

CHAPTER - 7. CONCLUSION

Conclusion

This research on three important aspects of consumer behaviour i.e., consumer involvement, attitude and purchasing intention provided vital inputs regarding the buying behaviour approach towards a relatively new concept in food consumption. Not just these three aspects, but other two important areas as well which were reasons for preference and problems faced in procurement and consumption of organic food products were analysed.

Based on the results obtained through the application of different statistical tools, it was concluded that the future for the organic food products market is promising. This conclusion was drawn from the fact that there was positive consumer involvement not just in totality but also in all the three cities covered in the study individually. As far as consumer attitude was concerned, all the results indicated positivity towards these products. It was concluded that, consumer attitude was favourable and respondents were showing inclination to move from conventional food products to organic food products. Based on the analysis of impact of consumer involvement and attitude on purchasing intention, it was concluded that the purchasing intention for organic food products was high and also that there was a significant direct impact of the two independent variables i.e., consumer involvement and consumer attitude on purchasing intention.