



# An Empirical Study on Impact of Social Media Marketing on Consumer Buying Behaviour of Organic Food Products

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## Introduction

The social media are transforming the marketing facet into diverse dimensions that can be portrayed all over the world. The marketing techniques are getting a new facelift with the usage of the social media for marketing various types of products. The usage of the social media and associated applications are exploding to new limits which are uncontrollable based on the usage pattern of the consumers. The social media is having prominent presence in the field of marketing and its transforming the modes as well as means of marketing techniques. The traditional techniques of marketing are being modified with the adoption towards the social media marketing. The social media is making various innovative ways to make the products reach the consumers across the globe. The reach of the products is extensive and it creates significant appeal for the consumers.

The marketing techniques with the usage of the social media are attracting customers and increasing the consumers' base of products that are using the social media marketing. The evolution of this type of marketing was pretty evident from the growth of marketing companies that are oriented towards the

social media. The various types of tools are used for making the products more appealing to the consumers and influence their decisions to buy. The social media marketing enables consumers to have product of their choice and improve the consumers' choices of the product selection. The modern companies are significantly using the social media applications for the marketing of the products which enable them to have wider reach than the traditional channels. The extensive usage of the social media applications is enabling to formalize theories that enable to identify a product that needs social media marketing applications to reach the consumers. The dimensional analysis of the social media marketing reveals the more effective strategies that can be framed based on the nature of products.

The organic food products are scarcely available and cost of the product is comparatively higher to that of conventional products. The organic food products are taking non-conventional promotional techniques to reach the consumers to avoid marketing cost to further increase the price of the products. The cost of intermediaries can be eliminated and efforts of the manufacturers in



creating direct link with the consumers will help to reduce the final cost of the products. The social media marketing enables to create significantly direct link with the consumers which reduce the prices of the organic food products. The various social media marketing techniques enable to keep the price fairly accessible to the consumers by elimination of middlemen margin, cost of distribution and reduced promotional cost.

## Review of Literature

The following are the major reviews that have analysed the effect of the social media marketing on behaviour of consumers towards purchasing the products

**Tariq, A., et.al. (2019)** : The goal of this study was to look at how consumers' sentiments regarding organic food affect consumers purchase behavior and assess the underlying relationship among the three consumers product websites dimensions (visual, information, and navigation design) on this relationship. The primary data was acquired utilizing social media channels and an online survey. The study involved 653 online questionnaires were gathered (Generation of Responses = 72.5%), and exploratory as well as confirmatory factor analyses were used to analyze the data. The analysis of the study was done using the structural equation modeling which was used to check the proposed hypotheses. Chinese customers' perceptions regarding organic food are shaped by forums of social media, consumers' opinions ratings which favorably affect their buying behaviour towards the digitally marketed products. The website elements are essential for sharing of details about organic food. Websites that provide information about quality of the product and certification contain a better influence on purchase decisions. Consumer attitudes and hence impulse purchase decisions are influenced by advertisement information like as nutritional content, production and processing processes and environmental protection.

**Pham, T. H., Nguyen, T. N., Phan, T. T. H., & Nguyen, N. T. (2019)** :Promoting environmentally friendly product purchases among consumers is

essential for long-term environmental stability. The purpose of the study was to find out various factors that are influencing the younger generation consumers towards buying of green products in the form of organic food. A total of 289 people in Vietnam, a developing market economy, took part in the survey. The safeness in consuming the food, health awareness and exposure towards food products had a significant effect in shaping people's approach regarding organic food, according to multivariate data analysis. Consumers' environmental concerns and dietary preferences were shown to have no impact on their attitudes. As a result, the perceived hurdles (i.e. price, lack of availability, bad labeling, and more time needed) considerably hampered both attitudes and purchasing intentions toward organic food.

**Ali, H., Li, M., &Hao, Y. (2021)** :Growing consumer concern about their own health is driving an increase in the use of organic foods throughout the globe. A disparity between customers' stated intentions and their actual purchases of organic food was addressed by experts, who recommended for greater study into consumers' real purchasing habits. The present research studied the link between health awareness, price policy, customer faith, personal outlook, and buying actions of organic food among university students in order to explain the gap. In addition, this study assessed the influence of word of mouth on the results (WOM). This study used a quantitative approach and a convenience sample technique to conduct a survey of organic food purchasers at five Chinese colleges. There were 335 surveys were gathered and analyzed for the results. It was shown that students' organic food purchases were not significantly impacted by personal attitudes or consumer trust, but that health awareness and price policy had a detrimental impact on purchasing behavior. The association between health awareness and buying behavior was shown to be positively moderated by WOM, whereas the pessimistic relationship among pricing strategy and organic food purchase actions was strengthened by WOM.

**Dangi, N., Gupta, S.K. and Narula, S.A. (2020)** :This study focused on examining current studies on



factors that affect organic food purchases, with specific attention given to eco-labels, and establish the relative effect of key variables. After looking at data from 154,072 people who took part in 91 different studies between 2001 and 2020, researchers have come up with a framework for understanding why people purchase organic food. Relatedness is used to categorize the components into four groups. Factors were also studied in relation to time, area and national economic condition. More weight was given to psychographics, socio-demographics, and product-related factors than supply-related ones in determining customer behavior. Eco-labels, price, and faith in organic food are was the mainly significant criteria in organic food purchases, according to the result of survey of organic food consumers. Eco-labels seem to boost customer confidence in organic products by minimizing information asymmetry. The perception and relevance of several parameters varied significantly across high- and low-income countries.

**Taghikhah, F., Voinov, A., Shukla, N., & Filatova, T. (2020)** :Agent-based models which combine theory and data to create a realistic simulation are used to investigate this customer-centric strategy. Individual food purchase choices are described by consumer behavioral theories. As an example, the research used the wine industry in Sydney, Australia to calibrate and verify the model. We may attribute the disparity between consumers' intentions and their actual purchases of organic wine to a self-fulfilling prophecy. In order to affect consumer choices, we evaluate the efficacy of various measures such as wine taxes and informational-education agenda. It's clear from the model that boosting consumer knowledge and taxing less ecologically friendly wines at the same time has a greater impact on sales of organic wine than each measure taken independently. Covertly altruism increases demand towards organic wine and listing point comes at 35 percent of the population spread. To assist food industry decision-makers in making educated judgments on organic markets, this study provides policy implications.

**Scuderi, A., et.al. (2019)** :Consumer behavior is examined in this article to see whether it is influenced more by offline than online channels, and what factors influence the purchase process. Research shows that customers' selections for organic goods are influenced by conventional word-of-mouth and sensory direct marketing interaction with the manufacturer. When it comes to purchasing organic goods, people tend to behave in the other way when things are going well. An important part of making an online purchase is using the product's informational network, or "e-community," which makes it possible to exhibit the goods alongside customer comments, ratings, and suggestions while minimizing the impact of packaging and brand.

**Rana, J., & Paul, J. (2017)** :According to this research, elements that influence customer preferences for organic food are reviewed and discussed. Analysis and recommendations for further study are based on data from a variety of studies done in different nations. Organic food is more and more preferred by health-cognizant people over conservatively refined food. The increasing prevalence of lifestyle ailments including heart illness and depression had a noteworthy impact on consumers' changing approach. Retail, distribution and marketing activities of businesses will be greatly affected if people feel compelled to buy organic food in order to enhance their health and well-being.

**Tariq, A., et.al. (2019)** :The present research explores the impulsive purchase of organic food via the indirect influence of social appeal and media richness of the website on the link between customer approach and online inclination towards purchasing behavior, which has already been addressed in the literature. The study involves 270 people in Beijing, China, were contacted and 197 legitimate replies were gathered as a result. Wechat, a popular social media site was used to gather data with a time frame of 2 months. The findings show that societal attractiveness is restrained by social networks and discussions in both cognitive and emotional ways. Impulsive choices may be increased and intentions can be turned into



purchases when a website has a lot of media on it. In light of the findings, experts in virtual marketing are rethinking their strategies for dealing with current customers by creating websites that are more user-friendly and aesthetically attractive in order to encourage organic consumption.

### Research Gap

The study has presented major reviews that assessed the working of social media marketing on the purchase decision among the consumers. The major focus of study has been measuring the awareness level of the consumers towards the marketing techniques about the social media marketing. Awareness level of consumers has been analysed by number of studies that are found in the numerous studies. These studies have aimed on the usage towards social media marketing on other types of food products and linking of the organic food products are largely unseen among the world wide studies. The usage of social media marketing for advertising of the organic food products is an unexplored area that is unexplored in the literature. The impact of the social media marketing on traditional techniques of marketing is widely researched all over the world. The purchase decision is major area that is affected by the promotional technique and social media marketing which is largely unassessed. This study aims to add a contribution to the existing literature in the area of measuring the impact of social media marketing on buying intention decision towards the organic food products.

### Statement of the Problem

The organic food products are entering the growth stage in consumer goods market which is aiming to capture significant market share from the existing products. The organic food products are expanding its foundation in the consumer products by highlighting the fitness benefits as well as environmental benefits of the products. The clients are facing significant problems in having access to the organic food products and pricing issues that are connected by means of the organic food products. The consumers are having the problem of

paying higher prices for the organic food products comparatively. The producers of the organic food products are having significant task reducing the costs associated with the distribution and marketing of these products. The usage of the social media aims to widen consumer base but tend to lessen the reach to the people those are lacking accessibility to social media marketing. Consumers having access to social media marketing also suffer owing to the need of user friendliness and updated information on the ease of use of the organic food products. The role of the social media marketing is highly complicated in can create negative impacts on the movement of organic food products. The problems associated with the social media marketing tend to affect the turnover of the products that is familiarized with those techniques. The impact caused by the social media marketing can be negative on procure choice of consumers in purchasing the organic foods products. The study focus on assessing these problems associated with social media marketing and its impact on purchase decision of consumers in buying the organic food products.

### Significance of the Study

The organic food products will become the future for consumers who are health conscious and environmental friendly. The conventional food products are being slowly but steadily losing their grip on the market share which is evident from the growth of organic food products in the country. The organic food products are having significant impact on the patterns of consumption of conventional food products. The organic food market is projected to grow 21 percent over the next five years of 2021-2026. The growth of these products will take out conventional food products from the market. The major reason behind the growth of these products can be usage of aggressive promotional techniques like social media marketing. The impacts created by social media marketing on minds of the users can affect the purchase decision of the consumers. The qualitative studies are needed to assess the impacts created by the social media marketing from the consumers' point of view which will help to understand its effect on purchase decision. The organic food products due to the cost standoff have



been using non-conventional methods to promote it among the consumers. The social media marketing is playing significant part in marketing of the organic food products among the consumers and its impact on the purchase decision is analysed by the study.

**Objectives of the Study**

a) To examine the various effect of social media marketing on psychological behaviour of consumers towards buying organic food products

**Research Methodology**

The study aims to assess the impacts created by the social media marketing on buying decision of the consumers based on empirical research design. The study is conducted using the primary data that were collected from the consumers of organic food products. A structured interview schedule was marketing on purchase decision of the consumers. The following part explains results of the analysis

prepared for collecting the opinions of consumers based on impacts of the social media marketing. The sample selection was done based on the non-random sampling technique of judgment sampling due to the nature of infinite population. The sample size of the study was fixed to be 173. The data collected were analysed using the SPSS- 20. The percentage analysis and factor analysis was used for examining the information collected from consumers of the organic food products.

**Analysis and Interpretation**

The collected data were coded as per needs of the software and analysis was carried out to solve the research problem of the study. The results will help to understand the impact created by the social media

**Table – 1  
 Demographic Features**

Demographics	Category	Frequency	Percent
Gender	Female	100	57.80
	Male	73	42.20
	Total	173	100.00
Age	Up to 30	100	57.80
	31-40	73	42.20
	41-50	0	0.00
	51-60	0	0.00
	Above 61	0	0.00
	Total	173	100.00
Educational Qualification	Below Secondary	0	0.00
	Higher Secondary	73	42.20
	Diploma/PG	100	57.80
	Technical	0	0.00
Employment Status	Government Employee	73	42.20
	Private Employees	100	57.80
	Business	0	0.00
	Professional	0	0.00
	Others	0	0.00
	Total	173	100.00
Monthly Income	Below 15,000	0	0.00
	15,001-Rs.25,000	100	57.80
	25,001- Rs. 35,000	73	42.20
	35,001- Rs. 45,000	0	0.00
	Above Rs. 45,000	0	0.00



	al	.00
ital Status	ow	0
	ried	50
	married	50
	al	.00
ily Pattern	lear Family	70
	t Family	50
	al	.00
nber of Members	o 4 Members	50
	Members	00
	nd Above	0
	al	.00
idence	al	0
	hi-Urban	50
	an	10
	al	.0

(Source: Primary Data)

The socio-economic profile helps in the generalization of the results with the similar group of respondents and the study has analysed demographic profile. The following explains the results of demographic representation of organic food consumers based on the percentage analysis.

The gender classification reveals that male category has higher representation in the study with 50.90 percent of responses. The age category reveals that 36.40 percent of the respondents belong to 31-40 years of age which explains middle age categories are having higher habit of buying the organic food products in comparison with other age groups. The educational qualification reveals that the educated people are using organic food products in comparison with other educational groups. The occupation of the respondents reveals that private employees are forming majority of responses in the use of organic food products. The middle income group of Rs. 15,001 – Rs. 25,001 has got 41 percent of responses in the study. The marital status of the employees reveals that 77.50 percent using the organic food products are married in the study area. The nuclear family is the family type that is having major consumption of organic food products. The family members of 5-7 members group are having higher habit of consuming organic food products. The urban people (62.40 percent)

are having major presence in the study which explains urban people are comparatively consuming higher level of organic food product in comparison with the other residential groups.

#### **Relationship of Socio-Economic Profile and Impact of Social Media Marketing on Organic Food Products**

The study is assessing relationship of the demographic summary of consumers related to the usage of organic food products based on impact of social media marketing on organic food products. This will help to recognize the pressure of the demographic features of population to that of usage of social media marketing. The relationship is tested with the ANOVA which is based on the following hypothesis.

*H<sub>0</sub>: There is no significant difference between Socio-Economic Profile and Impact of Social Media Marketing on Organic Food Products*

*H<sub>1</sub>: There is significant difference between Socio-Economic Profile and Impact of Social Media Marketing on Organic Food Products*

#### **Educational Qualification**



The relationship of the educational qualification of the consumers of organic food products reveals that it has relationship with the variable of Helps to achieve complete profile of sellers (**0.009\*\***). The other variables of impact of the social media marketing on the buying decision of organic food products is not influenced by the educational qualification of consumers. The insignificant p-values of all the other variables explain the lack of relationship.

The testing of the hypothesis and results presented in table 2 explains that majority of the consumers are not having influence on the impact of social media marketing on the purchase decision of organic food products based on employment status. The variable of Helps to achieve complete profile of sellers (**<0.001\*\***) is having significant relationship with the employment status. The other variables relationship with employment status is statistically insignificant.

**Employment Status**

**Table – 2**  
**Relationship of Socio-Economic Profile and Impact of Social Media Marketing on Purchase Decision of Organic Food Products**

Impact of Social Media Marketing/ Demographic Profile	Educational Qualification		Employment Status	
Information on Availability and Accessibility of products	0.3	0.6	0.02	0.06
Reduced Price of the Product	0.05	0.07	0.09	0.05
Level of Distribution Cost	0.10	0.06	0.00	0.02
Elimination of Intermediaries	0.06	0.01	0.05	0.06
World Wide Reach of the product	0.03	0.08	0.08	0.00
Ability to build personal relationship with the seller	0.07	0.05	0.00	0.08
Reduction of Advertising cost	0.02	0.07	0.06	0.09
Eased advertising	0.05	0.06	0.05	0.01
Reaction with manufacturer is possible	0.06	0.06	0.06	0.00
Global Variety of Choices	0.08	0.07	0.02	0.02
Innovative content makes deep impression	0.02	0.07	0.07	0.08
24x7 and the clock customer support	0.06	0.02	0.02	0.04
Ease in consumption	0.06	0.07	0.00	0.02
Online based purchasing is made possible	0.03	0.07	0.04	0.04
Helps to achieve complete profile of seller	0.01	<b>0.09**</b>	0.00	<b>0.01**</b>
Generates customer preferences based on their choices	0.04	0.03	0.04	0.06
Ability to voice opinions on the products	0.07	0.05	0.04	0.06
Monitor competitor and substitute products	0.01	0.02	0.04	0.04
Enables feedback on products	0.05	0.06	0.01	0.07

(Source: Primary Data)

**Table – 2.1**  
**Relationship of Socio-Economic Profile and Impact of Social Media Marketing on Purchase Decision of Organic Food Products**

Impact of Social Media Marketing/ Demographic Profile	Monthly Income	Number of Family
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	Numbers			
Information on Availability and Accessibility of Products	0.8	0.01**	0.8	0.01**
Reduced Price of the Product	0.7	0.01**	0.7	0.01**
Level of Distribution Cost	0.8	0.2	0.8	0.2
Elimination of Intermediaries	0.3	0.9	0.3	0.9
World Wide Reach of the product	0.6	0.3*	0.6	0.3*
Ability to build personal relationship with the Seller	0.8	0.6	0.8	0.6
Reduction of Advertising cost	0.2	0.4	0.2	0.4
Increased advertising	0.1	0.5	0.1	0.5
Interaction with manufacturer is possible	0.0	0.4	0.0	0.4
Global Variety of Choices	0.5	0.38*	0.5	0.38*
Innovative content makes deep impression	0.4	0.2	0.4	0.2
24x7 and the clock customer support	0.9	0.6	0.9	0.6
Increase in consumption	0.7	0.1	0.7	0.1
Online based purchasing is made possible	0.6	0.7	0.6	0.7
Ability to achieve complete profile of seller	0.5	0.01**	0.5	0.01**
System generates customer preferences based on their searches	0.4	0.9	0.4	0.9
Ability to voice opinions on the products	0.2	0.15*	0.2	0.15*
Identify competitor and substitute products	0.8	0.8	0.8	0.8
Enables feedback on products	0.1	0.0	0.1	0.0

(Source: Primary Data)

### Monthly Income

The monthly income of respondents reveal that majority of the consumers are having relationship with the variables of force of social media marketing on the buying decision of organic food products. The variables that have significant relationship are 24x7 Information on Availability and Accessibility of Products (<0.001\*\*), Reduced Price of the Product (<0.001\*\*), World Wide Reach of the product (0.013\*), Global Variety of Choices (0.038\*), Helps to achieve complete profile of seller (<0.001\*\*) and Ability to voice opinions on the products (0.015\*). The monthly income categories of the consumers are having significant relationship with the variables of impacts created by the social media marketing on purchase decision.

### Number of Family Members

The number of family members is having relationship with the variables of Reduction of Advertising cost (0.035\*), Interaction with manufacturer is possible (0.002\*) and Helps to achieve complete profile of seller (0.044\*).

### Factor Analysis- Major Impact created by Social Media Marketing on Purchase Decision of Consumers

The social media marketing is having significant impact on the purchase decision of the consumers and its impact is categorized into major dimensions with the usage of factor analysis. The factor analysis helps to segment major factors with the intention of impacting the purchase decision of customers towards organic food products. The following explains the results of the analysis

**Table -3**  
**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	0.06
		0.01**





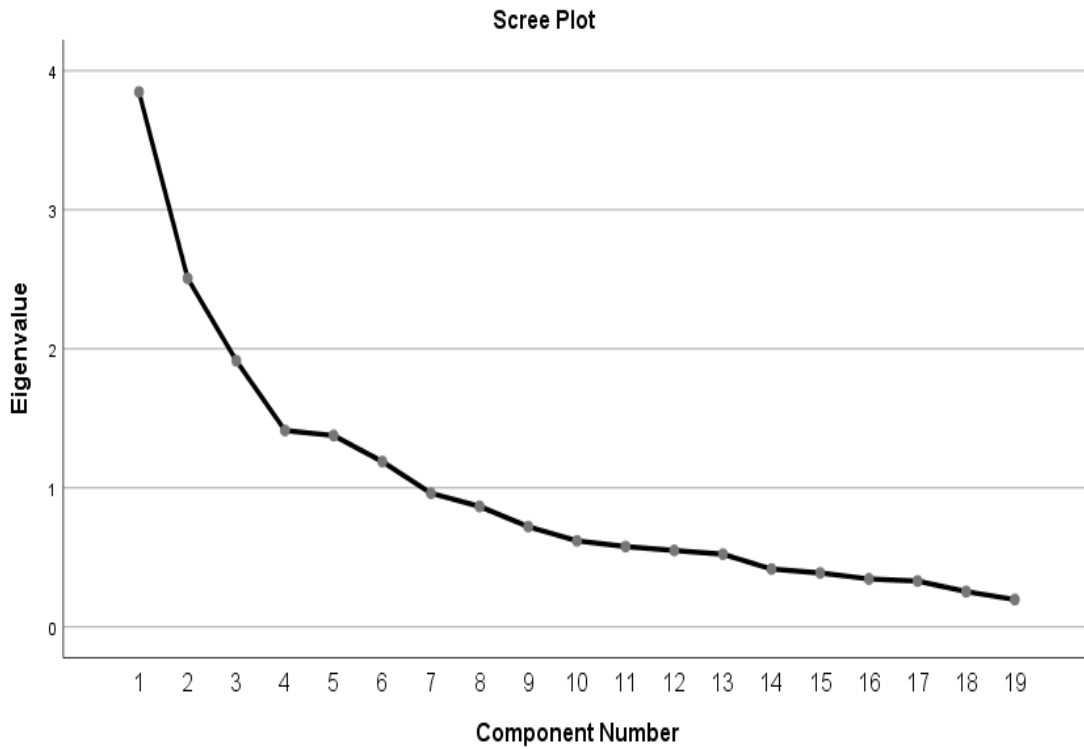
The test reveals the normality of distribution to which the variables belong. The results of the analysis reveal that the variables belongs to the normal distribution which enables to summarise that the variables formed based on the analysis are reliable. The table 4 explains the variance of the variables involved in the study in formation of

factors that are influential in purchase decision of the consumers. The variance table explains that 44 percent of the consumer opinions towards impact of social media marketing on purchase decision are reflected based on the three factors derived from the analysis.

**Table -4  
 Variance**

Variable	Initial Formation		Eigen Values			Cumulative Eigen Values		
	Percentage of Variable (%)		Eigen Value	Percentage of Each Eigen Value (%)		Eigen Value	Percentage of Each Eigen Value (%)	
1	52	52	3.52	52	3.52	3.52	52	52
2	17	18	0.77	18	0.77	4.29	77	79
3	18	26	0.58	26	0.58	4.87	77	96
4	5	52						
5	7	10						
6	9	59						
7	11	80						
8	12	92						
9	15	88						
10	9	16						
11	8	39						
12	5	35						
13	8	88						
14	10	28						
15	5	74						
16	8	92						
17	5	28						
18	7	55						
19	5	100						





**Scree Plot - Major Impact created by Social Media Marketing on Purchase Decision of Consumers**

**Table -5  
Rotated Component Matrix**

	Component		
to achieve complete profile of sellers	3		
rates customer preferences based on their likes			
social media based purchasing is made possible	5		
allows customer to voice opinion on products	4		
leads to an increase in consumption	5		
improves and the clock customer support	3		
reduction in the Price of the Product		5	
Reduction in Level of Distribution Cost		3	
Information on Availability and Accessibility of products		3	
Reduction in the number of Intermediaries		2	
Reduction in Advertising cost			4
Direct interaction with manufacturer is possible			3
Ability to increase the frequency of advertising			3
Ability to build personal relationship with the seller			2



Native Content makes deep impression			
Helps feedback on products			
Wide Variety of Choices			
Identify competitor and substitute products			
Wide Reach of the product			

The factor analysis has extracted three major factors that are impacting purchase decision of the consumers in the direction of the organic food products based on social media marketing. The rotated component matrix elucidates the formation of three factor and variables involved in the factor formation. The following explain the three major factor impacting the purchase decision based on the opinions of the consumers.

**Factor – I – Seller Profile and Consumer Support**

This factor of seller profile and consumers support has created major impact on purchase decision of consumers which is derived from the variables of Helps to achieve complete profile of sellers (0.728), Generates customer preferences based on their searches (0.713), Utility based purchasing is made possible (0.685), Ability to voice opinion on products (0.684), Increase in consumption (0.635) and Round the clock customer support (0.553)

**Factor – II- Reduced Prices**

The social media marketing helps to reduce the prices of the product based on the reduction of marketing and distribution cost. The variables crucial in the formation of the factor are Reduction in the Price of the Product (0.806), Low Level of Distribution Cost (0.789), 24\*7 Information on Availability and Accessibility of Products (0.760) and Elimination of Intermediaries(0.642). These reduction in the cost of these variables helps to bring down the overall prices which has an impact on the purchase decision

**Factor – III- Increased Advertising and Reach to Manufacturer**

This factor is formed with the variables of Reduction of Advertising cost (0.684), Interaction with manufacturer is possible (0.569), Ability to increase the frequency of advertising (0.549) and Ability to build personal relationship with the seller (0.502).

The analysis has helped to deduce the major factors that create an impact on purchase decision of consumers towards the organic food products based on social media marketing which is clearly explained above.

**Discussion**

The social media marketing is changing face of the marketing of products all over the world. The aggressive promotional strategies are executed with help of the social media marketing which have drastic impact on the consumption of consumers. The tools and its usage of social media are making the sellers to understand the needs of the consumers based on which the utility of products is modified. The preferences of the consumers are extracted from their searches which help the sellers to market their products based on the demand by means of usage of social media marketing. The study aimed to evaluate the impact of the social media marketing on purchase decision identified that demographic variables have significant influence on them. The monthly income and number of family members are having significant relationship with the consumption of the organic food products as well as impact created social media marketing on buying decision. The social media marketing and its impact on the purchase decision is classified into three factors based on the opinions of the consumers. Those three factors are *Factor – I – Seller Profile and Consumer Support*, *Factor – II- Reduced Prices* and *Factor – III- Increased Advertising and Reach to Manufacturer*

These three factors are derived as the impact of social media marketing on acquiring decision of organic food products. The role of social media marketing is significantly realized by manufacturers/sellers which are reflected in the increased advertising on the social media applications. The growth of social media marketing



is hampered by technological issues and security apart from which it acts as significant tool to influence the purchase decision of consumers. The force and reach of the social media marketing will transform itself into integral part of modern marketing in the forthcoming decades.

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