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# Socio-environmental considerations and organic food consumption: An empirical investigation of the attitude of Indian consumers

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<https://doi.org/10.1016/j.foodqual.2022.104604>

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Food Quality and Preference, Available online 28 April 2022, Pages 104617



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## Highlights

- Ethical beliefs are the basis for consumer’s socio-environmental considerations.
- Health consciousness influences consumer’s attitude towards organic food.
- Concern for local farmers influences consumer’s attitude towards organic food.
- No influence of environmental concern on consumer’s attitude towards organic food.

## Abstract

This study aims to examine the role of socio-environmental factors in forming a favorable attitude of consumers towards the consumption of organic foods. We developed the research instrument by pooling items from literature, followed by a pilot test. We collected the final data and statistically analyzed the same to validate the proposed model. Notably, we analyzed the proposed inter-relationships between the factors using SEM. The results suggest that the constructs of ethical beliefs, health consciousness, and concern for local farmers do have a significant and positive influence. Largely, the findings offer valuable insights to both marketers and producers in devising marketing strategies related to the promotion of organic food products in the Indian market.

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## Keywords

Organic foods; Ethical beliefs; Health consciousness; Local farmers; Indian consumers

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