

# Indian consumers attitudes and preferences towards buying organic food: A healthy lifestyle in sustainable era

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## Abstract

The idea of purchasers attitudes and options toward shopping for natural meals is rising. Indians have unexpectedly woken as much as the reality that a pointy alternate is needed in consuming and drinking. The cause of this look is to discover and look at the marketplace for natural merchandise in Delhi NCR. India is rising as a critical participant withinside the international arena, exporting over three hundred inventories in 20 one-of-a-kind classes to over 20 Countries. This paper accrued statistics from 50 respondents in Delhi, NCR, using an established survey instrument. Overall, the look at well-known shows that consumers' environmental subject connection profoundly affects their attitudes closer to shopping for natural foods. This paper examines the regulations and practices that can be formulated, adopted, and carried out with the aid of using the company network in the present. Keywords: Sustainability, Organic food, Branding, FMCG, India

## Introduction

The sustainability word today has become a buzzword in today's business scenario. In other words, it is known as "bearable "and "Capable" of being continued to a certain level. The word sustainability is derived from the Latin, i.e., sustainer (tenure, holding, maintaining, supporting, upholding, or enduring. And further, the word sustainable means a composition of sustainable. So, if we start from the beginning, to 'sustain means "give support to "to hold up", "to bear", or "to keep up" (Bouzuenda et al., 2019). The idea of sustainability began to emerge in the 1980s when various organizations began to discuss the subject.

In 1987, the sustainable time improvement changed into added the primary time in a convention of the United Nations through the then Prime Minister of Norway (Rechkemmer, 2021). Go Harlem Brundtland. She has defined," sustainable improvement manner providing the modern-day desires without affecting destiny generations' capacity to fulfil their personal desires" In the continuation of her assertions, we, in addition, complicated Sustainable Development via our surroundings, which incorporates day to day's enterprise. Sustainable improvement vis-à-vis enterprise is worried quantifies itself because of the pragmatic supply, which enriches as enduring exploration. Sustainable Development (SD) nowadays is recalled as a ubiquitous improvement paradigm. While we pass in addition withinside the study, it can enlarge in its interpretations after Brundtland UNO Report-1987 (Shim, 2003; Sisaye, 2021), which changed into defined as "anxiety among the aspirations of mankind closer to an as higher lifestyle on the only hand and barriers imposed through nature on the alternative hand."

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Apart from it, Sustainable improvement is described and expressed via means of organizing society to exist longer, retaining in view to have imperatives gift and destiny and exploring more excellent herbal sources or social and monetary equity (Guillen Mandujano et al., 2021). Sustainability any other

manner round can be described with the inspirational concept from Brundtland Report, which has argued that the shift is unfortunate. It obscures the essential contradiction between long-time period sustainability and short-time period welfare (Kuhlman & Farrington, 2010). According to the Johannesburg summit's resolutions, sustainable improvement is the not unusual place purpose of all human pastime and must be integrated into all decisions (Hens & Nath, 2005; Tilbury, 2011).

### **What is sustainability in Business?**

The Sustainability idea is based on three crucial components: i.e. economic, social, and environmental, referred to as the 3 Ps: profit, humans, and planet (Lu et al., 2019). Hence, if we realize the commercial enterprise as a sustainable one, it wishes extra attention on long-time techniques to positively affect exclusive classes. Overall, Sustainability is set altogether, framing commercial enterprise selections in phrases of years or maybe a long time and thinking about many extra elements than simply economic benefit (Wojciechowska-Solis & Barska, 2021). In the existing scenario, inexperienced and sustainable commercial enterprise thoughts come to be the order of the day, as consistent with the criminal and regulatory compliance. A complete plan to lessen carbon emissions makes commercial enterprise inexperienced and makes clients sense truthful and incredible. Compatible with the (Nielsen report, 2015) surveyed 30,000 purchasers worldwide, sixty-six consistent with cent of these purchasers conform to pay extra for merchandise from sustainable sources.

Meanwhile, the identical survey also confirmed that the users' range jumped to seventy-seven per cent amongst millennial consumers. Sustainability enterprise consists of actual aggressive benefits vis-à-vis long time price through thinking about the ecological, social and financial environment. And those credentials assist the businesses to foster longevity. Here a few examples we will visualize what sustainability has thus far illustrated with specific businesses (Knut Haanaes, 2016).

Nike and Adidas concentrated on reducing waste and reducing their carbon impact, while Adidas focused on eliminating plastic bags (Vadakkappatt et al., 2021). Unilever and Nestle have made considerable promises, particularly in the area of natural palm oil and its waste. Walmart, IKEA, and H&M have all made efforts toward more sustainable business, such as improving labour conditions in their respective communities. Both Pepsi and Coca-Cola have set lofty goals, such as putting a higher emphasis on water conservation and establishing water replenishment targets (Knut Haanaes, 2016).

Since 2002, Tata Metallica Limited, a mining company, has embraced a green approach to reducing its carbon impact (Kumar Pal, 2009). Suzlon Energy has established India's largest wind farm, with a total installed base of over 12,500 MW, enough to provide at least 30% of renewable energy demand without jeopardising future producing capacity (Maruti Suzuki India, 2016) and Maruti Udyog Ltd. These companies have adopted the ISO 14001 standard as a strategy, which they promote among their Tier-1 suppliers in order to ensure adherence to the 2016 Biomedical Waste Management Rules. 2016 (Maruti Suzuki India)

### **Sustainable Business Environment:**

Business and industry are critical to a country's social and economic growth. A stable policy environment helps businesses and industries to act ethically and effectively while also implementing long-term plans. The main objective of the development process is to increase prosperity, which is primarily fueled by business and industrial operations. Once a firm is established, it necessitates cleaner manufacturing methods and processes throughout the product life cycle, avoiding wastes, business and industry policies and procedures, and technological advances that recognise environmental management (Dave, 2021).

Consumer goods have contributed significantly to societal and environmental footprints (Bocken & Allwood, 2012). Without environmental considerations, it is hard to comprehend business sustainability, which can result in serious harm and have a negative impact on present and future generations' quality of life. Because sustainable development, which strives to strike a balance between economic growth and environmental preservation, is a critical corporate attribute. The United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro in 1992 can potentially be used to gauge its effectiveness (Weiss, 1992). Its proclamation is based on the public endorsement of the concept of sustainable development.

According to the Declaration's description in Principle 3, sustainable development will be preceded by a "new and equitable global cooperation." (Weiss, 1992). H. G. Wells approved a similar concept of sustainable business in 1994. Profits, people, and the environment are three important components of this gamut, according to John Elkington, the founder of a British consultancy. In his book "triple bottom Line," he invented the phrase. A sustainable business makes revenues by being socially responsible and safeguarding our use of the planet's resources, according to his order. (Elkington & Hartigan, 2008)

### **Sustainability Business vis-à-vis FMCG Organic Products:**

We can discuss the efficacy of organic products in eco-friendly businesses and the emergence of sustainable company here. It may be divided into three categories: environmental, economic, and socio-political sustainability. It is critical to consider the relevance of people's behaviour in maintaining a healthy environment to live in and to continue purchasing environmentally friendly products and services. Because marketers are continuously looking for methods to capitalise and secure long-term revenue and growth from consumers. In general, our main point of debate is to determine the credibility of organic products to assess their relevance and perspective as FMCG items. As a fast-moving consumer goods (FMCG) industry, it is well-known today as a key economic sector that must embrace environmental stewardship. The fast-moving consumer goods (FMCG) business is one of the fastest-growing industries concerned about green marketing concerns. "It has been noticed that fast-moving consumer goods (FMCG) businesses are under growing pressure to develop more sustainable business models" (Ashford & Hall, 2011). Today, selling organic products is more than just persuasion; it's a full-fledged strategic marketing area designed to attract more consumers while increasing profits to ensure society's well-being. Sustainable organic items and an eco-friendly endeavour may be

studied with the aid of such a treatise. Organic goods are in high demand as a mindset, thanks to policy-driven incentives for conversion to organic agriculture (4,0 per cent of used agricultural land) in Poland (Christodoulou & Fernández, 2021). Many more nations may be shown in the same way to assess the actual credibility of organic products. In general, today's marketing professionals prefer to use green aspects as effective marketing tactics. As a result, it must make a concerted effort to shift to green FMCG items.

### **Green marketing: Understand the Concept:**

Green marketing is a collection of marketing tactics that emphasises a company's more environmentally friendly practices. This may be represented in various ways, from the manufacturing process and supply procurement to how a firm handles its by-products and interacts with the community, as well as increasing marketing trends. It's also known as environmental marketing or eco-marketing with an environmental imprint, and it's used to help a company improve its image by increasing awareness about the need for environmental preservation.

Green marketing allows a company to either advertise its environmentally friendly initiatives or modify its attitude toward them—organic and organic marketing work hand in hand with the more recent environmental-related non-tariff barriers like pesticide residues. Therefore the rationale of green marketing comes from organic farming. Another significant feature of organic farming in India is the growing market, with various countries becoming increasingly concerned about acquiring organic cotton. People in countries such as the United States are willing to pay up to 10% extra for organic items owing to health concerns. Even in India, several studies have been made public. According to the environmental study report, “India's belief in green products being beneficial to the environment (85%) is higher than that of other countries evaluated by DuPont in previous years” (Economics Times, 2014).

The organic food market was valued \$162,036.7 million in 2017 and is anticipated to be worth \$416,049.7 million by 2027, with a CAGR of 12.4%. The North American market was valued at \$59,305.4 million in 2019 and is anticipated to expand at a CAGR of 13% over the forecast period. Rising demand for organic food is likely to drive the estimated time period (Ankit Chandra and Mark Rosmann, 2020).

Overall, given its significance, we can conclude that many firms today differentiate themselves by selling exclusively organic items. And firms that don't utilise chemical pesticides, preservatives, fertiliser, or other artificial materials in their manufacturing. These items are highly appreciated in the market since they pollute less, in addition to being healthier. Organic food consumption has risen dramatically in recent years as a result of its numerous health benefits. These advantages have raised market demand for such meals. These are important factors that have contributed to the market's expansion. Another key driving element for the global organic food industry is expected to be enhanced distribution channels and an increase in the population's income level.

### **An ultimate goal of seeking Gap in study :**

After conducting a global investigation, it was shown that there exist unique gaps between users and suppliers. There are also disparities in society between educated and uneducated people, money, behavioural characteristics, and gender awareness, with women being more conscious of organic items. Second, organic foods are often more expensive due to processing costs, i.e. (production expenditures are higher since farmers need a greater labour force in manufacturing organic items), which necessitates a suitable approach to generate value-based customization. The primary goal of this study is to learn about consumers' environmental concerns and how these affect their attitudes toward buying organic food and learn about consumers' preferences while purchasing organic items.

### **Literature Review :**

After going through an in-depth study, the survey reveals that substantial organic food production for domestic consumption has been taken in India with maximum gain towards export. Further, it is also witnessing that rapid growth of organic food stores is coming up in start-up India and Make in India mission. However, the trend of organic food consumption in India differs significantly from that in developed nations (Mishra & Kaushik, 2013). "Respondents thought that organic foods are high quality, nutritious, and natural," according to the study (Mishra & Kaushik, 2013). In the study 'Green niches in sustainable development, the case of organic food in the United Kingdom (Seyfang & Smith, 2007), we can see how "niches are more likely to influence mainstream change when they show a degree of compatibility with the incumbent regime" (Seyfang & Smith, 2007).

In Malaysia a study regarding "Green Marketing Strategies: Exploring Intrinsic and Extrinsic factors towards Green Customers loyalty" has been conducted by (Baktash & Talib, 2019) described in their study that "good quality product directly impacts the customers the customers would have a positive attitude towards purchasing green products". Further study towards customer's loyalty is relieved that (Chang & Fong, 2010) Green product quality and company image may boost green consumer satisfaction and loyalty."

To visualise it further we can have a look in this paper wherein the author (Laroche et al., 2001) entitled "Targeting consumers who are willing to pay more for environmentally friendly products" said in his result that "the discriminant analyses and the student tests indicate that attitudes are very good predictors of consumer's willingness to spend more for green products". The paper entitled "Characterising convinced sustainable food consumers" (von Meyer-Höfer et al., 2015) reveals that "the mean values indicate that convinced sustainable consumers have a more positive attitude towards food issues, sustainability and sustainable consumption". In the titled "Sustainable food consumers segments: the literature review (Verain et al., 2012) "with respect to sustainable food consumer segments. We have attempted to identify the most important consumer groups, resulting in the following three segments: 'greens; potentials greens 'and 'non-greens; Based on the 16 studies considered here, these are the most frequently identified consumer segments." (Bhaskaran et al., 2006) green, ecologically sustainable, and eco-friendly are all terms that can be used interchangeably." Ashraf (2020) titled 'Consumer's anti-consumption behaviour toward organic food

purchase using self-efficiency Management' "among the seven independent variables of trustworthiness, normative structure, self-efficacy, attitude, subjective norm, and Perceived behavioural control only subjective norm has not been statistically significant to influence organic food purchase behaviour". (Divyapridharshini.N-2019)," the study finds that most of the green products fulfil the need of Consumers". To seeing its comparative analysis of India and Other (Mendon et al., 2018) stated, "A Production system that sustains the health of soils, ecosystems and people. It depends on ecological processes, biodiversity and cycles adapted to local conditions. Rather than the use of inputs with adverse effects".

#### **Indian Organic Foods Market Report :**

Organic food and drink consumption has risen in recent years in India, owing to the country's advanced demographic dividend, rising purchasing power, and increased interest in the alleged health and welfare advantages of some organic goods. In the MY 2019 fiscal year, BFO retail sales were 69 million dollars, and they are expected to increase by 12% to 77 million dollars in 2020. Seeing the above trends, the Indian Organic Food Market is expected to increase at a CAGR of 21.00 percent from USD177.14 million in FY2020 to USD553.87 million in FY2026 (Research & Markets-2020), owing to favourable government policies promoting organic farming and growing land area under organic agriculture. Due to rising demand following the COVID-19 outbreak, India is the most potential market for organic food beverages. Due to favourable weather patterns, the monsoons, and the Indian government's concentration on exports to the United States and the European Union, India is poised for success. (Ankit Chandra and Mark Rosmann.-2020),

#### **Organic Crop Production :**

The graph and tables I and II show the most recent statistics from the Agricultural and Processed Food Commodities Export Development Authority (APEDA), which shed light on the general trustworthiness of organic commodities. Sugarcane, oilseeds, cereals and millets, fibre crops, pulses, medicinal, herbal, and aromatic plants, and spices/condiments have been the most widely produced organic commodities in India since the MY 2018-19 certified organic goods for all crop categories exceeded 2.6 million metric tonnes (MT). Madhya Pradesh, Maharashtra, Uttar Pradesh, and Gujarat are the major producers of organic food.

#### **Research Methods and Data Analysis:**

The data for the study came from a pilot survey of 50 Delhi NCR residents, which were analysed with SPSS version 25. The Chi-square test was used to examine the categories nominal and ordinal variables. Consumers' environmental worries about favourable outcomes on their attitudes toward organic foods and their knowledge of their influence on purchasing behaviour were studied using Pearson correlation.

**Sample profile:**

In table I, all participants were of Indian nationality and belonged from Delhi NCR, with 58.3% of the participants from Delhi, 33.3% from Uttar Pradesh, and 4.2% from Tamil Nadu, 2.1% from Madhya Pradesh and Telangana. 75% of the participants were male, and 25% female. 6.3% of the participants were below the age of 20, 27.1% were aged between 21–30, 41.7% between 31–40, 20.8% between 41–50, and only 4.2% were above the age of 50. 85.4% of the total participants were employed, with the remainder unemployed (12.5%) and housewife (2.1%). 68.8% held professional qualifications, 29.2% college graduate, and the remaining 2.1% held a school level. As for participant marital status, 68.8% were married, and 31.3% were single.

**Table I: Demographic Data Analysis of the respondents**

Demographic Construct	categories	frequency	percentage	chi-square value	p value
Province	Delhi	28	58.3	60.958	0.000
	Madya Pradesh	1	2.1		
	Uttar Pradesh	16	33.3		
	Telangana	1	2.1		
	Tamil Nadu	2	4.2		
Gender	Male	36	75.0	12.000	0.001
	Female	12	25.0		
Age	18-24	3	6.3	23.042	0.000
	25-30	13	27.1		
	31-40	20	41.7		
	41-50	10	20.8		
	50 above	2	4.2		
Marital status	Single	15	31.3	6.750	0.009
	Female	33	68.8		
Occupational status	Public employee	2	4.2	79.292	0.000
	Private employee	34	70.8		
	Self employee	5	10.4		
	Housewife	1	2.1		
	Unemployed	6	12.5		
Size of the family	Up to 3 Members	11	22.9	6.125	0.047
	4-5 Members	24	50.0		
	Above 5 Members	13	27.1		
Nature of the family	Joint Family	19	39.6	2.083	0.149
	Nuclear Family	29	60.4		
Monthly income	Less than 15,000 (INR)	3	6.3	36.583	0.000
	15,001-30,000	3	6.3		

	30,001-45,000	5	10.4		
	45,001-60,000	12	25.0		
	Above 60,000	25	52.1		
Educational status	School Level	1	2.1	32.375	0.000
	College	14	29.2		
	Professional	33	68.8		

**Table-II Sources of information regarding organic products for their effectiveness :**

Since the ( $P > .05$ ) is less than the Alpha value of being effective in providing information regarding organic products, it is rejected. It shows enough evidence of having different opinions of awareness. The last two insertions, i.e., point of purchase and various brand offerings Alpha value is having  $P < .05$ ) hence it is value null hypothesis accepted and showing enough evidence awareness.

Question	Mean	Chi Square	P value
How would you classify your expertise of organic Products>	3.54	20.333 <sup>a</sup>	0.000
Organic products provide health advantages that I am aware of.		3.54	27.625 <sup>a</sup>
Organic products have environmental advantages, which I am conscious of.	3.44	25.125 <sup>a</sup>	0.000
I'm aware of where I can get organic Products.		3.04	7.833 <sup>a</sup>
I'm aware of a number of organic product brands.	2.75	8.667 <sup>a</sup>	0.070
I'm acquainted with new emblems, certificates, and other identifiers that proclaim a product to be organic?	2.69	4.292 <sup>a</sup>	0.368

**Table III: Sources of information on organic products for their efficiency in giving out information**

The question of evaluating public awareness channels for their efficacy in disseminating knowledge about organic products was presented in Table 3. The participants' rating on individual **Table IV sources TV, Newspaper, social media, websites, friends and relatives was not significant ( $P > 0.05$ ). Overall, the rating ratings were found to be from 3.02 to 3.21.**

Source of awareness	Mean	Chi Square	P value
Television	3.15	0.542 <sup>a</sup>	0.969
Newspaper	3.15	4.500 <sup>a</sup>	0.343
Social Media	3.21	7.417 <sup>a</sup>	0.115
Websites	3.17	6.375 <sup>a</sup>	0.173
Friends and relatives	3.02	1.375	0.848

**Table-V Objectives 1: Descriptive Statistics and Pearson correlation of Concerns about the consumers environment have a beneficial influence on people's attitudes about buying organic food.**

On a five-point scale, the findings indicate the amount of agreement or disagreement with each of the assertions. were presented in table-IV. The question of environmentally friendly items can help to save the environment around 73 % of the participants were chosen agree and strongly agree (P<0.05)

Question	Chi Square	P value
Organic products usually are environmentally friendly.	27.833 <sup>a</sup>	0.000
Organic products are preferred above non-organic.	30.125 <sup>a</sup>	0.000
Organic product manufacturing is completely eco-friendly.	26.167 <sup>a</sup>	0.000
Degradation of the environment is unavoidable, and organic Products will not be able to prevent it.	13.667 <sup>a</sup>	0.000
Organic and non-organic items are the same.	1.375 <sup>a</sup>	0.000
Organic product manufacture must be heavily supported in order for additional businesses to enter the market.	41.167 <sup>a</sup>	0.000
Organic items provide a sense of fulfilment.	37.625 <sup>a</sup>	0.000
By utilising organic goods, I want to be a part of the Organic movement.	30.958 <sup>a</sup>	0.000
To safeguard our environment, I would be willing to pay a higher premium for environmentally friendly items.	13.875 <sup>a</sup>	0.000

**Table-VI Attitude :**

The results for consumer organic food knowledge and its impact on their attitudes towards buying organic are presented in Table -V. The question of Organic products health benefits is usually exaggerated. Around 50.1 % of the participants were chosen to agree and strongly agree (P<0.05).

Question	Chi Square	P value
The health advantages of organic products are sometimes overstated.	17.833 <sup>a</sup>	0.000
Governments should make a concerted effort to encourage organic product manufacture and marketing.	40.750 <sup>a</sup>	0.000
Organic goods' efficiency justifies their high cost.	19.917 <sup>a</sup>	0.000
It is a waste of money to pay a higher price for an organic product.	12.208 <sup>a</sup>	0.000

**Table-VII Consumer's environmental Concern :**

The total Consumers' environmental concern scores were found to be (33.06±6.59), and consumer organic food knowledge and its impact on their attitudes towards buying organic products were found to be (14.31±3.08).

N	Range	Mean	Standard error	Standard deviation	Variance
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Total Consumers' environmental concern	48	35.00	33.0625	.95204	6.59596
					43.507
Total attitude Score	48	14.00	14.3125	.44478	3.08156
					9.496

**Table VIII Pearson correlation of Consumers' environmental concern has a favourable influence on their views about purchasing organic food.**

Pearson correlation was done to study the relationship between concerns about the environment have a beneficial influence on customers' views about purchasing organic food. The findings, reveal a substantial linear link between consumers' environmental concerns and their views about purchasing organic food. (r=0.870, P<0.05).

**Table-IX :**

		Total Consumers' environmental concern	Total attitude score
Total Consumers' environmental concern	Pearson Correlation	1	.870**
	Sig. (2-tailed)		.000
	N	48	48

**\*\* At the 0.01 level, the correlation is significant (2-tailed).**

**Table -X Objectives 2: Preference :**

The results for consumer organic food preference and agreement was presented in Table VIII. I prefer Organic products because it sounds good is; around 33.3 % of the participants were chosen agree and strongly agree (P<0.05).

Question	Mean	Chi Square	P value
Organic items appeal to me because they sound appealing.	2.98	12.417	0.015
Organic goods are preferable to me since they are more environmentally friendly.	3.60	13.458	0.009
When purchasing organic items, I carefully check the label to ensure that the ingredients are not harmful to the environment.	3.63	11.792	0.019
Organic items manufactured or packed in recyclable materials are my preferred choice.	3.67	11.792	0.019
I like to buy organic products in re-usable packaging.	3.65	13.042	0.011

**Table-XI:** To find out how much customers know about organic food and how that information affects their views about buying organic food.

Here descriptions of table shows the findings of the study to assess consumers' organic food knowledge and its influence on their attitudes about buying organic food. The subject of organic product pricing is the first thing I look at before deciding to buy it; around 58.8% of the participants agreed or strongly agreed. (P<0.05).

Question	Mean	Chi Square	P value
Before I decide to buy an organic product, the first thing I check at is the price.	3.75	16.16	0.003
I examine the prices of organic and regular items before purchasing them.	3.90	21.79	0.000
If they are readily available, I would buy organic items.	4.04	19.33	0.000
If an Organic product is not available at a store or retail outlet, I prefer to move stores/retail outlets rather than purchase it or a replacement.	3.44	8.04	0.000
If organic items are accessible at retail stores, I purchase them because I believe in them.	3.88	26.375	0.000
Using Organic Products is a status symbol.	3.31	3.875	0.423
I would pay more for green items simply because they are healthier for me..	3.71	13.87	0.008
My friends and coworkers use organic goods, therefore I do as well.	3.02	8.45	0.076
If I have adequate knowledge to prove their eco-friendliness, I would like to buy Organic items.	3.71	14.50	0.006
I pay close attention to people's feedback on the product's performance who have previously utilised Organic goods.	3.90	20.958	0.000

**Table-XII Awareness of the Organic Product, Organic brands, and brand-conscious :**

The question on choosing organic products correctly and the results show that 59 % of the participants were chosen organic products correctly, 6.4% of the participants were chosen organic cloths, 28.2 % of the participants were selected cosmetics, and personnel care products, 6.4 % of participants were chosen home appliances as organic products (P<0.05). The question is, are you aware of any organic brands, and the results show that 72.9 % of the participants were aware of organic brands (P<0.05). The question on are you brand conscious, and the results show that 66.7 % of the participants were brand conscious (P<0.05).

Construct's	categories	frequency	percentage	chi-square	p value
		value			
<b>Organic Products</b>					
are More well awared	Organic food	46	59.0	12.083	0.000
	Organic cloths	5	6.4		
	Cosmetics and personal care products	22	28.2		
	Home appliances	5	6.4		
Awareness of Organic brand	No	13	27.1	10.083	0.001
	Yes	35	72.9		
Brand Conscious	No	16	33.3	5.333 <sup>b</sup>	0.021
	Yes	32	66.7		

**Table-XIII Consumer's health consciousness over the business in the market:**

The question on health consciousness shows that 29.2 % of the participants were more conscious of using organic products.

Constructs	Mean	Chi Square	P value
Concern for Health	2.76	13.44	0.004
Concern for the environment		2.76	6.75
Concern for status	2.73	2.34	0.504
Concern for quality products	2.92	9.36	0.025

**Overall Findings, limitations, and implications :**

Delhi NCR Market for doing sustainable Organic Products businesses is a prime location since its capital city and people hailing from all parts of the country here, making organic products incredible, are paramount. People are well aware of its use and its character of environment savings, and there could be a much feasible market of Organic products in this market. Overall, the study reveals that the relationship between consumers' environmental concern scores is deep and positively impacts their attitudes towards buying organic foods. The above all components are having a significant linear relationship. Regarding buying organic Products, it is found that people mostly prefer food rather than Cosmetics or clothes. Lastly, it was also found during the study that people are more conscious towards health and branded products, hence suggestions in this regard is to keep concentrating of Organic product over most trusted Company so that it may create substantial faith of being its branded as

FMCG and equity overall of sustainable business. The comprehensive study gives insight into exploring form based on needs, facts, and preference of the consumers in general and Delhi NCR. However, the study found some hindrance in free-market operations and its costly affairs propensities. But it could be eased subject to the government's compact strategic policies in maintaining its licensing formula and giving some reprieve to the growers through fast-track procedures. If we keep concentrating on these factors, then the organic product businesses could be more feasible and self-sustainable. In future, it may be a substantial part of building a brand. This research has made exciting outcomes and has some limitations. However, these limitations can be addressed in the upcoming study. Foremost, the research sample was conducted in Delhi NCR only. Thus, it is recommended that future studies would be conducted in more than one province. By surveying in more than one province, perhaps the outcomes would have further simplification.

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