

CHAPTER - 5. DATA ANALYSIS

5.1 Pilot Study

After defining the objectives of this research, hypotheses were framed, the details of which were provided in the previous chapter “Research Methodology”. The next logical step in this research was to finalise the tool for measuring (i) consumer involvement and (ii) consumer attitude towards organic food products in the selected cities of Gujarat. A brief overview of this study was provided in the Chapter – 3 Research Methodology.

For this, the concept propounded by Zaichkowsky was used but in a modified manner. The reason for this modification was that Zaichkowsky had used a bi-polar model and directly asked respondents to rate their involvement levels. It was later found through related literature that; it is difficult for respondents to directly describe their involvement levels. In another research conducted by Carmen Garcia et.al. (1996), a modified version of Zaichkowsky’s Revised Personal Involvement Inventory was used to study involvement from its antecedents. They developed a tool for this which was called the Consequences of Involvement Questionnaire. The methodology used in this research was that instead of directly determining involvement, respondents were asked to provide their opinions on a series of statements which were the antecedents or the factors affecting involvement. In this research too, a similar methodology was used. In order to examine the level of consumer involvement for organic food products, initially a structured questionnaire was developed which covered the following dimensions of consumer (i) Affective (Af), (ii) Cognitive (C), (iii) Intention (I), (iv) Belief (B) and (v) Action (Ac). A pilot study was conducted by collecting samples from the three cities of Gujarat in order to establish and validate the antecedents of involvement for organic food products.

For this pilot study, a total sample of 200 respondents was considered valid which comprised of 80 samples from Ahmedabad, 70 samples from Surat and 50 Samples from Vadodara. The purpose of this pilot study was two-fold. Firstly, to test and validate a structured tool to determine consumer involvement for organic food products in the selected cities of Gujarat. This was done by identifying factors or antecedents of involvement. Secondly, another structured tool was designed to test and validate factors that lead to attitude formation for organic food products.

For the purpose of consumer involvement, a structured questionnaire comprising 20 statements based on the above mentioned five dimensions was designed and administered

to respondents residing in the selected cities of Gujarat. The data obtained was tabulated and analysed using factor analysis (Principal Axis Factoring). Results of data collection and analysis are provided below.

Table 5.1 KMO and Bartlett's Test for testing and validating antecedents of consumer involvement for organic food products in three selected cities of Gujarat

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.910	
Bartlett's Test of Sphericity	Approx. Chi-Square	6856.692
	df	190
	Sig.	0.000

The results obtained were adequate and significant as shown in Table 5.1. The Kaiser-Meyer-Olkin (KMO) test examines statistically whether the data collected and used for factor analysis is suitable or not (Dodge 2008). It shows how much variance is caused by the underlying factors in the designated variable. Values which are close to 1.0 suggest that the data is suitable for conducting factor analysis. On the other side if the KMO values are less than 0.50, the data is considered non-conducive for conducting factor analysis. In this research the value obtained for KMO test was 0.910 which was within the acceptable range of above 0.50. Further, the value was not just above 0.50, it was close to 1.0 which suggested that the data was conducive for administering factor analysis.

The Bartlett's test of sphericity is meant to test the hypothesis that the variables used in the research are unrelated and not suitable for detection of a structure. Theoretically, significance values which were less than 0.05 suggested that factor analysis could be conducted. For this research, the Bartlett's test of sphericity gave significant values which indicated that the data collected was suitable for factor analysis. The test revealed 190 degrees of freedom and a Chi-square value of 6856.692 ($p = 0.000$). These values meant high correlations among the variable tested in this study.

Table 5.2 Communalities

Item	Initial	Extraction
1	0.600	0.561
2	0.581	0.672
3	0.530	0.460
4	0.709	0.681
5	0.583	0.555
6	0.630	0.571
7	0.560	0.566
8	0.476	0.339
9	0.654	0.763
10	0.734	0.793
11	0.708	0.731
12	0.600	0.572
13	0.675	0.665
14	0.553	0.510
15	0.587	0.509
16	0.282	0.300
17	0.692	0.704
18	0.462	0.453
19	0.561	0.562
20	0.481	0.496
<i>Extraction Method: Principal Axis Factoring.</i>		

Table 5.3 Factor Analysis for testing and validating antecedents of involvement towards organic food products in three selected cities of Gujarat

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var.	Cum. %	Total	% of Var.	Cum. %	Total	% of Var.	Cum. %
1	9.234	46.17	46.170	8.837	44.183	44.183	3.979	19.893	19.893
2	1.764	8.820	54.99	1.328	6.638	50.821	3.231	16.155	36.049
3	1.085	5.425	60.415	0.677	3.387	54.208	2.146	10.729	46.777
4	1.059	5.295	65.710	0.624	3.122	57.33	2.111	10.553	57.33
5	0.875	4.377	70.087						
6	0.725	3.627	73.715						
7	0.698	3.492	77.206						
8	0.629	3.146	80.352						
9	0.567	2.833	83.185						
10	0.489	2.444	85.629						
11	0.444	2.219	87.848						
12	0.413	2.066	89.914						
13	0.34	1.7	91.614						
14	0.336	1.678	93.292						
15	0.294	1.468	94.759						
16	0.282	1.412	96.171						
17	0.227	1.137	97.308						
18	0.198	0.991	98.299						
19	0.185	0.927	99.226						
20	0.155	0.774	100.00						
<i>Extraction Method: Principal Axis Factoring.</i>									

Theoretically, higher level of correlation between variables is considered good for conducting factor analysis. The focus of factor analysis is mainly on variance and covariance between the variables under the study rather than mean values. Variance is comprised of two parts i.e., common variance and unique variance.

Common variance is shared among a set of items and is also called communality (h^2). The communality values lie in the range between 0 and 1. One thing to be noted here is that items that are highly correlated share lot of Variance. When values are near 1, the extracted factor explains more of the variance of an individual item.

In case of factor analysis, a general rule is that those factors where Eigenvalues are 1 or more than 1 are considered. Eigenvalues can be explained as the sum of squared component

loadings across the components. They highlight the total amount of variance that can be explained by a given principal component.

In this research, once the KMO and Bartlett's test gave significant results in terms of conducting factor analysis, using SPSS Principal Axis Factoring Method was considered suitable. The reason being unlike Principal Component Analysis, in this method the initial extraction for communalities is not 1. Principal Axis Factoring uses squared multiple correlation coefficient (R^2) as the initial communality.

As can be seen from Table 5.2, the initial and extraction communalities were obtained. Table 5.3 gives the details of the factors identified in this research. A total of four factors were identified since they had Eigenvalues more than 1. Of the four factors, the first factor contributed the maximum with 46.170%. This is a common characteristic of factor analysis where usually the first factor describes the maximum variance. The second factor contributed 8.820% to the total variance. The third factor contributed 5.425% while the fourth factor contributed 5.295% to the total variance. Overall, these four factors explained 65.710% which is considered as an acceptable level for studies which are related to consumer behaviour (Yong and Pearce, 2013).

Based on the Eigenvalues four factors were identified contributing to 65.710% of the total variance. After validating the four identified factors which were considered as antecedents of involvement, the rotated component factor matrix loading was examined in order to validate each item and further allocate all the items to each of the four factors. While validating and allocating the items, all those items that had a factor loading of less than 0.35 were ignored since it was felt that they were having negligible or no influence. After considering the rotated factor matrix and ignoring items having factor loadings less than 0.35, all the 20 items were found valid. The following Table 5.4 showcases all the items with their factor loadings which were considered valid for the tool.

Table 5.4 Rotated Component Matrix (Factors Identified) for testing and validating antecedents of consumer involvement for organic food products in three selected cities of Gujarat

Sr. No.	Item	Factor			
		1	2	3	4
1	I don't mind spending money on OFP.	0.465		0.494	
2	Using OFPs gives me a feeling of security from pesticides/hazardous substances used in cultivation/production of CFPs.		0.375	0.679	
3	I would prefer OFPs over CFPs in any situation	0.353	0.378	0.387	
4	I am interested in OFPs	0.395	0.386	0.424	0.442
5	I read all available information from magazines / internet / other sources to keep myself abreast with latest developments about OFPs.	0.620			
6	I am interested in expert's evaluations' and comments on OFPs.	0.571	0.445		
7	I would like to know how OFPs are cultivated / produced.		0.595		
8	I think there is a lot of difference between OFPs and CFPs.			0.410	
9	I enjoy talking with people who possess knowledge about OFPs.	0.407			0.736
10	I like to talk about OFPs with my relatives and friends.	0.829			
11	In general, I like to discuss about OFPs over social media platforms.	0.784			
12	I could read for quite a while without getting bored.	0.606			
13	I think that OFPs are important for everyone.		0.423	0.461	0.493
14	I feel that consuming OFPs is an important social advancement.		0.536		
15	I like to know opinion on OFPs from people who are interested.	0.498			
16	I feel that lot of people are misinformed about OFPs.	0.391			
17	I would like to purchase/consume/use OFPs.		0.406	0.368	0.589
18	I would choose OFPs instead of CFPs if price for both is the same.		0.607		
19	I will definitely buy OFPs if I can afford them.		0.695		
20	I avoid food products containing substances which are harmful to human beings.	0.416	0.545		

Eigenvalues	9.234	1.764	1.085	1.059
% of Variance	46.170	8.820	5.425	5.295
Cumulative %	46.170	54.990	60.415	65.710
<i>Extraction Method: Principal Axis Factoring.</i>				
<i>Rotation Method: Varimax with Kaiser Normalization.</i>				
<i>Rotation converged in 17 iterations.</i>				
<i>CFPs- Conventional Food Products</i>				

After conducting factor analysis, based on the results obtained through rotated component matrix, the five dimensions identified initially at the time of development of tool were classified into four factors and the twenty-item tool to measure consumer involvement was finalised. The four factors identified were named as Information Search (IS), Knowledge (K), Belief (B), and Emotion (E). These factors were named based on the categorization of items under each of the four factors earlier identified in Table 5.3.

Following Table 5.5 shows the Rotated Component Matrix with all the factors named and the classification of items under each factor.

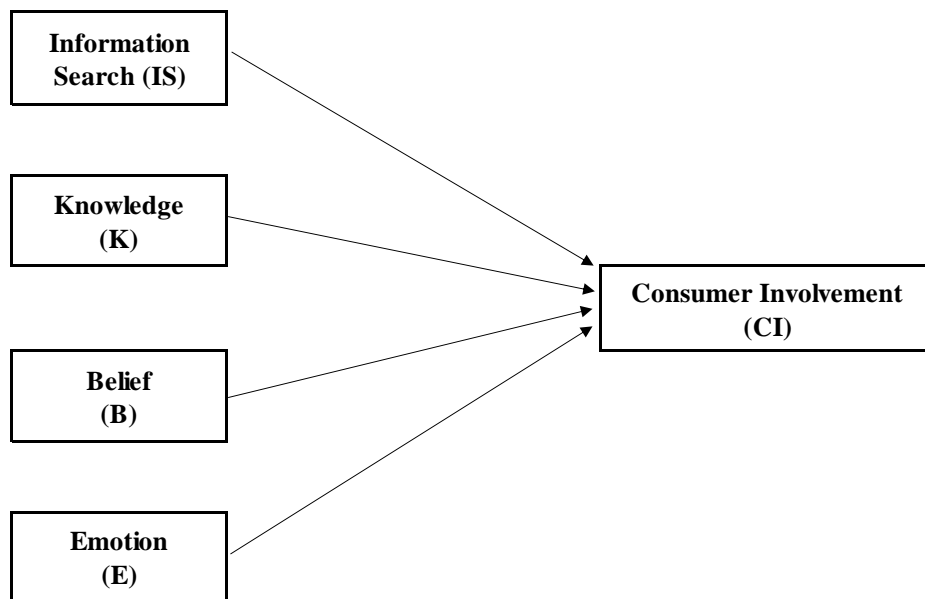
Table 5.5 Rotated Component Matrix (Factors Named) for testing and validating antecedents of consumer involvement for organic food products in three selected cities of Gujarat

Factor	Item	Factor Loading	Cronbach	Mean	S.D.
Information Search (IS)	I read all available information from magazines / internet / other sources to keep myself abreast with latest developments about OFPs.	0.62	0.825	3.65	1.111
	I am interested in expert's evaluations and comments on OFPs.	0.571			
	I like to talk about OFPs with my relatives and friends.	0.829			
	In general, I like to discuss about OFPs over social media platforms.	0.784			
	I could read for quite a while without getting bored.	0.606			
	I like to know opinion on OFPs from people who are interested.	0.498			
	I feel that lot of people are misinformed about OFPs.	0.391			

Knowledge (K)	I would like to know how OFPs are cultivated / produced.	0.595	0.750	4.16	0.888
	I feel that consuming OFPs is an important social advancement.	0.536			
	I would choose OFPs instead of CFPs if price for both is the same.	0.607			
	I will definitely buy OFPs if I can afford them.	0.695			
	I avoid food products containing substances which are harmful to human beings.	0.545			
Belief (B)	I don't mind spending money on OFP.	0.494	0.750	4.08	0.903
	Using OFPs gives me a feeling of security from pesticides/hazardous substances used in cultivation/production of CFPs.	0.679			
	I would prefer OFPs over CFPs in any situation	0.387			
	I think there is a lot of difference between OFPs and CFPs.	0.41			
Emotion (E)	I am interested in OFPs	0.442	0.797	3.995	0.943
	I enjoy talking with people who possess knowledge about OFPs.	0.736			
	I think that OFPs are important for everyone.	0.493			
	I would like to purchase/consume/use OFPs.	0.589			

The results obtained through factor analysis suggest that the tool developed to measure consumer involvement from its four antecedents has a high measure of reliability for all factors individually as well as consumer involvement. The alpha values range between 0.825 for the first factor which is Information Search (IS) and 0.750 for the factors Knowledge (K) and Belief (B). Technically and statistically Cronbach Alpha values above 0.60 are considered as a standard for accepting reliability of the results. Therefore, it can be said that the results obtained in the form of four factors affecting consumer involvement were reliable for further interpretation.

Figure 5. 1 Antecedents of Consumer Involvement based on Factor Analysis



Based on the results of principal axis factoring and rotated component matrix, the tool measuring consumer involvement for organic food products based on its four antecedents was finalised. In the previous Table 5.1, Bartlett’s Test revealed that there was high level of correlation between the antecedents of consumer involvement. This fact was further consolidated through correlation analysis.

Table 5.6 Correlation between antecedents of consumer involvement for three selected cities in Gujarat

		Information Search (IS)	Knowledge (K)	Belief (B)	Emotion (E)
Information Search (IS)	Pearson Correlation	1			
	Sig. (2-tailed)	0.000			
	N	200			
Knowledge (K)	Pearson Correlation	.564**	1		
	Sig. (2-tailed)	0.000			
	N	200	200	200	
Belief (B)	Pearson Correlation	.538**	.679**	1	
	Sig. (2-tailed)	0.000	0.000		0.000

	N	200	200	200	200
Emotion (E)	Pearson Correlation	.596**	.654**	.756**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

As suggested by the Bartlett's test, there was moderate to high positive correlation between the four antecedents of consumer involvement. The correlation coefficient ranged between 0.756 and 0.538. The highest correlation was between Belief (B) and Emotion (E) ($r=0.756$, $p=0.000$). The least amount of correlation was observed between Information Search (IS) and Belief (B) ($r=0.538$, $p=0.000$). All the remaining values of correlation coefficients were between these two values.

As mentioned earlier in this chapter, after identifying, testing and validating the tool for measuring consumer involvement for organic food products in the selected cities of Gujarat, through its antecedents, the next step was to test and validate a tool for consumer attitude. For this too, like consumer involvement, a structured tool was initially designed with three dimensions in consideration. The first dimension was Cognition. The second dimension was Affection while, the third dimension was Conation. These dimensions are the basis of the Tri-component model of attitude formation. In other words, the Tri-component model of attitude formation was used to design the initial tool. Data was collected data from 200 respondents which consisted of 80 respondents from Ahmedabad, 70 respondents from the city of Surat and 50 respondents from Vadodara. Just like in the earlier case of consumer involvement, the data collected was tabulated and analysed in SPSS software using Principal Axis Factoring method of Exploratory Factor Analysis (EFA). The results are shown through the tables below.

Table 5.7 KMO and Bartlett's Test for testing and validating factors affecting consumer attitude formation for organic food products in three selected cities of Gujarat

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.923
Bartlett's Test of Sphericity	Approx. Chi-Square	4975.88
	df	78
	Sig.	0.000

Like in the earlier case of consumer involvement the result of Bartlett's test of sphericity was found highly significant with a Chi-square value of 4975.88, degree of freedom of 78 and significance levels at 0.000. These significant values suggested high correlations amongst the test variables. Along with Bartlett's test of sphericity, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was also calculated. A value of 0.923 suggested that the sample considered for this analysis was adequate. Therefore, the preliminary tests suggested that factor analysis could be conducted.

Table 5.8 Communalities

	Initial	Extraction
Taste of OFP is good	0.594	0.537
OFPs good for health	0.524	0.465
Quality of OFPs is good	0.703	0.769
OFPs safe to consume	0.676	0.697
Benefits worth the price	0.682	0.722
All OFPs good	0.622	0.604
OFPs appealing	0.592	0.568
OFPs costlier than CFPs	0.254	0.196
Like OFPs due to health benefits	0.601	0.592
Definitely buy OFP	0.678	0.626
Increase spending on OFP	0.629	0.682
Recommend OFP to others	0.713	0.711
Next visit wouldn't mind buying OFP	0.658	0.632

Extraction Method: Principal Axis Factoring.

Table 5.9 Factor Analysis for testing and validating factors affecting attitude formation towards organic food products in three selected cities of Gujarat

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum %	Total	% of Var	Cum %	Total	% of Var	Cum %
1	7.304	56.185	56.185	6.94	53.387	53.387	4.362	33.553	33.553
2	1.312	10.089	66.274	0.862	6.627	60.014	3.44	26.461	60.014
3	0.857	6.591	72.865						
4	0.616	4.741	77.605						
5	0.543	4.174	81.779						
6	0.493	3.795	85.574						
7	0.374	2.877	88.451						
8	0.351	2.699	91.15						

9	0.279	2.144	93.294						
10	0.267	2.052	95.346						
11	0.212	1.632	96.977						
12	0.203	1.559	98.536						
13	0.19	1.464	100						

Extraction Method: Principal Axis Factoring.

As mentioned earlier, the original tool was designed keeping in the three dimensions of Tri-component Model of attitude formation by Kanuk and Schiffman. A total of 13 statements were designed to be measured on a five-point scale where 5 stands for “strongly agree” and 1 stood for “stands for disagree”. When the data collected was analysed using principal axis factoring, only two factors were identified as having Eigenvalues more than 1. The first factor accounted for 56.185% of the total variance while second factor accounted for 10.089%. Cumulatively, these two factors accounted for 66.274% of the total variance which is quite acceptable. Based on the initial validation through Eigenvalues, two factors were identified and the rotated component factor matrix was calculated. The purpose of this was to validate each individual item in the tool and allocate them to the two factors identified. In doing so, items having a factor loading of less than 0.35 were ignored since they were presumed to have no significant impact.

Table 5.10 Rotated Component Matrix (Factors Identified) for testing and validating factors affecting consumer attitude formation for organic food products in three selected cities of Gujarat

Sr. No.	Item	Factor	
		1	2
1	Taste of OFP is good	0.714	
2	OFPs good for health	0.417	0.540
3	Quality of OFPs is good	0.374	0.793
4	OFPs safe to consume	0.444	0.707
5	Benefits worth the price	0.799	
6	All OFPs good	0.573	0.526
7	OFPs appealing	0.644	0.392
8	OFPs costlier than CFPs		0.442
9	Like OFPs due to health benefits		0.708
10	Definitely buy OFP	0.542	0.576
11	Increase spending on OFP	0.807	
12	Recommend OFP to others	0.631	0.56
13	Next visit wouldn't mind buying OFP	0.725	

Eigenvalue	7.304	1.312
% of Variance	56.185	10.089
Cumulative %	56.185	66.274

Rotation Method: Varimax with Kaiser Normalization.

Extraction Method: Principal Axis Factoring.

From the results obtained, the initial three dimensions were confined to two factors and on the other side the original tool of 13 questions was not reduced. In other words, after conducting factor analysis, the new tool comprised of two factors and 13 items. The three earlier dimensions i.e., cognition, affection and conation were reduced to only two factors which were named as Affinity (Aff) and Awareness (Aw). The next Table 5.11 shows the complete tool validated and having two distinct factors affecting attitude formation for organic food products in the selected cities of Gujarat.

Table 5.11 Rotated Component Matrix (Factors Named) for testing and validating factors affecting consumer attitude formation for organic food products in three selected cities of Gujarat

Factor	Item	Factor Loading	Cronbach	Mean	S.D.
Affinity (Aff)	I feel the taste of OFPs is good	0.714	0.825	4.018	0.908
	The benefits derived from OFPs are worth their price.	0.799			
	Generally, all OFPs are good	0.573			
	I find OFPs appealing	0.644			
	I intend to increase my spending on purchase of OFPs	0.807			
	I would surely recommend others to buy OFPs	0.631			
	During my next visit to the market, I would not mind buying OFPs	0.725			
Awareness (Aw)	OFPs are good for health	0.540	0.848	4.035	0.892
	I find that the quality of OFPs is good	0.793			
	OFPs are safe to consume	0.707			
	I find OFPs costlier than CFPs	0.442			
	I feel that people like OFPs due to the health benefits they offer	0.708			
	Given a choice I will definitely buy OFPs	0.576			

On the basis of the groupings obtained for the 13 items, the factors were accordingly named. As per the results obtained, the Cronbach alpha for the first factor Affinity (Aff) was 0.825 while for the second factor Awareness (Aw) was 0.848. A look at the mean values also revealed that there was a positive attitude towards organic food products in the selected cities of Gujarat. Not only that, each of the two factors gave a high score on reliability as well as mean values.

Table 5.12 Correlation between factors affecting consumer attitude formation for three selected cities in Gujarat

		Affinity (Aff)	Awareness (Aw)
Affinity (Aff)	Pearson Correlation	1	0.885**
	Sig. (2-tailed)		0.000
	N		200
Awareness (Aw)	Pearson Correlation		1
	Sig. (2-tailed)		
	N		

** Correlation is significant at the 0.01 level (2-tailed).

The initial Bartlett's test had suggested a high level of correlation between variables. This was validated by the correlation analysis as shown in Table 5.12. A high positive correlation was observed between the two factors affecting consumer attitude formation for organic food products in three selected cities of Gujarat ($r=0.885$, $p=0.000$). Hence, based on the outcomes of principal axis factoring, a robust tool to measure consumer attitude from its factors was identified, tested and validated.

5.2 Final Study

After having tested and validated tools to measure consumer involvement and attitude for organic food products in the selected cities of Gujarat, data collection for the final research was undertaken. The data collected was tabulated and analysed. The results obtained from the analysis are discussed in the following part.

Table 5.13 Opinion of respondents from selected cities of Gujarat on whether they read relevant information about organic food products from magazines/internet/other sources to keep themselves updated with developments

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	20	7.25	6	2.75	32	3.90
Disagree	17	5.11	24	8.70	26	11.93	67	8.10
Can't Say	57	17.12	20	7.25	36	16.51	113	13.70
Agree	133	39.94	148	53.62	112	51.38	393	47.50
Strongly Agree	120	36.04	64	23.19	38	17.43	222	26.80
Total	333	100.00	276	100.00	218	100.00	827	100.00

Consumers gain interest in any offering over a period of time on the basis of information that they gain. This is especially true in case of new products, services or ideas. The concept of organic food products is a recent one and can be considered to be in its nascent stage. Hence, data was collected to study whether respondents were interested in acquiring information about organic food products. It was observed that overall, 74.30% respondents preferred to read and acquire relevant information about organic food products. 12% respondents didn't show any interest in getting information about organic food products and 13.70% respondents were neutral in this regard. If we take a look at the results city-wise, in Ahmedabad, 75.98% respondents liked to read about organic food products. 6.91% respondents however, didn't prefer to read information while remaining 17.12% respondents were neutral. In Surat too, 76.81% respondents were interested. 15.95% respondents were not interested in reading about organic food products and 7.25% respondents remained neutral. Of all the three cities, the number of respondents in Vadodara were least when it came to showing interest in reading about organic food products. 68.81% respondents preferred reading about organic food products, while 14.68% respondents didn't prefer to read. 16.51% respondents were neutral. So, it was observed that respondents in Vadodara showed lesser intent about gathering information on organic food products.

Table 5.14 Opinion of respondents from selected cities of Gujarat on whether they are interested in experts' evaluation and comments on organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	12	3.60	12	4.35	2	0.92	26	3.14
Disagree	17	5.11	20	7.25	20	9.17	57	6.89
Can't Say	47	14.11	40	14.49	36	16.51	123	14.87
Agree	125	37.54	124	44.93	124	56.88	373	45.10
Strongly Agree	132	39.64	80	28.99	36	16.51	248	29.99
Total	333	100.00	276	100.00	218	100.00	827	100.00

When people show a higher level of interest and involvement, they like to evaluate experts' views about the product. In case of organic food products also, this fact holds true, therefore, to examine consumer involvement, respondents were asked whether they were interested in experts' evaluation and comments about organic food products. The results obtained were encouraging. 75.09% respondents from across the three cities were interested. Only 10.03% respondents didn't show much interest. City-wise analysis showed that, in Ahmedabad 77.14% respondents were interested and only 8.71% respondents were not interested. In Surat, 73.92% respondents were interested in experts' evaluation. 11.60% respondents were not interested in these evaluations. In Vadodara, similar trend was observed where, 73.39% respondents were interested while, 10.09% respondents were not interested.

Table 5.15 Opinion of respondents from selected cities of Gujarat on whether they like to talk about organic food products with relatives and friends

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	06	1.80	4	1.45	10	4.59	20	2.42
Disagree	41	12.31	32	11.59	32	14.68	105	12.70
Can't Say	30	9.01	32	11.59	38	17.43	100	12.09
Agree	135	40.54	116	42.03	110	50.46	361	43.65
Strongly Agree	121	36.34	92	33.33	28	12.84	241	29.14
Total	333	100.00	276	100.00	218	100.00	827	100.00

Continuing with the earlier fact highlighted in Table 5.14, it is also important to understand that in case of high consumer involvement, just as consumers like to talk to knowledgeable people, they also like to converse about organic food products with relatives and friends.

Overall, results suggested that majority of the respondents did in fact prefer talking to their relatives and friends about organic food products. From the total respondents, 72.79% agreed to this. Whereas, 15.12% respondents disagreed. City-wise results showed that bigger the city in terms of populations more was the propensity to talk to relatives and friends. In Ahmedabad, 76.88% respondents responded favourably, followed by 75.36% in Surat and 63.30% in Vadodara. Compared to this, in Ahmedabad, 14.11% respondents answered in the negative. In Surat, the number was slightly higher at 13.08% and in Vadodara it was 19.27%. Based on these results it was observed, smaller the city, higher the number of respondents who didn't talk to their relatives and friends regarding organic food products. This observation is an important one for marketers.

Table 5.16 Opinion of respondents from selected cities of Gujarat on whether they like to discuss about organic food products over social media platform

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	18	5.41	32	11.59	6	2.75	56	6.77
Disagree	41	12.31	12	4.35	72	33.03	125	15.11
Can't Say	64	19.22	56	20.29	52	23.85	172	20.80
Agree	113	33.93	112	40.58	68	31.19	293	35.43
Strongly Agree	97	29.13	64	23.19	20	9.17	181	21.89
Total	333	100.00	276	100.00	218	100.00	827	100.00

Generally, higher the involvement, more is the likelihood that consumers will discuss about the product in their social circles. In this day and age, social media platforms occupy an integral place in the social circles.

From the results obtained, it was clear that people across the three selected cities did like to discuss about organic food products over social media platforms. This could be said on the basis of the fact that, 57.32% respondents did like to discuss. 21.88% respondents though didn't like to discuss. Compared to other results, these values show a smaller number of people providing favourable opinion. City-wise, the table revealed that in Ahmedabad, 63.06% respondents gave a positive reply, while, 17.72% respondents replied negatively. In Surat, 63.77% respondents did like to discuss about organic food products over social media platform. While 15.94% respondents didn't like to discuss. In Vadodara, the number of respondents who agreed to this statement were marginally more than those who did not. Those who responded favourably were 40.36% as against 35.78% who

responded negatively. Also, a noticeable fact was that 23.85% respondents in Vadodara remained neutral in this regard.

Table 5.17 Opinion of respondents from selected cities of Gujarat on if they could read for quite a while about organic food products without getting bored

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	17	5.11	24	8.70	20	9.17	61	7.38
Disagree	52	15.62	16	5.80	46	21.10	114	13.78
Can't Say	88	26.43	72	26.10	58	26.61	218	26.36
Agree	111	33.33	88	31.90	76	34.86	275	33.25
Strongly Agree	65	19.52	76	27.50	18	8.26	159	19.23
Total	333	100.00	276	100.00	218	100.00	827	100.00

It is a known fact that, people can read for long periods of time with respect to offerings when they carry out detailed information search. The same logic applies to consumers while deciding about which products to purchase. Especially, in case of higher consumer involvement it has been observed that consumers can read for a considerable amount of time without losing interest. In case of organic food products too, overall, 52.48% respondents agreed to the above-mentioned fact. 21.16% respondents did not agree to this. 26.36% respondents were indecisive in this regard.

City-wise data revealed that in Ahmedabad, 52.85% respondents replied positively. While 20.73% respondents answered negatively. In Surat, 59.40% respondents agreed while 14.50% respondents disagreed. In Vadodara, only 43.12% respondents replied favourably, while, 30.27% replied negatively. One notable observation in this table was that, across all the three cities together, as well as individually, the number of respondents who were indecisive was quite similar at around 26%.

Table 5.18 Views of respondents in the selected cities of Gujarat on if they like to know the opinion on organic food products from people who are interested.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	17	5.11	16	5.80	4	1.83	37	4.47
Disagree	41	12.31	4	1.45	22	10.09	67	8.10
Can't Say	79	23.72	100	36.23	74	33.94	253	30.59
Agree	103	30.93	108	39.13	80	36.70	291	35.19
Strongly Agree	93	27.93	48	17.39	38	17.43	179	21.64

Total	333	100.00	276	100.00	218	100.00	827	100.00
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Overall, it was observed that, generally people were interested to know what opinion other interested people have about OFPs. Out of the total respondents, 56.83% felt that people are interested to know such peoples' opinion. 30.59% respondents were indecisive, which is a noteworthy fact. Remaining 12.57% respondents didn't show inclination to know opinion of other interested people. In Ahmedabad, 58.86% respondents responded positively, while 23.72% respondents were neutral. In Surat, 56.52% replied positively while 36.23% neither agreed nor disagreed. In Vadodara, 54.13% respondents agreed to have interest in known opinion of other interested people while, 33.94% remained neutral. Thus, when it came to the inclination of respondents in knowing opinion of other interested people regarding organic food products, a larger proportion of responses were neutral.

Table 5.19 Opinion of respondents in three selected cities of Gujarat on the fact that a lot of people are misinformed about organic food products.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	24	7.21	16	5.80	8	3.67	48	5.80
Disagree	72	21.62	92	33.33	88	40.37	252	30.47
Can't Say	53	15.92	76	27.54	42	19.26	171	20.68
Agree	95	28.53	20	7.25	46	21.10	161	19.47
Strongly Agree	89	26.73	72	26.09	34	15.60	195	23.58
Total	333	100.00	276	100.00	218	100.00	827	100.00

The results of Table 5.19 revealed some interesting facts about how people opine about information on OFPs. Across the three selected cities of Gujarat, 43.05% respondents believed that people who are searching for information about OFPs are misinformed. On the other hand, 36.27% respondents believed that there is no misinformation provided to people about OFPs. The notable fact was that a big chunk of respondents i.e., 20.68% was non-committal on this.

A look at the results city wise revealed that in Ahmedabad, 55.26% respondents agreed to the fact about misinformation regarding OFPs, while 28.83% respondents did not agree. 15.92% respondents did not express any opinion on this. In Surat, only 33.34% i.e., around one third of the respondents did agree to this. While 39.13% respondents did not agree on this. A big group of respondents i.e., 27.54% remained neutral on this. In the third city, i.e., Vadodara, the trend was similar to Surat. Only 36.70% respondents agreed to the fact

that lot of people are misinformed about OFPs. Majority of the respondents i.e., 44.04% did not agree while 19.26% remained neutral.

Table 5.20 Opinion of respondents from selected cities of Gujarat on whether they would like to know how organic food products are cultivated / produced

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	4	1.44	2	0.92	11	1.33
Disagree	23	6.90	24	8.69	16	7.33	63	7.61
Can't Say	47	14.11	24	8.69	10	4.58	81	9.79
Agree	118	35.43	112	40.57	124	56.88	354	42.80
Strongly Agree	140	42.04	112	40.57	66	30.27	318	38.45
Total	333	100.00	276	100.00	218	100.00	827	100.00

One of the major differences between organic food products and conventional food products is the methods used in their cultivation / production. Organic foods are cultivated / produced using methods which are all natural and free from any harmful substances. It is therefore natural for people who are interested in organic food products to be eager to understand or see how these products are made.

Results suggested that, majority of the respondents in all the three cities were interested in knowing how organic food products are made. Data showed that 81.25% respondents were interested in knowing the cultivation / production methods. Only 8.94% respondents were not keen to know. If we take a look at each city individually, in Ahmedabad, 77.47% respondents liked to know cultivation / production methods, only 8.40% respondents didn't show interest. In Surat, 81.14% respondents showed interest in knowing cultivation / production methods used in organic food products. Only 10.13% respondents didn't have interest in this. In Vadodara, highest number of respondents were keen in knowing how organic food products are cultivated/ produced. Out of 218 respondents a huge majority of 87.15% respondents opined that they would like to know how organic food products are cultivated / produced. Only 8.25% respondents didn't show much interest in this.

Table 5.21 Opinion of respondents from selected cities of Gujarat on whether consumption of organic food products is an important social advancement

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	12	3.60	16	5.80	4	1.83	32	3.87
Disagree	12	3.60	8	2.90	14	6.42	34	4.11
Can't Say	77	23.12	20	7.25	42	19.27	139	16.81
Agree	155	46.55	132	47.83	108	49.54	395	47.76
Strongly Agree	77	23.12	100	36.23	50	22.94	227	27.45
Total	333	100.00	276	100.00	218	100.00	827	100.00

One basic characteristic of high involvement products is that, consumers treat them as a means of social advancement in terms of their status. In order to check whether consumers consider consumption of organic food products to be a social advancement their opinion was gathered from the three selected cities. As observed in Table 5.21, overall, 75.21% respondents did consider consumption of organic food products as an important social advancement. Only 7.98% respondents didn't feel so. 16.81% respondents were indecisive.

A look at the city-wise data showed that in Ahmedabad 69.67% respondents agreed to this fact while, 7.20% respondents didn't agree. A relatively larger proportion of 23.12% respondents had a neutral outlook. In Surat, the number of respondents agreeing to this fact was the highest in all the three cities at 84.06%. Only 8.70% respondents didn't agree. In Vadodara, 72.48% respondents considered consumption of organic food products as an important social advancement. Only 8.25% respondents didn't agree to this. 19.27% respondents were neutral in this.

Table 5.22 Opinion of respondents in three cities of Gujarat on whether they would choose organic food products if the price is same as conventional food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	08	2.90	0	0.00	8	0.97
Disagree	23	6.91	12	4.35	4	1.83	39	4.72
Can't Say	51	15.32	16	5.80	16	7.34	83	10.04
Agree	100	30.03	116	42.03	82	37.61	298	36.03
Strongly Agree	159	47.75	124	44.93	116	53.21	399	48.25
Total	333	100.00	276	100.00	218	100.00	827	100.00

In order to examine consumer involvement for organic food products, a hypothetical statement was put forth and respondents' agreement or disagreement on it was sought. In

case of higher consumer involvement, the responses would be favourable. Results obtained in Table 5.22 prima-facie suggested higher consumer involvement. Overall, 84.28% respondents said they would choose organic food products over conventional food products if price of both were same. Only 5.69% respondents showed disagreement.

Further analysis of data with respect to individual cities revealed that in Ahmedabad, 77.78% respondents showed their willingness towards organic food products. Only 6.91% responded in the negative. In Surat 86.96% respondents showed willingness towards organic food products while only 7.25% showed willingness towards conventional food products. In Vadodara, there was an overwhelming response in favour of organic food products with 90.82% respondents choosing organic food products. A mere 1.83% respondents answered in disagreement.

Table 5.23 Opinion of respondents in three cities of Gujarat on whether they will buy organic food products if they could afford

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	4	1.45	0	0.00	9	1.09
Disagree	18	5.41	4	1.45	2	0.92	24	2.90
Can't Say	22	6.61	20	7.25	16	7.34	58	7.01
Agree	130	39.04	128	46.38	98	44.95	356	43.05
Strongly Agree	158	47.45	120	43.48	102	46.79	380	45.95
Total	333	100.00	276	100.00	218	100.00	827	100.00

This table is on the similar lines as the previous one which was analysed in Table 5.22. The purpose of this table was to examine consumer involvement on the basis of the intent to purchase. Higher the desire to purchase, higher would be the consumer involvement. Overall, 89% respondents said that they would buy organic food products if they were able to afford them. Only 3.99% respondents didn't agree.

In Ahmedabad, 86.49% respondents were willing to purchase organic food products provided, they could afford them. Only 6.91% respondents answered in the negative. In Surat too, 89.86% respondents answered favourably and only 2.90% disagreed. In Vadodara, once again the response was overwhelmingly favourable. 91.74% respondents were willing to buy organic food products if they could afford. A marginal 0.92% respondents answered unfavorably.

Table 5.24 Opinion of respondents in three cities of Gujarat on whether they avoid food products containing harmful substances

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	0	0.00	2	0.92	8	0.97
Disagree	18	5.41	0	0.00	10	4.59	28	3.39
Can't Say	28	8.41	20	7.24	12	5.50	60	7.26
Agree	142	42.64	132	47.83	108	49.54	382	46.19
Strongly Agree	139	41.74	124	44.93	86	39.45	349	42.20
Total	333	100.00	276	100.00	218	100.00	827	100.00

As discussed earlier, a distinguishing factor in favour of organic food products is that, they are safe for consumption since, they do not contain any substances which would be harmful to human beings. Further, consumers who have higher consumer involvement are likely to give a higher weightage to this factor while preferring organic food products.

The results obtained revealed that overall, 88.39% respondents did concur to this fact. Only 4.36% respondents didn't give too much importance to this fact.

A look at the data of each individual city showed that, in Ahmedabad 84.38% respondents agreed to this fact and only 7.21% reacted negatively. In Surat, no respondent reacted negatively. 92.76% agreed while, remaining 7.24% were neutral. In Vadodara, 88.99% respondents answered favourably while, only 5.51% showed disagreement. Thus, overall, there was a great preference towards consumption of foods which didn't contain any element that was harmful to human beings.

Table 5.25 Opinion of respondents in selected cities of Gujarat on whether they would like to spend money on organic food products.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	0	0.00	4	1.83	4	0.48
Disagree	18	5.41	20	7.25	6	2.75	44	5.32
Can't Say	35	10.51	28	10.14	28	12.84	91	11.00
Agree	138	41.44	168	60.87	120	55.05	426	51.51
Strongly Agree	142	42.64	60	21.74	60	27.52	262	31.68
Total	333	100.00	276	100.00	218	100.00	827	100.00

Table 5.25 suggests that people across the selected city did not mind spending money on Organic Food Products. A glance at the table shows that overall, out of 827 responses 83.19% respondents replied favourably. Only 5.80% responses were unfavourable. On

breaking down the data city-wise, similar results were seen. In Ahmedabad out of 333 responses, 84.08% didn't mind spending money on organic food products. In Surat, out of 276 responses 82.61% respondents agreed to this fact, while in Vadodara, out of 218 responses, 82.57% respondents didn't mind spending money on organic food products. Hence, it was very clear from this table that, when it comes to spending on organic food products, people in general do not have any inhibitions on spending money.

Table 5.26 Responses from selected cities of Gujarat on whether using organic food products would give feeling of security from pesticides and other hazardous substances.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	12	4.35	0	0.00	18	2.18
Disagree	18	5.41	08	2.90	04	1.83	30	3.63
Can't Say	53	15.92	24	8.70	24	11.01	101	12.21
Agree	130	39.04	112	40.58	118	54.13	360	43.53
Strongly Agree	126	37.84	120	43.48	72	33.03	318	38.45
Total	333	100.00	276	100.00	218	100.00	827	100.00

A major point of differentiation between conventional foods and organic food products is the extensive use of harmful pesticides and other hazardous substances. It was therefore asked whether respondents would feel safe in using organic food products, since they are claimed to be free of these harmful substances. According to Table 5.26, overall, 81.98% respondents agreed to this fact. 12.21% respondents were not sure about this and 5.81% respondents didn't agree to this fact. In Ahmedabad, 76.88% respondents felt that organic food products are free of harmful pesticides. 15.92% respondents were not sure about this and were neutral in their opinion. Only 7.21% didn't concur with this fact. In Surat, 84.06% respondents felt that organic food products gave them a feeling of security from pesticides and other hazardous substances which are regularly used in cultivation / production of conventional foods. 8.70% respondents were neutral in this regard while remaining 7.25% didn't agree. In Vadodara, similar trend was observed. A total of 87.16% respondents agreed to the feeling of safety in consumption of organic food products. 11.01% respondents were not sure about this fact and only 1.83% respondents failed to agree with this.

Table 5.27 Opinion of respondents from three selected cities of Gujarat on if they would prefer organic food products over conventional food products in any situation.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	8	2.90	2	0.92	15	1.80
Disagree	24	7.21	12	4.35	4	1.83	40	4.80
Can't Say	46	13.81	44	15.94	58	26.61	148	17.90
Agree	111	33.33	108	39.13	98	44.95	317	38.30
Strongly Agree	147	44.14	104	37.68	56	25.69	307	37.10
Total	333	100.00	276	100.00	218	100.00	827	100.00

When compared to conventional food products, 75.40% respondents across the three selected cities of Gujarat agreed that organic food products are better than conventional food products in all aspects and that they would choose OFPs over CFPs in any situation. 17.90% respondents were not sure about this and gave a neutral response. Remaining 6.60% respondents didn't agree to this fact. In Ahmedabad, 77.47% respondents gave a favourable response. 13.81% respondents were not sure and remained non-committal on this. Remaining 8.71% respondents didn't agree. In Surat, 76.81% respondents ranked organic food products to be better than conventional products and said that they would prefer OFPs in any situation. 15.94% respondents were neutral on this and a small portion of 7.25% respondents responded unfavourably to this fact. In Vadodara, when compared to the remaining two cities, lesser number of respondents agreed to this fact. 70.64% responses were positive as compared to 77.48% in Ahmedabad and 76.81% responses in Surat. On the other hand, 26.61% respondents were neutral to this. This result was much larger when compared to the other two cities. Only 2.75% respondents didn't agree.

Table 5.28 Opinion of respondents from selected cities of Gujarat on whether there is substantial difference between organic food products and conventional food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	20	7.25	4	1.83	30	3.63
Disagree	0	0.00	0	0.00	4	1.83	4	0.48
Can't Say	52	15.62	44	15.94	38	17.44	134	16.20
Agree	170	51.05	108	39.13	92	42.20	370	44.74
Strongly Agree	105	31.53	104	37.68	80	36.70	289	34.95
Total	333	100.00	276	100.00	218	100.00	827	100.00

Just as there is difference in cultivation/production of organic food products and conventional food products, there are other differences too. For instance, the size, colour, flavour, taste, availability and most importantly price.

As per the results obtained, it was observed that, across all the three cities of Gujarat 79.69% respondents felt that there is a difference between the two products. Only 4.11% respondents didn't see much difference. 16.2% respondents were undecided in this. In Ahmedabad, 82.58% respondents felt substantial difference between the two categories of products. Only 1.8% respondents didn't find any difference. 15.62% respondents were neutral in this regard. In Surat, 76.81% respondents felt that there is substantial difference between the two product categories. 7.25% respondents felt that both are similar. 15.94% respondents were neutral. In Vadodara, 78.90% respondents were of the opinion that there is a lot of difference between organic food products and conventional food products. Only 3.66% respondents didn't see any difference. Whereas, 17.43% respondents were neutral in this regard. One striking fact derived from this table was that the proportion of respondents who were neutral was higher than their opinion about other facts on organic food products.

Table 5.29 Opinion of respondents from selected cities of Gujarat on whether they are interested in organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	4	1.45	4	1.83	8	0.97
Disagree	6	1.80	24	8.70	6	2.75	36	4.35
Can't Say	40	12.01	12	4.35	20	9.17	72	8.71
Agree	161	48.35	144	52.17	122	55.96	427	51.63
Strongly Agree	126	37.84	92	33.33	66	30.28	284	34.34
Total	333	100.00	276	100.00	218	100.00	827	100.00

It was observed that, across the three selected cities of Gujarat, 85.97% respondents were interested in organic food products. 8.71% respondents remained neutral and the remaining 5.32% respondents were not interested. City-wise analysis showed that, in Ahmedabad 86.19% respondents were interested, 12.01% respondents remained neutral and only 1.80% respondents were observed as 'not interested'. In Surat, 85.50% respondents showed interest, 4.35% respondents were not able to decide and remained neutral, while 10.15% respondents were not interested in OFP. In Vadodara 86.24% respondents had interest in

organic food products. 9.17% respondents were neutral and remaining 4.58% were not interested. It can be said from the data obtained that in Ahmedabad, least number of respondents were found to be not interested in organic food products.

Table 5.30 Opinion of respondents from selected cities of Gujarat on whether they enjoy talking to knowledgeable people

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	28	10.14	10	4.59	43	5.20
Disagree	22	6.61	16	5.80	20	9.17	58	7.01
Can't Say	34	10.21	36	13.04	38	17.43	108	13.06
Agree	156	46.85	148	53.62	108	49.54	412	49.82
Strongly Agree	116	34.83	48	17.39	42	19.27	206	24.91
Total	333	100.00	276	100.00	218	100.00	827	100.00

One of the ways to ascertain involvement levels of consumers with regards to a product or service is to examine their overall behaviour towards that product. Cases where consumer involvement is higher, consumers like to gain more information from different sources and also like to share such information gathered. Keeping this fact in mind, it was thought suitable to identify whether people like to talk about organic food products with other knowledgeable people.

The results showed that, out of total 827 respondents from the three selected cities of Gujarat, 74.73% respondents did enjoy talking to knowledgeable people about organic food products. Only 12.21% respondents didn't feel so. If we take a look at the three cities individually, in Ahmedabad, 81.68% respondents gave a favourable response to this fact. Only 8.11% respondents didn't agree. In Surat, the number of respondents who agreed to this fact was slightly lesser at 71.01%. While 15.94% respondents said they didn't enjoy talking to knowledgeable people about organic food products. Vadodara had the least number of respondents amongst all the three cities who enjoyed talking to knowledgeable people. 68.81% respondents answered favourably, while 13.76% respondents didn't agree to this. Out of all the three cities, the highest number of respondents who were undecided on this fact were also from Vadodara at 17.43%.

Table 5. 31 Opinion of respondents from selected cities of Gujarat on whether organic food products are important for everyone.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	16	4.80	24	8.70	2	0.92	42	5.08
Disagree	12	3.60	0	0.00	2	0.92	14	1.69
Can't Say	41	12.31	52	18.84	34	15.60	127	15.36
Agree	153	45.95	136	49.28	100	45.87	389	47.04
Strongly Agree	111	33.33	64	23.19	80	36.70	255	30.83
Total	333	100.00	276	100.00	218	100.00	827	100.00

It was observed that out of total 827 responses 77.87% agreed to this. Only 6.77% disagreed. A look at the city-wise data revealed similar trend. In Ahmedabad, 79.28% responses were positive and only 8.40% responses were negative. In Surat, 72.47% respondents felt organic food products to be important for everyone. On the other hand, 8.7% respondents didn't agree to this. In Vadodara, 82.57% respondents concurred with this statement. Only 1.84% respondents didn't agree. So, a distinguishing fact obtained from Table 5.31 was that, Vadodara, which was the smallest city among the three cities had the most respondents agreeing to this fact.

Table 5. 32 Opinions of respondents in three cities of Gujarat on whether they would like to purchase or consume organic food products.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	12	4.35	4	1.83	16	1.93
Disagree	28	8.41	8	2.90	10	4.59	46	5.56
Can't Say	40	12.01	16	5.80	22	10.09	78	9.43
Agree	155	46.55	152	55.07	122	55.96	429	51.87
Strongly Agree	110	33.03	88	31.88	60	27.52	258	31.20
Total	333	100.00	276	100.00	218	100.00	827	100.00

This table in a way also measured the levels of purchasing intention for organic food products. Overall, 83.07% respondents were willing to purchase or consume organic food products. Only 7.49% were not willing. Upon having a look at the city-wise data, it was observed that in Ahmedabad, 79.58% respondents were willing to purchase or consume organic food products. Only 8.41% respondents were not willing. A striking feature of this data was that out of 333 responses from Ahmedabad, none of the respondents strongly disagreed with this statement. In Surat too, 86.95% respondents were ready to purchase or

consumer organic food products. Only 7.25% respondents showed disagreement on this. In Vadodara, 83.48% respondents showed their willingness to purchase or consume organic food products. Only 6.42% respondents were not willing. One clear observation from this table was that in the three selected cities of Gujarat, a vast majority of the respondents were in favour of purchase or consumption of organic food products. This is an important result for the marketers of organic food products.

Table 5.13 to Table 5.32 provided results about consumer involvement. The next part of the questionnaire examined consumer attitude. The following tables from Table 5.33 to Table 5.45 examine the results obtained for consumer attitude towards organic food products.

Just like in the case of consumer involvement where antecedents of involvement were tested and validated, in case of attitude formation too, factors affecting consumer attitude were tested and validated. Based on the results of the pilot study, in this research, consumer attitude was a function of the two factors viz., (i) Affinity (Aff) and (ii) Awareness (Aw). The following tables summarise the results obtained for analysing consumer attitude towards organic food products in the selected cities of Gujarat.

Table 5. 33 Opinions of respondents in three cities of Gujarat on whether they like the taste of organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	8	2.90	0	0.00	8	0.97
Disagree	17	5.11	4	1.45	10	4.59	31	3.75
Can't Say	59	17.72	52	18.84	62	28.44	173	20.92
Agree	123	36.94	112	40.58	96	44.04	331	40.02
Strongly Agree	134	40.24	100	36.23	50	22.94	284	34.34
Total	333	100.00	276	100.00	218	100.00	827	100.00

Attitude as defined in the field of consumer behaviour is a learned predisposition to behave favourably or unfavourably towards the object (Fishbein, Aizen, 1975). In other words, attitude is action oriented. In order to measure attitude respondents were directly asked whether organic food products taste good.

Results showed a positive response for this statement. Overall, out of 827 respondents, 74.36% agreed to this. Only 4.72% respondents didn't agree. A noticeable fact was, 20.92% respondents were not sure about this.

In Ahmedabad, 77.18% respondents felt that the taste of organic food products is good. Only 5.11% respondents didn't agree to this statement. 17.72% respondents were neutral in this regard. In Surat, the trend was similar with 76.81% respondents agreeing and 4.35% respondents disagreeing. Just like Ahmedabad, 18.84% respondents remained neutral. In Vadodara, 66.98% respondents agreed, while 4.59% respondents didn't agree. The most prominent fact here was that 28.44% respondents neither agreed nor disagreed.

Table 5.34 Opinions of respondents in three cities of Gujarat on whether benefits derived from organic food products are worth their price

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	12	4.35	2	0.92	14	1.69
Disagree	30	9.01	0	0.00	6	2.75	36	4.35
Can't Say	53	15.92	44	15.94	66	30.28	163	19.71
Agree	116	34.83	140	50.72	80	36.70	336	40.63
Strongly Agree	134	40.24	80	28.99	64	29.36	278	33.62
Total	333	100.00	276	100.00	218	100.00	827	100.00

It is a well-known fact that organic food products are generally costlier than conventional foods. Therefore, many a times people argue in favour of conventional food products because of their low prices. But the consumers are in a state of dilemma about whether it is prudent for them to opt for organic food products in spite of their high monetary cost.

Overall, 74.25% respondents believed that benefits derived from organic food products are worth their price. At the same time, 19.71% respondents were not clear and hence remained neutral. City-wise, in Ahmedabad, 75.07% respondents replied positively, while, 15.92% respondents were not clear. In Surat, 79.71% respondents agreed to this statement, while 15.94% respondents remained neutral. In Vadodara, the number of respondents who believed in this statement were 66.06% while 30.28% respondents were neutral. The fact that across the three cities, respondents ranging between 15% to 30% were non-committal is a factor worth considering for marketing managers. They must focus on creating awareness about the benefits of organic food products vis-a-vis their prices.

Table 5.35 Opinions of respondents in three cities of Gujarat on whether all organic food products are good

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	10	3.00	8	2.90	6	2.75	24	2.90
Disagree	24	7.21	8	2.90	2	0.92	34	4.11
Can't Say	53	15.92	80	28.99	74	33.94	207	25.03
Agree	142	42.64	96	34.78	94	43.12	332	40.15
Strongly Agree	104	31.23	84	30.43	42	19.27	230	27.81
Total	333	100.00	276	100.00	218	100.00	827	100.00

Overall, 67.96% respondents felt that organic food products are good. 25.03% respondents were neutral. In Ahmedabad, 73.87% respondents replied favourably, while 15.92% remained neutral. In Surat, 65.21% respondents agreed to this statement, while 28.99% respondents remained neutral. In Vadodara, 62.39% respondents agreed to this fact, while 33.94% respondents remained neutral. Just like the previous Table 5.35 the number of respondents who were non-committal on this fact was comparatively on a higher side. Overall, as said earlier, 25.03% respondents were neutral. A look at this data city-wise shows that, the percentage of neutral replies ranged between 15.92 and 33.94.

Table 5.36 Opinion of respondents in three cities of Gujarat on whether organic food products are appealing

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	12	4.35	2	0.90	20	2.40
Disagree	17	5.11	16	5.80	18	8.30	51	6.20
Can't Say	77	23.12	44	15.94	46	21.10	167	20.20
Agree	114	34.23	124	44.93	116	53.20	354	42.80
Strongly Agree	119	35.74	80	28.99	36	16.50	235	28.40
Total	333	100.00	276	100.00	218	100.00	827	100.00

Overall, 71.20% respondents agreed to this fact, while, 20.20% respondents were unsure. In Ahmedabad, 69.97% respondents felt that organic food products are appealing while 23.12% respondents were neutral. In Surat too, the results were on the same lines i.e., 73.92% respondents agreed to this fact and 15.94% respondents were neutral. In Vadodara 69.70% respondents were positive and 21.10% respondents were neutral. As previously mentioned, the number of respondents who remained non-committal was slightly on the higher side.

Table 5.37 Opinion of respondents in three cities of Gujarat on whether they intend to increase their spending on organic food products.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	16	5.80	4	1.80	26	3.10
Disagree	53	15.90	16	5.80	20	9.20	89	10.80
Can't Say	34	10.20	52	18.80	50	22.90	136	16.40
Agree	135	40.50	104	37.70	116	53.20	355	42.90
Strongly Agree	105	31.50	88	31.90	28	12.80	221	26.70
Total	333	100.00	276	100.00	218	100.00	827	100.00

When it came to responses on increase in spending on organic food products, the responses though positive were not overwhelming. This becomes clear from the fact that out of the total respondents surveyed, 69.60% respondents agreed to this, while, 13.90% respondents disagreed and 16.40% respondents were non-committal. City-wise, in Ahmedabad, 72% respondents gave a favourable reply whereas, 17.70% respondents were not in agreement and the remaining 10.20% respondents remained neutral. In Surat, 69.60% respondents agreed. Though the number of respondents who disagreed was 11.60%, those who remained neutral was on the higher side at 18.80%. In Vadodara too, the trend was like Surat. 66% respondents agreed to this fact and 11% disagreed. 22.90% respondents remained neutral.

Table 5.38 Opinion of respondents in three cities of Gujarat on whether they will recommend organic food products to others

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	11	3.30	16	5.80	4	1.80	31	3.70
Disagree	40	12.00	4	1.40	14	6.40	58	7.00
Can't Say	35	10.50	48	17.40	32	14.70	115	13.90
Agree	143	42.90	152	55.10	126	57.80	421	50.90
Strongly Agree	104	31.20	56	20.30	42	19.30	202	24.40
Total	333	100.00	276	100.00	218	100.00	827	100.00

From the data collected, 75.30% respondents from across the three cities responded favourably. 10.70% respondents disagreed and 13.90% respondents remained neutral.

In Ahmedabad, 74.10% respondents agreed. The number of respondents who disagreed was 15.30% while, 10.50% respondents chose to remain neutral. In Surat, 75.40% respondents agreed to this fact. Only 7.20% respondents disagreed while, the number of

respondents who chose to remain neutral was 17.40%. In Vadodara, the trend continued with 77.10% respondents agreeing, 8.20% respondents disagreeing and 14.70% respondents remaining neutral.

Table 5.39 Opinion of respondents in three cities of Gujarat on whether they will purchase organic food products during their next visit to the market.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	8	2.90	2	0.90	10	1.20
Disagree	24	7.20	4	1.40	10	4.60	38	4.60
Can't Say	69	20.70	56	20.30	52	23.90	177	21.40
Agree	115	34.50	116	42.00	114	52.30	345	41.70
Strongly Agree	125	37.50	92	33.30	40	18.30	257	31.10
Total	333	100.00	276	100.00	218	100.00	827	100.00

This statement also was an action-oriented statement in the sense that, it asked people about their future action in terms of purchasing of organic food products. The results obtained were optimistic in the sense that, overall, 72.80% respondents replied favourably. Only 5.80% respondents disagreed, while the rest 21.40% respondents remained neutral. Considering the type of product, the data was highly encouraging.

A look at the data city-wise also revealed similar trends. In Ahmedabad, 72% respondents replied favourably, only 7.20% respondents disagreed while, remaining 20.70% respondents remained neutral. In Surat, 75.30% respondents agreed. 4.30% respondents disagreed and the remaining 20.30% respondents were neutral. In Vadodara, the smallest of the three cities, 70.60% respondents answered favourably, while 5.50% replied unfavourably. 23.90% respondents remained non-committal.

Table 5.40 Opinion of respondents in three cities of Gujarat on whether organic food products are good for health

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	12	4.35	0	0.00	8	0.97
Disagree	6	1.80	0	0.00	10	4.59	31	3.75
Can't Say	24	7.21	16	5.80	62	28.44	173	20.92
Agree	152	45.65	128	46.38	96	44.04	331	40.02
Strongly Agree	146	43.84	120	43.48	50	22.94	284	34.34
Total	333	100.00	276	100.00	218	100.00	827	100.00

As discussed previously, people prefer organic food products because of the health benefits. Therefore, in order to examine attitude, respondents were asked to give their agreement the fact that organic food products are indeed good for health.

The results obtained showed that majority of the respondents were optimistic that organic food products are good for health. Overall, 74.36% respondents felt that organic food products are good for health. Only 4.72% respondents didn't think so. If we break down the result city-wise, Ahmedabad and Surat showed highly encouraging results. In Ahmedabad, 89.49% respondents and in Surat 89.86% respondents felt that organic food products are good for health. Only 3.30% and 4.35% respondents disagreed to this fact in both these cities respectively. In Vadodara, the results were a bit different. Only 66.98% respondents agreed to this statement while, 4.59% respondents didn't agree. The notable fact here was that 28.44% respondents didn't take a stand by opting for the option 'can't say'.

Table 5. 41 Opinion of respondents in three cities of Gujarat on whether quality of organic food products is good

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	12	3.60	8	2.90	0	0.00	20	2.42
Disagree	11	3.30	0	0.00	0	0.00	11	1.33
Can't Say	40	12.01	28	10.14	30	13.76	98	11.85
Agree	144	43.24	192	69.57	108	49.54	444	53.69
Strongly Agree	126	37.84	48	17.39	80	36.70	254	30.71
Total	333	100.00	276	100.00	218	100.00	827	100.00

Research has shown that product quality is directly related to the propensity to purchase. In other words, if quality is good consumer attitude will be favourable and vice-versa. As per Table 5.41, results suggested that, respondents agreed to this fact that quality of organic food products is good. Overall, 84.40% respondents gave a favourable reply, while, 11.85% respondents remained non-committal.

City-wise, the trends were similar. In Ahmedabad, 81.08% respondents agreed to this fact while, 12.01% remained neutral. In Surat, 86.96% respondents concurred with this fact. While 10.14% remained neutral. In Vadodara too, 86.20% respondents agreed, while remaining 13.08% respondents remained neutral. A striking fact here was that, no respondent replied negatively in Vadodara. Another fact to be noted here was that, the

number of respondents who replied unfavourably across the three cities was in the lower side.

Table 5.42 Opinion of respondents in three cities of Gujarat on whether organic food products are safe to consume

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	4	1.45	0	0.00	4	0.48
Disagree	12	3.60	8	2.90	0	0.00	20	2.42
Can't Say	29	8.71	24	8.70	22	10.09	75	9.07
Agree	160	48.05	152	55.07	116	53.21	428	51.75
Strongly Agree	132	39.64	88	31.88	80	36.70	300	36.28
Total	333	100.00	276	100.00	218	100.00	827	100.00

In Table 5.40, a good majority of people agreed that Organic Food Products are good for health. Likewise, in Table 5.42, respondents were asked whether organic food products are safe to consume. Results showed that out of the total respondents across the three selected cities of Gujarat, 88.03% felt that organic food products are safe. Only 2.90% respondents didn't feel the same.

If we take a look at the results for each individual city, it was observed that in Ahmedabad, 87.69% respondents agreed to the statement. Only 3.60% didn't agree. It was also observed that on the five-point scale, no respondent strongly disagreed with this. In Surat, 86.95% respondents believed that organic food products are safe to consume. Only 4.35% respondents didn't feel so. In Vadodara, no respondent disagreed with this statement. 89.91% respondents agreed, while remaining 10.09% remained neutral. Thus, in line with the results of Table 5.40, a strong majority of people replied positively on the fact that organic food products are safe to consume.

Table 5.43 Opinion of respondents in three cities of Gujarat on whether people find organic food products to be costlier than conventional food products.

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	16	5.80	0	0.00	21	2.54
Disagree	5	1.50	16	5.80	8	3.67	29	3.51
Can't Say	45	13.51	24	8.69	42	19.27	111	13.42
Agree	118	35.44	148	53.62	112	51.38	378	45.71
Strongly Agree	160	48.05	72	26.09	56	25.68	288	34.82

Total	333	100.00	276	100.00	218	100.00	827	100.00
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Out of total 827 respondents, 80.53% respondents felt that organic food products are costlier than conventional food products. 6.05% respondents didn't agree to this.

In Ahmedabad, 83.49% respondents agreed to this fact. While, 3% respondents didn't agree. In Surat, 79.71% respondents responded favourably about this fact whereas, 11.59% responded in the negative. 77.06% respondents in Vadodara agreed while, 3.67% respondents didn't agree. Hence, there was a general feeling that organic food products are priced higher than conventional foods.

Table 5.44 Opinion of respondents in three cities of Gujarat on whether they like organic food products due to the health benefits they offer

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.81	8	2.90	0	0.00	14	1.69
Disagree	11	3.30	0	0.00	4	1.83	15	1.81
Can't Say	29	8.71	16	5.80	20	9.17	65	7.86
Agree	175	52.55	144	52.17	124	56.88	443	53.57
Strongly Agree	112	33.63	108	39.13	70	32.11	290	35.07
Total	333	100.00	276	100.00	218	100.00	827	100.00

One issue that strongly supports the purchase of organic food products is the health benefits that they supposedly provide. Therefore, in order to study attitude, it was examined what people feel about the health benefits provided by organic food products. From the data collected, it was observed that overall, 88.64% respondents agreed to this fact and only 3.50% did not. City-wise, in Ahmedabad, 86.18% respondents did concur, while 5.11% respondents did not. In Surat, 91.30% respondents agreed to this fact and only 2.90% did not. In Vadodara, 88.99% respondents felt that people prefer organic food products because of their health benefits. Only 1.83% respondents didn't agree to this. Thus, it could be said from the data, that health benefits of organic food products is a popular factor for their preference.

Table 5.45 Opinion of respondents in three cities of Gujarat on if given a choice they will buy organic food products

Attitude is where a belief if converted into action. The action maybe favourable or unfavourable. This statement examined what kind of action respondents were willing to take with respect to purchasing organic food products. The overall results showed that the

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	12	4.30	2	0.90	20	2.42
Disagree	18	5.40	8	2.90	4	1.80	30	3.63
Can't Say	46	13.80	8	3.00	24	11.00	78	9.43
Agree	145	43.50	156	56.50	120	55.00	421	50.90
Strongly Agree	118	35.50	92	33.30	68	31.30	278	33.62
Total	333	100.00	276	100.00	218	100.00	827	100.00

response was positive. Out of 827 respondents, 84.52% responded favourably, while only 6.05% respondents replied negatively. A break up of this data showed that in Ahmedabad, 79% responses were in agreement. While, only 7.20% responses were negative. In Surat, the trend was similar where, 89.80% responses were in support of the statement, while just like Ahmedabad, 7.20% responses were against. The trend continued in Vadodara, where, 86.30% respondents replied favourably and only 2.70% respondents replied in the negative. It can be seen from this table that there was quite a strong propensity of respondents in all the three cities of Gujarat to purchase organic food products.

After collecting data on consumer involvement and attitude, the next variable under study was purchasing intention. The following set of tables cover responses for purchasing intention towards organic food products in three selected cities of Gujarat.

Table 5.46 Opinion of respondents in three cities of Gujarat on whether for future purchases they plan to seek organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	17	5.10	12	4.30	6	2.80	35	4.20
Disagree	17	5.10	4	1.40	14	6.40	35	4.20
Can't Say	59	17.70	32	11.60	42	19.30	133	16.11
Agree	128	38.50	148	53.60	118	54.10	394	47.60
Strongly Agree	112	33.60	80	29.10	38	17.40	230	27.80
Total	333	100.00	276	100.00	218	100.00	827	100.00

Since, one of the objectives of this research was to examine the purchasing intention of respondents towards organic food products, this statement was considered valid for seeking their responses. Results showed overall favourable responses. 75.40% respondents replied positively to this statement. 8.40% respondents did not agree and the remaining 16.11% respondents were indecisive.

If we take a look at the responses received from each city individually, in Ahmedabad, 72.10% respondents agreed to this 10.20% respondents did not agree while remaining 17.70% were neutral. In Surat, the results were more promising than Ahmedabad. 82.70% respondents agreed to seek out organic food products for their future purchases. Only 5.70% respondents didn't think so and 11.60% respondents remained neutral. The striking fact about the results obtained was from across all the three cities, Surat had the least number of respondents who were neutral. In Vadodara, 71.50% respondents gave a favourable reply, while 9.20% respondents replied unfavourably. In contrast to Surat, Vadodara had the highest number of respondents who were neutral at 19.30%.

The results suggested that, there was some sort of indecision regarding purchase of organic food products in three selected cities of Gujarat.

Table 5.47 Opinion of respondents in three cities of Gujarat on whether food without harmful substances / artificial materials are important to them

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	8	2.90	0	0.00	8	1.00
Disagree	24	7.20	0	0.00	8	3.70	32	3.90
Can't Say	39	11.70	20	7.30	10	4.50	69	8.30
Agree	143	42.90	116	42.00	124	56.90	383	46.30
Strongly Agree	127	38.20	132	47.80	76	34.90	335	40.50
Total	333	100.00	276	100.00	218	100.00	827	100.00

From the table, it was observed that, overall, 86.80% respondents agreed that foods free from harmful substances and artificial materials were important to them. Only 4.90% respondents didn't concur with this statement.

In Ahmedabad, 81.1% respondents agreed to this and only 7.20% respondents disagreed. In Surat, 89.80% respondents replied positively whereas, only 2.90% respondents gave a negative reply. In Vadodara too, the trend was overwhelmingly favourable. 91.80%

respondents replied favourably and only 3.70% respondents replied negatively. The results obtained from this table provided an important insight that, people were very conscious when it came to the choice of foods with respect to the ill effects offered by certain food products.

Table 5.48 Opinion of respondents in three cities of Gujarat on the importance of health issues in making purchase decisions about food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	20	7.30	0	0.00	20	2.40
Disagree	0	0.00	4	1.40	6	2.80	10	1.20
Can't Say	24	7.20	16	5.80	16	7.30	56	6.80
Agree	175	52.60	140	50.70	102	46.80	417	50.40
Strongly Agree	134	40.20	96	34.80	94	43.10	324	39.20
Total	333	100.00	276	100.00	218	100.00	827	100.00

This statement further proved the fact about how people were conscious about their health when it came to selecting food products. It was observed that overall, 89.60% respondents felt that health issues played a vital role in purchase decisions about food products. Only 3.60% respondents didn't feel so.

Individually, city-wise, in Ahmedabad, an overwhelming majority of 92.80% respondents agreed to this fact. While remaining 7.20% respondents remained neutral. None of the respondents in Ahmedabad disagreed to this. In Surat, 85.50% respondents agreed to this statement while, 8.60% respondents disagreed. In Vadodara, 89.90% respondents replied positively and only 2.80% respondents gave a negative reply.

Table 5.49 Opinion of respondents in three cities of Gujarat on whether they are willing to spend more time to search for environment-friendly alternatives to the food products that they typically buy

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	11	3.30	8	2.90	2	0.90	21	2.50
Disagree	23	6.90	16	5.80	18	8.30	57	6.90
Can't Say	46	13.80	32	11.60	38	17.40	116	14.00
Agree	179	53.80	140	50.70	106	48.60	425	51.40
Strongly Agree	74	22.20	80	29.00	54	24.80	208	25.20
Total	333	100.00	276	100.00	218	100.00	827	100.00

The data obtained revealed that, of the total respondents across the three selected cities of Gujarat, 76.60% respondents agreed to this fact. Only 9.40% respondents didn't do so.

City-wise look at the data showed that in Ahmedabad, 76% respondents answered favourably while, 10.20% respondents didn't agree. In Surat, the number of respondents who agreed to this fact was 79.70% while those who didn't agree was 8.70%. In Vadodara, 73.40% respondents agreed to this fact, whereas 9.20% respondents didn't.

Table 5.50 Opinion of respondents in three cities of Gujarat on their desire to buy organic food products if the price was as low as conventional food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	5	1.50	8	2.90	2	0.90	15	1.80
Disagree	23	6.90	8	2.90	4	1.80	35	4.20
Can't Say	48	14.40	28	10.10	32	14.70	108	13.10
Agree	131	39.30	124	44.90	98	45.00	353	42.70
Strongly Agree	126	37.80	108	39.10	82	37.60	316	38.20
Total	333	100.00	276	100.00	218	100.00	827	100.00

Traditionally, organic food products are costlier than conventional food products and this high cost proves to be detrimental to their purchase and consumption. To test whether people are willing to purchase organic food products in the absence of this moderating element i.e., price, a hypothetical statement "I wish the price of organic food products was as low as conventional food products so that I could buy them" was put forth.

Results showed that across the three selected cities, out of 827 respondents, 80.90% respondents replied favourably. Only 6.00% respondents showed disagreement. With respect to city-wise results, in Ahmedabad, 77.10% respondents showed agreement, while 8.40% respondents disagreed. In Surat also, 84.00% respondents replied favourably, while only 5.80% respondents gave unfavourable reply. The trend continued in Vadodara, where 82.60% respondents showed agreement to this statement and only 2.70% respondents didn't agree. The results of this table established the fact that higher price of organic food products is indeed a significant hindrance in the growth of demand for them.

Table 5.51 Opinion of respondents in three cities of Gujarat on whether they strongly intend to purchase organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	6	1.80	8	2.90	6	2.80	20	2.40
Disagree	23	6.90	12	4.30	12	5.50	47	5.70
Can't Say	35	10.50	20	7.20	22	10.10	77	9.30
Agree	159	47.70	160	58.00	112	51.40	431	52.10
Strongly Agree	110	33.00	76	27.50	66	30.30	252	30.50
Total	333	100.00	276	100.00	218	100.00	827	100.00

This statement directly asked respondents their willingness to purchase organic food products. It was observed that, majority of the respondents across the selected cities of Gujarat, had a strong intention to buy organic food products. 82.60% respondents showed willingness to purchase organic food products. Only 8.10% respondents replied negatively and remaining 9.30% respondents remained indecisive.

In Ahmedabad, 80.70% respondents showed willingness by agreeing to the statement while, 8.70% respondents disagreed. 10.50% respondents were neutral. In Surat, 85.50% respondents agreed to this statement and only 7.20% respondents disagreed. 7.20% respondents remained neutral. In Vadodara, 81.70% respondents responded positively while 8.30% respondents answered negatively. 10.10% respondents remained neutral.

Table 5.52 Opinion of respondents in three cities of Gujarat on whether everyone should switch over to organic food products

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	0	0.00	12	4.30	2	0.90	14	1.70
Disagree	24	7.20	32	11.60	6	2.80	62	7.50
Can't Say	87	26.10	40	14.50	50	22.90	177	21.40
Agree	121	36.30	124	44.90	86	39.40	331	40.00
Strongly Agree	101	30.30	68	24.60	74	33.90	243	29.40
Total	333	100.00	276	100.00	218	100.00	827	100.00

The overall responses were moderately favourable. 69.40% respondents across the selected cities felt that everyone should switch over to organic food products. On the other hand, 21.40% respondents remained neutral. City-wise in Ahmedabad, 66.60% respondents agreed, while 26.10% respondents remained neutral. In Surat, 69.50% respondents showed their agreement while, 14.50% respondents remained non-committal. Finally, in Vadodara,

73.30% respondents were positive to this statement and 22.90% respondents were indecisive.

Table 5.53 Opinion of respondents in three cities of Gujarat on whether government should encourage the purchase of organic food products through subsidies and other schemes

Responses	Ahmedabad		Surat		Vadodara		Overall	
	N	N%	N	N%	N	N%	N	N%
Strongly Disagree	18	5.40	4	1.40	4	1.80	26	3.10
Disagree	18	5.40	20	7.20	2	0.90	40	4.80
Can't Say	75	22.50	24	8.70	32	14.70	131	15.80
Agree	113	33.90	112	40.60	100	45.90	325	39.30
Strongly Agree	109	32.70	116	42.00	80	36.70	305	36.90
Total	333	100.00	276	100.00	218	100.00	827	100.00

As seen in Table 5.50, maximum people responded favourably when a hypothetical statement was posed about the price of organic food products being same as conventional food products. The results there showed that higher price of organic food products was seen to be an encumbrance in purchase of organic food products. Since government has started providing encouragement to other eco-friendly offerings like solar rooftops in the form of price subsidies, can a similar kind of subsidy help stimulate the demand for organic food products? It was observed in the above Table 5.53 that majority of the respondents agreed on this fact. Out of the total 827 respondents, 76.20% felt that government should encourage consumption of organic food products by providing subsidies and other schemes. Only 7.90% respondents didn't think so. 15.80% respondents were indecisive.

A look at the data city-wise revealed that in Ahmedabad, 66.60% respondents agreed to this statement while, 10.80% respondents disagreed. 22.50% respondents remained neutral which was a startling fact. In Surat, the positive responses were more as compared to Ahmedabad. 82.60% respondents felt that government should encourage the consumption of organic food products, while 8.60% respondents didn't feel so. The remaining 8.70% respondents didn't take any stand on this. The overall feedback from this table was that governments should provide subsidies or other schemes so that organic food products are priced competitively with conventional food products. In Vadodara, the responses were better than Ahmedabad. 82.60% respondents agreed on this statement, while only 2.70% respondents disagreed. The number of respondents who remained neutral was also lower than Ahmedabad at 14.70%.

One of the objectives of this research was to study and analyse the reasons for preference of organic food products. For this, based on a pilot study as well as relevant literature, eight prominent reasons were identified and respondents were asked to rank each of these reasons between 1 and 10. 10 being the most prominent reason and 1 being the least prominent reason. After collecting and tabulating the data, mean values were calculated for each reason individually for the cities as well as overall. The results obtained can be seen in Table 5.54.

Table 5.54 Mean analysis for reasons of preference towards organic food products in the selected cities of Gujarat

Reasons		City			
		Ahmedabad	Surat	Vadodara	Overall
Safer than CFPs	Mean	7.94	8.38	8.50	8.24
	S.D.	1.98	1.592	1.510	1.755
Good for Health	Mean	7.82	8.38	8.85	8.28
	S.D.	2.099	1.468	1.553	1.815
Eco-friendly	Mean	7.42	8.10	8.41	7.91
	S.D.	2.402	1.583	1.718	2.026
Looks Good	Mean	6.57	6.87	6.55	6.66
	S.D.	2.514	2.210	2.216	2.34
Better Taste	Mean	6.45	7.35	7.34	6.99
	S.D.	2.566	2.136	2.060	2.339
Longer Shelf Life	Mean	6.22	7.55	7.05	6.88
	S.D.	2.43	1.896	2.161	2.265
No Harmful Substances	Mean	6.84	8.33	8.82	7.86
	S.D.	2.662	1.881	1.525	2.319
Richer Nutrients	Mean	7.51	8.38	8.26	8.00
	S.D.	2.638	1.646	2.020	2.221

Overall, respondents chose to purchase organic food products due to the fact that they felt these products are good for health. This reason had the highest mean value (Mean=8.28). The second most prominent reason was that people preferred organic food products since they were considered safer than conventional food products (Mean=8.24). The reason “Looks Good” had the lowest mean value (Mean=6.66) suggesting that these products are not popular for their looks. All other reasons were between the mean range of 6.66 and 8.28. This meant that none of the eight reasons cited in the research were less significant. If we look at the data city-wise, in Ahmedabad, the reason ‘Safer than CFP’ was the most prominent reason (Mean=7.94), while the reason ‘Longer Shelf Life’ was the least

prominent one (Mean=6.22). In Surat, three reasons had equal mean rating of 8.38. The reasons were (i) Safer than CFPs (ii) Good for Health (iii) Richer Nutrients. All these reasons had the highest mean value. At the other end the reason 'Looks Good' had the lowest mean value (Mean=6.87). Hence, the results obtained in Surat were different from those obtained for Ahmedabad.

In Vadodara, the reason the reason 'Good for Health' was the most prominent reason (Mean=8.85) while, the reason 'Looks Good' was seen as the least prominent one (Mean=6.55).

Thus, it can be observed from the results obtained that respondents from all the three cities gave prominence to different reasons for purchasing organic food products. Further, in all the three cities the mean values were above 6 suggesting that all the eight reasons cited in this research were quite prominent and were likely to have an impact on buying behaviour for organic food products.

Organic Food Product industry is in its nascent stage. Even though there is a significant preference for these environment-friendly products, there are a few problems faced by the consumers in purchase and consumption of these products like Table 5.54, seven major problems were identified based on past researches and the relevant literature available. Respondents were asked to rate each of the problems out of 10. 10 being the most prominent problem and 1 being the least prominent. The results obtained after collecting data were tabulated and mean analysis was carried out. The results are shown in Table 5.55.

Table 5.55 Mean analysis for problems faced in consumption of organic food products in three cities of Gujarat.

Problems		City			
		Ahmedabad	Surat	Vadodara	Overall
High Price	Mean	7.97	8.28	8.26	8.15
	S.D.	2.025	2.010	2.020	2.022
Lack of Availability	Mean	7.54	8.00	8.25	7.88
	S.D.	2.445	1.526	1.837	2.037
Lack of Awareness	Mean	7.31	7.39	7.70	7.44
	S.D.	2.733	1.969	1.932	2.302
Lack of Reliability	Mean	7.15	8.04	7.60	7.57
	S.D.	2.338	1.421	1.862	1.981
Lack of Certification	Mean	6.88	8.16	7.73	7.53
	S.D.	2.196	1.493	2.132	2.047
Small-sized	Mean	6.02	7.13	6.80	6.59
	S.D.	2.325	2.157	2.133	2.271
Limited Range	Mean	6.76	7.46	7.40	7.17
	S.D.	2.151	1.979	1.940	2.064

Out of the seven reasons the factor “High Price” was expectedly the most prominent problem faced by the respondents (Mean=8.15). At the other end, the factor ‘Small-Sized Product’ was rated as the least prominent problem (Mean=6.59). It was observed that, all the mean values for the problems faced were in the range between 8.15 and 6.59.

A look at the data results city-wise showed that in Ahmedabad, the factor ‘High Price’ was the most prominent one with a mean value of 7.97. Similarly, the factor ‘Small-Sized Product’ was the least prominent problem with mean value of 6.02. All other problems faced were rated between these two values i.e., 7.97 and 6.02.

In Surat, the mean values obtained were higher than those in Ahmedabad. The factor ‘High Price’ was the most prominent with mean value of 8.28. And the factor ‘Small-Sized Product’ had the least mean value of 7.13. In Vadodara too the values were on the higher side as compared to Ahmedabad. The factor ‘High price’ and ‘Lack of Availability’ were closely ranked as the top two major problems faced by respondents with mean values of 8.26 and 8.25 respectively. On the other side, like the other cities, the factor ‘Small-Sized Product’ had the least mean value of 6.80.

5.2.1 Testing of Hypotheses

H₁: There is no significant consumer involvement for organic food products in selected cities of Gujarat.

Table 5.56 Consumer Involvement for Organic Food Products in the selected cities of Gujarat.

Factor		City			Overall Mean	t-value	Sig.
		Ahmed abad	Surat	Vadod ara			
Information Search (IS)	Mean	3.77	3.70	3.40	3.65	135.181	0.000
	S.D.	0.755	0.779	0.751	0.776		
Knowledge (K)	Mean	4.11	4.21	4.19	4.16	190.566	0.000
	S.D.	0.731	0.552	0.539	0.628		
Belief (B)	Mean	4.12	4.04	4.06	4.08	171.751	0.000
	S.D.	0.703	0.715	0.607	0.683		
Emotion (E)	Mean	4.10	3.91	4.02	4.02	155.019	0.000
	S.D.	0.771	0.720	0.721	0.745		
Consumer Involvement (CI)	Mean	4.02	3.96	3.91	3.97	190.409	0.000
	S.D.	0.644	0.573	0.558	0.599		

The fundamental basis of this research was to study the purchasing intention for organic food products in three cities of Gujarat based on consumer involvement and attitude, therefore the first hypothesis was to examine levels of consumer involvement. The results obtained are shown in table 5.56. As per the table, overall, there was moderately high consumer involvement for organic food products (Mean=3.97). As discussed earlier, consumer involvement levels were dependent on its antecedents which were tested and used in this research. The four factors i.e., Information Search (IS), Knowledge (K), Belief (B) and Emotion (E) were also analysed and their mean values were calculated. It was observed that mean values for all the factors across the three cities were in the range between 3.40 and 4.21. This range of mean values on a 5-point scale indicated a positive or favourable response from the respondents.

A glance at the mean values for the antecedents of involvement suggested that, the antecedent Knowledge (K) had the highest mean value overall (Mean=4.16). Whereas, the factor Information Search (IS) had the least mean value overall (Mean=3.65).

The mean values of the antecedents of consumer involvement provided some important inferences. Even though involvement was on the higher side, consumers did not resort to extensive information search. This could be attributed to the fact that they had sufficiently high knowledge about the products. It was observed that all the results obtained were highly significant when subjected to t-test. Similar analysis was conducted for each of the three cities individually, the results of which are shown in the following tables.

Table 5.57 Consumer involvement for organic food products in Ahmedabad

Factor	Ahmedabad			
	Mean	S.D.	t-value	Sig.
Information Search (IS)	3.77	0.755	91.064	0.000
Knowledge (K)	4.11	0.731	102.472	0.000
Belief (B)	4.12	0.703	107.049	0.000
Emotion (E)	4.10	0.771	97.030	0.000
Consumer Involvement (CI)	4.02	0.644	113.804	0.000

A look at the results city-wise also revealed positive responses. In Ahmedabad, the factor Belief (B) had the highest mean value (Mean=4.12), while the factor Information Search (IS) had the least mean values (Mean=3.77). One noticeable fact was that the mean values for Knowledge (K) (Mean=4.11) and Belief (B) (Mean=4.12) were almost identical. As a result of these antecedents, the overall consumer involvement for organic food products in Ahmedabad was also moderately high (Mean=4.02).

Table 5.58 Consumer involvement for organic food products in Surat

Factor	Surat			
	Mean	S.D.	t-value	Sig.
Information Search (IS)	3.70	0.779	78.874	0.000
Knowledge (K)	4.21	0.552	126.769	0.000
Belief (B)	4.04	0.715	93.988	0.000
Emotion	3.91	0.720	90.168	0.000
Consumer Involvement (CI)	3.96	0.573	114.850	0.000

The results obtained for Surat were very much similar to the overall trends observed for consumer involvement and its antecedents. The mean values of antecedents were between 3.70 (Information Search) and 4.21 (Knowledge). Just like Ahmedabad and overall data, the mean values for ‘Knowledge (K)’ were greater than those for ‘Information Search (IS)’. Due to the positive values observed for each of the antecedent, the overall consumer involvement for Surat was also on the higher side (Mean=3.96).

Table 5.59 Consumer involvement for organic food products in Vadodara

Factor	Vadodara			
	Mean	S.D.	t-value	Sig.
Information Search (IS)	3.40	0.751	66.854	0.000
Knowledge (K)	4.19	0.539	114.892	0.000
Belief (B)	4.06	0.607	98.751	0.000
Emotion (E)	4.02	0.721	82.317	0.000
Consumer Involvement (CI)	3.91	0.558	103.586	0.000

Similar to the earlier values, Vadodara too showed overall favourable results with respect to consumer involvement and its antecedents. The overall consumer involvement was observed to be slightly lesser as compared to the other two cities. In Ahmedabad, mean value for consumer involvement was 4.02. In Surat, it was 3.96 while in Vadodara it was 3.91. One inference that can be drawn from these values is that, larger the urban population, higher the involvement. The mean value for involvement towards organic food products in Vadodara can be attributed to its antecedents. The mean values for all the antecedents fell in the range between 3.40 and 4.19.

All the mean values obtained for the three cities individually were highly significant when t – test was applied.

After examining consumer involvement with respect to the three selected cities, further analysis was conducted by considering each of the demographic characteristics of respondents.

Table 5.60 Mean analysis for antecedents of consumer involvement for organic food products in the selected cities of Gujarat with reference to gender.

Gender	Factors / Antecedents																
		Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)			
		A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O
Female	Mean	3.80	3.96	3.61	3.80	4.08	4.25	4.20	4.16	4.11	4.09	4.16	4.12	4.20	3.86	4.14	4.08
	S.D.	0.715	0.682	0.579	0.681	0.801	0.543	0.469	0.646	0.77	0.740	0.542	0.702	0.817	0.731	0.520	0.731
Male	Mean	3.73	3.50	3.20	3.52	4.13	4.18	4.19	4.16	4.13	4.01	3.97	4.05	4.01	3.95	3.90	3.96
	S.D.	0.787	0.792	0.839	0.827	0.667	0.558	0.599	0.613	0.64	0.694	0.654	0.666	0.720	0.712	0.856	0.753
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.02
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		27.689				0.008				2.24				5.155			
p-value		0.000				0.929				0.135				0.023			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.61 Gender-wise consumer involvement for organic food products in three selected cities of Gujarat.

Gender	Consumer Involvement (CI)				
		City			
		A	S	V	O
Female	Mean	4.05	4.04	4.02	4.04
	S.D.	0.665	0.550	0.418	0.567
Male	Mean	4.00	3.90	3.81	3.92
	S.D.	0.680	0.585	0.649	0.622
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.644	0.573	0.558	0.600
f-value		7.987			
p-value		0.005			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The first demographic variable in this research was gender. Table 5.60 and 5.61 provide results of data analysis with respect to antecedents of consumer involvement and consumer involvement respectively through mean analysis and ANOVA.

Results of Table 5.60 suggested that out of the four factors identified for this research, only two factors were found significant when subjected to the test of ANOVA. The factor Information Search (IS) with an f-value of 27.689 ($p = 0.000$) and Emotion (E) with f-value of 5.155 ($p = 0.023$) were found significant. This meant that behaviour of respondents in the three selected cities of Gujarat with respect to these two factors was observed to be different. On the other side, the factors Knowledge (K) having an f-value of 0.008 ($p = 0.929$) and Belief (B) having an f-value of 2.24 ($p = 0.135$) were found to be insignificant, meaning thereby that in terms of gender there was no difference in the behaviour of respondents.

Compared to the results obtained in Table 5.60, the results obtained for overall consumer involvement were slightly different. ANOVA revealed that behaviour of female respondents was significantly different from that of male respondents with respect to overall consumer involvement for organic food products. Out of four antecedents, in case of two antecedents there was similarity in behaviour i.e., Knowledge (K) and Belief (B). While the overall consumer behaviour towards organic food products with reference to consumer involvement was found to be significantly different. This was observed from the ANOVA test results (f-value = 7.987, $p = 0.005$).

Table 5. 62 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to marital status.

Marital Status	Factors / Antecedents																
		Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)			
		A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O
Married	Mean	3.88	3.69	3.57	3.74	4.04	4.26	4.21	4.15	4.17	4.07	4.13	4.13	4.15	3.89	4.13	4.06
	S.D.	0.671	0.876	0.734	0.767	0.824	0.533	0.560	0.685	0.64	0.664	0.589	0.636	0.750	0.717	0.705	0.736
Unmarried	Mean	3.62	3.71	3.23	3.54	4.19	4.16	4.17	4.17	4.06	4.01	3.99	4.03	4.03	3.93	3.91	3.96
	S.D.	0.829	0.668	0.733	0.773	0.585	0.567	0.519	0.560	0.771	0.765	0.620	0.728	0.794	0.726	0.724	0.752
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.02
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		13.968				0.230				4.817				3.736			
p-value		0.000				0.631				0.028				0.054			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.63 Consumer involvement for organic food products in three selected cities in Gujarat with reference to marital status.

Marital Status	Consumer Involvement (CI)				
		City			
		A	S	V	O
Married	Mean	4.06	3.97	4.00	4.02
	S.D.	0.639	0.594	0.560	0.606
Unmarried	Mean	3.97	3.95	3.82	3.92
	S.D.	0.650	0.552	0.543	0.59
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.644	0.573	0.558	0.600
f-value		5.345			
p-value		0.021			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.62 provides mean analysis and ANOVA for antecedents of consumer involvement in three selected cities of Gujarat.

In terms of marital status, out of the total sample, 434 respondents were married (52.48%) while 393 respondents (47.52%) were unmarried. ANOVA revealed that out of the four antecedents, behaviour of respondents from the two categories was observed to be similar only for the factor 'Knowledge (K)' ($f = 0.230$, $p = 0.631$). For the remaining antecedents the ANOVA results were highly significant suggesting heterogeneous behaviour for the factors 'Information Search (IS)' ($f=3.968$, $p =0.000$), 'Belief (B)' ($f = 4.817$, $p = 0.028$) and 'Emotion (E)' ($f = 3.736$, $p = 0.054$).

Mean analysis showed that for the factor 'Information Search (IS)' the highest mean was observed in Ahmedabad (Mean = 3.88), while the lowest mean was observed for Vadodara (Mean = 3.23). A prominent fact was that the highest mean value was for married respondents while, lowest mean value was for unmarried respondents. For the factor 'Knowledge (K)' highest mean was observed for married respondents in Surat (Mean = 4.26). Whereas, lowest mean for that factor was seen for married respondents in Ahmedabad (Mean = 4.04). For the factor 'Belief (B)' highest mean was observed for married respondents in Ahmedabad (Mean = 4.17), whereas the lowest mean value was observed for unmarried respondents in Vadodara (Mean = 3.99). For the final factor 'Emotion (E)' highest mean value was in case of married respondents in Ahmedabad (Mean

= 4.15), while lowest mean value was observed in case of married respondents for Surat (Mean = 3.89). Thus, generally higher mean values were observed for married class as compared to unmarried class. Similarly, higher mean values were observed for Ahmedabad in comparison to Surat and Vadodara.

Table 5.63 provides details of mean analysis and ANOVA for overall consumer involvement towards organic food products in three selected cities of Gujarat. ANOVA revealed that the overall consumer behaviour of both groups of respondents i.e., married and unmarried was significantly different across the three selected cities of Gujarat ($f = 5.345$, $p = 0.021$). A look at the results city-wise showed that married respondents in Ahmedabad recorded the highest mean values (Mean = 4.06) while, unmarried respondents in Vadodara yielded the lowest mean values (Mean = 3.82). Hence, the table highlighted the fact that though there was a positive or higher consumer involvement for organic food products in the three selected cities of Gujarat, the behaviour of respondents was significantly different.

Table 5.64 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to age of respondents.

Age	Factors / Antecedents																
		Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)			
		A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O
<20	Mean	4.01	3.33	3.24	3.80	4.13	3.73	4.14	4.08	4.31	3.67	3.93	4.16	4.21	3.47	3.86	4.05
	S.D.	0.710	1.090	0.460	0.803	0.645	0.939	0.380	0.666	0.63	0.807	0.550	0.680	0.826	0.651	0.293	0.785
21-30	Mean	3.52	3.79	3.27	3.57	3.89	4.21	4.20	4.11	3.89	4.19	4.05	4.06	3.93	4.10	3.96	4.01
	S.D.	0.693	0.615	0.735	0.704	0.895	0.546	0.540	0.690	0.666	0.722	0.574	0.678	0.699	0.547	0.736	0.654
31-40	Mean	3.90	3.41	3.52	3.65	4.28	4.18	4.21	4.23	4.27	3.81	4.00	4.06	4.17	3.63	4.05	3.98
	S.D.	0.665	0.968	0.789	0.823	0.575	0.473	0.528	0.534	0.726	0.632	0.676	0.710	0.840	0.809	0.747	0.836
41-50	Mean	4.34	3.95	3.84	4.06	4.52	4.42	4.33	4.44	4.45	3.97	4.56	4.26	4.61	3.73	4.46	4.19
	S.D.	0.364	0.758	0.657	0.655	0.389	0.453	0.719	0.504	0.386	0.649	0.482	0.593	0.370	0.953	0.610	0.831
51-60	Mean	2.92	0.000	3.18	3.04	3.85	0.000	3.97	3.90	3.69	0.000	4.00	3.83	3.67	0.000	3.960	3.80
	S.D.	1.027	0.000	0.893	0.962	0.350	0.000	0.548	0.447	0.827	0.000	0.620	0.746	0.547	0.000	0.928	0.745
>60	Mean	0.00	0.00	3.81	3.81	0.00	0.00	4.00	4.00	0.00	0.00	3.92	3.92	0.00	0.00	4.00	4.00
	S.D.	0.000	0.000	0.150	0.15	0.000	0.000	0.000	0.000	0.000	0.000	0.129	0.129	0.000	0.000	0.000	0.000
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.02
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		10.433				5.849				2.446				1.551			
p-value		0.000				0.000				0.033				0.172			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5. 65 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to age of respondents.

Age	Consumer Involvement (CI)				
		City			
		A	S	V	O
< 20	Mean	4.16	3.54	3.79	4.02
	S.D.	0.618	0.812	0.235	0.644
21-30	Mean	3.81	4.07	3.86	3.93
	S.D.	0.653	0.506	0.524	0.573
31-40	Mean	4.15	3.75	3.94	3.98
	S.D.	0.586	0.591	0.634	0.622
41-50	Mean	4.48	4.02	4.29	4.23
	S.D.	0.34	0.582	0.480	0.526
51-60	Mean	3.52	0.00	3.77	3.64
	S.D.	0.59	0.000	0.702	0.645
> 60	Mean	0.00	0.00	3.93	3.93
	S.D.	0.000	0.000	0.058	0.058
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.645	0.573	0.558	0.600
f-value		5.580			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With reference to age-group, data was collected from respondents across all age-groups. There were respondents in the age-group of less than 20 years and also those who were more than 60 years old. The purpose of selecting such a wide range of ages was to understand the behaviour of consumers towards organic food products with reference to changing age-groups.

Table 5.64 provides results of data analysis regarding the dependent variable which was antecedents of consumer involvement and independent variable i.e., age-groups. For the antecedent Information Search (IS), the overall mean was 3.65. A break up of this revealed that in Ahmedabad the highest mean value was observed for respondents between age-group of 41 to 50 years (Mean = 4.34). On the other side, lowest mean value was observed in the city of Ahmedabad again in the age-group of 51 to 60 years (Mean=2.92). In Surat, the highest mean value was observed for the age-group of 41 to 50 years (Mean = 3.95), while lowest mean was observed for the age-group of less than 20 years (Mean = 3.33). Thus, in Surat there was not much of a difference in the mean values between all the age-groups. In Vadodara too, the highest mean was for the age-group 41 to 50 years (Mean =

3.84) and the lowest was for the age-group 51 to 60 years (Mean = 3.18). A noticeable fact was that in all the three cities, highest mean value was observed for the age-group between 41 to 50 years.

ANOVA revealed that the behaviour of respondents in terms of Information Search (IS) was significantly different amongst different age-groups across the three cities of Gujarat (f-value = 10.433, p = 0.000).

For the antecedent Knowledge (K), the overall mean was 4.16 which suggested that for organic food products, respondents considered knowledge as an important part. A glance at the city-wise data suggested that in Ahmedabad the highest mean was for the age-group 41 to 50 years (Mean = 4.52). The lowest mean was observed for the age-group of 51 to 60 years (Mean = 3.85). In Surat, the highest mean was for the age-group of 41 to 50 years, just like Ahmedabad (Mean = 4.42). The lowest mean was seen in the age-groups of respondents who were less than 20 years of age (Mean = 3.73). The trend continued in Vadodara where the age-group of 41 to 50 years has the highest mean values (Mean = 4.33). At the other end, the lowest mean value was obtained for the age-group of 51 to 60 years (Mean = 3.97). A striking fact in this case was that, across all the three cities same age-group i.e., 41 to 50 years gave the highest mean values.

ANOVA revealed that the behaviour of respondents across different age-groups in the three cities was significantly different when it came to acquiring knowledge about organic food products (f-value = 5.849, p = 0.000).

For the antecedent / factor Belief (B) overall, the mean was 4.08 which hinted at the fact that there was a stronger positive belief in organic food products across the three selected cities of Gujarat. Analysis of data for each city individually pointed at some interesting facts. In Ahmedabad, the highest mean value was 4.45 for the age-group of 41 to 50 years whereas the lowest mean value was 3.69 for the age-group of 51 to 60 years. In Surat the highest mean value was for the age-group of 21 to 30 years which was 4.19 on the other side, the lowest mean value was for the age-group of less than 20 years (Mean = 3.67). In Vadodara, the results were similar to Ahmedabad in the sense that, highest mean value was for the age-group of 41 to 50 years (Mean = 4.56). However, the results were different when it came to lowest mean values. The lowest mean value was for the age-group of above 60 (Mean = 3.92).

The data was highly significant on the basis of ANOVA results (f -value = 2.446, p = 0.033). This implied that consumer behaviour across different age-groups in the three selected cities of Gujarat was not the same.

The overall mean for Emotion (E) was 4.02 hinting that there was a positive emotion towards organic food products in the three selected cities of Gujarat. A city-wise break up of the data showed that, in Ahmedabad the age-group of 41 to 50 years again recorded the highest mean value (Mean = 4.61). At the extreme end the lowest mean value was observed for the age-group of 51 to 60 years (Mean = 3.67). In Surat, the results were different as compared to Ahmedabad. Like the earlier factor, the age-group of 21 to 30 years revealed the highest mean value (Mean = 4.10). On the other hand, the age-group of less than 20 years gave the least mean value (Mean = 3.47). In Vadodara, the highest mean value was observed for the age-group of 41 to 50 years (Mean = 4.46). The lowest mean value was recorded in case of respondents belonging to the age-group of less than 20 years (Mean = 3.86).

Unlike the previous antecedents, the ANOVA value for this factor was not significant (f -value = 1.551, p = 0.172). This meant that behaviour of respondents in different age-groups across the three selected cities of Gujarat was not different.

In Ahmedabad, no data was available for respondents in the age-group of above 60 years. While in Surat, there were no respondents in the age-group between 51 to 60 and above 60 years of age. One prominent reason that could be attributed to this was the inability to collect data from respondents physically by visiting them. Since the data was collected through Google forms owing to the Covid-19 pandemic, there was slight lack of control in terms of selection of respondents for data collection.

Like other demographic variables, separate results were tabulated for consumer involvement with reference to age-group. The overall mean was 3.97. A look at the data for individual city pointed that the highest mean value was for the age-group of 41 to 50 years (Mean = 4.48) in Ahmedabad, while the lowest mean value was again in Ahmedabad for the age-group of 51 to 60 years (Mean = 3.52). ANOVA revealed that there was significant difference in the behaviour of respondents belonging to different age-groups in the three selected cities of Gujarat (f -value = 5.580, p = 0.000).

Table 5.66 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to education of respondents.

Education	Factors / Antecedents																
		Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)			
		A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O
Under-Graduate	Mean	4.33	3.81	3.10	3.89	4.41	4.58	4.08	4.38	4.62	4.45	3.88	4.39	4.47	4.15	3.73	4.20
	S.D.	0.383	0.790	0.687	0.777	0.407	0.168	0.512	0.426	0.400	0.273	0.597	0.519	0.712	0.273	0.686	0.678
Graduate	Mean	3.63	3.65	3.51	3.61	3.93	4.19	4.14	4.07	3.90	3.93	4.09	3.95	3.90	3.88	4.05	3.93
	S.D.	0.790	0.770	0.873	0.802	0.857	0.556	0.606	0.716	0.690	0.704	0.598	0.678	0.828	0.745	0.863	0.809
Post-Graduate	Mean	3.75	3.60	3.42	3.59	4.19	4.11	4.23	4.18	4.29	3.97	4.11	4.14	4.19	3.88	4.08	4.07
	S.D.	0.735	0.797	0.647	0.733	0.688	0.553	0.512	0.593	0.675	0.772	0.603	0.688	0.705	0.516	0.609	0.633
Doctor	Mean	3.32	4.05	3.91	3.73	4.00	4.00	4.47	4.09	3.38	3.50	4.50	3.65	3.90	3.27	4.60	3.79
	S.D.	0.702	0.714	0.897	0.798	0.672	0.782	0.413	0.545	0.653	1.187	0.447	0.960	0.104	1.283	0.473	0.960
Professional	Mean	3.29	3.80	3.10	3.53	4.05	4.14	4.43	4.16	3.81	4.25	3.79	4.04	3.95	4.01	3.90	3.97
	S.D.	0.560	0.767	0.372	0.714	0.683	0.573	0.253	0.583	0.553	0.543	0.647	0.599	0.589	0.907	0.395	0.748
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.02
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		4.431				6.430				14.429				4.528			
p-value		0.002				0.000				0.000				0.001			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.67 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to education of respondents.

Education	Factor / Antecedents				
		Consumer Involvement (CI)			
		A	S	V	O
Under-Graduate	Mean	4.45	4.24	3.69	4.21
	S.D.	0.402	0.195	0.533	0.497
Graduate	Mean	3.83	3.91	3.95	3.88
	S.D.	0.680	0.615	0.660	0.653
Post-Graduate	Mean	4.10	3.88	3.96	3.99
	S.D.	0.619	0.550	0.477	0.557
Doctor	Mean	3.64	3.70	4.36	3.81
	S.D.	0.370	0.977	0.537	0.737
Professional	Mean	3.77	4.05	3.80	3.92
	S.D.	0.526	0.493	0.232	0.487
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.644	0.573	0.558	0.600
f-value		8.182			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

In terms of education, the survey covered respondents belonging to different educational levels with a view to understand if there was any difference in their behaviour towards organic food products. Therefore, respondents were selected from under-graduates to those having professional qualifications. Here, one clarification becomes important. The category 'Doctor' includes those respondents practicing medical profession as well as those having the academic degree of 'Ph.D.'. Similarly, 'Professionals' included respondents having professional qualifications / memberships like Chartered Accountants, Company Secretaries, Architects, Lawyers, Cost and Management Accountants, etc. Those respondents who had both Ph.D. and Professional qualification were included in the category of 'Doctor'.

For the first antecedent of involvement i.e., Information Search (IS) the overall mean was 3.65 indicating moderately favourable value. Table 5.66 also provides mean analysis across the three cities individually for respondents having different educational qualifications. As per the results obtained, in Ahmedabad the highest mean value was observed for Under-Graduate respondents (Mean = 4.33). The lowest mean value was observed for

Professionals (Mean = 3.29). The results for Surat were different from Ahmedabad. The highest mean value was recorded for Doctors (Mean = 4.05) while, the lowest mean was recorded for Post-Graduate respondents (Mean = 3.60). In Vadodara the highest mean value was identified for the category 'Doctor' (Mean = 3.91). On the other side, lowest mean value was observed for two categories i.e., 'Under-Graduates' and 'Professionals' (Mean = 3.10). If a comparison was to be made, Ahmedabad recorded the highest combined mean values for this antecedent (Mean = 3.77) while, Vadodara recorded the lowest combined mean value (Mean = 3.40).

ANOVA results indicated that there was a significant difference in the behaviour of respondents across different educational qualifications in the three cities of Gujarat (f-value = 4.431, $p = 0.002$).

Out of all the four antecedents of consumer involvement, Knowledge (K) gave the highest overall mean (Mean = 4.16). A look at the mean values city-wise showed that in Ahmedabad the highest mean value was for Under-Graduates (Mean = 4.41). Conversely, the lowest mean value was for Graduates (Mean = 3.93). In Surat, Under-Graduate respondents recorded the highest mean values for this factor (Mean = 4.58). Whereas, Doctors had the lowest mean value (Mean = 4.00). In Vadodara, unlike Surat, Doctors had the highest mean value (Mean = 4.47), whereas Under-Graduates recorded the lowest mean values (Mean = 4.08).

The ANOVA results for this factor were highly significant (f-value = 6.430, $p = 0.000$). From the results it can be said that there was a significant difference in the behaviour of respondents having different educational qualifications in Ahmedabad, Surat and Vadodara.

In case of the third antecedent of consumer involvement Belief (B), the overall mean was 4.08. This hinted that there was a positive belief about organic food products in the minds of the respondents. The same table 5.66 also provides mean analysis of respondents having different educational qualifications spread across the three selected cities of Gujarat. In Ahmedabad the highest mean was observed in the case of Under-Graduates (Mean = 4.62). While, lowest mean was observed for Doctors (Mean = 3.38). In the case of Surat, highest mean was observed for Under-Graduate respondents (Mean = 4.45), while Doctors recorded the lowest mean (Mean = 3.50). Thus, the results were on similar lines in

Ahmedabad and Surat. In case of the third city i.e., Vadodara, the results were different. Highest mean was seen for Doctors (Mean = 4.50) while, lowest mean was observed for Professionals (Mean = 3.79). Based on the results of ANOVA (f-value = 14.429, p = 0.000) it could be inferred that the behaviour of respondents across different educational qualifications in the three selected cities was significantly different.

The final antecedent of consumer involvement was Emotion (E). The overall mean for that antecedent was obtained at 4.02 suggesting a higher emotion with regards to organic food products in the three selected cities of Gujarat. A look at the results, city-specific exhibited that in Ahmedabad the highest mean value was once again observed for Under-Graduate respondents (Mean = 4.47) and lowest mean was obtained for Doctors (Mean = 3.90). This trend was same as that was observed for the earlier antecedent Belief (B). In case of Surat too, the trend of results continued. Like Ahmedabad the highest mean was observed for Under-Graduates (Mean = 4.15) and lowest mean was for Doctors (Mean = 3.27). Vadodara again proved to be a city with a different trend as far as results were concerned. The highest mean was observed for in the case of Doctors (Mean = 4.60) and the lowest mean was observed for Under -Graduates (Mean 3.73).

Based on the results of ANOVA, (f-value = 4.528, p = 0.001) it could be once again inferred that there was a significant difference in the emotional behaviour of respondents having different educational qualifications in Ahmedabad, Surat and Vadodara.

On comparing all the mean values for the four antecedents of consumer involvement, it was observed that the factor Knowledge (K) recorded the highest overall mean value (Mean = 4.16). On the extreme end, the factor Information Search (IS) had the lowest mean value (Mean = 3.65)

After examining results of mean analysis for different educational qualifications, results were obtained for overall consumer involvement. The results were displayed in table no. 5.67. As far as consumer involvement was concerned, the highest mean was observed in Ahmedabad for Under-Graduate respondents (Mean = 4.45). Similarly, the lowest mean was recorded in Ahmedabad by Doctors (Mean = 3.64). One inference that could be drawn from these two values was that mean values for all the respondents having different educational qualifications scattered across the three major selected cities had mean values between 3.64 and 4.45. This revealed that there was positive consumer involvement for

organic food products in the three selected cities of Gujarat. ANOVA (f-value = 8.182, p = 0.000) revealed that there was a significant difference in the behaviour of respondents with respect to consumer involvement across the different educational qualifications in Ahmedabad, Surat and Vadodara.

Table 5.68 Mean analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to family type.

Family Type	Factors / Antecedents																
		Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)			
		A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O
Nuclear	Mean	3.77	3.69	3.37	3.63	4.10	4.28	4.16	4.18	4.07	4.19	4.01	4.09	4.02	3.99	3.96	4.00
	S.D.	0.811	0.844	0.740	0.819	0.754	0.513	0.500	0.620	0.694	0.518	0.599	0.617	0.853	0.703	0.719	0.768
Joint	Mean	3.76	3.73	3.46	3.67	4.11	4.06	4.25	4.13	4.21	3.76	4.17	4.05	4.22	3.75	4.13	4.05
	S.D.	0.655	0.645	0.774	0.693	0.694	0.594	0.606	0.643	0.710	0.922	0.614	0.789	0.594	0.731	0.716	0.701
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.02
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		0.472				1.216				0.657				0.865			
p-value		0.492				0.270				0.418				0.353			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.69 Mean Analysis for Antecedents of Consumer Involvement for Organic Food Products in Three Selected Cities of Gujarat with reference to Family Type.

Family Type	Factor/Antecedents				
		Consumer Involvement (CI)			
		A	S	V	O
Nuclear	Mean	3.99	4.03	3.87	3.97
	S.D.	0.701	0.532	0.550	0.611
Joint	Mean	4.07	3.82	4.00	3.97
	S.D.	0.535	0.623	0.567	0.581
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.644	0.573	0.558	0.600
f-value		0.000			
p-value		0.989			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The penultimate demographic variable in this research was Family Type. For this purpose, families of respondents were classified as ‘Nuclear’ and ‘Joint’. Since the study was undertaken in urban areas, more respondents belonged to nuclear families. Overall, out of the total sample size of 827 respondents, 64.33% were from nuclear families. This trend was seen in all the three cities where the number of respondents having nuclear families ranged between 62% to 66%. One reason that seemed appropriate for this kind of data skewed in favour of nuclear families was urban population.

Table 5.68 revealed results of mean analysis carried out for family types. For the first antecedent of involvement i.e., Information Search (IS), the overall mean was 3.65. As compared to the previous demographic variables, the mean, though favourable, was on the lower side. A look at the data city-wise showed a similar trend. In Ahmedabad, the mean values for both the types of families were almost same. Nuclear families recorded a mean value of 3.77 while joint families recorded a mean value of 3.76. In Surat, the same pattern was observed. The only exception being joint families had a slightly higher mean value of 3.73 as compared to the nuclear families (Mean = 3.69). In Vadodara, the pattern continued. The overall mean for joint families was 3.46 as compared to 3.37 for the nuclear families. Thus, an observation that was made was that the mean values had a secular trend across family types and across the three cities. ANOVA values further confirmed this. The results were highly insignificant (f-value = 0.472, p = 0.492). This meant that there was no

difference in the perception of respondents belonging to nuclear and joint families in Ahmedabad, Surat and Vadodara.

The results of mean analysis for the antecedent Knowledge (K) were better as compared to the previous antecedents. The overall mean was 4.16. City-wise, in Ahmedabad, joint families returned a mean value of 4.11 while nuclear families had a mean value of 4.10. In Surat, nuclear families had a higher mean value of 4.28 as compared to the joint families (Mean = 4.06). In Vadodara, joint families gave a mean value of 4.25 compared to 4.16 which was the mean value for nuclear families. Thus, different cities gave slightly varied results however, ANOVA test showed that there was no significant difference in perception of the respondents (f-value = 1.216, p = 0.270).

The overall mean value for the third antecedent Belief (B) was 4.08. The table shows mean values in three cities with respect to the two types of families. As per Table 5.68, in Ahmedabad, joint families had a mean value of 4.21 as compared 4.07 for nuclear families. In Surat, nuclear families gave a higher mean of 4.19 against 3.76 for joint families. In case of Vadodara, joint families had a higher mean (Mean = 4.17) as compared to nuclear families (Mean = 4.01). ANOVA test suggested that like the other two factors, there was no significant difference in the perception of respondents for this factor (f-value = 0.657, p = 0.418).

The overall mean value for Emotion(E), the fourth and final antecedent was 4.02. In Ahmedabad, the mean value for joint families was 4.22 while, that for nuclear families was 4.02. In Surat, nuclear families had a higher mean value of 3.99 compared to 3.75 for joint families. In Vadodara, joint families recorded a mean value of 4.13 as against the nuclear families which had a mean value of 3.96. The ANOVA test was insignificant (f-value = 0.865, p = 0.353) suggesting that the overall perception of respondents with regards to Emotion (E) towards organic food products was similar across both the family types across all the three selected cities.

A comparison of overall mean values for all the four antecedents showed that Knowledge (K) resulted in the highest mean (Mean = 4.16). On the other side of the scale, Information Search (IS) recorded a mean of 3.65. This meant that all the mean values for the four antecedents / factors ranged from 3.65 to 4.16.

The overall mean for consumer involvement was 3.97. A look at the mean values of the three selected cities showed that the highest mean value got recorded for joint families in Ahmedabad (Mean = 4.07). While, the lowest mean was observed in joint families in Surat (Mean = 3.82). These two extreme values provided positive feedback in the sense that, all the mean values were favourable and the range was between 3.82 and 4.07 on a 5-point scale with 5 as a positive response and 1 as a negative response. The ANOVA values were totally insignificant (f -value = 0.000, p = 0.989). This meant that there was no difference in the behaviour of respondents belonging to the two-family types across the three selected cities of Gujarat.

Table 5.70 Mean Analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to family size.

Family Size	Factors / Antecedents																
	Information Search (IS)				Knowledge (K)				Belief (B)				Emotion (E)				
	A	S	V	O	A	S	V	O	A	S	V	O	A	S	V	O	
01-04	Mean	3.80	3.76	3.42	3.69	4.18	4.29	4.15	4.20	4.11	4.22	3.94	4.10	4.09	4.04	3.95	4.04
	S.D.	0.753	0.857	0.808	0.813	0.644	0.569	0.546	0.600	0.669	0.568	0.659	0.645	0.785	0.665	0.799	0.756
05-07	Mean	3.48	3.66	3.37	3.51	3.76	4.23	4.26	4.09	3.98	3.88	4.26	4.04	4.00	3.84	4.14	3.99
	S.D.	0.760	0.526	0.678	0.667	0.939	0.514	0.539	0.718	0.798	0.825	0.441	0.725	0.795	0.713	0.569	0.705
>07	Mean	4.29	3.54	3.32	3.76	4.45	3.86	4.25	4.10	4.67	3.70	4.06	4.06	4.46	3.53	3.98	3.88
	S.D.	0.244	0.874	0.420	0.776	0.373	0.416	0.351	0.478	0.423	0.799	0.665	0.809	0.350	0.803	0.578	0.783
Total	Mean	3.77	3.70	3.40	3.65	4.11	4.21	4.19	4.16	4.12	4.04	4.06	4.08	4.10	3.91	4.02	4.01
	S.D.	0.755	0.779	0.751	0.776	0.731	0.552	0.539	0.628	0.703	0.715	0.607	0.683	0.771	0.720	0.721	0.745
f-value		5.448				3.052				0.727				1.599			
p-value		0.004				0.048				0.484				0.203			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.71 Mean Analysis for antecedents of consumer involvement for organic food products in three selected cities of Gujarat with reference to family size.

Family Size	Consumer Involvement (CI)				
		City			
		A	S	V	O
01-04	Mean	4.04	4.07	3.86	4.01
	S.D.	0.629	0.550	0.625	0.610
05-07	Mean	3.80	3.90	4.00	3.90
	S.D.	0.692	0.533	0.442	0.566
>07	Mean	4.46	3.66	3.89	3.94
	S.D.	0.298	0.619	0.184	0.616
Total	Mean	4.02	3.96	3.91	3.97
	S.D.	0.644	0.573	0.558	0.600
f-value		2.495			
p-value		0.083			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The last descriptive variable in this research was Family Size. This variable and the previous variable i.e., Family Type are closely related as seen in the previous table, around 65% of the respondents were from nuclear families, they had smaller family size. Overall, 63.36% respondents belonged to smaller family size i.e., family size of '01 – 04'. Only 8.59% respondents were from families of '> 07' members. A similar trend was observed in the three cities individually.

Table 5.70 shows mean analysis for antecedents of consumer involvement for different family sizes in Ahmedabad, Surat and Vadodara. For the factor Information Search (IS), the overall mean was 3.65. A look at the mean values for individual city revealed that in Ahmedabad the highest mean value was obtained for respondents having family size of more than 7 members (Mean = 4.29). On the other hand, respondents having family size between 5 and 7 members returned the lowest mean value (Mean = 3.48). As far as Surat was concerned, the highest mean value was observed for respondents belonging to family size of 1 to 4 members (Mean = 3.76) while, the lowest mean was seen in respondents having family size greater than 7 (Mean = 3.54). In Vadodara, the highest mean value was again obtained from family size of 1 to 4 members (Mean = 3.42). Family size of '>07' had the lowest mean (Mean = 3.32). On comparing these values, it was observed that Vadodara recorded the lowest mean values amongst the three cities. One more fact that was observed was that all the mean values were between 3.50 and 4.00. Even though the mean values

were slightly on the lower side as compared to previous results, the ANOVA was highly significant (f-value = 5.448, $p = 0.004$). This meant that there was a difference in the perception of respondents having different family sizes in Ahmedabad, Surat and Vadodara.

The second antecedent Knowledge (K) has an overall mean of 4.16, this value was slightly in contrast to the value obtained in case of the first antecedent Information Search (IS). In fact, Knowledge (K) recorded the highest mean values amongst all the four antecedents of consumer involvement. In Ahmedabad, the highest mean value was observed for family size of greater than 7 members (Mean = 4.45) while, families having members between 5 and 7 gave the lowest mean (Mean = 3.76). In case of Surat, families of 1 to 4 members were having the highest mean values (Mean = 4.29) whereas, family size of greater than 7 members gave the lowest mean values (Mean = 3.86). In Vadodara, the mean values obtained for families with a size of 5 to 7 members and those with more than 7 members returned very similar mean values. Family size of 5 to 7 members had a mean value of 4.26 and those of greater than 7 members had mean value of 4.25. The third category of family size i.e., 1 to 4 members had the lowest mean (Mean = 4.15). ANOVA results (f-value = 3.052, $p = 0.048$) indicated a significant difference in the perception of respondents.

The mean value obtained for the third antecedent Belief (B) was 4.08. In Ahmedabad, the highest mean was recorded for the family size of '>07' (Mean = 4.67) while, family size of '05 – 07' had the lowest mean (Mean = 3.98). In Surat, the highest mean was obtained for family size of 1 to 4 members (Mean = 4.22) whereas, respondents belonging to family size of greater than 7 got the lowest mean (Mean = 3.70). In Vadodara, the highest mean value was observed in the family size of 5 to 7 (Mean = 4.26) while, family size of 1 to 4 had the lowest mean values (Mean = 3.94). Thus, in all the three cities the results were different as far as highest and lowest mean values were concerned. However, ANOVA results revealed a different side to this, the f-value was not significant (f-value = 0.727, $p = 0.484$). These values were interpreted as respondents having different family sizes had similar perception in terms of belief towards organic food products.

The overall mean value for Emotion (E) was 4.01. In Ahmedabad, the respondents belonging to family size of more than 7 members had the highest mean value (Mean = 4.46) while, family size of 5 to 7 members had the lowest mean (Mean = 4.00). In Surat, family size of 1 to 4 members recorded the highest mean value (Mean = 4.04) whereas, family size

of greater than 7 had the lowest mean value (Mean = 3.53). In Vadodara, the highest mean value was for family size of 5 to 7 members (Mean = 4.14) while, family size of 1 to 4 members had the lowest mean value (Mean = 3.95). Results of ANOVA (f-value = 1.599, $p = 0.203$) hinted that there was no difference in the emotion of respondents having different family sizes in Ahmedabad, Surat and Vadodara.

A striking feature of these results was the similarity of results for all the four antecedents across the three cities. Ahmedabad showed the highest mean value for greater than 7 family members in all the four antecedents of consumer involvement. Surat on the other hand got highest mean values for the family size of 1 to 4 members and Vadodara showed highest mean values for the family size of 5 to 7 members. Thus, all the three cities showed similarity as well as dissimilarity in the mean values.

Table 5.71 provides results of mean analysis with respect to family size for consumer involvement towards organic food products. The overall mean for this demographic variable was observed as 3.97. Which was similar to the mean values obtained for the other demographic variables. This value of 3.97 for a sample size of 827 respondents can be considered in the range of moderate to high involvement. A look at the results across the three selected cities revealed that the highest mean was obtained for family size of greater than 7 in Ahmedabad (Mean = 4.46). Whereas the lowest mean value was obtained for the same family size but in Surat (Mean = 3.66). ANOVA was not significant (f-value = 2.495, $p = 0.083$) which meant that consumer behaviour with respect to involvement towards organic food products was same in the three selected cities for respondents having different family sizes.

Through the above analysis it was established that there exists a high level of consumer involvement for organic food products in the three selected cities of Gujarat. Similar results were obtained for demographic variables in the three cities. Therefore, based on the above results the null hypothesis was rejected and the alternate hypothesis was accepted as follows.

H_A: There exists a high consumer involvement for organic food products in the selected cities of Gujarat.

The next step was to study the relationship between antecedents of consumer involvement inter-alia and consumer involvement for organic food products in the three selected cities of Gujarat. This was done with the help of Karl Pearson's Coefficient of Correlation.

Table 5.72 Correlation analysis between antecedents of consumer involvement and overall consumer involvement towards organic food products in three selected cities of Gujarat.

		IS	K	B	E	CI
IS	Pearson Correlation	1	.544**	.557**	.590**	.808**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N		827	827	827	827
K	Pearson Correlation		1	.666**	.653**	.829**
	Sig. (2-tailed)			0.000	0.000	0.000
	N			827	827	827
B	Pearson Correlation			1	.744**	.871**
	Sig. (2-tailed)				0.000	0.000
	N				827	827
E	Pearson Correlation				1	.883**
	Sig. (2-tailed)					0.000
	N					827
CI	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

** . Correlation is significant at the 0.01 level (2-tailed).

All the results obtained in Karl Pearson's Correlation Analysis were highly positive and significant. In a sample size of 827 respondents the highest value of coefficient of correlation was between the antecedent Belief (B) and Emotion (E) ($r = 0.744$, $p = 0.000$). Compared to this, the correlation between Information Search (IS) and Knowledge (K), though correlated, was the least ($r = 0.544$, $p = 0.000$). A look at all the values of correlation showed that the correlation coefficient was between 0.744 and 0.544 suggesting a high positive correlation between antecedents of consumer involvement for organic food products in Ahmedabad, Surat and Vadodara.

The same table also depicted the relationship between antecedents of involvement and overall consumer involvement. The value of correlation coefficient was observed in the range between 0.883 and 0.808. These values meant very high levels of positive correlation

between consumer involvement and its antecedents. Of all the antecedents, Emotion (E) had the maximum value of correlation coefficient ($r = 0.883$, $p = 0.000$). Whereas the correlation between Information Search (IS) and Consumer Involvement (CI) was the least ($r = 0.808$, $p = 0.000$). Thus, this further established the fact that the consumer involvement for organic food products in the three selected cities of Gujarat was highly positive and impacted the overall consumer involvement in a direct way.

Table 5.73 Correlation analysis between antecedents of consumer involvement and overall consumer involvement towards organic food products in Ahmedabad.

		IS	K	B	E	CI
IS	Pearson Correlation	1	.639**	.715**	.630**	.856**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N		333	333	333	333
K	Pearson Correlation		1	.676**	.683**	.858**
	Sig. (2-tailed)			0.000	0.000	0.000
	N			333	333	333
B	Pearson Correlation			1	.741**	.895**
	Sig. (2-tailed)				0.000	0.000
	N				333	333
E	Pearson Correlation				1	.878**
	Sig. (2-tailed)					0.000
	N					333
CI	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

** . Correlation is significant at the 0.01 level (2-tailed).

After examining the relationship between the factors affecting consumer involvement and overall consumer involvement collectively in the three selected cities, it was thought appropriate to study the relationship city-wise. Table 5.73 shows the results of Pearson's Coefficient of Correlation for antecedents of involvement and consumer involvement in the city of Ahmedabad. All the correlation coefficients between the four antecedents of involvement were directly related and showed high positive correlation. The highest correlation was observed between the factors Belief (B) and Emotion (E) ($r = 0.741$, $p = 0.000$). On the other hand, the correlation coefficient between Information Search (IS) and Emotion was observed to be the least ($r = 0.630$, $p = 0.000$). Thus, all the values of correlation coefficient were seen to be on the higher side.

As far as antecedents were concerned, there was significantly high positive correlation. However, the most important question was to examine the relationship between the four antecedents and consumer involvement itself. The results of correlation analysis were highly encouraging. The highest value of correlation coefficient was between Belief (B) and Consumer Involvement (CI) ($r = 0.895$, $p = 0.000$). While that between the factors Information Search (IS) and Consumer Involvement (CI) was the lowest ($r = 0.856$, $p = 0.000$).

Table 5.74 Correlation analysis between antecedents of consumer involvement and overall consumer involvement towards organic food products in Surat.

		IS	K	B	E	CI
IS	Pearson Correlation	1	.548**	.408**	.489**	.755**
	Sig. (2-tailed)		0	0	0	0
	N		276	276	276	276
K	Pearson Correlation		1	.713**	.608**	.841**
	Sig. (2-tailed)			0	0	0
	N			276	276	276
B	Pearson Correlation			1	.759**	.861**
	Sig. (2-tailed)				0	0
	N				276	276
E	Pearson Correlation				1	.863**
	Sig. (2-tailed)					0
	N					276
CI	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

** . Correlation is significant at the 0.01 level (2-tailed).

Like Ahmedabad, there was positive correlation between all the four antecedents of consumer involvement. The highest correlation was observed between Belief (B) and Emotion (E) ($r = 0.759$, $p = 0.000$). Whereas, Information Search (IS) and Belief (B) were least correlated ($r = 0.408$, $p = 0.000$). Therefore, it could be said that on one hand there was high positive correlation between Belief (B) and Emotion (E), while there was moderate positive correlation between Information Search (IS) and Belief (B). All other correlation coefficients ranged between 0.759 and 0.408.

As far as the relationship between consumer involvement and its antecedents was concerned, there was high positive correlation. Of the four factors, the relation between Emotion (E) and Consumer Involvement (CI) was the highest ($r = 0.863$, $p = 0.000$). While, the relation between Information Search (IS) and Consumer Involvement (CI) though positive, was the least ($r = 0.755$, $p = 0.000$). Thus, in too, all the antecedents of involvement were observed to be directly impacting consumer involvement.

Table 5.75 Correlation Analysis between Antecedents of Consumer Involvement and Overall Consumer Involvement towards Organic Food Products in Vadodara.

		IS	K	B	E	CI
IS	Pearson Correlation	1	.460**	.539**	.706**	.822**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N		218	218	218	218
K	Pearson Correlation		1	.633**	.723**	.801**
	Sig. (2-tailed)			0.000	0.000	0.000
	N			218	218	218
B	Pearson Correlation			1	.735**	.844**
	Sig. (2-tailed)				0.000	0.000
	N				218	218
E	Pearson Correlation				1	.933**
	Sig. (2-tailed)					0.000
	N					218
CI	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

** . Correlation is significant at the 0.01 level (2-tailed).

In Vadodara too, the relation between antecedents of involvement was direct. The correlation coefficients were obtained in the range between 0.735 and 0.460 implying moderate to high positive correlation. Between these four antecedents, the strongest relationship was observed to be between Belief (B) and Emotion (E) ($r = 0.735$, $p = 0.000$). On the other hand, the relation between Information Search (IS) and Knowledge (K) was observed to be the weakest ($r = 0.460$, $p = 0.000$).

The relation between consumer involvement and its antecedents was observed to be stronger than the relation between the antecedents themselves. Here, correlation coefficients were in the range between 0.801 and 0.933. The highest correlation coefficient

was between Emotion (E) and Consumer Involvement (CI) ($r = 0.933$, $p = 0.000$). Similarly, the coefficient of correlation between Consumer Involvement (CI) and Knowledge (K) was the lowest ($r = 0.801$, $p = 0.000$).

A striking fact that was observed through this correlation analysis was that, across all the three cities the correlation between Belief (B) and Emotion (E) was the strongest. As far as the lowest correlation was concerned, no such common trend was observed.

Based on the results of correlation analysis, it was amply clear that, antecedents of involvement had a significant positive influence on consumer involvement for organic food products in the three selected cities of Gujarat. The results of correlation analysis were encouraging enough to proceed further and attempt to create a linear model of predicting consumer involvement for organic food products from its antecedents. Therefore, linear regression analysis was carried out for all the three cities together as well as for individual cities, the results of which are discussed below.

Table 5.76 Linear regression modelling to predict consumer involvement from its antecedents for organic food products in the selected cities of Gujarat.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin – Watson
1	0.927 ^a	0.859	0.872	0.00654	1.772

a. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

b. Dependent Variable: Consumer Involvement (CI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	297.123	4	74.281	1736942.603	.000 ^b
	Residual	0.035	822	0.000		
	Total	297.158	826			

a. Dependent Variable: Consumer Involvement (CI)

b. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.003	0.002		-1.638	0.102
	Information Search (IS)	0.250	0.000	0.324	659.198	0.000
	Knowledge (K)	0.249	0.001	0.261	476.433	0.000
	Belief (B)	0.252	0.001	0.287	467.005	0.000
	Emotion (E)	0.248	0.000	0.308	499.095	0.000

a. Dependent Variable: Consumer Involvement (CI)

Table 5.76 is divided into three sub-tables. The first part provides a Model Summary followed by ANOVA test and Coefficients. A look at the model summary showed that both R and R-Square were within the acceptable range and the Durbin-Watson value was 1.772.

A Durbin-Watson value between 1.50 and 2.50 is considered to be valid for considering the regression equation robust and reliable. In other words, the Durbin-Watson value of 1.772 confirmed that the regression analysis and its results were statistically acceptable.

From the above regression analysis, following model for predicting consumer involvement from its four antecedents was formulated which is shown below.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \mu_i \dots\dots\dots (1)$$

In this equation (1),

- Y** = Consumer Involvement (CI)
- X1** = Information Search (IS)
- X2** = Knowledge (K)
- X3** = Belief (B)
- X4** = Emotion (E)
- i** = Sample size from 1 to 827
- μ** = Random Error

$$\text{Consumer Involvement (CI)} = -0.003 + 0.324IS + 0.261K + 0.287B + 0.308E \dots\dots\dots (2)$$

From the regression equation it was observed that, out of the four antecedents, the first antecedent i.e., Information Search (IS) (0.324) had the highest impact on consumer involvement for organic food products. Whereas, Knowledge (K) (0.261) was seen as a variable with the least impact on Consumer Involvement (CI). Since, the beta values for all the antecedents were positive, it was inferred that, they had a direct and positive impact on consumer involvement. The regression equation was highly reliable since the ANOVA test was highly significant (f – value = 1736942.603, p = 0.000). Further, all the antecedents of involvement were observed as having significant impact on consumer involvement. This was inferred on the basis of the t-values and significance obtained for each of the antecedents. The p – value for each antecedent was less than 0.05.

Since, the above analysis covering all the three cities together was statistically reliable, it was therefore decided to further dissect these results and see the outcome for each of the three cities i.e., Ahmedabad, Surat and Vadodara.

Table 5.77 Linear regression modelling to predict consumer involvement from its antecedents for organic food products in Ahmedabad city.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.931 ^a	0.866	0.869	0.00639	2.116

a. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

b. Dependent Variable: Consumer Involvement (CI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.871	4	34.468	844127.216	.000 ^b
	Residual	0.013	328	0.000		
	Total	137.884	332			

a. Dependent Variable: Consumer Involvement (CI)

b. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.001	0.002		-0.419	0.675
	Information Search (IS)	0.249	0.001	0.292	354.593	0.000
	Knowledge (K)	0.249	0.001	0.282	344.604	0.000
	Belief (B)	0.252	0.001	0.274	291.148	0.000
	Emotion (E)	0.250	0.001	0.299	340.375	0.000

a. Dependent Variable: Consumer Involvement (CI)

As with the results of regression analysis for the entire sample size of 827 respondents, following was the regression model for the city of Ahmedabad.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \mu_i \dots\dots\dots (3)$$

In this equation (3),

Y = Consumer Involvement (CI)

X_1 = Information Search (IS)

X_2 = Knowledge (K)

X_3 = Belief (B)

X_4 = Emotion (E)

i = Sample size from 1 to 333

μ = Random Error

$$\text{Consumer Involvement (CI)} = -0.001 + 0.292IS + 0.282K + 0.274B + 0.299E\dots\dots\dots (4)$$

Equation (3) provides a summarised view of the regression model where, the effect of each antecedent of consumer involvement could be seen as having an effect on consumer involvement for organic food products in Ahmedabad. As per the results, all the four antecedents had a more or less equal impact on consumer involvement. The p-value for all the four antecedents were less than 0.05. Still, if a comparison was to be made, the antecedent Emotion (E) ($\beta = 0.299$) had the highest effect, while the antecedent Knowledge (K) ($\beta = 0.274$) had the lowest impact.

The model summary showed both, R and R-Square were in the acceptable range. This indicated that these four antecedents explained 86.6% percent variation in consumer involvement in Ahmedabad. Durbin-Watson value of 2.116 further validated the statistical accuracy of the model. ANOVA values ($f = 844127.216$, $p = 0.000$) showed that the regression equation was highly significant.

Table 5.78 Linear Regression Modelling to predict Consumer Involvement from its antecedents for Organic Food Products in Surat city.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.947 ^a	0.896	0.901	0.00645	1.501

a. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

b. Dependent Variable: Consumer Involvement (CI)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	90.223	4	22.556	541888.347	.000 ^b
	Residual	0.011	271	0.000		
	Total	90.234	275			

a. Dependent Variable: Consumer Involvement (CI)

b. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.007	0.003		-2.364	0.019
	Information Search (IS)	0.252	0.001	0.343	406.360	0.000
	Knowledge (K)	0.249	0.001	0.240	226.781	0.000
	Belief (B)	0.252	0.001	0.314	260.827	0.000
	Emotion (E)	0.247	0.001	0.311	284.336	0.000

a. Dependent Variable: Consumer Involvement (CI)

The regression equations for Surat city were as under.

$$Y1 = \beta0 + \beta1X1i + \beta2X2i + \beta3X3i + \beta4X4i + \mu i \dots\dots\dots (5)$$

In this equation (5),

- $Y =$ Consumer Involvement (CI)
- $X1 =$ Information Search (IS)
- $X2 =$ Knowledge (K)
- $X3 =$ Belief (B)
- $X4 =$ Emotion (E)
- $i =$ Sample size from 1 to 276
- $\mu =$ Random Error

$$\text{Consumer Involvement (CI)} = -0.007 + 0.343IS + 0.240K + 0.314B + 0.311E \dots \dots \dots (6)$$

The above equation (6) shows that all the antecedents had a significant impact on consumer involvement. The four antecedents together explained 89.60% of changes in consumer involvement for organic food products. Even the Durbin-Watson value of 1.501 was within the acceptable range. This could be said on the basis of the t-values and p-values obtained in the results. The p-value for all the four antecedents were less than 0.05. A glance at the predictors in the model showed the impact of each individual antecedent. Of the four antecedents, in Surat, Information (IS) ($\beta = 0.343$) had the most impact on consumer involvement, while surprisingly Knowledge (K) ($\beta = 0.240$) had the least impact. ANOVA results also were highly significant (f-value = 541888.347, $p = 0.000$). Thus, like Ahmedabad, the regression equation for Surat too was highly significant and statistically reliable.

Table 5.79 Linear Regression Modelling to predict Consumer Involvement from its antecedents for Organic Food Products in Vadodara city.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.977 ^a	0.954	0.963	0.00671	1.675

a. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

b. Dependent Variable: Consumer Involvement (CI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.490	4	16.873	374520.532	.000 ^b
	Residual	0.010	213	0.000		
	Total	67.500	217			

a. Dependent Variable: Consumer Involvement (CI)

b. Predictors: (Constant), Information Search (IS), Knowledge (K), Belief (B), Emotion (E)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.002	0.004		-0.580	0.563
	Information Search (IS)	0.250	0.001	0.337	290.029	0.000
	Knowledge (K)	0.249	0.001	0.241	197.491	0.000
	Belief (B)	0.253	0.001	0.275	222.567	0.000
	Emotion (E)	0.247	0.001	0.319	195.829	0.000

a. Dependent Variable: Consumer Involvement (CI)

The above results were incorporated in the following regression equations.

$$Y1 = \beta0 + \beta1X1i + \beta2X2i + \beta3X3i + \beta4X4i + \mu i \dots\dots\dots (7)$$

In this equation (7),

Y = Consumer Involvement (CI)

$X1$ = Information Search (IS)

$X2$ = Knowledge (K)

$X3$ = Belief (B)

$X4$ = Emotion (E)

i = Sample size from 1 to 218

μ = Random Error

$$\text{Consumer Involvement (CI)} = -0.002 + 0.337IS + 0.241K + 0.275B + 0.319E \dots \dots \dots (8)$$

In Vadodara, the antecedent Information Search (IS) ($\beta = 0.337$) had the highest impact, while Knowledge (K) ($\beta = 0.241$) had the least impact on consumer involvement. Just like the previous results, all the antecedents were individually highly significant with p-values less than 0.05.

The values obtained for R and R-Square both were high, suggesting the extent of effect the antecedents had on consumer involvement. Durbin-Watson value of 1.675 confirmed the statistical accuracy of the equation. The ANOVA test was highly significant ($f = 374520.532$, $p = 0.000$) which meant that the regression equation could be used as a generalised model.

Thus, regression analysis for all the three cities individually as well as collectively was observed to be highly reliable and accurate. In all the four cases the R and R-Square was high, which meant that all the four antecedents were capable of explaining a higher percentage of impact on consumer involvement for organic food products.

In this part of hypotheses testing, the first hypothesis i.e., H_1 was rejected since a significantly higher involvement was observed for organic food products in the three selected cities. Not just the level of involvement, a highly significant positive relationship was identified between the antecedents themselves as well as between antecedents and consumer involvement. Finally, as correlation was significantly high and positive, a linear regression model was fitted to the data and a statistically accurate regression model was obtained.

H₂: There is lack of favourable consumer attitude towards organic food products in selected cities of Gujarat.

Table 5.80 Mean analysis for measuring consumer attitude for organic food products in the selected cities of Gujarat.

Factor		City			Overall Mean	t-value	Sig.
		Ahmedabad	Surat	Vadodara			
Affinity (Aff)	Mean	4.08	4.01	3.94	4.02	182.24	0.000
	S.D.	0.691	0.618	0.555	0.634		
Awareness (Aw)	Mean	4.06	4.01	4.04	4.03	172.59	0.000
	S.D.	0.762	0.611	0.599	0.672		
Consumer Attitude (CA)	Mean	4.07	4.01	3.99	4.03	182.89	0.000
	S.D.	0.713	0.589	0.552	0.633		

In line with the objectives of this research and the research construct, as explained in the earlier chapters, the first hypothesis tested the level of consumer involvement. The second hypothesis was framed to test the levels of attitude formation for organic food products in Ahmedabad, Surat and Vadodara. In order to do that, mean analysis was carried out to study the levels of consumer attitude as well as the mean values for factors affecting consumer attitude. The results obtained are shown in the above Table 5.80.

According to the results, there was a favourable consumer attitude towards organic food products. An overall mean value of 4.03 out of 5 possible points confirmed this fact. This attitude formation was greatly influenced by its two factors which were statistically tested and validated through factor analysis. The overall mean values for both the factors were highly similar. The factor Affinity (Aff) had a mean value of 4.02, while Awareness (Aw) had a mean value of 4.03.

If these overall mean values are to be further examined, a study of mean values for each individual city became indispensable. As per Table 5.80, in Ahmedabad, the mean value for Affinity (Aff) was 4.08 which was the highest amongst three cities. Similarly, the mean value for Awareness (Aw) was 4.06 which also was the highest amongst the three cities. The resultant consumer attitude for organic food products in Ahmedabad was 4.07, which implied that there was presence of a favourable or positive attitude.

In the second largest city of Gujarat, i.e., Surat, the mean values for Affinity (Aff) and Awareness (Aw) were exactly the same (Mean = 4.01). The resultant mean value for consumer attitude was also 4.01 implying a favourable attitude in the Diamond city.

The overall attitude towards organic food products in Vadodara too was favourable (Mean = 3.99). The mean values for both the factors affecting attitude formation were also positive. The mean value for Affinity (Aff) was 3.94 and that for Awareness (Aw) was 4.04.

All the mean values obtained for consumer attitude were highly significant for all the variable i.e., Affinity (Aff), Awareness (Aw) and Consumer Attitude (CA). When t-test was applied to these variables, Affinity (Aff) had a t-value of 182.24 ($p = 0.000$), Awareness (Aw) had a t-value of 172.59 ($p = 0.000$) and Consumer Attitude (CA) had a t-value of 182.89 ($p = 0.000$).

The results of Table 5.80 proved that there was favourable consumer attitude towards organic food products. The table provided a summarised view of the mean values for individual city. Hence, it was considered appropriate to examine consumer attitude separately for each of the three cities.

Table 5.81 Mean analysis for measuring consumer attitude for organic food products in Ahmedabad.

Factor	Ahmedabad			
	Mean	S.D.	t-value	Sig.
Affinity (Aff)	4.08	0.690	107.870	0.000
Awareness (Aw)	4.06	0.762	97.200	0.000
Consumer Attitude (CA)	4.07	0.713	104.145	0.000

For the city of Ahmedabad, it was observed that the overall consumer attitude towards organic food products was favourable (Mean = 4.07). This overall consumer attitude was positive because of its factors i.e., Affinity (Aff) and Awareness (Aw). The mean value for Affinity (Aff) was 4.08 while that for Awareness (Aw) was 4.06. Thus, all the mean values were above 4.00 suggesting a favourable response towards organic food products. These results obtained were highly significant as can be seen from the t-values obtained for them.

Table 5.82 Mean analysis for measuring consumer attitude for organic food products in Surat.

Factor	Surat			
	Mean	S.D.	t-value	Sig.
Affinity (Aff)	4.01	0.518	107.787	0.000
Awareness (Aw)	4.01	0.611	109.054	0.000
Consumer Attitude (CA)	4.01	0.589	112.984	0.000

One glaring fact that is visible about the results of Surat was that all the mean values were identical. The two factors and resultant consumer attitude had same mean value of 4.01. Like Ahmedabad, these values pointed at favourable attitude towards organic food products in Surat city. The results obtained were highly significant as can be seen from the t-test results.

Table 5.83 Mean analysis for measuring consumer attitude for organic food products in Vadodara.

Factor	Vadodara			
	Mean	S.D.	t-value	Sig.
Affinity (Aff)	3.94	0.555	104.860	0.000
Awareness (Aw)	4.04	0.599	99.439	0.000
Consumer Attitude (CA)	4.00	0.552	106.710	0.000

In Vadodara too, like the other two cities, the results were highly encouraging. The overall consumer attitude for organic food products in Vadodara was 4.00 out of 5.00. The factors affecting consumer involvement also had a mean score of around 4.00. To be precise, the mean value for Affinity (Aff) was 3.94 and that for Awareness (Aw) was higher at 4.04. Further, highly significant t-values were a witness to the general acceptability of these results.

Based on the mean values and the t-test, it was observed that, the overall consumer attitude for organic food products was favourable with respect to the three selected cities. Since these results were highly encouraging, like consumer involvement, further analysis was conducted for the two factors as well as attitude with respect to the demographic characteristics of respondents.

Table 5. 84 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to gender.

Gender	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
Female	Mean	4.06	4.05	4.01	4.04	4.01	4.03	4.14	4.05
	S.D.	0.642	0.670	0.429	0.599	0.760	0.679	0.462	0.663
Male	Mean	4.09	3.98	3.88	4.00	4.09	3.99	3.94	4.02
	S.D.	0.729	0.574	0.647	0.662	0.763	0.554	0.694	0.681
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.04
	S.D.	0.690	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		1.031				0.440			
p-value		0.310				0.508			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With respect to gender of respondents in the three selected cities, the overall mean for the factor Affinity (Aff) was 4.02. A look at the break-up of this value suggested that, the mean values for this factor across all the three cities was on the higher side. For instance, the mean value for Ahmedabad was 4.08 followed by Surat which was 4.01 and Vadodara was 3.94. A further minute evaluation revealed that across genders, in the three cities, the highest mean value was obtained for males in Ahmedabad (Mean = 4.09). Whereas, the least value of mean was observed for males in Vadodara (Mean = 3.88). the mean values obtained were indicating that there was no difference between perception of females and males in Ahmedabad, Surat and Vadodara for the factor Affinity (Aff) since ANOVA results were not significant (f-value = 1.031, p = 0.310).

As far as the factor Awareness (Aw) was concerned, the combined mean for the three selected cities was 4.04, suggesting higher levels of awareness about organic food products. A break-up of this value showed that, Ahmedabad had a mean value of 4.06, followed by Vadodara which was 4.04, while Surat had relatively the least mean value of 4.01. If a comparison was drawn about the mean values across males and females in the three cities, the highest mean value was recorded for females in Vadodara (Mean = 4.14). On the other hand, the lowest mean value for males was also observed in Vadodara (Mean = 3.94). These values obtained were not significant when subjected to ANOVA (f-value = 0.440, p = 0.508). This meant that, there was no difference in the perception of respondents with respect to gender for the factor Awareness (Aw) in the three selected cities.

Table 5.85 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to gender.

Gender	Factor				
		Consumer Attitude (CA)			
		A	S	V	O
Female	Mean	4.04	4.04	4.08	4.05
	S.D.	0.685	0.645	0.414	0.606
Male	Mean	4.09	3.98	3.91	4.01
	S.D.	0.736	0.543	0.648	0.655
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		0.777			
p-value		0.378			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Since the mean values for both the factors affecting consumer attitude were having higher mean values, the resultant consumer attitude was also favourable having a mean value of 4.03 across the three selected cities. Further analysis of the mean values showed that males in Ahmedabad had the highest mean value of 4.09. On the other side, the lowest mean value was observed for males in Vadodara (Mean = 3.91). ANOVA results pointed out that there was no significant difference in the perception of females and males across the three selected cities with regards to consumer attitude towards organic food products (f-value = 0.777, p = 0.378).

Table 5.86 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to marital status.

Marital Status	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
Married	Mean	4.12	3.93	4.00	4.03	4.15	4.00	4.06	4.08
	S.D.	0.681	0.726	0.527	0.665	0.672	0.698	0.588	0.662
Unmarried	Mean	4.02	4.08	3.89	4.00	3.94	4.01	4.01	3.98
	S.D.	0.698	0.473	0.579	0.598	0.849	0.508	0.612	0.681
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.04
	S.D.	0.690	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		0.315				4.166			
p-value		0.575				0.042			
(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)									

With respect to marital status, the results were highly similar to the previous demographic characteristic i.e., gender. The overall mean for the factor Affinity (Aff) was 4.02 which suggested that there was presence of affinity towards organic food products. A look at the results city-wise exhibited that in Ahmedabad, married respondents returned the highest mean value of 4.12. While, the mean value for unmarried respondents was slightly lower at 4.02. In Surat, the results were contrary to the results in Ahmedabad. Unmarried respondents had a mean value of 4.08 compared to married respondents (Mean = 3.93). In Vadodara, married respondents had a mean value of 4.00 while, unmarried respondents had a mean value of 3.89. Thus, all the mean values for both the groups of respondents in the three cities were above 3.75. Though all the mean values were very encouraging, the ANOVA results were not significant ($f\text{-value} = 0.315$, $p = 0.575$). This meant that, behaviour of respondents from both the groups i.e., married and unmarried was similar in all the three cities.

With respect to the second factor affecting consumer attitude i.e., Awareness (Aw), the overall mean value was 4.04 which again hinted at a highly encouraging response. If this result was to be broken down city-wise, then in Ahmedabad married respondents had a mean value of 4.15 as compared to the unmarried respondents (Mean = 3.94). In Surat, the results for both the groups were highly similar. The mean value for married respondents was 4.00 whereas that for unmarried respondents was 4.01. In Vadodara, it was observed that married respondents had a higher mean value of 4.06 against unmarried respondents where, the mean value obtained was 4.01. Though the mean values were different for married and unmarried respondents, the ANOVA results were highly significant ($f\text{-value} = 4.166$, $p = 0.042$). A highly significant ANOVA meant that the perception of respondents belonging to married class was different to the unmarried class in Ahmedabad, Surat and Vadodara.

Table 5.87 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to marital status.

Marital Status	Consumer Attitude (CA)				
		City			
		A	S	V	O
Married	Mean	4.14	3.97	4.03	4.06
	S.D.	0.664	0.692	0.542	0.648
Unmarried	Mean	3.98	4.05	3.95	3.99
	S.D.	0.763	0.459	0.561	0.615
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		1.877			
p-value		0.171			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Based on the positive results obtained for both the factors affecting consumer attitude, it was very clear that the results for overall consumer attitude were also positive (Mean = 4.03). Further analysis of table 5.87 disclosed that the highest mean value was observed for married respondents in Ahmedabad (Mean = 4.14). While the lowest mean was detected for unmarried respondents in Vadodara (Mean = 3.95). ANOVA test showed that the behaviour of respondents belonging to married and unmarried class was observed to be similar in the three cities (f-value = 1.877, p = 0.171).

Table 5.88 Mean Analysis for Factors affecting Consumer Attitude for Organic Food Products in Three Selected Cities of Gujarat with reference to Age-group.

Age-Group	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
<20	Mean	4.10	3.90	3.86	4.04	4.28	3.78	3.98	4.17
	S.D.	0.656	0.507	0.404	0.609	0.615	0.539	0.518	0.616
21-30	Mean	3.81	4.15	3.93	3.98	3.80	4.18	4.01	4.01
	S.D.	0.743	0.415	0.580	0.598	0.794	0.410	0.589	0.623
31-40	Mean	4.25	3.97	3.90	4.07	4.15	3.87	4.05	4.04
	S.D.	0.58	0.521	0.572	0.581	0.756	0.577	0.656	0.688
41-50	Mean	4.62	3.48	4.32	4.04	4.62	3.56	4.37	4.09
	S.D.	0.388	1.106	0.508	0.955	0.391	1.016	0.558	0.900
51-60	Mean	4.00	0.00	3.84	3.93	3.62	0.00	3.83	3.72
	S.D.	0.600	0.000	0.150	0.539	0.591	0.000	0.577	0.585
>60	Mean	0.00	0.00	3.90	3.90	4.06	0.00	4.00	4.00
	S.D.	0.000	0.000	0.150	0.150	0.762	0.000	0.000	0.000
Total	Mean	4.08	4.01	3.94	4.02	4.20	4.01	4.04	4.10
	S.D.	0.69	0.618	0.555	0.634	0.628	0.611	0.599	0.596
f-value		0.759				2.330			
p-value		0.580				0.041			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.88 provides a summary of results obtained on mean values of factors affecting consumer attitude with respect to the age-group of respondents in Ahmedabad, Surat and Vadodara. One noticeable statistic was that in Ahmedabad, there were no respondents of the age-group above 60. While, in Surat there were no responses from the age-group of 51 to 60 years and 60 and above. Hence, the overall results with respect to these age-groups especially above 60 represented only Vadodara city. Likewise, for the age-group of 51 to 60 years, the data was representative of Ahmedabad and Vadodara.

The overall mean for the first factor Affinity (Aff) was 4.02 which was at par with the results obtained for previously discussed demographic characteristics. A breakdown of this results city-wise provided some important inputs with regards to the perception and behaviour of respondents. In Ahmedabad, the highest mean was obtained for the age-group of 41 to 50 years (Mean = 4.62), while lowest mean was observed for the age-group of 51 to 60 years (Mean = 4.00). In Surat, the highest mean was recorded for the age-group of 21 to 30 years (Mean = 4.15). The age-group of 41 to 50 years recorded the lowest mean of 3.48. In Vadodara, results were available for all age-groups amongst which the age-group

of 41 to 50 years had the highest mean value of 4.32. On the other hand, the age-group of 51 to 60 years had the lowest mean value of 3.84.

Even though the results obtained from mean analysis were varied with respect to the three cities, ANOVA test did not confirm this heterogeneity. The ANOVA value was insignificant (f-value = 0.759, $p = 0.580$). This meant that the overall behaviour of respondents belonging to different age-groups in the three selected cities was similar.

The second factor affecting consumer attitude, i.e., Awareness (Aw) also recorded a positive mean value of 4.10. A look at the mean values with respect to the three cities provided valuable insight about the perception and behaviour with respect to awareness about organic food products. In Ahmedabad, the highest mean value was observed for the age-group of 41 to 50 years (Mean = 4.62). Whereas, the lowest mean value was observed for the age-group of 51 to 60 years (Mean = 3.62). This trend was identical to that observed for the previous factor Affinity (Aff) in Ahmedabad. In Surat, out of the four age-groups for which results were available, the highest mean was recorded for the age-group of 21 to 30 years (Mean = 4.18), whereas the lowest mean was observed for the age-group of 41 to 50 years (Mean = 3.56). In Vadodara, the age-group of 41 to 50 years recorded the highest mean value of 4.37, while, the age-group of 51 to 60 recorded the lowest mean value (Mean = 3.83). This result, like Ahmedabad, was identical to the results obtained for Vadodara in case of the factor Affinity (Aff).

Though, some of the result trends were highly similar or identical to the first factor, ANOVA test directed at something else. A highly significant ANOVA (f-value = 2.330, $p = 0.041$) showed that there was a difference in the perception and behaviour of the respondents belonging to different age-groups.

Table 5.89 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to age-group.

Age-Group	Consumer Attitude (CA)				
		City			
		A	S	V	O
<20	Mean	4.20	3.84	3.92	4.10
	S.D.	0.628	0.518	0.385	0.596
21-30	Mean	3.80	4.17	3.97	4.00
	S.D.	0.755	0.368	0.555	0.586
31-40	Mean	4.20	3.92	3.98	4.06
	S.D.	0.657	0.526	0.595	0.616
41-50	Mean	4.62	3.52	4.35	4.07
	S.D.	0.389	1.052	0.529	0.923
51-60	Mean	3.81	0.00	3.830	3.82
	S.D.	0.592	0.000	0.497	0.542
>60	Mean	0.00	0.00	3.95	3.95
	S.D.	0.000	0.000	0.072	0.072
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		1.271			
p-value		0.274			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.89 provides details of mean analysis conducted for respondents belonging to different age-groups in the three selected cities of Gujarat as well as a combined result of all the three cities. The overall mean for consumer attitude was 4.03 meaning thereby, a favourable or positive attitude of respondents falling under different age-groups. On comparison of these mean values, it was observed that highest mean value was observed for the age-group between 41 and 50 years in Ahmedabad (Mean = 4.62). On the other side, lowest mean value was detected for the same age-group in the city of Surat (Mean = 3.52). The ANOVA results were not significant (f-value = 1.271, p = 0.274). These results could be interpreted as there was no difference in the views of respondents for consumer attitude even though they belonged to different age-groups. One important fact to be noted here was that, majority of the respondents out of the total sample size of 827 belonged to the age-group of 21 to 30 and 31 to 40 years. These two age-groups accounted for a total of 74.85% of the total responses of which, 46.55% respondents were between the age of 21 and 30 years while, 28.30% respondents were aged between 31 and 40 years. The mean values for both these age-groups were to the north of 3.50 on a 5-point scale. Hence, the overall results were highly favourable.

Table 5.90 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to education of respondents.

Education	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
Under-Graduate	Mean	4.45	4.43	3.90	4.31	4.54	4.37	3.82	4.32
	S.D.	0.507	0.336	0.554	0.528	0.426	0.269	0.513	0.502
Graduate	Mean	3.96	4.01	3.94	3.98	3.85	4.03	4.00	3.95
	S.D.	0.685	0.435	0.623	0.593	0.811	0.535	0.688	0.700
Post-Graduate	Mean	4.09	3.90	3.95	3.99	4.09	3.86	4.11	4.04
	S.D.	0.764	0.451	0.517	0.609	0.774	0.369	0.564	0.617
Doctorate	Mean	3.72	3.38	4.29	3.70	3.59	3.11	4.44	3.57
	S.D.	0.298	1.469	0.587	1.013	0.433	1.457	0.526	1.081
Professional	Mean	3.82	3.94	3.86	3.89	4.04	4.08	4.11	4.08
	S.D.	0.589	0.857	0.332	0.712	0.630	0.676	0.277	0.609
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.03
	S.D.	0.690	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		11.166				11.797			
p-value		0.000				0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

It was observed through the previous tables that, with respect to age-group of the respondents there was a presence of favourable attitude towards organic food products in the three selected cities of Gujarat. Likewise, mean analysis was conducted for the category of education of respondents in order to study whether attitude remained same throughout different levels of education of the respondents in those three cities. In accordance with that, Table 5.90 shows the results of mean analysis for the two factors affecting consumer attitude. Based on the results obtained, it was clear that, there was presence of strong affinity towards organic food products (Mean = 4.02). If this result was to be dissected with respect to education of respondents, in Ahmedabad the highest mean was detected for Under-Graduate respondents (Mean = 4.45). One of the reasons for this high mean value could be the age-group of these respondents. Since, most of them were below the age of 30. They had an inclination towards a healthier and eco-friendly option for food. On the other side, respondents having Doctorates had the lowest mean (Mean = 3.72). Here too, age as a factor could not be ruled out. In Surat, under-graduate respondents again recorded the highest mean value of 4.43. Compared to this, Doctorates recorded the lowest mean value of 3.38. Thus, the trend of results was same for Ahmedabad and Surat with respect

to highest and lowest mean values. As far as Vadodara was concerned, the results were different. In Vadodara, the highest mean value was observed for doctorate respondents (Mean = 4.29), while professional respondents had the lowest mean value of 3.86. Overall, of all the three cities, the value obtained for Vadodara were on the lower side as compared to the other two cities. A look at ANOVA results suggested that, the overall perception of respondents belonging to different educational qualifications was noticeably different. Since, the results were highly significant (f-value = 11.166, p = 0.000).

For the factor Awareness (Aw), the overall mean was highly similar to the previous factor Affinity (Aff). The overall mean for Awareness (Aw) was obtained as 4.03 which again underlined favourable or positive behaviour of respondents. If we have a look at the data city-wise, in Ahmedabad, the highest mean was obtained for under-graduate respondents (Mean = 4.54). While the lowest mean was obtained for Doctorates (Mean = 3.59). In Surat, the results were like a mirror image of Ahmedabad, the highest mean was recorded for the category 'Under-Graduate' (Mean = 4.37) while, the lowest mean was recorded for the category 'Doctorate' (Mean = 3.11). Though, the mean value of doctorate respondents was one of the lowest mean values obtained in this research, it did not have a highly significant impact on the overall value because of the small sample size obtained for this category (Sample size = 12). With respect to the city of Vadodara, the highest mean was observed for Doctorate respondents (Mean = 4.44). On the other hand, Under-Graduate respondents had the lowest mean value of 3.82. Like the previous factor, ANOVA results were highly significant (f-value = 11.797, p = 0.000) indicating a difference in perception between respondents having different educational qualifications in the three selected cities of Gujarat.

Table 5. 91 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to education of respondents.

Education	Consumer Attitude (CA)				
		City			
		A	S	V	O
Under-Graduate	Mean	4.50	4.40	3.86	4.31
	S.D.	0.457	0.294	0.502	0.500
Graduate	Mean	3.90	4.02	3.97	3.96
	S.D.	0.732	0.445	0.642	0.624
Post-Graduate	Mean	4.09	3.88	4.03	4.01
	S.D.	0.762	0.390	0.513	0.596
Doctorate	Mean	3.65	3.25	4.36	3.63
	S.D.	0.366	1.444	0.555	1.033
Professional	Mean	3.93	4.01	3.98	3.98
	S.D.	0.596	0.751	0.180	0.639
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		11.734			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.91 shows the overall consumer attitude towards organic food products with respect to the education of respondents. An overall mean value of 4.03 was interpreted as positive or favourable attitude. A look at the table further showed that the highest mean was observed for under-graduate respondents in Ahmedabad (Mean = 4.50). Compared to this, the lowest mean value was recorded for Doctorate respondents in Surat (Mean = 3.25). Thus, the range between highest mean and lowest mean was a bit on the wider side for this demographic characteristic in comparison to others. Based on ANOVA results (f-value = 11.734, p = 0.000), an inference was drawn that there exists a difference in the perception and behaviour of respondents having different educational qualification towards organic food products in the three selected cities of Gujarat.

Table 5.92 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to occupation of respondents.

Occupation	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
Service	Mean	4.04	3.99	3.93	4.00	4.04	3.94	4.06	4.02
	S.D.	0.538	0.519	0.608	0.551	0.653	0.581	0.629	0.629
Profession	Mean	3.69	3.93	3.90	3.85	3.63	3.90	3.98	3.85
	S.D.	0.824	0.564	0.586	0.662	0.880	0.607	0.669	0.728
Business	Mean	4.53	3.95	4.01	4.17	4.44	4.11	4.09	4.22
	S.D.	0.746	0.623	0.527	0.697	0.903	0.499	0.514	0.687
Home-maker	Mean	4.03	4.18	3.95	4.08	4.05	4.13	4.01	4.08
	S.D.	0.752	0.788	0.343	0.699	0.627	0.746	0.485	0.651
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.03
	S.D.	0.690	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		7.213				8.336			
p-value		0.000				0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Occupation is to a great extent, the result of education. Most of the people pursue their occupations on the basis of the field of their education. In this research, the highest number of respondents belonged to service class (45.90%). This implied that, the overall mean values for the two factors as well as the resultant consumer attitude were majorly influenced by the mean values obtained for service class respondents. For instance, the overall mean for Affinity (Aff) was 4.02 compared to this, the mean value for service class was 4.00, 'Profession' was 3.85, 'Business' was 4.17 and 'Home-makers' was 4.08. The overall mean value was adjacent to the mean value of service class.

If the results were to be analysed city-wise, in Ahmedabad, the highest mean was recorded for the occupation 'Business' (Mean = 4.53). Compared to this, the category 'Profession' had the lowest mean (Mean = 3.69). In Surat, 'Home-makers' had the highest mean value of 4.18, while, business class had the least mean value of 3.95. In Vadodara, business class was observed to be having the highest mean of 4.01, whereas respondents belonging to the occupation 'Profession' had the lowest mean of 3.90. In order to further understand whether there was any difference in the perception of respondents belonging to different occupations spread across the three selected cities, ANOVA test was carried out. The

results were highly significant (f-value = 7.213, p = 0.000). From these significant values it was inferred that there existed a difference in the perception.

As far as the second factor Awareness (Aw) was concerned, an overall mean value of 4.03 was interpreted as a favourable response with respect to organic food products by respondents belonging to different occupations. In order to understand the perception or behaviour of respondents, mean analysis was considered appropriate, like it was in case of other demographic variables. In Ahmedabad, business class had the highest mean of 4.44. Compared to this, respondents belonging to the occupational category 'Profession' had the lowest mean of 3.63. The predominant class i.e., 'Service class' had a positive mean of 4.04. In Surat, home-makers registered the highest mean value of 4.13, while 'Profession' registered the lowest mean value of 3.90. In Vadodara, the highest mean value was obtained for Business class (Mean = 4.09). On the other hand, 'Profession' yet again recorded the lowest mean value (Mean = 3.98). All these differing values meant that, there was a significant difference in the opinion of respondents belonging to different occupations spread across the three cities i.e., Ahmedabad, Surat and Vadodara. This inference was drawn from the ANOVA results obtained (f-value = 8.336, p = 0.000).

Table 5. 93 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to occupation of respondents.

Occupation	Consumer Attitude (CA)				
		City			
		A	S	V	O
Service	Mean	4.04	3.96	4.00	4.01
	S.D.	0.578	0.526	0.596	0.568
Profession	Mean	3.66	3.91	3.94	3.85
	S.D.	0.841	0.548	0.611	0.674
Business	Mean	4.48	4.02	4.05	4.19
	S.D.	0.823	0.545	0.471	0.672
Home-maker	Mean	4.04	4.16	3.98	4.08
	S.D.	0.681	0.751	0.397	0.66
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		8.293			
p-value		0.000			

Since, the mean values for the two factors i.e., Affinity (Aff) and Awareness (Aw) were favourable, the overall consumer attitude was also seen as favourable (Mean = 4.03). A break up of this result showed that, the highest mean was obtained for the occupation ‘Business’ in Ahmedabad (Mean = 4.48), whereas, the lowest mean was obtained for the occupation ‘Profession’ (Mean = 3.66) again in Ahmedabad. The most dominant occupation i.e., ‘Service’ recorded a highly consistent favourable value of 4.04, 3.96 and 4.00 in Ahmedabad, Surat and Vadodara respectively. Though all the values were pointing towards a highly favourable consumer attitude towards organic food products, there was a difference in the opinion of respondents belonging to different occupations in the three cities. This result was validated by the ANOVA test (f-value = 8.293, p = 0.000).

Table 5.94 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to the income of respondents.

Income (Rs. in Lakhs /p.a.)	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
<2.00	Mean	4.06	3.91	3.94	4.00	4.15	3.86	4.06	4.07
	S.D.	0.721	0.878	0.473	0.690	0.719	0.821	0.474	0.681
2.01-4.00	Mean	3.65	4.20	4.18	4.06	3.60	4.21	4.31	4.08
	S.D.	0.647	0.426	0.496	0.555	0.681	0.358	0.467	0.554
4.01-6.00	Mean	3.97	3.76	3.82	3.82	3.66	3.75	3.85	3.77
	S.D.	0.698	0.630	0.662	0.655	0.969	0.660	0.775	0.764
6.01-8.00	Mean	3.98	3.76	3.81	3.93	3.77	3.55	4.00	3.75
	S.D.	0.442	0.187	0.449	0.414	0.589	0.217	0.152	0.523
>8.00	Mean	4.56	4.27	3.95	4.37	4.62	4.41	4.03	4.45
	S.D.	0.512	0.501	0.479	0.554	0.430	0.451	0.470	0.497
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.03
	S.D.	0.690	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		14.989				23.911			
p-value		0.000				0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With reference to the demographic variable income, the results were highly favourable. For the factor Affinity (Aff), the overall mean obtained was 4.02 which was very similar to the previous results obtained for other demographic variables. If this mean value was to be further analysed, in Ahmedabad the highest mean value was observed for respondents earning more than Rs. 8.00 lacs per annum (Mean = 4.56). Compared to this, respondents

earning income between Rs.2.01 and Rs.4.00 lacs per annum had the lowest mean value (Mean = 3.65). In Surat too, respondents earning more than Rs. 8.00 lacs per annum recorded the highest mean value (Mean = 4.27). The lowest mean value was observed for two categories of incomes i.e., Rs. 4.01 to Rs 6.00 and Rs. 6.01 to Rs. 8.00 lacs per annum (Mean = 3.76). In Vadodara, the results were different. Respondents earning between Rs. 2.01 to Rs. 4.00 lacs per annum had the highest mean value (Mean = 4.18). While, respondents earning between Rs. 6.01 to Rs. 8.00 lacs per annum had the lowest mean value (Mean = 3.81). The ANOVA results indicated that, respondents falling in different income groups showed significant difference in their perceptions with regards to the factor Affinity (Aff) (f-value = 14.989, p = 0.000).

With respect to the second factor, Awareness (Aw), the overall mean value was 4.03. this favourable mean was due to the results obtained for various income categories in the three selected cities. In Ahmedabad, the overall mean was 4.06. Further analysis revealed that the highest mean value was obtained for respondents earning more than Rs. 8.00 lacs per annum (Mean = 4.62). Compared to this, respondents earning annual incomes between Rs. 2.01 to Rs. 4.00 lacs had the least mean values (Mean = 3.60). In Surat, the overall mean score was 4.01. Respondents having income Rs. 8.00 lacs per annum had the highest mean score (Mean = 4.41). On the other hand, respondents earning between Rs. 6.01 to Rs. 8.00 lacs had the lowest mean score of 3.55. In Vadodara, the overall mean for this factor was 4.04. Respondents earning between Rs. 2.01 to Rs. 4.00 lacs recorded the highest mean value of 4.31, while the respondents belonging to the income group of Rs. 4.01 to Rs. 6.00 lacs per annum had the lowest mean value (Mean = 3.85). Though overall, across various income groups, the results were highly positive and similar in quantitative terms. However, ANOVA revealed that there was a significant difference in the perception of these respondents in Ahmedabad, Surat and Vadodara (f-value = 23.911, p = 0.000).

Table 5.95 Mean analysis for measuring consumer attitude for organic food products in the selected cities of Gujarat with reference to the income of respondents.

Income (Rs. in Lakhs /p.a.)	Consumer Attitude (CA)				
		City			
		A	S	V	O
<2.00	Mean	4.10	3.89	4.00	4.04
	S.D.	0.709	0.849	0.460	0.676
2.01-4.00	Mean	3.63	4.20	4.24	4.07
	S.D.	0.650	0.337	0.441	0.522
4.01-6.00	Mean	3.82	3.76	3.83	3.80
	S.D.	0.831	0.614	0.686	0.680
6.01-8.00	Mean	3.88	3.66	3.91	3.84
	S.D.	0.503	0.204	0.300	0.452
>8.00	Mean	4.59	4.33	3.99	4.41
	S.D.	0.467	0.472	0.465	0.520
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		20.177			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Since, the mean values for both the factors across different income groups were favourable, the overall consumer attitude for organic food products was also favourable (Mean = 4.03). If this mean value was to be micro-analysed, all the mean values with respect to respondents categorised in to different income ranges, the highest mean was obtained for respondents earning more than Rs. 8.00 lacs per annum in Ahmedabad (Mean = 4.59). On the other side, respondents earning between Rs. 2.01 to Rs. 4.00 lacs per annum in Ahmedabad, recorded the lowest mean values (Mean = 3.63). These values suggested that the rest of the mean values across different income groups in the three selected cities were ranged between 4.59 and 3.63 which again justified the overall positive attitude towards organic food products. ANOVA indicated that just like its factors, even though overall consumer attitude was favourable across income groups, there was a significant difference in the perception of respondents (f-value = 20.177, p = 0.000).

Table 5.96 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to the family size.

Family Size	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
01-04	Mean	4.12	4.23	3.89	4.09	4.11	4.21	3.94	4.10
	S.D.	0.649	0.449	0.602	0.596	0.696	0.462	0.659	0.632
05-07	Mean	3.81	3.79	4.05	3.88	3.71	3.80	4.19	3.90
	S.D.	0.788	0.449	0.460	0.591	0.897	0.508	0.480	0.680
>07	Mean	4.53	3.57	3.71	3.90	4.62	3.63	4.04	4.00
	S.D.	0.383	0.997	0.470	0.904	0.394	0.929	0.233	0.858
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.03
	S.D.	0.69	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		10.463				6.927			
p-value		0.000				0.001			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The penultimate demographic variable in this research was family size of respondents. As per Table 5.96, the mean values for both the factors were favourable. With reference to the first factor Affinity (Aff) the overall mean value was 4.02. If this value was to be further analysed, in Ahmedabad, the highest mean was recorded for respondents having family size greater than 7 (Mean = 4.53). This result was positively surprising, since there is a general perception about organic food products being high priced in comparison to their conventional counter parts. Compared to this, respondents belonging to family size between 05 to 07 members had the lowest mean value (Mean = 3.81). One noticeable fact here was that, out of the total sample size, majority of the respondents (63.36%) belonged to the family size of 01 to 04 members. Therefore, while analysing the mean values, this proportion was an important factor to be considered in interpretation of the mean values. In Surat, the highest mean was recorded for respondents with family size between 01 to 04 members (Mean = 4.23). While, respondents having family size of more than 07 members had the lowest mean value (Mean = 3.57). In Vadodara, the highest mean was observed for respondents in the family size between 05 to 07 members (Mean = 4.05). Respondents belonging to family size of more than 07 members had the lowest mean value (Mean = 3.71). As mentioned earlier, respondents belonging to family size of 01 to 04 members had the highest representation in this research. Therefore, examining the mean values of this group was imperative. It was observed that mean values of this group across the three cities were positive. For this category, Surat city recorded the highest mean value of 4.23

followed by Ahmedabad which was 4.12 and Vadodara which was 3.89. In order to study the homogeneity of behaviour of respondents, ANOVA test was applied. It was observed that, the resulting f-value was highly significant at 10.463 ($p = 0.000$). Highly significant ANOVA results suggested heterogenous behaviour of respondents having different family sizes.

The overall mean for the factor Awareness (Aw) was 4.03. In Ahmedabad, the highest mean was once again recorded for respondents belonging to family size of more than 07 members (Mean = 4.62). While, respondents having family size of 05 to 07 members had lowest mean value (Mean = 3.71). In Surat, respondents belonging to family size of 01 to 04 members yielded the highest mean value of 4.21, while those belonging to the family size of more than 07 members yielded the lowest mean values (Mean = 3.63). In Vadodara, respondents having family size of 05 to 07 members had the highest mean of 4.19, while those having family size of 01 to 04 members had the lowest mean (Mean 3.94). Like the previous factor, it was important to examine the mean values of the largest group in the sample i.e., respondents belonging to family size of 01 to 04 members once again the trends were similar to that for the factor Affinity (Aff). Surat recorded the highest mean value of 4.21 followed by Ahmedabad at 4.11 and Vadodara at 3.94. ANOVA results were significant (f-value = 6.927, $p = 0.001$). This showed the lack of homogeneity in the responses obtained for individuals belonging to different family sizes in Ahmedabad, Surat and Vadodara.

Table 5.97 Mean analysis for measuring consumer attitude for organic food products in three selected cities of Gujarat with reference to the family size.

Family Size	Consumer Attitude (CA)				
		City			
		A	S	V	O
01-04	Mean	4.11	4.22	3.92	4.10
	S.D.	0.659	0.426	0.612	0.596
05-07	Mean	3.76	3.80	4.12	3.89
	S.D.	0.828	0.431	0.437	0.608
>07	Mean	4.57	3.60	3.88	3.95
	S.D.	0.385	0.953	0.193	0.868
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		8.947			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Table 5.97 shows the results obtained for consumer attitude towards organic food products. An overall mean value of 4.03 meant favourable attitude. The table further showed that the highest mean was recorded for respondents belonging to the family size of more than 07 members in Ahmedabad (Mean = 4.57). On the other hand, the lowest mean was recorded for respondents belonging to the same family size, but in Surat (Mean = 3.60). The ANOVA results were highly significant (f-value = 8.947, p = 0.000). This meant that, there was no similarity between respondents having different family sizes in Ahmedabad, Surat and Vadodara.

Table 5.98 Mean analysis for factors affecting consumer attitude for organic food products in three selected cities of Gujarat with reference to the family type.

Family Type	Factors								
		Affinity (Aff)				Awareness (Aw)			
		A	S	V	O	A	S	V	O
Nuclear	Mean	4.04	4.11	3.93	4.03	4.02	4.12	3.97	4.04
	S.D.	0.751	0.559	0.556	0.643	0.792	0.536	0.589	0.662
Joint	Mean	4.13	3.82	3.97	3.99	4.11	3.80	4.17	4.02
	S.D.	0.572	0.679	0.556	0.618	0.708	0.685	0.600	0.691
Total	Mean	4.08	4.01	3.94	4.02	4.06	4.01	4.04	4.03
	S.D.	0.69	0.618	0.555	0.634	0.762	0.611	0.599	0.672
f-value		0.823				0.124			
p-value		0.364				0.724			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Data was collected from respondents to study the family type they belong to. By studying respondents' family type, an insight could be obtained as to the overall attitude formation as well as the impact family type is likely to have on overall attitude and its factors. According to the results obtained, the overall mean for the factor Affinity (Aff) was 4.02. If a comparison is to be drawn between the mean values for nuclear and joint families, it was observed that the mean values for both the family types were quite similar. The overall mean for nuclear families was 4.03 while, that for joint families was marginally lower at 3.99. These mean values were highly encouraging with respect to analysing the attitude towards organic food products. A look at these values with respect to the three selected cities showed that in Ahmedabad the mean for nuclear families was 4.04 while, that for joint families was higher at 4.13. In Surat, nuclear families had a mean value of 4.11, while joint families had a mean value of 3.82. Compared to this, in Vadodara, the mean values for respondents belonging to nuclear families was 3.93 while, their counterparts from joint families had a slightly higher mean value of 3.97. Though the values were different for both the categories in the three selected cities, ANOVA results (f-value = 0.823, p = 0.364) indicated that the perception or behaviour of respondents belonging to the two-family types was similar.

For the second factor i.e., Awareness (Aw) the overall mean was also favourable at 4.03. There was negligible difference between the mean values obtained for nuclear families (Mean = 4.04) and joint families (Mean = 4.02). If this data was further probed into with respect to the three cities, in Ahmedabad, joint families recorded a slightly higher mean of

4.11 as compared to the nuclear families where the mean value was 4.02. In Surat, the results were reciprocal. Nuclear families had a mean of 4.12 while joint families had a marginally lower mean of 3.80. In Vadodara, like Ahmedabad, joint families had a higher mean of 4.17 in comparison to the nuclear families where the mean was 3.97. Based on ANOVA results (f-value = 0.124, p = 0.724) it was clear that there was no difference in the perception of respondents belonging to the two different family types across Ahmedabad, Surat and Vadodara.

The overall consumer attitude for organic food products was observed to be favourable across the two family types in the three cities. The highest mean was observed for joint families in Ahmedabad city while, the lowest mean was also seen in case of joint families but for the city of Surat. ANOVA test revealed that there was no significant difference in the behaviour of both the family types across the three selected cities (f-value = 0.414, p = 0.520).

Table 5.99 Mean analysis for consumer attitude for organic food products in the selected cities of Gujarat with reference to the family type.

Family Type	Consumer Attitude (CA)				
		City			
		A	S	V	O
Nuclear	Mean	4.03	4.11	3.95	4.04
	S.D.	0.759	0.522	0.549	0.634
Joint	Mean	4.12	3.81	4.07	4.01
	S.D.	0.627	0.656	0.552	0.632
Total	Mean	4.07	4.01	3.99	4.03
	S.D.	0.713	0.589	0.552	0.633
f-value		0.414			
p-value		0.520			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The overall mean for both the types of families was exceeding 4.00 which suggested a highly favourable consumer attitude. From the results obtained, it was seen that the highest mean was observed for joint families in Ahmedabad (Mean = 4.12). On the other hand, the lowest mean was observed for joint families in Surat. One thing was very clear from these values that, all the means were in the range of being 'favourable' to 'highly favourable'. However, the ANOVA was not significant (f-value = 0.414, p = 0.520). This indicated that there was no difference in the perception of respondents residing in the selected cities of

Gujarat. From the analysis conducted for examining consumer attitude towards organic food products in the three selected cities of Gujarat, the null hypothesis was rejected and the alternate hypothesis was accepted as follows.

H_A: There was a significantly favourable attitude towards organic food products in the three selected cities of Gujarat.

Through the second hypothesis, it was established statistically that there was favourable attitude towards organic food products in the three selected cities of Gujarat. It was further clear that there was positive affinity and awareness regarding organic food products. Like the first hypothesis, it was thought appropriate to further scrutinize the inter-relationship between three variables covered under the second hypothesis i.e., Affinity (Aff), Awareness (Aw) and Consumer Attitude (CA). In order to do that, Pearson's Correlation Coefficient was calculated and construed. The results of correlation analysis can be seen in Table 5.100.

Table 5.100 Correlation analysis between factors affecting of consumer attitude and consumer attitude towards organic food products in three selected cities of Gujarat.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)
Affinity (Aff)	Pearson Correlation	1	.878**	.967**
	Sig. (2-tailed)		0.000	0.000
	N		827	827
Awareness (Aw)	Pearson Correlation		1	.971**
	Sig. (2-tailed)			0.000
	N			827
Consumer Attitude (CA)	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

Based on results of Pearson's correlation, it was clear that there was a strong positive correlation amongst all the three variables. The table showed that both the factors affecting consumer attitude showcased a strong positive correlation amongst themselves ($r = 0.878$, $p = 0.000$). These values meant that both these factors had a direct positive influence on each other. In other words, it could be interpreted that, higher awareness about organic food products resulted into higher affinity and vice-versa. The purpose of carrying out correlation analysis was to understand the influence of these two factors on consumer attitude. The results obtained were highly encouraging. It was observed that both the factors

had significantly high positive correlation with consumer attitude. The correlation coefficient between Affinity (Aff) and Consumer Attitude was 0.967 ($p = 0.000$). This indicated that higher the affinity higher would be the consumer attitude. Similarly, the correlation coefficient between Awareness (Aw) and Consumer Attitude (CA) was 0.971 ($p = 0.000$) which meant that higher awareness levels led to favourable attitude towards organic food products. Thus, it was observed that, correlation coefficients between the three variables were in excess of 0.870 indicating a significant inter-relationship between the factors and resulting consumer attitude. Through these results it was further proved that higher the mean values for factors, higher would be the mean values for consumer attitude which was the scenario witnessed during testing of H_2 .

The previous analysis provided a summary of inter-relationship between factors affecting attitude and consumer attitude for the entire sample size of 827 respondents. The following analysis was carried out to study the same relationships but at individual city level. Table 5.101 provides results of correlation analysis for the city of Ahmedabad.

Table 5.101 Correlation analysis between factors affecting of consumer attitude and consumer attitude towards organic food products in the city of Ahmedabad.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)
Affinity (Aff)	Pearson Correlation	1	.928**	.980**
	Sig. (2-tailed)		0.000	0.000
	N		333	333
Awareness (Aw)	Pearson Correlation		1	.983**
	Sig. (2-tailed)			0.000
	N			333
Consumer Attitude (CA)	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

Overall, it was observed that there was strong positive correlation between all the three variables i.e., Affinity (Aff), Awareness (Aw) and Consumer Attitude (CA). As far as the factors affecting consumer attitude were concerned, the correlation coefficient obtained was 0.928 ($p = 0.000$) which implied that, both the factors were highly correlated. Similarly, both the factors had a strong positive correlation with consumer attitude. The correlation

coefficient between Affinity (Aff) and Consumer Attitude (CA) was 0.980 ($p = 0.000$) while, that between Awareness (Aw) and Consumer Attitude (CA) was observed at 0.983 ($p = 0.000$). Both these correlation coefficients were almost near 1.

Table 5.102 Correlation analysis between factors affecting of consumer attitude and consumer attitude towards organic food products in the city of Surat.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)
Affinity (Aff)	Pearson Correlation	1	.841**	.960**
	Sig. (2-tailed)		0.000	0.000
	N		276	276
Awareness (Aw)	Pearson Correlation		1	.958**
	Sig. (2-tailed)			0.000
	N			276
Consumer Attitude (CA)	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

Just like Ahmedabad, Surat also witnessed a strong positive correlation between the three variables. The correlation coefficient between Affinity (Aff) and Awareness (Aw) was 0.841 ($p = 0.000$). Similarly, both the factors were positively correlated with Consumer Attitude (CA). The correlation coefficient observed for Affinity (Aff) and Consumer Attitude (CA) was 0.960 ($p = 0.000$) while, for Awareness (Aw) and Consumer Attitude (CA) was 0.958 ($p = 0.000$).

Table 5.103 Correlation Analysis between factors affecting of consumer attitude and consumer attitude towards organic food products in the city of Vadodara.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)
Affinity (Aff)	Pearson Correlation	1	.825**	.952**
	Sig. (2-tailed)		0.000	0.000
	N		218	218
Awareness (Aw)	Pearson Correlation		1	.959**
	Sig. (2-tailed)			0.000
	N			218
Consumer Attitude (CA)	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

The trend of results further continued for Vadodara. The correlation coefficient for Affinity (Aff) and Awareness (Aw) was 0.825 (p = 0.000) which implied high positive correlation. Similarly, the correlation between both the factors and consumer attitude was also positive and high. The correlation coefficient between Affinity (Aff) and Consumer Attitude (CA) was 0.952 (p = 0.000) and between Awareness (Aw) and Consumer Attitude (CA) was 0.959 (p = 0.000).

Thus, in case of all the three cities individually, it was observed that there was high positive correlation between the three variables under consideration. Since, the results obtained from correlation analysis were highly significant, there existed a statistical feasibility for carrying out regression analysis and define a model for measuring consumer attitude towards organic food products.

$$YI = \beta 0 + \beta 1 X1i + \beta 2 X2i + \mu i \dots\dots\dots(9)$$

In this equation (9),

- Y** = Consumer Attitude (CA)
- X1** = Affinity (Aff)
- X2** = Awareness (Aw)
- i** = Sample size from 1 to 827
- μ** = Random Error

Table 5.104 Linear Regression Modelling to predict consumer attitude from its factors for organic food products.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.899 ^a	0.808	0.813	0.00328	1.851

a. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

b. Dependent Variable: Consumer Attitude (CA)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	331.079	2	165.540	15351735.810	.000 ^b
	Residual	0.009	824	0.000		
	Total	331.088	826			

a. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

b. Dependent Variable: Consumer Attitude (CA)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.001	0.001		-1.958	0.051
	Affinity (Aff)	0.502	0.000	0.502	1333.619	0.000
	Awareness (Aw)	0.499	0.000	0.530	1406.238	0.000

a. Dependent Variable: Consumer Attitude (CA)

$$\text{Consumer Attitude (CA)} = -0.001 + 0.502\text{Aff} + 0.530\text{Aw} \dots\dots\dots(10)$$

The results of the above shown regression model were highly significant. As shown in Equation no.10 a change of 1 unit in consumer attitude is caused by 0.502 change in Affinity and 0.530 change in Awareness. The R² was statistically acceptable. Durbin-Watson value was observed to be 1.851. this value was within the tolerance limits of 1.50 to 2.50 suggesting minimal auto-correlation. Finally, the model was highly significant as

suggested by ANOVA results (f-value = 15351735.810, p = 0.000). Thus, on the basis of the key results obtained through regression modelling, it was observed that attitude for organic food products was significantly impacted by its two factors Affinity (Aff) and Awareness (Aw). After observing the encouraging results for the total sample size of 827 respondents, city-wise regression modelling was also carried out to study the impact of factors affecting attitude on consumer attitude for each city individually.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots(11)$$

In this Equation (11),

- Y*** = Consumer Attitude (CA)
- X1*** = Affinity (Aff)
- X2*** = Awareness (Aw)
- i*** = Sample size from 1 to 333
- μ** = Random Error

Table 5.105 Linear Regression Modelling to predict consumer attitude from its factors for organic food products for Ahmedabad.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.889 ^a	0.790	0.793	0.00291	1.813

a. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

b. Dependent Variable: Consumer Attitude (CA)

B. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.540	2	84.270	9980563.007	.000 ^b
	Residual	0.003	330	0.000		
	Total	168.543	332			

a. Dependent Variable: Consumer Attitude (CA)

b. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.001	0.001		-1.311	0.191
	Affinity (Aff)	0.502	0.001	0.486	808.960	0.000
	Awareness (Aw)	0.498	0.001	0.532	886.399	0.000

a. Dependent Variable: Consumer Attitude (CA)

$$\text{Consumer Attitude (CA)} = -0.001 + 0.486\text{Aff} + 0.532\text{Aw} \dots\dots\dots(12)$$

Like overall, the results obtained for Ahmedabad city were also encouraging and significant. In Ahmedabad, a change of 1 unit in consumer attitude towards organic food

products was caused by 0.486 change in Affinity (Aff) and 0.532 change in Awareness. Since both the coefficients were positive, it could be said that the relationship was direct. In Ahmedabad city too, the value R^2 was statistically acceptable. Durbin- Watson value was 1.813 which was well within the acceptable range of 1.50 to 2.50. This implied that, auto-correlation was minimal. The third important result i.e., ANOVA was highly significant (f-value = 9980563.007, p = 0.000). This meant that, the regression model was statistically reliable and acceptable.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots(13)$$

In this Equation (13),

Y = Consumer Attitude (CA)

X_1 = Affinity (Aff)

X_2 = Awareness (Aw)

i = Sample size from 1 to 276

μ = Random Error

Table 5.106 Linear Regression Modelling to predict consumer attitude from its factors for organic food products for Surat city.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.934 ^a	0.872	0.876	0.00359	1.957

a. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

b. Dependent Variable: Consumer Attitude (CA)

B. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	95.480	2	47.740	3702660.133	.000 ^b
	Residual	0.004	273	0.000		
	Total	95.484	275			

a. Dependent Variable: Consumer Attitude (CA)

b. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.000	0.001		-0.162	0.872
	Affinity (Aff)	0.503	0.001	0.527	775.740	0.000
	Awareness (Aw)	0.497	0.001	0.515	758.155	0.000

a. Dependent Variable: Consumer Attitude (CA)

$$\text{Consumer Attitude (CA)} = 0.527\text{Aff} + 0.515\text{Aw} \dots\dots\dots(14)$$

[Here constant = 0.000.]

The trends of positive and significant results continued for Surat city as well. Here, a change of 1 unit in consumer attitude for organic food products was the result of change in 0.527 Affinity (Aff) and 0.515 change in Awareness (Aw). R² was acceptable. Durbin-Watson value was 1.957 which was again nearest to 2.00 when compared to the overall results as well as those for Ahmedabad city. Thus auto-correlation was minimal. Finally, ANOVA

test was highly significant (f-value = 3702660.133, p = 0.000). which meant that, the regression equation was statistically valid.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots(15)$$

In this Equation (15),

Y = Consumer Attitude (CA)

X_1 = Affinity (Aff)

X_2 = Awareness (Aw)

i = Sample size from 1 to 218

μ = Random Error

Table 5.107 Linear Regression Modelling to predict consumer attitude from its factors for organic food products for Vadodara city.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.917 ^a	0.840	0.856	0.00323	1.929

a. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

b. Dependent Variable: Consumer Attitude (CA)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.139	2	33.069	3173069.819	.000 ^b
	Residual	0.002	215	0.000		
	Total	66.141	217			

a. Dependent Variable: Consumer Attitude (CA)

b. Predictors: (Constant), Awareness (Aw), Affinity (Aff)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.004	0.002		-2.491	0.013
	Affinity (Aff)	0.500	0.001	0.503	715.859	0.000
	Awareness (Aw)	0.501	0.001	0.544	774.126	0.000

a. Dependent Variable: Consumer Attitude (CA)

$$\text{Consumer Attitude (CA)} = -0.004 + 0.503\text{Aff} + 0.544\text{Aw} \dots\dots\dots(16)$$

Of the three cities, Vadodara was the smallest city. That maybe the case, but the results were highly significant and encouraging for organic food products. As per equation (16), a change in attitude was impacted by Affinity (Aff) to the extent of 0.503 and Awareness to the extent of 0.544. Here also the R² was in the acceptable range. Like Surat, Durbin-Watson value was 1.929 which was near the benchmark value of 2.00. The regression

equation was statistically reliable based on ANOVA test results (f-value = 3173069.819, p = 0.000).

Based on the inferences drawn from four regression equations, one noticeable fact was that in all the cases, the coefficients for independent variables i.e., Affinity (Aff) and Awareness (Aw) were highly significant ($p < 0.05$). This implied that for all the three cities as well as overall the independent variable was having a positive impact on the dependent variable i.e., consumer attitude. Thus, consumer attitude was positively impacted by its factors.

H₃: There is lack of significant purchasing intention for organic food products in the three selected cities of Gujarat.

Through H₁ and H₂, it was statistically established that there was high consumer involvement and favourable consumer attitude for organic food products in the three selected cities of Gujarat i.e., Ahmedabad, Surat and Vadodara. It was also observed that there existed a high positive correlation between antecedents of consumer involvement and involvement. Similarly, there was high positive correlation between factors affecting consumer attitude and consumer attitude. Having determined the inferences of these variables in this research, the next logical part to be tested was the overall purchasing intention for organic food products. Accordingly, H₃ was designed to test the assumption regarding purchasing intention.

Table 5.108 shows the summary of test statistics with respect to purchasing intention for organic food products.

Table 5.108 Mean analysis for purchasing intention towards organic food products in the selected cities of Gujarat.

City	Mean	S.D.	t-value	Sig.
Ahmedabad	4.00	0.687	106.393	0.000
Surat	4.05	0.643	104.786	0.000
Vadodara	4.07	0.615	97.632	0.000
Total	4.04	0.654	177.62	0.000

The above table 5.108 clearly shows that there was a favourable purchasing intention towards organic food products. The overall mean value of 4.04 out of 5 justifies the argument. The results were further dissected city wise and it was observed that all the cities showed a positive trend. The mean values for all the three cities were almost identical with marginal differences ranging around 0.07 on a five-point scale. The highest mean was obtained for Vadodara followed by Surat and lastly Ahmedabad. It was observed that the smaller the city, the higher was the mean.

After examining the overall purchasing intention for organic food products city wise, responses were examined with respect to the demographic characteristics of the respondents spread across the three cities as was carried out for consumer involvement and consumer attitude.

Table 5.109 Means analysis for examining purchasing intention towards organic food products with respect to the gender of respondents in the selected cities of Gujarat.

Gender		Purchasing Intention (PI)			
		City			
		A	S	V	O
Female	Mean	3.99	4.09	4.15	4.01
	S.D.	0.721	0.580	0.495	0.679
Male	Mean	4.02	4.02	3.99	4.07
	S.D.	0.658	0.687	0.705	0.623
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.064	0.615	0.654
f-value		1.425			
p-value		0.225			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With respect to gender of the respondents, the overall purchasing intention was observed to be on the positive side (Mean = 4.04). This meant that across both the genders, respondents showed an inclination towards purchasing organic food products. The mean values for both, male and female were above 4 which implied a positive response. A look at the results city wise further strengthened the argument.

In Ahmedabad, the mean value obtained was 4.00. Males averaged at 4.02 while females averaged marginally lower at 3.99. In the second city i.e., Surat, the overall city mean was 4.05. Females had a better mean of 4.09, while male respondents averaged slightly lower at 4.02. In the third city which was Vadodara, the overall mean was highest amongst all the three cities (Mean = 4.07). Female respondents again surpassed their male counterparts in the mean values. Females had an average of 4.15 while male respondents returned an average of 3.99.

These results showed a highly positive trend throughout the three cities and across both the genders. ANOVA results were insignificant (f-value = 1.425, p = 0.225) indicating that there was no significant difference in the behaviour of males as compared to females in the three elected cities of Gujarat. In other words, there was homogeneity in the behaviour of respondents belonging to both the genders.

Table 5.110 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to marital status.

Marital Status		Purchasing Intention (PI)			
		City			
		A	S	V	O
Married	Mean	4.01	4.02	4.17	4.05
	S.D.	0.750	0.723	0.621	0.713
Unmarried	Mean	3.99	4.09	3.97	4.02
	S.D.	0.599	0.547	0.597	0.582
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		0.511			
p-value		0.475			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With respect to marital status of the respondents in all the three cities, the results showed existence of purchasing intention for organic food products. The overall mean obtained was 4.04 for a total of 827 respondents spread across all the three selected cities of Gujarat. It was also observed that the overall mean for married respondents (Mean = 4.05) was marginally higher than those who were unmarried (Mean = 4.02).

A look at the data city wise also hinted at positive results. In Ahmedabad, the city mean was 4.00 while that for married respondents was at a similar level of 4.01 and that for unmarried respondents at 3.99. In case of Surat city, the overall mean was a bit higher at 4.05. This mean value was the result of positive mean values for both the category of respondents. Married respondents yielded a mean value of 4.02, while unmarried had a mean of 4.09. Once again of the three cities, Vadodara had the highest overall mean of 4.07. In Vadodara, the mean purchasing intention for married respondents was very impressive at 4.17 while that for unmarried respondents was a bit lower at 3.97. Thus, all the mean values recorded or respondents with respect to marital status were positive.

ANOVA results were not significant (f-value = 0.511, p = 0.475) which implied that there was homogeneity in the behaviour of respondents in Ahmedabad, Surat and Vadodara with respect to marital status.

Table 5.111 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to age-group of respondents.

Age-group		Purchasing Intention (PI)			
		City			
		A	S	V	O
< 20	Mean	4.02	3.42	3.93	3.93
	S.D.	0.552	0.757	0.742	0.639
21 - 30	Mean	3.84	4.19	3.98	4.02
	S.D.	0.838	0.486	0.616	0.666
31 - 40	Mean	4.13	3.97	4.13	4.08
	S.D.	0.588	0.509	0.628	0.580
41 - 50	Mean	4.39	3.82	4.46	4.15
	S.D.	0.398	1.099	0.457	0.845
51 - 60	Mean	3.76	0.00	4.09	3.91
	S.D.	0.425	0.000	0.566	0.513
>60	Mean	0.00	0.00	3.96	3.96
	S.D.	0.000	0.000	0.062	0.062
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		1.543			
p-value		0.174			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With respect to age-group, the highest mean across all the three cities was observed for the age-group of respondents falling in 41 to 50 years (Mean = 4.15). On the other hand, respondents belonging to age-group of 51 to 60 years had the lowest mean value of 3.91. Overall, the mean values were recorded on the positive side indicating favourable purchasing intention.

If we look at the table for city wise results, in Ahmedabad the overall mean for the city was 4.00. This mean was further bifurcated age-group wise and the highest mean was observed for respondents between the age of 41 years to 50 years (Mean = 4.39). Compared to this, the age-group of 51 to 60 years had the lowest mean value of 3.76. Since there were no responses from respondents above the age of 60, results could not be obtained.

In Surat, the overall city mean was 4.05. This value was the result of combined mean of all age-groups. The highest mean was observed for the age-group of 21-30 years (Mean = 4.19) while lowest mean was observed for the age-group of less than 20 years (Mean =

3.42). In Surat, there were no respondents in the age group of 51-60 years and above 60 years hence the results were not obtained.

The smallest of the three cities, i.e., Vadodara recorded the highest mean value among the three cities (Mean = 4.07). If we compare the mean values of respondents belonging to different age-groups, the highest mean value was observed for the age-group of 41-50 years (Mean = 4.46). In contrast, the age-group of less than 20 years recorded the lowest mean value which was 3.93. Looking at the ANOVA results, there was homogeneity between all the respondents belonging to different age-groups in Ahmedabad, Surat and Vadodara. The ANOVA results were not significant (f-value = 1.543, p = 0.174).

Table 5.112 Mean analysis for examining purchasing intention towards organic food products in the selected cities of Gujarat with respect to occupation of respondents.

Occupation		Purchasing Intention (PI)			
		City			
		A	S	V	O
Service	Mean	3.93	3.94	4.07	3.96
	S.D.	0.654	0.618	0.616	0.636
Profession	Mean	3.69	4.03	4.05	3.94
	S.D.	0.773	0.698	0.575	0.693
Business	Mean	4.48	4.09	4.12	4.23
	S.D.	0.570	0.730	0.699	0.690
Home-maker	Mean	4.03	4.24	4.05	4.13
	S.D.	0.567	0.474	0.593	0.540
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		8.797			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

With respect to occupation, there was a difference in the behaviour of respondents belonging to different categories of profession in Ahmedabad, Surat and Vadodara. This was inferred from the ANOVA results obtained which were significant (f-value = 8.797, p = 0.000).

The overall purchasing intention towards organic food products was split into various occupational categories as defined in this research. The overall mean for the category

'Service' was 3.96 which was considered to be positive on a five-point scale designed. If we take a look at the mean values for service class respondents, in Ahmedabad, the mean was 3.93, while that in Surat was almost identical at 3.94. Vadodara had a marginally higher mean for service class at 4.07. For respondents belonging to professional class, the overall mean was 3.94. In Ahmedabad, the mean value for this category was recorded at 3.69, Surat returned a mean value of 4.03 while Vadodara had a mean value of 4.05. Thus, the mean values increased marginally as we moved on from a larger city to a smaller city. The overall mean for business class respondents was very high at 4.23. In Ahmedabad, the mean obtained was an impressive 4.48, while that in Surat was a respectable 4.09. Vadodara also had a very positive value of mean (Mean = 4.12). The final class considered for this research was homemakers. They form an important class especially for the product under consideration which was organic food products. This is the class of respondents who would normally be having a major say in choosing them in place of the conventional food products. The results were not disappointing. The overall mean was 4.13. A breakdown of this mean city wise also opened doors to further inferences. In Ahmedabad, the mean for homemakers was 4.03, while that in Surat was higher than Ahmedabad (Mean = 4.24). Vadodara recorded figures between Surat and Ahmedabad i.e., 4.05. So, the results for this category of respondents were very positive and encouraging.

Table 5.113 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to income of respondents.

Income		Purchasing Intention (PI)			
		City			
		A	S	V	O
<2.00	Mean	3.98	3.81	4.03	3.97
	S.D.	0.628	0.705	0.551	0.623
2.01-4.00	Mean	3.54	4.34	4.21	4.11
	S.D.	0.803	0.315	0.411	0.602
4.01-6.00	Mean	3.85	3.79	4.00	3.88
	S.D.	0.543	0.790	0.798	0.758
6.01-8.00	Mean	3.88	3.79	4.33	3.90
	S.D.	0.584	0.372	0.342	0.547
>8.00	Mean	4.57	4.22	4.09	4.39
	S.D.	0.437	0.595	0.516	0.533
Total	Mean	4.00	4.050	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		14.082			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

The overall mean of 4.04 was contributed by high mean values from all income groups in the three selected cities of Gujarat. The overall mean for respondents earning less than Rs. 2.00 Lakhs per annum was 3.97. Compared to this, the mean for this group in Ahmedabad was 3.98 followed by Surat at 3.81. The mean value for Vadodara was observed to be the highest in the three cities (Mean = 4.03). The overall mean for the income group of Rs. 2.01-4.00 lakh was 4.11 which was a good sign for the future of organic food products. This mean value was dragged down slightly by the mean value obtained in Ahmedabad (Mean = 3.54). On the other side, both, Surat (Mean = 4.34) and Vadodara (Mean = 4.21) registered high mean values. The average purchasing intention for the income group of Rs. 4.01-6.00 lakh returned a mean value of 3.88 which could be considered on the positive side. If a comparison is to be made city wise, Ahmedabad recorded a similar mean value (Mean = 3.85). There was a marginal drop in the mean value of Surat (Mean = 3.79). Vadodara continued the trend of returning the highest mean value again (Mean = 4.00). The overall mean for the income class of Rs. 6.01 to 8.00 recorded a mean of 3.90. In Ahmedabad city the mean for this category of respondents was observed to be 3.88. In Surat, the mean was slightly low at 3.79, while Vadodara city had a very high mean value of 4.33. The highest mean in all the income categories was recorded for the income class

of above Rs. 8.00 per annum (Mean = 4.39). In this category, Ahmedabad recorded the highest mean value among the three cities (Mean = 4.57). Surat also registered an impressive mean of 4.22 while in this category, Vadodara was observed to have the lowest mean (Mean = 4.09). Thus, as far as income was concerned, the results were slightly heterogeneous. This fact was further statistically proved by ANOVA results which were highly significant (F-value = 14.082, p = 0.000).

Table 5.114 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to education of respondents.

Education		Purchasing Intention (PI)			
		City			
		A	S	V	O
Under-Graduate	Mean	4.28	4.22	4.00	4.19
	S.D.	0.418	0.380	0.629	0.478
Graduate	Mean	3.89	4.05	4.04	3.98
	S.D.	0.740	0.569	0.747	0.689
Post-Graduate	Mean	4.02	4.10	4.10	4.09
	S.D.	0.766	0.460	0.524	0.610
Doctorate	Mean	3.82	3.58	4.50	3.86
	S.D.	0.193	1.052	0.387	0.759
Professional	Mean	3.97	3.87	4.00	3.92
	S.D.	0.610	0.994	0.228	0.799
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		4.287			
p-value		0.002			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Another important variable for analysing the purchasing intention for organic food products was the education of respondents. Previously also it was seen that Affinity (Aff) and Awareness (Aw) of respondents which results into attitude formation was partially the result of education of respondents. Similar was the case in determining consumer involvement towards these products.

The overall mean for under-graduates was observed as 4.19 which was the highest among all the respondents which was positively surprising. A look at the city wise mean for under-graduates showed that in Ahmedabad, the mean was the highest (Mean = 4.28), followed by Surat (Mean = 4.22) and Vadodara (Mean = 4.00). So, one observation was that with

respect to under-graduates, larger the city, higher was the mean value. In case of graduates, the overall mean was 3.98 which though less as compared to under-graduates, was still a positive result. In Ahmedabad, the mean value for this category was 3.89 which increased to 4.05 in Surat. In Vadodara, the mean value was similar to Surat. Vadodara returned a mean value of 4.04. The overall mean for post-graduates was 4.09 which when further dissected showed city wise trends. In Ahmedabad, the mean for post-graduates was 4.02 which increased to 4.16 in Surat. Vadodara had, relatively speaking, the least mean value in this group (Mean = 4.10). Thus, all the three cities recorded mean values in excess of 4.00 for post-graduates. One surprising result in this research was the mean value obtained for doctorates. Of all the respondents belonging to different educational levels, doctorates had the least mean value of 3.86. One of the reasons for this lower value was the responses received in the city of Ahmedabad and Surat. Ahmedabad recorded a mean value of 3.82 for doctorates, while Surat had a mean of 3.58. Though both the values are positive since they are above the middle value of 2.50, relatively speaking, the values can be considered a bit on the lower side. However, Vadodara was an exception in this regard. The mean for Vadodara was 4.50 which was the highest among all the 827 respondents with respect to education. With respect to professionals, the mean was marginally higher than doctorates (Mean = 3.92). In the city of Ahmedabad, the mean for this category of respondents was 3.97, while Surat had a slightly lower mean of 3.87. Vadodara recorded the highest mean for this category of respondents (Mean = 4.00). Once again, there was difference in the opinions generated from different categories of respondents from Ahmedabad, Surat and Vadodara. This was statistically established through ANOVA results which were highly significant (f-value = 4.287, p = 0.002).

Table 5.115 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to family type.

Family Type		Purchasing Intention (PI)			
		City			
		A	S	V	O
Nuclear	Mean	4.03	4.11	4.04	4.06
	S.D.	0.724	0.630	0.618	0.665
Joint	Mean	3.96	3.95	4.12	4.00
	S.D.	0.621	0.655	0.611	0.632
Total	Mean	4.000	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		60.963			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Family size and family type are both considered important in research like this. Family type normally determines family size. For instance, nuclear families tend to have a smaller number of members compared to joint families. Table No. 5.115 above shows results obtained on purchasing intention towards organic food products with reference to family type. The overall mean for nuclear families was positive at 4.06. A break up of this value with respect to the three cities individually revealed that in Ahmedabad, the mean was 4.03. In Surat the mean was highest at 4.11. Vadodara recorded a mean value of 4.04. Thus, all the mean values for nuclear families were above the value of 4.00 which was very encouraging since most families in cities are nuclear these days. The mean value for joint families was marginally lower (Mean = 4.00). One reason for this could be the high price these products demand. In Ahmedabad the mean was 3.96, while that in Surat was almost same at 3.95. Vadodara had a higher mean value for joint families as compared to nuclear families (Mean = 4.12). All the mean values were highly favourable for both the families. However, ANOVA results indicated that there was a difference in the perception of respondents belonging to nuclear families as compared to those belonging to joint families in the three selected cities. This was inferred due to the highly significant ANOVA test results (f-value = 60.963, p = 0.000).

Table 5.116 Mean analysis for examining purchasing intention towards organic food products in selected cities of Gujarat with respect to family size.

Family Size		Factor			
		Purchasing Intention (PI)			
		A	S	V	O
01 -04	Mean	4.10	4.20	4.03	4.11
	S.D.	0.613	0.504	0.682	0.604
05 - 07	Mean	3.58	4.10	4.14	3.95
	S.D.	0.809	0.477	0.501	0.658
> 07	Mean	4.40	3.39	4.07	3.79
	S.D.	0.265	0.950	0.406	0.874
Total	Mean	4.00	4.05	4.07	4.04
	S.D.	0.687	0.643	0.615	0.654
f-value		36.423			
p-value		0.000			

(A= Ahmedabad, S= Surat, V= Vadodara, O= Overall)

Family size was the last demographic variable considered for this research. As mentioned earlier, family size was dependent to a great extent on family type. In this research out of a total sample size of 827, 64.33% families were nuclear. Similarly, out of 827 respondents, 63.36% respondents had family size between 01-04 members. Thus, a clear relationship was visible between family type and family size. The overall mean for family size between 01-04 members as 4.11, while that for nuclear families was 4.06 which further drives the relation. In Ahmedabad, the mean for this category of respondents was 4.10, which increased to 4.20 in Surat. Vadodara had a comparatively lower mean value of 4.03. Respondents belonging to family size of 05-07 members had an overall mean of 3.95. Ahmedabad recorded a lower mean value for this category (Mean = 3.58). Surat and Vadodara recorded much higher values in this category. In Surat, the mean obtained was 4.10 while in Vadodara the mean was 4.14. In case of respondents having family size above 07 members, the mean value was the least (Mean = 3.79). This lower mean value was mostly due to the results obtained from Surat where the mean was 3.39. Compared to this, in Ahmedabad the mean was very favourable at 4.40, while that in Vadodara was also impressive at 4.07. Thus, the behaviour of respondents belonging to smaller families was observed to be different from those belonging to larger families. ANOVA results confirmed this inference (f-value = 36.423, p = 0.000).

Thus, based on the results obtained for purchasing intention, the null hypothesis was rejected and alternate hypothesis was accepted as follows-

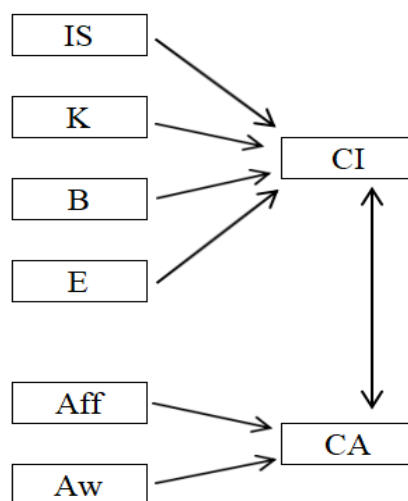
H_A: There is a significant positive purchasing intention for organic food products in selected cities of Gujarat.

Through the first three hypotheses, following was statistically established-

- There was significant consumer involvement towards organic food products in the selected cities of Gujarat.
- There was significant consumer attitude towards organic food products in the selected cities of Gujarat.
- There was significant purchasing intention for organic food products in the selected cities of Gujarat.

The next phase of this research was to examine the interrelationship between three variables studied independently till now i.e., consumer involvement, consumer attitude and purchasing intention. The first part of this relationship focused on relationship between consumer attitude and consumer involvement which is provided in Figure No.5.2 below.

Figure 5.2 Schematic representation of interrelationship between consumer involvement and consumer attitude for organic food products in selected cities of Gujarat.



The above flowchart was the fourth hypothesis in his research which was as follows-

H₄: There is no significant relationship between consumer involvement and consumer attitude for organic food products in selected cities of Gujarat.

According to the research construct consumer involvement is dependent on its four antecedents i.e., Information Search (IS), Knowledge (K), Belief (B) and Emotion (E). Similarly, consumer attitude is the result of its two factors which were identified as Affinity (Aff) and Awareness (Aw). All these variables were statistically constructed using Principal Axis Factoring (PAF) method in factor analysis. As shown in the above figure, the four antecedents of consumer involvement cause higher or lower involvement. In this research the consumer involvement was observed to be moderately high. Similarly, higher consumer attitude formation was observed as a result of its two factors Affinity (Aff) and Awareness (Aw). In order to study the relationship between consumer involvement and attitude, it was imperative that the factors affecting both the variable also should be examined. Hence, Pearson's correlation coefficient was used. The results of correlation analysis are presented in Table No. 5.117 below.

Table 5.117 Examining the relationship between consumer involvement and attitude towards organic food products in selected cities of Gujarat.

		IS	K	B	E	CI	Aff	Aw	CA
IS	Pearson Correlation	1	.544**	.557**	.590**	.808**	.626**	.626**	.646**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N		827	827	827	827	827	827	827
K	Pearson Correlation		1	.666**	.653**	.829**	.683**	.707**	.718**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000	0.000	0.000
	N			827	827	827	827	827	827
B	Pearson Correlation			1	.744**	.871**	.736**	.776**	.781**
	Sig. (2-tailed)				0.000	0.000	0.000	0.000	0.000
	N				827	827	827	827	827
E	Pearson Correlation				1	.883**	.742**	.787**	.790**
	Sig. (2-tailed)					0.000	0.000	0.000	0.000
	N					827	827	827	827
CI	Pearson Correlation					1	.821**	.853**	.864**

	Sig. (2-tailed)						0.000	0.000	0.000
	N						827	827	827
Aff	Pearson Correlation						1	.878**	.967**
	Sig. (2-tailed)							0.000	0.000
	N							827	827
Aw	Pearson Correlation							1	.971**
	Sig. (2-tailed)								0.000
	N								827
CA	Pearson Correlation								1
	Sig. (2-tailed)								
	N								

** . Correlation is significant at the 0.01 level (2-tailed).

In the previous part of this research, especially hypothesis testing of H₁, the relationship between antecedents of involvement and consumer involvement has already been covered hence it is not discussed here. Similarly, during H₂, relationship between factors affecting consumer attitude and attitude have been discussed. In this part, as drafted in the hypothesis (H₃), the focus will be on involvement an attitude only. In order to understand the effect of these two variables on each other, their causal factors were also examined. Some important results were obtained. Initially the relationship between antecedents of consumer involvement and factors affecting consumer attitude were examined.

It becomes clear from the above Table 5.117 that there is an interrelationship between antecedents of consumer involvement and factors affecting attitude. All the correlation coefficients are above 0.60. In fact, the r-values range between 0.626 and 0.787 indicating presence of high positive correlation. Further examination of these results showed that the highest correlation was observed between Emotion (E) and Awareness (Aw) which was 0.787 (p = 0.000). It was observed that correlation coefficient between Information Search (IS) and Awareness (Aw) was also positive and high (r = 0.626, p = 0.000). Similarly, the correlation coefficient between Emotion (E) and Affinity (Aff) was also high and positive (r = 0.742, p = 0.000). Further, the correlation coefficient between Knowledge (K) and Awareness (Aw) 0.707 (p = 0.000) indicating high positive relationship. Finally, the r-value between Belief (B) and Affinity (Aff) was significant and positive (r = 0.736, p = 0.000). As a result of this relationship, one can say that the correlation coefficient between

consumer involvement and consumer attitude was significantly and positively high ($r = 0.864, p = 0.000$).

The overall results of correlation analysis showed strong positive relationship between consumer involvement and consumer attitude. Based on these results, similar analysis was carried out city wise to study how the variables impacted each other.

Table 5.118 Examining the relationship between consumer involvement and attitude towards organic food products in Ahmedabad city.

		IS	K	B	E	CI	Aff	Aw	CA
IS	Pearson Correlation	1	.639**	.715**	.630**	.856**	.735**	.731**	.747**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N		333	333	333	333	333	333	333
K	Pearson Correlation		1	.676**	.683**	.858**	.797**	.769**	.796**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000	0.000	0.000
	N			333	333	333	333	333	333
B	Pearson Correlation			1	.741**	.895**	.837**	.870**	.871**
	Sig. (2-tailed)				0.000	0.000	0.000	0.000	0.000
	N				333	333	333	333	333
E	Pearson Correlation				1	.878**	.783**	.789**	.801**
	Sig. (2-tailed)					0.000	0.000	0.000	0.000
	N					333	333	333	333
CI	Pearson Correlation					1	.903**	.905**	.921**
	Sig. (2-tailed)						0.000	0.000	0.000
	N						333	333	333
Aff	Pearson Correlation						1	.928**	.980**
	Sig. (2-tailed)							0.000	0.000
	N							333	333
Aw	Pearson Correlation							1	.983**
	Sig. (2-tailed)								0.000
	N								333
CA	Pearson Correlation								1
	Sig. (2-tailed)								

N									
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** . Correlation is significant at the 0.01 level (2-tailed).

In the city of Ahmedabad too, it was observed that there was high positive correlation between antecedents of consumer involvement and factors affecting consumer attitude. The correlation coefficient was in the range between 0.731 and 0.870. All the r-values were highly significant. The highest correlation was observed between Belief (B) and Awareness (Aw) ($r = 0.870$, $p = 0.000$). The lowest correlation was observed between Information Search (IS) and Awareness (Aw) ($r = 0.731$, $p = 0.000$). Because of these significant values, the correlation between consumer involvement and consumer attitude was also highly positive ($r = 0.921$, $p = 0.000$).

Table 5.119 Examining the relationship between consumer involvement and attitude towards organic food products in Surat city.

		IS	K	B	E	CI	Aff	Aw	CA
IS	Pearson Correlation	1	.548**	.408**	.489**	.755**	.486**	.495**	.511**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N			276	276	276	276	276	276
K	Pearson Correlation		1	.713**	.608**	.841**	.519**	.550**	.557**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000	0.000	0.000
	N			276	276	276	276	276	276
B	Pearson Correlation			1	.759**	.861**	.645**	.670**	.685**
	Sig. (2-tailed)				0.000	0.000	0.000	0.000	0.000
	N				276	276	276	276	276
E	Pearson Correlation				1	.863**	.684**	.761**	.752**
	Sig. (2-tailed)					0.000	0.000	0.000	0.000
	N					276	276	276	276
CI	Pearson Correlation					1	.707**	.750**	.759**
	Sig. (2-tailed)						0.000	0.000	0.000
	N						276	276	276
Aff	Pearson Correlation						1	.841**	.960**

	Sig. (2-tailed)							0.000	0.000
	N							276	276
Aw	Pearson Correlation							1	.958**
	Sig. (2-tailed)								0.000
	N								276
CA	Pearson Correlation								1
	Sig. (2-tailed)								
	N								

** . Correlation is significant at the 0.01 level (2-tailed).

Compared to the positive correlation coefficients obtained for all cities combined as well as Ahmedabad, the correlation coefficients in Surat were just moderately high. The r-values were in the ranging from a maximum of 0.761 to a minimum of 0.486. The highest correlation was observed between Emotion (E) and Awareness (Aw). On the other hand, the lowest value of correlation coefficient was between Information Search (IS) and Affinity (Aff). Due to the marginally lower values of correlation coefficients, the correlation between consumer involvement and consumer attitude was also observed to be moderately high ($r = 0.759$, $p = 0.000$).

Table 5.120 Table 5.120 Examining the relationship between consumer involvement and attitude towards organic food products in Vadodara city.

		IS	K	B	E	CI	Aff	Aw	CA
IS	Pearson Correlation	1	.460**	.539**	.706**	.822**	.629**	.664**	.678**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N		218	218	218	218	218	218	218
K	Pearson Correlation		1	.633**	.723**	.801**	.684**	.776**	.766**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000	0.000	0.000
	N			218	218	218	218	218	218
B	Pearson Correlation			1	.735**	.844**	.673**	.742**	.742**
	Sig. (2-tailed)				0.000	0.000	0.000	0.000	0.000
	N				218	218	218	218	218
E	Pearson Correlation				1	.933**	.756**	.836**	.836**
	Sig. (2-tailed)					0.000	0.000	0.000	0.000
	N					218	218	218	218
CI	Pearson Correlation					1	.803**	.881**	.883**
	Sig. (2-tailed)						0.000	0.000	0.000
	N						218	218	218
Aff	Pearson Correlation						1	.825**	.952**
	Sig. (2-tailed)							0.000	0.000
	N							218	218
Aw	Pearson Correlation							1	.959**
	Sig. (2-tailed)								0.000
	N								218
CA	Pearson Correlation								1
	Sig. (2-tailed)								
	N								

** . Correlation is significant at the 0.01 level (2-tailed).

Vadodara was the smallest city of the three in terms of urban population. However, the results were highly encouraging. In the case of correlation analysis also, the results were comparatively better than those obtained in Surat city. As seen in the above Table 5.12, the correlation coefficient ranged between 0.836 and 0.629 with all the values of r being highly significant at 99% confidence level. Like other cities and overall, the highest correlation was observed between Emotion (E) and Awareness (Aw) which was 0.836 ($p = 0.000$). On the other hand, lowest value of correlation coefficient was observed between Information Search (IS) and Affinity (Aff) which was 0.629 ($p = 0.000$). The correlation between consumer involvement and consumer attitude was observed to be highly positive ($r = 0.883$, $p = 0.000$). Thus, all the correlation coefficients recorded positive significant values.

On the basis of results of Pearson's Correlation analysis carried out for all the three cities individually as well as combined, it was observed that there was a strong positive correlation between consumer involvement and consumer attitude for organic food products in the selected cities of Gujarat.

Therefore, the null hypothesis (H_4) was rejected and alternate hypothesis was accepted as follows-

H_A : There is significantly strong positive relationship between consumer involvement and consumer attitude for organic food products in the selected cities of Gujarat.

Though there was a strong positive correlation between the antecedents of consumer involvement and factors affecting consumer attitude, regression modelling was not carried out due to the following reasons.

- The purpose was to just examine the relationship between consumer involvement and consumer attitude for organic food products in selected cities of Gujarat and
- Both of these variables were independent in relation to the final variable under consideration which was purchasing intention.

H₅: There is no significant impact of consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.

After understanding the relationship between two independent variables i.e., consumer involvement and consumer attitude, it becomes logically viable to study the impact of each of these independent variables on purchasing intention for organic food products.

Figure 5.3 Impact of consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.

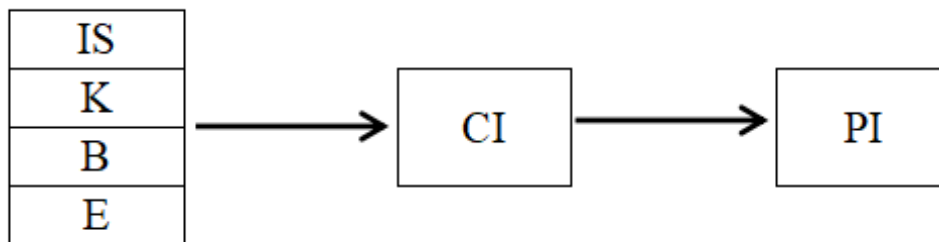


Figure 5.3 provides a schematic view of the hypothesis H₅ where the dependent factor purchasing intention for organic food products was analysed with respect to the impact it had from consumer involvement which was the result of its four antecedents as discussed earlier.

Table No. 5.121 provides a summary of mean and standard deviation for consumer involvement and attitude in the three cities individually as well as overall.

Table 5.121 Mean analysis of consumer involvement and purchasing intention towards organic food products in selected cities of Gujarat.

City	Variable	N	Mean	S.D.
Ahmedabad	Consumer Involvement	333	4.02	0.644
	Purchasing Intention		4.00	0.687
Surat	Consumer Involvement	276	3.96	0.573
	Purchasing Intention		4.05	0.643
Vadodara	Consumer Involvement	218	3.91	0.558
	Purchasing Intention		4.07	0.615
Overall	Consumer Involvement	827	3.97	0.600
	Purchasing Intention		4.04	0.654

The table clearly shows that both, consumer involvement and purchasing intention for organic food products were favourable. Not just, overall, but city wise too, the mean values for consumer involvement ranged between 3.91 and 4.02. In the case of purchasing intention the mean values were in the range between 4.00 and 4.07. On comparing both the mean values, one can easily see that the values for purchasing intention were marginally higher than those of consumer involvement. The next step was to study impact of consumer involvement on purchasing intention. In this research consume involvement and attitude have been considered as independent variables while purchasing intention is the dependent variable.

Table 5.122 Correlation analysis to study the impact of consumer involvement on purchasing intention towards organic food products in the selected cities of Gujarat.

		IS	K	B	E	CI	PI
IS	Pearson Correlation	1	.544**	.557**	.590**	.808**	.568**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N		827	827	827	827	827
K	Pearson Correlation		1	.666**	.653**	.829**	.778**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000
	N			827	827	827	827
B	Pearson Correlation			1	.744**	.871**	.622**
	Sig. (2-tailed)				0.000	0.000	0.000
	N				827	827	827
E	Pearson Correlation				1	.883**	.684**
	Sig. (2-tailed)					0.000	0.000
	N					827	827
CI	Pearson Correlation					1	.776**
	Sig. (2-tailed)						0.000
	N						827
PI	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson's correlation coefficient was calculated to understand the relationship between consumer involvement and purchasing intention and also to understand the impact consumer involvement had on purchasing intention. All the coefficient values in the table were positive indicating a direct relationship between consumer involvement and purchasing intention for organic food products. The correlation coefficient between consumer involvement and purchasing intention was 0.776 ($p = 0.000$) indicating a significant positive relationship. Further analysis revealed that there was positive

correlation between antecedents of consumer involvement and purchasing intention also. The highest correlation coefficient was observed between Knowledge (K) and Purchasing Intention (PI) where the r-value obtained was 0.778 ($p = 0.000$). These results are important for the future marketing strategies to be framed by marketers of organic food products. On the other side, the correlation coefficient between Information Search (IS) and Purchasing Intention (PI) was observed to be the lowest ($r = 0.568$, $p = 0.000$). This was also an important observation.

After examining the relationship between consumer involvement and purchasing intention for the three cities combined, further micro analysis was conducted for each of the cities the results of which follow.

Table 5.123 Correlation analysis to study the impact of consumer involvement on purchasing intention towards organic food products in the Ahmedabad city.

		IS	K	B	E	CI	PI
IS	Pearson Correlation	1	.639**	.715**	.630**	.856**	.648**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N		333	333	333	333	333
K	Pearson Correlation		1	.676**	.683**	.858**	.895**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000
	N			333	333	333	333
B	Pearson Correlation			1	.741**	.895**	.701**
	Sig. (2-tailed)				0.000	0.000	0.000
	N				333	333	333
E	Pearson Correlation				1	.878**	.699**
	Sig. (2-tailed)					0.000	0.000
	N					333	333
CI	Pearson Correlation					1	.843**
	Sig. (2-tailed)						0.000
	N						333
PI	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

** . Correlation is significant at the 0.01 level (2-tailed).

As observed in the above Table No. 5.133, the results for Ahmedabad city were similar with the overall results. The correlation between consumer involvement and consumer attitude was observed to be significant and highly positive ($r = 0.843$, $p = 0.000$). If we have a look at the relationship between antecedents of consumer involvement and purchasing intention, the results were significantly positive. The correlation coefficient

was observed to be in the range between 0.895 which was between Knowledge (K) and Purchasing Intention (PI) and 0.648 which was for Information Search (IS) and Purchasing Intention (PI). Similarly, the correlation coefficient between Belief (B) and Purchasing Intention (PI) was 0.701 ($p = 0.000$) while that between Emotion (E) and Purchasing Intention (PI) was 0.699 ($p = 0.000$). Thus, there was a direct relationship between the variables in Ahmedabad also.

Table 5.124 Correlation analysis to study the impact of consumer involvement on purchasing intention towards organic food products in Surat city.

		IS	K	B	E	CI	PI
IS	Pearson Correlation	1	.548**	.408**	.489**	.755**	.505**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N		276	276	276	276	276
K	Pearson Correlation		1	.713**	.608**	.841**	.620**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000
	N			276	276	276	276
B	Pearson Correlation			1	.759**	.861**	.550**
	Sig. (2-tailed)				0.000	0.000	0.000
	N				276	276	276
E	Pearson Correlation				1	.863**	.650**
	Sig. (2-tailed)					0.000	0.000
	N					276	276
CI	Pearson Correlation					1	.697**
	Sig. (2-tailed)						0.000
	N						276
PI	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

** . Correlation is significant at the 0.01 level (2-tailed).

As far as Surat city was concerned, the results of correlation analysis, though significant and positive were not as high as Ahmedabad. The overall correlation coefficient for the entire sample size of 827 was 0.776 ($p = 0.000$), that for Ahmedabad city was 0.843 ($p = 0.000$). Compared to that in Surat the coefficient was 0.697 ($p = 0.000$). So, looking at the sample size of 276, the correlation values can be considered to be moderately high.

If we take a look at the r-values between antecedents of consumer involvement and purchasing intention, the coefficient was between 0.650 ($p = 0.000$) between Emotion (E) and Purchasing Intention (PI) and 0.505 ($p = 0.000$) between Information Search (IS) and

Purchasing Intention (PI). One result which was different in case of Surat city was that the highest correlation was observed between Emotion (E) and Purchasing Intention (PI). In case of the overall sample size as well as Ahmedabad, the highest correlation was observed to be between Knowledge (K) and Purchasing Intention (PI).

Table 5.125 Correlation analysis to study the impact of consumer involvement on purchasing intention towards organic food products Vadodara city.

		IS	K	B	E	CI	PI
IS	Pearson Correlation	1	.460**	.539**	.706**	.822**	.595**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N		218	218	218	218	218
K	Pearson Correlation		1	.633**	.723**	.801**	.740**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000
	N			218	218	218	218
B	Pearson Correlation			1	.735**	.844**	.599**
	Sig. (2-tailed)				0.000	0.000	0.000
	N				218	218	218
E	Pearson Correlation				1	.933**	.737**
	Sig. (2-tailed)					0.000	0.000
	N					218	218
CI	Pearson Correlation					1	.778**
	Sig. (2-tailed)						0.000
	N						218
PI	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient between consumer involvement and purchasing intention for Vadodara city was moderately high ($r = 0.778$, $p = 0.000$). If relationship between antecedents of consumer involvement and purchasing intention was to be examined the coefficient was in the range between 0.595 ($p = 0.000$) and 0.740 ($p = 0.000$). The highest correlation was observed between Knowledge (K) and Purchasing Intention (PI), while least correlation was observed between Information Search (IS) and Purchasing Intention (PI). The coefficient between Belief (B) and Purchasing Intention (PI) was also significant at 0.599 ($p = 0.000$). Finally, the correlation between Emotion (E) and Purchasing Intention (PI) was higher at 0.737 ($p = 0.000$). Thus, there was a direct relation between all the variables for Vadodara city too.

Overall, it was seen that there was a direct relationship between variables associated to consumer involvement and purchasing intention. Hence, it could be inferred that purchasing intention was impacted by consumer involvement. In order to examine what was the level of impact, regression analysis was carried out and a regression model was fit where consumer involvement was the independent variable for the dependent variable purchasing intention.

With consumer involvement as independent variable and purchasing intention being the dependent variable, the regression model was as follows-

Table 5.126 Regression modelling for analyzing the impact of consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 ^a	.603	.602	.41200	1.973

a. Predictors: (Constant), Consumer Involvement

b. Dependent Variable: Purchasing Intention

B. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.678	.096		7.053	.000
	Consumer Involvement	.846	.024	.776	35.370	.000

a. Dependent Variable: Purchasing Intention (PI)

C. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.695	1	212.695	1251.027	.000 ^b
	Residual	140.263	825	.170		
	Total	352.958	826			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Involvement (CI)

The above results of regression modelling were summarized as follows-

$$Y_i = \beta_0 + \beta_1 X_i + \mu_i \dots\dots\dots (17)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X = Consumer Involvement (CI)

i = Sample size from 1 to 827

μ = Random error

Based on the key results obtained in the regression modelling, the equation No. (17) above was interpreted as follows-

***Purchasing Intention (PI) = 0.678 + 0.776 CI* (18)**

The equation suggested that a unit of rise in consumer involvement would increase purchasing by approximately 77.6% or 0.776 units. Thus, regression modelling confirmed the direct relationship between consumer involvement and purchasing intention for organic food products in the three cities of Gujarat. The regression equation was observed to be significant as suggested by ANOVA results (f-value = 1251.027, p = 0.000). The equation was reliable on the basis of R-Square (0.603). Durbin-Watson value of 1.972 was near the acceptable value of 2.000 which meant that there was no significant auto-correlation. Statistically, Durbin-Watson value in the range between 1.500 and 2.500 is acceptable. It has been proven that the Durbin-Watson value which ranges between 0 to 4 indicates the level of auto-correlation which is not desirable in predicting the values of dependent variables from a set of independent variables. Any value near 2.000 represents lack of auto-correlation, while values near 0 indicate positive auto-correlation. Values near 4 indicate negative auto-correlation.

Thus, with respect to the total sample size of 827, regression modelling statistically confirmed that purchasing intention is positively affected by consumer involvement. In other words, consumer involvement was seen to have a direct influence on purchasing intention for organic food products.

To study whether this result was applicable to all the cities individually or not, the same methodology was used for all the three cities individually. Regression modelling was carried out separately for Ahmedabad, Surat and Vadodara in order to examine and find out the impact of consumer involvement on purchasing intention city wise.

Table 5.127 Regression modelling for analyzing the impact of consumer involvement on purchasing intention for organic food products in Ahmedabad city.

A. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.393	0.128		3.064	0.002
	Consumer Involvement	0.899	0.031	0.843	28.535	0.000

a. Dependent Variable: Purchasing Intention

B. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.843 ^a	.711	.710	.370	1.842

a. Predictors: (Constant), Consumer Involvement

b. Dependent Variable: Purchasing Intention

C. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.32	1	111.32	814.219	.000 ^b
	Residual	45.254	331	0.137		
	Total	156.574	332			

a. Dependent Variable: Purchasing Intention

b. Predictors: (Constant), Consumer Involvement (CI)

The regression model based on above results for the city of Ahmedabad was as follows-

$$YI = \beta_0 + \beta_1 X_i + \mu_i \dots\dots\dots(19)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X_I Consumer Involvement (CI)

i = Sample size from 1 to 333

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.393 + 0.843 \text{ CI} \dots\dots\dots(20)$$

According to the equation, in Ahmedabad, a change of one unit in consumer involvement caused approximately 84.3% or 0.843 units rise in purchasing intention. The result was on similar lines to the results obtained for the total sample size of 827.

The regression model was statistically reliable since the R-Square was 0.711. The Durbin-Watson value of 1.842 was observed within the acceptable range of 1.500 to 2.500 suggesting minimal auto-correlation in Ahmedabad. The model was significant as ANOVA tests results showed (f-value = 814.219, p = 0.000). Thus, through regression modelling it was observed that in Ahmedabad, purchasing intention for organic food products was directly influenced by the levels of consumer involvement.

Table 5.128 Regression modelling for analyzing the impact of consumer involvement on purchasing intention for organic food products in Surat city.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.697 ^a	.486	.484	.462	2.157

a. Predictors: (Constant), Consumer Involvement

b. Dependent Variable: Purchasing Intention

B. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.196	1	55.196	259.089	.000 ^b
	Residual	58.373	274	0.213		
	Total	113.569	275			

a. Dependent Variable: Purchasing Intention

b. Predictors: (Constant), Consumer Involvement

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.956	0.194		4.918	0.000
	Consumer Involvement	0.782	0.049	0.697	16.096	0.000

a. Dependent Variable: Purchasing Intention

The regression equation for Surat city was as follows-

$$Y_1 = \beta_0 + \beta_1 X_{1i} + \mu_i \dots\dots\dots (21)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X₁ Consumer Involvement (CI)

i = Sample size from 1 to 276

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.956 + 0.697 \text{ CI} \dots\dots\dots (22)$$

Based on the equation, it could be said that in Surat, consumer involvement had a direct effect on purchasing intention for organic food products. From the values obtained for the independent variable i.e., consumer involvement, it could be inferred that a change of one unit in consumer involvement would cause a change of approximately 69.7% in purchasing intention. These results were observed to be robust on the basis of R-Square along with ANOVA results (f-value = 259.089, p = 0.000). The Durbin-Watson value obtained was 2.157 which was within the acceptable range of 1.500 to 2.500 thereby minimizing the effects of auto-correlation between the variables. However, as compared to the previous results of regression for the total sample of 827 or Ahmedabad city, the results obtained in Surat were not as prominent as the earlier ones. The last city in this research was Vadodara for which too regression modelling was carried out to seek the impact of consumer involvement on purchasing intention for organic food products.

Compared to Surat, the results obtained in Vadodara were more encouraging as is clear from the following tables.

Table 5.129 Regression modelling for analysing the impact of consumer involvement on purchasing intention for organic food products in Vadodara city.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.605	.603	.388	1.912

a. Predictors: (Constant), Consumer Involvement (CI)

b. Dependent Variable: Purchasing Intention (PI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.701	1	49.701	330.751	.000 ^b
	Residual	32.457	216	0.15		
	Total	82.158	217			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Involvement (CI)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.711	0.186		3.814	0.000
	Consumer Involvement (CI)	0.858	0.047	0.778	18.187	0.000

a. Dependent Variable: Purchasing Intention (PI)

The regression equation for Vadodara city was as under-

$$Y_1 = \beta_0 + \beta_1 X_{1i} + \mu_i \dots\dots\dots (23)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X₁ Consumer Involvement (CI)

i = Sample size from 1 to 218

μ = Random error

Putting values obtained in the equation,

$$Purchasing\ Intention\ (PI) = 0.711 + 0.778\ CI \dots\dots\dots (24)$$

The regression model for Vadodara indicated that once again purchasing intention for organic food products was influenced directly and positively by consumer involvement. As per the results obtained, it could be said that a change of one unit in consumer involvement was seen to impact purchasing intention by approximately 77.8%. These results were in line with the overall results obtained for all the three cities combined. The model summary showed that R-Square for Vadodara was 0.605 which indicated that the model was robust. Durbin-Watson value of 1.912 was within the acceptable range of 1.500 to 2.500 thereby minimizing the chance of auto-correlation in Vadodara too. Lastly, ANOVA results confirmed the significance of these results (f-value = 330.751, p = 0.000).

Overall, if one goes through all the four regression models obtained in this research, it was clear that in all the cases the coefficient obtained for consumer involvement was significant (< 0.05) thus, indicating that consumer involvement had significant effect on purchasing intention for organic food products in the selected cities of Gujarat. Hence, statistically the hypothesis H_5 was rejected and alternate hypothesis was accepted as follows-

H_A : There is a significant positive impact of consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.

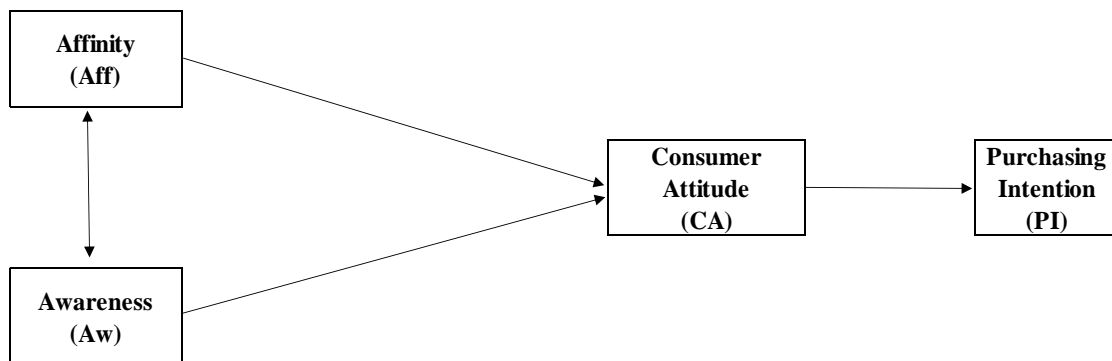
H₆: There is no significant impact of consumer attitude on purchasing intention for organic food products in selected cities of Gujarat.

Through the past hypotheses a few facts have been clearly established.

- There was high consumer involvement for organic food products.
- Consumer attitude towards organic food products was positive or favourable.
- There was positive purchasing intention for organic food products.
- There was a positive relation between consumer involvement and consumer attitude for organic food products.
- Purchasing intention for organic food products was positively influenced by consumer involvement.

H₆ was formulated to examine the impact of consumer attitude on purchasing intention for organic food products in selected cities of Gujarat. In other words, how would consumer attitude change purchasing intention for organic food products was scrutinized.

Figure 5. 4 Impact of consumer attitude on purchasing intention for organic food products in the selected cities of Gujarat.



The above figure 5.4 shows the diagrammatic representation of H₆. In this case, like H₅, purchasing intention was the dependent factor whereas, consumer attitude along with its factors was considered as independent.

Table 5.130 Mean Analysis of consumer attitude and purchasing intention for organic food products in three selected cities of Gujarat.

City	Variable	N	Mean	S.D.
Ahmedabad	Consumer Attitude	333	4.07	0.713
	Purchasing Intention		4.00	0.687
Surat	Consumer Attitude	276	4.01	0.589
	Purchasing Intention		4.05	0.643
Vadodara	Consumer Attitude	218	3.99	0.552
	Purchasing Intention		4.07	0.615
Overall	Consumer Attitude	827	4.03	0.633
	Purchasing Intention		4.04	0.654

Based on the results of mean analysis, it was clear that both, consumer attitude as well as purchasing intention was on the positive side. The mean values for all the cities individually were also on the positive side. The mean values for consumer attitude were observed to be in the range between 3.99 and 4.07. Similarly, the mean values for purchasing intention were also in the similar range between 4.00 and 4.07. If one had to be critical it could be said that, mean values for consumer attitude were a bit lower than those for purchasing intention. Having said that, the mean values for both the variables were very similar. This similarity paved way to study the impact of consumer attitude on purchasing intention. Like the previous hypothesis (H₅), this was done through correlation followed by regression modelling.

Table 5.131 Correlation analysis to study the impact of consumer attitude on purchasing intention for organic food products in the selected cities of Gujarat.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)	Purchasing Intention (PI)
Affinity (Aff)	Pearson Correlation	1	.878**	.967**	.780**
	Sig. (2- tailed)		0.000	0.000	0.000
	N		827	827	827
Awareness (Aw)	Pearson Correlation		1	.971**	.789**
	Sig. (2- tailed)			0.000	0.000
	N			827	827
Consumer Attitude (CA)	Pearson Correlation			1	.810**
	Sig. (2- tailed)				0.000
	N				827
Purchasing Intention (PI)	Pearson Correlation				1
	Sig. (2- tailed)				
	N				

** . Correlation is significant at the 0.01 level (2-tailed).

The above table no 5.131 provides a key insight into (i) the type of relationship and (ii) the strength of relationship between consumer attitude and purchasing intention. One thing that needs to be kept in mind is that, in this analysis purchasing intention for organic food products was the dependent variable while, consumer attitude was the independent variable. It was proved through previous hypothesis (H₂) that, consumer attitude was influenced by its two identified factors, i.e., Affinity (Aff) and Awareness (Aw). Because of this relationship, the above table also contains the correlation coefficient for the two factors affecting attitude. All the correlation coefficients were observed as positive and highly significant for all the variables. This showed that, there was a direct relation between the variables in consideration. For instance, the correlation coefficient between consumer attitude and purchasing intention was 0.810 (p = 0.000) suggesting a direct impact of attitude on purchasing intention for organic food products. The table also showed that there was a positive and significant correlation between factors affecting consumer attitude and purchasing intention. The value of correlation coefficient between Affinity (Aff) and

Purchasing Intention was 0.780 ($p = 0.000$). Similarly, the correlation coefficient between Awareness (Aw) and Purchasing Intention was 0.789 ($p = 0.000$). Both these values being highly significant could be considered to be highly positive. Once it was clear that the dependent variable was directly proportional to the independent variable for all the three cities combined, it was thought desirable to conduct a similar analysis for each of the three cities individually.

Figure 5. 5 Inter-relationship between consumer attitude and purchasing intention through correlation analysis.

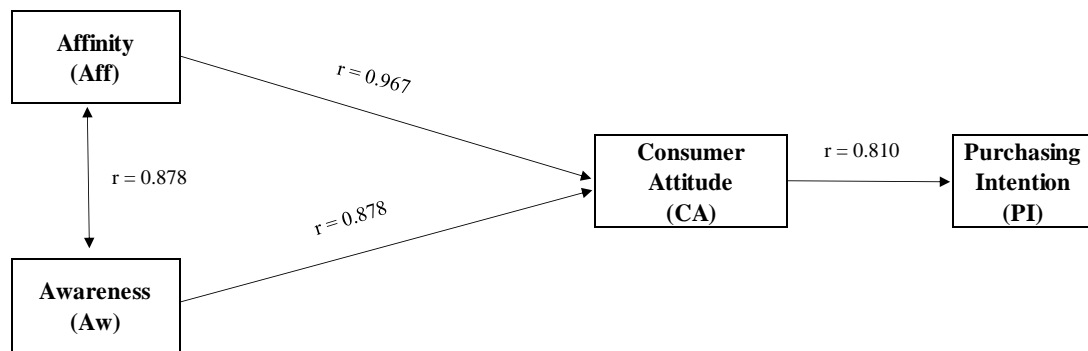


Table 5. 132 Correlation analysis to study the impact of consumer attitude on purchasing intention for organic food products in the city of Ahmedabad.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)	Purchasing Intention (PI)
Affinity (Aff)	Pearson Correlation	1	.928**	.980**	.840**
	Sig. (2-tailed)		0.000	0.000	0.000
	N		333	333	333
Awareness (Aw)	Pearson Correlation		1	.983**	.827**
	Sig. (2-tailed)			0.000	0.000
	N			333	333
Consumer Attitude (CA)	Pearson Correlation			1	.848**
	Sig. (2-tailed)				0.000
	N				333
Purchasing Intention (PI)	Pearson Correlation				1
	Sig. (2-tailed)				
	N				

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficients for Ahmedabad city were comparatively better than those observed for all the cities combined. The correlation coefficient between consumer attitude and purchasing intention was positive and significant ($r = 0.848$, $p = 0.000$). Similarly, there was high correlation between factors affecting consumer attitude and purchasing intention. The correlation coefficient between Affinity (Aff) and Purchasing Intention (PI) was 0.840 ($p = 0.000$). While, that between Awareness (Aw) and Purchasing Intention was 0.827 ($p = 0.000$). These values clearly indicated the existence of strong direct relationship between the independent and dependent variables in Ahmedabad city.

Table 5.133 Correlation analysis to study the impact of consumer attitude on purchasing intention for organic food products in the city of Surat.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)	Purchasing Intention (PI)
Affinity (Aff)	Pearson Correlation	1	.841**	.960**	.749**
	Sig. (2-tailed)		0.000	0.000	0.000
	N		276	276	276
Awareness (Aw)	Pearson Correlation		1	.958**	.742**
	Sig. (2-tailed)			0.000	0.000
	N			276	276
Consumer Attitude (CA)	Pearson Correlation			1	.777**
	Sig. (2-tailed)				0.000
	N				276
Purchasing Intention (PI)	Pearson Correlation				1
	Sig. (2-tailed)				
	N				

** . Correlation is significant at the 0.01 level (2-tailed).

In case of Surat city, all the correlation coefficients were positive and significant. The correlation between purchasing intention and consumer attitude was positively high and significant ($r = 0.777$, $p = 0.000$). Similarly, the correlation coefficients for factors affecting consumer attitude and purchasing intention were also high and positive. As shown in Table 5.133, Affinity (Aff) and Purchasing Intention (PI) had a correlation coefficient of 0.749 ($p = 0.000$) and Awareness (Aw) and Purchasing Intention (PI) had a correlation of 0.742 ($p = 0.000$). Thus, like Ahmedabad, Surat also was seen having a direct relation between the independent and dependent variables.

Table 5.134 Correlation analysis to study the impact of consumer attitude on purchasing intention for organic food products in the city of Vadodara.

		Affinity (Aff)	Awareness (Aw)	Consumer Attitude (CA)	Purchasing Intention (PI)
Affinity (Aff)	Pearson Correlation	1	.825**	.952**	.734**
	Sig. (2- tailed)		0	0	0
	N		218	218	218
Awareness (Aw)	Pearson Correlation		1	.959**	.789**
	Sig. (2- tailed)			0	0
	N			218	218
Consumer Attitude (CA)	Pearson Correlation			1	.798**
	Sig. (2- tailed)				0
	N				218
Purchasing Intention (PI)	Pearson Correlation				1
	Sig. (2- tailed)				
	N				

** . Correlation is significant at the 0.01 level (2-tailed).

Of the three cities, Vadodara was the smallest in terms of population as well as sample size. However, the correlation coefficients were positive and significant. The overall correlation between Purchasing Intention (PI) and Consumer Attitude (CA) was highly significant ($r = 0.798$, $p = 0.000$). Similarly, the correlation coefficient between Affinity (Aff) and Purchasing Intention (PI) was 0.734 ($P = 0.000$), while the coefficient of correlation between Awareness (Aw) and Purchasing Intention (PI) was 0.789 ($p = 0.000$). Thus, like the other two cities, Vadodara showed similar trends with respect to the dependent and independent variables.

As could be seen from the correlation analysis, there was a high positive correlation between purchasing intention and consumer attitude in the three selected cities of Gujarat. This meant that purchasing intention was directly affected by the levels of consumer attitude. Based on these results, regression modelling was undertaken to study and model

the impact of consumer attitude with its factors on purchasing intention for organic food products for the selected cities.

Table 5.135 Regression Modelling for analysing the impact of consumer attitude on purchasing intention for organic food products in selected cities of Gujarat.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.810 ^a	0.656	0.655	0.38388	1.992

a. Predictors: (Constant), Consumer Attitude (CA)

b. Dependent Variable: Purchasing Intention (PI)

B. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.381	1	231.381	1570.109	.000 ^b
	Residual	121.577	825	0.147		
	Total	352.958	826			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA)

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.671	0.086		7.808	0.000
	Consumer Attitude (CA)	0.836	0.021	0.810	39.625	0.000

a. Dependent Variable: Purchasing Intention (PI)

The three tables shown above were summarized as follows –

$$Y_i = \beta_0 + \beta_1 X_i + \mu_i \dots\dots\dots(25)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X = Consumer Attitude (CA)

i = Sample size from 1 to 827

$\mu =$ Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.671 + 0.810CA \dots\dots\dots(26)$$

As per equation (26), purchasing intention was positively impacted by consumer attitude. It was seen that, a change of one unit in the independent variable which in this case was consumer attitude would lead to a change of 0.810 in the dependent variable which was purchasing intention for organic food products. A positive value of β_{IXI} showed that there was positive correlation between purchasing intention and consumer attitude for organic food products. ANOVA results indicated that the regression equation was highly significant (f-value = 1570.109, p = 0.000). Durbin -Watson statistic was also in the acceptable range i.e., 1.500 and 2.500. The value for this equation was 1.992, suggesting no significant auto-correlation. The model summary showed an R-value of 0.810 and R-Square value of 0.656 which further proved that the model was statistically viable. Hence, based on the key results obtained from the regression equation, it was observed that purchasing intention was positively affected by consumer attitude. In other words, higher consumer attitude meant higher purchasing intention. Through table 5.135 it was established that consumer attitude had a direct impact on purchasing intention for organic food products in selected cities of Gujarat. To examine whether similar results were observed in the three cities individually, regression modelling was applied separately to each of the cities.

Table 5.136 Regression Modelling for analysing the impact of consumer attitude on purchasing intention for organic food products in the city of Ahmedabad.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848 ^a	0.720	0.719	0.36423	1.861

a. Predictors: (Constant), Consumer Attitude (CA)

b. Dependent Variable: Purchasing Intention (PI)

B. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.662	1	112.662	849.220	.000 ^b
	Residual	43.912	331	0.133		
	Total	156.574	332			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA)

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.679	0.116		5.865	0.000
	Consumer Attitude (CA)	0.818	0.028	0.848	29.141	0.000

a. Dependent Variable: Purchasing Intention (PI)

The regression equation for Ahmedabad city was as under –

$$Y_i = \beta_0 + \beta_1 X_{1i} + \mu_i \dots\dots\dots (27)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X₁ Consumer Attitude (CA)

i = Sample size from 1 to 333

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.679 + 0.848CA \dots\dots\dots (28)$$

The results obtained through regression modelling suggested that, a change of one unit in consumer attitude led to a change of 0.848 in purchasing intention for organic food products. The positive value of β meant that purchasing intention was directly proportional to the changes in consumer attitude. The results obtained were statistically valid since R-value was 0.848 and R^2 was 0.720. The Durbin – Watson value obtained was 1.861 which also was within the acceptable range 1.50 to 2.50, thereby hinting at minimal auto-correlation. Finally, the entire model was considered valid since ANOVA was highly significant (f-value = 849.220, $p = 0.000$). Thus, the results in Ahmedabad were observed to be coinciding with the overall results.

Table 5.137 Regression Modelling for analysing the impact of consumer attitude on purchasing intention for organic food products in the city of Surat.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.777 ^a	0.604	0.602	0.40525	2.245

a. Predictors: (Constant), Consumer Attitude (CA)

b. Dependent Variable: Purchasing Intention (PI)

B. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	68.569	1	68.569	417.521	.000 ^b
	Residual	44.999	274	0.164		
	Total	113.569	275			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA)

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.657	0.168		3.913	0.000
	Consumer Attitude (CA)	0.847	0.041	0.777	20.433	0.000

a. Dependent Variable: Purchasing Intention (PI)

The regression equation for Surat city was as under –

$$YI = \beta_0 + \beta_1 X_i + \mu_i \dots\dots\dots (29)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X_I Consumer Attitude (CA)

i = Sample size from 1 to 276

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.657 + 0.777CA \dots\dots\dots (30)$$

In the case of Surat city, a change of one unit in consumer attitude led to a change of 0.777 in purchasing intention for organic food products. The β value was also once again positive, which meant that, a rise in consumer attitude would lead to an increase in purchasing intention. The R-value was 0.777 while R^2 was 0.604. Both the values were in the acceptable range. Compared to the results of all the cities combined, and Ahmedabad city, the Durbin-Watson value for Surat (2.245) was marginally on the higher side. That being said, the value was within the acceptable range of 1.500 and 2.500. Finally, the ANOVA results were highly significant (f-value = 417.521, $p = 0.000$) which indicated that the regression model was statistically valid.

Table 5.138 Regression Modelling for analysing the impact of consumer attitude on purchasing intention for organic food products in the city of Vadodara.

A. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.798 ^a	0.637	0.636	0.37145	1.998

a. Predictors: (Constant), Consumer Attitude (CA)

b. Dependent Variable: Purchasing Intention (PI)

B. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	52.355	1	52.355	379.444	.000 ^b
	Residual	29.803	216	0.138		
	Total	82.158	217			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA)

C. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.519	0.184		2.821	0.005
	Consumer Attitude (CA)	0.890	0.046	0.798	19.479	0.000

a. Dependent Variable: Purchasing Intention (PI)

The regression equation for Vadodara city was as under –

$$YI = \beta_0 + \beta_1 XI_i + \mu_i \dots\dots\dots (31)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

XI = Consumer Attitude (CA)

i = Sample size from 1 to 218

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.519 + 0.798CA \dots\dots\dots(32)$$

The results of regression equation for Vadodara were also similar to those obtained for 827 respondents. In Vadodara, a change of one unit in consumer attitude caused a change of 0.798 in purchasing intention for organic food products. All the statistical parameters were in the acceptable range. R-value was 0.798 while R^2 was 0.637. The Durbin-Watson value for Vadodara (1.998) was the closest to the statistically ideal value of 2.000. ANOVA results were also highly significant (f-value = 379.444, p = 0.000). Thus, it was observed that in Vadodara, favourable consumer attitude would cause purchasing intention to be higher for organic food products.

From all the four regression models, it was observed that the coefficient i.e., β_{IXI} was significant. It was less than 0.05. The inference drawn from this result was that consumer attitude was directly causing changes in the purchasing intention for organic food products in the selected cities of Gujarat. On the basis of these key results, the hypothesis H_6 was rejected and alternate hypothesis was accepted as follows.

H_A : There is a significant positive impact of consumer attitude on purchasing intention for organic food products in the selected cities of Gujarat.

H7: There is no significant impact of consumer involvement and consumer attitude on purchasing intention for organic food products in selected cities of Gujarat.

The final hypothesis was to understand and establish relationship between the dependent variable purchasing intention and two independent variables i.e., consumer involvement and consumer attitude. This hypothesis was indispensable since through previous hypotheses it was clearly established that consumer involvement had a direct impact on purchasing intention (H₅). Similarly, consumer attitude also had a direct impact on purchasing intention (H₆). It was also observed that, consumer involvement and consumer attitude were positively correlated (H₄). This hypothesis (H₇) aimed to study the combined impact of consumer involvement and consumer attitude on purchasing intention for organic food products in the three selected cities of Gujarat. The following figure 5.6 provides a diagrammatic view of H₇.

Figure 5. 6 Impact of consumer involvement and consumer attitude on purchasing intention for organic food products in the three selected cities of Gujarat.

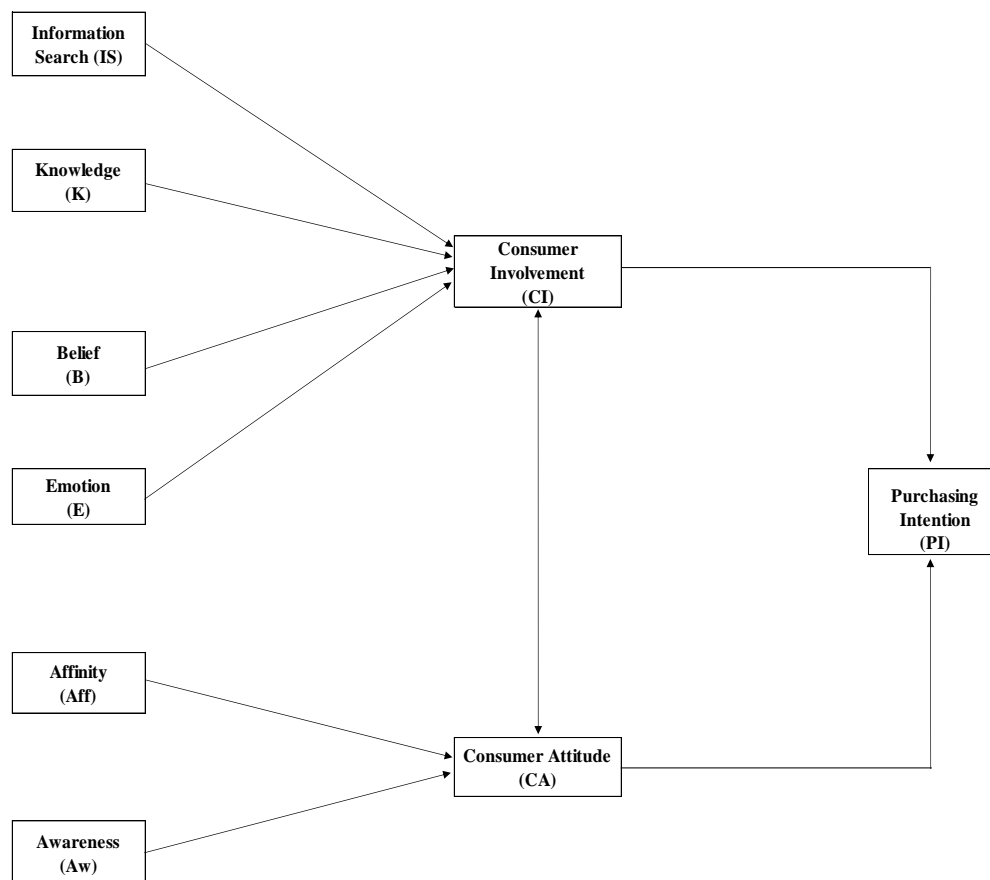


Table 5.139 Mean analysis of consumer involvement, consumer attitude and purchasing intention towards organic food products in the selected cities of Gujarat.

City	Variable	N	Mean	S.D.
Ahmedabad	Consumer Involvement	333	4.02	0.644
	Consumer Attitude		4.07	0.713
	Purchasing Intention		4.00	0.687
Surat	Consumer Involvement	276	3.96	0.573
	Consumer Attitude		4.01	0.589
	Purchasing Intention		4.05	0.643
Vadodara	Consumer Involvement	218	3.91	0.558
	Consumer Attitude		3.99	0.552
	Purchasing Intention		4.07	0.615
Overall	Consumer Involvement	827	3.97	0.600
	Consumer Attitude		4.03	0.633
	Purchasing Intention		4.04	0.654

From the results of mean analysis, it was observed that, all the mean values were in excess of 3.90. The range of mean values was between 4.07 and 3.90. These values on a 5-point scale represented positive results for organic food products with respect to the three variables i.e., consumer involvement, consumer attitude and purchasing intention. The next part of analysis was to examine the relationship between dependent and independent variables. In other words, before gauging the cumulative impact of consumer involvement and consumer attitude on purchasing intention for organic food products, it was thought important to establish the nature and strength of relationship between these variables. For this purpose, Karl-Pearson's correlation analysis was carried out.

Table 5.140 Correlation analysis between antecedents of involvement, consumer involvement, factors affecting attitude, consumer attitude and purchasing intention for organic food products in the selected cities of Gujarat.

		IS	K	B	E	CI	Aff	Aw	CA	PI
IS	Pearson Correlation	1	.544**	.557**	.590**	.808**	.626**	.626**	.646**	.568**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N		827	827	827	827	827	827	827	827
K	Pearson Correlation		1	.666**	.653**	.829**	.683**	.707**	.718**	.778**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N			827	827	827	827	827	827	827
B	Pearson Correlation			1	.744**	.871**	.736**	.776**	.781**	.622**
	Sig. (2-tailed)				0.000	0.000	0.000	0.000	0.000	0.000
	N				827	827	827	827	827	827
E	Pearson Correlation				1	.883**	.742**	.787**	.790**	.684**
	Sig. (2-tailed)					0.000	0.000	0.000	0.000	0.000
	N					827	827	827	827	827
CI	Pearson Correlation					1	.821**	.853**	.864**	.776**
	Sig. (2-tailed)						0.000	0.000	0.000	0.000
	N						827	827	827	827
Aff	Pearson Correlation						1	.878**	.967**	.780**
	Sig. (2-tailed)							0.000	0.000	0.000
	N							827	827	827
Aw	Pearson Correlation							1	.971**	.789**
	Sig. (2-tailed)								0.000	0.000
	N								827	827
CA	Pearson Correlation								1	.810**
	Sig. (2-tailed)									0.000
	N									827
PI	Pearson Correlation									1
	Sig. (2-tailed)									
	N									827

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5.141 Relationship between consumer involvement, consumer attitude and purchasing intention for organic food products in the selected cities of Gujarat.

		Consumer Involvement (CI)	Consumer Attitude (CA)	Purchasing Intention (PI)
Consumer Involvement (CI)	Pearson Correlation	1	.864**	.776**
	Sig. (2-tailed)		0.000	0.000
	N		827	827
Consumer Attitude (CA)	Pearson Correlation		1	.810**
	Sig. (2-tailed)			0.000
	N			827
Purchasing Intention (PI)	Pearson Correlation			1
	Sig. (2-tailed)			0.000
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

From the above Table no.5.141 It was observed that all the variables were positively and significantly correlated. In other words, consumer involvement and attitude had a direct relation with purchasing intention for organic food products. The correlation coefficient between consumer involvement and purchasing intention was 0.776 ($p = 0.000$), while, that between consumer attitude and purchasing intention was slightly stronger ($r = 0.810$, $p = 0.000$). Further, consumer involvement was directly related to consumer attitude ($r = 0.864$, $p = 0.000$). This relationship between the dependent and independent variables is shown through the following figure no. 5.7.

Figure 5. 7 Relationship between consumer involvement, consumer attitude and purchasing intention for organic food products in the selected cities of Gujarat.

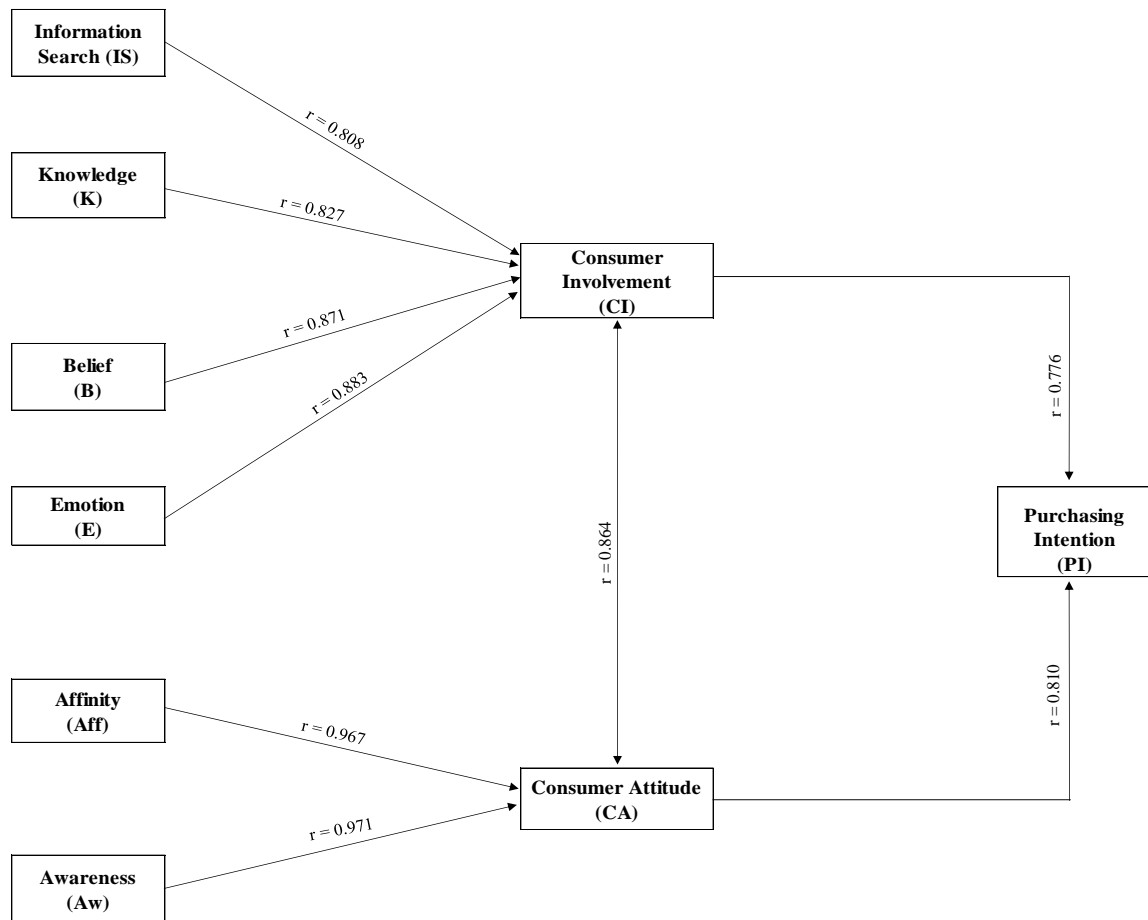


Table 5.142 Relationship between Consumer Involvement, Consumer Attitude and Purchasing Intention for organic food products for the city of Ahmedabad.

		CI	CA	PI
CI	Pearson Correlation	1	.921**	.843**
	Sig. (2-tailed)		0.000	0.000
	N		333	333
CA	Pearson Correlation		1	.848**
	Sig. (2-tailed)			0.000
	N			333
PI	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

The results obtained for Ahmedabad city, as shown in the above Table 5.142 indicated strong relationship between the three variables. Consumer involvement and purchasing intention ($r = 0.843$, $p = 0.000$) were directly related and the relationship was highly significant. Similarly, consumer attitude also had a significant correlation with purchasing intention ($r = 0.848$, $p = 0.000$). Finally, consumer involvement and attitude also showed positive and significant correlation ($r = 0.921$, $p = 0.000$). Thus, the trend observed with the overall sample size of 827 was also observed in Ahmedabad city.

Table 5.143 Relationship between consumer involvement, consumer attitude and purchasing intention for organic food products for the city of Surat.

		CI	CA	PI
CI	Pearson Correlation	1	.759**	.697**
	Sig. (2-tailed)		0.000	0.000
	N		276	276
CA	Pearson Correlation		1	.777**
	Sig. (2-tailed)			0.000
	N			276
PI	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

With respect to Surat city, there was a strong and direct correlation between consumer involvement, consumer attitude and purchasing intention. The highest level of correlation was between consumer attitude and purchasing intention ($r = 0.777$, $p = 0.000$). Compared to this, the correlation between consumer involvement and purchasing intention was slightly low ($r = 0.697$, $p = 0.000$). Finally, consumer involvement and consumer attitude were also positively correlated ($r = 0.759$, $p = 0.000$).

Table 5.144 Relationship between consumer involvement, consumer attitude and purchasing intention for organic food products for the city of Vadodara.

		CI	CA	PI
CI	Pearson Correlation	1	.883**	.778**
	Sig. (2-tailed)		0.000	0.000
	N		218	218
CA	Pearson Correlation		1	.798**
	Sig. (2-tailed)			0.000
	N			218
PI	Pearson Correlation			1
	Sig. (2-tailed)			
	N			

** . Correlation is significant at the 0.01 level (2-tailed).

Like the other two cities, the results of correlation analysis for Vadodara were encouraging. There was a significant direct correlation between the three variables. The correlation coefficient between consumer attitude and purchasing intention was ($r = 0.798$, $p = 0.000$). Similarly, the correlation coefficient between consumer involvement and purchasing intention was observed as $r = 0.778$, $p = 0.000$. Finally, consumer involvement and consumer attitude also had a strong positive correlation ($r = 0.883$, $p = 0.000$).

Through the above correlation analysis, it was clear that there was a positive impact of both, consumer involvement and attitude on purchasing intention for organic food products in the selected cities of Gujarat. On the basis of these results, the null hypothesis was rejected and alternate hypothesis was accepted as follows.

H_A: There was a significant positive impact of consumer involvement and attitude on purchasing intention for organic food products in the selected cities of Gujarat.

The next part of the analysis was to examine the strength of impact and based on that to establish a statistical model for predicting purchasing intention from the given levels of

consumer involvement and consumer attitude. Hence, regression analysis was conducted the results of which are provided in the tables below.

Table 5.145 Regression Modelling for analysing the impact of consumer attitude and consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.824 ^a	0.679	0.678	0.37095	2.010

a. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

b. Dependent Variable: Purchasing Intention (PI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.575	2	119.788	870.545	.000 ^b
	Residual	113.383	824	0.138		
	Total	352.958	826			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.449	0.088		5.100	0.000
	Consumer Involvement	0.330	0.043	0.303	7.717	0.000
	Consumer Attitude	0.566	0.040	0.548	13.977	0.000

a. Dependent Variable: Purchasing Intention (PI)

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots (33)$$

Where,

$Y =$ Purchasing Intention for Organic Food Products (PI)

$X1$ Consumer Involvement (CI)

$X2$ Consumer Attitude (CA)

$i =$ Sample size from 1 to 827

$\mu =$ Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.449 + 0.303CI + 0.548CA \dots\dots\dots (34)$$

The results obtained through regression analysis revealed that consumer attitude had a relatively stronger impact on purchasing intention as compared to consumer involvement. It was observed that a change of 1 unit in consumer involvement led to a change of 0.303 units in purchasing intention. Similarly, a change of 1 unit in consumer attitude led to a change of 0.548 units in purchasing intention. Both these values of coefficients were highly significant. This regression equation was observed to be highly reliable. This could be said on the basis of the key parameters obtained through ANOVA test (870.545, $p = 0.000$), R-square = 0.679 and Durbin-Watson value = 2.010. Thus, this relationship between consumer involvement, attitude and purchasing intention for organic food products was successfully structured into a statistical model which could be generalised.

Table 5.146 Regression Modelling for analysing the impact of consumer attitude and consumer involvement on purchasing intention for organic food products for the city of Ahmedabad.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863 ^a	0.745	0.743	0.34798	1.862

a. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

b. Dependent Variable: Purchasing Intention (PI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.615	2	58.308	481.534	.000 ^b
	Residual	39.959	330	0.121		
	Total	156.574	332			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.405	0.121		3.355	0.001
	Consumer Involvement	0.435	0.076	0.408	5.714	0.000
	Consumer Attitude	0.455	0.069	0.472	6.613	0.000

a. Dependent Variable: Purchasing Intention (PI)

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots(35)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

$X1$ Consumer Involvement (CI)

$X2$ Consumer Attitude (CA)

i = Sample size from 1 to 333

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.405 + 0.408CI + 0.472CA \dots\dots\dots (36)$$

Along with the regression analysis for the total sample size, city-wise regression modelling was also carried out to understand the relationship between dependent and independent variable. The above table 5.146, shows the results obtained for Ahmedabad. The model was observed as highly reliable since the R-square (0.745) as well as Durbin-Watson (1.862) were all in the acceptable range. ANOVA was also highly significant (f-value = 481.534, p = 0.000). From the equation it was clear that in Ahmedabad too, consumer attitude (0.472) had a marginally higher impact than consumer involvement (0.408). Both the coefficients were highly significant as was revealed by the t-test. Thus, in Ahmedabad too, the independent variables had a positive impact on purchasing intention for organic food products in Ahmedabad.

Table 5.147 Regression Modelling for analysing the impact of consumer attitude and consumer involvement on purchasing intention for organic food products for the city of Surat.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.794 ^a	0.631	0.628	0.39178	2.340

a. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

b. Dependent Variable: Purchasing Intention (PI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.665	2	35.833	233.451	.000 ^b
	Residual	41.903	273	0.153		
	Total	113.569	275			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.372	0.174		2.132	0.034
	Consumer Involvement	0.284	0.063	0.253	4.491	0.000
	Consumer Attitude	0.638	0.062	0.585	10.358	0.000

a. Dependent Variable: Purchasing Intention (PI)

$$Y1 = \beta0 + \beta1X1i + \beta2X2i + \mu i \dots\dots\dots (37)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

$X1$ Consumer Involvement (CI)

$X2$ Consumer Attitude (CA)

i = Sample size from 1 to 276

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.372 + 0.253CI + 0.585CA \dots\dots\dots (38)$$

For the city of Surat, all the essential parameters like R-square (0.631), Durbin-Watson (2.340) and ANOVA (f-value = 233.451, p = 0.000) were in the acceptable range. In other words, the regression model for Surat was statistically reliable. From the results, it was observed that consumer involvement and attitude both had a positive impact on the purchasing intention. If one compares the impact of the independent variables, consumer attitude had a higher impact on purchasing intention as compared to consumer involvement. If one was to interpret the values of the regression equation, it could be said that a change of 1 unit in consumer involvement would lead to a change of 0.253 units in purchasing intention. Similarly, a change of 1 unit in consumer attitude would lead to a change of 0.585 units in purchasing intention. Both these independent variables were highly significant, which was reflected in the t-values. Thus, Surat also exhibited similar results to what was observed for the total sample.

Table 5.148 Regression Modelling for analysing the impact of consumer attitude and consumer involvement on purchasing intention for organic food products for the city of Vadodara.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.813 ^a	0.661	0.658	0.35975	1.942

a. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

b. Dependent Variable: Purchasing Intention (PI)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.333	2	27.167	209.917	.000 ^b
	Residual	27.825	215	0.129		
	Total	82.158	217			

a. Dependent Variable: Purchasing Intention (PI)

b. Predictors: (Constant), Consumer Attitude (CA), Consumer Involvement (CI)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.390	0.181		2.152	0.032
	Consumer Involvement	0.365	0.093	0.331	3.910	0.000
	Consumer Attitude	0.564	0.094	0.506	5.983	0.000

a. Dependent Variable: Purchasing Intention (PI)

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \mu_i \dots\dots\dots (39)$$

Where,

Y = Purchasing Intention for Organic Food Products (PI)

X1 Consumer Involvement (CI)

X2 Consumer Attitude (CA)

i = Sample size from 1 to 218

μ = Random error

Putting values obtained in the equation,

$$\text{Purchasing Intention (PI)} = 0.390 + 0.331CI + 0.506CA \dots\dots\dots (40)$$

In case of Vadodara too, the regression model was observed to be suitable. The R-square value was 0.661 and Durbin-Watson value was 1.942. Both these values were in the acceptable range. The ANOVA result also was highly significant (f-value = 209.917, p = 0.000). As far as the coefficients were concerned, it was observed that consumer involvement and attitude had a direct positive impact on purchasing intention for organic food products. If one looks at the values obtained for the independent variables, a unit change in consumer involvement led to a change of 0.331 units in purchasing intention. Similarly, a unit of change in consumer attitude caused a change of 0.506 units in purchasing intention. Thus, all the values obtained in regression modelling showed a trend that was observed for the total sample size of 827 respondents. Hence, it could be said that in case of the three selected cities i.e., Ahmedabad, Surat and Vadodara, purchasing intention for organic food products was directly and positively affected by the levels of consumer involvement and consumer attitude.

5.2.2 Reasons for preference of organic food products in the selected cities of Gujarat

Through the previous seven hypotheses, it was clearly established that there was presence of high involvement, favourable attitude and positive purchasing intention for organic food products in the selected cities of Gujarat. It was also established that purchasing intention was directly and positively influenced by consumer involvement and attitude. While deciding on the objectives of this research, it was thought proper that the research should also focus on issues like the reasons for preference and the problems faced in consumption. These parameters would prove useful for the marketing managers to frame effective marketing strategies by having a better understanding of consumers' behaviour towards organic food products. During the pilot study, along with identification of antecedents of involvement and factors affecting consumer attitude, respondents were asked to describe the major reasons for preference of organic food products as well as challenges faced in the purchase/consumption of these products. Based on the results obtained, eight major reasons were identified which were

incorporated in the final tool and data was collected from the selected cities of Gujarat. The results of the data analysis are provided in the following Table. 5.149

Table 5.149 Major reasons for preference of organic food products in the selected cities of Gujarat.

Sr. No.	Reasons for Preference	Mean	S.D.	Chi-Square	Sig.
1	Good for health	8.28	1.815	781.149	0.000
2	Safer than CFP	8.24	1.755	850.787	0.000
3	Richer nutrients	8.00	2.221	798.816	0.000
4	Eco-friendly	7.91	2.026	665.588	0.000
5	No antibiotics/pesticides	7.86	2.319	691.464	0.000
6	Tastes better / Outstanding flavour	6.99	2.339	302.202	0.000
7	Longer shelf life	6.88	2.265	250.787	0.000
8	Looks good	6.66	2.340	237.946	0.000

The reasons were arranged in descending order of the mean values obtained for each reason. It was observed that the most important reason for preference of organic food products was that they were perceived to be ‘Good for Health’ (Mean = 8.28). The second most prominent reason for preference was that, respondents felt that organic food products are ‘Safer than Conventional Food Products’ (Mean = 8.24). The third most prominent reason was in a way related to the first reason. Respondents felt that organic food products have ‘Richer Nutrients’ as compared to conventional food products (Mean = 8.00). The least prominent reason was about the looks of organic food products. The mean value for the reason ‘Looks Good’ was the least of all reasons (Mean = 6.66). Thus, all the mean values for the 8 reasons identified were in the range between 8.28 and 6.66. It is to be noted that respondents were asked to provide ratings out of 10, where, 10 was considered as most prominent. These mean values also revealed a fact that all the reasons for preference had an average rating of more than 6.5 out of 10. To further test the general applicability of these results, Chi-square test was applied and in all the cases the results were highly significant ($p \leq 0.05$).

After analysing the results for the total sample size of 827 respondents, similar analysis was undertaken with respect to each of the three selected cities.

Table 5.150 Major reasons for preference of organic food products for the city of Ahmedabad.

Sr. No.	Reasons for Preference	Mean	S.D.	Chi-Square	Sig.
1	Safer than CFP	7.94	1.980	212.324	0.000
2	Good for health	7.82	2.099	150.628	0.000
3	Richer nutrients	7.51	2.638	189.784	0.000
4	Eco-friendly	7.42	2.402	190.754	0.000
5	No antibiotics/pesticides	6.84	2.662	86.730	0.000
6	Looks good	6.57	2.514	63.967	0.000
7	Tastes better / Outstanding flavour	6.45	2.566	86.610	0.000
8	Longer shelf life	6.22	2.430	83.847	0.000

The mean values obtained for Ahmedabad city were observed to be moderately high. The values were ranging between 6.22 and 7.94. The highest mean value was obtained for the reason ‘Safer than CFP’, while lowest mean value was observed for the reason ‘Longer shelf life’. One notable fact was that the reason ‘No antibiotics / pesticides’ (Mean = 6.84) was ranking fifth out of eight reasons listed in the research.

Table 5.151 Major reasons for preference of organic food products for the city of Surat.

Sr. No.	Reasons for Preference	Mean	S.D.	Chi-Square	Sig.
1	Safer than CFP	8.38	1.592	151.304	0.000
2	Good for health	8.38	1.468	281.913	0.000
3	Richer nutrients	8.38	1.646	268.928	0.000
4	No antibiotics/pesticides	8.33	1.881	234.609	0.000
5	Eco-friendly	8.10	1.583	213.275	0.000
6	Longer shelf life	7.55	1.896	116.812	0.000
7	Tastes better / Outstanding flavour	7.35	2.136	158.609	0.000
8	Looks good	6.87	2.210	260.232	0.000

In case of Surat, the observations were similar to those in Ahmedabad. However, the individual mean values were slightly on the higher side. The mean values were ranging between 6.87 and 8.38. Three reasons had the highest mean value (Mean = 8.38). These reasons were (i) ‘Safer

than CFP’, (ii) ‘Good for health’ and (iii) ‘Richer nutrients’. The reason, ‘Looks good’ had the least mean value (Mean = 6.87). In Surat too, the reason, ‘No antibiotics / pesticides’ (Mean = 8.33) was ranking fourth out of eight reasons.

Table 5.152 Major reasons for preference of organic food products for the city of Vadodara.

Sr. No.	Reasons for Preference	Mean	S.D.	Chi-Square	Sig.
1	Good for health	8.85	1.553	323.798	0.000
2	No antibiotics/pesticides	8.82	1.525	231.927	0.000
3	Safer than CFP	8.50	1.510	135.339	0.000
4	Eco-friendly	8.41	1.718	140.991	0.000
5	Richer nutrients	8.26	2.020	224.404	0.000
6	Tastes better / Outstanding flavour	7.34	2.060	140.349	0.000
7	Longer shelf life	7.05	2.161	52.991	0.000
8	Looks good	6.55	2.216	76.495	0.000

In case of Vadodara, the smallest city among the three selected ones, the mean values ranged between 6.55 and 8.85. The results of Vadodara were slightly different as compared to the other two cities. The reason, ‘Good for health’ had the highest mean value (Mean = 8.85) followed by the reason ‘No antibiotics / Pesticides’ (Mean = 8.82). On the other hand, the reason ‘Looks good’ recorded the lowest mean value (Mean = 6.55). A notable observation was with respect to the reason ‘No antibiotics/pesticides’. In Ahmedabad and Surat, this reason ranked fifth and fourth respectively out of the eight reasons while, in Vadodara, it was the second most prominent reason for preference of organic food products.

Based on the results obtained for various reasons provided by the respondents for preference of organic food products, it was safe to say that organic food products were perceived to be good for health and safer to consume as compared to conventional foods. Having examined the reasons for preference it was considered fit to study and analyse the problems faced in consumption of organic food products.

5.2.3 Problems faced:

In order to examine the problems faced, a methodology similar to the one used to examine reasons for preference was used. In other words, during the pilot study respondents were asked to describe the problems they faced in purchase / consumption of organic food products in their respective cities. Based on their responses, a list of seven major problems was prepared which was incorporated in the final tool used for data collection. The results obtained from the data collected were analysed using mean and Chi-square. The following table 5.153 summarises the results obtained.

Table 5.153 Problems faced in consumption of organic food products in the selected cities of Gujarat.

Sr. No.	Problems faced in consumption	Mean	S.D.	Chi-Square	Sig.
1	High priced	8.15	2.022	848.345	0.000
2	Lack of availability	7.88	2.037	862.395	0.000
3	Lack of reliability	7.57	1.981	580.364	0.000
4	Lack of proper certification	7.53	2.047	535.769	0.000
5	Lack of awareness	7.44	2.302	479.566	0.000
6	Limited range of products	7.17	2.064	450.134	0.000
7	Small sized products	6.59	2.271	302.008	0.000

Just like the earlier analysis, respondents were asked to provide points out of 10. Based on the ratings given, the mean ratings were between 6.59 and 8.15. The reason ‘High priced’ was the most prominent problem faced in the consumption of organic food products (Mean = 8.15). The second most prominent issue faced in consumption was the ‘Lack of availability’ (Mean = 7.88). The reason ‘Small sized products’ was the least prominent problem (Mean = 6.59). All the problems cited in the table were highly significant as could be observed from the Chi-square values. Having studied the overall responses, city-wise analysis also was carried out to understand the problems in a better way.

Table 5.154 Problems faced in consumption of organic food products in the city of Ahmedabad.

Sr. No.	Problems faced in consumption	Mean	S.D.	Chi-Square	Sig.
1	High priced	7.97	2.025	259.297	0.000
2	Lack of availability	7.54	2.445	299.222	0.000
3	Lack of awareness	7.31	2.733	245.408	0.000
4	Lack of reliability	7.15	2.338	150.033	0.000
5	Lack of proper certification	6.88	2.196	109.730	0.000
7	Limited range of products	6.76	2.151	170.393	0.000
6	Small sized products	6.02	2.325	95.138	0.000

In case of Ahmedabad city, the mean values were observed to be between 6.02 and 7.97. These values were marginally on the lower side as compared to the values obtained for the total sample size. The most prominent problem faced was that respondents felt that organic food products were priced at a much second higher rate (Mean = 7.97) as compared to their non-organic counterparts. The second most prominent issue was the lack of availability (Mean = 7.54) of these products on a regular basis. The small size of organic food products was the least rated problem (Mean = 6.02) in Ahmedabad.

Table 5.155 Table. 5.155 Problems faced in consumption of organic food products in the city of Surat.

Sr. No.	Problems faced in consumption	Mean	S.D.	Chi-Square	Sig.
1	High priced	8.28	2.010	242.957	0.000
2	Lack of proper certification	8.16	1.493	155.362	0.000
3	Lack of reliability	8.04	1.421	183.768	0.000
4	Lack of availability	8.00	1.526	288.406	0.000
5	Limited range of products	7.46	1.979	199.304	0.000
6	Lack of awareness	7.39	1.969	177.101	0.000
7	Small sized products	7.13	2.157	279.942	0.000

Like those in Ahmedabad, respondents of Surat also felt that organic food products were costlier than non-organic food products (Mean = 8.28). However, the second most prominent issue in consumption of organic food products was not the lack of availability (Mean = 8.00), but the lack of proper certification (Mean = 8.16). Related to this issue was the third most prominent issue in Surat i.e., ‘Lack of reliability’ (Mean = 8.04). Here too, the reason ‘Small sized products’ (Mean = 7.13) had the lowest mean value.

Table 5.156 Problems faced in consumption of organic food products in the city of Vadodara.

Sr. No.	Problems faced in consumption	Mean	S.D.	Chi-Square	Sig.
1	High priced	8.26	2.020	224.404	0.000
2	Lack of availability	8.25	1.837	148.239	0.000
3	Lack of proper certification	7.73	2.132	122.679	0.000
4	Lack of awareness	7.70	1.932	116.404	0.000
5	Lack of reliability	7.60	1.862	75.138	0.000
6	Limited range of products	7.40	1.940	130.440	0.000
7	Small sized products	6.80	2.133	54.972	0.000

In Vadodara, the issues faced were highly similar to those faced by respondents in Ahmedabad. All the mean values were in the range between 6.80 and 8.26. The reason ‘High priced’ had the highest mean value of 8.26 followed by ‘Lack of availability’ (Mean = 8.25). Once again, the reason ‘Small sized products’ (Mean = 6.80) was observed to be having the lowest mean value.

If one studies the result, a striking fact was the high price of organic food products. Similarly, the reason ‘Small sized products’ was not considered to be a bigger deterrent in purchase / consumption of organic food products. Other problems faced were the lack of availability and proper certification of food products as organic.