

**PURCHASING BEHAVIOR AND CHALLENGES TOWARDS ONLINE SHOPPING OF ORGANIC FOOD PRODUCTS- A CONSUMER PERSPECTIVE IN PUNE CITY**  
**PURCHASING BEHAVIOR AND CHALLENGES TOWARDS ONLINE SHOPPING OF ORGANIC FOOD PRODUCTS- A CONSUMER PERSPECTIVE IN PUNE CITY.**

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### **ABSTRACT**

Environmental issues are of great interest to a vast number of consumers worldwide. Green consumers are sensitive to information about the products, brands, and processing that could have an impact on the environment in addition to the environment itself. Customers are becoming more mindful of the importance of environmental deterioration, which leads to a desire to buy organic goods which are perceived as healthy and nature friendly. The purpose of the study is to analyse purchasing behaviour and challenges faced by Pune consumers while online shopping of organic food products. The analysed data was collected from 99 Pune city residents with structured questionnaire. The survey conclusively shows that consumers' decision to purchase organic food items are primarily influenced by the health benefits and also compared to regular food products on the market, organic food items are of higher quality. As organic products are hard to come by, customers would rather purchase these goods online or through apps rather than going to their neighbourhood stores. The vast majority of consumers choose to purchase these products through the Big Basket app to avoid hassles and to save time. On the other hand, their degree of organic food purchases is moderate. Its expensive price is the primary cause of this. The Government should run marketing campaigns and promotions to educate the public about the advantages of switching to organic products. The information of the organic food should be given to school children for raising future healthy generation in India. Additionally, the government should make simpler certification process with subsidised prices to attract more consumers.

**Keywords**—Organic Food, Consumer Behavior, Sustainable consumption, Green Consumers

### **INTRODUCTION**

Agriculture in India was more natural and organic when the country's population was smaller. The agricultural system that relies on the customs and knowledge passed down through the generations was unable to produce enough food to support the growing population. Farmers extensively embraced technical innovations in agriculture during the "green revolution" to maximize agricultural production and satisfy the rapidly growing population's food needs. The production of food grains increased many times as a result of the green revolution, which paid off handsomely. Concurrently, this has resulted in a rise in the application of chemical pesticides and fertilizers, which have detrimental effects on both the environment and human health.

Organic food is grown and cultivated without the application of synthetic fertilizers, pesticides, or genetically modified (GM) ingredients, all of which have the potential to be harmful to human health. Meat, cheese, and eggs from animals can also be classified as organic. Certified organic eggs originate from hens that are allowed to roam freely, as opposed to those kept in cages, while organic meat is devoid of hormones and antibiotics.

Whereas Modern food, sometimes referred to as non-organic food, is typically farmed with the use of synthetic fertilizers and pesticides. By keeping pests at bay, these synthetic ingredients decrease food waste and boost food production to ensure a sufficient supply. Non-organic meat may contain hormones and antibiotics, and non-organic food may also contain genetically modified ingredients.

An item that displays an organic label has been certified to meet particular organic requirements. The certifying body's name and the standards it adheres to are displayed on the label.

As consumers are not sure about the authenticity of the organic food, many are afraid to purchase it. Fraud and mislabelling arise when a Food Business Operator (FBO) labels a product as organic when it contains non-organic ingredients or when the production process does not adhere to the regulations for organic production. It is therefore essential to confirm whether food labeled as "organic" is, in fact,

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organic.

An identifying mark to differentiate organic products from non-organic ones is the Jaivik Bharat logo for Organic Food. The slogan "Jaivik Bharat"—which means "Organic Food from India"—at the bottom of the emblem serves as support.

**Shops in Pune** These are a few stores that supply Pune City with organic food items.

- Satvyk-The Health Restore
- Hello Green-Organic Food Unit
- Millets & More
- Adrish-The Organic Store
- Good Food Organic Store
- Organic Heritage
- Nature's Basket
- Swap4pure

It has been noted that Majority of consumers prefer to purchase organic products online. Organic grocery product websites and apps generally have the highest quality and variety of products available in a single click. There are discounts and offers available on online stores and apps. It can even help consumers save a little money. The most significant benefit of internet purchasing is the time and effort savings. Most of these websites or apps offer 24-hour delivery services, so customers only need to choose the items they want to buy and they will be delivered to their home quickly.

A study reveals that India, with 20% of the world population, consumes only 1% of total organic produce, despite its largest farmlands, highlighting challenges in the organic food market. Indian society's prejudice towards organic food has led to limited awareness and a preference for lower-priced options. This prejudice is influenced by the perception that organic food symbolizes status and luxury, rather than a sustainable solution. This has resulted in a significant portion of the Indian diaspora opting out of the organic food market. The Indian retail market favors fast-moving, cheaper organic products, creating a gap between buyers and sellers. Traditional farming habits, familiar with chemical fertilizers, also discourage organic farming, as many farmers fear the change may not yield the same results. The demand and supply gaps in the Indian organic food market need to be balanced to ensure a balanced market, as seen in the high demand for jaggery powder in Uttar Pradesh as compared to its supply. The Indian market for organic food products still has a long way to go. However, we cannot ignore the reality that organic food items have become more well-known and well-liked among consumers in recent years. This isn't just happening in cities; it's happening in rural regions too, mostly because everyone has easier access to information and is aware of the advantages of living a better lifestyle and supporting organic farming. If the main obstacles are resolved promptly, there is hope that the Indian market will witness innovation in addition to an increase in organic

food products. The Indian organic food market appears to be making progress despite all these obstacles, particularly in the wake of COVID-19.

The first step in creating demand for organic products is raising consumer awareness of organic foods" (Briz and Ward, 2009). These days, people are more concerned with quality than with money. Buying organic food is driven by a number of important considerations, such as product quality, subjective norms, health and lifestyle considerations, and environmental concerns

In India, certified organic farms provide 14,000 tonnes of organic food production, according to a report by the Food and Agriculture Organization (FAO). However, the FAO has not included all of the organic farming areas. Food that has been grown on organic farms may occasionally go unrecognized because the producers have not registered their names or paid the registration fees for formal certification.

Amul Organic is a new business that the Amul company has launched. In order to fully avoid using chemicals and other dangerous substances, they have implemented teaching programs targeted directly at farmers as part of this endeavor. Amul Organic has implemented incentive schemes to assist farmers in lowering costs per hectare, as organic farming is typically more expensive than conventional farming

**LITERATURE REVIEW**

Desai (2021) stated that, The COVID pandemic heightened the demand for organic food due to its perceived health and immunity benefits, resulting in a constant increase in organic and sustainable food consumption. Organic farming is a sustainable farming method that maintains and enhances ecological balance by using organic inputs like green manures and cow dung. It preserves soil's reproductive capacity, promotes plant nutrition, and supports carbon sequestration.

Organic farming also protects pollinators from toxic chemicals and rebuilds soil health, ensuring water and soil resources are protected.

According to Rishabh Chokhani, Founder of Nature Vibe Botanicals, Organic products are rich in nutrients such as omega 3 fatty acids, antioxidants, and vitamins A and B, are safer and provide immune system strength, reducing the risk of heart and skin disease, cancer and arthritis. As stated in an article published in Indian Express, Organic diets are environmentally friendly, healthier, and more sustainable than regular food, offering better taste and a healthier alternative to harmful components. Organic farming practices are environmentally friendly by reducing the use of harmful chemicals and pesticides used in the cultivation of vegetables, fruits, and dairy products, which not only benefit consumers but also farmers and the local communities. Genetically modified organisms alter plant and animal DNA for nutrition and traits, but can contain toxic chemicals, pesticides, and antibiotics, causing organ damage and gastrointestinal disorders versus Non-GMO foods which offers more nutrients.

Robinson, Sergal (2020) mentioned that Organically raised animals are not raised on antibiotics, growth hormones, and byproducts which reduce the risk of mad cow disease. They are raised in an environment where they have more outdoor space. A 2016 European study revealed that organic meat and milk contain up to 50% higher levels of certain nutrients, including omega-3 fatty acids. Organic food is typically more expensive than conventionally grown food. As suggested by the author, to keep organic food costs within budget, various options are shopping at farmers' markets, joining a food co-op that offers lower prices to its members, or joining a Community Supported Agriculture (CSA) farm. These options offer lower prices and direct access to local produce, making them a more sustainable choice. Organic food buying tips include buying in season, shopping around, and comparing prices. However, organic foods may not always be healthy, as they may contain high sugar, salt, fat, or calories hence it's important to read food labels carefully.

**OBJECTIVES**

1. To understand awareness of organic food products
2. To identify consumers' preferred method of shopping
3. To analyze the factors influencing consumer purchase behaviour
4. To identify the challenges faced by consumers while online purchasing of organic food products.

**DATA ANALYSIS AND INTERPRETATION**

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	26	26.3	26.3	26.3
	House Wife	12	12.1	12.1	38.4
	Not Working	2	2.0	2.0	40.4
	Salaried	49	49.5	49.5	89.9
	Student	10	10.1	10.1	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** Of the respondents, 26.3% are in business, 12.1% are housewives, 49% are salaried employees, and 10% are students.

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<b>Monthly Income</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000-25000	16	16.2	16.2	16.2
	26000-75000	34	34.3	34.3	50.5
	76000-100000	28	28.3	28.3	78.8
	1Lakh & Above	21	21.2	21.2	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** The data show that approximately 34.3% of respondents have a monthly salary between 26,000 and 75,000, 49.5% have an income over 76,000, and approximately 16.2% have a monthly income between 5,000 and 25,000.

<b>According to you what is an Organic food?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food grown without use of chemical fertilizers	11	10.6	10.6	10.6
	Food grown without pesticide	17	16.3	16.3	26.3
	Healthy Nutritious	10	11.5	11.5	38.4
	Indigenous Food	5	4.8	4.8	43.2
	Grown with Manure	8	7.7	7.7	50.9
	Natural Food	10	9.6	9.6	60.5
	All of the above	41	39.4	39.4	100.0
	Total	104	100.0	100.0	

**Data Interpretation :** According to the majority of respondents (i.e., 39%), organic food is defined as Food grown without use of chemical fertilizers, Food grown without pesticide, Healthy Nutritious, Indigenous Food, Grown with Manure and Natural Food

<b>Do you consume organic food products?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	10	10.1	10.1	10.1
	No	3	3.0	3.0	13.1
	Yes	86	86.9	86.9	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** Of the respondents, 86% eat organic food products, 3% do not, and 10% are unclear.

<b>How often do you consume organic food products?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	54	55.7	55.7	55.7
	once a week	34	35.1	35.1	90.8
	once in 15 days	5	5.2	5.2	96.00
	once a month	2	2.1	2.1	98.1
	Never	2	2.1	2.1	100.0
	Total	97	100.0	100.0	

**Data Interpretation:** 55.7 percent of respondents said they consume organic products everyday, compared to 35.1% who consume them once a week, 5.2% who consume them once every 15 days, and 2% who consume them once a month or never

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Since when are you consuming organic food products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 2 Months	10	10.1	10.1	10.1
	Less than 06 Months	7	7.1	7.1	17.2
	Less than a year	27	27.3	27.3	44.5
	More than 02 years	55	55.6	55.6	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** Of the respondents, 55.6% have been consuming organic products for more than two years, followed by 27.3% who have been doing so for more than a year, 7% who have been doing so for less than six months, and 10% who have been doing so for more than 02 months.

What kind of organic food do you consume?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beverages (Organic Tea, coffee, jaljeera, aam panna, nimbu pani, sugarcane juice, toddy, kokum juice)	6	6.1	6.1	6.1
	Dairy Products	14	14.1	14.1	20.2
	Fruits	23	23.2	23.2	43.4
	Grains	18	18.2	18.2	61.6
	Legumes	6	6.1	6.1	67.7
	Eggs & Meat	2	2.0	2.0	69.7
	Vegetables	30	30.3	30.3	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** In the above table, it is shown that thirty-three percent of respondents are consuming organic vegetables, twenty-two percent are consuming fruits, eighteen percent are consuming grains, fourteen-one percent are consuming dairy products, six percent are consuming organic legumes and organic hot and soft drinks, and two percent are consuming eggs and meat.

According to you what are the determining factors to purchase organic food products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Environment concern	7	8.3	8.3	8.3
	Freshness	4	4.8	4.8	13.1
	Health benefits	41	48.8	48.8	61.9
	Usage of pesticide	11	13.1	13.1	75.00
	Due to Recent diet trends	7	8.3	8.3	83.3
	Social pressure	6	7.1	7.1	90.5
	Taste	8	9.5	9.5	100.0
	Total	84	100.0	100.0	

**Data Interpretation:** The factors influencing the decision to buy organic food products are displayed in the above table. The majority of respondents (48.8%) claim that health benefits

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are the primary factor influencing their decision to buy organic food products. While 9.5% of respondents like the taste of organic food products, 8.3% of respondents buy organic food products due to the fact that they are concerned about the environment and recent diet trends, and 13.1% of respondents cite the absence of usage of pesticides as the second important factor influencing their decision to buy organic food products. 7.1% of respondents said they buy organic food products as a result of peer pressure. Due to their freshness, only 4.8% of respondents buy organic food products.

What is your preferred method while purchasing organic food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Direct from farm	40	40.4	40.4	40.4
	local shops	6	6.1	6.1	46.5
	Online sites	53	53.5	53.5	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** The majority of consumers (53 percent) prefer to purchase organic goods from Online sites, whereas 40.4% prefer to purchase directly from farms. Just 6.1% of consumers buy it from nearby stores.

Which of the following online platforms do you use for purchasing organic food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BigBasket	66	66.7	66.7	66.7
	Blinkit	4	4.0	4.0	70.7
	Dunzo	5	5.1	5.1	75.8
	FarmFresh	14	14.1	14.1	89.9
	Grofers	6	6.1	6.1	96.0
	Orgpick	2	2.0	2.0	98.0
	Zepto	2	2.0	2.0	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** 66.7% of consumers use the BigBasket app to order organic food, compared to 14.1% who buy from farm-fresh, Blinkit, Dunzo, and other apps

On a scale of 1 to 5 please rate your level of satisfaction of consumption of organic food? (1- Notsure, 2- Notsatisfied, 3- Neutral, 4- Satisfied, 5- Highly satisfied)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Notsure	1	1.0	1.0	1.0
	NotSatisfied	2	2.0	2.0	3.0
	Neutral	4	4.0	4.0	7.1
	Satisfied	51	51.5	51.5	58.6
	HighlySatisfied	41	41.4	41.4	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** Out of the total respondents gathered for the study, the above table indicates that 51.5% of respondents are satisfied with organic products, 41.1% are highly satisfied, 2%

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are dissatisfied with organic products, 1% are unsure of their level of satisfaction, and only 4% are feeling neutral about organic products.

How would you rate the quality of organic food products compared to regular food products available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Average	9	9.1	9.1	9.1
	Excellent	37	37.4	37.4	46.5
	Good	52	52.5	52.5	99.0
	Poor	1	1.0	1.0	100.0
	Total	99	100.0	100.0	

**Data Interpretation:** According to the above data, of all respondents, 52.5% say that the quality of organic food items is good than that of ordinary food products on the market, and 37.4% say it is great. 9.1% of respondents believe it to be ordinary, while 1% believe the quality of organic food products is subpar.

**How would you perceive the price of organic food products compared to the quality?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Affordable	18	18.2	18.2	18.2
	Average	13	13.1	13.1	31.3
	Exorbitant	68	68.7	68.7	100.0
	Total	99	100.0	100.0	

**Data Interpretation :** This graphic shows how consumers assess the value of organic food products in relation to their cost. Sixty-seven percent of the respondents thought that the prices of organic food goods were excessive. Just 18% believe it to be affordable.

**Please select the challenges faced by you while online purchasing of organic food products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Availability	19	19.2	19.2	19.2
	Food labels not mentioning certification	18	18.2	18.2	37.4
	less shelf life	7	7.1	7.1	44.4
	Poor quality	11	11.1	11.1	55.6
	Price	44	44.4	44.4	100.0
	Total	99	100.0	100.0	

**Data Interpretation :** According to the data in this table, the majority of respondents—44.4%—said that the main obstacle to buying organic food products is their high price, while 18.2% of respondents said that the absence of food labels to mention certification is a problem when buying organic food products online. Organic food goods are difficult to find, according to 19% of respondents. Of those surveyed, 11.1% felt that the products on the market were of low quality.

**FINDINGS**

In accordance with the tabular form presented below, the following conclusions were derived from the analysis of data:

1. According to the majority of respondents (i.e., 39%), organic food is defined as Food grown without use of chemical fertilizers, Food grown without pesticide, Healthy Nutritious, Indigenous

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sFood, Grownwith ManureandNaturalFood

2. Of the respondents, 86% eat organic food products, 3% do not, and 10% are unclear.
3. 55.7 percent of respondents said they consume organic products every day, compared to 35.1% who consume them once a week, 5.2% who consume them once every 15 days, and 2% who consume them once a month or never
4. Of the respondents, 55.6% have been consuming organic products for more than two years, followed by 27.3% who have been doing so for more than a year, 7% who have been doing so for less than six months, and 10% who have been doing so More than 02 months.
5. thirty-three percent of respondents are consuming organic vegetables, twenty-two percent are consuming fruits, eighteen percent are consuming grains, fourteen-one percent are consuming dairy products, six percent are consuming organic legumes and organic hot and soft drinks, and two percent are consuming eggs and meat.
6. The majority of respondents (48.8%) claim that health benefits are the primary factor influencing their decision to buy organic food products.
7. The majority of consumers (53 percent) prefer to purchase organic goods from Online sites, whereas 40.4% prefer to purchase directly from farms. Just 6.1% of consumers buy it from nearby stores.
8. 66.7% of consumers use the Big Basket app to order organic food
9. 51.5% of respondents are satisfied with organic products, 41.1% are highly satisfied, 2% are dissatisfied with organic products, 1% are unsure of their level of satisfaction, and only 4% are feeling neutral about organic products.
10. According to the above data, of all respondents, 52.5% say that the quality of organic food items is good than that of ordinary food products on the market, and 37.4% say it is great. 9.1% of respondents believe it to be ordinary, while 1% believe the quality of organic food products is subpar.
11. Sixty-seven percent of the respondents thought that the prices of organic food goods were excessive. Just 18% believe it to be affordable.
12. the majority of respondents—44.4%—said that the main obstacle to buying organic food products is their high price, while 18.2% of respondents said that the absence of food labels to mention certification is a problem when buying organic food products online. Organic food goods are difficult to find, according to 19% of respondents. Of those surveyed, 11.1% felt that the products on the market were of low quality

### CONCLUSION

Considering the interpretation of the statistics mentioned above, it is clear that people are becoming more and more aware of the many advantages of consuming organic food, as seen by the daily rise in the consumption of organic food.

The least likely customers to purchase organic food are those with average monthly incomes and lack of knowledge of organic foods.

Food grown without the use of artificial fertilizers, food grown without pesticides, food that is healthy and nutritious, food that is indigenous, food that is grown with manure, and natural food are the predominant definitions of organic food given by the majority of respondents.

For more than two years, the majority of those interviewed have been consuming organic items such as organic eggs and meat, as well as organic vegetables, fruits, grains, dairy products, and hot and soft drinks.

The survey conclusively shows that consumers' decisions to purchase organic food items are primarily influenced by the health benefits and also. Compared to regular food products on the market, organic food items are of higher quality.

As organic products are hard to come by, customers would rather purchase these goods online or through apps rather than going to their neighbourhood stores.

The vast majority of consumers choose to purchase these products through the Big Basket app in order to avoid hassles and to save time

On the other hand, their degree of organic food purchases is moderate. Its expensive price is the primary cause of this.



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The primary deterrents to purchasing organic food items are their high cost, the lack of certification on food labels, and the challenge of locating high-quality organic food products online or in local market

### SUGGESTIONS

Organic food is safe and wholesome because it doesn't include any chemicals or pesticides. There has been a minor shift in the demand for organic products, especially fruit and vegetables, in Pune city due to increased consumer awareness of organic food, especially amongst younger generations. The Government should run marketing campaigns and promotions to educate the public about the advantages of switching to organic products. The information of Healthy as well as organic food should be taught to school children for raising future healthy generation in India. Additionally, the government ought to make it simpler certified and more inexpensive for customers in Pune to obtain organic products.

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