

Role of Organic Products for Achieving A Sustainable Green Economy

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Abstract: Sustainable green economy is the need of time, and organic products can play a decisive role in this goal. Growing demand for organic food is due to the increase in disposal income at urban along with the Government supports, innovative technologies & investments and these factors are the drivers for organic farming and its marketing. These drivers provide immense potential and scope for the Indian organic sector but there are many challenges faced at producers, processors and consumer level, low consumption of Organic products is a serious concern of researchers and policymakers. To address this issue, we have studied the phenomenon in rural areas and provided insights to researchers and policymakers about the factors that influence the consumers' behaviour in rural areas awareness among consumers, the high cost of organic food products, limited availability of organic food products, busy work schedule are Challenges faced by Consumer level We have designed an integrated model based on PCA to study the rural areas consumers' behavioural intentions towards Organic products. 300 useable sample is obtained to analyse by implying PCA- Model. Results revealed that environmental knowledge is a significant predictor and a moderator, but consumers are less educated about ecological issues in rural areas. Results also revealed that Organic products and non-organic products users or consumers' preferences are differently influenced by factors studied to measure adoption intentions of organic products. Sensitivity analysis results revealed that social influence followed by effort expectancy and perceived expectancy of organic products are more important for rural areas' customers. The study also provides empirical evidence of methodological advancement using PCA- Model, Multiple Regression Model and ANOVA and these studies involving human behaviour.

Keywords: Environmental Sustainability, Environmental Knowledge, Green Economy organic products, Health Awareness, consumers' Behavioural Intentions, Health Consciousness of Consumers