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## Consumption of Organic Vegetables for Food Safety: A Case Study of Sikkim, India

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### Abstract

Green revolution launched in India in the early seventies enhanced chemical use leading to enhanced production and productivity of crops under irrigated agriculture. Sikkim is fully organic state in India. Organic farming is a practice being adopted by the farming community of the state for ages. Government of Sikkim took a decision to adopt organic system of farming in the entire state and probably the first state in India to bring resolution in the State Assembly. Concern for the people of the state for a healthy and wealthy living in a sustainable way keeping due care of ecology and environment has been taken as the prime duty. The awareness on the harmful effects of chemicals present in food is increasing among the consumers of Sikkim. The trend towards purchasing organic vegetables is growing among people. A study to identify factors induces consumers to turn towards organic vegetables is important. This empirical study is aimed at identifying the purchase intention of consumers towards organic foods. Data was collected from 300 respondents in of Sikkim through personal interviews. Sample respondents for this study were selected through probability sampling approach, using random sampling methods. Consumers who were visited chosen outlets during the survey time, and those who have time to fill in the survey instrument and participate in the survey, formed the sample respondents. Some of the prominent motivating factors to purchase organic foods include environmental concern, health concern and lifestyle, product quality and subjective norms. There exists strong possibilities of developing the SIKKIM BRAND OF ORGANIC COMMODITIES. The study predicts the purchase intention of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods. The results of the study show that quality of products, environmental concern, health concern and lifestyle are the most commonly stated motives for purchasing organic foods.

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