



Consumer Behaviour - A Study with Special Reference to Organic Food Products

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ABSTRACT:

Organic food a fashion among the people of India in this present situation, but the true fact is traditional way of agriculture is the life blood of our country. Our ancestors followed the true way of farming; they use the nature as it is given for producing food products and lead a healthy life style. We are destroying the nature as well as our hopeful generations to come. Nowadays People started to worry about their health conditions, right from infant at every stage we face so many health issues, in order to meet over the issues we started searching for healthy food products. In that fact we found our traditional method what we now called as organic farming. Organic food products are the products produced by using the natural fertilizers or the nil use of chemical fertilizers. Consumer behaviour plays a predominant role in the purchase of organic food products.

Keywords: Organic Food Products, Natural Fertilizers, Healthy Life Style, Consumer Behaviour.