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The manuscript should preferably be in ***2000 to 5000 WORDS***, But the limits can vary depending on the nature of the manuscript.

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<mark>BOOKS</mark>

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

<mark>CONTRIBUTIONS TO BOOKS</mark>

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

<mark>JOURNAL AND OTHER ARTICLES</mark>

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

<mark>CONFERENCE PAPERS</mark>

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

<mark>UNPUBLISHED DISSERTATIONS</mark>

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

<mark>ONLINE RESOURCES</mark>

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

<mark>WEBSITES</mark>

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

DEMAND FOR ORGANIC PRODUCTS IN THE MARKET

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ABSTRACT
Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock are not alien to various agriculture systems including the traditional agriculture practiced in countries like India. However, organic farming is based on various laws and certification programmes, which prohibit the use of almost all synthetic inputs, and health of the soil is recognized as the central theme of the method. Even then the demand for organic products increases day by day in the market.

KEYWORDS
organic farming, demand, mulching, livestock, agriculture.

INTRODUCTION
Organic agriculture is not a new concept to India. At the beginning of the 19th century, Sir Albert Howard, one of the most important pioneers of organic farming, worked in India for many years, studying soil-plant interactions and developing composting methods. In doing so, he capitalized substantially on India's highly sophisticated traditional agricultural systems, which had long applied many of the principles of organic farming (e.g. crop rotations with legumes, mixed cropping, botanical pesticides etc.). As there is growth for the significance of organic crops, the Indian Government has recognized the export potential of organic agriculture and is in the process of strengthening the sector by putting a legal framework in place. This includes creating national organic standards and the possibility of accrediting in-country inspection and certification bodies.

REVIEW OF LITERATURE
1. Saher 2006 in his study about organic food versus genetically modified attitudes found that the shared attitudes rather than shared values actually united proponents of organic food and those who are particularly prone to avoiding certain types of non-organic products most notably meat. They found weak relationships between values such as "importance placed on nature" and "the welfare of animals and human rights related issues." Their findings revealed that "values" were the only personality feature that directly affected genetically modified food attitudes and not organic food purchasing behavior (Saher, 2006). As a major topic of discussion and differences in views across the literature one will certainly investigate value and it's impact on the consumer buying behavior.
2. Kristallis (2008, p165) extending Rockeach's definition stated that values can "be seen as the most abstract cognitions and they serve... as "standards" or models for attitudes, beliefs and behaviors." A number of studies have shown value to have a major incidence on driving the decision making process of consumers towards purchasing organic food (Bellows & Onyano 2008, Krystallis et al 2005). These studies report that there is a potential for attributes like religious observances and the significance of certain food practices of individuals to play a role in behavior and that these and other consumer values have been shown to have an incidence on consumer behavior.

OBJECTIVE OF THE STUDY
To study the demand for organic products in the market.

METHODOLOGY
This study employs simple random sampling, a type of probability sampling, which involves the probability of each and every item has a chance to participate in the study. Through this probability sample the final sample is drawn from the respondents who wish to purchase for organic products. A survey was conducted among consumers through self-administered questionnaires.

STATISTICAL TOOLS USED
1. Simple percentage analysis
2. Factor Analysis
3. One-Way ANOVA

ANALYSIS AND INTERPRETATION

TABLE 1: FREQUENCY TABLE

Q.no	Variables		Frequency	Percent
1	Gender	Male	116	30.2
		Female	268	69.8
2	Age	21-30	272	70.8
		31-40	79	20.6
		41-50	33	8.6
3	Highest Education Level	Matriculation	95	24.7
		Senior Secondary	174	45.3
		Bachelor's Degree	58	15.1
		Master's Degree	57	14.8
4	Employment status	Salaried	95	24.7
		Professional/Self Employed	174	45.3
		Business man	58	15.1
		Master's Degree	57	14.8
5	How many people live in your household	0-3	138	35.9
		4-6	124	32.3
		Above 6	122	31.8
6	Number of earning members in your household	0-2	92	24.0
		3-5	144	37.5
		More than 5	148	38.5
7	How many children do you have in your household	0-2	107	27.9
		3-5	152	39.6
		More than 5	125	32.6

Panel 1 explains the demographic factors of the respondents who were purchasing organic products.

Panel explains the Gender role of the respondents. In case of organic products, those who buy or the decision maker to purchase holds greater importance. Thus from the table it was understood that a (69.8%) of the respondents who were purchasing organic products were female and a remaining (30.2%) were male.

It was understood from the table that, in the study area the decision of purchasing organic products was mad by female and men constitute half of the men.

Panel 2 details the age group of the respondents who consume organic products. The age factor helps the marketer of identify which part of the age group purchase organic products more. Then they could frame the strategies for improving the sale of organic products. From the table it was understood that a (70.8%) of the respondents who consume organic products to the maximum extent was in the age group of 21-30 years, a (20.6%) of the respondents who were in the age group was 31-40 years, and the next least group who consume organic products to the higher level was the respondents who were in the age group of 41-50 years. Thus it is revealed from the table the respondents who consume organic products to the maximum extent was the respondents between the age group of 21-30 years.

Panel 3 portrays the education qualification of the respondents who consume organic products. The education plays a vital role in the consumption of organic products because the level of acceptance and understanding the dynamic of products would be better if the respondents were educated.

It was understood from the table that a (45.3%) of the respondents have completed secondary education, (24.7%) of them have completed matriculation schooling education, (15.1%) of them have completed their bachelor's degree and a remaining (14.8%) of them have completed masters degree.

It was interesting from the table that those respondents who have completed secondary education purchase more of organic products.

Panel 4 portrays the employment status of the respondents who purchase organic products. The economic position of the respondents gives confidence for them to purchase more products. It was a normal opinion that organic products are sold at a higher price. Thus the employment guarantees the purchase of organic products. From the table it was learnt that a (45.3%) of the respondents who were professional purchase more number of organic products, a (24.7%) of them who were salaried also purchase organic products to the maximum extent, (15.1%) of them who were doing business fall in the next line and a least of (14.8%) who were self-employed constitute the next category.

Panel 5 explains the number of persons constitute the family. More number of persons guarantees more of purchase, thus the information is gaining importance. From the table it was clear that, those respondents who have 0-3 members in their family (35.9%) purchase organic products, those respondents who have 4-6 members in their family (32.3%) falls the next line and a family who have above 6 members in their family purchase organic products to the maximum.

The table highlights that, the family who have below 3 members purchase more quantity of organic products. It was understood lesser size of the family purchase more of organic products.

Panel 7 presents the information pertaining to the number of children possessed by the respondents. The present day generation father and mother are visonised to give best food for their children. Thus the marketers are benefited from the information of children possessed.

From the panel it was learnt that a (39.6%) of the respondents have 3-5 children's in their family, a (32.6%) of the respondents have more than 5 children's in their family and a remaining (27.9%) of the respondents have less than two children in their family.

The table penlights that those respondents who have less than two children more of organic products.

FACTOR ANALYSIS

A sample of 384 respondents was taken for the study. The data collected for the study were classified, tabulated and processed for factor analysis which is the most appropriate multivariate technique to identify the group of determinants. Factor analysis identifies common dimensions of factors from the observed variables that link together the seemingly unrelated variables and provides insight into the underlying structure of the data. In this study Principal component Analysis has been used since the objective is to summarize most of the original information in a minimum number of factors for prediction purpose.

A Principal Component Analysis is a factor model in which the factors are based on the total variance. Another concept in factor analysis is the rotation of factors. Varimax rotations are one of the most popular methods used in the study of simplify the factor structure by maximizing the variance of a column of pattern matrix. Another technique called latent root criteria is used. An Eigen Value is the column sum of squares for a factor. It represents the amount of variance in data. After determination of the common factors, factor scores are estimated for each factor. The common factors themselves are expressed as linear combinations of the observed variables.

Factor Model: $F_i = W_{i1}X_1 + W_{i2}X_2 + \ldots\ldots\ldots.. W_{ik}X_k$

Where F_i = Estimate of the ith factor, W_1= Weight or Factor score coefficient

k = Number of variables.

The respondent considers various factors while deciding about savings. Thirteen factors are considered for measuring the motivation towards savings on a five point scale. Factor matrix and their corresponding factor loading after the Varimax rotation are presented in the table.

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TABLE 2: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	2158.062
	df	78
	Sig.	.000

TABLE 3: COMMUNALITIES

	Initial	Extraction
More cheap prices	1.000	.651
More income	1.000	.783
More accessibility in the market	1.000	.677
More assortment (variety/range) availability	1.000	.679
Better appearance and taste	1.000	.614
More time to look for organic food	1.000	.729
More recognizable label and products	1.000	.731
More trust to origin/production	1.000	.671
More seasonal products	1.000	.662
Longer shelf life	1.000	.690
Attractive packing material	1.000	.781
More information in the media	1.000	.774
Better/Shorter cooking conditions	1.000	.611
Extraction Method: Principal Component Analysis.		

In Table Bartlett's test of sphericity and KAISER MEYER OLKIN measures of sample adequacy were used to test the appropriateness of the factor model. Bartlett's test was used to test the null hypothesis that the variables of this study are not correlated. Since the approximate chi-square satisfaction is 2158.062 which is significant at 1% level, the test leads to the rejection of the null hypothesis.

The value of KMO statistics (0.790) was also large and it revealed that factor analysis might be considered as an appropriate technique for analysing the correlation matrix. The communality table showed the initial and extraction values.

TABLE 4: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.841	37.238	37.238	4.841	37.238	37.238	2.446	18.812	18.812
2	1.737	13.364	50.602	1.737	13.364	50.602	2.345	18.036	36.849
3	1.422	10.936	61.538	1.422	10.936	61.538	2.286	17.586	54.434
4	1.051	8.085	69.623	1.051	8.085	69.623	1.975	15.189	69.623
5	.764	5.879	75.502						
6	.689	5.299	80.802						
7	.562	4.322	85.124						
8	.505	3.882	89.006						
9	.360	2.766	91.772						
10	.318	2.449	94.221						
11	.289	2.221	96.442						
12	.244	1.876	98.318						
13	.219	1.682	100.000						
Extraction Method: Principal Component Analysis.									

From the table it was observed that the labelled "Initial Eigen Values" gives the EIGEN values. The EIGEN Value for a factor indicates the 'Total Variance' attributed to the factor. From the extraction sum of squared loadings, it was learnt that the I factor accounted for the variance of 4.841 which was 37.238%, the II factor accounted for the variance of 1.737 which was 13.364%, the III factor accounted for the variance of 1.422 which was 10.936%, the IV factor accounted for the variance of 1.051 which was 8.085%. The four components extracted accounted for the total cumulative variance of 69.623%

DETERMINATION OF FACTORS BASED ON EIGEN VALUES

In this approach only factors with Eigen values greater than 1.00 are retained and the other factors are not included in this model. The four components possessing the Eigen values which were greater than 1.0 were taken as the components extracted.

TABLE 5: ROTATED COMPONENT MATRIX^a

	Component			
	1	2	3	4
More time to look for organic food	.759			
Better appearance and taste	.747			
More assortment (variety/range) availability	.696			
More trust to origin/production		.794		
More seasonal products		.733		
More recognizable label and products		.697		
Longer shelf life		.584	.559	
More information in the media			.828	
Attractive packing material			.810	
Better/Shorter cooking conditions			.613	
More income				.849
More cheap prices				.781
More accessibility in the market	.529			.603
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 10 iterations.				

The rotated component matrix shown in Table is a result of VARIMAX procedure of factor rotation. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. Hence, those factors with high factor loadings in each component were selected. The selected factors were shown in the table.

TABLE 6: CLUSTERING OF INDUCING VARIABLES INTO FACTORS

Factor	Inducing Variable	Rotated factor loadings
I (18.812) Awareness	More income DF2	0.849
	More information in the media DF12	0.828
	Attractive packing material DF11	0.810
II (36.849) Affordable price and Trust	More trust to origin/production DF8	0.794
	More cheap prices DF1	0.781
	More time to look for organic food DF6	0.759
III (54.434) Appeal and Assortment	Better appearance and taste DF5	0.747
	More seasonal products DF9	0.733
	More recognizable label and products DF7	0.697
	More assortment (variety/range) availability DF4	0.696
IV (69.623) Easy & Safe cooking	Better/Shorter cooking conditions DF13	0.613
	More accessibility in the market DF3	0.603
	Longer shelf life DF10	0.584

In this table Four factors were identified as being maximum percentage variance accounted. The variable DF2, DF12 and DF11 constitutes factor I and it accounts for 18.812 per cent of the total variance. The variable DF8, DF1 and DF6 constitutes factor II and it accounts for 36.849 per cent of the total variance. The variable DF5, DF9, DF7 and DF4 constitutes factor III and it accounts for 54.434 per cent of the total variance. The variable DF13, DF3 and DF10 constitutes factor IV and it accounts for 69.623 per cent of the total variance.

ANALYSIS OF VARIANCE

H0 : There is no significant difference between demand of organic products in the market and gender.

H1 : There is no significant difference between demand of organic products in the market and gender.

TABLE 7: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	3.805	1	3.805	.521	.471
	Within Groups	2792.067	382	7.309		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	1.669	1	1.669	.276	.600
	Within Groups	2309.956	382	6.047		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	.389	1	.389	.035	.852
	Within Groups	4246.733	382	11.117		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	27.492	1	27.492	4.415	.036*
	Within Groups	2378.443	382	6.226		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across gender. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors except easy and safe cooking.

H0 : There is no significant difference between demand of organic products in the market and age.

H1 : There is no significant difference between demand of organic products in the market and age.

TABLE 8: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	.832	2	.416	.057	.945
	Within Groups	2795.040	381	7.336		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	20.429	2	10.214	1.699	.184
	Within Groups	2291.196	381	6.014		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	10.796	2	5.398	.485	.616
	Within Groups	4236.327	381	11.119		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	19.617	2	9.809	1.566	.210
	Within Groups	2386.318	381	6.263		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across age. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors.

H0 : There is no significant difference between demand of organic products in the market and highest education level.

H1 : There is no significant difference between demand of organic products in the market and highest education level.

TABLE 9: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	21.053	3	7.018	.961	.411
	Within Groups	2774.819	380	7.302		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	10.803	3	3.601	.595	.619
	Within Groups	2300.822	380	6.055		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	13.283	3	4.428	.397	.755
	Within Groups	4233.840	380	11.142		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	12.308	3	4.103	.651	.583
	Within Groups	2393.626	380	6.299		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across highest education level. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors.

H0 : There is no significant difference between demand of organic products in the market and employment status.

H1 : There is no significant difference between demand of organic products in the market and employment status.

TABLE 10: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	21.053	3	7.018	.961	.411
	Within Groups	2774.819	380	7.302		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	10.803	3	3.601	.595	.619
	Within Groups	2300.822	380	6.055		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	13.283	3	4.428	.397	.755
	Within Groups	4233.840	380	11.142		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	12.308	3	4.103	.651	.583
	Within Groups	2393.626	380	6.299		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across employment status. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors.

H0 : There is no significant difference between demand of organic products in the market and number of earning members.

H1 : There is no significant difference between demand of organic products in the market and number of earning members.

TABLE 11: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	11.784	2	5.892	.806	.447
	Within Groups	2784.089	381	7.307		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	2.665	2	1.332	.220	.803
	Within Groups	2308.960	381	6.060		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	4.174	2	2.087	.187	.829
	Within Groups	4242.948	381	11.136		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	1.952	2	.976	.155	.857
	Within Groups	2403.983	381	6.310		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across number of people in household. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors.

H0 : There is no significant difference between demand of organic products in the market and number of children.

H1 : There is no significant difference between demand of organic products in the market and number of children.

TABLE 12: ANOVA

Source of variance		Sum of Squares	df	Mean Square	F	Sig.
Awareness	Between Groups	4.116	2	2.058	.281	.755
	Within Groups	2791.756	381	7.327		
	Total	2795.872	383			
Affordable price and Trust	Between Groups	28.854	2	14.427	2.408	.091
	Within Groups	2282.771	381	5.992		
	Total	2311.625	383			
Appeal and Assortment	Between Groups	69.096	2	34.548	3.150	.044*
	Within Groups	4178.026	381	10.966		
	Total	4247.122	383			
Easy and safe cooking	Between Groups	6.939	2	3.469	.551	.577
	Within Groups	2398.996	381	6.297		
	Total	2405.935	383			

Source: Primary data

* Significant at 5 percent level of significance

The above table indicates that demand of organic products in the market factors do not have significant differences across number of children. Hence, the null hypothesis is rejected with respect to demand of organic products in the market factors. The alternative hypothesis (H1) is accepted for all demand factors.

CONCLUSION

The demand for organic products is gaining momentum now days. Due to the awareness towards organic products and its health implication, the consumers are demanding for organic products in a massive way. The demand for organic products is because of the awareness, affordable price and trust, appeal and assortment, and easy and safe cooking.

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