coefficients table (Ref: Table -3, Coefficients Table) predicts that the condition where all independent variables are Nil, the intercept value of the dependent variable will be 2.08. Perceived price, availability Q2, and past consumption experience coefficients. Estimate the change in the dependent variable that is expected to take place when each predictor variables is raised by one unit while the other independent variables stay the same in Table 3.

Availability Q2 has a positive coefficient of 0.17, indicating that an improvement in availability Q2 leads to an increase in the dependent variable in Table 3 (Ref: Table -3, Coefficients Table). Perceived Price has a positive coefficient of 0.24, indicating that as perceived price increases, the dependent variable in Table 3 also increases. Past Consumption Exp. has a positive coefficient of 0.13, but it is not statistically significant, suggesting that past consumption experiences may not have a significant impact. At the 5% level of significance (p 0.05), is positive but not statistically significant in Table 3 (Ref: Table -3, Coefficients Table).

Hypothesis 2:
Consumers' trust in organic products is influenced by behavioral factors.

Regression Statistics	
Multiple R	0.49
R Square	0.24
Adjusted R Square	0.22
Standard Error	0.82
Observations	99

Table-4 : Regression Analysis

The regression model has a *multiple R* of 0.49, demonstrating, as seen in Table 4, a moderately positive relationship between the variables of the study.demonstrating, as seen in Table 4, a moderately positive relationship between the variables of the study.

As per Table 4's R square value of 0.24, the independent variables can account for 24 percent of the variance of the dependent variable.

In Table-4, the *adjusted R square* value of 0.22 suggests that the model is a moderate fit to the data.

The *standard error* of 0.82 indicates the average difference between the actual values and the predicted values of the dependent variable is seen in Table-4.

ANOVA					
	df	SS	MS	F	Significance F
Regression	3	20.22	6.74	10.01	0.00
Residual	95	63.97	0.67		
Total	98	84.18			

Table-5 : Anova

As per the ANOVA table (Ref : Table-5), at least one independent variable has a significant effect on the dependent variable's prediction, which also shows that the regression model is statistically significant (p 0.05). The F statistic of 10.01 and its associated p-value of 0.00 provide further evidence of this as seen in Table-5.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.65	0.46	3.62	0.00	0.75	2.56	0.75	2.56
Perceived Price	0.39	0.09	4.33	0.00	0.21	0.57	0.21	0.57
Availability Q2	0.17	0.09	1.93	0.06	0.00	0.35	0.00	0.35
Past Consumption Exp.	0.13	0.09	1.44	0.15	-0.05	0.30	-0.05	0.30

Table-6 : Coefficients Table

When all independent variables are equal to zero, the dependent variable must assume on the value of 1.65, according the coefficients table (Ref:Table-6).When all independent variables are equal to zero, the dependent variable must assume on the value of 1.65, according the coefficients table (Ref:Table-6).When all independent variables are equal to zero, the dependent variable must assume on the value of 1.65, according the coefficients table (Ref:Table-6).When all independent variables are equal to zero, the dependent variable must assume on the value of 1.65, according the coefficients table (Ref:Table-6).

The coefficients for Perceived Price, Availability Q2, and Past Consumption Exp. indicate how much the dependent variable is expected to change when each independent variable is increased by one unit, holding all other independent variables constant as seen in Table-6.

Perceived Price has a positive coefficient of 0.39, indicating that as perceived price increases, the dependent variable   also   increases   as   seen   in   Table-6.

Availability Q2 has a positive coefficient of 0.17, but it is only marginally statistically significant (p < 0.1), suggesting that availability Q2 may have a weak impact on the dependent variable as referred in Table-6.

In Table-6, past Consumption Exp. has a coefficient of 0.13, which is positive but not statistically significant (p > 0.05), suggesting that past consumption experiences may not have a significant impact on the dependent variable.

Overall, it can be stated that the hypothesis is partially true as Perceived Price and Availability Q2 have a positive coefficient and are statistically significant whereas Past As seen in Table 6, consumption experience is important but not statistically significant at the 5% level of significance (p 0.05).

Hypothesis 3:

The willingness of consumers to purchase organic products is influenced by psychographic factors.

Regression Statistics	
Multiple R	0.60
R Square	0.36
Adjusted R Square	0.33
Standard Error	0.70
Observations	99

Table-7 : Regression Statistics

The results of the regression show how well a dependent variable and four independent variables are interrelated. The output can be evaluated as follows.

A generally positive linear relationship between the dependent variable and the independent factors is shown by Table 7's Multiple R value of 0.60.

The independent variables shown in Table 7 can explain for 36% of the variance in the dependent variable, per the R-squared value of 0.36

According to Table 7, the independent factors likely accounted for a significant portion of the variance in the dependent variable, as shown by the Adjusted R-squared value of 0.33.

The *Standard Error* value of 0.70 suggests that the model's predictions may be off by an average of 0.70 units shown in Table-7.

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	26.23	6.56	13.32	0.00
Residual	94	46.27	0.49		
Total	98	72.51			

Table-8: ANOVA

ANOVA Table (Ref : Table-8): According to the F-statistic of 13.32 and p-value of 0.00, the regression model is statistically significant, which indicates that at least one of the independent variables is significantly associated with both the dependent variable.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.05	0.42	2.50	0.01	0.22	1.89	0.22	1.89
Awareness	0.23	0.09	2.63	0.01	0.06	0.40	0.06	0.40
Social Influence	0.03	0.06	0.44	0.66	-0.10	0.15	-0.10	0.15
Environment Consciousness	0.22	0.08	2.62	0.01	0.05	0.39	0.05	0.39
Health Consciousness	0.31	0.09	3.32	0.00	0.12	0.50	0.12	0.50

Table-9 : Coefficients Table

Coefficients: Each coefficient shows that the average effect on the dependent variable for a one-unit change in the associated independent variable, keeping all other variables remain constant.

Intercept: When all the independent variables are zero, the dependent variable has an estimated value of 1.05 as seen in Table-9.

The p-values for the coefficients indicate that Awareness, Environment Consciousness, and Health Consciousness are statistically significant at a significance level of 0.05, whereas Social Influence is not statistically significant

which   can   be   seen   in   Table-9

The coefficients' values suggest that a one-unit increase in Awareness, Environment Consciousness, and Health Consciousness is associated with a 0.23, 0.22, and 0.31 unit increase in the dependent variable, respectively shown in Table-9. The dependent variable and Social Influence, however, do not significantly correlate.

Overall, it can be said that the hypothesis is only partially correct because Table 9 shows that Social Influence is positive but not statistically significant at the 5% significance levels (p 0.05), whereas Knowledge, Environment Conscious experience, and Awareness Of health are statistically significant.

Hypothesis 4:
Consumers' trust in organic products is influenced by psychographic factors.

Regression Statistics	
Multiple R	0.69
R Square	0.48
Adjusted R Square	0.46
Standard Error	0.68
Observations	99

Table-10: Regression Statistics

The multiple R value is 0.69 (Ref: Table-10) , which indicates a moderate positive correlation between the dependent   variable   and   the   independent   variables.

According to the R-squared value of 0.48, the control variables, as shown in Table 10, may explain the variation of the dependent variable to a degree of 48 percent.

R-squared corrected value is 0.46, which is slightly lower than the R-squared value due to the inclusion of more independent   variables,   which   can   be   seen   in   Table-10.

The standard error is 0.68, which represents the average amount of error in the predicted values, shown in Table-10

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	40.21	10.05	21.49	0.00
Residual	94	43.97	0.47		
Total	98	84.18			

Table-11:ANOVA

ANOVA Table (Ref: Table-11): The regression model has a statistically significant level of 0.00 with an F-statistic of 21.49. This indicates that at least one of the independent factors and the dependent variable have a meaningful correlation.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.61	0.41	1.49	0.14	-0.20	1.43	-0.20	1.43
Awareness	0.05	0.08	0.58	0.56	-0.12	0.21	-0.12	0.21
Social Influence	0.10	0.06	1.58	0.12	-0.02	0.21	-0.02	0.21
Environment Consciousness	0.20	0.08	2.46	0.02	0.04	0.37	0.04	0.37
Health Consciousness	0.54	0.09	5.93	0.00	0.36	0.72	0.36	0.72

Table-12: Coefficient Table

The Coefficients: Each coefficient shows the average change in the dependent variable for a one-unit change in the corresponding independent variable, keeping all other factors constant.

The intercept coefficient is 0.61, This displays whatever the dependent variable's estimated value would be if all of the independent variables are set to zero. as seen in Table-12

The p-values (Table-12) for the coefficients suggest that Awareness and Social Influence are not statistically significant at a significance threshold of 0.05, while Environment Consciousness and Health Consciousness are.

The coefficients' values suggest that a one-unit increase in Environment Consciousness and Health Consciousness is associated with a 0.20 and 0.54 unit increase in the dependent variable, respectively, as seen in Table-12. However, neither Awareness nor Social Influence are significantly correlated with the dependent variable.

Overall, it can be stated that the hypothesis is partially true as Environment Consciousness, and Health Consciousness are statistically significant whereas Awareness and Social Influence is positive but not statistically significant at 5% level of significance (p < 0.05).Reference : Table-12.

7. FINDINGS AND CONCLUSION

After an extensive examination of the behavioral and psychographic factors that impact consumers' attitudes towards organic products, the regression analysis results indicate that certain variables significantly affect their attitudes towards organic products. The study revealed that past consumption experience, awareness, and social influence have minimal influence on attitudes towards organic products. In contrast, perceived price, availability, environmental consciousness, and health consciousness are strong predictors of favorable attitudes towards organic products.

Moreover, the model is essential overall, as it has a moderate R-squared value, indicating that it explains a reasonable percentage of the dependent variable's variation. It's crucial to keep in mind that the model may not perfectly fit the data and that other variables may be forced to explain the variance in the dependent variable.

The outcomes of this research highlight the necessity of being cognizant of the psychographic and behavioral attributes of customers when advertising organic goods. The findings suggest that for successful promotion and sales of organic products, companies must direct their marketing efforts towards individuals who prioritize environmental and health concerns. Additionally, this study's contributions to the field enable marketing professionals to design efficient marketing strategies by providing crucial information on the determinants that shape consumers' perceptions of organic items.

LIMITATIONS
Despite the important results of this study, there are certain limitations that call for thought.
Primarily, the study exclusively targeted a specific population and region, thus limiting the generalizability of the findings to other populations or regions. Therefore, one must exercise caution when applying these findings to other groups or regions.

Secondly, the study relied on self-reported measures that could be subject to bias or social desirability. Participants may have responded in a socially desirable manner, potentially affecting the outcomes.

Thirdly, the study did not account for the influence of cultural and social factors, which could also affect consumers' attitudes toward organic products. Future research could investigate the role of cultural and social factors in consumer behavior towards organic products.

Lastly, there may be other variables that were not included in the study that could impact consumers' attitudes toward organic products, such as the role of price in their decision-making process. Future research could investigate whether consumer attitudes and conduct toward organic products are influenced by price.

However, it is crucial to be aware of these limitations and do additional research in order to better grasp customers' views toward organic products. The present study provides powerful insights into consumers' psychographic and psychological qualities toward organic products.

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