

CHAPTER - 6. FINDINGS

Based on the research construct developed for this research, the final tool was developed and data collection was undertaken. After collecting the data, it was analysed thoroughly with the help of statistical software and testing of hypotheses was also carried out. Based on the results obtained, the major findings of this research were listed down –

- While analysing the demographic profile of respondents, it was found that from the total sample size of 827 respondents, females comprised 45.83% of the total sample. Similar trends were found in the three cities individually. In Ahmedabad, Surat and Vadodara female respondents were 45.90%, 43.50% and 48.60% respectively. Thus, there was parity in the representation of opinions.
- The number of respondents who were married (52.48%) were marginally more than those who were unmarried (47.52%). Like gender, a similar trend was found in Ahmedabad (55.90%), Surat (50.70%) and Vadodara (49.50%). This parity of sub-groups was considered important because these variables were independent variables along with consumer involvement and attitude.
- The distribution of respondents with respect to age groups was found to be having similar trends in the three cities. The clusters obtained in this research provided a similar picture of age-group distribution as found in India since most of the respondents were aged between 21 years to 40 years (74.85%).
- With respect to the occupation of respondents, the maximum number of respondents belonged to the service sector (30.35%) followed by business persons (25.03%). Ahmedabad showed similar trends when compared to the overall data. 30.03% of respondents from Ahmedabad were service persons followed by business people (28.53%). Surat and Vadodara showed different trends. In Surat, the maximum number of respondents were from the business sector (29.71%). In Vadodara, the proportion of home-makers was highest (26.61%). Vadodara was found to have the least number of business persons (13.76%).
- Of the total respondents, 30.83% earned Rs. 2.00 lakhs yearly. 24.30% of respondents earned Rs. 2.00 lakhs – Rs. 4.00 lakhs yearly.
- In terms of education, a majority of the respondents across the three selected cities were post-graduates (40.02%). Contrastingly, only 3.36% of respondents were professionals. City-wise the results were different. In Ahmedabad, 41.74% of respondents were graduates. In Surat, 42.03% of respondents were post-graduates while in Vadodara 41.28% of respondents were doctorates.

- Of the total respondents, 60% were from nuclear families. Since the data was collected from urban areas the proportion of nuclear families was expectedly found to be higher.
- Since a majority of the families were nuclear, the proportion of respondents from smaller family sizes i.e., 01 to 04 members was the highest. 63.36% of respondents had a family size of up to 04 members.

In order to examine the impact of consumer involvement and attitude on purchasing intention on organic food products, a pilot study was conducted to finalise antecedents of involvement and factors affecting consumer attitude. After collecting the data, factor analysis was applied to finalise the variable. The final tool was developed and data was collected based on the results. The major findings from this data collection and analysis are summarised below.

- Overall respondents showed a fair amount of interest in reading about organic food products (74.30%). A comparison of the three cities individually revealed that, of all the three cities, respondents from Vadodara showed the least interest in reading about organic food products.
- It was found that bigger was the city with regards to population, higher was the propensity to discuss organic food products with friends and relatives.
- Though respondents preferred to talk about organic food products with their friends and relatives, a relatively smaller proportion of these respondents preferred to talk over social media platforms (57.32%).
- When it came to reading information about organic food products with interest, comparatively a larger proportion of respondents were indecisive. Approximately 26% of the total respondents were not able to decide about this fact.
- When respondents were asked if they like to know the opinion of people who are interested in organic food products, 56.83% answered positively. On the other hand, here too, the number of neutral respondents was on the higher side (30.59%).
- When respondents were asked if they were interested in getting information about how organic food products are cultivated/produced, a vast majority of the respondents responded favourably (81.20%).
- An interesting fact that was found was that 75.21% of respondents considered consumption of organic food products as an important social advancement. In other words, this research provided a new dimension of consumer behaviour towards organic food products. This

finding was important for marketing managers while deciding a promotion strategy for this category of products.

- In Vadodara, the preference to choose organic food products over conventional food products was highest (91.74%) across the three selected cities.
- During the literature review, it was found that organic food products are highly safe to consume since they do not contain any harmful substances. This fact was verified in this research and it was found that 88.39% of respondents agreed to this. Hence, it was inferred that respondents in the three cities had a higher preference for those types of foods that were free from any element that was detrimental to human beings.
- An important finding of this research was that people didn't mind spending money on organic food products (83.19%). This finding would have a direct implication on pricing strategies for organic food products.
- Another finding of this research was that 87.16% of respondents felt that consumption of organic food products made them feel safe. In other words, since these products do not contain any harmful elements like chemical fertilisers, pesticides or GMOs they are safe to consume.
- It was found that 77.87% of respondents felt that organic food products are important for everyone. This finding was important since it provided an input that consumption of organic food products was considered to be socially desirable.
- An arguable point about organic food products is how they taste. There is a general feeling that organic food products do not taste the same as their conventional counterparts. In fact, it is generally believed that conventional food products taste better. The results of this research proved this fact wrong. 74.37% of the respondents said that they liked the taste of organic food products. Conversely, 20.92% of respondents were indecisive about this. Organic food products are costlier than conventional food products. However, the reality is that the benefits derived from the consumption of these products outweighs the price paid for them. The question is whether people believe this or not? In this research, it was found that 74.24% of the respondents believed that the benefits of organic food products are worth their price.
- Another striking finding with regards to the value of organic food products and their price was that across the three cities, 15% to 30% of the respondents were non-committal on whether the high price justifies benefits derived from their consumption. This meant that

there is a lack of awareness about the benefits of these products. This is a clue for marketers to create awareness about the benefits vis-à-vis the price.

- In general, it was found that consumer attitude towards organic food products was favourable. A majority of the respondents (67.96%) felt that organic food products were good. Here also, the percentage of respondents who remained neutral was ranging between 15% to 34% across the three selected cities. This data once again raised some question marks about the awareness regarding organic food products. With these high percentages of indecisive respondents, marketers should focus on marketing strategies aimed at raising the overall awareness regarding various positive aspects of organic food products.
- One slightly disappointing fact was found with respect to the willingness of respondents to increase their spending on organic food products. The results were positive but not overwhelming. Only 69.60% of respondents were willing to raise their spending.
- Majority of the respondents (74.37%) were of the opinion that organic food products are good for health.
- Through the study of literature, it was found that the quality of the product and the propensity to purchase are directly related. To put it differently, the better the quality, the higher will be the propensity to purchase. In this research too, it was found that the majority of the respondents (84.40%) agreed to the fact that the quality of organic food products is good. A striking result for this fact was found in Vadodara where no respondent replied negatively.
- It was found that, along with quality, organic food products are good for health (88.03%). Like the previous finding, a large majority of respondents answered positively regarding the safety of consumption of organic food products.
- Of the total respondents, 80.53% felt that organic food products are costlier than conventional food products. This also was an important finding for managers. Strategies could be formulated where consumers are educated about the overall benefits of organic food products which outweigh the prices paid for them.
- This research also found that organic food products were preferred for their health benefits. 88.70% of respondents showed a liking for organic food products for this reason.
- There was a strong desire to buy organic food products. Of the total respondents, 84.52% respondents said that they were willing to purchase organic food products.
- In urban areas, more and more people are becoming health conscious. In this research, 89.60% of respondents agreed to this fact that health played an important role in deciding

which food products to buy. This result was a highly encouraging one since, in the future, there is likely to be a rise in demand for food products that are beneficial to one's health and organic food products fit in that list.

- In order to understand the purchasing intention with respect to the price of organic food products, a hypothetical question was asked if the price of organic food products was the same as conventional food products would they be encouraged to buy? 80.90% of respondents replied positively to this question. This result established that there was a presence of positive purchasing intention towards organic food products.
- Respondents were asked whether the government should provide any encouragement in the consumption of organic food products through subsidies or other schemes? 76.20% of respondents agreed to this.
- The three most prominent reasons for preference of organic food products were that (i) Organic food products are good for health (Mean = 8.28). (ii) Safer than conventional food products (Mean = 8.24) and (iii) Richer nutrients (Mean = 8.00).
- The reason 'Looks good' was the least preferred one when it came to consumption of organic food (Mean = 6.66).
- In Ahmedabad, the reason 'Safer than CFP' was the most prominent reason (Mean = 7.94).
- In Surat, three reasons had the highest mean value of 8.38, they were (i) Safer than CFP, (ii) Good for health and (iii) Richer nutrients.
- In Vadodara, the reason 'Good for health' was the most prominent reason (Mean = 8.85).
- It was found that respondents from all the three cities provided importance to different reasons while purchasing organic food products.
- Even though, out of eight reasons a few reasons were highly rated, it was found that all the reasons listed in the research had mean values above 6 which meant that, all those eight reasons had the power of impacting purchase behaviour for organic food products.
- The biggest hurdle or problem in the consumption of organic food products was their high price (Mean = 8.15). All the problems listed had mean values between 8.15 and 6.59. These values mean that these are major bottlenecks in the furtherance of demand for organic food products.

Based on the objectives of this research, a total of seven hypotheses were formulated. Following are the major findings from the testing of these hypotheses.

- It was found that there was moderately high consumer involvement for organic food products (Mean = 3.97). It was further found that consumer involvement was dependent on its antecedents which were identified as Information Search (IS), Knowledge (K), Belief (B), Emotion (E) which were identified through the pilot studies.
- It was found that mean values for all the four antecedents were between 3.40 and 4.21. These values were on a 5-point scale and indicated favourable opinions of respondents.
- Out of the total sample size of 827, the antecedent Knowledge (K) had the highest mean value (Mean = 4.16). On the other side Information Search was found to have the lowest overall mean (Mean = 3.65).
- The mean values for antecedents of involvement provided an important finding. It could be said that, though there was a presence of higher consumer involvement, consumers did not go for a detailed information search. Based on the information gathered, this behaviour could be attributed to the fact that respondents already had the required knowledge about organic food products.
- Results obtained from data analysis for each of the three cities revealed that in Ahmedabad, the factor Belief (B) had the highest mean value (Mean = 4.12) and Information Search (IS) had the least mean value (Mean = 3.77). In the case of Surat, the results were highly similar to those obtained for the total sample size of 827 respondents. The same was the case with Vadodara city, though the mean value for consumer involvement was found to be marginally lower as compared to Ahmedabad and Surat.
- Another important finding was that the larger the urban population higher was the consumer involvement.
- With respect to gender, it was found that Information Search (IS) and Emotion (E) had significant f-values. Through these values, it was inferred that the behaviour of respondents across the three cities of Gujarat for these two factors was different. The f-values for the remaining two factors were insignificant which meant that there was no difference in the behaviour of respondents.
- With respect to the marital status, it was found that the behaviour of respondents was similar only for the factor Knowledge (K). For the other three antecedents, the f-values were highly significant signalling heterogenous behaviour of males and females with respect to Information Search (IS), Belief (B) and Emotion (E).
- It was found that the mean values for married respondents were higher than those for unmarried respondents.

- Another important finding was that the mean values observed for Ahmedabad were higher than the rest of the cities.
- With respect to the age of respondents, across the three cities, the highest mean value was observed for the age group of 41-50 years.
- Through ANOVA it was found that the behaviour of respondents with respect to Information Search (IS) was different across all the age groups.
- It was found that across all the cities under study i.e., Ahmedabad, Surat and Vadodara, the same age group i.e., 41-50 years had the highest mean value.
- ANOVA also revealed that, with respect to getting knowledge about organic food products, the behaviour of respondents belonging to different age groups was dissimilar.
- In the case of the antecedent Belief (B), the overall mean was found to as 4.08 which suggested that respondents across all the age groups carried a strong positive belief regarding organic food products.
- Similar to Belief (B), the overall mean for Emotion (E) was 4.02 which suggested positive emotion.
- Except for the factor/antecedent Emotion € the other three antecedents had significant ANOVA values. This meant that the behaviour of respondents across all the age groups was diverse.
- With respect to the education of respondents, behavioural differences were found for all the antecedents as well as overall consumer involvement.
- With respect to family type, it was found that the majority of the respondents had nuclear families. A major reason for this trend was that the research was conducted in urban areas.
- It was found that, out of the four antecedents of consumer involvement, Knowledge (K) had the highest mean value of 4.16. Whereas, Information Search (IS) had the lowest mean value of 3.65. Through ANOVA it was found that the behaviour of respondents across the two-family types was alike. All ANOVA values were found to be insignificant.
- With respect to family size, ANOVA was highly significant for two antecedents, Information Search (IS) and Knowledge (K). This meant that the behaviour of respondents with respect to these two antecedents was different across the three family sizes covered in this research.
- For the antecedents Belief (B) and Emotion (E) it was found that ANOVA was insignificant.

- The ANOVA values for consumer involvement for the three family sizes were not significant. This meant that as far as consumer involvement was concerned, the behaviour of respondents having different family sizes was similar.
- Based on the findings, H_1 was rejected and the alternate hypothesis was accepted which was 'There exists a high consumer involvement for organic food products in the selected cities of Gujarat.'
- Through correlation analysis, it was found that there was a positive and highly significant correlation between antecedents of involvement as well as between consumer involvement and its four antecedents.
- Highest correlation was found between Belief (B) and Emotion ϵ ($r = 0.744$, $p = 0.000$).
- The correlation between Information Search (IS) and Knowledge (K) was found to be the least ($r = 0.544$, $p = 0.000$).
- All the correlation values were between 0.544 and 0.744 which indicated the existence of a high positive correlation between the antecedents.
- Through correlation analysis it was also found that there was a strong positive correlation between consumer involvement and its antecedents.
- The r-values were found ranging between 0.808 and 0.883.
- On comparing the r-values, it was found that Emotion ϵ had the highest correlation coefficient and Information Search (IS) had the lowest correlation coefficient.
- In all the three selected cities, individually, there was the presence of a positive significant correlation between antecedents of involvement as well as between consumer involvement and antecedents of consumer involvement.
- One noticeable fact found in this research was that across all the three cities, the correlation between Belief (B) and Emotion (E) was the strongest.
- Through correlation analysis, it was found that antecedents of consumer involvement had a significant direct relationship with consumer involvement for organic food products.
- Regression analysis confirmed the findings regarding the relationship between antecedents of involvement and consumer involvement.
- Through regression analysis, it was found that all the four antecedents had a similar impact on consumer involvement. However, if one had a closer look at the values of coefficients, Information Search (IS) had the highest impact ($\beta = 324$) while Knowledge (K) had the least impact ($\beta = 0.261$).

- All the values of the regression equation were found to be highly significant including the Durbin-Watson value (1.772).
- Regression analysis was conducted for each of the three cities individually and results obtained were significant and similar to the trends found for the overall data.
- The second hypothesis (H₂) was designed to study and analyse consumer attitude towards organic food products in the selected cities of Gujarat. It was found that consumer attitude was highly favourable (Mean = 4.03).
- By conducting factor analysis, two factors were identified which affected the level of consumer attitude towards organic food products. They were Affinity (Aff) and Awareness (Aw).
- Both the factors were found to have high mean values which were above 4 on a 5-point scale.
- Both Affinity (Aff) and Awareness (Aw) had similar mean values. The mean for Affinity (Aff) was 4.02 and that for Awareness (Aw) was 4.03.
- t-values for all the three variables i.e., Affinity (Aff), Awareness (Aw) and Consumer Attitude (CA) were highly significant.
- On analysing the data city-wise, it was found that Ahmedabad had the highest mean value for the factor Affinity (Aff) (Mean = 4.08).
- Of all the three cities, Ahmedabad had higher mean values followed by Surat and Vadodara.
- However, the mean values for the factor Awareness (Aw), Vadodara had marginally higher mean values than Surat.
- Results for consumer attitude were examined with respect to each of the demographic variables. It was found that with regards to gender, there was no difference in the behaviour of female and male respondents in the selected cities of Gujarat. This was inferred on the basis of ANOVA results which were insignificant.
- As far as marital status was concerned, for the factor Affinity (Aff), it was found that the behaviour of married respondents was similar to those who were unmarried.
- However, for the factor Awareness (Aw) based on the ANOVA results which were significant, it was found that there was a difference in the behaviour of married respondents as compared to unmarried ones. It was found that all the mean values for both groups of respondents were above 3.75.

- It was found that with regards to the age group of respondents across the selected cities of Gujarat, there was no difference in the behaviour of respondents for the factor Affinity (Aff). The f-value for this factor was not significant.
- For the factor Awareness (Aw) it was found that there was a significant difference in the behaviour of respondents belonging to different age groups in Ahmedabad, Surat and Vadodara. The ANOVA result was significant for this factor.
- As far as overall attitude was concerned, there was no difference in the behaviour of respondents across all the age groups. This was inferred on the basis of an insignificant f-value obtained.
- With respect to education, the results were found to be contrary to gender, marital status and age group. ANOVA for both the factors as well as overall consumer attitude was found to be highly significant. This meant that, though there was a high consumer attitude for organic food products, the behaviour of respondents having different educational qualifications was dissimilar.
- Like education, the ANOVA results for the demographic variable, occupation for both the factors was highly significant.
- The ANOVA value for overall consumer attitude across different occupations was also highly significant.
- A high significant value for occupation meant that the behaviour of respondents was found to be varied.
- There was a significant difference in the behaviour of respondents with respect to income, in other words, the behaviour of respondents falling into different income-earning categories was not the same.
- All the mean values across the selected cities were found to be ranging between 3.63 and 4.59. These values pointed to the fact that there was a positive attitude towards organic food products.
- With regards to the family size of respondents, it was found that there was a significant difference in the behaviour of respondents towards the formation of consumer attitude through its two factors.
- The ANOVA values for both the factors as well as consumer attitude were found to be highly significant.

- The ANOVA results for factors affecting consumer attitude towards organic food products were not significant. This meant that there was no similarity in the behaviour of respondents belonging to nuclear families and joint families across the selected cities.
- The overall mean for nuclear families was 4.03 which was marginally higher than joint families (Mean = 3.99). Both these values were found to be highly encouraging when it comes to examining consumer attitude towards organic food products.
- It was found through ANOVA that there was no difference in the behaviour of nuclear and joint families in the selected cities.
- Based on the results of mean analysis and ANOVA, the null hypothesis (H_2) was rejected and the alternate hypothesis (H_A) was accepted. H_A : There was a significantly favourable attitude towards organic food products in the selected cities of Gujarat.
- Through correlation analysis, it was found that there was a high positive correlation between the factors affecting consumer attitude. It was also found that there was a high positive correlation between consumer attitude and its factors.
- The correlation between Affinity (Aff) and Consumer Attitude (CA) was 0.967. This meant that higher levels of affinity would lead to higher levels of favourable attitude. The same was the case between Awareness (Aw) and Consumer Attitude (CA).
- Through regression analysis, it was found that both the factors i.e., Affinity (Aff) and Awareness (Aw) had an approximately similar impact on Consumer Attitude (CA). The β -value for Affinity (Aff) was 0.502 and that for Awareness (Aw) was 0.530.
- The regression equation was found to be reliable since the R, R-square and Durbin-Watson values were in the acceptable range.
- Regression modelling was also conducted for each of the three cities separately and the results were at par with those obtained for all the three cities together.
- It was found that there was positive purchasing intention for organic food products in the selected cities of Gujarat (Mean = 4.04).
- A look at the mean values city-wise showed that the larger the city lower was the mean.
- With reference to the demographic characteristics of respondents, it was found that the overall mean for income groups of Rs. 2.01 – Rs 4.00 Lakhs was 4.11. This meant that those earning incomes in the middle range also preferred organic food products.
- The mean for under-graduates was the highest among all the respondents (Mean = 4.19). This implied that even those who were not highly educated had a strong purchasing intention for organic food products.

- A striking observation was that doctorates had the least mean value (Mean = 3.86).
- The city-wise mean values, as well as overall, were found to be highly significant when subjected to ANOVA.
- It was found that there was a significant positive correlation between consumer involvement and consumer attitude ($r = 0.864$, $p = 0.000$). This meant that the higher the involvement, the more favourable would be the attitude and vice-versa.
- It was also found that there was a significant and positive correlation between antecedents of involvement and factors affecting consumer attitude. All the correlation coefficients were in excess of 0.60.
- Highest correlation was found between Emotion ϵ and Awareness (Aw) ($r = 0.787$, $p = 0.000$) while, lowest correlation was found between Information Search (IS) and Awareness (Aw) ($r = 0.626$, $p = 0.000$).
- City-wise correlation was computed and the results were found to be similar to the trends obtained overall.
- It was found that both, consumer involvement (Mean = 3.97) and purchasing intention (Mean = 4.04) were positive.
- Correlation analysis revealed that there was a significantly positive correlation between Consumer Involvement (CI) and Purchasing Intention (PI) ($r = 0.776$, $p = 0.000$).
- Similar trends were observed in Ahmedabad, Surat and Vadodara where a strong positive correlation was found between Consumer Involvement (CI) and Purchasing Intention (PI).
- Since there was a strong positive correlation regression modelling was carried out to study the impact of consumer involvement on purchasing intention. It was found that a change in 1 unit of involvement led to a change of 0.776 units. In other words, the regression model explained 77.60% variation in purchasing intention for organic food products.
- From the results obtained using correlation and regression analysis, the null hypothesis was rejected and the alternate hypothesis was accepted.
- Through H_1 to H_5 , some important facts were found.
 - There was a presence of high consumer involvement for organic food products in selected cities of Gujarat.
 - Consumer attitude was found to be positive for organic food products.
 - Purchasing intention for organic food products was also favourable.
 - It was found that there was a direct relationship between consumer involvement and consumer attitude towards organic food products.

- It was also found that purchasing intention was directly impacted by consumer involvement.
- Like consumer involvement, there was a strong association between consumer attitude and purchasing intention for organic food products.
- The correlation coefficient between consumer attitude and purchasing intention was 0.810. This meant that there was a direct relationship between consumer attitude and purchasing intention. The factors affecting consumer attitude were also found to have a significant direct relationship with purchasing intention. The factors Affinity (Aff) and Awareness (Aw) were found to have a correlation of 0.780 and 0.789 respectively.
- Based on the results of correlation analysis, regression modelling was undertaken to study the impact of consumer attitude on purchasing intention for organic food products.
- From the results of regression modelling, it was found that a unit of change in consumer attitude resulted in a 0.810 change in purchasing intention. In other words, change attitude explained 81% change in purchasing intention. Similar trends were found for Ahmedabad, Surat and Vadodara individually.
- Having established a clear relationship between consumer involvement and consumer attitude with purchasing intention individually, the last hypothesis (H₇) examined the combined impact of consumer involvement and attitude on purchasing intention for organic food products.
- It was found that the correlation coefficient between consumer involvement, consumer attitude and purchasing intention was strong and positive.
- If a comparison was to be made, then the relation between consumer attitude and purchasing intention was marginally stronger than that between consumer involvement and purchasing intention. This meant that consumer attitude had a higher impact on purchasing intention as compared to consumer involvement.
- Since the results of correlation analysis were strong and significant, regression analysis was carried out to study the impact of consumer involvement and attitude on purchasing intention.
- The results of regression analysis confirmed the results of correlation analysis.
- From the regression analysis it was found that purchasing intention for organic food products was directly impacted by consumer involvement and consumer attitude.
- The regression model was found as follows –

$$\text{Purchasing Intention (PI)} = 0.449 + 0.303 \text{ CI} + 0.548 \text{ CA}$$

- The results revealed that attitude had more impact as compared to consumer involvement.
- Regression analysis was conducted for each of the three cities individually and similar trends were found.
- All the seven hypotheses were rejected and alternate hypotheses were accepted which are shown in the following table.

After examining consumer involvement and attitude towards organic food products, this research examined major reasons for preference of organic food products as well as problems faced in consumption. Some of the major findings in this regard are provided below –

- The mean values for all the eight reasons for preference of organic food products were between 6.66 and 8.28. On a 10-point scale, these mean values indicated that there was a strong preference for organic food products in the selected cities of Gujarat.
- Among the eight reasons for preference, it was found that the highest mean value was for the reason ‘good for health’ (Mean = 8.28) followed by the reason ‘safer than CFP’ (Mean = 8.24) the third-most preferred reason was ‘richer nutrients’ followed by the reason ‘eco-friendly’, ‘no antibiotics/pesticides’, ‘better taste’, ‘longer shelf life’ and ‘looks good’.
- The reason ‘looks good’ recorded the lowest mean value of 6.66.
- Along with reasons for preference, problems faced in consumption of organic food products were also analysed and the mean values were found between 6.59 and 8.15. These values implied that there are plenty of problems faced by consumers in procuring and consuming organic food products. This insight is important for marketers in the sense that the high preference for organic food products is offset by the problems faced in consumption.
- The biggest problem faced was the high price of these food products (Mean = 8.15). This was followed by the reason ‘lack of availability’ (Mean = 7.88) and ‘lack of reliability’ (Mean = 7.57). These were three major problems.
- Other problems faced in consumption were ‘lack of proper certification’, ‘lack of awareness’, ‘limited range of products’ and ‘small-sized products’.
- From this analysis a notable fact was that, in the case of organic food products, on one hand, the high price was a major problem while the reason ‘small-sized products’ was not considered to be a major problem in consumption of organic food products.

All the seven hypotheses were rejected and alternate hypotheses were accepted. A summary of all hypotheses is presented in the following table.

Table 6.1 Summary of Hypotheses

Sr. No.	Hypotheses	Accepted / Rejected
H ₁ :	There is no significant consumer involvement for organic food products in selected cities of Gujarat.	Rejected
H ₂ :	There is a lack of favourable consumer attitude towards organic food products in selected cities of Gujarat.	Rejected
H ₃ :	There is a lack of significant purchasing intention for organic food products in selected cities of Gujarat.	Rejected
H ₄ :	There is no significant relationship between consumer involvement and consumer attitude towards organic food products in selected cities of Gujarat.	Rejected
H ₅ :	There is no significant impact of consumer involvement on purchasing intention for organic food products in selected cities of Gujarat.	Rejected
H ₆ :	There is no significant impact of consumer attitude on purchasing intention for organic food products in selected cities of Gujarat.	Rejected
H ₇ :	There is no significant impact of consumer involvement and consumer attitude on purchasing intention for organic food products in selected cities of Gujarat.	Rejected