

Consumption of Organic Fruits and Vegetables in Chennai, India

Ritu Pandey

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Abstract

India's booming population and the high amount of pesticide produced and used in agriculture to meet the demands of the growing population, has led to the contamination of the air, water, and soil. Organic food products help to preserve land and water resources and have led to a steady increase in the organic food consumption in India, especially in the urban centres of the country. Although there has been a steady increase in the sale of organic food products in India, the growth is slow. The research on the consumption of organic food in the Indian domestic market is inadequate, and more information with regard to the preferences and motivation to purchase organic food is required. Food consumption is a daily activity in everybody's life causing environmental impact and buying organic food products is one of the effective ways to improve the sustainability of food consumption. Organic fruits and vegetables have the highest demand in the organic food category and at present dominate the Indian domestic market.

Previous research suggests that attributes, consequences and values influence people's purchase decisions. Attributes are the inherent characteristic of a product, consequences are the benefits obtained from consuming the product, and values are principles and standards that guide behaviour. The motivation of Indian consumers to consume organic fruits and vegetables can be explored with the help of attributes, consequences, and values. Consumers organize product information in their memory at various levels of abstraction ranging from product attributes to personal values. The method that aids in understanding the cognitive structure of consumers is the Means-End Chain (MEC) approach. The means are the attributes, the ends are the values, and in between them are consequences. The MEC approach aids in understanding why consumers opt for certain products as it links the product attributes to their consequences and the consequences are in turn linked to values. The interview technique that assists in obtaining the information pertaining to attributes, consequences, and values is Laddering.

Laddering techniques use a series of direct and indirect probes, which enable a consumer to think critically and bring out in-depth information that shows the associations between attributes, consequences, and values. An analysis of these laddering probes revealed the motivational aspect behind a purchase or the underlying reasons for a purchase. Organic was found to be a central attribute as organic enabled people to distinguish between organic and inorganic fruits and vegetables. Other attributes like chemical free, farming method, taste, fresh, nutrition, and quality were also found to be important. Health was found to be the main motivation to purchase organic fruits and vegetables.

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Chapter 1

Introduction

1.1 Background to the Research

India's population in 2015 was 1.311 billion (World Bank, 2015), and the total chemical pesticide consumption in India in the year 2014-2015 was 57,353 metric tons (Press Information Bureau, 2015). India is the second most populous country in the world and is one of the largest producers of pesticides in the world (Abhilash & Singh, 2009; Arora, Batra, Sharma, Banerjee, & Gupta, 2013). More than 100,000 tons of Dichlorodiphenyltrichloroethane (DDT), a pesticide that accumulates in various tissues of an organism and is toxic, has been used in agriculture in India (Arora et al., 2013; Yadav et al., 2015). The low cost and wide applicability of pesticides have led to high crop yields, which support India's high population growth rate (Arora et al., 2013). Pesticide use is advantageous in crop protection, but persistent use has contaminated the air, water, and soil, which, in-turn, has led to serious health effects in humans (Yadav et al., 2015).

Organic produce, on the other hand, helps protect land and water resources. Rising health consciousness and the availability of organic food products have led to the growth of organic food market in India (Economic Times, 2015). A report by Economic Times states that the organic food market in India is growing at 25% to 30% every year, and organic food in India is estimated to touch \$1.36 billion mark by 2020 (Economic Times, 2015). A study by Nandi, Bokelmann, Gowdru, and Dias (2016b), found that around 90% of people in Bangalore, India, report being willing to pay higher prices for organic vegetables, and 74% of people in Bangalore, India, report being willing to pay higher prices for organic fruits. Increase in income and urbanization might further change India's food consumption in the future.

Food consumption is an important area under environmental sustainability, as one-third of the impact on the environment is related to food and drink consumption (Thøgersen, 2010). Buying

organic food products is one of the effective ways to promote sustainable food consumption (Thøgersen, 2010). Sustainable consumption means meeting the needs of the present and taking care of the future generations' needs and necessities while minimizing the effects of consumption on the environment (Dalpian, da Silveira, & Rossi, 2015; Thøgersen, 2010).

1.2 The Problem

There is general agreement internationally that progress towards sustainable consumption is not adequate (Auger & Devinney, 2007; Dalpian et al., 2015; Pelozo, White, & Shang, 2013; Thøgersen, 2010). Research on consumer behavior has found that consumer attitudes and intentions do not always lead to purchasing behaviour when it comes to sustainable consumption (Bradu, Orquin, & Thøgersen, 2014; Carrigan & Attalla, 2001; Verplanken & Roy, 2015). Reasons for not purchasing sustainable products include; consumers need to maximize value for their money (Eckhardt, Belk, & Devinney, 2010), lack of time or decisions made in a pressing choice environment (Carrigan & Attalla, 2001; Titus & Bradford, 1996), and sustainable products not belonging to a popular brand (Eckhardt et al., 2010). Habit is one of the important causes of unsustainable behavior, as habits are repetitive action by people under stable circumstances and happen automatically (Verplanken & Wood, 2006). For example, people habitually travel by car instead of public transport or undertake car-pooling activity.

A habit can result in tunnel vision, where an individual does not look into any new information, although the new information might lead to more choices (Verplanken & Roy, 2015). Perceptual biases due to a habit are formed, and a person might overestimate the disadvantage of a non-habitual product (Verplanken & Roy, 2015). A consumer can also grab things mindlessly due to a habit (Verplanken & Roy, 2015), as habits can free up the mental resources (Verplanken & Orbell, 2003) of the consumers. These habits can also be associated with a goal (Aarts & Dijksterhuis, 2000), and the goals can be based on psychological needs like thirst or hunger or can be motives, such as making friends or acquiring knowledge (Aarts & Dijksterhuis, 2000). Goals tend to direct the consumer toward achieving the end (Verplanken & Orbell, 2003) like

achieving efficiency, reducing cost or increasing comfort, rather than looking for sustainable options (Verplanken & Roy, 2015).

1.3 Research Question

Habits, population growth and other reasons as discussed in the previous section can influence the purchase of unsustainable options but there is evidence (mentioned in section 1.1) which suggests the growth of organic food market in India especially in the cities (Nandi, Bokelmann, Gowdru, & Dias, 2016a; Sood & Jishnu, 2012). Research has shown that sustainable behaviour is related to personal values (Honkanen & Verplanken, 2004; Honkanen, Verplanken, & Olsen, 2006) which are central to a person's self-concept (Verplanken & Holland, 2002; Verplanken & Roy, 2015). This thesis thus tries to explore the motivations behind the purchase of organic fruits and vegetables in India by focusing on values that people hold.

What motivates consumers to purchase organic fruits and vegetables in India?

Values are referred to as trans-situational enduring beliefs concerning desired states of existence or modes of behavior (Honkanen et al., 2006). Research also suggests that consumers understand the product in terms of the attributes a product possesses (Barrena & Sanchez, 2012). This study delves into central and non-central attributes and associates them with values to explore the purchase decision with regard to organic fruits and vegetables in India. Attributes are related to the consequences consumers would derive from the use of the product and the values these attributes satisfy (Barrena & Sanchez, 2012). As attributes, consequences and values play a dominant role in guiding choices (Gutman, 1982), they can help in analyzing the purchase decision with respect to sustainable food products like organic fruits and vegetables.

1.4 Overview of the Research Methodology

The research methodology used in this study is the Means-End Chain approach (Reynolds & Gutman, 1988). This approach helps to know how the product information is held at various levels of memory by consumers. Consumers choose a product based on the attributes it possesses, which means the product's attributes have the ability to produce desired consequences. These desired consequences lead to valued end states. According to Gutman

(1982), the choice of attributes to be considered is influenced by values. The Means-End Chain analysis matches the key components of the product with the personally relevant role it plays in the lives of the consumers.

The Means End Chain model is applied with the help of in-depth laddering interviews (Reynolds & Gutman, 1988). The laddering interviews help in probing deeper and obtain the linkages between the attributes, consequences and values. Personal values are less in number compared to the consequences obtained from the product, many consequences get associated with a value. Laddering probes help in deciphering these different meanings by linking the identical values to the different consequences.

In this study the respondents are selected only if they have purchased organic fruits and vegetables before. Initial respondents are approached based on the knowledge of the researcher and other respondents are recruited through the snowballing method. Twenty respondents are interviewed, and the data obtained is used to prepare Summary Ladders, Summary Implication Matrix and Hierarchical Value Map (HVM). The HVM, along with the summary ladders helps in analyzing the linkages between attributes, consequences and values (Reynolds & Gutman, 1988).

1.5 Terminology

Some important expressions used in this report are explained below:

Attribute Centrality

Attribute centrality is the most important attribute of a product to come to mind when a product is specified (Ahn, 1998). The reverse could also be true: that is, when a particular attribute is mentioned, a particular product or an object might come to the mind. For example, in the case of an apple, the attributes that it is red coloured and oval in shape come to the mind. Also if the attribute red coloured fruit that is oval in shape is mentioned, the fruit apple comes to mind.

Consequences

Consequences are the results accrued directly or indirectly to consumers by their actions. In this study, consequences refer to the benefits consumers obtain from the consumption of a product (Reynolds & Gutman, 1988). Consequences come in-between means and ends in the Means-End Chain analysis.

Means

Means refer to the product attributes that a person considers while purchasing any product (Reynolds & Gutman, 1988). Product attributes enable us to determine what a person looks for in a product while purchasing it. They help in the categorization of the product in the minds of the consumers (Wansink, 2000).

Values

Values are the guiding principles in a person's life. Many of the decisions are made based on the values that a person holds. They are the reason for a specific conduct or end state of an action. Values affect a person's belief, attitudes, norms, and intentions. Values are also referred to as ends in the Means-End Chain analysis (Reynolds & Gutman, 1988).

Organic Food

Organic food refers to any food produced without chemical fertilizers, growth hormones, and antibiotics and not exposed to practices like irradiation or the use of industrial solvents and chemical food additives (Paul & Rana, 2012).

1.6 Dissertation Structure

This study follows the approach suggested by Perry (1998) and includes five chapters.

Chapter 2 – Literature Review

The literature reviews organic food products (Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007; Paul & Rana, 2012), attribute centrality (Ahn, 1998) and values (Schwartz, 1992) and integrates information from a number of sources. This chapter includes India's role in organic produce and the various aspects of organic food practices and decisions, Schwartz values and the Means-End Chain model.

Chapter 3 – Research Methodology

The chapter incorporates the research design of the project, such as description of qualitative research, qualitative research methodologies, the laddering procedure, and sampling.

Chapter 4 – Analysis and Results

This chapter presents the results from the laddering interviews. The ladders are drawn, and the Summary Implication Matrix is prepared. Then, the Hierarchical Value Map is prepared, which shows the linkages that have formed between attributes, consequences, and values.

Chapter 5 – Discussion and Conclusion

This chapter includes the discussions about the results, future research that can be carried out and the conclusion.

The relationship between the chapters in the Thesis is shown below:

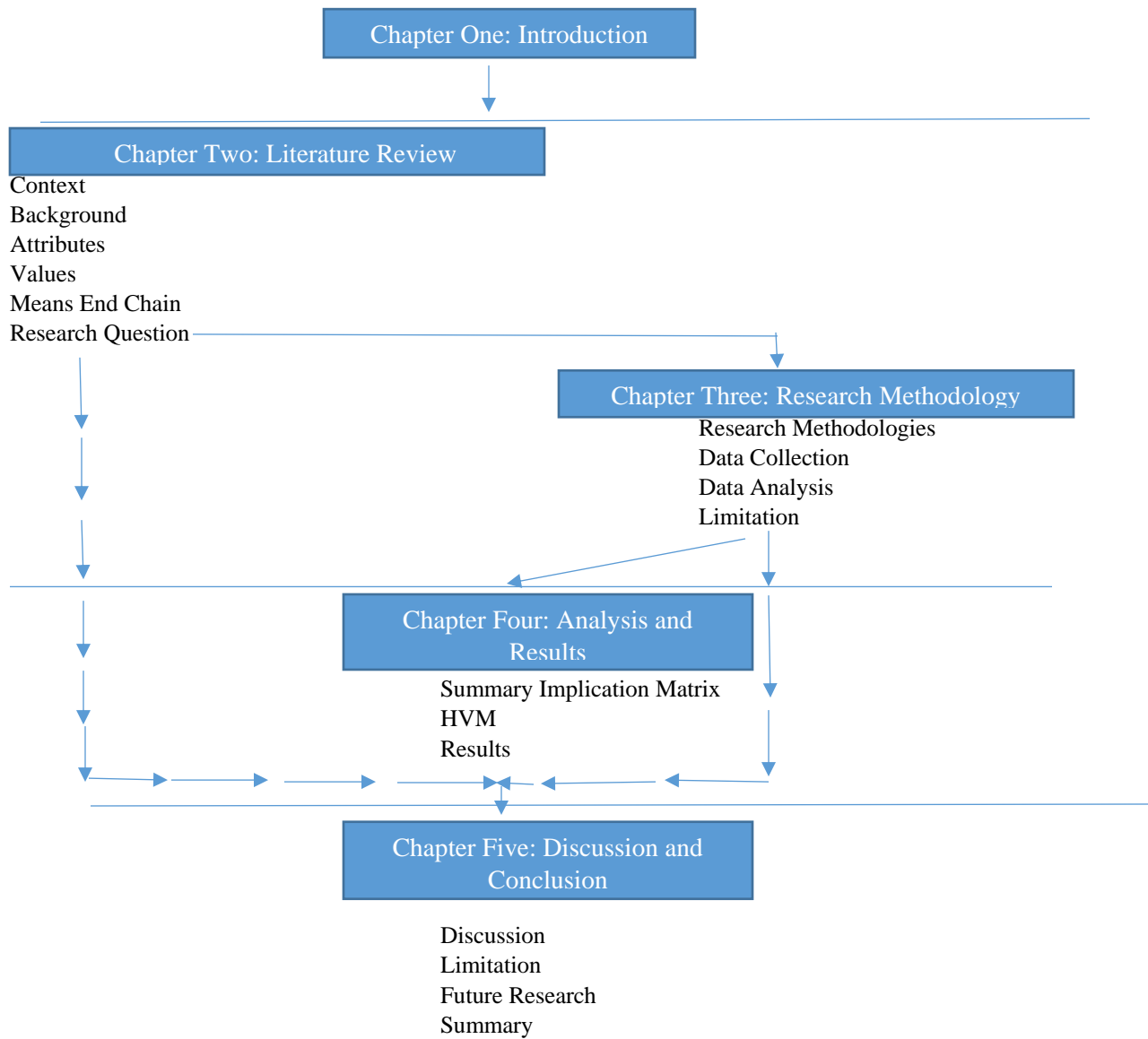


Figure 1.1 - The Relationship between the Chapters in the Thesis

Chapter 2

Literature Review

India has the potential to produce different varieties of organic food products due to diverse agro-climatic conditions (APEDA, 2016). Indian standards of production and accreditation systems with regard to unprocessed plant products under the organic category are recognized by the European Commission and USDA (APEDA, 2016). These recognitions enable India's organic food products to be accepted by various countries. In 2015-2016, India produced 1.35 million mt of certified organic products which include sugarcane, oil seeds, cereals and millets, fruits, vegetables, dry fruits, tea and coffee. The total volume of exports during the same year was 263,687 mt. Realization from the export of organic food in that year was 298 million USD and India exports organic food products to the European Union, the United States of America, Canada, Switzerland, Korea, Australia, New Zealand, South East Asian Countries, the Middle East and South Africa (APEDA, 2016). India is becoming a global player with regard to organic food products.

The growth of the domestic market has been slow and is facing challenges that include lack of awareness and demand among consumers, export-oriented government policies, higher prices of organic products in the world market (Osswald & Menon, 2013), and significant price differences by the retailers, as the organic retailers are not organized (Nandi et al., 2016b). In spite of these challenges, the past decade has seen an increase in domestic organic sales, mainly in the urban centres of the country such as in Mumbai, Bangalore, Delhi, Chennai, and Hyderabad (Osswald & Menon, 2013). Industry experts estimate that organic food retailing might grow at 25% to 100% in the urban centres (Osswald & Menon, 2013) and that the recent trends, such as online shopping and community-supported agriculture, are only adding to this growth.

Fruits and vegetables have the highest demand in the organic food category (Garibay & Jyoti, 2003; Rao, 2006). Consumers mentally connect 'organic' with fresh produce like fruits and

vegetables. A study by McEachern, Seaman, Padel, and Foster (2005) has shown that consumers associate 'organic' with fruits and vegetables, rather than other organic products, such as dairy or meat. It was found that consumers were more expressive and more interested, when organic fruits and vegetables were discussed (McEachern et al., 2005). Many consumers first try organic fruits and vegetables, before moving to other organic food products, such as eggs, dairy, and meat (McEachern et al., 2005; Pearson, Henryks, & Jones, 2011). Buying and using organic fruits and vegetables might be the only experience consumers might have had in the organic food category (McEachern et al., 2005; Pieniak, Aertsens, & Verbeke, 2010).

Previous research by (McEachern et al. (2005); Nandi et al. (2016a); Zanolli and Naspetti (2002)) have looked into the purchase motivations of consumers buying organic food. Nandi et al. (2016a), have segmented consumers based on demographic profiles, McEachern et al. (2005) on the other hand have combined the results obtained from focus groups and laddering interviews to obtain insights. The products chosen were also many - dairy products, fruits and vegetables, cereals products and meat. Zanolli and Naspetti (2002) have conducted laddering interviews without specifying the product to the consumers and have used a questionnaire consisting of a instruction handbook, a section of important attributes and core laddering questions. Also McEachern et al. (2005), selected sample from eight counties in Europe, while this study concentrates on a small part of a city in India.

Systematic review of past studies have been carried out by Hughner et al. (2007) and Reganold and Wachter (2016). Hughner et al. (2007) identified fifteen themes (given in section 2.2.5) based on consumer's opinions, feelings, intentions and their behaviour related to organic food while Reganold and Wachter (2016) have compared the performance of organic farming with four key sustainability metrics - productivity, environmental impact, economic viability and social wellbeing.

The aim in most of these studies has been to find the motives of consumers to buy organic food but the methodology used differs in every case. Demographic profiling of consumers has not been considered as previous studies have led to contrasting results. Unlike McEachern et al's vast study of eight countries and combination of two research methodologies, this study explores

the motivations of a particular group in a city in India. This study also specifies the product as organic fruits and vegetables unlike Zanoli and Naspetti, as it was found that organic fruits and vegetables had a greater demand in India in the organic food category. The systematic reviews of the past studies can help understand the different themes or the suitability of organic farming in today's world but the information is quite generic and might/might not apply to a specific group of consumers. A method which could find the motivations of a small group by completely involving the respondents was needed and hence means end chain method with laddering interviews to obtain in-depth insight was considered for this study.

Research on organic food in the Indian domestic market is inadequate (Osswald & Menon, 2013) and not much information is available (Nandi et al., 2016b). Further study needs to be done on Indian consumers and their purchase preferences with regard to organic food products (Nandi et al., 2016b). Gershoff and Frels (2015) have found that people's buying behaviour is influenced by a) the attribute of the product which is both central to the product and important to the consumer, and b) the attribute of the product, which might not be central to the product, but might be important to the consumer. Values, on the other hand, guide in selection, choice making and justification of an act (Grunert & Juhl, 1995; Schwartz & Bilsky, 1987); making consumption an activity related to values (Baker, Thompson, Engelken, & Huntley, 2004).

This study therefore focuses on motivations of purchase by eliciting attributes, consequences and values with the help of means end chain method and laddering interviews in Chennai, India. It is found that the demand and awareness for organic food products in India is growing especially in cities and Chennai is one of them (Nandi et al., 2016a). Chennai also is the fifth largest city in India which makes it a choice for studying the motivations of purchase for organic fruits and vegetables.

This chapter looks at the consumption of organic fruits and vegetables, through the relationship between attributes, consequences and values. 'Being organic' means that the product is environmentally friendly, produced ethically, and is farmed or reared without any harmful chemicals, growth hormones or antibiotics and irradiation (Paul & Rana, 2012). In this thesis, attributes that could be central & non-central are examined, and attributes that are associated

with the values of the consumer are explored. Product attributes, along with consumer values, could help explore the decision-making around organic food purchase.

This literature reviews organic food products, their attributes, and values, integrating information from a number of sources. The literature review structure is given in figure 2.1.

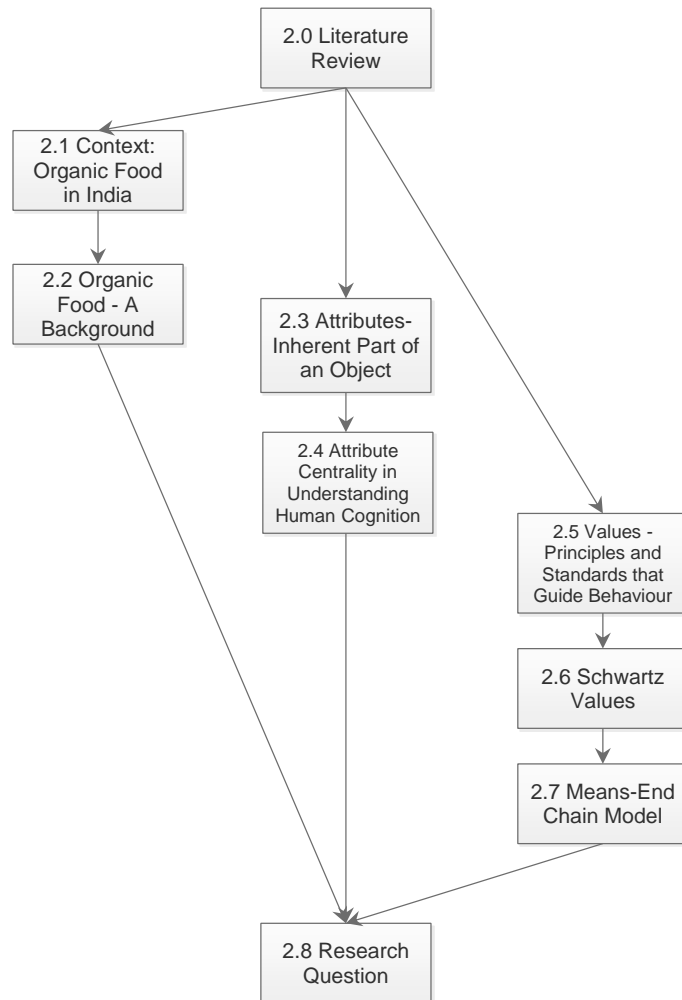


Figure 2.1 - Literature Review Structure

2.1 Context: Organic Food in India

Organic food is any agricultural produce grown without the use of chemical fertilizers and any meat, egg or dairy product derived without growth hormones or antibiotics having been given to the animal it came from. To be considered organic, the food products should also not have been

processed using practices like irradiation, or with the addition of industrial solvents or chemical food additives (Paul & Rana, 2012). Organic agriculture is gaining importance and is becoming popular worldwide. Statistics reveal that there are about 160 countries involved in organic agriculture and 37.2 million hectares of land used in organic farming (Helga Willer & Lernoud, 2013). Developing countries are becoming the major contributors of organic produce. Twelve million hectares, or one third of the world’s organic agricultural land, is located in developing countries (Willer et al., 2013). In Asia, India has the second-largest percentage of agricultural land under organic farming (around 29%) after China. India is the largest producer of organic cereals (97.7 million hectares) and protein (24 million hectares) (Helga Willer & Lernoud, 2013). When it comes to organic food production, India is one of the leading countries (see table 2.1 below). India has a great potential to become one of the main consumption markets of organic food (Paul & Rana, 2012).

PARTICULARS	AREA	INDIA’S RANK
Ten countries with the largest number of organic producers	547591	1
The organic cereal producer	97.7 mh	1
Of the three most important vegetable growing countries in the world	NA	2
Asia: The ten countries with the largest organic area 2011	1084266 ha	2
Ten countries with the largest wild collection areas 2011	4.48 mh	3
The ten countries on the DAC list with the largest areas of organic agricultural land 2011	1.08 mh	3
Ten countries in the world with the most organic agricultural land 2011	1.1 mh	7
Share of India in Global Organic Agricultural Land by 2011		0.6%

Table 2.1 - Position of India in Global Organic Agriculture in 2011 (Source: Nandi et al, 2017 p. 451)

2.2 Organic Food – A Background

A review about nutritional composition of organic food has led to the conclusion that environmental benefits, animal welfare, worker safety, nutritional aspects and health lead consumers to buy organic. Price premium is seen as the cost of investing in health, with the price reflecting the value of the input (Winter & Davis, 2006; Yiridoe, Bonti-Ankomah, & Martin,

2005). On the other hand, there are studies that indicate that there is no consensus regarding the relative importance of organically-grown food and conventionally-grown food (Bourn & Prescott, 2002; Woese, Lange, Boess, & Bögl, 1997) and consumers switch between conventional and organic food purchases. There are very few dedicated organic food consumers (Pearson et al., 2011).

However, such studies provide valuable information about organic food and help to consolidate and document the numerous research and findings in this area. Previous studies also provide valuable insights into the major areas covered in exploring the differences between organic and in-organic food. Apart from these studies a brief review of the organic practices that farmers need to follow appreciates the effort that goes into changing the whole process from conventional to organic.

2.2.1 Organic Farming Practices and India's Shift toward Organic

Organic farming promotes and improves biodiversity and biological activity of the soil. Organic farmers generally have to follow practices that improve soil fertility and maximizes nutrients in crop yields like crop rotations, promoting crop diversity, the use of organic manure and using natural mechanisms like animal waste to control pests (Winter & Davis, 2006). Synthetic inputs like chemical pesticides are not used in organic farming as they are manufactured by a chemical process. Prohibited substances like chemical pesticides or mineral fertilizers cannot be used on crops for a period of three years if the land growing conventional crops needs to be converted and used for organic farming purposes (Winter & Davis, 2006). Also animals need to be fed 80% of organic feed for nine months, followed by 100% of organic feed for three months if they are to be categorized under 'organic' (Winter & Davis, 2006). Organic farmers in India consider that producing organically conserves natural resources and is good for human and animal health (Nandi, Bokelmann, Nithya, & Dias, 2015). Besides the positive attitude of organic farmers, the role played by the State Governments and NGO's are helping India shift towards organic (Osswald & Menon, 2013).

Ten states in India that have well-defined organic farming policies are Karnataka, Kerala, Andhra Pradesh, Maharashtra, Madhya Pradesh, Himachal Pradesh, Uttarakhand, Sikkim, Nagaland and Mizoram. Out of these ten states, four states (Uttarakhand, Sikkim, Nagaland and

Mizoram) have declared to become 100 percent organic (Sood & Jishnu, 2012). In Andhra Pradesh, 124 villages were made entirely pesticide free and 26 villages turned completely organic. Around 1.5 million hectares of agricultural land was brought under non-pesticide management cultivation. Eliminating pesticide and fertilizer use brought down the expenditure of farmers by INR 14.7 million (Osswald & Menon, 2013).

Karnataka is the first state in India to announce a policy related to organic farming. The state government aids farmers in finding retail outlets for their produce. Apart from promoting research to strengthen organic farming, Bengaluru, capital of Karnataka, is emerging as India's organic capital. Regular organic food fairs along with organic restaurants, coffee shops and retail stores have contributed towards this development (Sood & Jishnu, 2012).

Uttarakhand, another state in India, helps farmers in market facilitation, networking, and obtaining premium for the organic produce. Uttarakhand has India's first certified organic sugar mill and organically grown sugar cane is processed. The neighbouring state, Himachal Pradesh, has 631902 hectares of land under organic farming. The agricultural department provides assistance in documentation, training, certification, value addition and market linkage (Sood & Jishnu, 2012).

Organic farming can offer various benefits to the farmers, which include economic (e.g., price premium), environmental (e.g., improving and preserving soil and water resources) and social (e.g., generating employment, improving nutrition and food security) (Garibay & Jyoti, 2003). Also organic farmers can tap the Indian domestic market as the domestic market for organic produce is growing steadily (Nandi et al., 2015). Research indicates that, at present, organic fruits and vegetables dominate, the Indian organic domestic market, as shown in the Figure 2.2 below (Nandi et al., 2016a). Organic fruits and vegetables also have a great potential with regard to exporting to other countries (Garibay & Jyoti, 2003).

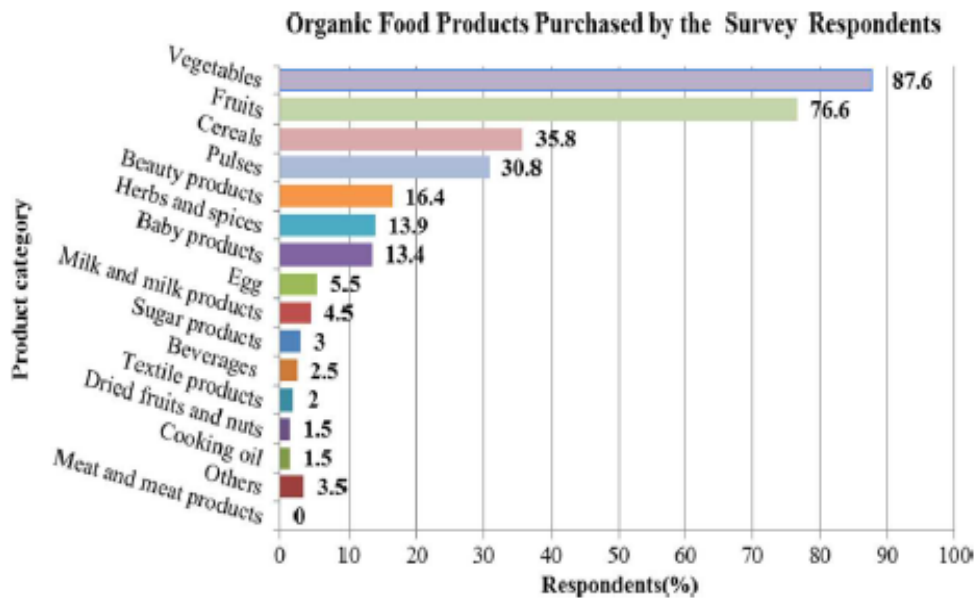


Figure 2.2 - Organic Food Product Preference (Source: Nandi et al, 2016, p. 82)

India is divided into 21 agro-ecological zones due to differences in temperatures, soil and rainfall conditions (Garibay & Jyoti, 2003), which leads to the production of different organic crops throughout the country. Agriculture is a primary occupation in rural India with about 121 million agricultural holdings (Nandi et al., 2015).

In the recent years the food industry has seen considerable increase in the organic segment and organic food products are considered to be one of the biggest growth markets globally (Hughner et al., 2007). The global market for organic food products is depicted in the following section.

2.2.2 Organic Food – Global Market

The Organic food market has grown tremendously, and organic agriculture is practiced globally.

Figure 2.3 shows the growth:

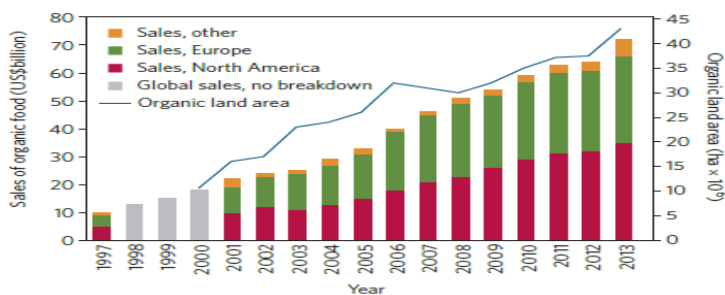


Figure 2.3 - Increasing sales of organic food in billions of US dollars (Barsalou) (Source: Reganold & Wachter, 2016, p. 2)

Figure 2.3 shows that the global market for organic products is growing, and in 2013, global sales touched 72 billion US dollars. The global market for organic food products is predicted to grow further (Gould, Willer, & Lernoud, 2015). Table 2.2 shows the global market for organic food in Europe, North America and other regions.

REGIONS	ORGANIC FOOD
Europe	In Europe, organic food sales touched 31 billion US dollars in 2013. In Germany, the retails sales reached nearly 10 billion US dollars, and Germany has the largest market for organic products. The highest market share is found in Denmark, Switzerland and Austria, and it is above 6 percent in all these three countries.
North America	The organic food market in North America touched 35 billion US dollars in 2013. The market share of organic products in the USA and Canada are about 4 percent of total food sales, and the market is growing at a healthy rate. The demand for organic fruits, vegetables, meat, and dairy has outpaced supply, and there is product shortage in these sectors.
Asia	Concern for food safety has led to increasing demand for organic food products in Asia. In China, for example, food scares like retail outlets using rotten meat, melamine in infant formulas, and incidents of adulteration have led to increasing organic food sales.
Latin America	The largest organic market in Latin America is Brazil. Other important producers and exporters are Argentina, Peru, Chile, and Colombia.
Australia and New Zealand	Australia and New Zealand have internal markets for organic produce. They are also large producers and exporters of organic beef, lamb, wool, kiwi fruit, wine, apples, pears and vegetables.

Table 2.2 - Organic Food Sales in Europe, North America and Other Regions [Source: Ecovia Intelligence (Organic Monitor)]

European and North American sales of organic food were the highest (66 billion US dollars) while in other regions the sales were 6 billion US dollars, which is less than one percent of the

total organic food sales. Europe and North America generate over 90 percent of the total global sales while Asia, Latin America, Australia, and New Zealand have become important producers of organic food products, but their internal markets are very small.

The organic food industry has grown in the last three decades and the Indian food industry has seen a steady increase in the organic segment. Knowledge and awareness about organic food products is necessary for its growth.

2.2.3 Organic Food – Knowledge and Awareness

Knowledge boosts an individual's confidence and results in stronger positive attitudes toward a product (Aertsens, Mondelaers, Verbeke, Buysse, & Van Huylenbroeck, 2011), as knowledge is the only instrument that can help differentiate between conventional and organic food products (Gracia & de Magistris, 2013). Uncertainty about organic food negatively affects the intention to buy, thereby impacting the actual purchase behaviour (Thøgersen, 2009). The knowledge consumers have about organic food is influenced by information provided by governmental and ecological organizations, media and shopping sites (Gracia & de Magistris, 2013). Also consumers while purchasing organic food products base their decision on their past experience, their motivations and set of ideas and beliefs they have (Yiridoe et al., 2005).

According to Lancaster (2010), consumers demand goods based on the inherent characteristics that the good has, i.e., attributes of organic food product influences the perceptions about the organic food. Gracia and de Magistris (2013) have found that lifestyles (such as vegetarianism) and values of people are also related to knowledge about organic food. Consumers might have a general knowledge of organic food products but might not have enough detailed information to clearly differentiate the unique attributes of organic food products (Yiridoe et al., 2005).

Organic food products are credence goods (Yiridoe et al., 2005) and people will have to be told in order to help them make a differentiation between organic and inorganic food produce. Third party certifications play a major role in providing such information. As the domestic market for organic food product in India is in its early phase, the certifications such as 'the organic standards' and 'India organic label' was developed mainly for exporting of organic products. The

paper work and the documentation involved in the certification process is time consuming and causes hurdles for illiterate farmers. The certification fees is quite high and is unaffordable for many small farmers. These reasons prevent many farmers and NGO's (Non-Governmental Organization's) to opt for third party certifications instead farmers make use of Participatory Guarantee Systems (PGS). The PGS system involves local groups of developmental NGO's and farmer cooperatives which assures the quality of organic products and certifies them. The stake holders actively participate in this system leading to knowledge exchange, trust and formation of social networks. As this is a participatory system, farmers pay a small and affordable fees to get their produce certified and hence is a popular certifying mechanism. Also the International Federation of Organic Agriculture Movements (IFOAM) recognizes PGS in the organic sector (Osswald & Menon, 2013). Apart from third party certifications and PGS, producers groups and companies have come together to set up independent laboratories. These laboratories provide guarantee about the produce being organic and they operate on the basis of long-term relationships and transparent supply chains. One such example of guarantee is 'Navadanya Guarantee' mentioned on produce obtained from small and marginal farmers. Majority of consumers in India look at the organic label or guarantees and buy the food products. They however are not aware of such differences between third party certification and guarantees and the meaning such organic labels impart (Osswald & Menon, 2013).

It is important that consumers are given as much information as possible about organic food products and, where ever necessary, they need to be educated about organic food products. Consumers might not be willing to pay a price premium unless they are able to clearly differentiate between two alternative products (Yiridoe et al., 2005).

2.2.4 Organic Food – Price Decisions

For any product, consumers will pay a premium only when they can trade-off the mark-up price with the improved attributes (Yiridoe et al., 2005). Organic food yields are lower, when compared to conventional food products, hence the consumer's willingness to pay a premium is a very important factor for determining profitability for retailers and organic farm producers (Yiridoe et al., 2005). Yiridoe et al. (2005) have reviewed various research studies on the price

premium for organic food products. The researchers have given the following insights on the consumer's willingness to pay a premium for organic food products:

- Consumers are willing to pay higher price for food products that have a shorter shelf-life, like organic fruits and vegetables.
- The number of respondents willing to pay a premium will reduce as the premium increases.
- They also suggest that more research needs to be done in the case of specific products like organic meat to ascertain if such specific products are considered as normal goods or luxury goods. Overall, they have deduced that a mark-up price of 10%-20% is what the consumer would accept to pay for organic food products.

2.2.5 Organic Food – Product Purchase Decisions and Overcoming Negative Associations

Previous research has shown that there are various factors that lead to the decision to buy organic food the key points are mentioned in Table 2.3.

The papers in the table are compared and the key points that could lead to organic food purchase such as early adoption of organic food, differentiation based on attributes, classification of organic food, high prices and health are mentioned below.

Research on organic food is at a nascent stage and organic food is considered as a new product category. A new product requires early adoption by the consumers which depends on the media and a country's cultural, legal, and other relevant contexts. In developing countries like in India, all these actors have to come together to promote the idea of organic food products. Innovation, opinion leadership, word of mouth, conviction about the utility, reputation of the store, and information related to certification process influence the purchase behavior of a new product such as organic food (Chakrabarti, 2010; Thøgersen & Zhou, 2012). Further, consumers should be able to differentiate organic food products based on the attributes like taste, quality, freshness, availability, product variety, product information and timely delivery. These attributes provide different levels of satisfaction and can influence the purchase of organic food (Paul & Rana, 2012). Classification of the food products into virtue and vice categories affects consumer's

perceptions differently and affects their willingness to pay for organic food products (Van Doorn & Verhoef, 2011).

FACTORS FOR BUYING								Authors
Higher Education Level	Income	Health	Taste	Ethical Motives/Environmental Friendly/Pro-Environment	Past Buying Experience	Food Safety Concern/Pesticide Residue	Organic Virtue Product	
✓	✓	✓	✓	✓	✓	✓		Thøgersen and Zhou (2012)
		✓		✓				Chakrabarti (2010)
✓		✓						Paul and Rana (2012)
							✓	Van Doorn and Verhoef (2011)
				✓				Michaelidou and Hassan (2008)
							✓	Tarkiainen and Sundqvist (2005)
	✓	✓						Yin, Wu, Du, and Chen (2010)
The authors in their research found fifteen themes for the purchase and non-purchase of organic food.								Hughner et al. (2007)

Table 2.3 – Factors for Organic Food Purchase Decisions

High price of organic food impacts buying behavior negatively and is found to be an obstacle for organic food purchase (Chakrabarti, 2010; Thøgersen & Zhou, 2012; Yin et al., 2010) but Paul and Rana (2012) point out that although organic food is expensive, consumers are ready to pay a higher price, if the benefits are explained to them. Lowering prices could impact the purchase decision, as people could associate lowering prices with low quality products Hughner et al. (2007).

Health is found to be one of the important reasons for organic food purchase (Chakrabarti, 2010; Hughner et al., 2007; Thøgersen & Zhou, 2012) but there is research that shows that health has little or no motivation toward organic purchase (Michaelidou & Hassan, 2008; Tarkiainen & Sundqvist, 2005). Michaelidou and Hassan (2008) also find that food safety concern does not have a great impact on the purchase intention whereas ethical self-identity impacts both attitude and intention.

The reason for purchasing or not purchasing organic food might be different among consumers; for some consumers, the process of production might be important while for others, factors such as price and availability might be important. Hughner et al. (2007), in their research have identified various themes like organic food is healthier, it tastes better, environmental concern, concern over food safety, concern over animal welfare, supports local economy, wholesome, nostalgic, it is fashionable, high prices, availability issues, not trusting the certification boards, not enough marketing, satisfied with the current food source and cosmetic defects which lead to purchasing or non-purchasing decisions of organic food. The themes suggest different reasons for purchasing or not purchasing sustainable products such as organic food products. The reason for not purchasing sustainable products like organic food products could relate to certain negative associations that consumers might have with sustainable products.

The papers presented in Table 2.4, show the previous work done to address the negative associations related to environmentally sustainable products such as organic products. Sustainable products such as organic products, are those that have a low environmental impact when compared with the other conventional products (Pickett-Baker & Ozaki, 2008). Sustainable products contribute towards one or a combination of economic, environmental and social goals. Economic goals comprise a fair price for producers and affordable prices for consumers, environmental goals include components like care for the natural environment, livestock and the surrounding environment which impacts human life, and social goals integrate agriculture with the priorities and needs of the society (Vermeir & Verbeke, 2006). The papers mentioned in the table below have identified specific circumstances of negative associations that consumers have developed with regard to sustainable products. Negative associations are due to lay beliefs (Luchs, Naylor, Irwin, & Raghunathan, 2010), considering the products to be not normal (Rettie,

Burchell, & Riley, 2012), higher cost (Naderi & Strutton, 2015) and not enough information (Auger, Burke, Devinney, & Louviere, 2003).

The effect of sustainable products on consumer’s choice and preference is not uniform, (see Table 2.3). Sustainability, although appealing, can influence consumer preference positively or negatively. The papers suggest how self-accountability, providing the right kind of information, costly signal, normalisation, learning by doing, type of benefit sought, and impression management can influence the consumption of sustainable products and overcome the negative associations that consumers have with regard to sustainable products, which is discussed below. Self-accountability, if elevated, would lead consumers to avoid behaviours that fall short of their own internal standards. Subtle cues that represent anticipated guilt can motivate prosocial behaviour and can lead consumers to prefer more ethical options (Peloza et al., 2013).

Summary	Author
Self-accountability if activated can lead consumers to purchase products with ethical and sustainable attributes rather than products with self-benefit attributes like price and performance.	Peloza et al. (2013)
Sustainable consumption can be positioned as mainstream, normal and what everyone does.	Rettie et al. (2012)
A sustainable product attribute along with the type of benefit sought from the product influences consumer preferences. In products where gentleness is sought (like a baby shampoo), ethical or sustainable attributes enhance product preference, but where a strength related benefit (like a detergent) is sought, a sustainable attribute could be a liability.	Luchs et al. (2010)
Learn by the trial-and-error approach to promote sustainability.	Dalpian et al. (2015)
Promote sustainable products as status symbols and prestigious products – according to Costly Signal Theory. Position sustainable or green consumption as high-status consumption behavior.	Naderi and Strutton (2015)
Impression Management - The motivation to create a positive self-image over others leads to charitable behavior, the tendency to help others, and sustainable consumption.	(Griskevicius, Tybur, and Van den Bergh (2010); White and Peloza (2009))
Consumers associate organic vice products with higher quality, that is, they feel a better-quality organic vice product will not give them the same pleasure and satisfaction that a conventional vice product does.	Van Doorn and Verhoef (2011)
Consumer’s probability of purchasing a commodity increases if ethical attributes about the commodity are mentioned and explained.	Auger et al. (2003)

Table 2.4 - Research on Overcoming Negative Associations of Sustainable Products

Consumers are willing to consider attributes like sustainable attributes, and consumers behave differently when the right kind of information is provided to them. Information on ethical dimensions of the product, if provided, can influence consumer's purchasing decisions (Auger et al., 2003). However consumers will not sacrifice product performance for ethical considerations (Auger et al., 2003). Alternatively sustainable products can be positioned as “admirable” or “worthy of respect”, so that organic products could be promoted effectively. Research has found that there are people who like to flaunt their wealth and signal their ability to bear higher costs. They don't mind paying higher if the product is prestigious and elevates their status publicly (Naderi & Strutton, 2015).

Sustainable products, if portrayed as normal, would encourage their adoption. People are aware of products that are sustainable but fail to adopt them as they consider them “not normal” (Rettie et al., 2012). Another theory emphasizes on learning by doing and observing others to adopt sustainable behaviour by consumers rather than just depending on awareness campaigns (Dalpian et al., 2015). Consumers also assume how sustainability affects perception about product performance. Consumers assume sustainable products can be either ethical or strong, but not both, and infer positive association between sustainable products and gentleness, and negative association between sustainable products and strength (Luchs et al., 2010). Consumer's motivation to present themselves in a socially desirable manner and the desire to enhance self-presentation (i.e., to present themselves as more conscientious and moral than others) can lead to their adopting sustainable products. Consumers strategically adjust their behaviours so that they can form a favourable impression on others (Griskevicius et al., 2010; White & Peloza, 2009).

Other than overcoming negative associations, the attributes of organic products such as taking care of the environment and labour life need to be better understood; as such attributes are related to the consumer's value system (Auger et al 2008). The following sections explain about attributes, attribute centrality, and then about values.

2.3 Attributes – Inherent Part of an Object

Research on basic objects by Roach and Lloyd (1978, p. 6), states that “(1) in the perceived world, information rich bundles of perceptual and functional attributes occur that form natural

discontinuities and (2) basic cuts in categorization are made at these discontinuities.” The quote by Roach and Lloyd does not define attributes but it clearly states that attributes are qualities that are an inherent part of an object or a category and make the thing or category appear as logical as possible (Roach & Lloyd, 1978). Attributes cause concepts to be maximally distinctive from the other concepts, i.e., they are more representative of their own concepts and less representative of contrastive concepts (Roach & Lloyd, 1978). For example if the fruit apple is considered, then the attributes of the apple would be oval shaped, mostly red coloured, some green and some pale green to yellow, crispy pulp that is juicy and cream coloured, with a mix of sweet and tart flavours. The nutritional attributes of an apple would be that it is packed with phyto-nutrients and certain anti-oxidants that contain disease prevention properties. The old adage, ‘An apple a day, keeps the doctor away’ might to come to mind. These attributes define the apple and cause it to be different from other fruits. The quotes given by the respondents about attributes of organic fruits and vegetables are given in the Table 2.5.

“I give first preference to organic foods”, “fruits and vegetables should have nutritional value”, “I look for fresh ones” (Respondent Ka)

“Natural ripening, it is fresh and healthy and no pesticides. Third one is no pesticides, fourth is healthy and fifth is natural” (Respondent Hem)

“First would be natural, because once it is natural then all the other things are included in it. Second would be chemical free, third would be seasonal and fourth the taste” (Respondent Jay)

The attributes about organic fruits and vegetables mentioned by the respondents are – fresh, chemical free, taste and nutrition

Table 2.5 - Comments regarding attributes by the respondents

Some of the attributes that consumers inspect before buying food products are mentioned in Table 2.6 (Caswell, 1998; Yiridoe et al., 2005).

Attribute	Examples
Food safety attributes	Food-borne pathogens
	Heavy metals
	Pesticide residues
	Food additives
	Naturally-occurring toxins
	Veterinary residues
Nutrition attributes	Fat
	Calories
	Fiber
	Sodium
	Vitamins
	Minerals
Value attributes	Purity
	Compositional Integrity
	Size
	Appearance
	Taste
	Convenience of preparation
Package attributes	Package materials
	Labeling
	Other information provided
Production process attributes	Animal welfare
	Genetic modification
	Environmental impact
	Pesticide use
	Worker safety

Table 2.6 – Quality Attributes of Food Products (Source: Caswell 1998, p. 410 and Yiridoe 2005, p. 195)

Table 2.6 gives a comprehensive classification of food quality attributes. A narrow classification would be to group the characteristics into general and commodity specific attributes. General attributes include food safety, human health, environmental effects, and the welfare of farm animals. Commodity specific attributes include attributes like visual appeal, nutritional value, taste, freshness, etc. (Yiridoe et al., 2005). These attributes help in influencing the food purchase decisions of consumers.

In their study Ward, Dodds, Saunders, and Sifonis (2000), mention three types of attribute-concept associations. The first one, called attribute accessibility, is the degree to which certain attributes flash in the mind when a particular concept is mentioned. For example, when the concept 'bird' is mentioned, people would automatically list the attributes of a bird such as wings and beaks. The attributes wings and beaks have high attribute accessibility with regard to the concept bird. When 'apple' is mentioned, people immediately might think of it having a mix of sweet and tart flavour. The second attribute-concept association is called the instance accessibility, which is the degree to which a specific concept crops up in the mind when certain attributes are mentioned. For example, the attribute 'feather' immediately would lead people to think about the concept 'bird'. The attributes red coloured fruit that is oval shaped would lead people to immediately think of the fruit apple. The third is called the attribute centrality, is the degree to which an attribute is central to the concept, and is explained in the section below.

2.3.1 Attribute Centrality

The centrality of an attribute represents the degree to which the attribute is integral to the mental representation of an object, and the degree to which it lends conceptual coherence (Sloman, Love, & Ahn, 1998). The quotes given by the respondents about organic being very important attribute are given in the Table 2.7.

<p>“I feel organic is very important” and “I give first preference to organic foods” (Respondent Ka)</p> <p>“organic would supersede all others. It would be number 1” (Respondent Gop)</p> <p>“organic is the prime factor, I rank it as 1” (Respondent Ven)</p> <p>The quotes by the respondents suggest that they consider organic to be the most important attribute and hence consider organic to be the central attribute.</p>
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Table 2.7 – Comments regarding organic being the most important attribute by the respondents

At this stage, to go deeper into attribute centrality, it is necessary to understand mutability and concepts, explained below.

2.3.2 Mutability – Mental Transformation of an Attribute

Mutability is the degree by which an attribute can be mentally transformed with another attribute when all other attributes remain the same (Ahn & Sloman, 1997). For example, the colour ‘brown’ in a cat is mutable, as a cat can also be imagined as white coloured. Mutability is an important factor in determining centrality. It should not be hard to imagine a highly mutable attribute to be replaced by another attribute (Hampton, Passanisi, & Jönsson, 2011). Attributes are said to be central if they are immutable that is they resist mental transformation (Ahn & Sloman, 1997; Gershoff & Frels, 2015). For example, in the case of the fruit orange, the colour ‘orange’ is immutable, i.e., the colour ‘orange’ resists mental transformation, as the fruit Orange, does not come in any other colour. The characteristics of immutability are (i) people should be surprised to find the product without the attribute, (Brown, McDonagh, & Shultz II) people should find it hard to imagine the product without that particular attribute, (iii) people should consider the product as “atypical” to the category, (iv) people should take time to mentally process (understand) and alter the product to the one that does not have the attribute and (v) people should consider the product without the attribute dissimilar to the product (Samers), which has the attribute (Ahn & Sloman, 1997).

The importance of an immutable attribute depends upon its relation with other attributes (Sloman et al., 1998). The more other attributes depend on the target attribute, the more immutable the target attribute is perceived to be (Gershoff & Frels, 2015). As more attributes depend upon the given immutable attribute, it becomes difficult to alter the given immutable attribute. Any transformation to this given immutable attribute will lead to the unsettling of the object as the other dependent attributes will also change. For example, if people are told that a robin does not have wings then the dependent belief “can fly” will also change (Ahn & Sloman, 1997; Love, 1996).

2.3.3 Concept – Properties Associated to Form a Unit

Concepts are a set of properties that are associated with each other in memory and thus form a unit. This unit can refer to either an individual or a category (e.g., birds), and is often encoded in a single word (e.g., animal) (Gelman, 1996). In order to interpret things, these concepts will have

to cohere. Conceptual coherence provides meaning to the objects and the substances (Medin & Ortony, 1989). A person is able to understand what things are and how they need to be grouped. Concepts also help to organize information efficiently in memory, to identify novel entities, in solving problems and forming analogies, to enable inferences that extend knowledge beyond what is already known, and to embody and pass down ideological beliefs and create figurative images (Gelman, 1996; Gelman & Medin, 1993). For example strawberries, if considered as a concept, fall under the category of fruits and the properties that might immediately come to the mind are that it is bright red in colour, and that it is juicy, sweet, and has a characteristic aroma. These properties and their benefits are stored in the memory in a hierarchical manner based on priorities (Gutman, 1982). It is these properties and their benefits that this study seeks to elicit along with the hierarchy formed, so that the priorities of the consumers can be looked into when organic fruit and vegetable purchase decisions are considered.

The relationship that exists between a central attribute and other attributes aids in understanding a concept better. According to previous research, a central attribute has a causal relations with other attributes in a concept (Ahn, Kim, Lassaline, & Dennis, 2000; Hampton et al., 2011; Keil, 2003, 2006), for example, in the case of a raven, ‘having wings’ is a less mutable attribute and so a more central attribute of a raven. Having wings enables ravens to fly, and because ravens can fly, they are able to find food and build nests on trees; hence, having wings has causal relations with flying, finding food, and building nests (Hampton et al., 2011). Attributes and their causal relationships are necessary for understanding the complete concept (Rehder, 2003).

A central attribute is an attribute that is coherent with the concept, which is immutable, and it exerts more influence over other attributes (Sloman et al., 1998). Attributes, mutability and conceptual coherence play a key role in attribute centrality. Attributes represent concepts (Barsalou, 1982; Cox, 2009; Smith, Shoben, & Rips, 1974) for example, the attributes “wings and beaks”, would immediately mean the concept “bird”. These attributes differ in their importance (Barsalou, 1982; Cox, 2009; Hampton, 1987; Smith et al., 1974) and the most central attribute provides for conceptual coherence (Sloman et al., 1998). For example, in case of the orange fruit, the most central attribute is its orange colour, and other attributes like citrus and round shape will differ in their importance. The role of the causal relationship between the

central attribute and other attributes is also being explored in human thought and perception (Sloman & Lagnado, 2015; Waldmann & Hagmayer, 2005).

2.4 Attribute Centrality in Understanding Human Cognition

Attribute Centrality as a concept has been used to understand human cognition in areas like imagination (Ward et al., 2000), naming of concepts (Ahn & Sloman, 1997), property induction (Hadjichristidis, Sloman, Stevenson, & Over, 2004), and medicine (Ahn, Levin, & Marsh, 2005; Cox, 2009) and human behaviour (Mao, Li, Desai, & Jain, 2015). Key papers are summarised in Table 2.8.

The Table summarizes research that explores how attribute centrality plays an important role in human cognition. The human brain is able to identify objects instantly and with a lot of ease. Human beings are able to relate to their world as concepts act as mental glue, i.e. concepts are able to link our past experiences with the present and recognize objects accurately (Murphy, 2004). Previously stored concepts and recent experiences influence novel ideas (Ward, 1994), influence in naming or identification (Malt, Sloman, Gennari, Shi, & Wang, 1999) and differentiation of objects. The research on attribute centrality sheds light on the following points:

- Existing knowledge, facts, information and skills guide imagination. Human creative cognition is a process, and understanding what aspects of the knowledge, information or fact influence this process is gaining importance. Centrality plays a vital role in influencing the generation of imaginative ideas (Ward et al., 2000).
- Labeling is important because people are able to communicate the attribute of the object or at least what can be expected out of the object; i.e., it helps in identifying the most stable attribute which might or might not be central to the concept. Name centrality helps in the identification and communication of the concerned object (Ahn & Sloman, 1997).
- Centrality enables us to determine the difference existing between Natural Kinds and Artifacts and helps in understanding the categorization of these concepts (Ahn, 1998). It helps establish and understand the underlying structure of Natural Kinds and Artifacts, which could be useful in further research.
- Centrality also helps in differentiating between independent self-construal people and interdependent self-construal people (Markus & Kitayama, 1991).

FEATURE CENTRALITY	AUTHORS	BRIEF SUMMARY
Centrality and Imaginative Thought	Thomas B. Ward, Rebecca A. Dodds, Katherine N. Saunders and Cynthia M.Sifonis (2000)	People's concept about centrality is so strong that it affects their imagination. The centrality of a concept leads to projecting other attributes of the same concept in an imaginary entity.
Name Centrality	Woo-Kyoung Ahn and Steven A.Sloman (1997)	Name centrality refers to specificity in labelling which helps in the identification of the object. Languages lead to effective communication of thoughts, of things and of objects around. Name centrality helps in special analyses of naming concepts and brings out the differences that exist between itself and conceptual centrality. Name centrality suggests that concepts are named/labelled based on the more stable features.
Centrality in Property Induction	Constantinos Hadjichristidis, Steven Sloman, Rosemary Stevenson and David Over (2004)	Inductive reasoning leads to general principles from specific observations. The centrality hypothesis; thus, helps to understand how observations play a role in forming knowledge. The structural commonality in concepts along with the projectability of central features helps in the points mentioned above.
Centrality in Natural Kinds and Artifacts	Woo-Kyoung Ahn (1998)	A cause is a central attribute of a concept. So, in the case of Natural Kinds, compositional features are more causal, and in the case of Artifacts, the functional features are more causal. Centrality plays a key role in establishing this distinction between concepts of Artifacts and Natural Kinds, thus enabling better understanding.
Self-Construal and Feature Centrality	Huifang Mao, Xingbo Li, Kaplesh Kaushik Desai and Shailendra Pratap Jain (2015)	Marketers should look at how people relate themselves with others. This knowledge will help marketers devise suitable product promotion strategies. People could be quite independent, self-motivated, self-sufficient and look more at the central attribute of a product. On the other hand, there could be others who are more interdependent, social, and look for both central and less central attributes in buying a product.

Table 2.8 – Attribute Centrality in understanding human cognition – A Summary of Papers

The points discussed show that attribute centrality impacts human thought so while exploring the motivations of purchase, central attributes and their associations with values need to be examined. Most research on attribute centrality has aimed only at the central attribute in an

object with the purpose of looking into concept formation and categorization. Similar to attribute centrality is psychological essentialism which too looks into concept formation and conditions necessary for categorizing objects (Medin & Ortony, 1989). It represents people’s beliefs that concepts essentially have essences (Ahn, 1998; Medin & Ortony, 1989). Essences mean that a concept holds an ‘underlying nature’ (Gelman & Wellman, 1991) that is, a certain unique, intangible, internal, but consistent and definite attribute (Gelman & Wellman, 1991; Medin & Ortony, 1989). This internal attribute mostly constraints (at times generates) the superficial attributes (Medin & Ortony, 1989); hence an elephant is an elephant and not a frog because it possesses a certain DNA that makes it different from a frog (Gelman & Wellman, 1991). An example of a whale and a tomato is given in the Table 2.9.

Psychological Essentialism Example	Differentiating Attribute
Whale and a fish	The superficial attributes of the whale make it look very similar to a fish, the main or the central attributes like whales possessing lungs and being warm-blooded lead to the conclusion that whales are mammals and not fish (Medin & Ortony, 1989).
Tomato	Tomato is used as a vegetable in cooking (superficial attribute), but it actually is a fruit (internal attribute). Botanically, tomatoes are classified as berries, which are fruits, as they have seeds and pulp from a single ovary.

Table 2.9 - Example of Psychological Essentialism

(Ahn et al. (2001); Medin and Ortony (1989)) have suggested that it is better to view attributes as lying on a continuum of centrality that is, ranging from relatively inaccessible properties which are central to the concept to more accessible properties. The principle of the continuum of centrality and the link between surface and deeper attributes helps to provide coherence of the concept.

Other than categorization, attributes and their relative importance play a role in decision making. Attributes help make a choice between various alternatives and values help in determining the importance of an attribute (Verplanken & Holland, 2002).

2.5 Values – Principles and Standards that Guide Behaviour

Every individual has a set of values. It is these values that influence a person’s decisions and there are times when values reflect important and deep concerns (Dietz, Fitzgerald, & Shwom,

2005). Individual values play a dominant role in consumer research. This section looks into the personal values of an individual and the objective of this section is to explain the means end chain approach and go deeper into the value system of consumers. The means end approach links product attributes, consequences and values of the consumers. Means are the product or service attributes, consequences are the outcomes produced through consumption and ends are the values that are important to the consumers (Gutman, 1984). Values are enduring beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence (Gutman, 1982; Rokeach, 1968a).

Values can be referred to as principles and standards that guide behaviour and affect belief, attitude, norms and intentions (Feather, 1995; Steg, Bolderdijk, Keizer, & Perlaviciute, 2014). They are stable, although they can change over the course of time. Values are fewer when compared to attitudes and beliefs that people hold (Feather, 1995). People react in different ways when their values are accepted or challenged, and values can play a motivational role, i.e., they can influence short-term and long-term goals. Achievement of the goals depends on how strong a person's values are. Apart from goal-directed behaviour, values also involve dimensions of goodness and badness (Feather, 1995). Thus, values affect the way a person defines a situation and directs actions that could be positive or negative.

Personal values influence the cognitive, affective, and behavioural components and are the basis for motivating an individual toward a decision. They are ubiquitous, and their study can be found in various disciplines like philosophy (Rescher, 1969), economics (Barrena & Sanchez, 2012), anthropology (Kluckhohn & Strodtbeck, 1961), psychology (Rokeach, 1973b) and sociology (Rokeach, 1968b). Personal values set standards which are the basis for comparison, forming inferences and judgements about objects, actions and people (self and others) (Rokeach, 1968a).

The development of value theory dates back to 1924 when Copeland distinguished emotional motives from rational motives. He gave a list of 23 emotional motives like pride of personal appearance, cleanliness, entertainment etc., and classified human values as a separate category from product attributes (Copeland, 1924). Spranger (1928) mentioned six basic types of attitudes (value types) present, which are theoretical, economic, aesthetic, social, political and religious (Spranger, 1928). In 1931, Allport and Vernon presented their study specifically about values.

Their initial work included the six value types mentioned by Spranger and provided an instrument which could indicate the relative value priorities (Allport, Vernon, & Lindzey, 1960; Vernon & Allport, 1931). Morris, in 1956, presented 13 paragraph descriptions of ways to live, and people were asked to rate them. Of these, there were five which people selected as the kind of qualities they would like: social restraint and self-control, enjoyment and progress in action, withdrawal and self-sufficiency, receptivity and sympathetic concern and self-indulgence (Dempsey & Dukes, 1966; Morris, 1956). Another important contribution to value theory was by Milton Rokeach in 1973.

Rokeach stated that values are beliefs that lead to a specific conduct or end state of an action that is preferable. According to Rokeach (Rokeach, 1968a), values are of two types; terminal values and instrumental values. Terminal values are the end state that a person would want to attain (like happiness and accomplishment) while instrumental values are different behavioural modes (like honest and obedient) which lead to the end states (Gutman, 1982). There are eighteen instrumental values and eighteen terminal values, a total of thirty-six values. Although Rokeach (1973a) values were widely recognized in the 1970's and are still applied by researchers, there are few limitations like loss of information due to the rank ordering of values and their relevance to daily life (Clawson & Vinson, 1978; Homer & Kahle, 1988).

The most comprehensive work on values is done by Schwartz and Bilsky (1987), considering values influence on individuals and groups affecting their ideologies, attitudes, and actions in various domains like political and environmental. Further, the authors consider how values are held across cultures. The authors look into the cross-cultural or cross-national differences in value priorities and their causes and effects. Value priorities or hierarchies are the relative importance of values to an individual or a group. Schwartz theory develops the basic content and structure of human values. The structure of human values organizes values according to their similarities and differences and is the relation between conflicting and compatible values (Schwartz & Bilsky, 1987, 1990).

As Schwartz and Bilsky (1987) work is cross-cultural, they look into the value priorities among groups from countries as diverse as China, Poland, Spain, the United States, and in forty such other countries (Schwartz, 1992, 1994), this study incorporates Schwartz values as a framework and explores the values of the consumers for organic fruit and vegetable purchases. Schwartz and

Bilsky (1987) have identified a set of value types that covers the substantive content of human values. These value types have a cross-cultural equivalence of meaning, which makes them universally applicable (Schwartz, 1994).

2.6 Schwartz Values

Schwartz has defined values as, “desirable trans-situational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity” (Schwartz, 1994, p.21). Hence, values represent motivational goals. The quotes given by the respondents about health, hedonism and universalism as values are given in the Table 2.10.

For health as a value -

“Organic fruits and vegetables causes no problems to the health” (Respondent Ven)

“There is taste as well as healthy and useful for life” (Respondent Swa)

These quotes represent the value of health and indicate that respondents consider organic fruits and vegetables as healthy.

For hedonism as a value –

“organic food is tasty and enjoyable to eat” (Respondent Swa)

“Taste makes the life colorful and enjoyable. We are after all human beings with emotions. We need something that would satisfy our feelings” (Respondent Mur)

Organic food is enjoyable to eat and making life colourful and enjoyable represent the value of hedonism.

For Universalism as a value –

“soil problems, acidic soil has come in the picture, soil pollution levels have gone up, and water bodies are being polluted” (Respondent Gop)

“nature is the only criteria for organic” (Respondent Satun)

Soil pollution, water pollution and nature represent the value of universalism.

Table 2.10 – Comments showing health, hedonism and universalism values by the respondents

The five features of values are:

- Values are concepts or beliefs
- Values are about desirable end states or behaviours
- Values transcend specific situations

- Values guide selection or evaluation of behaviour or events and
- Values are ordered by relative importance (Lent, Brown, & Hackett, 2013; Parks & Guay, 2012; Schwartz & Bilsky, 1987). Schwartz and Bilsky (1987) based values on three universal requirements: biological-based needs of the organism, social interactional requirements for interpersonal coordination and social institutional demands for group welfare and survival. These three universal requirements lead to ten motivational types of values, given in Table 2.11.

Table 2.11 describes the ten motivational types of values and presents examples and the sources. The first column in Table 2.11 lists the ten motivational types of values. The second column lists the exemplary specific values that represent each value type and the third column lists the universal requirements from which the value types were derived (Schwartz, 1994).

DEFINITION	EXEMPLARY VALUES	SOURCES
Power: Social status and prestige; control or dominance over people and resources	Social power, Authority, Wealth	Interaction group
Achievement: Personal success through demonstrating competence according to social standards	Successful, Capable, Ambitious	Interaction group
Hedonism: Pleasure and sensuous gratification for oneself	Pleasure, Enjoying life	Organism
Stimulation: Excitement, novelty and challenge in life	Daring, Varied life, Exciting life	Organism
Self-direction: Independent thought and action, choosing, creating and exploring	Creativity, Curious, Freedom	Organism
Universalism: Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature	Broad-minded, Social justice, Equality	Interaction group, Organism
Benevolence: Preservation and enhancement of the welfare of people with whom one is in frequent personal contact	Helpful, Honest, Forgiving	Organism, Interaction group
Tradition: Respect, Commitment and acceptance of the customs and ideas that traditional culture or religion provide	Humble, Devout, Accepting my portion in life	Interaction group
Conformity: Restraint of action, inclinations and impulses likely to upset or harm others and violate social expectations or norms	Politeness, Obedient, Honoring parents and elders	Interaction group
Security: Safety, harmony and stability of society, of relationship and of self	National Security, Social order, clean	Organism, Interaction group

Table 2.11 – Ten motivational types of values (Source: Schwartz 1994)

These ten motivational value types display dynamic relations, and the structure of these value relations is based on the assumption that actions taken to attain each value type may conflict or

may be compatible with other value types (Schwartz, 1994). Figure 2.4 below gives the relations of conflicts and compatibilities among value types (Schwartz, 1994).

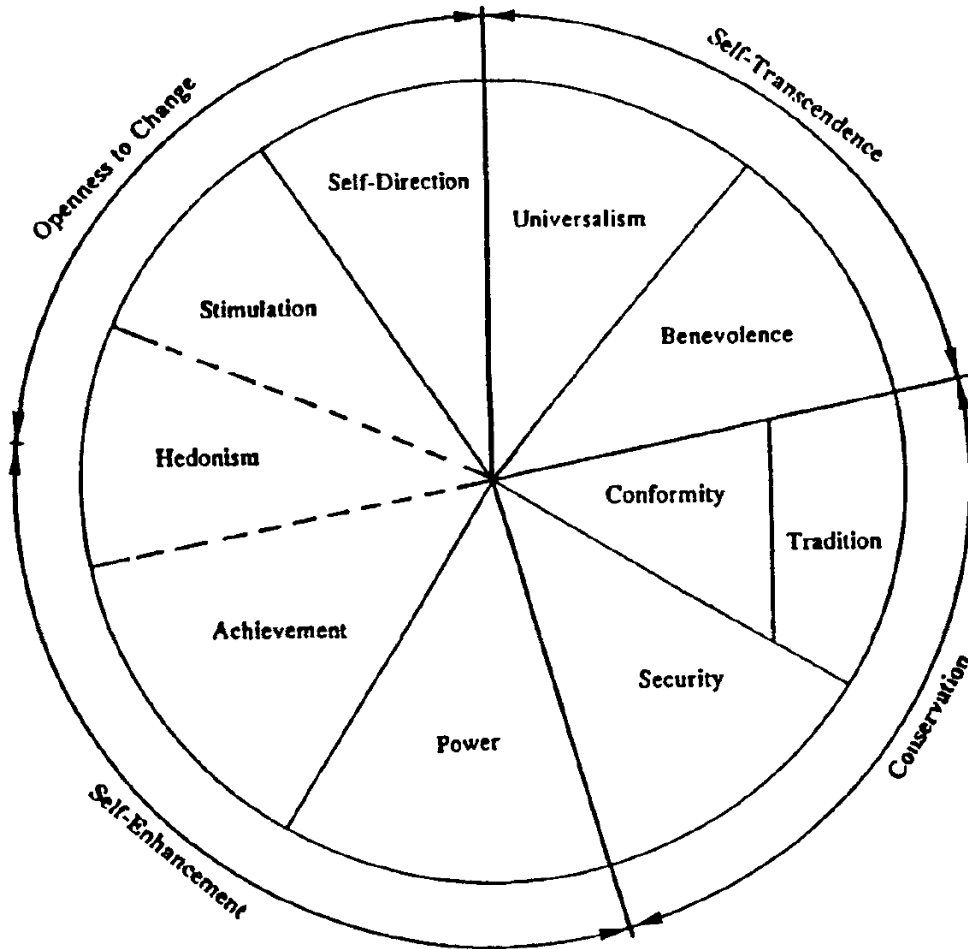


Figure 2.4 - Theoretical model of relations among motivational types of values (Source: Schwartz 1994)

The Figure 2.4 demonstrates that the conflicting value types are placed on opposite sides and the compatible types are next to each other (Schwartz, 1994). As can be seen, the competing value types are organized in two bipolar dimensions. Openness to Change and Conservation contrast each other in one dimension, and in the second dimension, the values of Self-Enhancement and Self-Transcendence contrast.

Value types that are dominant in an individual's personality can influence action, decision and judgement (Pimenta, Pimenta, Piato, & Piato, 2016; Schwartz, 1994). Values help make a choice

where there are trade-offs and help give weight to preferences (Dietz et al., 2005). Research linking personal values and purchase behaviour (Dreezens, Martijn, Tenbült, Kok, & De Vries, 2005; Honkanen et al., 2006; Pimenta et al., 2016) states that a consumer is presented with multiple options while selecting products. The availability of substitutes and various product categories makes it even more difficult for the consumer to make a choice. Consumers evaluate a product in a fragmented way that is, they make an attribute-by-attribute judgement of the product, and human values influence the decision-making process on the basis of the attributes (Allen, 2000). The next section explains the means-end chain approach, which elaborates on associating the product attributes with the personal values of the consumer.

2.7 Means-End Chain Model

The Means-End Chain (MEC) approach helps in understanding the cognitive structure of consumers as consumers organize product information in their memory at various levels of abstraction ranging from product attributes to personal values (Zeithaml, 1988). The consequences and the product attributes that have the potential to meet these values (ends) are identified (Gutman, 1982). The products and the attributes are the means whereas the ends are the values like happiness and achievement i.e., they are the final state that a consumer would want to be in. In between these there are consequences (Gutman, 1982). Consequences are like connections between means and ends and are the results that a person accrues after consumption of the product. People would want desirable consequences and would avoid undesirable consequences (Gutman, 1982). The consequences gained can be immediate or after a time period, direct or indirect, and can be physiological or psychological (Allen, 2000). The relationship between attributes, consequences and values is presented in the form of cognitive maps. Cognitive maps help to understand the reasons for consumption of a given product (Gutman, 1982; Pimenta et al., 2016).

A product attribute becomes relevant only when it is able to lead to the desirable or undesirable consequences that in-turn lead to personal values (Nielsen, Bech-Larsen, & Grunert, 1998). A consumer purchases a product that leads to a desirable consequence which helps in the attainment of his values. The associations formed between the product attributes, consequences and values are the means-end chain (Barrena & Sanchez, 2012; Nielsen et al., 1998). The means

end chain model provides the linkage between the values and product attributes. It helps us to know why consumers opt for certain products, as it links them with their values.

The way a product is positioned in the minds of the consumer depends upon the values that are linked to consequences, which in turn, get linked to the product attributes. Honkanen et al. (2006), in their study, found that organic food products demand can be influenced by appealing to the attitudinal beliefs people have about organic product attributes (Honkanen et al., 2006). Universalism values also impacted the attitudes of people toward organic food products (Dreezens et al., 2005; Honkanen et al., 2006). The deeper a belief, the more stable it is; hence, values, if activated, can have effects on organic food product consumption (Honkanen et al., 2006).

An attribute that is central, along with a value a person holds, can affect human thought (Ahn & Sloman, 1997; Ward et al., 2000; Zeithaml, 1988), and the association of an attribute with the value is required to understand the perceptions and motivations of people toward organic fruit and vegetable purchase.

This review has brought together the aspects of organic food, attributes and values, and the purpose being to investigate the consumption of organic fruits and vegetables in India.

2.8 Research Question

What motivates consumers to purchase organic fruits and vegetables in India?
--

The literature presents that consumption of organic food is steadily growing in India and organic fruits and vegetables dominate the organic food segment (Nandi et al., 2015). Various states in India are framing policies to promote organic food consumption within the country. The literature shows that farmers are actively getting involved in organic farming practices as the state governments along with NGO's are providing assistance such as training, certification and market linkage (Sood & Jishnu, 2012). The literature explains about values and states that sustainable behaviour such as purchasing organic food (Honkanen et al., 2006; Thøgersen & Zhou, 2012) is related to values. There is research that suggests that consumers understand the product in terms of attributes a product possess (which could be central or non-central attribute),

consequences or benefits consumers obtain from the use of the product and values these attributes satisfy (Barrena & Sanchez, 2012). The various aspects about the consumption of organic fruits and vegetables in India are considered and as attributes, consequences and values play a dominant role in guiding choices (Gutman, 1982), this study delves into exploring the motivations of purchasing organic fruits and vegetables in India.

Chapter 3

Research Methodology

This research explores the decision making around organic food purchase, and a study on the purchase motivation of people requires qualitative research (Kolb, 2008). The questions that qualitative research tries to answer are what, why and how (Keegan, 2009). The focus is more towards why people behave in a particular way and helps us to understand the attitudes, beliefs, and opinions of consumers (Keegan, 2009; Kolb, 2008). Qualitative research consists of smaller samples and the interviews are informal, open-ended and, to some extent can be creative. It involves looking deeper into how people think and feel when they respond to a particular question. The emotions and ideas that lie beneath an answer are considered. This type of research brings out the thoughts and opinions of people and requires a lot of in-depth analysis of data by the researcher (Keegan, 2009).

People might not be willing to answer questions that are private or embarrassing or questions that can impact their status or ego negatively. Similarly, people might not be able to answer questions relating to values, emotions and motivations as they are guarded by their subconscious from the outer world of rationalization (Malhotra, 2010). The answers to such questions can be obtained through qualitative research methodologies. Qualitative research methodologies tap the subject's subconscious to get the relevant answer that would enable the researcher to understand the process behind a decision (Silver, Wrenn, Stevens, & Loudon, 2013).

Qualitative research methodologies aid in the in-depth understanding of a situation and focus on unfolding the process of obtaining knowledge. The events, situations, and interactions among people, the way things happen, and the experiences of the people are described in detail (Carson, 2001).

3.1 Qualitative Research Methodologies

Qualitative Research is defined as “as an approach for exploring and understanding the meaning individuals or groups ascribe to a social or a human problem” (Creswell, 2013). Qualitative research relies on the beliefs of the researcher about the social world and the nature of knowledge and the acquisition and justification of the knowledge (epistemology). Interpretations by the researchers of what they see, hear and understand, interpretations by the participants and interpretations by the reader reading the final report make qualitative research an interpretive enquiry (Creswell, 2007). Researcher’s beliefs, epistemology and interpretive nature of qualitative research lead to approaching a problem in many ways. Qualitative research can thus have diverse approaches to a problem and so there is no single accepted way of undertaking qualitative research. The researcher needs to carefully study the problem, purpose and the goal of the research in order to arrive at an approach or a research methodology. As methodologies too have epistemic content, epistemology influences methodology (Carter & Little, 2007), depicted in figure 3.1.

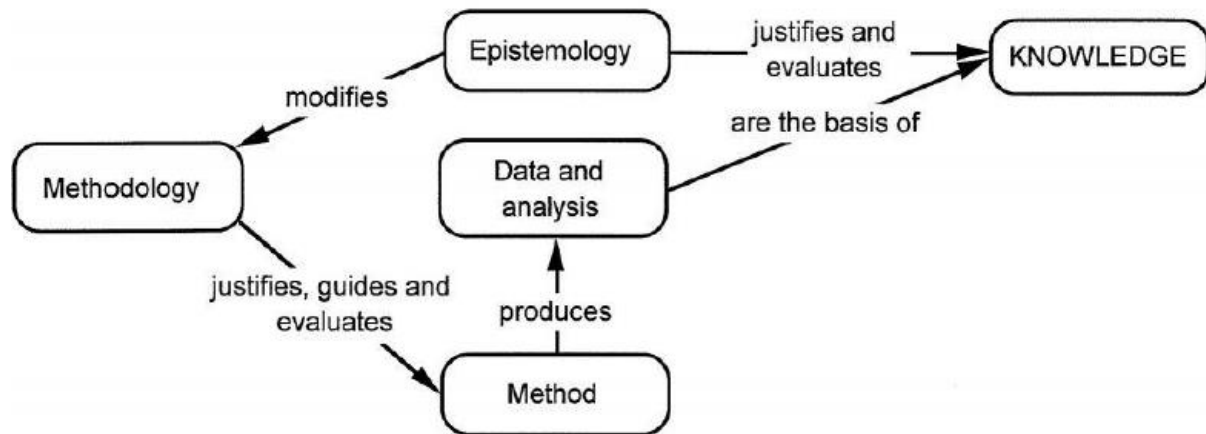


Figure 3.1 - Relationship between Epistemology, Methodology and Method (Source: Carter and Little, p 3)

A methodology is defined as “a strategy, plan of action, process or design, lying behind the choice and use of particular methods and linking the choice and use of methods to the desired outcomes” (Crotty, 1998, p. 3). Methodology states how the research should proceed by

describing, explaining and justifying the methods. There are a number of research methodologies but the Table 3.1 briefly explains the five main types of research methodologies used in qualitative research.

<p>Narrative Approach</p> <ul style="list-style-type: none"> • Specific focus on stories told by individuals. • Narrative is understood as a spoken or written text giving an account of an event/action or series of events/actions, chronologically connected (Creswell, 2007, p. 54).
<p>Phenomenological Research</p> <ul style="list-style-type: none"> • Lived experience of several individuals with respect to a concept or a phenomenon • Researcher develops the descriptions of the essences of the experiences (Creswell, 2007)
<p>Ethnography</p> <ul style="list-style-type: none"> • This research studies the daily lives of people within a cultural context and is conducted where respondents live and work. Researchers observe what people actually do. This research is helpful when actual product use experience has to be known (Kolb, 2008).
<p>Grounded Theory</p> <ul style="list-style-type: none"> • Under this method the researcher first observes the behaviour of people to form a theory and the methodology evolves during the research process. This process can use both observation and interviewing while the study is being conducted (Kolb, 2008).
<p>Case Studies</p> <ul style="list-style-type: none"> • The real life complex situations are presented in the form of cases and the researcher is required to prescribe the best way of doing things (Silver et al., 2013).

Table 3. 1 - Qualitative Research Methodologies

A method is research action and is a practical activity required to carry out the research (Carter & Little, 2007). A method determines the final outcome of the research. Methods should be selected with care as studies with the same objective but differing methods can produce differing outcomes. Table 3.2 briefly explains five different methods used in qualitative study.

<p>Focus Group</p> <ul style="list-style-type: none"> • Group of people who discuss and share their opinions about a particular issue in hand (Kolb, 2008) • Moderator keeps the discussion on track and encourages responses (Kolb, 2008)
<p>Projective Techniques</p> <ul style="list-style-type: none"> • Techniques which use stimuli to help respondents divulge answers that they otherwise might not reveal (Schmidt & Hollensen, 2006). • Are used when the respondents hesitate to give their true opinion for eg in case of smoking or alcohol consumption or illegal practices (Schmidt & Hollensen, 2006). • Commonly used projective techniques are Word Association Test, Sentence Completion and Cartoon tests (Kolb, 2008).
<p>Interviews</p> <p>Two main types of interviews employed in qualitative research – semi structured interviews and unstructured interviews</p> <p>Unstructured Interviews</p> <ul style="list-style-type: none"> • The researcher does not impose any structure to the interview and asks very broad questions • The respondents are encouraged to answer freely and shape their own narrative (Ritchie & Lewis, 2003) <p>Semi structured Interviews</p> <ul style="list-style-type: none"> • The interviewer asks key questions and an interview guide may be used by the researcher which covers the topics to be discussed • Questions do not follow a particular order but involves in-depth probing by the researcher and depends upon the answers given by the respondent • The respondents are allowed to answer freely but the researcher plays a more active role when compared with unstructured interviews. The researcher tries to bring back the discussion on the specific topic, if the respondent deviates to a greater extent (Ritchie & Lewis, 2003). <p>The interview process is flexible in both types of interviews. There are various interview methods like in-depth interviews, intercept interviews, expert interviews and open ended interviews that fit into one of these types depending on the structure imposed by the interviewer.</p>
<p>Observation</p> <ul style="list-style-type: none"> • Record and analyse events, actions and experiences • The researcher is able to gather first hand data about programs, processes or behaviours being studied (Ritchie & Lewis, 2003).
<p>Documentary Studies</p> <ul style="list-style-type: none"> • This method involves studying history of events or experiences and written communication might be central to the enquiry • It includes studying various documents such as public, procedural or personal documents • Public documents include media report or government reports, procedural documents include minutes of meeting, formal letters or emails and personal documents include diaries, portfolio, photograph, poetry, scrapbook or artifacts (Ritchie & Lewis, 2003).

Table 3.2 - Qualitative Research Methods

The discussion below compares the five research methodologies along with the research methods that could be used.

The process of research is common for all these methodologies, i.e. there is a research problem, involves research questions, collection of data and its analysis and finally preparation of the research report. While the research process is common, a research methodology is chosen based on the purpose or the focus of each approach, as depicted in the Figure 3.2 (Creswell, 2007). In case of a narrative approach the focus is on studying the life of an individual and the data collection method would mainly involve gathering material like documents about the individual and broad conversations or interviews with the individual, the individual’s family and friends.

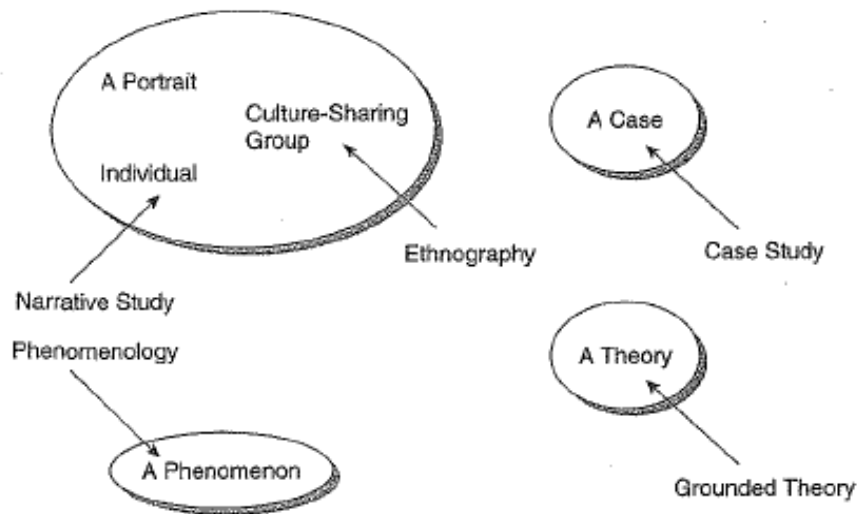


Figure 3.2 - Differentiating Approaches by Foci (Source: Creswell 2007, p 94)

Phenomenology on the other hand focuses the experience of a concept or a phenomenon, for example studying how individuals cope up with their illness. The data is collected with the help of in-depth interviews and projective techniques too could be used. While phenomenology concentrates on the lived experiences of people with regard to a phenomenon, grounded theory undertakes to develop a theory. Although interviews are primarily used for data collection in grounded theory, observations too can play a role. In case of ethnographic research, the study comprises of individuals in a cultural group for example studying the behaviour of youths. In-depth interviews, projective techniques, focus groups and observations can be used as data collection methods. Finally case study research enables the researcher analyse an issue with the help of a case, for example studying student reaction with respect to an even or an accident in a campus. Documentary studies along with interviews, and observations could be used for data collection (Creswell, 2007).

The discussion clearly elaborates that the research methods could be used in varying degrees of interviews, observation, focus groups, projective techniques or document analysis depending upon the research methodology chosen and focus of the research. The focus of this research is to find the motivations of professionals like bank officers and academics in Chennai in consuming organic fruits and vegetables. To understand the motivations this study explores the association between product attributes and consumer values. Means end chain approach aids in understanding how consumers organise product information in their memory by identifying attributes (means) of the product, the benefits obtained by the consumption of the product (consequences) and finally the values (ends) these attributes and consequences satisfy.

Consumer values lie deep down and to enable the respondent to bring out the underlying motivations, laddering interviews are used to collect data. Based on the focus of this study and the research question to be answered, means end chain approach and the laddering method was selected. In any research, research methodology and research methods selected should be consistent with the objectives and research question.

This study uses means end chain methodology, as the purpose of this research is to study the means (attributes) and ends (values) of a consumer in purchasing organic fruits and vegetables. Laddering interviews help in obtaining the necessary data to show the links between the attributes, consequences and values. Laddering is an interview technique that fits in a social constructivist perspective and lies within the interpretive approach with flexible guidelines. It focuses on experiences, emotions, beliefs, feelings, assumptions and values that are embedded or hidden deep and makes them visible using hierarchal value maps.

3.2 Data Collection

This study uses laddering interviews to look into the purchase motivation of people with regard to organic fruits and vegetables. Laddering interviews are personal and in-depth interviews that aim to show the attribute-consequence-value associations made by a consumer (Barrena & Sanchez, 2012). Laddering begins with the selection of attributes, which is followed by in-depth interviews and ends with analysing the results (Barrena & Sanchez, 2012). During the interview stage, subjects are asked a series of questions like “Why is this important to you?” (Reynolds & Gutman, 1988). These questions help the researcher to understand how these attributes are

associated with the consequences and then with the values of the consumer (Barrena & Sanchez, 2012). The laddering interview helps to find deeper reasons for the consumer's purchase of a particular product (Wansink, 2003). Hence laddering attempts to understand the purchase behaviour of the consumer and the findings provide marketers with valuable insights that have not been uncovered previously (Wansink, 2003). Laddering techniques are explained in section 3.2.2.

3.2.1 Sample Selection

Once the data collection method has been decided upon, the next step is to select the sample. In the case of qualitative research nonrandom sampling is used (Kolb, 2008). As everyone in the population does not have an equal chance of getting selected in nonrandom sampling, a lot of thought goes in selecting the sample (Kolb, 2008). The initial participants are selected based on previous knowledge, and then further references from the participants are obtained. This method of sampling is called snowballing (Kolb, 2008). Snowballing is employed when respondents with certain desired characteristics have to be selected from the population (Green, 1988). In this study, the desired characteristic was that the respondents had used or purchased organic fruits and vegetables before.

The sample consists of twenty participants, of whom ten respondents were high-earning and highly educated academics and the other ten were high-earning, white-collared officers working in a bank. The sample consisted of respondents who had purchased organic fruits and vegetables before, and who belonged to the city of Chennai, located in the state of Tamil Nadu, in India. The sample of two different groups enabled the researcher to make a comparison between them with regard to the consumption of organic fruits and vegetables.

Once the researcher decides on the sample, the researcher starts the interview process. An interview guide (See Appendix A) was used, which lists the potential questions and the topics that need to be covered during the course of the interview. The interview guide provides consistency across interviews and enables the interviewer to stay focused on the topics to be covered, thereby staying on track during the entire process of the interview (Guion, Diehl, & McDonald, 2001). The flow of the interview and the sequence of the questions depend upon the responses obtained from the interviewees, as suggested by Carson et al (2001). The interview

questions need not proceed in the order given in the interview protocol. In order to obtain relevant information, the interviewer employed laddering techniques, which are discussed in the next section. The average length of each interview was 30 minutes and after every interview, the researcher prepares Summary Ladders, and some of them are given as examples along with the laddering techniques in section 3.2.2. Summary Ladders represent the elements (attributes, consequences, and values) that were elicited from the respondent. Summary ladders throw light on how the product information is processed by the consumer and uncover the motivational aspect behind any activity (Reynolds & Gutman, 1988). In this study summary ladders, reveal the motivational aspect behind a purchase or the underlying reasons for a purchase of organic fruits and vegetables.

3.2.2 Laddering Techniques






Laddering starts with finding out the attributes relevant for the study. Respondents are asked to think and list out the important attributes. Once the attributes are elicited, the respondents are asked to mention the order of preference and asked why each attribute is important to them. The questions on each attribute proceeds according to the preference given by the respondent, which helps in eliciting the distinctions between the attributes. The laddering methodology employed is known as the Preference Consumption method (Reynolds & Gutman, 1988). The respondents were also asked to describe an occasion of usage of the product, thereby employing the Differences by Occasion method (Reynolds & Gutman, 1988). An example is shown below (Table 3.3):

	Question and Answers
1.	Do you buy Organic fruits and Vegetables? A. Yes
2.	Do you prefer buying organic or in-organic? A. I prefer buying organic
3.	Why do you prefer buying organic? A. I prefer organic because it is healthy.
4.	Mention the reasons why you buy organic. List out the attributes A. I buy organic fruits and vegetables because they are healthy, provide more nutrients, fresh and tasty, does not have pesticide, is good for family and has more vitamins.
5.	Mention the order of preference A. (i) Healthy, More nutrients and vitamins, (iii) good for family, (iv) does not have pesticide, (v) fresh and tasty.
6.	Why is being healthy important to you?
7.	Can you describe an occasion when you have served these organic fruits and vegetables to your friends or relatives.

Table 3.3 – Example of attribute listing by the respondents

From this point on, the researcher has to probe further to go deeper into consequences and values. The various techniques the researcher can adopt are given in the Table 3.4. V represents values, C consequences and A attributes.

	TECHNIQUES OF LADDERING	QUESTIONS AND ANSWERS	SUMMARY LADDERS
1.	EVOKING SITUATIONAL CONTEXT (*) : The interviewer can ask the respondent to think of a relevant situation when they would use the product. This ensures that the relevant occasions of product consumption are elicited (Reynolds & Gutman, 1988).	<p>(Q) You said you always buy organic fruits and vegetable, in all occasions (A) Yes, I do, buy organic fruits and vegetables</p> <p>(Q) Can you give few reasons to purchase organic fruits and vegetables? (A) The taste is much better so I go for organic.</p> <p>(Q*) You must be inviting your friends and relatives to your house (A) Yeah, many times and we tell them about organic fruits and vegetables and they are happy about it.</p> <p>(Q) So when you have so many people visiting and you tell them about organic fruits and vegetables and you said they are happy about it, so how does it feel when you do all this? (A) I prepared mango juice and served them. The taste of organic mangoes is completely different and nice. I got very good comments and they enjoyed it a lot.</p>	<p>Enjoying Food (V) (Hedonism)</p> <p>↑</p> <p>Good Feedback (C)</p> <p>↑</p> <p>Taste (A)</p>
2.	POSTULATING THE ABSENCE OF AN OBJECT OR A STATE OF BEING (*) : At times when the respondent is stuck and is not able to proceed, then the interviewer can ask the respondent to think of a situation when the object was not available (Reynolds & Gutman, 1988).	<p>(Q) You said you purchase from organic outlets, so how much is the term organic important to you? (A) I feel it is very important. I use regularly and I'm buying it so no second thoughts.</p> <p>(Q*) You said you mostly purchase organic fruits and vegetables, if someday, due to some reason there is no availability of organic fruits and vegetables, what would you do in that case? (A) I will not buy anything.</p> <p>(Q) Why do you feel organic fruits and vegetables are better than the</p>	<p>Health (V)</p> <p>↑</p> <p>No side effects (C)</p> <p>↑</p> <p>Chemical Free (A)</p>

		<p>conventional fruits and vegetables? (A) They are healthy and chemical free</p> <p>(Q) Why is organic fruits and vegetables being chemical free important to you? you? (A) These chemicals harm our health and cause side effects, so it is important to not have chemicals.</p>	
3.	<p>NEGATIVE LADDERING(*): The interviewer should also probe into why respondents do not do certain things. This is called negative laddering and helps in eliciting information that a respondent might not be able to give (Reynolds & Gutman, 1988).</p>	<p>(Q) You said you only buy organic fruits and vegetables. (A) Yes, I buy only organic fruits and vegetables.</p> <p>(Q*) Why don't you buy the conventional fruits and vegetable? (A) I don't buy the conventional fruits and vegetables because I feel it has lot of chemicals and pesticides.</p> <p>(Q) Why is not having chemicals important to you? (A) These chemicals lead to diseases like cancer</p> <p>(Q) Why is not having such diseases important to you? (A) If we have any such disease we will only suffer both physically and financially. Also the whole family gets affected. So we should be healthy and should not get such diseases.</p>	<p>Health (V)  Diseases prevention (C)  Chemical Free (A)</p>
4.	<p>AGE-REGRESSION CONTRAST PROBE (*): Questions that can move the respondent backward in time if asked, can encourage the respondent to think critically and give more meaningful answers (Reynolds & Gutman, 1988).</p>	<p>(Q) How long have you been purchasing organic fruits and vegetables (A) Last two to three years</p> <p>(Q*) What did you purchase before that? (A) We purchased the conventional fruits and vegetables.</p> <p>(Q) How did you come to know about organic? (A) We learnt from our experience of growing organic fruits and vegetables at home and also my husband is diabetic, so due to health reasons we started moving towards organic.</p> <p>(Q) What according to you is organic?</p>	<p>Health (V)  Not carcinogenic (C)  Not Poisonous (C)  Chemical Free (A)</p>

		<p>(A) Organic does not contain any of the poisonous chemicals. I would call it chemical free.</p> <p>(Q) Why is fruits and vegetables being chemical free important to you?</p> <p>(A) Chemicals cause diseases such as cancer.</p>	
5.	<p>THIRD-PERSON PROBE(*): Questions that can relate to how others feel in similar situation can make it easier for the respondents to imagine a situation from a third person perspective and reveal facts that the respondents might not have thought of (Reynolds & Gutman, 1988).</p>	<p>(Q) How did you come to know about these organic fruits and vegetables?</p> <p>(A) My friends told me.</p> <p>(Q*) Why do you think your friends suggested buying organic fruits and vegetables to you?</p> <p>(A) Good things are suggested to others. If it is good for health we convey it to people and in our friends circle.</p> <p>Q) You said you convey good things to others, could you elaborate more on it?</p> <p>(A) It is chemical free and healthy and we are used to conveying good things to others.</p> <p>(Q) Why is chemical free important to you?</p> <p>(A) Chemicals harm our health and we need to live long and work too.</p>	<p>Health (V)</p> <p>↑</p> <p>Live long (C)</p> <p>↑</p> <p>Work (C)</p> <p>↑</p> <p>Harmless (C)</p> <p>↑</p> <p>Chemical Free (A)</p>
6.	<p>REDIRECTING TECHNIQUES – SILENCE(*)/COMMUNICATION CHECK(**): Silence can make the respondent look for more appropriate answer about the question.</p>	<p>(Q) You said that organic fruits and vegetables need to be fresh. Why is freshness so important to you?</p> <p>(A) We select fruits and vegetables that are fresh.</p> <p>(Q*) Ok..... Silence</p> <p>(A) The producer shouldn't have stored it for a long time in their warehouse</p>	<p>Healthy (V)</p> <p>↑</p> <p>Not Stored (C)</p> <p>↑</p> <p>Fresh (A)</p>

	<p>Communication Check on the other hand refers to repeating again what the respondent has said. This would enable the respondent to give a more precise and accurate expression (Reynolds & Gutman, 1988).</p>	<p>(Q) So why is not being stored for a long time important to you? (A) If it is stored for a long time, the fruits and vegetables lose their freshness and the vitamins.</p> <p>(Q) So why is fruits and vegetables having vitamins important to you? (A) If we do not get the right amount of vitamins our internal organs will not be healthy.</p> <p>(Q**) Internal organs will not be healthy? (A) I meant we can have a long and healthy life if all our organs are in good condition.</p>	

Table 3.4 – Techniques of laddering and their examples

3.2.3 Recording the Data

For data collection, the interviews were recorded with the permission of the respondents. The recordings helped the interviewer to concentrate more on the topic of discussion, although the researcher did take a few notes during the interview process. These notes helped the researcher to ask questions based on the answers given by the respondent, which decided the flow of the interview. Schuh (1978), in his paper, also, recommended that taking notes while interviewing should be encouraged, as note taking does not affect or drain the primary memory. The researcher can use these notes as references later while analyzing the data. After the interviews, the recorded data was transcribed.

The amount of transcribing depends upon the purpose of investigation. Analyzing the data by listening to the tapes or by reading transcripts or a combination of the two depends on the interviewer and the relevance to the research question. The interviewer might select an approach based on whether the researcher is aurally dominant, i.e., feels comfortable listening and thinking, or visually dominant, i.e., feels comfortable reading and thinking (Gordon, 1988). As the objective of this study was to explore the motivations of people, it was necessary to transcribe the recorded data in detail, which also helped the researcher to prepare ladders for each attribute under consideration. Although transcribing involves changing the form (i.e., from

oral to written), and the tone and the expressions are not available, the researcher is able to convert the oral data to a form which is amenable for closer analysis; the transcribed data itself forms an initial analysis (Kvale, 2007).

3.3 Data Analysis

The data analysis procedure followed is described by Reynolds and Gutman (1988). The examples and steps mentioned have been taken from Reynolds and Gutman (1988) to explain the process of data analysis. The summary tables and the HVMs pertaining to this study can be found in the next chapter. The first step for the researcher is to prepare ladders for each attribute with respect to every individual interviewed. The researcher has to assess each ladder carefully so that all the relevant elements are included in the ladders. While preparing the ladders, the researcher classifies the elements into three basic levels: Attributes (A), Consequences (C), and Values (V). The researcher then assigns summary codes to each element in the ladder. Reynolds and Gutman (1998) have stated that while analysing the elements, the researcher has to focus on the relationship that exists between the elements, rather than the element itself. The summary codes are then numbered. An example of a summary code is given in Table 3.5:

Summary Codes	Numbers Assigned
Values	
Accomplishment	6
Family	5
Consequences	
Refreshing	4
Consuming Less	3
Attributes	
Carbonation	2
Crisp	1

Table 3.5 - Example of Summary Content Codes (Source: Reynold and Gutman, 1988)

The next step will be to prepare a Summary Implication Matrix. The summary implication matrix presents the number of times an element represents another element directly or indirectly. For example, if A-B-C-D-E represent elements, then A-B, B-C, C-D, and D-E have direct relationships while A-C, A-D, A-E, B-D, B-E, and so on represent indirect relationships between elements. The matrix is a square matrix and represents the number of elements that need to be mapped.

In a summary implication matrix, the direct relations are expressed to the left of the decimal while the indirect relations are expressed to the right of the decimal. The summary implication matrix pertaining to this study can be found on page no.58. A summary implication matrix aids in the construction of Hierarchical Value Maps (HVM). In the HVM's, five types of relationships that exists among the elements can be depicted, A-D, N-D, A-I, N-I, and N-O. A-D relationships are the most common types of relationships and refer to the elements mapped as adjacent and that have a high number of direct relations. N-D relationship refers to elements that are mapped as nonadjacent but have a high number of direct relationships. In an A-I relationship, the adjacent elements have a high number of indirect relationships but less direct relationships. An N-I relationship is comprised of nonadjacent elements that have less direct relationships but a high number of indirect relationships. Finally an N-O relationship refers to nonadjacent elements, which have a low or even zero number of direct relationships. The examples of these relationships are given in section 4.3 and the example of the HVM is given in page no.53.

While constructing the HVM (as shown in Figure 3.3), the researcher first looks for the highest direct relationship of the first element in the summary implication matrix. Then, the second element to be mapped, which has the highest direct relationship with the first element, is considered. Similarly, the third element and its relationship are considered. The process continues till all the elements are represented in the HVM. The HVMs are the “mental maps” that links the product attributes to the consequences of using the product and which, in-turn, links to the values it satisfies (Wansink, 2003). Hierarchical Value Maps (HVM) are created to depict the associations that consumers have formed between attributes, their consequences, and values (Barrena & Sanchez, 2012). The final step is to determine dominant perceptual orientations, which can be done by detailing the relations in the form of a Table 3.6.

Carbonation – Self Esteem Chain

0	1	10	12	16	18	23	0
1	0.00	10.00	4.06	0.14	0.04	0.04	14.26
10	0.00	0.00	10.00	15.10	0.06	0.02	15.18
12	0.00	0.00	0.00	14.00	0.08	0.04	14.12
16	0.00	0.00	0.00	0.00	11.00	1.05	12.05
18	0.00	0.00	0.00	0.00	0.00	9.00	9.00
23	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	64.63

Table 3.6 - Example of a table showing dominant perceptual orientations (Source: Reynolds and Gutman 1988)

Laddering analysis offers insights in segmenting consumers with respect to their values in assessing brands, evaluating competitive advertising, and can be used to develop advertising strategies (Reynolds & Gutman, 1988). The results of this study are discussed in the next chapter.

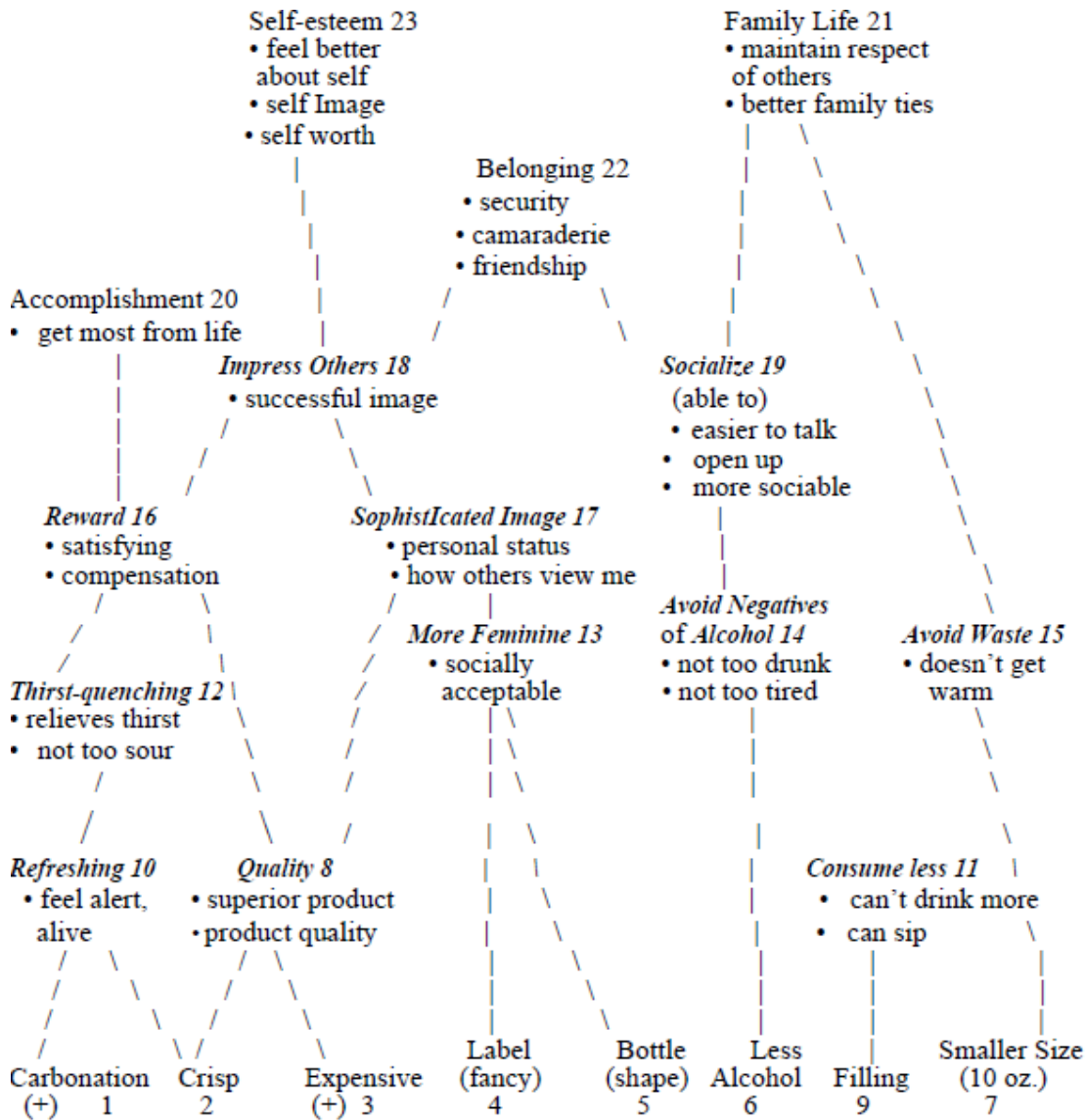


Figure 3.3 - Example of a Hierarchical Value Map (HVM) (Source: Reynolds and Gutman 1988)

3.4 Validity and Limitations

In qualitative research, validity refers to goodness of data and status of findings. Goodness of data means the kind, accuracy, relevance and richness of data obtained from the sample selected (Kent, 1999). The study does obtain data that is relevant, accurate, and rich from the various respondents.

Values of the people are examined with the help of laddering that generates a variety of ideas. Under qualitative research, such data and ideas can be interpreted from different perspectives, which makes qualitative research advantageous in terms of validity (Kent, 1999). The flexible and responsive interaction with the respondent leads the respondent to think creatively and critically. Qualitative research aims to understand the perspective of the respondent and does not measure the extent to which feelings or views are held by the respondents (Kent, 1999).

Status of findings refers to the hardness, generalizability and scientific applicability of the results (Kent, 1999). The results of this study cannot be generalized to a large population due to the qualitative approach, non-probability sampling method and a small sample size. The small sample size cannot represent the entire population and as it is a non-probability sampling method, the results rely on the expertise of the researcher in conducting the research (Green, 1988).

3.5 Ethics in this Study

Ehtics is defined as “the set of values and standards used to make decisions about right and wrong” (Silver et al., 2013, p. 24) . In marketing research, the definition would be extended further and would include that these values should not cause any harm to the subject, client, society or the environment. Ethical Marketing Research requires that the information should not be misrepresented at any stage. The respondents should be treated with respect, and they should be free to decide about participating in the project. The respondents have the right to be informed about the research, about the data being collected, and their privacy (Silver et al., 2013).

In this study, appropriate measures have been taken to protect the rights and privacy of the respondents. Ethical approval was obtained from the University of Otago Human Ethics Committee (Category A) prior to the interview process. Ethical approval ensures that the suitable

procedure to protect the right and confidentiality of the respondents is followed by the researcher. Appendix D includes the consent letter obtained from the respondent and the information sheet that was given to the respondent.

3.6 Conclusion

In order to understand the purchase motivation of people with regard to organic fruits and vegetables, this study rests upon the means-end chain analysis, and laddering interviews, and analysis prescribed by Reynolds and Gutman (1988). Laddering interviews enable the respondent to think critically about the associations between attributes and values (Reynolds & Gutman, 1988).

Chapter 4

Analysis and Results

The method followed in this study is the laddering method detailed by Reynolds and Gutman (1988) to interpret the purchase motivation of people in consuming organic fruits and vegetables in India. When consumers are asked why they purchase a product, they just mention the physical characteristics of a product (Wansink, 2003). They are not able to think deeper and associate their purchase of the product with values. Laddering plays an important role by probing the consumer deeper and thereby enabling him/her to think beyond the characteristics, i.e., attributes of a product. Laddering in a way aids the consumer to give answers that could relate these attributes with the consequences or benefits the products provide, which in turn could lead to values the consumer holds (Wansink, 2000).

In this study twenty respondents were interviewed. The interviews were transcribed, and summary ladders were prepared for each respondent. The transcribed data and the summary ladders of each interview are given in Appendix B. While preparing the summary ladders, the content was carefully analyzed, and key laddering insights were ascertained. The laddering insights reveal the real intent behind the purchase (Wansink, 2000) and further help in classifying the content into attributes (A), consequences (C), and values (V). The content so classified leads to the formation of content codes.

The final summary content code consists of Attributes, Consequences, and Values, which are related to the purpose of the study and can be found in Table 4.1.

4.1 Summary Content Codes

Summary Content Codes (A/C/V)	Numbers Assigned
<i>Attributes</i>	
Organic	1
Chemical Free	2
Taste	3
Farming Method	4
Fresh	5
Quality	6
Nutrition	7
<i>Consequences</i>	
<i>Disease Prevention</i>	8
<i>Future Generation</i>	9
<i>Consumption</i>	10
<i>Energy</i>	11
<i>Body Function</i>	12
<i>Not Adulterated</i>	13
<i>Balanced Diet</i>	14
Values	
Health	15
Hedonism	16
Universalism	17

Table 4.1 - Summary Content Codes

In Table 4.1 attributes are shown in plain, consequences in *italics*, and values in **bold**. The different styles of fonts used (plain, *italics* and **Bold**) in this study is only to enable differentiation between attributes, consequences, and values and to promote the ease of understanding. The order of the attributes (numbered as 1, 2, 3, and so on) is based on the flow of the interview i.e., based on the preferences mentioned by the consumers, and the consequences and values are numbered, based on how they are associated with these attributes.

The summary content codes aid in the formation of the Summary Implication Matrix, which is given next. The summary content codes and the Summary Implication Matrix are needed to prepare the Hierarchical Value Maps (HVM), and a detailed discussion of the HVMs is found in the overall result section 4.4.

4.2 Summary Implication Matrix

The next step, after segregating the attributes, consequences, and values and giving them the content codes, is to draw a summary implication matrix. The summary implication matrix represents the number of times each element leads to the other element. Summary implication matrix is shown in Table 4.2.

		8	9	10	11	12	13	14	15	16	17
		<i>Disease Prevention</i>	<i>Future Generation</i>	<i>Consumption</i>	<i>Body Function</i>	<i>Balanced Diet</i>	<i>Energy</i>	<i>Not Adulterated</i>	Health	Hedonism	Universalism
1	Organic	11						1	0.12		
2	Chemical Free	7	3.01					1	0.11		
3	Taste			8						0.08	
4	Farming Method	1					2	1	0.04		
5	Fresh				3		1.03		4		
6	Quality							6	0.01		0.06
7	Nutrition				1	4	2.04		0.08		
8	<i>Disease Prevention</i>		1						18.01		
9	<i>Future Generation</i>								4		
10	<i>Consumption</i>									8	
11	<i>Body Function</i>						4		0.04		
12	<i>Balanced Diet</i>						3		0.04		
13	<i>Energy</i>								12		
14	<i>Not Adulterated</i>								4		5
15	Health										
16	Hedonism										
17	Universalism										

Table 4.2 - Summary Implication Matrix

The summary implication matrix shows both direct and indirect relations between the attributes, consequences, and values. For example in Table 4.2, organic (1) is associated directly with

disease prevention (8) eleven times. The numbers represented to the right of the decimal exhibit indirect relations whereas the numbers to the left are direct relations. For example, the attribute organic (1) is indirectly associated with the **value health (15)** twelve times. Similarly, other direct and indirect relations were considered in constructing the HVM and the explanation of the same is given in the next section.

The summary implication matrix was constructed by counting the number of connections, direct or indirect, each element had with other elements, i.e., the number of connections attributes, consequences, and values had with each other. A cut off of two was maintained throughout, and so some elements and their connections could not be considered. The summary implication matrix is used to prepare Hierarchical Value Maps (HVMs) and the summary implication matrix serves as an index for the HVM.

4.3 Constructing Hierarchical Value Maps

The HVMs show the associations between the elements and display meaningful relations between them. The HVMs are drawn with the help of the summary implication matrix gradually after considering direct and indirect the linkages between the elements. By considering Table 4.2, the HVM in Figure 4.1 is drawn.

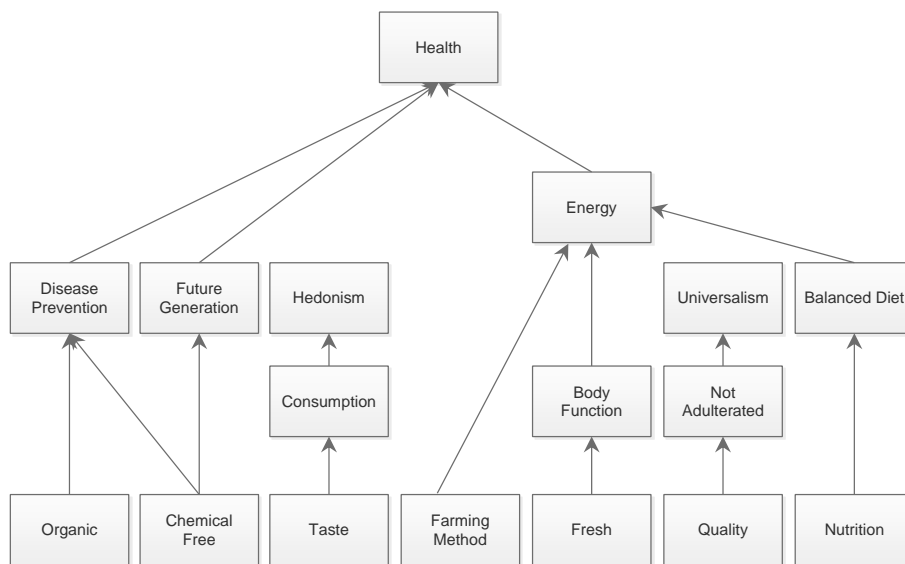


Figure 4.1 - Hierarchical Value Map

In Table 4.2, in the first row, organic (1) is eleven times directly related to *disease prevention (8)*. As *disease prevention (8)* is a consequence, *disease prevention (8)* is further examined so as to proceed towards another consequence or value. In Table 4.2, it is seen that *disease prevention (8)* is eighteen times directly and one time indirectly related with **health (15)**, and **health is a value**. The association is then shown as organic (1) – *disease prevention (8)* – **health (15)** in HVM of figure 4.1. *Consequence disease prevention (8)* is also associated once directly with *consequence future generation (9)*, but this direct association is not considered in the HVM as a cut off of two is maintained. Similarly the HVM for the respondents was drawn.

Five types of relationship that can be seen are (explained in detail in section 3.3): organic-disease prevention that is A-D (adjacent-direct), nutrition-energy that is N-D (nonadjacent-direct), chemical free-future generation that is A-I (adjacent-indirect), fresh-energy that is N-I (nonadjacent-indirect) and quality-universalism that is N-O (nonadjacent-only direct). These relationships can be obtained by observing Table 4.2 and Figure 4.1.

4.4 Overall Results – Interpreting Hierarchical Value Maps

The HVM (Figure 4.1) depicts the attributes: organic, chemical free, fresh, farming method, and nutrition are associated with the value health. The value health occurs repeatedly, and the attribute organic was found to be the most preferred and the central attribute. Attribute taste is associated with the value hedonism, and attribute quality is associated with the value universalism. Although the values of hedonism and universalism emerge, the main value was found to be “health” as consumers associated the other five attributes with health.

Respondents associated organic and chemical free with disease prevention, as they felt consuming organic and food that is chemical free can prevent diseases such as cancer. They were concerned about the sharp rise of diseases such as cancer, cardio vascular diseases etc. and felt that they could be prevented if organic food is consumed. Another reason for consuming organic fruits and vegetables depicted in the HVM (Figure 4.1) is that the respondents felt organic food was fresh. Respondents’ associated consuming fresh food such as organic food leads to improved digestion, metabolism and such benefits that could keep them energetic and healthy. Nutritional attribute was given importance by the respondents as they felt that the organic fruits and vegetables were nutritious than conventional fruits and vegetables. The HVM depicts that the

respondents feel consuming nutritious food like organic fruits and vegetables would give them good energy and thereby would enable them to lead a healthy life.

The overall results indicate that people gave a lot of importance to health. These people were high-earning individuals, who could afford to buy organic fruits and vegetables. The results indicate that the consumers were ready to spend a little extra for good health. The consumers were regular buyers of organic fruits and vegetables and so were aware of the benefits of organic fruits and vegetables. Respondents also ranked organic as the most preferred attribute as organic enables them to distinguish between organic and inorganic fruits and vegetables. Organic was found to be the central attribute.

Further findings with respect to the purchase of organic fruits and vegetables are explained in detail in the coming paragraphs.

4.4.1 Health

Respondents feel organic fruits and vegetables are good for health. Laddering insights by the respondent Ka such as “I feel organic is important as I am health conscious”, explain the importance of the value health, the consumers have.

4.4.2 Price

The price of organic fruits and vegetables was not the major cause of concern for the consumers. As people regularly purchased organic fruits and vegetables, they were aware that organic fruits and vegetables are costlier than conventional fruits and vegetables. Respondents accepted the price difference between organic and inorganic fruits and vegetables. Laddering insight by the respondent Dwi, such as “I verified the price as well, they are 50% to 100% higher than the normal fruits and vegetables. I don’t mind that, as organic gives me better money value”, explains the acceptance of the higher prices by the respondents.

4.4.3 Availability

The availability of organic fruits and vegetables was not an issue because the respondents belonged to the city Chennai. Chennai is the fourth largest city in India and comes under one of

the metropolitan cities. Most of the time, people are able to purchase organic fruits and vegetables, as availability is not an issue. Laddering insight by the respondent Swa such as “since I live in the city, there is no problem”, explains that availability is not an issue.

4.4.4 Organic

The term organic is an important attribute for the respondents, as, in the case of fruits and vegetables, it is only the term “organic” that helps people distinguish between organic and inorganic fruits and vegetables. Organic is a credence quality (Yiridoe et al., 2005) and cannot be identified unless people are told about it. The laddering insight by the respondent Raj, “If the term organic is not mentioned, then there is no differentiation between organic products and the fruits and vegetables that are being sold in the common market”, explains that the term “organic” is necessary to differentiate between organic and inorganic fruits and vegetables.

4.4.5 Awareness

The respondents were regular consumers of organic fruits and vegetables and were aware of what organic means. The laddering insight by the respondent San is “organically grown, refers to a chemical free growth process”

4.4.6 Spreading the information about organic

Consumers were also very keen to tell their friends and relatives about the benefits of organic fruits and vegetables. They were happy, satisfied, felt elated and proud when they received positive feedback about organic fruits and vegetables or when any of their acquaintances also turned into a consumer of organic fruits and vegetables. The laddering insight by the respondent San is “I explain the reason for the importance of organic food, and they appreciate it”.

4.4.7 Consumption toward organic is not 100%

The respondents were regular consumers of organic fruits and vegetables, and availability was not an issue. However, if, due to some reasons, consumers were unable to buy organic fruits and vegetables, then they also purchased the inorganic fruits and vegetables. Consumption toward

organic is not yet 100%. Laddering insight by the respondent Swa for the same is “If it is unavailable, then I buy alternatively”.

4.4.8 Media

Respondents learnt about organic fruits and vegetables through the newspaper, television, and social media. The laddering insight by the respondent Dwi “I’ve read about them in newspapers and at times it comes on the television” explains about the role of media.

The differences between both the groups with respect to the purchase of organic fruits and vegetables can be observed by preparing summary content codes, summary implication matrix and HVM’s for both the groups separately, which is explained in the next section.

4.5 Differences between Bank Officers and Academics

In this study, the respondents fell in two groups, the first group consisted of highly qualified and high-earning academics, and the second group consisted of high-earning, white-collar, bank officers. As the respondents could be classified clearly in these two groups, this study looked further and explored the differences between them. The differences were sought to find values that could be unique to the groups, when analyzed separately. An academics is a scholar, a teacher in a university or other institute of higher education. S/he guides students and prepare students for professional life after education. A bank officer on the other hand is an employee of a bank and works at different levels in the banking industry. A bank officer works with customers or clients providing various services such as providing loans, opening bank accounts, depositing money and such services that mainly involve monetary transactions. Although academics and bank officers are high earning professionals, their nature of work differs and so their values could differ. Differences in values could lead to differences in motivations to purchase and so this study goes a step further in looking into the differences between these two groups. A sample size of ten respondents is taken in both the groups to understand the differences. For an elaborate study on the differences future work can include a bigger sample size of respondents.

To examine the differences the summary content codes for both the groups was prepared, which can be seen in Table 4.3 A and B. These tables help in segregating the attributes, consequences and values and thereby enabling the preparation of the summary implication matrix. Table 4.4 represents the Summary implication matrix for bank officers and Table 4.5 represents summary implication matrix for academics.

Summary Content Codes (A/C/V) for Bank Officers	Numbers Assigned
Attributes	
Organic	1
Chemical Free	2
Taste	3
Quality	4
Fresh	5
Farming Method	6
Nutrition	7
Consequences	
<i>Disease Prevention</i>	8
<i>Future Generation</i>	9
<i>Consumption</i>	10
<i>Not Adulterated</i>	11
<i>Benefits to the body</i>	12
<i>Not Rotten</i>	13
<i>Balanced Diet</i>	14
<i>Energy</i>	15
<i>Good For the Plant</i>	16
Values	
Health	17
Hedonism	18
Universalism	19

Summary Content Codes (A/C/V) for Academics	Numbers Assigned
Attributes	
Organic	1
Chemical Free	2
Farming Method	3
Taste	4
Fresh	5
Nutrition	6
Quality	7
Consequences	
<i>Water Content</i>	8
<i>Body Functions</i>	9
<i>Energy</i>	10
<i>Consumption</i>	11
<i>Disease Prevention</i>	12
<i>Not Adulterated</i>	13
<i>Reduced Pollution</i>	14
<i>Purchase</i>	15
Values	
Health	16
Universalism	17
Tradition	18

Table 4.3 - A and B - Summary Content Codes for Bank Officers and Academics

The summary implication matrix represents the number of times each element leads to the other element. For example in Table 4.4, under summary implication matrix of bank officers, organic (1) is associated directly with *disease prevention* (8) nine times. The numbers represented to the right of the decimal exhibit indirect relations whereas the numbers to the left are direct relations. For example, the attribute organic (1) is indirectly associated with the **value health** (17) nine times.

		8	9	10	11	12	13	14	15	16	17	18	19
		<i>Disease Prevention</i>	<i>Future Generation</i>	<i>Consumption</i>	<i>Not adulterated</i>	<i>Benefits to the body</i>	<i>Not rotten</i>	<i>Balanced diet</i>	<i>Energy</i>	<i>Good for the plant</i>	Health	Hedonism	Universalism
1	Organic	9									0.09		
2	Chemical Free	6	3.01							1	0.09		0.01
3	Taste			7								0.07	
4	Quality				5								0.05
5	Fresh					3	1.01		0.02		0.05		
6	Farming Method								2		0.02		
7	Nutrition							4	1.03		0.05		
8	<i>Disease Prevention</i>		1								14.01		
9	<i>Future Generation</i>										4		
10	<i>Consumption</i>											7	
11	<i>Not adulterated</i>												5
12	<i>Benefits to the body</i>						1		2		1.02		
13	<i>Not rotten</i>										2		
14	<i>Balanced Diet</i>								3		1.03		
15	<i>Energy</i>										9		
16	<i>Good for the plant</i>												1
17	Health												
18	Hedonism												
19	Universalism												

Table 4.4 - Summary Implication Matrix of Bank Officers

Similarly, in Table 4.5, under summary implication matrix of academics, **organic (1)** is directly associated with *consequence not adulterated (13)* four times and indirectly associated with **value health (16)** four times. Similarly, other direct and indirect relations were considered in constructing the HVM and the explanation of the same is given in the next section.

		8	9	10	11	12	13	14	15	16	17	18
		<i>Water Content</i>	<i>Bodily Functions</i>	<i>Energy</i>	<i>Consumption</i>	<i>Disease Prevention</i>	<i>Not Adulterated</i>	<i>Reduced Pollution</i>	<i>Purchase</i>	Health	Tradition	Universalism
1	Organic						4	1		0.04		0.01
2	Chemical Free	1	1.01	0.01			8			0.09		0.01
3	Farming Method	1	0.01	0.01		5	4			0.10		
4	Taste				5					0.01	0.03	
5	Fresh	1	2	1.02	1				1	0.04	0.01	0.01
6	Nutrition	2	2.01	1.02						0.05		
7	Quality						1		3	0.01		0.03
8	<i>Water Content</i>		1	0.01						0.03		
9	<i>Bodily functions</i>			4						2.04		
10	<i>Energy</i>									6		
11	<i>Consump tion</i>									1	4	
12	<i>Disease Preventio n</i>									5		
13	<i>Not Adulterat ed</i>									16		1
14	<i>Reduced Pollution</i>											1
15	<i>Purchase</i>											4
16	Health											
17	Traditio n											
18	Universa lism											

Table 4.5-Summary Implication Matrix of Academics

As the summary implication matrix was constructed by counting the number of connections, a cut off of two was maintained throughout, and so some elements and their connections could not be considered. The HVM's prepared using the summary implication matrix (Table 4.4 and Table 4.5) are shown in Figure 4.2 and Figure 4.3.

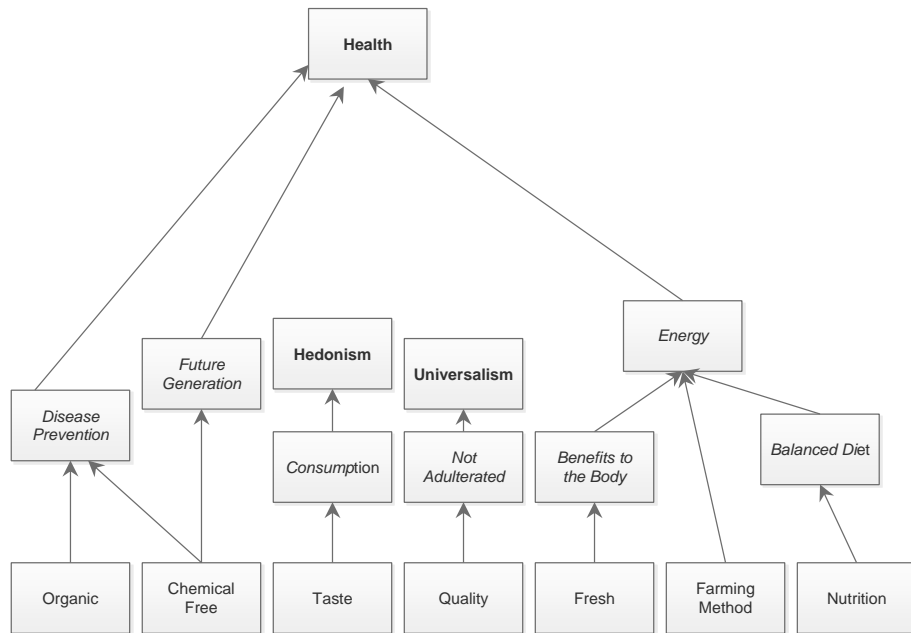


Figure 4.2 - Hierarchical Value Map of Bank Officers

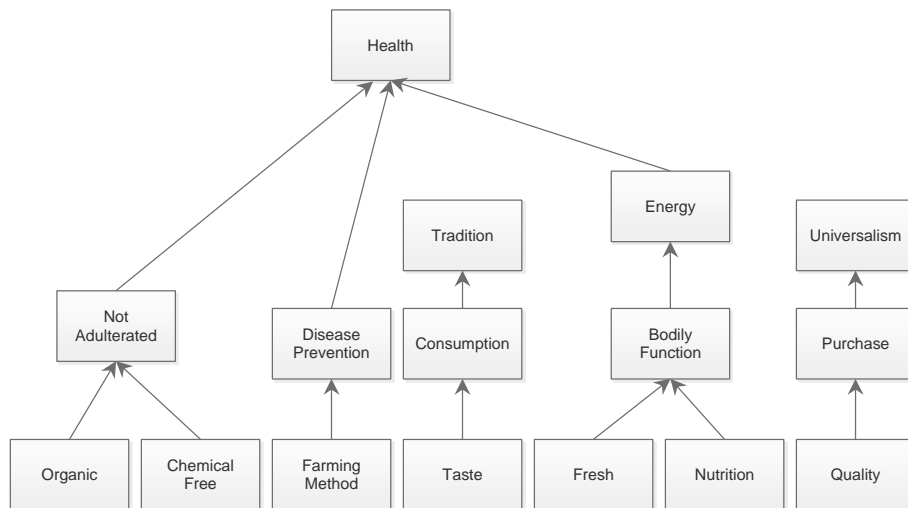


Figure 4.3 - Hierarchical Value Map of Academics

The differences are examined with the help of the dominant perceptual orientations. The dominant perceptual orientations represent the pathway from the bottom to the top of the HVMs,

i.e., represent the pathway from the attributes to the values of the consumers. The HVMs of both the groups, when observed from the bottom to the top, indicate that the groups differed with respect to the benefits they associated with the attributes. The differences were mainly found in the consumption consequences and the values the groups held. The differences in the consumption consequences and values can be viewed when each pathway from bottom to top is segmented. The differences that appear are Organic – Health, Chemical Free – Health, Farming Method – Health, Taste – Hedonism and Tradition, Nutrition – Health, and Quality – Universalism. The categories showing the differences are discussed below and the tables related to dominant perceptual orientations (that is the pathway from bottom to top) is given in Appendix C.

4.5.1 Organic - Health

Both the groups agree that consuming organic fruits and vegetables will lead to better health, but bank officers perceive organic to prevent diseases, laddering insight by the respondent Ka “organic avoids disease” shows this perception. While academics perceive consuming organic fruits and vegetables is consuming unadulterated food, the laddering insight by the respondent Swa “living in the city only mostly adulterated things are available”, makes this perception evident. In the first category, there is a difference in consumption consequence, which can be seen as *organic-disease prevention-health* and *organic-not adulterated-health*.

4.5.2 Chemical Free – Health

In the second category chemical free – health, both the groups relate that consuming chemical free organic fruits and vegetables to leads to good health. But, bank officers perceive the benefits obtained from consuming chemical free fruits and vegetables to be good for future generations. Bank officers also feel that consuming organic fruits and vegetables prevent diseases. Laddering insights by the respondent Mee such as “I want to avoid disease” and “our children and future generations should not be affected” explain this perception. Academics, on the other hand associate chemical free with not being adulterated. Laddering insight by the respondent Su with respect to this perception is “you are going to add something that is not good for health”. Therefore, both the groups differed in consumption consequence in the second category too,

which can be seen as chemical free – *future generation* – **health**, chemical free – *disease prevention* - **health** and chemical free – *not adulterated* – **health**.

4.5.3 Farming Method – Health

In the third category of farming method - health too both the groups perceive that good farming methods will lead to better crops, which ultimately are good for health. Again, both the groups differed in the benefits they associated with farming methods. Bank officers believed that good farming methods lead to crops that will give good energy. Laddering insight by the respondent Hem for the same is “man has to get energy from plants and trees”. Academics associated good farming methods with crops that will prevent diseases such as cancer. An example of laddering insight by the respondent Raj is “fruits and vegetables from farms grown organically is good for health”. The difference in association can be seen as farming method – *energy* – **health** and farming method – *disease prevention* – **health**.

4.5.4 Taste – Hedonism and Tradition

The fourth category brings out the differences in the values that both groups hold. Both groups feel that taste is one of the reasons for the consumption of organic fruits and vegetables, but bank officers perceive consuming tasty food as a source of enjoyment and happiness, so they associate consuming tasty food with hedonism values. Laddering insight relating to the same by the respondent Jay is “the taste is entirely different”. Academics associated consumption of organic fruits and vegetables to traditional values like vegetarianism and cultural conditioning. In India, vegetarianism is not by choice, but by tradition, which the entire family follows, and it is passed down through generations. Laddering insight by the respondent Swa is “for a long time, we are used to buying vegetables due to being vegetarians”. The difference in values can be seen as taste – *consumption* – **happiness (hedonism)** and taste – *consumption* – **traditionalism (vegetarianism)**.

4.5.5 Nutrition – Health

The fifth category is of nutrition – health. This category represents the difference between both the groups in terms of benefits associated with the attributes, although the difference is very

subtle. Bank officers perceive consuming nutritious food as consuming a balanced diet, which gives energy. The laddering insight by the respondent Ka is “a balanced diet should have all the vitamins, minerals, etc.” Academics feel nutrition leads to improvement in bodily function, which gives energy. The laddering insight by the respondent Satnew is “we have to fulfil the requirements to get energy”. The difference can be seen as nutrition – *balanced diet* - energy – health and nutrition – *bodily function* - energy – health.

4.5.6 Quality – Universalism

The sixth category of quality and universalism brings out the difference in the values. Bank officers feel good quality products (organic fruits and vegetables) are not adulterated and so are value for money. The laddering insight by the respondent Mur is “when you are buying something, it has to have a good quality”. Academics perceive the good quality of organic fruits and vegetables as one of the reasons for their purchase, and they are also good for nature. The laddering insight by the respondent Gop is “quality is the base”. The difference is seen as quality – *not adulterated* – **value for money (universal value)** and quality – *purchase* – **nature (universal value)**.

4.6 Conclusion

The Summary Implication Matrix, the HVMs and the laddering insights aid in analysing and interpreting the findings with regard to organic fruits and vegetables. The conclusion is as follows:

- Health was found to be the main value and was the main motivation for the consumption of organic fruits and vegetables.
- People wanted to have food that was chemical free as they felt consuming chemical free fruits and vegetables can prevent terminal diseases such as cancer.
- Organic was found to be the central attribute for the sample of respondents who were all active organic food purchasers.

Chapter 5

Discussion and Conclusion

The main purpose of this research was to explore the motivations of Indian consumers behind the purchase of organic fruits and vegetables. To explore the motivations, the researcher first elicits the attributes, then the consumption benefits, and then obtains the values from the consumers. This study employs the means end chain model to understand the cognitive structures of consumers. As mentioned in the literature, consumers tend to organize product information in their memory (Zeithaml, 1988) and consumers try to simplify the attribute information by segmenting the attribute information into more abstract constructs like “health” or “tradition” (Vriens & Ter Hofstede, 2000). Attributes relate only to product characteristics and are not the real reason of the purchase. The meaning of a product differs because of the differences in consumption benefits and the values that a consumer associates with the product.

In line with the literature, health was found to be a recurring value in most of the interviews (Chakrabarti, 2010; Paul & Rana, 2012; Thøgersen & Zhou, 2012). People were concerned about rise in diseases such as cancer and other terminal diseases. They felt organic fruits and vegetables to be chemical free, fresh and nutritious. The attribute organic and chemical free were found to be important because the consumers associated the attributes organic and chemical free with disease prevention leading to good health. On the other hand the attributes fresh and nutritious were associated with energy which helped the consumers lead a healthy life.

The literature mentions taste as one of the attributes for the consumption of organic fruits and vegetables (Hughner et al., 2007; Thøgersen & Zhou, 2012), and, in this study, too, taste was found to be a reason for consuming organic fruits and vegetables. However a small difference with regard to the attribute taste emerged when the respondents were classified as two groups. The value determining why people considered taste important differed in the two groups. Bank officers felt taste was required for the purpose of enjoying food, while academics consumed organic fruits and vegetables as it helped them to get closer with their tradition of being

vegetarian. Vegetarianism is like a tradition in India as it is followed by the entire family, for generations. People following vegetarianism enjoy being vegetarian and is a part of their family value. This study also found that quality was one of the reasons for purchasing organic; bank officers associated buying quality fruits and vegetables with value for money, whereas academics purchased organic fruits and vegetables because quality was good not only for them but also for the environment, and this got them closer to nature.

Other than health, the other important insights unveiled were; price, availability, organic, awareness levels, spreading information about organic, consumption of organic fruits and vegetables not being 100%, and the impact of media in creating awareness. In the literature, studies have suggested that price is an issue (Chakrabarti, 2010; Thøgersen & Zhou, 2012); however in this study, consumers interviewed did not feel price was a very important factor. One reason for price not being an issue could be that respondents were regular buyers of organic fruits and vegetables and had come to accept the price difference between organic and inorganic fruits and vegetables.

As this study was carried out in the central part of the city availability did not seem an issue, as stated by some studies (Chakrabarti, 2010; Thøgersen & Zhou, 2012) mentioned in the literature. However, when one consumer who lived a bit farther from the city was interviewed, he did face availability issues and felt organic fruits and vegetables were not available regularly. The awareness was also found to be quite high as people were regular buyers of organic fruits and vegetables. The respondents purchased organic fruits and vegetables for the last five to six years, which meant that they were completely aware of organic fruits and vegetables. They repurchased organic fruits and vegetables and were happy to consume them. Some of the consumers had started growing organic fruits and vegetables in a small plot of land, which they owned, in the outskirts of the city. Some other respondents, who did not own a plot of land, set up a small kitchen garden and were able to grow some vegetables that did not need too much space for growth. Respondents consuming organic fruits and vegetables informed others, their friends, relatives, and students whenever there was an occasion to do so. Consumers who set up a kitchen garden also went an extra mile in explaining and helping their students and friends in setting up a kitchen garden of their own. Respondents from both the groups felt happy, satisfied, proud, and elated when they received positive feedback. One of the academics even associated spreading

awareness about organic fruits and vegetable with serving the society, i.e., doing good for the society.

The respondents were regular buyers of organic fruits and vegetables. Organic was found to be an important factor as the term organic helped distinguish between organic and inorganic fruits and vegetables. When it comes to fruits and vegetables, organic is a credence factor (Yiridoe et al., 2005) and people are not aware of the product being organic or inorganic unless they are told so. The other dominant attributes found were chemical free, farming method, taste, fresh, nutrition, and quality.

The literature states that most of the consumers switched between conventional and organic food purchases (Pearson et al., 2011), which was the trend observed by this study too, as the respondents did not depend on organic fruits and vegetables completely. They were ready to purchase conventional fruits and vegetables in case of emergency, unavailability, or when they are not able to purchase organic fruits and vegetables due to some other reason. Respondents also felt that organic fruits and vegetables had less variety to offer, and so at times they had to purchase conventional fruits and vegetables.

Media like newspapers, television, and social networking sites have played a key role in creating awareness among the respondents. This finding is supported by the literature, too (Gracia & de Magistris, 2013). Respondents could find regular updates about organic fruits and vegetables and their benefits. Obtaining information about organic fruits and vegetables has not been a problem for the respondents.

5.2 Implications of the Study

The aim of this study was to look into “What motivates consumers to purchase organic fruits and vegetables in India?”. While the most important reason reported by the study participants (such as bank officers and academics) to choose organic food was that it was healthy and safe, other reasons such as taste and environmental care cannot be ruled out. The respondents were interested in eating healthy, but at the same time they did not want to abandon the pleasure and satisfaction they obtained by eating tasty food. The respondents felt that in order to be happy, one needs to enjoy life and one way to enjoy life was by eating tasty food. In this study, hedonistic values of seeking pleasure for oneself (by consuming tasty food) were revealed. Most of the respondents were concerned about the environment too and were

worried about the large amount of chemical fertilizers being used for the growth of in-organic food polluting land, water and soil. They felt that by consuming organic food they were contributing towards protecting nature and were adopting environment friendly behaviour. Thus a positive relation between universalism, i.e., values relating to environmental care and organic food consumption was found. There is great potential for research in Chennai, India - for example a study of the impact of lifestyle (such as vegetarianism) on values that can influence the organic food purchase decision can be explored.

5.2.1 Implications – Academic

- The attributes that were found to be the initial focus of the respondents for considering organic fruits and vegetables were organic, chemical free, taste, fresh, quality and nutrition. Chemical free meant that the fruits and vegetables were not laced with chemicals and quality meant that the fruits and vegetables did not have extra water or colour added to them. Taste was a primary consideration especially after the experience of consuming organic fruits and vegetables. These attributes were found to be associated with the values of health, hedonism and universalism (as shown in the HVM, Section 4.3) which led to the food purchase decision of the respondents. The findings of this research with regard to organic food consumers being more conscious about health, taste and environmental care support the previous research undertaken in developed countries (McEachern et al., 2005; Tarkiainen & Sundqvist, 2005; Zanolli & Naspetti, 2002) on organic food.

5.2.2 Implications – Managerial

- The main motivation behind the respondents to consume organic fruits and vegetables was to stay healthy. Taste and environmental care being the other two factors. Benefits related to health and environment can be communicated in a way that professionals can regard such information as reliable, for example, Organic food producers like back2baxis (Your Story, 2016) have been able to successfully communicate the benefits of chemical free cultivation towards health and environment. This has led to building awareness and steady increase in demand for organic food.

There is growing interest in organic food and there are many studies being carried out to look into the different aspects of organic food consumption. This exploratory study contributes to the understanding of the factors of health, hedonism and universalism and confirms their importance in organic food consumption in Chennai, India.

5.3 Limitations and Future Research

This study was carried out in Chennai and with people living in the central part of the city. The respondents were people who were regular buyers of organic fruits and vegetables. As the respondents regularly purchased these organic fruits and vegetables, they did not feel price to be a very important issue. Availability also was not an issue, as Chennai is the fourth largest and one of the most populated cities in India. Future research can include people from different parts of the city as well as respondents who do not purchase organic fruits and vegetables to get the accurate picture of issues like price and availability.

Few attributes and values like packaging attribute and self-esteem value could not be included in the final summary tables as the sample size was small. The frequency of such values and attributes occurring was not very high due to the small sample size. To explore and examine more values and attributes, future research can include a bigger sample of respondents.

This study found that the respondents were aware of organic fruits and vegetables; this could be because the respondents were regular buyers of organic fruits and vegetables. To know the actual awareness level of the people, future research can include respondents who are not regular buyers of organic fruits and vegetables.

India has a large and diverse population. People follow different cultures and practices, and to understand this diverse population, future research should carry similar studies in different parts of the country, i.e., in different cities and towns. Influence of different cultures and traditions on buying habits of the people can be ascertained in this way.

5.4 Summary

The main motivation to purchase organic fruits and vegetables could be found by laddering the respondents. The main value and the motivation for consuming organic was health. People

purchased organic fruits and vegetables mainly to prevent diseases and also considered organic to be chemical free, fresh and nutritious. The main research question was addressed and is mentioned as:

What motivates consumers to purchase organic fruits and vegetables in India?

Organic was found to be a central attribute as organic enabled people from both the groups to distinguish between organic and inorganic fruits and vegetables. Consumers first looked for the attribute organic; they did so for the purpose of identification. Other attributes like chemical free, farming method, taste, fresh, nutrition, and quality cannot be ignored as consumers ranked them as important. As suggested by (Ahn et al. (2001); Medin and Ortony (1989)), this study too recommends that it is better to view attributes as lying on a continuum of centrality, i.e., ranging from the most central attribute to the other attributes.

People purchase organic as it is found that there is a growing lack of trust for inorganic fruits and vegetables in India. Consumers were ready to pay a premium price due to this lack of trust and made sure that they consumed food products that were healthy and hazard-free. The information gained in this study is valuable as it examines the purchase decisions of people in Chennai, India with regard to organic fruits and vegetables. This study aids in understanding the motivations of people in consuming organic fruits and vegetables and presents that health has a profound impact on the consumers purchase decisions.

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Appendix A

Interview Guide

- 1) Why do you prefer buying organic fruits and vegetables? List out the attributes or the reasons for buying organic fruits and vegetables.
- 2) Mention the order of preference.
- 3) Why is “Being Healthy” so important to you?
- 4) Why are more nutrients and vitamins important in your food consumption?
- 5) Why do you feel every-one in your family should consume organic?
- 6) Why does not having pesticide important for you?
- 7) Why is fresh and tasty important in food consumption?
- 8) Do you speak about consuming organic fruits and vegetables to your friends and relatives?
- 9) Have you served organic fruits and vegetables even when you invite your friend’s home? Describe one such occasion.
- 10) If organic fruits and vegetables not available, what would you buy?
- 11) Why is organic better than conventional fruits and vegetables?
- 12) Do you regularly purchase organic fruits and vegetables?
- 13) Why don’t you buy the conventional fruits and vegetable?
- 14) Did you also buy organic fruits and vegetables two years back?
- 15) Why did you start buying organic fruits and vegetables now?
- 16) When and how did you first buy organic fruits and vegetables?
- 17) If your friends recommended them to you, why do you think they recommended them to you?
- 18) Why do you buy organic fruits and vegetables, if you feel they are expensive?

Appendix B – Transcribed Data and Laddering

Bank Officer I - Ka

1) Interviewer: Sir can you tell me one experience of yours in purchasing fruits and vegetables?

Respondent: ah.... experience means.... I've been going to malls to purchase, what sort of experience would you like me to give?

Interviewer: As in where do you purchase these fruits and vegetables and how was your experience in purchasing them?

Respondent: Yeah....I've been purchasing them from various malls in Chennai, **I look for fresh ones** and I try to get the organic brands that are kept separately. So I try to pick up certain things that are fresh, I check for manufacturing and then I purchase them. The prices seem higher than the usual ones, but I prefer that and I take up that only, other than that other vegetables are also available. We also get other vegetables as well, because there is more variety in them, than in the organic corner as they are available in lesser quantity. The choices are also limited and only a few things will be available, thus we are limited to certain things only, but still out of those few, I try to whatever I feel I like, I go for that. But definitely I prefer to go for organic items than the other ones.

Interviewer: Ok....What kind of organic fruits and vegetables do you buy sir?

Respondent: See.... Since...I have a bit of diabetic problem, so...I look for certain a bitter gourd, radish, certain fruits that have black seeds like papaya or pears, such items I look in the organic side, if I'm able to find it, I definitely go for it. In vegetables, I prefer certain vegetables like tomatoes, onions and garlic, because it has got its various nutritional values, that's why I prefer to purchase those things.

Interviewer: Ok... Sir can you give me a few reasons as to why you purchase organic fruits and vegetables?

Respondent: I've been reading magazines and various other things, as now in the other vegetables we may get bigger sized mango or pumpkin, but its nutritional value is less. That is happening because most of the things are infected by pesticides. An apple may look very

colorful, may appear very red or green, but the nutritional content would not be that good. It would definitely affect our health as it has been affected by pesticides. But the ones which are organic we consume or take them, they are not being infected by pesticides. And since they are not affected by pesticides, they would not be harmful to our body, so we try to grab it immediately. Most of the things that we get in this country, are affected by something, as they would mix or add something to it, and thus we would not get anything that would be pure. So if we get the organic, we presume that it is better than what the other thing is. It may not look that good, look may not be there, and nutritional value is definitely more than the other vegetables or other fruits. So that is one of the main reasons as all are getting health conscious, day by day and all are affected by some disease or the other, we try to prevent and take those things that are better. I feel that organic items are definitely better than the other ones, in this aspect, as they are fresher and better for our health. So for me the first one is nutritional aspect. Everybody wants to live a healthy and longer life and if we take all the other things then we will be affected by the pesticides, as they would harm our body. It would spoil and give up some disease or the other. As we grow in life, we will be affected by something or the other. So in order to safeguard ourselves against any such element, I prefer to have organic, though it may cost more, that is my main reason to go for organic.

Interviewer: Ok....when you select the fruits and vegetables, what do you see when selecting these fruits and vegetables?

Respondent: There is one thing that there is too much of water on it, when the item is lying there. With that the weight will go up. Say for example we go and buy a capsicum, so when we pick up a capsicum, it may look very nice, but the weight – it would unnecessarily be weighing more than its weight. So we may wonder why is it weighing more, rather there would be water content added into that. So I immediately understand that there is some problem, so I keep it aside and go for a lighter one or a smaller one, which will look fresh. I try to look for fresh but what we do, in order to make the item look fresh they will add water or something to make it look fresh, because of the weather conditions are mostly in made and very hot, the store will put water so that the vegetables should not get dried up and they should not look as if they are very old. So I try to avoid the water content and I try to go for a fresh one, if it is packaged item or something, on that they would be giving the price, I try to go for the manufacturing date, as to

when it has been manufactured and what is the likely expiry date, so I look for that. They may keep it in the fridge or cold storage, it may look fresh as if it is good, if we go by seeing the manufacturing date and see as to when it has been packed, it may give us a certain idea, it is not actually fresh but it has somehow been made to look good. So I look for that.

Interviewer: The term “organic”, how much is this term important to you?

Respondent: ah... **It is very important**, we are all very health conscious, it is a very important aspect for me. I look at the thing, wherever I go to shops, I try to find wherever the corner for organic is immediately. First I go there and pick up certain things I want, if those things are available then I go ahead and choose it. **So I give first preference to organic foods** and even the other things like lentils and rice, wherever it is organic, I first try to go there to that corner and try to check out those things which I need, if they are available under the organic section and then suppose if it is not available and I need to go for something, then I go to the other side. So I give my first preference to organic products.

2) Interviewer: Ok.... So you have said that organic according to you is very important, you've given it as a first preference, then you have given me other factors such as freshness, nutritional content, no pesticides, health and weight of the fruits and vegetables, they should be normal looking, as well as the expiry date, the storage and packaging date, you look for these things. Could you rank them which would be first, second, third, fourth.....sir?

Respondent: ah.... see.... First would be health.... See certain thing may not be suit me, I may be allergic. Though it may be under the organic, and it doesn't suit my body, which I won't take, so that is the first thing I will go for immediately. Next is nutrition, **it should have nutritional value**, many things we may not like it, but it has nutritional content like bitter gourd. That item is very bitter, as per the name – bitter gourd, most people by the name of the bitter gourd they dislike it, but it has its nutritional aspect, so I find under that aspect. Because of nutritional value only I pick up the things. So I will pick up bitter gourd if it's available because it has got nutritional value. Then I go for freshness, it should be fresh and it should not be very old. Certain times, we find that certain things come from cold storage, that will also be there as in certain seasons certain things may not be available that is also there. Suppose go to the market and buy a particular thing, suddenly we would find an item which doesn't come..... say mostly oranges are available in winter and suppose in the summer time we go to the market and find oranges, it will

definitely not be fresh and would have come from some cold storage. It would have just been bought to attract people who are fond of oranges, they trap people by putting in the market, that will not be fresh, and freshness is very important thing. I go by the date, suppose it is a packaged item, it would be next that the dates should not be expired, as to when it has been packed, it would be next. Lastly, certain items suppose I am going for a particular thing, but I feel that weight is different and it is having some water content, but I very urgently need it, at that time I may go for that. Like suppose I may prepare some dish or it is required at home, I'm not getting it anywhere and I'm buying it there, though I may look at the weight, with the water content being more, but if I need to cook something or it something is required, then I would go for that and I would rate that as the next one.

Interviewer: How will you rank these two factors of not having pesticides and it being organic?

Respondent: I already touched the point, when I go to the malls, I will go to the corner where the organic things are kept. That is the first thing, because when I'm entering the place and going to the vegetable section, there will be a corner for organic. So I will go and see as to what are the things available in the organic section and from there, whatever I need to purchase I would pick up from that. Definitely, I'll look for date of expiry and if it looks fresh, but first thing I go in, I go for the organic section, look at what are the things in the organic section or what is there on my list and if it is available in the organic section then I would go there immediately and grab it and then I will go to the other section and look for the other aspects, such as it should be fresh, it should have been recently manufactured, it shouldn't be expired. So the first thing is I go to the organic section, pick up what is there on my list and then move to the other section.

Interviewer: So I'll subsequently mark the other factors after organic, as 2nd, 3rd and so forth.

Respondent: Yeah..., because organic is the first, as the first thing I enter I look for is organic.

Interviewer: What about the no pesticide sir? Should I rank it as the last one?

Respondent: Yeah.

3) Interviewer: You said that organic is very important for you, the moment you enter, you first look for the organic corner, so why is this factor "organic" so important to you?

Respondent: Yeah..., the organic factor is very important because, I'm very health conscious. As I'm having a bit of diabetic problem and other health problems, due to my age as well, I want to avoid any abrupt diseases and other things definitely have pesticides and would be affected by those things, so I go for organic. That is the main reason for that, as I am health conscious.

4) Interviewer: Why is being healthy so important to you?

Respondent: Health is important because everybody wants to live long. Earlier the people used to, I'm not sure about the other places, but in India maximum age used to be about 60-65 and as the medicine and medical ways are progressing, the average age has been prolonged and people now die at about 80-85. There might be certain cases of accident, otherwise, mostly, the average age has gone up. So in order to lead a normal life, we need to have a healthy life. Suppose a person lives a longer life, but he's affected by some disease and he's bedridden because of certain ailment then there would be no use of having a longer life, if you are not healthy. So health is very important and this is the reason for it. Everybody would like to live a longer life and a healthy life. That is why we like to go for certain products, because of which our system should not be affected by any diseases and we should have a longer life.

5) Interviewer: So why is this factor "nutrition" important to you?

Respondent: Nutrition is anything that we add to our health, something that supplements our health. People are taking milk, honey and so many things, which is for getting all the basic contents. There is a common phrase that you should have a balanced diet, so what is the definition of a balanced diet. It should have all the things – vitamins, chemicals, calcium and carbohydrates and the ratio one has to get. In order to get a balanced diet, nutrition comes there, until and unless we get all the types of things, there we create deficiency. Suppose we don't take citrus fruits or other fruits certain nutritional content we will not get, our body will not get and it will be a deficiency. As they say, milk contains calcium, suppose we don't take milk products, we will certainly have milk deficiency in our body, which will affect our health indirectly. So we choose the things which are nutritious, we should have carbohydrates. Certain things might not be available and certain products may not have vitamins, so we need to look for those things where we will get all the things, for us to have a balanced diet. Otherwise we have to go on some supplements like people take vitamin B, D or E capsules, because the body needs all the things to

keep itself moving and healthy. So if are not able to get it through the fruits then we will depend upon the supplements.

Interviewer: So you said that the body needs all these supplements or nutrition to keep itself moving, so why is moving important to you?

Respondent: Moving means to keep ourselves healthy, the body should remain healthy, active and fit. If the body is active and fit, we will be able to live a healthy life. Otherwise we will be prone to certain diseases and we may get ailments, like pain or deficiency. If we are not taking sufficient amount of vitamin A, your eyes will get affected, so if we are not taking the proper things, then definitely, certain ailments may occur and certain body parts may get affected. In order to avoid all these things we look for these factors.

6) Interviewer: Why is the factor “freshness” important to you?

Respondent: Freshness is important because as we go to the market, we don't go daily to purchase vegetables, we might go once a week or so, thus if we go and purchase items for one week, what will happen if already a few things are not that fresh, we bring it and keep it in the fridge to consume it a few days later in the week, then definitely the freshness will go and it will not remain fresh thus the nutritional contents will also go down. It will not be that good for our body or for fitness, the contents that are beneficial like the vitamins that are required by the body, those things that are available in the vegetables, we may not be able to get them in full benefit of that. Though we may be eating tomato for the purpose of certain vitamin, if it is stale, we may not get the right things, because after sometime all those, as we read or we are told that if it is not fresh then there will be lesser nutritional property and not get that benefit from that vegetable, which it is supposed to be giving to us. If it is already not fresh and we are buying it and storing it in the fridge for a longer time, slowly the freshness will go and we may not be able to get the right amount of benefit from the vegetable which we should get, in order to keep healthy.

7) Interviewer: Why is the factor “expiry date and packaging” important to you?

Respondent: It is a marketing thing. There will be shopkeepers who are not conscious about these things. Say if I want to purchase an apple today, I go and see that it is packed in some polythene and kept there and I take it, when I open it, some of the apples I may find them to have

already become pulpy and not good to eat. Though the shopkeeper would have kept it, or forgotten to remove it, just for the purpose of telling you, but when we see the date that it has been packed long back, maybe 10-20 days back, it definitely is not that fresh, so I should have been more careful to see that and avoid it there itself. Had I seen the expiry or manufacturing date in the initial stage itself, then definitely I wouldn't have gone for it and avoided it and I would have gone for some other thing which would have been better. So it is always better to take a look at these things as to when it has been packed and when it is likely to expire, so that is important.

8) Interviewer: You said that the fruits and vegetables should be normal looking, like checking weight, why is that factor important to you?

Respondent: In India, most of the things are available in loose content, they may not be available in the packaged form, certain countries, everything is packed in polythene, you pick what you want, but here when we go to buy vegetables, even in malls and various places, it will be just displaced totally, we will have to select and put it in a cover, weigh it and then take it. In order to increase the weight, items will be loaded with some water content. Just because I want capsicum, I will go anyway and will pick it up, but I will be losing to the side that it will weigh more, I'd be paying more for that product. It may actually weigh around 250 grams, but if I buy something in which the weight has inflated, I tend to lose money there as well and I won't be getting my money worth for the product. So it is better to have an idea, as to how much a capsicum should weigh normally and what should be the weight of onions or some other product. There may be some gadget to inflate and exceed the weight, then that would unnecessarily tend to pay more for a product and it might not be very good as well. If it is cut open, then the quality may not be good as well, when we come to know only when we are about to use.

9) Interviewer: Why is the factor "no pesticide" important to you?

Respondent: What we understand in India is, when there is no pesticide used, we say it is organic. That is the simple definition you can say that if a product is organic then it has not been affected by pesticides. That is the yard stick any layman will pick it like that. So when it is affected by pesticides, it will affect our body, because it has been sprinkled with certain things, just to give a shine to apple, they would sprinkle it with something. It is said that before the apple is ripe for getting plucked, spraying with certain things so that it should become red, so anything

very red and shiny, it may not be good for the health, as it has been tinkered with some pesticides which may affect our body as well. We would not be able to remove those things and when we take an apple in our hand and it looks very red and shiny, we tend to immediately start eating it. We don't peel it off, because it looks so fresh, nice and appealing to us, so we go for it. There we may take certain contents of pesticides, some people may not even wash it seeing it shiny, and it should be thoroughly washed and cleaned, which we may not do. There we intake all the pesticide contents, which will definitely affect our health. We may not know it, but when intake certain things, that may harm the fruit as well destroying the nutrition. When we consume it, we definitely take those pesticides as well, which may affect some part of our body.

10) Interviewer: You must be inviting your friends and relatives home and offered them organic fruits and vegetables, can you describe one such occasion. (Situational/Occasion)

Respondent: See... About a month back, we had a get together as it was birthday party and we had invited certain close friends and relatives. So when they came, we offered salads and other things we had prepared for them. We were observing as to what people would get more attracted to. We understood that the people like the salads, I happen to ask a person, as to why he had salad, to which he said that he had become health conscious and he knew that I was buying organic items and they were sure that I would have purchased it from some organic shop, which would be fresh and being health conscious we would take it. So instead of going for things like cakes, they were going for things like fruit salads and such items. There was a soup we offered too, which interested people. They asked me if I had bought something packaged, to which I denied to say that it was all bought home and freshly prepared. They were very happy and enjoyed those things. They did not give much attention to cakes and pastries, as they are becoming more and more health conscious. They knew that I was using only organic things only, and they started enquiring as to what items were organic as they also wanted to have a taste of them. Now the things are slightly changing and they would like to have a taste of it. They used to go for sweets and not for fruits, but things are changing. Most of our dish were displayed in the form of salads, cut fruits, juice and soups; they were immediately very happy to see more healthy items. Thus they were happy and praised us. They said they did not know that these items were also nice to have, taste wise. They know that if it is organic it will have good nutritional value but they did not know that it would also be tasty. But once it was prepared at home and they had

a chance to taste it, they were very much delighted and appreciated it. I could rather bring in more people towards organic items, by buying and putting those things on instead of giving them things like cakes, pastries and desserts. I was happy that they took it and appreciated it, rather I was happy to help them to go for organic. I was very happy that they would also like to go for such items in their daily purchase.

Interviewer: When they gave you this kind of feedback, how did you feel sir?

Respondent: It was a very good thing for me, I was very happy and when I saw items which are not organic not being taken, so I thought that it was quite good so that the next time we may go for more organic items instead. We can discourage things that have no nutritional value and that they are not that good. Next time we will have more organic items in our recipes and display, because I did not know that they will enjoy like and appreciate it. But when I got the feedback that they liked more of such items so I was happy and the next time I will have more of such items in our recipes. It was good for them and for us as well.

11) Interviewer: Suppose someday, due to some reason, these organic fruits and vegetables are not there, then in that case what would you do sir? (Absence)

Respondent: I would first ask the person as to what the reason is for the organic items to not be available and when it would be available next, as to when the next supply is, and he says that now the stock has gone due to some reason, while you may get it in a day or two, so you can wait, but still if I need things for home and cooking, I will buy lesser quantity of other things, as I cannot go totally without buying anything I need, but for some supply I have for the future, till then I will totally avoid it and come back, because the man is saying that we would get the stock maybe tomorrow or day after. If I have a stock at home, I will avoid it. But if certain items I have to prepare like kidney beans or something like that, which needs to have tomatoes, which are unavailable in the organic section. In that case I need to buy some tomatoes, I will go for some small quantity and come back to make the dish, but I try to take minimum of that.

12) Interviewer: So you said you always buy organic fruits and vegetables, why don't you buy the other normal fruits and vegetables sir? (Negative)

Respondent: The reason being that because of factors of nutrition I prefer to go for organic and since I have made up my mind to go for organic, I try to minimize the consumption of the other

fruits and vegetables. You can say this is owing to health reasons to keep myself fit and avoid pesticide items, so I prefer to go for organic and take lesser amounts of the other fruits and vegetables.

13) Interviewer: How long have you been taking organic fruits and vegetables? (Age Regression)

Respondent: For around a year and a half to two years.

Interviewer: So before that you were taking the normal fruits and vegetables?

Respondent: Yes, I was trying to get whatever appeals to me as fresh, once more of these organic items are coming into the market and are more readily available in the organic section. Earlier such things were not available. So if it is readily available I will go for organic.

14) Interviewer: How did you come to know about these organic things? (Third person)

Respondent: Yeah.... I was a subscriber of a magazine – health and yoga, it is a foreign publication and was also available in the Indian edition. I used to buy the magazine and go through it, I happened to come across this magazine in a doctor's clinic the first time. While going through it, I found certain articles on organic, then I went to a certain shop with the book which helped me make out, with the help of a beautiful illustration of what is organic in the first place. It opened my eyes to many things I did not know. We just go for the beauty of the thing, purchase it and have it, without understanding the nutritional factors for our body. So after going through the article exposed to it. I subsequently discuss it with one or two people, to which they said yes sir it is like that also. Then I purchased some book on it and tried to differentiate as to what could be the harmful effects and how it could affect our body. I also happened to see some television interviews with some doctors, the best thing to cure diseases is to switch to organic. Though lot of people are health conscious, lot of things are happening because people are not taking the right kind of food. We think that we are taking the correct and good things, good products, but the nutrition is not there. We are just filling up our stomach and it may not give us the body strength which is required by us and so we have to go on other supplements to fill up the vitamins and other things. So with that book I understood what actually organic is, the plus and minus points of that, so being health conscious I started exploring these items, with more items on the market I was able to get my hands on them.

Interviewer: Thank you Sir, it was nice speaking to you, thank you for your time Sir.

Bank Officer – I Ka – Laddering

2) Interviewer: Ok.... So you have said that organic according to you is very important, you've given it as a first preference, then you have given me other factors such as freshness, nutritional content, no pesticides, health and weight of the fruits and vegetables, they should be normal looking, as well as the expiry date, you look for these things. Could you rank them which would be first, second, third, fourth.....sir?

Respondent: ah.... see.... First would be health.... See certain thing may not be suit me, I may be allergic. Though it may be under the organic, and it doesn't suit my body, which I won't take, so that is the first thing I will go for immediately. Next is nutrition, it should have nutritional value, many things we may not like it, but it has nutritional content like bitter gourd. That item is very bitter, as per the name – bitter gourd, most people by the name of the bitter gourd they dislike it, but it has its nutritional aspect, so I find under that aspect. Because of nutritional value only I pick up the things. So I will pick up bitter gourd if it's available because it has got nutritional value. Then I go for freshness, it should be fresh and it should not be very old. Certain times, we find that certain things come from cold storage, that will also be there as in certain seasons certain things may not be available that is also there. Suppose go to the market and buy a particular thing, suddenly we would find an item which doesn't come..... say mostly oranges are available in winter and suppose in the summer time we go to the market and find oranges, it will definitely not be fresh and would have come from some cold storage. It would have just been bought to attract people who are fond of oranges, they trap people by putting in the market, that will not be fresh, and freshness is very important thing. I go by the date, suppose it is a packaged item, it would be next that the dates should not be expired, as to when it has been packed, it would be next. Lastly, certain items suppose I am going for a particular thing, but I feel that weight is different and it is having some water content, but I very urgently need it, at that time I may go for that. Like suppose I may prepare some dish or it is required at home, I'm not getting it anywhere and I'm buying it there, though I may look at the weight, with the water content being more, but if I need to cook something or it something is required, then I would go for that and I would rate that as the next one.

Interviewer: How will you rank these two factors of not having pesticides and it being organic?

Respondent: I already touched the point, when I go to the malls, I will go to the corner where the organic things are kept. That is the first thing, because when I'm entering the place and going to the vegetable section, there will be a corner for organic. So I will go and see as to what are the things available in the organic section and from there, whatever I need to purchase I would pick up from that. Definitely, I'll look for date of expiry and if it looks fresh, but first thing I go in, I go for the organic section, look at what are the things in the organic section or what is there on my list and if it is available in the organic section then I would go there immediately and grab it and then I will go to the other section and look for the other aspects, such as it should be fresh, it should have been recently manufactured, it shouldn't be expired. So the first thing is I go to the organic section, pick up what is there on my list and then move to the other section.

Interviewer: So I'll subsequently mark the other factors after organic, as 2nd, 3rd and so forth.

Respondent: Yeah..., because organic is the first, as the first thing I enter I look for is organic.

Interviewer: What about the no pesticide sir? Should I rank it as the last one?

Respondent: Yeah.

Attributes and Ranking

Organic – I

Health – II

Nutrition – III

Fresh – IV

Expiry date – V

Quality (weight) – VI

Pesticide Free – VII

3) Interviewer: You said that organic is very important for you, the moment you enter, you first look for the organic corner, so why is this factor “organic” so important to you?

Respondent: Yeah..., the organic factor is very important because, I’m very health conscious. As I’m having a bit of diabetic problem and other health problems, due to my age as well, I want to avoid any abrupt diseases and other things definitely have pesticides and would be affected by those things, so I go for organic. That is the main reason for that, as I am health conscious.

Health (V)



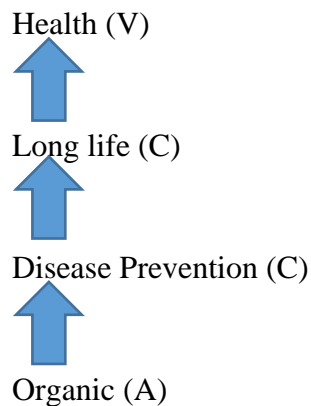
Disease Prevention (C)



Organic (A)

4) Interviewer: Why is being healthy so important to you?

Respondent: Health is important because everybody wants to live long. Earlier the people used to, I'm not sure about the other places, but in India maximum age used to be about 60-65 and as the medicine and medical ways are progressing, the average age has been prolonged and people now die at about 80-85. There might be certain cases of accident, otherwise, mostly, the average age has gone up. So in order to lead a normal life, we need to have a healthy life. Suppose a person lives a longer life, but he's affected by some disease and he's bedridden because of certain ailment then there would be no use of having a longer life, if you are not healthy. So health is very important and this is the reason for it. Everybody would like to live a longer life and a healthy life. That is why we like to go for certain products, because of which our system should not be affected by any diseases and we should have a longer life.

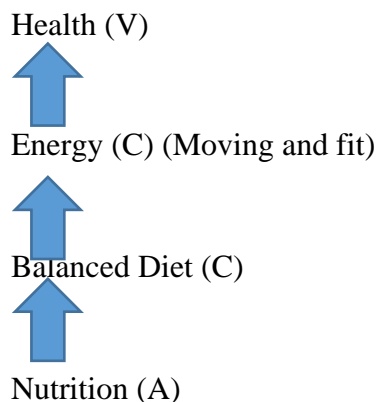


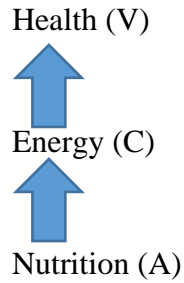
5) Interviewer: So why is this factor “nutrition” important to you?

Respondent: Nutrition is anything that we add to our health, something that supplements our health. People are taking milk, honey and so many things, which is for getting all the basic contents. There is a common phrase that you should have a balanced diet, so what is the definition of a balanced diet. It should have all the things – vitamins, chemicals, calcium and carbohydrates and the ratio one has to get. In order to get a balanced diet, nutrition comes there, until and unless we get all the types of things, there we create deficiency. Suppose we don’t take citrus fruits or other fruits certain nutritional content we will not get, our body will not get and it will be a deficiency. As they say, milk contains calcium, suppose we don’t take milk products, we will certainly have milk deficiency in our body, which will affect our health indirectly. So we choose the things which are nutritious, we should have carbohydrates. Certain things might not be available and certain products may not have vitamins, so we need to look for those things where we will get all the things, for us to have a balanced diet. Otherwise we have to go on some supplements like people take vitamin B, D or E capsules, because the body needs all the things to keep itself moving and healthy. So if are not able to get it through the fruits then we will depend upon the supplements.

Interviewer: So you said that the body needs all these supplements or nutrition to keep itself moving, so why is moving important to you?

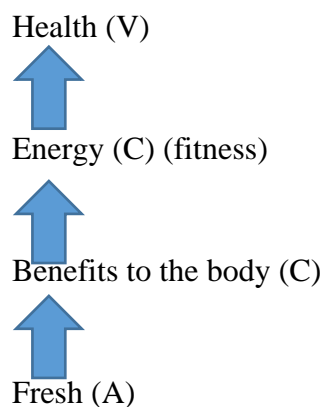
Respondent: Moving means to keep ourselves healthy, the body should remain healthy, active and fit. If the body is active and fit, we will be able to live a healthy life. Otherwise we will be prone to certain diseases and we may get ailments, like pain or deficiency. If we are not taking sufficient amount of vitamin A, your eyes will get affected, so if we are not taking the proper things, then definitely, certain ailments may occur and certain body parts may get affected. In order to avoid all these things we look for these factors.





6) Interviewer: Why is the factor “freshness” important to you?

Respondent: Freshness is important because as we go to the market, we don't go daily to purchase vegetables, we might go once a week or so, thus if we go and purchase items for one week, what will happen if already a few things are not that fresh, we bring it and keep it in the fridge to consume it a few days later in the week, then definitely the freshness will go and it will not remain fresh thus the nutritional contents will also go down. It will not be that good for our body or for fitness, the contents that are beneficial like the vitamins that are required by the body, those things that are available in the vegetables, we may not be able to get them in full benefit of that. Though we may be eating tomato for the purpose of certain vitamin, if it is stale, we may not get the right things, because after sometime all those, as we read or we are told that if it is not fresh then there will be lesser nutritional property and not get that benefit from that vegetable, which it is supposed to be giving to us. If it is already not fresh and we are buying it and storing it in the fridge for a longer time, slowly the freshness will go and we may not be able to get the right amount of benefit from the vegetable which we should get, in order to keep healthy.



7) Interviewer: Why is the factor “expiry date” important to you?

Respondent: It is a marketing thing. There will be shopkeepers who are not conscious about these things. Say if I want to purchase an apple today, I go and see that it is packed in some polythene and kept there and I take it, when I open it, some of the apples I may find them to have already become pulpy and not good to eat. Though the shopkeeper would have kept it, or forgotten to remove it, just for the purpose of telling you, but when we see the date that it has been packed long back, maybe 10-20 days back, it definitely is not that fresh, so I should have been more careful to see that and avoid it there itself. Had I seen the expiry or manufacturing date in the initial stage itself, then definitely I wouldn't have gone for it and avoided it and I would have gone for some other thing which would have been better. So it is always better to take a look at these things as to when it has been packed and when it is likely to expire, so that is important.

Health (V)



Benefits to the body (C)



Fresh (A) (not becoming pulpy)



Expiry date(A)

8) Interviewer: You said that the fruits and vegetables should be normal looking, like checking weight, why is that factor important to you?

Respondent: In India, most of the things are available in loose content, they may not be available in the packaged form, certain countries, everything is packed in polythene, you pick what you want, but here when we go to buy vegetables, even in malls and various places, it will be just displaced totally, we will have to select and put it in a cover, weigh it and then take it. In order to increase the weight, items will be loaded with some water content. Just because I want capsicum, I will go anyway and will pick it up, but I will be losing to the side that it will weigh more, I'd be paying more for that product. It may actually weigh around 250 grams, but if I buy something in which the weight has inflated, I tend to lose money there as well and I won't be getting my money worth for the product. So it is better to have an idea, as to how much a capsicum should weigh normally and what should be the weight of onions or some other product. There may be some gadget to inflate and exceed the weight, then that would unnecessarily tend to pay more for a product and it might not be very good as well. If it is cut open, then the quality may not be good as well, when we come to know only when we are about to use.

Value for Money (V) (Universal - Wise)



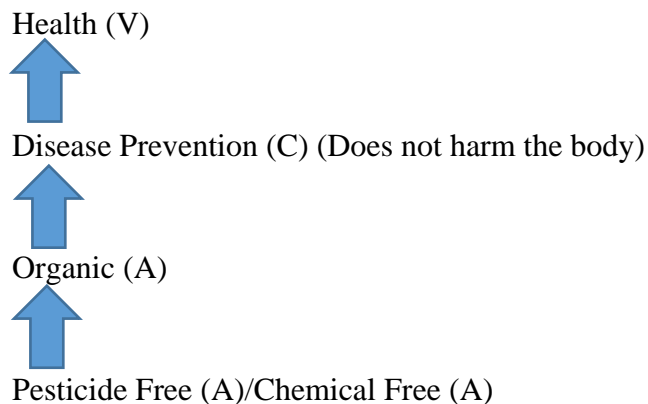
Not Adulterated like increase in weight (C)



Quality (A) (weight)

9) Interviewer: Why is the factor “no pesticide” important to you?

Respondent: What we understand in India is, when there is no pesticide used, we say it is organic. That is the simple definition you can say that if a product is organic then it has not been affected by pesticides. That is the yard stick any layman will pick it like that. So when it is affected by pesticides, it will affect our body, because it has been sprinkled with certain things, just to give a shine to apple, they would sprinkle it with something. It is said that before the apple is ripe for getting plucked, spraying with certain things so that it should become red, so anything very red and shiny, it may not be good for the health, as it has been tinkered with some pesticides which may affect our body as well. We would not be able to remove those things and when we take an apple in our hand and it looks very red and shiny, we tend to immediately start eating it. We don't peel it off, because it looks so fresh, nice and appealing to us, so we go for it. There we may take certain contents of pesticides, some people may not even wash it seeing it shiny, and it should be thoroughly washed and cleaned, which we may not do. There we intake all the pesticide contents, which will definitely affect our health. We may not know it, but when intake certain things, that may harm the fruit as well destroying the nutrition. When we consume it, we definitely take those pesticides as well, which may affect some part of our body.



Hem – Bank Officer II

1) Interviewer: Can you describe one shopping experience of yours with regards to fruits and vegetables?

Respondent: Yeah.... ah.... I have gone to Nilgiris (super market) many times to purchase organic vegetables and fruits, I think common man should buy and I am feeling pressed to use those fruits and vegetables when compared to the other normal selling markets. Nowadays, people prefer to go for organic foods, even today we all were actually speaking about one fruit, because it was cultivated through organic farming, in our banking environment also today.... we had an experience to taste a mango, which came from an organic farm, so it taste good when compared to other fertilizers or pesticides related fruits, it is really good..... in the odour as well as the stand of the commodity. It was really good compared to other type of fruits, usually used in the markets, it was quite different. Actually it was ordered from some farm in which it was organically cultivated and we imported it from that farm and used it.

Interviewer: Ok... Ok.... So...you said you had got it from some farm and you liked it, what is it that you liked, what were the things that you could feel were different?

Respondent: It was actually very pure from nature directly, and they were not exposed to any pesticides or any chemicals to ripen it. It ripens naturally and does not spoil the standard of the fruit. It is very fresh in nature and it doesn't harm the health, that's what we prefer to buy organic fruits and vegetables.

Interviewer: So what are the organic fruits and vegetables you purchase?

Respondent: ah..... fruits.... Mango, banana, apple..... we don't because apple we get it in some stores, so we don't really know where they are coming from..... fruits from our own native place, it is really different to what is compared to the normal purchase. Sometimes, we used to buy kiwi fruit, it is very good for health.... preferred by liver patients.....diabetic patients, we need to have in our house also..... and we love to have that kiwi fruit which is organically cultivated.

2) Interviewer: You have given me 5 reasons that it is fresh, it is natural, no pesticides, no artificial ripening and it is healthy. Can you rank these five factors mam.... first, second, third, fourth, fifth?

Respondent: First would be for ripening no chemicals are used, that is the main motto, it is naturally ripened, second can be said is fresh and can you tell me remaining ones?

Interviewer: Natural, no pesticides and healthy.

Respondent: **Natural ripening, it is fresh and healthy and no pesticides. Third one is no pesticides, fourth is healthy and fifth is natural**, though we are not directly whether its natural, but we can feel the presence of nature that is what we are buying..... however compared to other fruits it is natural only. We are trying in the supermarkets and some shops are distributing these fruits like Pazhamudir are some shops here, at Nilgiris we are getting good fruits

Interviewer: There is this term “organic”, how much is this term important to you?

Respondent: It is really important because to make the concept “Go-Green”, everything is made artificially now, in the modern days. Each and everything has adulteration and is artificial, even the water that we are having, consuming and eating. The term organic itself means that we are getting that fresh from the soil, close to the earth, close to your heart.... whatever our ancestors have been eating.... now the days have been changed, but at least with that thought we are feeling that it is good, when compared to other types of food. Organic means it is really cultivated through the natural sources of nature without any chemical mixtures, so we see good through those products. In that case, organic is very essential for each and every individual to lead a better life for a good livelihood. In that sense it is very important to me.

Interviewer: So will you rank that also ma'am, the term “organic”, as a factor?

Respondent: Yes, it is very close to nature, down to earth we are using those products. Organic is with the decomposition of some soil materials, which is in nature, we are using that, so that is the first point, without any mixture of chemicals, the insecticides and pesticides, which is naturally being given by the cultivators and those being fresh, the fourth concept is “go-green” concept, which is not spoiling the nature and the fifth one is that we are very happy to use it. So there is some satisfaction towards the usage of organic fruits and vegetables.

Interviewer: So you will rate organic as number 1, is that what you're telling me?

Respondent: Sure

Interviewer: What about the other things such as no artificial ripening, freshness and other things, will they go down the rank?

Respondent: Correct. The first one is it is very natural in ripening and it is very close to heart to use it. While eating itself we feel that we are having a good product which doesn't harm our health so we need fresh and healthy, that is the main cause and we are feeling free to use that thing. We are feeling better and peaceful to use those.

2) Interviewer: Why is the factor freshness important to you?

Respondent: After cultivation, the product reaches our hands through most of the transportation, we get the food roughly after a week from when it is plucked, is all we know. If it was to be from our own home garden, we know that the food is very fresh. We don't use any fertilizer and water it, to see the tree grow in front of us, we also think that the organic farmers are doing such type of cultivation and it is directly coming from them. There is a concept of not mixing of pesticides. We have to relate that the fruits and vegetables are very fresh and directly coming from the farm, without the mixture of other things to ripen out, or to preserve, thus without any preservative we are using the product.

Interviewer: So why is this factor that it is directly coming from the farm, important to you?

Respondent: These are perishable items – fruits and vegetables, so how long can we keep them. We will have to use them, which is the basic thing of the vegetables, we have to cut it and use, in the thing of trees, the green leaves, mint and green leafy vegetables, it is very auspicious in the South, we have to use it. It is like medicine for our body. If we think that food is medicine for our body, then we have to obviously use such things which are coming from nature, without it being spoilt. Obviously, it is cultivated somewhere and used somewhere else. Humidity will differ from place to place and time to time as well, anyhow, some of it can be preserved, but mostly, daily usage of these kind of commodities will invariably affect the health. So atleast we are using it within one or two days, without any preservative, we are using the product from the soil, which seems to be fresh. That is the frame of attitude we are having towards organic food.

3) Interviewer: Why is the factor that the fruits should not be artificially ripened important to you?

Respondent: Yeah.... see... we are getting food basically relying on living things such as plants, trees and vegetation. As it is, it won't give us strength and energy, if that is the thing man has to get energy from, if it has pesticides or chemicals, those chemicals will affect our body. Fifteen to twenty years back, things were quite natural, however, almost every house has a diabetic patient now and heart patients are increasing, previously it wasn't like that. Once in a while you'd come across a person with diabetes who is quite old, it was considered to be a disease of the rich. Nowadays its quite often found in young people itself. I personally think that it is the disorder of the food we consume, the biological system has been totally corrupted and immune system has been affected. All those things we are taking inside..... and we are utilizing that and finally that is going into the human body. People having non-veg like lamb, which consumes those plants that has been sprayed with pesticides, it is taking chemicals inside and thus whoever is consuming that meat, they are invariably affected. These are according to some surveys taken. I'm a pure vegetarian, but we have to depend on those vegetables and fruits, which is our basic food. Thus we have to eat, fresh or natural food and it should not spoil our body. Our children and future generation should not be affected, because of inorganic practices to keep food in plastic or so..... we also have pots at our house for water.... and we should go for natural fertilizers, which are directly from the soil, if we have it all our bodily systems would be healthy, this is my personal opinion.

4) Interviewer: Why is the factor “no pesticides” important to you?

Respondent: Pesticides, I don't have much knowledge about chemical names and pesticides.... the food we know... the taste we used to know. But whatever we are seeing through our farmers to protect the plants from insects or some other disasters, they're using these pesticides. Upto a limit we can use, but we are fully depending and eradicating the natural stamina of the plants, the pesticide should not supersede the nutrition of the plant. To some extent we can use, in order to prevent insects that are harmful for the plants, at the same time it shouldn't supersede the nutrition of the plant, we should not inject all those harmful things to the plants. So we can use natural fertilizers like cow dung. So in our country we are using two types of waste – biodegradable and non-biodegradable waste. We avoid things like plastic which cannot be used

in farming. Other things like old vegetables that are rotten can be used in the soil as a fertilizer. We also have plants and trees in our house, thus we have a natural biodegradable waste system in our house. In the modern society of the city we don't have the ways to plant a tree, but to some extent we are using and following the natural system to see greenery around us. Thus we city people are planting some trees to go green.

5) Interviewer: Why is being healthy important to you?

Respondent: Health is something we are relying on, if we have health we have everything. It is for health we are having food and taste on its basis are everybody existing in this world. So whatever we consume is reflected on our body. This is why small children don't have the stamina and are suffering from malnutrition. Whatever the parents are giving most of the food. But again 20-30 years back, we grew up on millets, but people these days people are going only for beverages. These beverages are mixed in milk and is given to children. Moreover, whatever we are getting from millets, soya and other small grains, we are getting from our own soil is more nutritious when compared to other beverages. Whatever energy we got in our young days, our children aren't getting the same amounts and have lesser stamina, and they do not have as much nutrition when compared to the older people. They have a risk of being affected by bone diseases at a young age, because of the food. So to prevent it and be cautious to some extent we are using this organic food. That is the main motto.

6) Interviewer: Why is fruits and vegetables have to be naturally grow important to you?

Respondent: They are living things, we have to be ethical, nature has many trees by itself, if we intend to keep them alive, and we need to water them. Growth depends on the tree, thus man has no right to spoil the growth of a plant by poisoning it. We should avoid disturbing it and let it grow naturally as we don't have the right to spoil the growth of a natural living thing such as plants. Each and every shrub and herb is medicinally useful. I think our country is very rich in natural resources, but we are eradicating it through modern techniques, upto some extent we can use it but not to extent of harming them, as living things are very auspicious in our country and we have to protect nature, only then will our future generation be strong both physically and mentally. If we have good food, then our thoughts will also be good, when compared to adulterated things that are there. It's a gift of God and we don't have any right to spoil it. We have to protect it, naturally.

7) Interviewer: You must be inviting your friends and relatives home, do you offer them these organic fruits and vegetables. Can you describe one such occasion? (Situational/Occasion)

Respondent: Yes, I do offer them. Many times we have offered them, but to say specifically, we are creating awareness, for if friends and relatives are visiting us, one or the other will come to know, when we are offering something fresh and good, surely they will think about it and ask as to what it is about and we would say about it. They would also start to know about it and start using it to some extent. Similarly when we are visiting other relatives and friends, we don't prefer buying chocolates or biscuits, we rather pick up organic fruits or vegetables or something healthy that has natural minerals. That way instead of sweets, we are giving something that is nutritious to children, to places we go, that includes fruits, vegetables, snacks that are healthy.

Interviewer: So when you offer them these kinds of organic fruits and vegetables, and they start adopting in their life as well, have you got any feedback from them?

Respondent: Yeah... we usually discuss in the branches as well, while eating we would discuss and share information on this. Everyday some new ideas regarding fruits and organic food items they would speak of. Even today, we discussed about it, in the food hall, after eating, if its tastier we would ask about the recipe, they would say that instead of chemical thing we can use organic rice or wheat or some natural thing, we take the recipe from the person and try at our place. We share things regularly at our workplace.

Interviewer: So when you have served them organic fruits and vegetables and they've liked it and given a good feedback, how do you feel?

Respondent: We feel really happy. I did not bring mango today, but one officer, he ordered a basket of organic mangoes from Andhra Pradesh, a day or two back. It had a variety, it reached us from the farm today, he distributed to each and every one of the staff in the branch. We exclusively enjoyed the food today. When compared to other mangoes, this mango is very sweet, which makes us feel very happy and contented. We also thanked the officer, so the next time he has placed an order for us as well. After a long time we were happy to have tasted a good mango. Even during seasons, we are unsure that if it is coming from the right place and at times it would not taste nice. But whatever we tasted today, it was really nice and natural, which is healthy and tasty as well, we felt that we really had a good fruit after a long time today.

8) Interviewer: Someday due to some reason, if it is not available, what do you do? (Absence)

Respondent: Preferably we would have to go for whatever we are getting in that case, as everyone are working and whatever shops are there nearby we have to opt for that. If it is not available then we go for healthier thing, we would go to normal market or shop. It's not like we have to purchase it or we won't eat, so if we don't get it, then we have to eat whatever we get, but the principle is that we have to eat natural food.

9) Interviewer: How long have you been consuming these organic fruits and vegetables? (Age Regression)

Respondent: Its only these days that the food is adulterated, in our thirties we are feeling quite sick, because of the food that we consume doesn't provide us with the stamina, but I teach my kids also to have good healthy food, to some extent we are giving awareness to our kid and give him organic food only. It's been two and a half years, not just fruits and vegetables but grains as well, we are using natural food. It is available we go for normal, but we try and get organic food as much as we can as food is very important when compared to any other commodity.

Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: Through brochures and advertisements in trains, buses, etc. and word of mouth, as my friends and relatives used to say. One of my friends who has an own house, has an organic farm. Thus in own house one can cultivate, she is having organic farming, things like brinjal she will take it from the terrace garden. It will be very fresh. We will also pluck flowers and put it for pooja. It would be very fresh and we came to know about that. If we have a good environment we can go for it, but in the city we have multi floored buildings, but upto an extent we can grow flowers and small plants, but if we have our house we can go for cultivating organic vegetables and fruits. Even my sister is having vegetables on her terrace and she is using organic food.

Interviewer: Ok mam thank you, it was nice speaking to you.

Hem – Bank Officer II – Laddering

2) Interviewer: You have given me 5 reasons that it is fresh, it is natural, no pesticides, no artificial ripening and it is healthy. Can you rank these five factors mam.... first, second, third, fourth, fifth?

Respondent: First would be for ripening no chemicals are used, that is the main motto, it is naturally ripened, second can be said is fresh and can you tell me remaining ones?

Interviewer: Natural, no pesticides and healthy.

Respondent: Natural ripening, it is fresh and healthy and no pesticides. Third one is no pesticides, fourth is healthy and fifth is natural, though we are not directly whether its natural, but we can feel the presence of nature that is what we are buying..... however compared to other fruits it is natural only. We are trying in the supermarkets and some shops are distributing these fruits like Pazhamudir are some shops here, at Nilgiris we are getting good fruits

Interviewer: There is this term “organic”, how much is this term important to you?

Respondent: It is really important because to make the concept “Go-Green”, everything is made artificially now, in the modern days. Each and everything has adulteration and is artificial, even the water that we are having, consuming and eating. The term organic itself means that we are getting that fresh from the soil, close to the earth, close to your heart.... whatever our ancestors have been eating.... now the days have been changed, but at least with that thought we are feeling that it is good, when compared to other types of food. Organic means it is really cultivated through the natural sources of nature without any chemical mixtures, so we see good through those products. In that case, organic is very essential for each and every individual to lead a better life for a good livelihood. In that sense it is very important to me.

Interviewer: So will you rank that also ma’am, the term “organic”, as a factor?

Respondent: Yes, it is very close to nature, down to earth we are using those products. Organic is with the decomposition of some soil materials, which is in nature, we are using that, so that is the first point, without any mixture of chemicals, the insecticides and pesticides, which is naturally being given by the cultivators and those being fresh, the fourth concept is “go-green”

concept, which is not spoiling the nature and the fifth one is that we are very happy to use it. So there is some satisfaction towards the usage of organic fruits and vegetables.

Interviewer: So you will rate organic as number 1, is that what you're telling me?

Respondent: Sure

Interviewer: What about the other things such as no artificial ripening, freshness and other things, will they go down the rank?

Respondent: Correct. The first one is it is very natural in ripening and it is very close to heart to use it. While eating itself we feel that we are having a good product which doesn't harm our health so we need fresh and healthy, that is the main cause and we are feeling free to use that thing. We are feeling better and peaceful to use those.

Attributes and ranking

Organic - I

Natural Ripening - II

Freshness – III

Pesticide Free – IV

Healthy – V

Naturally Grown – VI

Health (V)



Disease prevention (C) (lead a better life)



Organic (A)

Universalism (V) (close to nature)



Not adulterated (C)



Quality (A) (not artificial, it is good when compared to other types of food)

3) Interviewer: Why is the factor that the fruits should not be artificially ripened important to you?

Respondent: Yeah.... see... we are getting food basically relying on living things such as plants, trees and vegetation. As it is, it won't give us strength and energy, if that is the thing man has to get energy from, if it has pesticides or chemicals, those chemicals will affect our body. Fifteen to twenty years back, things were quite natural, however, almost every house has a diabetic patient now and heart patients are increasing, previously it wasn't like that. Once in a while you'd come across a person with diabetes who is quite old, it was considered to be a disease of the rich. Nowadays its quite often found in young people itself. I personally think that it is the disorder of the food we consume, the biological system has been totally corrupted and immune system has been affected. All those things we are taking inside..... and we are utilizing that and finally that is going into the human body. People having non-veg like lamb, which consumes those plants that has been sprayed with pesticides, it is taking chemicals inside and thus whoever is consuming that meat, they are invariably affected. These are according to some surveys taken. I'm a pure vegetarian, but we have to depend on those vegetables and fruits, which is our basic food. Thus we have to eat, fresh or natural food and it should not spoil our body. Our children and future generation should not be affected, because of inorganic practices to keep food in plastic or so..... we also have pots at our house for water.... and we should go for natural fertilizers, which are directly from the soil, if we have it all our bodily systems would be healthy, this is my personal opinion.

Health (V)



Energy (C)



Natural Ripening (A)

Health (V)



Future Generation (C)



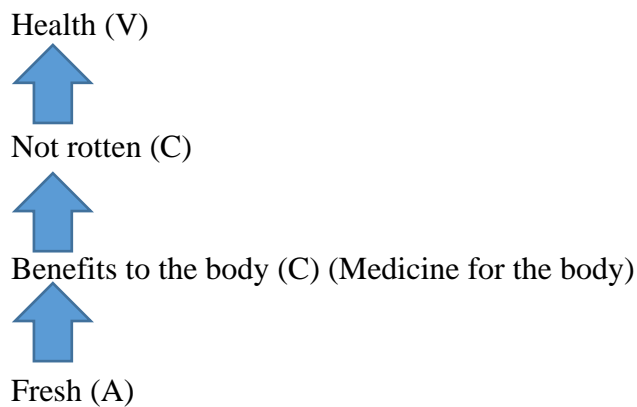
Chemical Free (A)

2) Interviewer: Why is the factor freshness important to you?

Respondent: After cultivation, the product reaches our hands through most of the transportation, we get the food roughly after a week from when it is plucked, is all we know. If it was to be from our own home garden, we know that the food is very fresh. We don't use any fertilizer and water it, to see the tree grow in front of us, we also think that the organic farmers are doing such type of cultivation and it is directly coming from them. There is a concept of not mixing of pesticides. We have to relate that the fruits and vegetables are very fresh and directly coming from the farm, without the mixture of other things to ripen out, or to preserve, thus without any preservative we are using the product.

Interviewer: So why is this factor that it is directly coming from the farm, important to you?

Respondent: These are perishable items – fruits and vegetables, so how long can we keep them. We will have to use them, which is the basic thing of the vegetables, we have to cut it and use, in the thing of trees, the green leaves, mint and green leafy vegetables, it is very auspicious in the South, we have to use it. It is like medicine for our body. If we think that food is medicine for our body, then we have to obviously use such things which are coming from nature, without it being spoilt. Obviously, it is cultivated somewhere and used somewhere else. Humidity will differ from place to place and time to time as well, anyhow, some of it can be preserved, but mostly, daily usage of these kind of commodities will invariably affect the health. So atleast we are using it within one or two days, without any preservative, we are using the product from the soil, which seems to be fresh. That is the frame of attitude we are having towards organic food.



4) Interviewer: Why is the factor “no pesticides” important to you?

Respondent: Pesticides, I don't have much knowledge about chemical names and pesticides.... the food we know.... the taste we used to know. But whatever we are seeing through our farmers to protect the plants from insects or some other disasters, they're using these pesticides. Upto a limit we can use, but we are fully depending and eradicating the natural stamina of the plants, the pesticide should not supersede the nutrition of the plant. To some extent we can use, in order to prevent insects that are harmful for the plants, at the same time it shouldn't supersede the nutrition of the plant, we should not inject all those harmful things to the plants. So we can use natural fertilizers like cow dung. So in our country we are using two types of waste – biodegradable and non-biodegradable waste. We avoid things like plastic which cannot be used in farming. Other things like old vegetables that are rotten can be used in the soil as a fertilizer. We also have plants and trees in our house, thus we have a natural biodegradable waste system in our house. In the modern society of the city we don't have the ways to plant a tree, but to some extent we are using and following the natural system to see greenery around us. Thus we city people are planting some trees to go green.

Follow natural system (V) (Universalism)



Good for the plant (C)



Pesticide Free (A)

5) Interviewer: Why is being healthy important to you?

Respondent: Health is something we are relying on, if we have health we have everything. It is for health we are having food and taste on its basis are everybody existing in this world. So whatever we consume is reflected on our body. This is why small children don't have the stamina and are suffering from malnutrition. Whatever the parents are giving most of the food. But again 20-30 years back, we grew up on millets, but people these days people are going only for beverages. These beverages are mixed in milk and is given to children. Moreover, whatever we are getting from millets, soya and other small grains, we are getting from our own soil is more nutritious when compared to other beverages. Whatever energy we got in our young days, our children aren't getting the same amounts and have lesser stamina, and they do not have as much nutrition when compared to the older people. They have a risk of being affected by bone diseases at a young age, because of the food. So to prevent it and be cautious to some extent we are using this organic food. That is the main motto.

Health (V)



Energy (C) (Stamina)



Good diet (C) (Good food)



Nutrition (A)

Hedonism (V)



Consumption (C)



Taste (A)

6) Interviewer: Why is fruits and vegetables have to be naturally grown important to you?

Respondent: They are living things, we have to be ethical, nature has many trees by itself, if we intend to keep them alive, and we need to water them. Growth depends on the tree, thus man has no right to spoil the growth of a plant by poisoning it. We should avoid disturbing it and let it grow naturally as we don't have the right to spoil the growth of a natural living thing such as plants. Each and every shrub and herb is medicinally useful. I think our country is very rich in natural resources, but we are eradicating it through modern techniques, up to some extent we can use it but not to extent of harming them, as living things are very auspicious in our country and we have to protect nature, only then will our future generation be strong both physically and mentally. If we have good food, then our thoughts will also be good, when compared to adulterated things that are there. It's a gift of God and we don't have any right to spoil it. We have to protect it, naturally.

Protect Nature (V) (Universalism)



Avoid disturbing plants and trees (C)



Naturally grown (A)

Bank Officer III - Ni

1) Interviewer: Can you describe one shopping experience of yours with regards to fruits and vegetables?

Respondent: I'm purchasing regularly, every week I'm used to purchase fruits. I purchase it from Kodambakkam. I used to go to supermarkets like Nilgiris, Pazhamuthir and so forth

Interviewer: What kind of organic fruits and vegetables do you purchase?

Respondent: We purchase banana, apple, pomegranate and vegetables such as brinjal, bitter gourd, potato, chillies, ginger and so forth.

2) Interviewer: Can you give me a few reasons for you to purchase organic fruits and vegetables?

Respondent: Firstly I think it is chemical free and I purchased organic things for that purpose

Interviewer: While selecting these fruits and vegetables how do you pick them?

Respondent: There is a shop in Kodambakkam that sells only organic food, it is purely an organic shop and in places like Nilgiris, it is kept separately, named under the organic section. Things like wheat and other grains are available there

Interviewer: While selecting these fruits and vegetables do you randomly select it or do you look for something in them?

Respondent: I'll see and only then select. The one shop I had mentioned at Kodambakkam, I select it from there. When I use the things I find the difference, Overseeing the physical aspects. When I use the vegetables while cooking them I find the difference. It will boil quickly, brinjal, will be softer and tasty. Chilly will be very spicy to taste. Fruits are tastier

Interviewer: You said you purchase from organic outlets so how much is the term organic important to you?

Respondent: I feel it is very important. I use regularly and I'm buying it so no second thoughts.

3) Interviewer: So you have given me four factors – chemical free, cooking easily, tasty and organic. Can you rank these factors which is first, second, third, fourth.... like?

Respondent: First would be chemical free, second is taste, cooking easily is third and organic is last.

4) Interviewer: Why is the factor – chemical free, important to you?

Respondent: The chemicals harm our health. Nowadays, fruits like apple don't have taste and thus harms our health. So I take them with respect to it being chemical free.

Interviewer: Why is the factor – being healthy, important to you?

Respondent: Why should we work..... we want a long duration of life, they are easily digestible and using chemicals has side-affects

5) Interviewer: Why is the factor – being tasty, important to you?

Respondent: Nowadays there is a lot of chemical usage to preserve the product. Previously I knew the original taste. Original taste of the fruits, we can say. Now a days mangoes that come....., I have purchased organic mangoes only, the taste will be entirely different. Mangoes with chemical usage will not have the sweet taste.

Interviewer: Why is having original taste important to you?

Respondent: It is harmless. Chemicals are very harmful as it will cause side effects like stomach ailment, so eventually we like to have organic.

6) Interviewer: The third factor you said is cooking easily, Why is the factor – cooking easily, important to you?

Respondent: Conventional vegetables take longer to cook and do not get soft and remain hard, even after long hours of cooking. The other reason is taste, thus it cooks faster and softens quickly.

Interviewer: Why is saving time important to you?

Respondent: Saving time isn't important, the prime reason is we need naturally grown food. Saving time isn't the main factor of buying organic, I need natural food that will not cause any harm to my digestive system

Interviewer: Why is it being soft important to you?

Respondent: It is for the taste only. When it is hard, the taste is entirely different. Like brinjal, the organic one will have a different taste compared to the one that is available in the other shops.

Interviewer: So why is it having different taste important to you?

Respondent: Different taste means..... everything all together.... single reason is health. We need to have taste, as humans, at the same time we also need health.

Interviewer: You also said you want to consume natural food, why is it important to you?

Respondent: Natural food gives good health, it is for health only, to lead a healthy life.

7) Interviewer: The fourth factor you have said is it is organic.... so why is the factor – organic, important to you?

Respondent: For health purpose.

8) Interviewer: You must be inviting your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion? (Situational/Occasional)

Respondent: I used to conduct pooja at home, once a year. At that time, I used to distribute fruits and food that is cooked using organic vegetables. I used to gift them.

Interviewer: So when they consume these organic fruits and vegetables, do they give any feedback as to how it is like?

Respondent: They say the food is very nice and tasty

Interviewer: How do you feel to be on the receiving end of such feedback?

Respondent: I feel happy and there is a sense of satisfaction.

Interviewer: Can you elaborate on the fact that you get satisfaction, on receiving good feedback from your friends and relatives?

Respondent: The food we give, if they go happy, especially when we conduct pooja, offering food is a very important factor in it. It is referred to as "Annadaanam", which is the quite important and makes me feel happy during the time.

9) Interviewer: You said you mostly purchase organic fruits and vegetables, if someday, due to some reason there is no availability of organic fruits and vegetables, what would you do in that case? (Absence)

Respondent: There are many shops, nowadays. Previously, purely organic shops will be available in a single shop, now its available in supermarkets like Nilgiris, Pazhamuthir Cholai, it is available everywhere and there are so many shops in our area, thus there is no shortage of availability. It is available anywhere and everywhere.

Interviewer: Imagine if someday you aren't able to get it, you aren't able to go and buy it.

Respondent: I won't be taking it.

Interviewer: Why do you feel organic fruits and vegetables are better than the other normal fruits and vegetables?

Respondent: They are healthy and chemical free

Interviewer: You said if it is not available you will not purchase it, so why is it that you will not purchase the other fruits and vegetables at all?

Respondent: Sometimes we may skip buying fruits, vegetables, however, are available everywhere and I purchase them once a week, thus I don't purchase every day, rather it is once a week and have it stocked, so there wouldn't be any shortage of items.

Interviewer: Why wouldn't you purchase the other fruits and vegetables?

Respondent: I am used to organic as I'm using it on a daily basis. I don't wish to change and go for other things when it is organically available.

Interviewer: How long have you been purchasing these organic fruits and vegetables?

Respondent: I have been purchasing this for the last two to three years, three years precisely.

Interviewer: What did you do before those three years, as in what did you purchase? (Age Regression)

Respondent: Those days, the fruits and vegetables weren't like the ones now that are full of chemicals. Previously, it wasn't polluted so much, I'd say it is polluted and this has happened in recent times on a very large scale. Thus earlier it wasn't so bad.

Interviewer: How did you come to know about these organic fruits and vegetables? (Third person probe)

Respondent: My friends told me, they used to buy it and so they told me about it as well

Interviewer: Why do you think your friends suggested buying organic fruits and vegetables to you?

Respondent: Good things are suggested to others. If it is good for health we convey it to people in our friends circle.

Interviewer: You said you convey good things to others, could you elaborate more on it?

Respondent: It is chemical free and healthy, we are used to conveying the good aspects of things. Rice, these days, has heavy usage of chemicals for cultivation. So we used to buy rice and dal and people would say it is tasty, so when we have conversations with our friends during lunch, they suggest their opinions, after which I tried.

Interviewer: What does your diet consist of?

Respondent: Morning idly, afternoon meals and we have chapattis at night.

Interviewer: So you have vegetables in your meals, or how is it like?

Respondent: For preparing sambhar, vegetable curry that is prepared for afternoon meal. For chappatis, I prepare dal and vegetables and we use the organic vegetables in them.

Interviewer: So don't you have fruits? When do you have fruits, is it along with your breakfast or before it?

Respondent: I have it before breakfast, juice or cut fruits.

Interviewer: Why do you have fruits before breakfast, is there any specific reason or it?

Respondent: Everyone says that we should consume fruits with an empty stomach, I consume because of this reason. Apparently, after our meals, we should not take fruits, it is best to be consumed when the stomach is empty, thus with that purpose I take fruits before my breakfast.

Interviewer: Why do people say that it is best to consume fruits when the stomach is empty?

Respondent: Doctors say it, that fruits would be absorbed by our body properly, in an empty stomach.

Interviewer: So why do you want it to be absorbed by the body?

Respondent: For health reasons.

Interviewer: Ok mam, thanks, thanks for your time. It was nice speaking to you.

Bank Officer III – Ni – Laddering

3) Interviewer: So you have given me four factors – chemical free, cooking easily, tasty and organic. Can you rank these factors which is first, second, third, fourth.... like?

Respondent: First would be chemical free, second is taste, cooking easily is third and organic is last.

Attributes and Ranking

Chemical Free – I

Taste – II

Ease of preparation (cooking easily) – III

Organic – IV

4) Interviewer: Why is the factor – chemical free, important to you?

Respondent: The chemicals harm our health. Nowadays, fruits like apple don't have taste and thus harms our health. So I take them with respect to it being chemical free.

Interviewer: Why is the factor – being healthy, important to you?

Respondent: Why should we work..... we want a long duration of life, they are easily digestible and using chemicals has side-affects

Health (V)



Does not harm us (disease prevention) (C)



Chemical Free (A)

5) Interviewer: Why is the factor – being tasty, important to you?

Respondent: Nowadays there is a lot of chemical usage to preserve the product. Previously I knew the original taste. Original taste of the fruits, we can say. Now a days mangoes that come....., I have purchased organic mangoes only, the taste will be entirely different. Mangoes with chemical usage will not have the sweet taste.

Hedonism (V) (Sweet)



Consumption (C)



Taste (A)

6) Interviewer: The third factor you said is cooking easily, Why is the factor – cooking easily, important to you?

Respondent: Conventional vegetables take longer to cook and do not get soft and remain hard, even after long hours of cooking. The other reason is taste, thus it cooks faster and softens quickly.

Interviewer: Why is saving time important to you?

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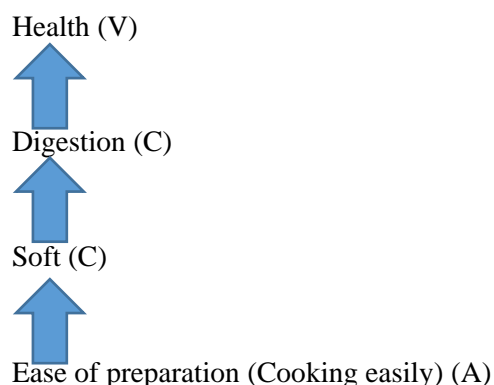
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Interviewer: Imagine if someday you aren't able to get it, you aren't able to go and buy it.

Respondent: I won't be taking it.

Interviewer: Why do you feel organic fruits and vegetables are better than the other normal fruits and vegetables?

Respondent: They are healthy and chemical free

Interviewer: You said if it is not available you will not purchase it, so why is it that you will not purchase the other fruits and vegetables at all?

Respondent: Sometimes we may skip buying fruits, vegetables, however, are available everywhere and I purchase them once a week, thus I don't purchase every day, rather it is once a week and have it stocked, so there wouldn't be any shortage of items.

Interviewer: Why wouldn't you purchase the other fruits and vegetables?

Respondent: I am used to organic as I'm using it on a daily basis. I don't wish to change and go for other things when it is organically available.

Interviewer: How long have you been purchasing these organic fruits and vegetables?

Respondent: I have been purchasing this for the last two to three years, three years precisely.

Interviewer: What did you do before those three years, as in what did you purchase? (Age Regression)

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Respondent: My friends told me, they used to buy it and so they told me about it as well

Interviewer: Why do you think your friends suggested buying organic fruits and vegetables to you?

Respondent: Good things are suggested to others. If it is good for health we convey it to people in our friends circle.

Interviewer: You said you convey good things to others, could you elaborate more on it?

Respondent: It is chemical free and healthy, we are used to conveying the good aspects of things. Rice, these days, has heavy usage of chemicals for cultivation. So we used to buy rice and dal and people would say it is tasty, so when we have conversations with our friends during lunch, they suggest their opinions, after which I tried.

Happiness and sense of satisfaction (Hedonism) (V)



Health (V)



Pollution (C)



Chemical Free (A)



Taste (A)



Organic (A)

Bank Officer IV – Mee

1) Interviewer: You said you use organic fruits and vegetables so what are the organic fruits and vegetables you use?

Respondent: Its not specific, I buy whatever is required like greens and everything else, depending upon the availability and what I like beans, carrots and fruits like bananas.

2) Interviewer: Can you list a few reasons for you to purchase organic fruits and vegetables?

Respondent: Off-late we are being told that manure and pesticides are being used largely these days and they are not good for health. This has brought as the awareness to not use such type of fruits and vegetables and go for organic ones

3) Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: When it comes to fruits, we generally go for fruits that don't look really bright, unusually bright and unusually colored. Normal ones have the tendency to look like "country grown things" kind of look, which is what we look for. I don't buy apples or oranges that have wax coated lustrous look. I buy those that have the look of having been grown in a country based farm. There are a few brinjal varieties that have been grown artificially and we avoid these kind of vegetables as well.

4) Interviewer: How much is the factor "organic" important to you? Is it very important the term organic itself?

Respondent: Yeah, it is very important.

5) Interviewer: What does organic mean according to you?

Respondent: Not using of chemical fertilizers or pesticides and only using of natural manure and natural repellants for insects and pests. So these type of vegetables are grown in that type of farming methods. So this is what is organic.

6) Interviewer: You said you mostly go for organic fruits and vegetables, why do you think that organic is better than other normal fruits and vegetables?

Respondent: They say pesticides and chemical fertilizers that are infused in the inorganic farming methods, they get into the fruits and vegetables that are grown, which in turn gets into your body when you consume them that creates a lot of harmful effects. We've been informed about this through researchers and other articles that we read and that is why we prefer organic to inorganic.

7) Interviewer: So you have given me four factors – organic, chemical free, it should look normal and they should not be artificially grown. Can you rank these factors which will be first, second, third and fourth....?

Respondent: I don't think that these factors are separate from each other, on the contrary they form on what is called as being organic. The definition of organic you asked and these are all the factors that determine what organic food is.

8) Interviewer: But there would be some preference as to something being more important than the other. Based on your preference, can you just rank them in the order of being most to least important? Perhaps, since you said that organic is the main thing, which could be ranked as the first one, how would you rank the others?

Respondent: There is no logic in ranking these things as they are a part of the definition of being organic. Anyway, if you think I should rank them, then as you said that being organic is the first thing, next would be look, chemical free, and not being grown artificially would be the last one.

9) Interviewer: Why is the factor organic important to you?

Respondent: On the grounds of health

Interviewer: Why is the being healthy important to you?

Respondent: That is the prime and the most important thing for anybody, because if you aren't healthy you would not be able to enjoy anything in life. If you fall sick or if you get diseases due to inorganic food then it questions your living. There is no substitute for health

10) Interviewer: Why is the factor fruits and vegetables looking normal and not glossy important to you?

Respondent: Yes, that is because the glossy abnormal looking or abnormal sized fruits and vegetables that do not have seeds, they aren't naturally grown. They have artificial factors included like pesticides and minerals, etc., they aren't organic which is the reason it is not good.

Interviewer: Why is the factor that it should be grown naturally important to you?

Respondent: All the artificial factors that are used in inorganic farming methods they aren't good for health, they are quite hazardous

11) Interviewer: Why is the factor that it should be chemical free important to you?

Respondent: Chemicals are used in artificial fertilizers and manures, they are said to be very bad for health, which would make us fall sick. These inorganic chemicals, they also spoil the soil, thereby affecting the environment. It thus affects not just the health, but the environment and the land as well, which could be inferred as its not just affecting the present but the future too. Future generations also get affected.

Interviewer: So why is the factor that future generations not get affected important to you?

Respondent: If you say that you are not worried about your future and you're worried only about your present, it means that your own children being affected tomorrow. The future is not just about the others, but involves you too. How can a person not be concerned about one's future.

Interviewer: So you're basically talking about the children?

Respondent: Not just the children, everybody is included. Future includes everybody's future. Mine, yours and everybody's future.

Interviewer: How much is the factor that it is not beneficial for the environment important to you? Could you elaborate a bit on it.

Respondent: It is very important. When I talk about my own health, I also take into account the health of everyone around us, the entire universe. For instance, when we talk about environment pollution, we don't just refer to ourselves right, we speak about whole of the earth. On the same lines, it is not just my health that is important, but the health of the human kind and the living beings is important. We have to save earth and that is the main reason.

12) Interviewer: How much is this farming method important to you?

Respondent: It is important because that is what is going to give you the yield, this is what is going to give the safe output, so it is important.

Interviewer: But Organic farming, you said gives you the yield, one more thing seen about organic farming is it does not give much yield on a comparison to the normal fruits and vegetables produced. So how do you see this?

Respondent: That factor we may have to live with, because I have also learnt that, organic food does not have a very long shelf life. So not just the yield is small, but so is also the shelf life. Organic food tend to get spoilt within a small span of time. But I think that this is something that we will have to live with, considering the goodness that comes with it. If it is thought the other way around, then to reduce the bad things that come with inorganic methods. So we will have to take a call of whether the yield or shelf life is important or whether our own lives are important.

Interviewer: You said that there are bad things that come with inorganic farming methods. Could you elaborate it a bit?

Respondent: It is the chemicals used in inorganic farming methods or in chemical fertilizers and manure, it has been said that it is harmful to humans, as well as, all the other things that feed on it. So its naturally bad.

13) Interviewer: You must be inviting your friends and relatives home, so can you describe an occasion when you have invited your friends and relatives home and served them these organic fruits and vegetables? (Situational/Occasional)

Respondent: I have invited them home and served them organic fruits and vegetables. When people eat, they would not find much of a difference and that is what I feel. When it is offered they take it, as they would take any other normal fruit and vegetable. However, it reflects to them as to how the output is, health wise. I really don't know if it really makes any difference taste wise. I've not really seen it, so I don't really know. People say that there is a difference in taste, but I haven't really experienced that. If something matters then it is the health.

Interviewer: But you must have mentioned it to them, that the fruits and vegetables are organic. What was their reaction like?

Respondent: Yes, I've told them. Today we feel that it is important to have organic food only, so they are happy about it and they say it is good.

Interviewer: So they must have given you some positive feedback,

Respondent: Yes they say it is good.

Interviewer: So how did you feel?

Respondent: Yes, I do feel good.

14) Interviewer: Suppose there is a situation where you are not able to use these organic fruits and vegetables, in that case, what will you choose to do? (Absence)

Respondent: We would have to go for what is available in that case. Probably take the minimal amount of it and then wait for when they would be available next.

15) Interviewer: How long have you been taking these organic fruits and vegetables?

Respondent: Probably for the last two years.

16) Interviewer: What did you purchase before that? (Age regression)

Respondent: We bought whatever was available in the regular market.

Interviewer: Why did you not go for organic at that time? (Negative)

Respondent: It was because of the lack of awareness.

17) Interviewer: So how did you come to know about organic?

Respondent: Through media and a lot of reading. I do read a lot of papers and magazines.

Interviewer: Why do you think that you find these things like advising people to have organic vegetables and fruits. Why are such articles coming up? Why do you think that this is happening?

Respondent: I'm not very sure, but I think this was more of a propaganda for awareness. However, I don't really know what has triggered this. Now a days we are getting more information on it which has led people to think more about it. Doctors and other people are

speaking of the harmful effects of inorganic food and the goodness of organic food. It has started quite recently.

18) Interviewer: What does your diet consist of?

Respondent: Whatever we get, be it rice and vegetables, wheat, fruits, basically rice based and wheat based.

Interviewer: Do you consume more of fruits or more of vegetables? How is the proportion like?

Respondent: Comparatively vegetables are more.

Interviewer: Do you have any particular time when you consume fruits or is it just anytime during the day?

Respondent: Anytime during the day.

Interviewer: Thank you, it was nice speaking to you, thank you for your time.

Bank Officer IV – Mee – Laddering

7) Interviewer: So you have given me four factors – organic, chemical free, it should look normal and they should not be artificially grown. Can you rank these factors which will be first, second, third and fourth....?

Respondent: I don't think that these factors are separate from each other, on the contrary they form on what is called as being organic. The definition of organic you asked and these are all the factors that determine what organic food is.

8) Interviewer: But there would be some preference as to something being more important than the other. Based on your preference, can you just rank them in the order of being most to least important? Perhaps, since you said that organic is the main thing, which could be ranked as the first one, how would you rank the others?

Respondent: There is no logic in ranking these things are they are a part of the definition of being organic. Anyway, if you think I should rank them, then as you said that being organic is the first thing, next would be look, chemical free, and not being grown artificially would be the last one.

Attributes and ranking:

Organic – I

Look - II

Chemical Free – III

Farming method – IV

9) Interviewer: Why is the factor organic important to you?

Respondent: On the grounds of health

Interviewer: Why is the being healthy important to you?

Respondent: That is the prime and the most important thing for anybody, because if you aren't healthy you would not be able to enjoy anything in life. If you fall sick or if you get diseases due to inorganic food then it questions your living. There is no substitute for health

Health (V)



Disease prevention (C)



Organic (A)

10) Interviewer: Why is the factor fruits and vegetables looking normal and not glossy important to you?

Respondent: Yes, that is because the glossy abnormal looking or abnormal sized fruits and vegetables that do not have seeds, they aren't naturally grown. They have artificial factors included like pesticides and minerals, etc., they aren't organic which is the reason it is not good.

Interviewer: Why is the factor that it should be grown naturally important to you?

Respondent: All the artificial factors that are used in inorganic farming methods they aren't good for health, they are quite hazardous

Health (V)



Abnormal (C)



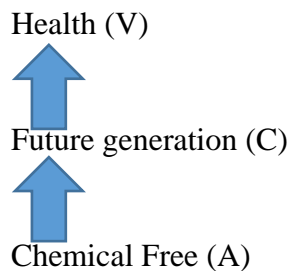
Look (A)

11) Interviewer: Why is the factor that it should be chemical free important to you?

Respondent: Chemicals are used in artificial fertilizers and manures, they are said to be very bad for health, which would make us fall sick. These inorganic chemicals, they also spoil the soil, thereby affecting the environment. It thus affects not just the health, but the environment and the land as well, which could be inferred as its not just affecting the present but the future too. Future generations also get affected.

Interviewer: So why is the factor that future generations not get affected important to you?

Respondent: If you say that you are not worried about your future and you're worried only about your present, it means that your own children being affected tomorrow. The future is not just about the others, but involves you too. How can a person not be concerned about one's future.



12) Interviewer: How much is this farming method important to you?

Respondent: It is important because that is what is going to give you the yield, this is what is going to give the safe output, so it is important.

Interviewer: But Organic farming, you said gives you the yield, one more thing seen about organic farming is it does not give much yield on a comparison to the normal fruits and vegetables produced. So how do you see this?

Respondent: That factor we may have to live with, because I have also learnt that, organic food does not have a very long shelf life. So not just the yield is small, but so is also the shelf life. Organic food tend to get spoilt within a small span of time. But I think that this is something that we will have to live with, considering the goodness that comes with it. If it is thought the other way around, then to reduce the bad things that come with inorganic methods. So we will have to take a call of whether the yield or shelf life is important or whether our own lives are important.

Interviewer: You said that there are bad things that come with inorganic farming methods. Could you elaborate it a bit?

Respondent: It is the chemicals used in inorganic farming methods or in chemical fertilizers and manure, it has been said that it is harmful to humans, as well as, all the other things that feed on it. So its naturally bad.

Health (V)



Safe output (C)



Farming method (A)

Bank Officer V - Dwi

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables? Like where do you purchase and how do you purchase and such things.

Respondent: I buy organic fruits, groceries and vegetables, near my place, where I purchase from, apart from that there are about 5-6 other shops, within the radius of 1-2 kilometers, where I buy these items. It is not like I purchase 100% organic only. I buy both conventional and organic items.

2) Interviewer: What kind of organic fruits and vegetables do you buy?

Respondent: Organic Fruits are quite rarely available. Groceries are available, like pulses, rice and wheat, but wheat is not much available. Mostly pulses are available as organic. Sometimes they'd say that the fruit is organic and then I purchase it.

3) Interviewer: Can you give me a few reasons for you to purchase organic fruits and vegetables?

Respondent: Organic fruits and vegetables don't contain chemicals that are harmful to the body. This is why I purchase organic fruits, vegetables and groceries.

4) Interviewer: While purchasing organic fruits and vegetables, what do you see? How do you select them?

Respondent: There is a certificate from the agency to show that they are grown organically. I verified the price as well, they are 50% to 100% higher than the normal fruits and vegetables. I don't mind that as organic gives me better money value, in return I am not consuming things like insecticides and pesticides or chemicals.

5) Interviewer: When you are selecting these fruits and vegetables, how do you select them?

Respondent: I'm seeing the things that are on display in the shop. The procurement from the farmers and from the field has to be done by these middlemen. The shopkeeper sells them on the basis of the certificate and packaging. I see only the packaging and other things I cannot see, once I open the packaging I can understand later. The taste is a little better but it cannot be differentiate much. So I can only see the packaging to understand the value, cost and weight.

Generally I see if it has been grown organically, they mention the address of the farm or at times the address of the agency, which are certified. On that basis I purchase it.

6) Interviewer: So this term organic, how much is this term important to you?

Respondent: It is important because the whole human body is chemical body, so when the harmful chemicals enter the body it creates a lot of diseases and causes discomfort in the lifestyle. So this is why I feel that using organic fruits, vegetables and other eatables would be better for the body.

7) Interviewer: What does organic mean according to you?

Respondent: Anything that comes from the body of the plant or animal is organic.

Interviewer: Ok, Ok.... (Silence) (Redirecting)

Respondent: Means something that is not chemically or artificially prepared. Anything that come from plant and animals, any kind of the flora and fauna, vertebrates or non-vertebrates, they are all organic.

Interviewer: Basically you are saying which comes from the environment....

Respondent: You can't say environment as environment consists of everything including inorganic. Organic refers to something that comes from animals, like goat, cow, elephants, human beings and all the plants, including fungus, or tree, shrub, plants growing in water. So whatever comes from plants or animals is organic. So when we say organically grown, it is referred to as chemical free growth process in the farm or the ponds, where they are grown. They can use things like cowdung, compost, or harvested paddy straw that is thrown away, it is reused for the purpose of a manure. So there shouldn't be any chemical fertilizers like urea, phosphate, ammonium sulphate, etc., used. The farmers should also not used insecticides that are made in the factory, on their crops. Instead they can use organic insecticides, (i.e.) insecticides prepared from the plants which makes the insecticides organic as well.

8) Interviewer: You have given me few factors – chemical free, certified as organic, price and taste.

Respondent: Taste cannot be differentiated much as the differentiation in the taste is very little, it is a very thin margin for understanding the difference.

9) Interviewer: Could you rank the aforementioned factors, from being most to least important?

Respondent: First thing is that it is certified from an agency to be organic, second would packaging and appearance, third would be freshness as to how many days the food is old, fourth is price, price should not be very high, i.e. should not be more than double the cost of normal goods.

Interviewer: And what about no chemicals...

Respondent: We can understand the chemical free through the certification and not through the naked eyes by itself in the product. We'll have to believe in the certificate and purchase it. If there is a certificate we would have to believe that it is organically grown so no chemicals have been used in the process of growing it.

Interviewer: Shall I consider the taste to be the last factor?

Respondent: I'm saying that the taste is slightly better, but it cannot be felt at the time of purchase.

Interviewer: But it can be one of the reasons for you to purchase organic..

Respondent: Yes, but the margin is very thin, so it may be difficult for many people to verify. Sometimes I feel that the taste is a little sweeter. In villages, at my own house we have these field and farms where we grow rice and wheat, as this is for our own use, we don't use fertilizers in them, thereby it becomes organic, this is how we understood that the taste is better. Yes it can be the last factor.

10) Interviewer: Why is it that fruits and vegetables should be organically certified important to you? Basically the label organic, why is that important to you?

Respondent: It is important because whatever we are using without the certification of it being organic, we find that there is a lot of fertilizers used which adversely impacts on our body. So I feel that we should try and use organic fruits, vegetables and other food items.

Interviewer: Could you elaborate a bit more on the factor adverse impact on our body?

Respondent: It would depend on the amount of chemicals used in the growth of the crop. This chemical remains in the plant, if the chemical is used as a fertilizer, then the chemical remains in the root of the plant and a percentage of it, goes into the fruit or vegetable. Before harvesting the crop, if it is sprayed with chemicals like insecticides, then it gets in the fruit which in turn enters our body and harms them. This creates adverse effects on our various symptoms like digestive system, skin or sometime the intestine may be affected. This may affect any body part. It may not show any impact immediately, but in the long run, it will have an impact. It has been found that the fields that are situated near factories that produce chemicals, all the fruits and vegetables in those fields are affected by the chemicals produced. If these fruits are consumed regularly, it causes diseases. So a doctor can verify as to what are the disease we are susceptible to with the usage of such chemicals in food products.

Interviewer: Why is the factor that no disease should affect you, important to you?

Respondent: I have to be fit and fine for a long time otherwise life becomes very difficult. I need to keep myself fit to work the entire day and for the whole of the life. One needs to understand that food has to be good to keep fit, other than the outside element, food is the main thing that affects the body, thus I have to careful that no chemicals are used in my food.

11) Interviewer: Why is the factor appearance important to you?

Respondent: Appearance of the packaging should not be damaged. Pilferage should not be there. People are not very well aware of the nutrition of things, so they mix the other fruits with the organic fruits also, so we can verify if it has been properly packed and has not been pilfered in the transportation.

12) Interviewer: Why is the factor freshness important to you?

Respondent: All the fruits and vegetables are live. There is cell development till they are cooked or eaten. If they are kept for a long time then the cell structure of the fruit and vegetables changes and we won't get a good taste. That is why you have to see the freshness. If you consume it the same day, then you'll feel that the taste is very good, whereas there would be a different taste, if it is kept for 4-5 days. That also depends upon the kind of the vegetables, some vegetables should be taken immediately, and others could be kept for some time. So for some freshness is very important.

Interviewer: Could you elaborate a bit more on the change of the cell structure of the fruit or vegetables?

Respondent: When the fruit or vegetable is attached to the plant, it grows regularly to become ripe. Once ripened completely, it detaches itself from the plant automatically. Most of the vegetables where they are supposed to be fresh and if it is not kept in an airy place, then they will start rotting. For every fruit or vegetable there should be proper temperature, if not then the texture inside the fruit or vegetable changes.

Interviewer: Why is consuming not rotten fruits and vegetables important to you?

Respondent: Consuming rotten fruit will create a disease, because once it is rotten it would have a fungus or other organisms. Taste will also go away, the flavor and natural smell will turn out to be foul. Once rotten, the fruits would have lost its nutritive value and quality, so should never eat it.

13) Interviewer: Why is the factor pricing important to you?

Respondent: Price is a relative thing. It depends upon what the income of the person is. If the income of the person is very high, then he may not see the price. For me the price is also important, because if an item is sold for five times the price I will not buy it. If its one and a half to twice the price then I may consider purchasing it. India has majority of people in the lower income section. Thus price is also an important factor.

14) Interviewer: Why is the factor taste important to you?

Respondent: Anything that is consumed is for two reasons, one is to keep the body alive and second is taste. Thus most of the food people consume, they see if the taste is good. If the taste is not good and even if the food contains a lot of nutrients, we would not be inclined to take it. Children refuse to take so many things, some of them refuse to take milk too as they don't like the taste and this is why taste is important to consume anything, thus we have to keep this point in mind.

15) Interviewer: You must've invited your friends and relatives to your place and do you offer them these organic fruits and vegetables? If so, can you describe any such occasion? (Situational/Occasional)

Respondent: Yes I do. When we have called any friends and their families for dinner and they would try. They said that it was a good thing and they would also go for the organic fruits and vegetables. So it has been quite a positive feedback.

Interviewer: How do you feel when you receive a positive feedback?

Respondent: I feel better to see my friends and their family are in good health.

Interviewer: Why do you think that organic is better than other fruits and vegetables?

Respondent: It is only for the purpose of health, it maintains good health as there are no harmful chemicals in your food, so this is the main factor.

16) Interviewer: Suppose there is a day that you wouldn't get these organic fruits and vegetables due to some reason, in that case what do you do? (Absence)

Respondent: I'll be purchasing normal fruits

Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: For the last 5-6 years, before that these things were unavailable in the market. This started quite recently and now it has started to catch up quite well. These days more and more shops are having the organic fruits, vegetables and groceries.

17) Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: I've read about them in newspapers and at times it comes on the television as well, media and newspapers.

Interviewer: Why do you think that the media, the newspaper etc have started suggesting about organic?

Respondent: It is for good health. Facebook, LinkedIn and YouTube are talking about the good effects of organic fruits and vegetables. Thus more and more people are attracted towards this.

18) Interviewer: What does your diet consist of, what do you generally have?

Respondent: My diet consist of wheat chappatis, rice, pulses and all kind of vegetables, one or two vegetables would be cooked in the morning, in the afternoon and in the evening, along with green chillies, salads like cucumber, radish, tomato, onion.

Interviewer: You don't consume much of fruits?

Respondent: I consume it, but it is not a regular part of the meal. It is consumed when it is available or after meals. It is not something regular, but we do consume any time, once a way.

Interviewer: Could you elaborate a bit more on the value for money aspect of buying organic fruits and vegetables?

Respondent: The cost of organic items is high. It is sometimes twice or three times higher than the conventional fruits or vegetables and everybody cannot afford the higher cost. So we have to keep in mind this point as a person who will be purchasing these organic fruits and vegetables.

Interviewer: Sir, you said it is value for money, i.e. it is costly but you still would go ahead and purchase it, so can you explain that a little bit more?

Respondent: Value for money means suppose, if an inorganic pulse is priced at INR 100 and organic pulse is priced at INR 200, I would go for the organic variant, whereas, if the organic variant is priced at INR 500, then I would avoid buying it as it is five times the price of the inorganic variant. So this is the better value for money we take into account.

Interviewer: Thank you Sir, it was nice speaking to you and thanks for your time.

Bank Officer V – Dwi – Laddering

9) Interviewer: Could you rank the aforementioned factors, from being most to least important?

Respondent: First thing is that it is certified from an agency to be organic, second would packaging and appearance, third would be freshness as to how many days the food is old, fourth is price, price should not be very high, i.e. should not be more than double the cost of normal goods.

Interviewer: And what about no chemicals...

Respondent: We can understand the chemical free through the certification and not through the naked eyes by itself in the product. We'll have to believe in the certificate and purchase it. If there is a certificate we would have to believe that it is organically grown so no chemicals have been used in the process of growing it.

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Respondent: I'm saying that the taste is slightly better, but it cannot be felt at the time of purchase.

Interviewer: But it can be one of the reasons for you to purchase organic..

Respondent: Yes, but the margin is very thin, so it may be difficult for many people to verify. Sometimes I feel that the taste is a little sweeter. In villages, at my own house we have these field and farms where we grow rice and wheat, as this is for our own use, we don't use fertilizers in them, thereby it becomes organic, this is how we understood that the taste is better. Yes it can be the last factor.

Attribute and Ranking:

Organic Label – I

Appearance of the packaging – II

Freshness – III

Price – IV

Taste – V

10) Interviewer: Why is it that fruits and vegetables should be organically certified important to you? Basically the label organic, why is that important to you?

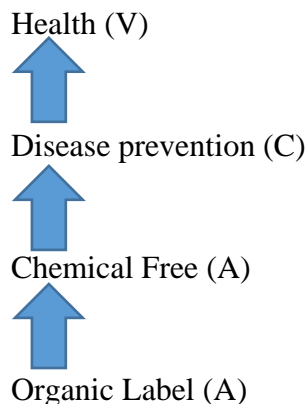
Respondent: It is important because whatever we are using without the certification of it being organic, we find that there is a lot of fertilizers used which adversely impacts on our body. So I feel that we should try and use organic fruits, vegetables and other food items.

Interviewer: Could you elaborate a bit more on the factor adverse impact on our body?

Respondent: It would depend on the amount of chemicals used in the growth of the crop. This chemical remains in the plant, if the chemical is used as a fertilizer, then the chemical remains in the root of the plant and a percentage of it, goes into the fruit or vegetable. Before harvesting the crop, if it is sprayed with chemicals like insecticides, then it gets in the fruit which in turn enters our body and harms them. This creates adverse effects on our various symptoms like digestive system, skin or sometime the intestine may be affected. This may affect any body part. It may not show any impact immediately, but in the long run, it will have an impact. It has been found that the fields that are situated near factories that produce chemicals, all the fruits and vegetables in those fields are affected by the chemicals produced. If these fruits are consumed regularly, it causes diseases. So a doctor can verify as to what are the disease we are susceptible to with the usage of such chemicals in food products.

Interviewer: Why is the factor that no disease should affect you, important to you?

Respondent: I have to be fit and fine for a long time otherwise life becomes very difficult. I need to keep myself fit to work the entire day and for the whole of the life. One needs to understand that food has to be good to keep fit, other than the outside element, food is the main thing that affects the body, thus I have to careful that no chemicals are used in my food.



11) Interviewer: Why is the factor appearance important to you?

Respondent: Appearance of the packaging should not be damaged. Pilferage should not be there. People are not very well aware of the nutrition of things, so they mix the other fruits with the organic fruits also, so we can verify if it has been properly packed and has not been pilfered in the transportation.

Health (V)



No pilferage (C)



Appearance of the package (A)

12) Interviewer: Why is the factor freshness important to you?

Respondent: All the fruits and vegetables are live. There is cell development till they are cooked or eaten. If they are kept for a long time then the cell structure of the fruit and vegetables changes and we won't get a good taste. That is why you have to see the freshness. If you consume it the same day, then you'll feel that the taste is very good, whereas there would be a different taste, if it is kept for 4-5 days. That also depends upon the kind of the vegetables, some vegetables should be taken immediately, and others could be kept for some time. So for some freshness is very important.

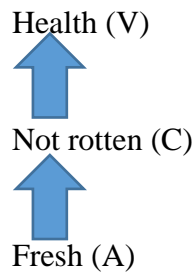
Interviewer: Could you elaborate a bit more on the change of the cell structure of the fruit or vegetables?

Respondent: When the fruit or vegetable is attached to the plant, it grows regularly to become ripe. Once ripened completely, it detaches itself from the plant automatically. Most of the vegetables where they are supposed to be fresh and if it is not kept in an airy place, then they will start rotting. For every fruit or vegetable there should be proper temperature, if not then the texture inside the fruit or vegetable changes.

Interviewer: Why is consuming not rotten fruits and vegetables important to you?

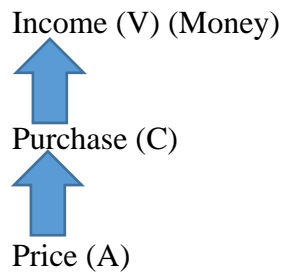
Respondent: Consuming rotten fruit will create a disease, because once it is rotten it would have a fungus or other organisms. Taste will also go away, the flavor and natural smell will turn out to

be foul. Once rotten, the fruits would have lost its nutritive value and quality, so should never eat it.



13) Interviewer: Why is the factor pricing important to you?

Respondent: Price is a relative thing. It depends upon what the income of the person is. If the income of the person is very high, then he may not see the price. For me the price is also important, because if an item is sold for five times the price I will not buy it. If its one and a half to twice the price then I may consider purchasing it. India has majority of people in the lower income section. Thus price is also an important factor.



14) Interviewer: Why is the factor taste important to you?

Respondent: Anything that is consumed is for two reasons, one is to keep the body alive and second is taste. Thus most of the food people consume, they see if the taste is good. If the taste is not good and even if the food contains a lot of nutrients, we would not be inclined to take it. Children refuse to take so many things, some of them refuse to take milk too as they don't like the taste and this is why taste is important to consume anything, thus we have to keep this point in mind.

Hedonism (V) (food should be liked)



Consumption (C)



Taste (A)

Bank Officer – VI - Par

1) Interviewer: Can you describe one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Yes, I purchase vegetables. I have no specific experience of the sort.

2) Interviewer: So when you purchase these fruits and vegetables, what do you see in them or how do you select them?

Respondent: I normally select the ones that are fresh.

3) Interviewer: What kind of organic fruits and vegetables do you purchase?

Respondent: Mainly green leafy vegetables.

4) Interviewer: Can you give me a few reasons for you to purchase organic fruits and vegetables?

Respondent: The main reason is health, as these organic vegetables are cultivated using natural manure and fertilizers. These things do not have any chemical components in them. When you are spraying pesticides or using chemical fertilizers, they have harmful chemical components in them, which in turn would be harmful to the health.

5) Interviewer: How much is the factor organic important to you?

Respondent: The main thing is that it is healthy and that is why we buy these organic items.

6) Interviewer: So you have given me three factors – freshness, healthy and chemical free. Can you rank these three factors from being the most to least important to you?

Respondent: First healthy, second chemical free and third fresh.

7) Interviewer: Why is the factor being healthy important to you?

Respondent: It is important because our day to day life should be pleasant, if we are healthy, we will live a very happy life. We could mix and move with everybody and do our job as well.

Interviewer: Can you elaborate more on having a pleasant and happy life?

Respondent: When you choose organic vegetables, the food in itself is very good and there would be no requirement of medical expenditure, as a result of which the day to day life and activities in it would be nice. If a person is unhealthy then he/she would not be at their prime and wouldn't be able to work comfortably. Work would get affected often, because a person who is affected with a disease, will have his regular work and plans go astray.

Interviewer: Why is working important to you?

Respondent: Working is important to earn primarily.

Interviewer: Why is earning important to you?

Respondent: Earning is important to live life because to lead life one needs money.

Interviewer: Can you elaborate more on the term - leading life?

Respondent: I'm not sure as to how I can elaborate it. Perhaps it simply means waking up every day, doing your work and going to bed. In between you carry out a lot of your responsibility.

8) Interviewer: Why is the factor chemical free important to you?

Respondent: Chemicals normally are quite harmful, they may also affect your inner organs or genetically, they may even affect your off-springs. The future generate may get affected as it can modify your genes.

Interviewer: Why is the factor not modifying your genes important to you?

Respondent: Genetic modification, if induced for good things, is fine. However, if it were to affect your future generations, causing them to not be at their prime of health.

Interviewer: In what way do you think that chemicals would modify the genes of future generations?

Respondent: I happen to read articles from papers and on the internet, from that I've gathered information that it may affect your genes and harmful to your organs.

Interviewer: Why is that it should not affect your inner organs important to you?

Respondent: If your inner organs are affected, you will not be happy, you'd have to visit a doctor, spend money on medical expenses.

Interviewer: Why is not going to a doctor important to you?

Respondent: I'm not sure how to answer this question, please skip this.

9) Interviewer: Why is the factor freshness important to you?

Respondent: Fresh is important because we don't like to consume old items. It may be manifested with germs or may have reduction in their quality.

Interviewer: Why is the factor quality important to you?

Respondent: Quality is important because, when we spend money, we feel that we should get value for the money we spent, so in that reference I spoke of quality.

Interviewer: Can you elaborate more on the term value for money?

Respondent: Value for money refers to that we are earning and getting our salary and this amount should be spent fruitfully. The money spent on your food should be worthwhile, by consuming healthy and enjoyable food. Money spent on education should be fruitful to enhance your knowledge.

10) Interviewer: Do you invite your friends and relatives to your place and do you offer them these organic fruits and vegetables? If so, can you describe any such occasion and the feedback you go for it from them? (Situational/Occasional)

Respondent: Yes, we prepare food using organic vegetables, so we serve them that food. The taste of organic food is better when compared to the one that is grown inorganically with the usage of fertilizers. They feel it is very tasty, although they don't know that it is organic, but they do say that the food is very good better than they've had at other places. I tell them that it is organic and explain the advantages of having organic food.

Interviewer: How do you feel when you receive a positive feedback?

Respondent: I feel happy, that somebody knows the usefulness of organic food because I helped them. Now they know the usefulness of organic and regularly use organic items. I'm able to influence somebody to use it.

11) Interviewer: You also mentioned that taste is also a factor, so how would you rank taste?

Respondent: It would be the fourth factor.

12) Interviewer: Why is the factor taste important to you?

Respondent: Everything depends on the taste. Even if some items aren't healthy, people consume it because they are tasty and so they like it. Thus taste is an important contributing factor, however, it is just the priority that differs.

13) Interviewer: You said you mostly purchased organic vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, what do you do in that case? (Absence)

Respondent: Then I would buy other vegetables that are available.

Interviewer: Why do you think that organic is better than inorganic fruits and vegetables?

Respondent: It is because that organic is grown by using natural manures and fertilizers instead of using chemical pesticides or fertilizers. Thus when we eat naturally grown food, we tend to be healthier.

14) Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: For the last two years as we were unaware of it before that. I came to know about this through friends, internet, newspapers and media, I started using it ever since.

15) Interviewer: Why do you think your friends told you, or the media and internet emphasize more on organic food? (Third Person Probe)

Respondent: Normally, things that are good for the people are promoted by media. Moreover, we also understand if it is true or not, when we feel that there is some truth in it, we start using it.

16) Interviewer: Can you elaborate more on "it is good for people".

Respondent: If people eat it then everyone would be healthy, when people are healthy, then the nation is healthy.

17) Interviewer: How much is taste a contributing factor to purchase organic?

Respondent: As I told you, taste comes last, after healthy, chemical free and freshness. The other factors are prior to taste, because taste is an additional factor in itself. If something is not very tasty, but is very healthy, one might prefer to consume that item.

Interviewer: Did you find a difference in taste when you switched from inorganic to organic food?

Respondent: Organic refers to the original vegetables and fruits. In between only, In India, the green revolution began in 1964, which paved way for pesticides and chemical fertilizers, prior to it, we were using natural manures and fertilizers. This is not new to India, recently owing to this, we started segregating the organic and inorganic produce. Conventional crops are organic, as far as India is concerned.

Interviewer: Is the taste very different from the fruits and vegetables that have chemicals to the ones you are calling as organic.

Respondent: There is a very slight difference in taste and not something that is very prominent, however, one can surely find the difference, is the reason why taste is an additional factor.

18) Interviewer: Is it consumed by everyone in the family?

Respondent: Yes, everybody eats it and likes it.

19) Interviewer: What does your diet consist of, what do you have generally?

Respondent: We have items made from vegetables in our lunch along with rice. Our meals, irrespective of the time are made out from rice, pulses and vegetables.

Interviewer: So you don't consume fruits at all?

Respondent: We consume fruits as well, but not organic in particular

Interviewer: Are there no specific timings that you prefer consuming fruits at?

Respondent: We don't consume a lot of fruits and thus are not very particular about it being organic. Vegetables, however, is a different aspect altogether, as we are using in our day to day life.

Interviewer: It was nice speaking to you, thank you and thanks for your time.

Bank Officer – VI - Par – Laddering

6) Interviewer: So you have given me three factors – freshness, healthy and chemical free. Can you rank these three factors from being the most to least important to you?

Respondent: First healthy, second chemical free and third fresh.

11) Interviewer: You also mentioned that taste is also a factor, so how would you rank taste?

Respondent: It would be the fourth factor.

Attributes and Ranking:

Healthy – I

Chemical Free – II

Fresh - III

Taste – IV

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Interviewer: Can you elaborate more on having a pleasant and happy life?

Respondent: When you choose organic vegetables, the food in itself is very good and there would be no requirement of medical expenditure, as a result of which the day to day life and activities in it would be nice. If a person is unhealthy then he/she would not be at their prime and wouldn't be able to work comfortably. Work would get affected often, because a person who is affected with a disease, will have his regular work and plans go astray.

Interviewer: Why is working important to you?

Respondent: Working is important to earn primarily.

Interviewer: Why is earning important to you?

Respondent: Earning is important to live life because to lead life one needs money.

Interviewer: Can you elaborate more on the term - leading life?

Respondent: I'm not sure as to how I can elaborate it. Perhaps it simply means waking up every day, doing your work and going to bed. In between you carry out a lot of your responsibility.

Health (V)



Disease prevention (C) (no requirement of medical expenditure)



Organic (A)

8) Interviewer: Why is the factor chemical free important to you?

Respondent: Chemicals normally are quite harmful, they may also affect your inner organs or genetically, they may even affect your off-springs. The future generate may get affected as it can modify your genes.

Interviewer: Why is the factor not modifying your genes important to you?

Respondent: Genetic modification, if induced for good things, is fine. However, if it were to affect your future generations, causing them to not be at their prime of health.

Interviewer: In what way do you think that chemicals would modify the genes of future generations?

Respondent: I happen to read articles from papers and on the internet, from that I've gathered information that it may affect your genes and harmful to your organs.

Interviewer: Why is that it should not affect your inner organs important to you?

Respondent: If your inner organs are affected, you will not be happy, you'd have to visit a doctor, spend money on medical expenses.

Health (V)



Future generation (C)



Chemical Free (A)

9) Interviewer: Why is the factor freshness important to you?

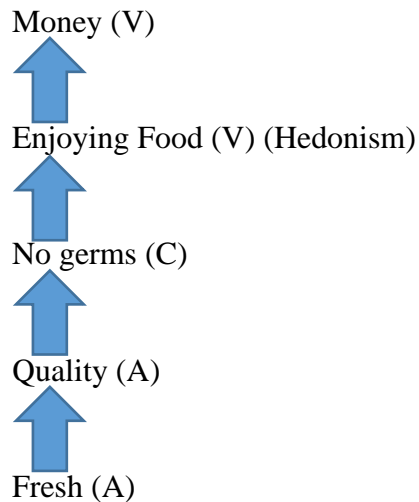
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Respondent: Quality is important because, when we spend money, we feel that we should get value for the money we spent, so in that reference I spoke of quality.

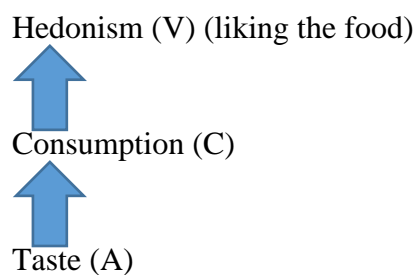
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Respondent: Value for money refers to that we are earning and getting our salary and this amount should be spent fruitfully. The money spent on your food should be worthwhile, by consuming healthy and enjoyable food. Money spent on education should be fruitful to enhance your knowledge.



12) Interviewer: Why is the factor taste important to you?

Respondent: Everything depends on the taste. Even if some items aren't healthy, people consume it because they are tasty and so they like it. Thus taste is an important contributing factor, however, it is just the priority that differs.



Bank Officer – VII - Mur

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: I'm in Chennai, in my locality, there are a lot of organic vegetables shops that include groceries. Full-fledged organic shops are there, it is quite hi-tech and well decorated. This has enhanced the rich shopping experience of the buyer. This might be a technique of theirs, but none of the organic shops in Chennai that I know of, is looking bad. They are all very well maintained, quite rich and give a good shopping experience, I love to go there and come back.

2) Interviewer: What kind of organic fruits and vegetables do you buy?

Respondent: Generally, in my locality there are three things mainly people buy as they are selling vegetables. Vegetables refer to green leafy vegetables, lady's finger, brinjal, onion, tamarind, maize, green chillies and fresh coriander. Except some exotic varieties, most things are available. Ofcourse root crops like potato, sweet potato and yam, etc., are still unavailable in my area. These are grown underground. These were something that I couldn't see much, however, I did see a lot of vegetables that were shoot crops. As for fruits, there is very good variety of banana that is sold. Apart from that they sell grapes, mangoes, oranges (not the Nagpur breed but the Kodai breed) and tomatoes. I have not seen apples there, as apples are not grown here but are brought from up north and sold in the markets, a number of months later. This is something I don't know about, other than that I buy most of the fruits and vegetables. I buy tamarind too, which is organic, but they are making a very big show, for tamarind is grown on the roadside, thereby it should be organic, rather than it being cultivated in farms. Nonetheless, they do make it quite an issue of it and market it with big boards. They also sell jaggery powder and gingelly oil in that shop. In the last two years I've come across both these products a number of times, in various shops. They claim the tamrind, jaggery powder and gingerly oil to be 100% organic, this may or may not be true, but let us not go to that. They are available and there is a big fuss in Chennai amongst the people who purchase organic food in the last two years.

3) Interviewer: Can you give me a few reasons for your to purchase organic?

Respondent: Since its healthy, health is first. All organic products are chemical free, recently there has been quite the abuse of chemical fertilizers, in order to increase the quantity of the crop

produced they are putting in tons and tons of these fertilizers in the soil, which has spoilt the soil. This scares us particularly which is the reason for us to purchase organic. Secondly, it is a going word, many people have made this a fashion statement to use organic. So this is another reason for me to visit the shop. Apart from my inclination towards and the society also is tending towards organic. Thirdly, we are strict vegetarian family, we are heavily drawn to it. Naturally we go for organic vegetables for this is another reason to use it. Recently there has been a lot of awareness about the usage of chemical fertilizers and pesticides in large quantities, so much that it has reached the rate of being called as an abuse of chemicals. If it were to be used in smaller quantities it would have been fine, but off late there has been a lot of food products that have been chemically abused with the excess usage of fertilizers and pesticides. Finally, the quality and taste. Taste is quite different. It is not salty like the inorganic products, rather there is quite a difference in taste. The quality of the cooked food is also different. Some vegetables are used in raw salads. These salads if prepared in the morning at 8 am, can last till 4 pm in the evening. This quality is prevalent and is certainly a contributing factor. The organic food can be kept fresh for somewhat a longer time, after cooking (keeping quality), than the inorganic food.

4) Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: We don't have any mechanism to test it, its only belief. We believe in the label, if someone is fake and tries to assure the goodness of the product, you'll figure it out in a couple of times. By mere seeing or first time sight, it is difficult to find it. Practically speaking, the organic shops select and keep good quality products. So when you find out good produce, you can safely assume it is organic as they don't just keep it. The cost is also more. Organic isn't for everyone as it is a bit costly. You'd have to spend more money to get organic products. Suppose inorganic brinjal costs about INR 40, then the organic variant would cost about INR 80. The good product is selected and kept for sales, prior to the customer seeing it. Almost 90% of the product would be good. A buyer need not worry much about the quality of the vegetables, he/she need not pick or choose. All that a person would see is to how tender the product is, if it is very ripened or not, one need not worry about it

5) Interviewer: You have given me five factors – healthy, chemical free, you're a vegetarian, quality, taste, keeping quality and expensive. Could you rank these six factors from most to least important?

Respondent: I'm a man with social consciousness, thus I feel that price is the biggest priority. Although it has a lot of goodness, it should still reach a lot of people. Thereby I feel that the government should be taking steps to make it available to everybody. Once the product is bought regularly in the market, the price will come down, but the question is, when that would happen. If people wouldn't buy it, then farmers wouldn't cultivate it, as a result of not having higher production. It is thus a cycle in itself. The shopkeeper even says that if there is more quantity of product, then the price would decrease. There would be a rise in the quantity only if there is more demand, this would be reflected in the number of people who buy the product, and people would buy the product only when it is cheap. Thus the real thing starts from the cost and thereby the cost has to come down. The cost is high because of a couple of reasons, one, in the mall, the stores are maintained quite pompously, nobody wants to have a normal store. Perhaps someone has created this as a template to a whole marketing experience, or perhaps the people who own the stores think that it is a matter for only the high end elite people, I don't know what the motive behind it is. It isn't like a normal vegetable shop, you would come across, in the streets. Even the grocery shops are maintained in a very pompous way. They say that the experience of a person shopping should be good, but they should see the other side of the picture as well. It should cater to the economic class and business class, like that they should have two classes, but now there is only one that is available. Apparently the vendors are happy with this and they get their business, as in metros there is a good demand for organic. In about the last 5-6 years it is growing, I could see more number of shops around the corner, but not in villages or towns, but in cities.

6) Interviewer: What about the other factors - healthy, no chemicals, vegetarian? How do you want these to be ranked?

Respondent: All of them are equally important and thus they would be second. Health and taste are equally important. I cannot prioritize one from the other. Taste is something that makes people go for a certain organic product. Scientifically health is there, but personally or by emotions the taste comes in, that way it plays a big role. Thus all are equal, however, the keeping quality alone can be lowered to third point, because that people do not see this factor much. The

general public might overlook it thereby letting it slip to third place. The vegetarian can be pushed to fourth as it is my personal aspect as everybody need not be a vegetarian, thus it can't be a social thing. Price is first, third is keeping quality and fourth is vegetarian, the rest of the factors – healthy, chemical free, quality and taste, would be ranked as second as I can't differentiate or distinguish.

7) Interviewer: Why is the factor price important to you?

Respondent: If the cost is more in a country like India and when there is no consciousness for quality or health, how will people come. People first look for cheaper price, even if a person is rich that person would go for something that is affordable. This is why Chinese products are sold more. In cellphones, people are aware that they aren't safe and emits heat, but people do buy China based models, as it is available for INR 3000 – INR 4000, when they have to spend INR 40000 for iPhone or 37000 for Samsung, they'd prefer Chinese phone based on affordability. China has understood that point well, that cost is the deciding factor of anything, not just in India but just about anywhere. This is why I feel that that should be done first. It would take a matter of 10 years, after which it would sustain and take care of itself. Once the produce is more, it can take care of itself, for which we have to implement propping (support, encouragement). In banana propping is given to the tree when it is ready with ripen fruits, as the bunch would sway the tree to a side, to avoid this propping is done to the banana tree with the help of a bamboo pole.

8) Interviewer: Why is the factor being healthy important to you?

Respondent: There is a proverb in Tamil, which translates to be said as, “A life without disease is a wealthy life.” That starts from food, food is the first point of healthy life. Food is basic for everything, whether good and bad health, it is decided on the basis of food taken, than the factor of exercising. There is another proverb in Tamil which translates as, “Food and thoughts are the basic constituents of health, there is a Thirukkural on it as well. So we believe that health starts from food and thought. Since we are talking about food, I'm saying that good food would bring about good health, this would help us lead a peaceful life. Money cannot leverage good health, because if you are suffering from an ailment, life feels to be cursed, on the contrary, life without any illness is the richest one. Quality of life depends on food and thoughts. Thoughts are taken care by moral education, food is taken care by good products. So being healthy is the foremost

thing. We actually say that there are three things that are important – character, health and education. In Tamil, there is a poem based on this. They say even if you break, go for education, because a king treats education as the top most attribute. This was written 3000 years back and the same poem says, education is important, but health is more important than education, because only when you're healthy is when you can educate yourself. Thus they place health above education, above which they placed character. This is equated to fruit to the thorns, what is its use, it protects the fruit. It is helping itself, but to the society it has no use. Thus they say character is important. So first a person should have good character, good health and good education. They haven't placed wealth anywhere. These were written some 3000 years back.

9) Interviewer: Why is the factor chemical free important to you?

Respondent: These days chemicals aren't strictly banned there should be a judicious use of chemicals in products. However, in order to get more yield, it is used in large quantities thereby abusing its usage. That is the only downside of it, otherwise nobody can totally avoid or eliminate chemicals. It isn't a sin to use chemicals but it is a sin to abuse its usage. In the present day and age, nobody can avoid chemicals, somehow it would come, but the level of usage needs to be kept in check, which is the deciding factor. These days they are pumping in chemicals, without any control, to increase the yield of the product. Including USA, agriculture has no control over the usage of pesticides, they are the people who are using the most amount of pesticides. They have clearly come out with two things, pesticides use and non-pesticides use. Non-pesticides use has three time the value, however, the cost is not a priority there. There, education and health has helped them come to a point, one they keep it for commercial purpose, while they other they keep it for self-use. But in countries like India and China, cost is the deciding factor.

Interviewer: Why do you think that we should control these chemicals and pesticides?

Respondent: Everything should be within a limit. There is a proverb in Tamil, "If used in excess, even honey is dangerous." It turns itself into poison for the body. Anything in excess is dangerous and injurious to the body and turns into poison.

10) Interviewer: Why is the factor quality important to you?

Respondent: Quality of anything for that matter, is recorded and streamlined to have it in a particular way. Naturally when you buy something it has to have a good quality, only then would you opt for it. For example milk, it should have a standard quality, if it is substandard, then it wouldn't serve the purpose. Humans have a certain quality, if absent then, humans turn to animals. Quality alone ensures the labelled promises. When you say milk, the quality ensures that it is milk, another example would be honey. However, if there is more of adulteration in it, then it wouldn't be honey anymore. Thus purity and quality alone are the deciding factors, that ensures the label.

11) Interviewer: Why is the factor taste important to you?

Respondent: Taste makes the life colorful and enjoyable. We are after all human beings with emotions. We need something that would satisfy our feelings, everything can't be just for knowledge or intelligence. Love, warm, kind all are feelings and makes life colourful. Imagine a life without all these things, how would it be, everybody will become a robot. If our conversation were to be more technical, it would be quite mechanical and would turn out to be quite monotonous, however, now, it seems we aren't hurrying into the topic. Thus taste makes life colorful.

12) Interviewer: Why is the factor keeping quality important to you?

Respondent: It is important to me as I'm a supporter of organic things, I want this product to have an edge over the others. I should tell the competitors, market and consumers that this is the USP for this product. Secondly, it really serves the purpose of cooked food. In India, where there is a household of about 6-7 people, we cannot expect everyone to be present at meals, neither can we expect things to be refrigerated, infact we should be avoiding fridges, thus it should be in natural settings. Thus in a natural setting, if the food has more keeping quality, that is a boon to the housemaids. Thus keeping these points in mind – edge over other things, we can avoid refrigeration (artificial storing facility) and it keeps the food palatable or eatable for a longer period of time; thus keeping quality is important to me.

13) Interviewer: Why is the factor vegetarian important to you?

Respondent: It has minimum importance as it is more of a social custom of ours, as I belong to a different community in Tamil Nadu, who are vegetarians by birth. So in India it is inherited by

birth, in Europe it is by choice, where we find one spouse to be vegetarian and the other non-vegetarian. In India however, it is family based, as my father, grandfather, son and grandson everybody are vegetarian, and thus it has a very family approach. There is a joke that when an Indian groom marries a bride, he just doesn't marry the bride, but her entire family, as they eventually become his responsibility too, the same applies to the bride as well. Thus it is more of a family cult. There is nothing to be proud of or feel bad about being a vegetarian.

14) Interviewer: How much is the term organic important to you?

Respondent: Yes, the name is there, practically the labelling and name carries more weight. The first thing is when you see that you have an emotion of feeling comfortable. Thus the first thing is that it gives you comfort and gets you into your comfort zone. Secondly, it unfolds an entire background of organic things, it is more of an icon. So we are associating a lot more things to it. It should be there and I rank it as the primary factor, the top most – a label that has the name organic on it.

Interviewer: So the other points will move down subsequently?

Respondent: Yes, however, please have the being vegetarian as a subjective matter, as I belong to the category and I don't find that as a big thing.

15) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion?

Respondent: I just don't serve them, rather proudly tell them that we support, practice and preach organic food habits. I want the message to reach a lot of people and a lot of people to change. I'm an undeclared ambassador for it.

Interviewer: How do you feel when the accept it and practice it?

Respondent: They're happy but most of the people are concerned about the cost. They mock me at times by referring me to have a bank job, thereby being able to afford it. They also try to rationalize based on the cost factor as to a certain vegetable, if available for the organic variant at INR 70 per kilogram, the inorganic variant is available at INR 30, so why should I buy the expensive type. Commitment is fine, but cost is certainly the deciding factor for people. The ladies in our house try to spend minimally and try to bargain for the items they buy, irrespective

of it being a clothing material such as a saree or food items such as fruits and vegetables. They are conscious about cost effectiveness and care a lot about value for money, where they invest one rupee, they expect the goodness of 2 rupees in return from a product. It has been like that in the society for quite a long time, like giving products in gunny bags that weren't measured back in the days, this has prevailed in the mindset of people, thus they expect more. The other parts of the world is a tad bit different as they started with a civilization. Ours being the most ancient civilization, there have been times when measurements haven't been used. All the countries that came into existence adopted the measurements, however ours being the most ancient of societies, we did a lot of things without measure its quantity. A large heap of produce would be given for small bits of money, thus they expect the same even today. Thus they were taking care of the satisfaction and ignoring the value of measurement or money. I should be giving the best from my pocket, which is a very good philosophy. In the present society, these are the real hitches, it is not a bad thing, and it is rather like this. Cultural difference should be there and it cannot be made uniform. For instance if I like bindi I like it in the forehead of a lady, one cannot enforce upon me what to like and what not, giving me a reason that the American girls aren't wearing it is not a reason, for they aren't using it as it isn't their culture, my girl wears it as it is her culture. I love seeing a bindi on a lady's forehead. It is thus a cultural preference. That individuality should be encouraged and it shouldn't be made as a point of difference.

16) Interviewer: You said you mostly purchased organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, what do you do in that case?
(Absence)

Respondent: I buy the other things and come back – the inorganic variants. It is not like we have stopped using them at all, we use it at times in lesser quantities. However, rice, we prefer using the organic variant and we buy it in bulk. Milk is also organic.

17) Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: For the last 5-6 years.

Interviewer: What were you purchasing before that?

Respondent: We bought the inorganic products.

18) Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: We came to know about this from the society – our friends and well-wishers, I'm unable to recollect as to where I actually got it from. Basically I'm an agri graduate, working in a bank and a very social person, so these factors should bring about something novel to me. I don't want to mislead you into saying as to where I got this information from because I cannot recollect it, but I suppose it was an outcome of general awareness. The reason is that there is no movement in India, like it is prominent in Europe, however, it is purely based on self-propagation and promotion in India.

Interviewer: Thank you Sir, it was nice speaking to you.

Bank Officer – VII – Mur – Laddering

5) Interviewer: You have given me five factors – healthy, chemical free, you're a vegetarian, quality, taste, keeping quality and expensive. Could you rank these six factors from most to least important?

Respondent: I'm a man with social consciousness, thus I feel that price is the biggest priority. Although it has a lot of goodness, it should still reach a lot of people. Thereby I feel that the government should be taking steps to make it available to everybody. Once the product is bought regularly in the market, the price will come down, but the question is, when that would happen. If people wouldn't buy it, then farmers wouldn't cultivate it, as a result of not having higher production. It is thus a cycle in itself. The shopkeeper even says that if there is more quantity of product, then the price would decrease. There would be a rise in the quantity only if there is more demand, this would be reflected in the number of people who buy the product, and people would buy the product only when it is cheap. Thus the real thing starts from the cost and thereby the cost has to come down. The cost is high because of a couple of reasons, one, in the mall, the stores are maintained quite pompously, nobody wants to have a normal store. Perhaps someone has created this as a template to a whole marketing experience, or perhaps the people who own the stores think that it is a matter for only the high end elite people, I don't know what the motive behind it is. It isn't like a normal vegetable shop, you would come across, in the streets. Even the grocery shops are maintained in a very pompous way. They say that the experience of a person shopping should be good, but they should see the other side of the picture as well. It should cater to the economic class and business class, like that they should have two classes, but now there is only one that is available. Apparently the vendors are happy with this and they get their business, as in metros there is a good demand for organic. In about the last 5-6 years it is growing, I could see more number of shops around the corner, but not in villages or towns, but in cities.

6) Interviewer: What about the other factors - healthy, no chemicals, vegetarian? How do you want these to be ranked?

Respondent: All of them are equally important and thus they would be second. Health and taste are equally important. I cannot prioritize one from the other. Taste is something that makes people go for a certain organic product. Scientifically health is there, but personally or by emotions the taste comes in, that way it plays a big role. Thus all are equal, however, the keeping

quality alone can be lowered to third point, because that people do not see this factor much. The general public might overlook it thereby letting it slip to third place. The vegetarian can be pushed to fourth as it is my personal aspect as everybody need not be a vegetarian, thus it can't be a social thing. Price is first, third is keeping quality and fourth is vegetarian, the rest of the factors – healthy, chemical free, quality and taste, would be ranked as second as I can't differentiate or distinguish.

Interviewer: How much is the term organic important to you?

Respondent: Yes, the name is there, practically the labelling and name carries more weight. The first thing is when you see that you have an emotion of feeling comfortable. Thus the first thing is that it gives you comfort and gets you into your comfort zone. Secondly, it unfolds an entire background of organic things, it is more of an icon. So we are associating a lot more things to it. It should be there and I rank it as the primary factor, the top most – a label that has the name organic on it.

Interviewer: So the other points will move down subsequently?

Respondent: Yes, however, please have the being vegetarian as a subjective matter, as I belong to the category and I don't find that as a big thing.

Attributes and Ranking

Organic - I

Price – II

Health – III

No Chemicals – III

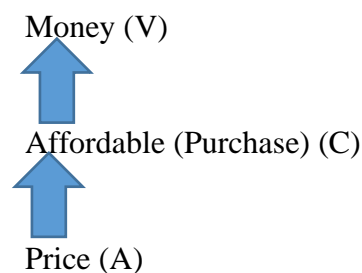
Quality - III

Taste – III

Keeping Quality (Cooked food staying for long) – IV

7) Interviewer: Why is the factor price important to you?

Respondent: If the cost is more in a country like India and when there is no consciousness for quality or health, how will people come. People first look for cheaper price, even if a person is rich that person would go for something that is affordable. This is why Chinese products are sold more. In cellphones, people are aware that they aren't safe and emits heat, but people do buy China based models, as it is available for INR 3000 – INR 4000, when they have to spend INR 40000 for iPhone or 37000 for Samsung, they'd prefer Chinese phone based on affordability. China has understood that point well, that cost is the deciding factor of anything, not just in India but just about anywhere. This is why I feel that that should be done first. It would take a matter of 10 years, after which it would sustain and take care of itself. Once the produce is more, it can take care of itself, for which we have to implement propping (support, encouragement). In banana propping is given to the tree when it is ready with ripen fruits, as the bunch would sway the tree to a side, to avoid this propping is done to the banana tree with the help of a bamboo pole.



8) Interviewer: Why is the factor being healthy important to you?

Respondent: There is a proverb in Tamil, which translates to be said as, “A life without disease is a wealthy life.” That starts from food, food is the first point of healthy life. Food is basic for everything, whether good and bad health, it is decided on the basis of food taken, than the factor of exercising. There is another proverb in Tamil which translates as, “Food and thoughts are the basic constituents of health, there is a Thirukkural on it as well. So we believe that health starts from food and thought. Since we are talking about food, I’m saying that good food would bring about good health, this would help us lead a peaceful life. Money cannot leverage good health, because if you are suffering from an ailment, life feels to be cursed, on the contrary, life without any illness is the richest one. Quality of life depends on food and thoughts. Thoughts are taken care by moral education, food is taken care by good products. So being healthy is the foremost thing. We actually say that there are three things that are important – character, health and

education. In Tamil, there is a poem based on this. They say even if you break, go for education, because a king treats education as the top most attribute. This was written 3000 years back and the same poem says, education is important, but health is more important than education, because only when you're healthy is when you can educate yourself. Thus they place health above education, above which they placed character. This is equated to fruit to the thorns, what is its use, it protects the fruit. It is helping itself, but to the society it has no use. Thus they say character is important. So first a person should have good character, good health and good education. They haven't placed wealth anywhere. These were written some 3000 years back.

Healthy (V)



Disease Prevention (C)



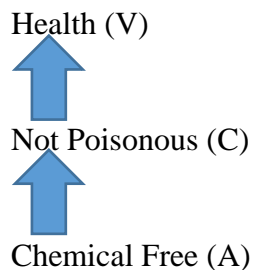
Organic (A) (Good Food)

9) Interviewer: Why is the factor chemical free important to you?

Respondent: These days chemicals aren't strictly banned there should be a judicious use of chemicals in products. However, in order to get more yield, it is used in large quantities thereby abusing its usage. That is the only downside of it, otherwise nobody can totally avoid or eliminate chemicals. It isn't a sin to use chemicals but it is a sin to abuse its usage. In the present day and age, nobody can avoid chemicals, somehow it would come, but the level of usage needs to be kept in check, which is the deciding factor. These days they are pumping in chemicals, without any control, to increase the yield of the product. Including USA, agriculture has no control over the usage of pesticides, they are the people who are using the most amount of pesticides. They have clearly come out with two things, pesticides use and non-pesticides use. Non-pesticides use has three time the value, however, the cost is not a priority there. There, education and health has helped them come to a point, one they keep it for commercial purpose, while the other they keep it for self-use. But in countries like India and China, cost is the deciding factor.

Interviewer: Why do you think that we should control these chemicals and pesticides?

Respondent: Everything should be within a limit. There is a proverb in Tamil, "If used in excess, even honey is dangerous." It turns itself into poison for the body. Anything in excess is dangerous and injurious to the body and turns into poison.



10) Interviewer: Why is the factor quality important to you?

Respondent: Quality of anything for that matter, is recorded and streamlined to have it in a particular way. Naturally when you buy something it has to have a good quality, only then would you opt for it. For example milk, it should have a standard quality, if it is substandard, then it wouldn't serve the purpose. Humans have a certain quality, if absent then, humans turn to animals. Quality alone ensures the labelled promises. When you say milk, the quality ensures

that it is milk, another example would be honey. However, if there is more of adulteration in it, then it wouldn't be honey anymore. Thus purity and quality alone are the deciding factors.

Purchase decision/Spending money (V) (When you are buying something, it has to have a good quality).



Not Adulterated (C)



Quality (A)

11) Interviewer: Why is the factor taste important to you?

Respondent: Taste makes the life colorful and enjoyable. We are after all human beings with emotions. We need something that would satisfy our feelings, everything can't be just for knowledge or intelligence. Love, warm, kind all are feelings and makes life colourful. Imagine a life without all these things, how would it be, everybody will become a robot. If our conversation were to be more technical, it would be quite mechanical and would turn out to be quite monotonous, however, now, it seems we aren't hurrying into the topic. Thus taste makes life colorful.

Enjoying Life (V) (Hedonism)



Consumption (C)



Taste (A)

12) Interviewer: Why is the factor keeping quality important to you?

Respondent: It is important to me as I'm a supporter of organic things, I want this product to have an edge over the others. I should tell the competitors, market and consumers that this is the Unique Selling Point for this product. Secondly, it really serves the purpose of cooked food. In India, where there is a household of about 6-7 people, we cannot expect everyone to be present at meals, neither can we expect things to be refrigerated, infact we should be avoiding fridges, thus it should be in natural settings. Thus in a natural setting, if the food has more keeping quality, that is a boon to the housemaids. Thus keeping these points in mind – edge over other things, we can avoid refrigeration (artificial storing facility) and it keeps the food palatable or eatable for a longer period of time; thus keeping quality is important to me.

Spread the wisdom (V) (Tell it to others) (Universalism)



Consumption (C) (Keeps food palatable for a long time)



Keeping Quality (A)

14) Interviewer: How much is the term organic important to you?

Respondent: Yes, the name is there, practically the labelling and name carries more weight. The first thing is when you see that you have an emotion of feeling comfortable. Thus the first thing is that it gives you comfort and gets you into your comfort zone. Secondly, it unfolds an entire background of organic things, it is more of an icon. So we are associating a lot more things to it. It should be there and I rank it as the primary factor, the top most – a label that has the name organic on it.

Health (V)



Get connected (Emotional/Feelings) (C)



Organic (A)

N.Vij – Bank Officer – VIII

1) **Interviewer:** Mam, you purchase fruits and vegetables?

Respondent: Yeah, we purchase fruits and vegetables.

Interviewer: Mam, can you describe an experience in purchasing fruits and vegetables, good, bad, it could be past or recent any experience?

Respondent: Yeah... we have purchased fruits... but sometimes it won't be tastier, so then we went for these organic fruits.

2) **Interviewer:** Ok...ok, where do you purchase mam, you purchase in the supermarket, you go to the local store, how do you purchase?

Respondent: ah... yeah, we go to supermarkets to purchase

Interviewer: You go to supermarkets to purchase... ah...b... what kind of organic fruits and vegetables do you purchase mam?

Respondent: ah... day-today whatever vegetables we are using, that type of vegetables as well as the fruits, for regular diet, we used to purchase.

3) **Interviewer:** Ok... ok, ah... mam can you give me few reasons for purchasing organic fruits and vegetables.

Respondent: yeah... we feel that organic fruits and vegetables are healthier, they are fresh and they are free from chemicals and pesticides

Interviewer: ok...ok... **(Silence) (Redirecting)**

Respondent: and these organic fruits and vegetables are... ah... people say they have high antioxidants also...

Interviewer: Ok... ok

Respondent:so we are interested to buy that...

Interviewer: You are interested in buying that

Respondent: Yeah..

4) Interviewer: Ok... mam when you purchasing organic fruits and vegetables or when you are buying or when you are selecting, what do you see, how do you select them?

Respondent: First we see whether the fruits and vegetables are fresh... by appearance... ah... first it should be looking fresh, then the pack we will see if it is organic, free from pesticides, free from all the chemicals... like that they have given in that packets... we will see to that and we will buy.

5) Interviewer: Ok... Ok, ah... mam, how much... ah.. you said you check in the pack whether it is organic or not, so how much is this term organic important... ah... b.. because some people purchase because it is only mentioned as organic... so... ah... so how much is this term organic important to you?

Respondent: because in our places only... ah... the organic... is prescribed as organic fruits and vegetables... the other things they don't mention..., so if it is mentioned as organic means it is purely organic...

Interviewer: Ok... Ok... so the term organic is important for you.

Respondent: yeah... it is very important for me.

6) Interviewer: Ok... Ok..., mam you have given me five reasons, you've said organic is healthy, it is fresh, ah.. free from chemicals, ah... high antioxidant and basically it is organic, so can you rank these five factors.

Respondent: Yeah... I can rank it as first it is healthier, it will be health for... ah... healthy food for our diet, then second one is it has high antioxidant, which is very important, ah... then third one is... what I have given...

Interviewer: fresh, free from chemicals, organic

Respondent: ah...., yeah... fresh, fresh... and fourth one free from chemicals and ultimately it is organic

7) Interviewer: Ok.. ok...mam... ah... why is being healthy important to you?

Respondent: because we already know that health is wealth.. so health is very important... only if we are healthy we can do all our activity... ah.. plan... nice manner

Interviewer: ok... so.. what do you mean by doing all the activity in a nice manner... can you elaborate.

Respondent: The... only we are healthy we will have a pleasant.. ah... relationship with our friends, neighbours, working place... if we are not healthy, then.... We won't feel talking to others or we won't feel pleasant conversation with our neighbours

Interviewer: Ok... ok... mam so why is this factor having good relationship with your friends, neighbours important to you?

Respondent: because then only we will have a healthy environment, we will all be in a good relationship.

Interviewer: Ok... Ok... and why is it having a healthy relationship or a good relationship important to you?

Respondent: only... then... mutual helping for each other and we will have a nice, a good...ah.. what to say... friendship

8) Interviewer: Ok... ok mam, then you have ranked this high antioxidant as your second factor, so why is this high antioxidant important to you?

Respondent: Because I have read in magazines that antioxidant play a very important role in our body, that... ah... that... it activates the cell to function very well, supplies good oxygen to our body and making us very active

Interviewer: Ok... ok, making us very active... so why is this being active important to you?

Respondent: because only if we are active... we like to perform so many works at our home, at work place, then we can do our work in a very nice way

Interviewer: hmmm...m, so why is working important to you?

Respondent: working...only then we'll... our physically, mentally be ah... nice... will be having nice thing... it is while working only our.... ah... what to say... will be active

9) Interviewer: Hmmm... ok... ok mam and then the third factor you have ranked is fresh, why is it being fresh important to you?

Respondent: because ... only if we buy fresh vegetables or these organic vegetables or fruits we get the full amount of vitamins and minerals to our body.... If it is not fresh we don't get those vitamins.

Interviewer: ok... ok... and the.... why is getting those vitamins and minerals important to you?

Respondent: Because though they are very small amount, it plays a very important role in our body... vitamin... because of this vitamin deficiency we get lot of problems in our body, skin problems etc...

10) Interviewer: hmmm... ok... ah.. ok... so the fourth factor you have ranked is free from chemicals...

Respondent: Yeah

Interviewer: ... so why is it being free from chemicals important to you?

Respondent: because now days we read that because of these chemicals people get cancer... um... so many diseases like that...

Interviewer: Hmmm....mmm...

Respondent: ... so avoid all those things we are... ah... want fruits and vegetables free from chemicals.

Interviewer: ok... ah... why is it that... ah...not having these kind of diseases important to you?

Respondent: because ... ah... ultimately people will suffer... if we have any disease, we have lot of suffering both physically and financially and because of that whole family will also get affected, so we should be healthy for that we should not get all those diseases.

11) Interviewer: Ok... you've ranked organic... the term organic itself as one of the factors, so why is that term important to you... why is organic important to you?

Respondent: because... now days... people... we are aware of that word organic, which means it is free from all those chemicals ... ah... these hazardous pesticides etc... so that word organic itself looking fresh... that word itself is... ah... a big thing for us

Interviewer: Ok... ah... can you elaborate a little more on it mam... that looking... ah... it is a very big thing or whatever it is...

Respondent: Yeah... organic ... as soon as we read that word... we feel it is free from all those chemicals... ah... and it is very good for health... organic means it is very natural... we feel like that

Interviewer: Ok... and why is it being natural important to you?

Respondent: Anything which is natural is good for our health... because ah... that contains all natural... ah... nothing other chemicals etc... contains all natural vitamins, minerals etc... and ah... it doesn't contain any hazardous thing to our body and so we feel that organic the word itself it means it is pure... like that

12) Interviewer: Ok...ah....mam, you must be inviting your friends and relatives to your house... **(Situational/Occasion)**

Respondent: Yeah... we used to invite

Interviewer: Ok... so when you invite your friends and relatives to your house, do you serve them organic fruits and vegetables?

Respondent: yeah... when they come to our house... we used to serve them with all those... because we used to purchase only that type of organic fruits and vegetables... so automatically we will serve to them...

Interviewer: Ok... mam.. can you describe any such occasion when you have invited your friends or relatives... anybody... home and you have served them

Respondent: Yeah... when they come we used to make this fruit salads.... then with the vegetables we used to make the side dish everything..

Interviewer: Ok... **(Redirecting)**

Respondent: People Like it,

Interviewer: People like it,... ok... did you get any feedback....

13) Respondent: yeah... this fruits especially... have a very nice taste...whereas this not... ah... fruits which are not organic they have some bitter taste, we... ah... I have experienced that while buying these guavas... especially guavas, when it is buy... ah... when you buy an organic guava it has sweet taste but when not an organic one have a bitter taste, I feel difference in that fruit.

Interviewer: Ok... you feel the taste difference in the fruit, then taste is one of the factors for purchasing, so how will you rank taste mam... ah... you've given me five factors earlier, where should I put taste, sixth factor...

Respondent: ha... ok... sixth but it is also an important one

14) Interviewer: Ok... ok., so why is it an important factor mam, why do you think it is important?

Respondent: because even though it looks nicely... but if it doesn't taste good, then we can't consume it

Interviewer: Ok... ok

Respondent: so... everything appearance... though it appears very natural everything... finally only if it is tasty we people are able to consume it.

Interviewer: Ok... ok... so why is consuming important to you?

Respondent: ... because when we consume fruit... or organic fruit or vegetable then it gives ah... happiness to us... when it is... have a good taste, we enjoy it, we enjoy and relish the taste, so taste is very important to us.

Interviewer: Ok... ok..., you said it gives us happiness, can you elaborate more on that

Respondent: yeah... when we have an... very sweet mango.. ah... when we consume it, we feel very happy, ah... it is very tasty, nice... we enjoy the taste.

15) Interviewer: Ok... ok... ah... Ok mam... so coming to this question that you have invited your friends and relatives and you've given them organic fruits... you said that you gave them fruit salad and they also like it... ah...m did you get any feedback from them?

Respondent: Yeah... they also feel the same thing... they feel that it tastes good rather than the inorganic fruits and vegetables... this organic fruits... ah.. have very good taste and ah... can find the difference also

Interviewer: can find the difference... ok... so.. ah... did they... when they gave you that kind of a feedback, how did you feel?

Respondent: ah... I felt very happy and satisfied... we've given them very healthy and nutritious fruits to them and they also felt the same

Interviewer: Ok... ok... so mam, you said you felt very happy and satisfied, can you elaborate on that.

Respondent: yeah... when people come to our house and when we serve them things which are.... have high nutritious value, which have good taste.... Everything... then when they are also... feel happy by eating all those things... then we are satisfied and we are happy that they also enjoyed.

16) Interviewer: Ok... ok... so they also enjoyed food and you were satisfied... ok... ok... ah... m... mam, you told me that you mostly purchase organic fruits and vegetables... if there is some day when organic fruits and vegetables are not available... ah.. in that case what do you do? (**Absence**)

Respondent: ah... in that case... I may purchase the inorganic fruits and vegetables... ah... if very necessary I will purchase the very important thing alone, not all vegetables and fruits... what is very very important on that day... ah... that alone I will purchase

Interviewer: Ok... ok... whatever is important for that particular day you will purchase... ok...

Respondent: Yeah...

17) Interviewer: ... so why don't you buy the other... inorganic fruits and vegetable? (Negative)

Respondent: because ah... to keep them fresh and for getting more... this ah.... vegetables for cultivation, they are using lot of chemicals, fertilizers... they are not bothered about us... they want only the profit... so they use a lot of chemicals, fertilizers and pesticides to increase the

cultivation.... ultimately if I buy... ah... I don't get the taste also... so I am not interested to buy that... so buying and giving an amount and ah... after getting diseases... what is the thing behind that... so we don't want to buy all those things...

18) Interviewer: Ok... ok... mam, and ah... do you... when you visit someone who is not well or who is admitted in hospital or who has just come back from hospital... ah... do you gift them organic fruits... generally people...

Respondent: Yeah... definitely we used to give a lot of... ah... fresh organic apples we used to give... oranges

Interviewer: ok... ah... why is it so mam... why do you give them these organic fruits?

Respondent: yeah... people... they are coming from that sickness... so they should get better... so... to bring them to a better stage... when we supply all this organic fruits and thing... ah... they will get nice.... vitamins and minerals and they will get energy... will come back to normal

Interviewer: hmmm... ok... ok ah... you said you give them these fruits and vegetables, so that they become better, can you elaborate more on that

Respondent: yeah... ah... when we buy these organic apples and these oranges... when they give to those patients who are not able to consume the other food... ah.. when they take these fruits definitely they will get better... so we are interested to give them that type of fruits

19) Interviewer: Ok... ok... mam, how long have you been purchasing these organic fruits and vegetables?

Respondent: ah... we are purchasing around past two years

Interviewer: last two years... ah... what did you do before that?

Respondent: ah... before that we used to buy the normal fruits and vegetables.

Interviewer: Ok... so at that time you were not aware of the organic fruits and vegetables?

Respondent: yeah... yeah at that time we were not aware... now a days people are so conscious and aware of these organic fruits and vegetables... so people... now we are changing ourselves.

20) Interviewer: Ok... ok... mam, how did you come to know about these organic fruits and vegetables?

Respondent: Yeah... we've read in all newspapers, magazines... thorough TV, media... that organic is very good for our health, it is very important then inorganic contains lot of this hazardous things... to avoid this all.. ah... skin, cancer problems and all... now a days we are aware that using organic fruits and vegetables can to some extent get rid of all those diseases

Interviewer: Ok... ok... mam why do you think this media, paper... ah... they you know... publish or speak about organic?

Respondent: because they want to create awareness among people that using all these chemicals and all is very dangerous for ourselves as well as for our future generation.... Because so many people are genetically modifying the plants to... ah... get more cultivation... so it is all not advisable... it is very bad for our health... so people who are now socially responsible people... they create awareness that organic fruits and vegetables are very good... so we people... when we know the factors.... About that... we try to follow that.

Interviewer: Ok... mam you said that it is dangerous for future generation, why do you think it is dangerous for future generation?

Respondent: because anything which is normal, natural is good, but unnaturally they are... to get more... harvesting... cultivation and all they want to get more type... ah more amount of vegetables... in a small field or a small land... so they add a lot of fertilizers, chemicals... ah... to increase the production but that is... ah... ultimately it is not good.... ah... normally grown plants will have only that type of fruits and vegetables but this is abnormally grown by using lot of chemicals, fertilizers... ah... pesticides... so that in a short period of time they can cultivate more crops... mean...more fruits and vegetables... so by doing like that... we are not doing it naturally.

21) Interviewer: hmm... m... ok... ok... mam why is this growing naturally important to you?

Respondent: because ah... growing naturally means, it contains the natural vitamins and minerals... no chemicals, hazardous substance in the fruits or vegetables, when they use other chemicals and all the residue will be in the fruits, even though they for growing the plant they

apply all those fertilizers and chemicals, ultimately it will penetrate into the fruits as well as vegetables, when we consume it, it may affect our health and future generations also... through young mothers it will affect the younger generation also

Interviewer: Ok... ok... mam, so why is this not consuming genetically modified food important to you?

Respondent: because it is not natural, only natural thing is good for our health, genetically modified means it is something we are changing it... ah this normal thing ah... we are changing into abnormal, which abnormal thing is not good for consuming... because of that so many children are... future they may get affected... so lot of people... so many people are affected by this cancer... we are hearing and small children are getting more types of skin disease.... all this because of using a lot of fertilizers

Interviewer: hmmm... mam you said the children might get affected in the future, can you elaborate more on that.

Respondent: see... children are our future generation... so they should be healthy... when they consume this type of sprayed vegetables or fruits, that will get inside their body and they don't allow the body to function normally, so the cells behave abnormally and they may create so many skin problems, many diseases it may occur.

22) Interviewer: Ok... ok... mam, what does your diet consists of?

Respondent: Our diet consists of, morning we used to have breakfast... our South Indian idly with side dish as sambhar, in that we add vegetables. For lunch we have rice and side we have this poriyal we say with vegetables, side dish and then curd we have then night we have chapatti with vegetable side dish.

Interviewer: Ok... you don't consume fruits mam?

Respondent: yeah... we consume fruits, in the night we like to have either banana or apple, or any one fruit... daily we have

Interviewer: Ok... it's only in the night you have

Respondent: yeah... fruits

Interviewer: During the day time, you don't have fruits?

Respondent: It's not particular like that... even sometime we used to have

Interviewer: Ok.. ok, so mostly you consume the fruits during the night?

Respondent: yeah

Interviewer: Ok... why is it that consuming fruits in the night... or why is it that you consume fruits in the night, mam?

Respondent: because our parent have told like that and we have been brought up like that, having night... while going to bed... having banana like that, so we are used to that.

Interviewer: Ok... ok... ah... your diet always consisted of these fruits and vegetables or this is something recent you have adopted?

Respondent: No... no, regularly we have fruits and vegetables but now we are particular in having these organic fruits and vegetables

Interviewer: Now you are particular... and you said it was practiced even earlier by your parents, so ah.. it is not a recent thing... it is always there

Respondent: Yeah... yeah... always we consumed lot of fruits and vegetables.

Interviewer: Ok... Ok... mam thank you, nice speaking to you and thanks for your time.

Respondent: Thank you so much.

Vij-Bank Office VIII- Laddering

6) Interviewer: Ok... Ok..., mam you have given me five reasons, you've said organic is healthy, it is fresh, ah.. free from chemicals, ah... high antioxidant and basically it is organic, so can you rank these five factors.

Respondent: Yeah... I can rank it as first it is healthier, it will be health for... ah... healthy food for our diet, then second one is it has high antioxidant, which is very important, ah... then third one is... what I have given...

Interviewer: fresh, free from chemicals, organic

Respondent: ah...., yeah... fresh, fresh... and fourth one free from chemicals and ultimately it is organic

13) Respondent: yeah... this fruits especially... have a very nice taste...whereas this not... ah... fruits which are not organic they have some bitter taste, we... ah... I have experienced that while buying these guavas... especially guavas, when it is buy... ah... when you buy an organic guava it has sweet taste but when not an organic one have a bitter taste, I feel difference in that fruit.

Interviewer: Ok... you feel the taste difference in the fruit, then taste is one of the factors for purchasing, so how will you rank taste mam... ah... you've given me five factors earlier, where should I put taste, sixth factor...

Respondent: ha... ok... sixth but it is also an important one

Attributes and Ranking:

Healthy – I (As health is a value, I have laddered it with antioxidant)

Antioxidant – II

Fresh – III

Chemical Free – IV

Organic – V

Taste – VI

7) Interviewer: Ok.. ok...mam... ah... why is being healthy important to you?

Respondent: because we already know that health is wealth.. so health is very important... only if we are healthy we can do all our activity... ah.. plan... nice manner

Interviewer: ok... so.. what do you mean by doing all the activity in a nice manner... can you elaborate.

Respondent: The... only we are healthy we will have a pleasant.. ah... relationship with our friends, neighbours, working place... if we are not healthy, then.... We won't feel talking to others or we won't feel pleasant conversation with our neighbours

Interviewer: Ok... ok... mam so why is this factor having good relationship with your friends, neighbours important to you?

Respondent: because then only we will have a healthy environment, we will all be in a good relationship.

Interviewer: Ok... Ok... and why is it having a healthy relationship or a good relationship important to you?

Respondent: only... then... mutual helping for each other and we will have a nice, a good...ah.. what to say... friendship

8) Interviewer: Ok... ok mam, then you have ranked this high antioxidant as your second factor, so why is this high antioxidant important to you?

Respondent: Because I have read in magazines that antioxidant play a very important role in our body, that... ah... that... it activates the cell to function very well, supplies good oxygen to our body and making us very active

Interviewer: Ok... ok, making us very active... so why is this being active important to you?

Respondent: because only if we are active... we like to perform so many works at our home, at work place, then we can do our work in a very nice way

Interviewer: hmmm...m, so why is working important to you?

Respondent: working...only then we'll... our physically, mentally be ah... nice... will be having nice thing... it is while working only our.... ah... what to say... will be active

Good relationship with friends, neighbours (V) (I think will come under benevolence)



Healthy (V)



Active (C)



Antioxidant (A)

Work (V) (Achievement)



Active (C)



Antioxidant (A)

9) Interviewer: Hmmm... ok... ok mam and then the third factor you have ranked is fresh, why is it being fresh important to you?

Respondent: because ... only if we buy fresh vegetables or these organic vegetables or fruits we get the full amount of vitamins and minerals to our body.... If it is not fresh we don't get those vitamins.

Interviewer: ok... ok... and the.... why is getting those vitamins and minerals important to you?

Respondent: Because though they are very small amount, it plays a very important role in our body... vitamin... because of this vitamin deficiency we get lot of problems in our body, skin problems etc...

17) Interviewer: ... so why don't you buy the other... inorganic fruits and vegetable? (Negative)

Respondent: because ah... to keep them fresh and for getting more... this ah.... vegetables for cultivation, they are using lot of chemicals, fertilizers... they are not bothered about us... they want only the profit... so they use a lot of chemicals, fertilizers and pesticides to increase the

cultivation.... ultimately if I buy... ah... I don't get the taste also... so I am not interested to buy that... so buying and giving an amount and ah... after getting diseases... what is the thing behind that... so we don't want to buy all those things...

18) Interviewer: Ok... ok... mam, and ah... do you... when you visit someone who is not well or who is admitted in hospital or who has just come back from hospital... ah... do you gift them organic fruits... generally people...

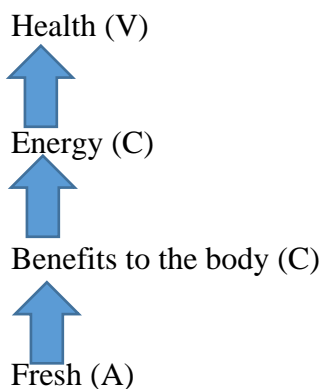
Respondent: Yeah... definitely we used to give a lot of... ah... fresh organic apples we used to give... oranges

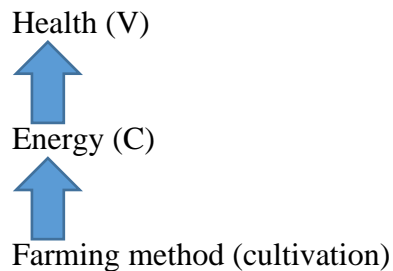
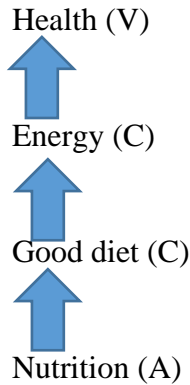
Interviewer: ok... ah... why is it so mam... why do you give them these organic fruits?

Respondent: yeah... people... they are coming from that sickness... so they should get better... so... to bring them to a better stage... when we supply all this organic fruits and thing... ah... they will get nice.... vitamins and minerals and they will get energy... will come back to normal

Interviewer: hmmm... ok... ok ah... you said you give them these fruits and vegetables, so that they become better, can you elaborate more on that

Respondent: yeah... ah... when we buy these organic apples and these oranges... when they give to those patients who are not able to consume the other food... ah.. when they take these fruits definitely they will get better... so we are interested to give them that type of fruits





10) Interviewer: hmmm... ok... ah.. ok... so the fourth factor you have ranked is free from chemicals...

Respondent: Yeah

Interviewer: ... so why is it being free from chemicals important to you?

Respondent: because now days we read that because of these chemicals people get cancer... um... so many diseases like that...

Interviewer: Hmmm...mmm...

Respondent: ... so avoid all those things we are... ah... want fruits and vegetables free from chemicals.

Interviewer: ok... ah... why is it that... ah...not having these kind of diseases important to you?

Respondent: because ... ah... ultimately people will suffer... if we have any disease, we have lot of suffering both physically and financially and because of that whole family will also get affected, so we should be healthy for that we should not get all those diseases.

20) Interviewer: Ok... ok... mam, how did you come to know about these organic fruits and vegetables?

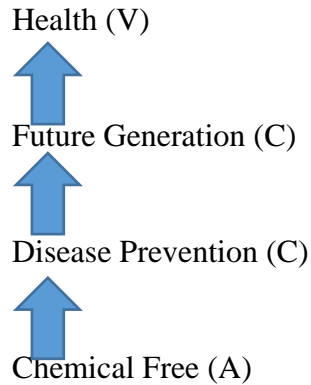
Respondent: Yeah... we've read in all newspapers, magazines... thorough TV, media... that organic is very good for our health, it is very important then inorganic contains lot of this hazardous things... to avoid this all.. ah... skin, cancer problems and all... now a days we are aware that using organic fruits and vegetables can to some extent get rid of all those diseases

Interviewer: Ok... ok... mam why do you think this media, paper... ah... they you know... publish or speak about organic?

Respondent: because they want to create awareness among people that using all these chemicals and all is very dangerous for ourselves as well as for our future generation.... Because so many people are genetically modifying the plants to... ah... get more cultivation... so it is all not advisable... it is very bad for our health... so people who are now socially responsible people... they create awareness that organic fruits and vegetables are very good... so we people... when we know the factors.... About that... we try to follow that.

Interviewer: Ok... mam you said that it is dangerous for future generation, why do you think it is dangerous for future generation?

Respondent: because anything which is normal, natural is good, but unnaturally they are... to get more... harvesting... cultivation and all they want to get more type... ah more amount of vegetables... in a small field or a small land... so they add a lot of fertilizers, chemicals... ah... to increase the production but that is... ah... ultimately it is not good.... ah... normally grown plants will have only that type of fruits and vegetables but this is abnormally grown by using lot of chemicals, fertilizers... ah... pesticides... so that in a short period of time they can cultivate more crops... mean...more fruits and vegetables... so by doing like that... we are not doing it naturally.



11) Interviewer: Ok... you've ranked organic... the term organic itself as one of the factors, so why is that term important to you... why is organic important to you?

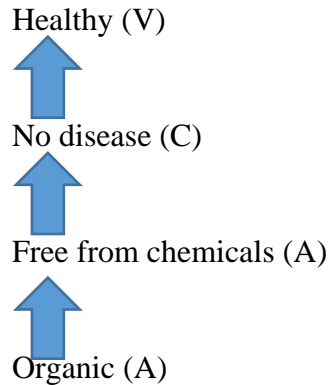
Respondent: because... now days... people... we are aware of that word organic, which means it is free from all those chemicals ... ah... these hazardous pesticides etc... so that word organic itself looking fresh... that word itself is... ah... a big thing for us

Interviewer: Ok... ah... can you elaborate a little more on it mam... that looking... ah... it is a very big thing or whatever it is...

Respondent: Yeah... organic ... as soon as we read that word... we feel it is free from all those chemicals... ah... and it is very good for health... organic means it is very natural... we feel like that

Interviewer: Ok... and why is it being natural important to you?

Respondent: Anything which is natural is good for our health... because ah... that contains all natural... ah... nothing other chemicals etc... contains all natural vitamins, minerals etc... and ah... it doesn't contain any hazardous thing to our body and so we feel that organic the word itself it means it is pure... like that



14) Interviewer: Ok... ok., so why is taste an important factor mam, why do you think it is important?

Respondent: because even though it looks nicely... but if it doesn't taste good, then we can't consume it

Interviewer: Ok... ok

Respondent: so... everything appearance... though it appears very natural everything... finally only if it is tasty we people are able to consume it.

Interviewer: Ok... ok... so why is consuming important to you?

Respondent: ... because when we consume fruit... or organic fruit or vegetable then it gives ah... happiness to us... when it is... have a good taste, we enjoy it, we enjoy and relish the taste, so taste is very important to us.

Interviewer: Ok... ok..., you said it gives us happiness, can you elaborate more on that

Respondent: yeah... when we have an... very sweet mango.. ah... when we consume it, we feel very happy, ah... it is very tasty, nice... we enjoy the taste.

15) Interviewer: Ok... ok... ah... Ok mam... so coming to this question that you have invited your friends and relatives and you've given them organic fruits... you said that you gave them fruit salad and they also like it... ah...m did you get any feedback from them?

Respondent: Yeah... they also feel the same thing... they feel that it tastes good rather than the inorganic fruits and vegetables... this organic fruits... ah.. have very good taste and ah... can find the difference also

Interviewer: can find the difference... ok... so.. ah... did they... when they gave you that kind of a feedback, how did you feel?

Respondent: ah... I felt very happy and satisfied... we've given them very healthy and nutritious fruits to them and they also felt the same

Interviewer: Ok... ok... so mam, you said you felt very happy and satisfied, can you elaborate on that.

Respondent: yeah... when people come to our house and when we serve them things which are.... have high nutritious value, which have good taste.... Everything... then when they are also... feel happy by eating all those things... then we are satisfied and we are happy that they also enjoyed.

Happiness (V) (Hedonism - enjoying food)



Consumption (C)



Taste (A)

Bank Officer – IX - Partha

1) Interviewer: Can you describe any shopping experience of yours with regards to fruits and vegetables.

Respondent: Shopping experience is good

Interviewer: What kind of organic fruits and vegetables do you buy?

Respondent: We buy carrot, brinjal, lemon, cheeku etc..

Interviewer: When you buy these fruits and vegetables, how do you pick them?

Respondent: I see the colour and outside look

Interviewer: Why do you buy organic fruits and vegetables?

Respondent: To avoid chemicals

Interviewer: Can you give me few attributes of organic fruits and vegetables

Respondent: we buy carrot, brinjal, ladies finger, green leafy vegetables etc

2) Interviewer: ok... you said you purchase organic fruits and vegetables, so some day if organic fruits and vegetables are not available, in that case what will you purchase? (Absence)

Respondent: In that case we would purchase the other normal fruits and vegetables only

3) Interviewer: How long have you been purchasing organic fruits and vegetables? (Age regression)

Respondent: For the last six months to one year

Interviewer: How did you come to know about organic?

4) Respondent: through advertisements

Interviewer: Advertisements in the sense, in the television, newspaper.... Where did you see?

Respondent: through What's app messages

Interviewer: So why do you think these advertisements are coming about organic fruits and vegetables?

Respondent: To promote about organic and to tell people about hazardous nature of chemicals

5) Interviewer: What are the benefits of buying organic fruits and vegetables?

Respondent: We are taking food which is chemical free and which is natural, that is the main benefit.

6) Interviewer: So when you purchase these organic fruits and vegetables, you said you see the colour and what else do you see while purchasing these organic fruits and vegetables?

Respondent: Mainly colour and outside skin

7) Interviewer: How much important is this term organic?

Respondent: It is important, very important and essential

Interviewer: Why do you think it is very essential?

Respondent: Because these days everything is adulterated and has chemicals, so we feel organic is a better choice.

8) Interviewer: You have given me five factors, organic, not adulterated, natural, chemical free and the colour and the look. Can you rank these five factors from the most important to the least important.

Respondent: Chemical free is first, second is adulterated, third is organic, fourth is look an colour and fifth is natural.

9) Interviewer: Why is this chemical free important.

Respondent: then it has no adulteration and becomes organic and other factors like colour etc fall in place.

Interviewer: But why is eating chemical free fruits and vegetables important to you?

Respondent: To lead a healthy life

Interviewer: and why is leading a healthy life important to you?

Respondent: We can be happier and we don't have to spend too much to the doctor. So it is important.

Interviewer: You said you can be happy if you are healthy, so can you elaborate more on this term being happy.

Respondent: If I am healthy I can earn some money and will not have to spend to doctor, so I can concentrate on other work and so my family will be happy and I will also be happy.

Interviewer: Why is not spending money on doctor important to you?

Respondent: If you are healthy why do you need to spend money on doctor?

10) Interviewer: Why is not eating adulterated food important to you?

Respondent: Adulterated means we are changing the pattern of the original one, so we have to give importance to it.

Interviewer: Can you elaborate more on that

Respondent: Size, colour might get changed, if you add something then many things may change.

Interviewer: So why is not changing of the pattern like size or colour important to you?

Respondent: If apple weighs 100 to 150 grams, it becomes 250 grams. There might be some side effect. In order to improve colour they put some chemicals which is not good for our health.

Interviewer: You said there will be some side effects, what will be the side effects?

Respondent: We might get skin problem, now a days for all the diseases they say chemicals are responsible like heart problem, cancer etc.. The more we use chemicals the more we get complications.

11) Interviewer: Why is organic important to you?

Respondent: It is grown naturally without any chemical, so the vegetables will have the content what it should have.

Interviewer: Why is naturally grown important to you?

Respondent: If rice should take three months, it will grow in two months by using chemicals. One month gets preponed. Like these many things are happening.

Interviewer: So why is not preponing the growth important to you?

Respondent: For everything there is an age factor god has created but we are changing it and this will transform everything.

Interviewer: So why is not transforming food important to you?

Respondent: If you are transforming food, then hormones etc.. will get transform. If you eat everything seedless it will create symbolic transformation in hormones etc...

12) Interviewer: Ok.. so why is this colour and look important to you?

Respondent: Definitely we see colour and the outside look first. If it is not good while looking then we think it is rotten. So if we need to buy we need to look at it.

Interviewer: So why is it not being rotten important to you?

Respondent: It will keep us healthy.

13) Interviewer: Why is natural important to you?

Respondent: Naturally gown fruits and vegetables are tastier, colourful and chemical free, so it is important.

Interviewer: So why are these factors it is tasty, chemical free and colourful important to you?

Respondent: To keep us healthy.

14) Interviewer: Why is taste factor important to you?

Respondent: By taste only we choose fruits. Some like to consume lemon some like something else. So taste is an important factor.

15) Interviewer: You mostly purchase organic fruits and vegetables, suppose both are available, why don't you purchase inorganic fruits and vegetables? (Negative)

Respondent: We purchase organic, we get it at competitive price and we don't purchase inorganic due to adulteration, chemicals etc.

16) Interviewer: You must have invited your friends and relative home, have you offered them organic fruits and vegetables. Can you describe one such occasion (Occasion)

Respondent: Yes they liked it, although we have not discussed at that time. We have given organic green leafy vegetable to them and they take more.

17) Interviewer: When you visit people who is not well, do you offer them organic fruits?

Respondent: We give them something that is packed.

18) Interviewer: Any time have you discussed with your friends and others and what kind of feed back have you got?

Respondent: We discuss it with people who are using it and who are interested in it. Many are using and many are now changing to organic.

19) Interviewer: You came to know about organic through what's app, so how was it through what's app, did your friends recommend it to you?

Respondent: They post something in the group, I bought it immediately and so that's how.

Interviewer: Thank you, it was nice speaking to you and thank you for your time.

Bank Officer – IX - Partha - Laddering

8) Interviewer: You have given me five factors, organic, not adulterated, natural, chemical free and the colour and the look. Can you rank these five factors from the most important to the least important.

Respondent: Chemical free is first, second is adulterated, third is organic, fourth is look an colour and fifth is natural.

Attributes and ranking:

Chemical Free – I

Not adulterated – II

Organic – III

Colour – IV

Naturally grown – V

Interviewer: But why is eating chemical free fruits and vegetables important to you?

Respondent: To lead a healthy life

Interviewer: and why is leading a healthy life important to you?

Respondent: We can be happier and we don't have to spend too much to the doctor. So it is important

Health (V)



Disease Prevention (C) (Not going to the doctor)



Chemical Free (A)

10) Interviewer: Why is not eating adulterated food important to you?

Respondent: Adulterated means we are changing the pattern of the original one, so we have to give importance to it.

Interviewer: Can you elaborate more on that

Respondent: Size, colour might get changed, if you add something then many things may change.

Interviewer: So why is not changing of the pattern like size or colour important to you?

Respondent: If apple weighs 100 to 150 grams, it becomes 250 grams. There might be some side effect. In order to improve colour they put some chemicals which is not good for our health.

Interviewer: You said there will be some side effects, what will be the side effects?

Respondent: We might get skin problem, now a days for all the diseases they say chemicals are responsible like heart problem, cancer etc.. The more we use chemicals the more we get complications.

Interviewer: You said you can be happy if you are healthy, so can you elaborate more on this term being happy.

Respondent: If I am healthy I can earn some money and will not have to spend to doctor, so I can concentrate on other work and so my family will be happy and I will also be happy.

Save Money (V) (Universalism - no need to spend money on doctor)



Not Adulterated (C)



Quality (A) (changing the pattern of food like size, shape)

11) Interviewer: Why is organic important to you?

Respondent: It is grown naturally without any chemical, so the vegetables will have the content what it should have.

Interviewer: Why is naturally grown important to you?

Respondent: If rice should take three months, it will grow in two months by using chemicals. One month gets preponed. Like these many things are happening.

Interviewer: So why is not preponing the growth important to you?

Respondent: For everything there is an age factor god has created but we are changing it and this will transform everything.

Interviewer: So why is not transforming food important to you?

Respondent: If you are transforming food, then hormones etc.. will get transform. If you eat everything seedless it will create symbolic transformation in hormones etc...

Health (V)



Disease Prevention (C)



Chemical Free (A)



Organic (A)

12) Interviewer: Ok.. so why is this colour and look important to you?

Respondent: Definitely we see colour and the outside look first. If it is not good while looking then we think it is rotten. So if we need to buy we need to look at it.

Interviewer: So why is it not being rotten important to you?

Respondent: It will keep us healthy.

Health (V)



Not rotten (C)



Colour (A)

14) Interviewer: Why is taste factor important to you?

Respondent: By taste only we choose fruits. Some like to consume lemon some like something else. So taste is an important factor.

Hedonism (V) (Like)



Consumption (C)



Taste (A)

Sind – Bank Officer X

1) Interviewer: Sindoor, do you purchase organic fruits and vegetables?

Respondent: Yes, I do purchase

2) Interviewer: Ok, can you ah... tell me an experience either good, bad, pleasant, unpleasant in purchasing any kind of fruits and vegetables.

Respondent: Ah...in the sense... good bad experience means....ah.... when you go to purchase vegetables you prefer to go either in the morning or sometimes... in India it is an arid climate, the vegetables then get shriveled during the course of the day. If you go in the morning you end to get fresh fruits and vegetables...or end of the day it will be shriveled and damaged... due to lack of proper storage so.... If you go in the morning you can get the good fruits and vegetables that is what I...

Interviewer: Ok, so you always prefer going in the morning...

Respondent: In the morning... yeah.... sometime we need to go in the evening... but that we try to avoid mostly, if there is no other option we go in the evening.... we find something...

Interviewer: Yeah....ok....ok, why do you prefer going in the morning?

Respondent: ah.... as I said... no....there are.... It appears to be fresh.... do not know if it is fresh or not... at least it appears to be fresh and in a good condition

Interviewer: Ok... it looks... ok...ok..ah...m... you also said you purchase organic fruits and vegetables...can you ah.... give me few reasons of purchasing organic fruits and vegetables.

Respondent: First is....ah... though.... the reason why we are purchasing organic fruits is there is awareness regarding what is organic and what is inorganic in the first place...

Interviewer: Ok

Respondent:when we say inorganic we usually associate it with lots of chemicals and all... so when it is available without.... unknowingly a lot of air pollutant... whatever gets into our body, knowingly why should we eat chemicals...

Interviewer: Ok

Respondent: ... so in order to avoid... maximum we try to go for organic food

Interviewer: Ok... ah...m... what kind of organic fruits and vegetables do you buy?

Respondent: Actually in the Indian market there is ah... limited organic.... still it is some... there is limited variety only... you can find only may be seasonal fruits in the sense mangoes, guavas... all that you get in organic and vegetables also brinjals, tomatoes... you can find limited vegetables which are organic ah... so maximum vegetables are not fully organic or else they are very expensive which you are.... It is more than four five times for few vegetables... so you tend to avoid that and go with whatever convenient for you.

Interviewer: Ok, ah...m... when you select these organic fruits and vegetables what do you see? How do you select them?

Respondent: ah.... first thing we must realize is that organic fruits and vegetables.... the size shape and all will not be uniform like inorganic fruits and vegetables... there will be some damage and all.... same way also only physically it should not be hurt and like that... if it is look wise it is not damaged then better to take that... because you cannot expect the uniform shape and all in.... with.... organic fruits and vegetables. So if it is fresh... not hurt.... not peeled here there... not damaged then you can go for it..... then I usually go for it rather.

Interviewer: Ok ah...m what else do you see, is it just the freshness and normal look or what else you....

Respondent: In case of citrus fruits we actually smell and see, citrus fruits like lemon and all are they good smell... some fruits no.... which you smell and all.... lemon and all and tomatoes and all you check the firmness sometimes... in case of potatoes also you don't want soft potatoes... you want firm potatoes... you actually tend to feel... possibly you can't taste the food, there you go with your sensory evaluation... you smell, you see, you touch and feel it so something like that

Interviewer: Ok... so Sindoora you have given me few factors like ah... you know the organic fruits and vegetables needs to be fresh ah... and you buy because... ah... you feel there are... it doesn't have chemicals... ah... and you are not very particular about the look but yeah it should look normal and the smell

Respondent: Yeah...

Interviewer: ... and the firmness that is how it feels

Respondent: yeah...

Interviewer:so you have given me...

Respondent: if it is very soft...I and... yeah tell me

Interviewer: yeah... yeah... you please continue

Respondent: No... ah... I just wanted to say... if it is soft no there is shelf life issue is there... we tend to fell that shelf life will not be more... it should be the consumed the same day... so I said the firmness...

Interviewer: Ok.... Ok... so... ah... these are the five factors you have given me.... can you rank them according to your preference... which is first, which is second, which is third, which is fourth and which is fifth

Respondent: ah... rank them... first is quality

Interviewer: Quality...

Respondent: ... then second is..... quality yeah... whatever I said it is good bad...

Interviewer: Ok

Respondent: Yeah... then second is the appearance it should look fresh

Interviewer: Ok

Respondent: ... and the third is ah... the sensory thing smell and all... it should be good

Interviewer: Ok

Respondent: and fourth... ah.. I mean...may be the third is it should not be damaged... fourth is smell... what is the fifth one...

Interviewer: ah... no chemical and all...

Respondent: ah... no chemical is the priority... the first one.. because I understand that there is no chemicals and that's why I go for it and second is... you can just...

Interviewer: quality

Respondent: quality yeah... third is it should be good not damaged, fourth is ah.... third is quality, fourth is damage and fifth is smell and all that... firmness, smell....

Interviewer: Ok... the first one you have said is no chemical... I'll just one minute... ah...

Respondent: haan..

Interviewer:and the second you have said is the quality, the third is you have said it should not be damaged... and the normal look that is what you have said is the fourth one... and the firmness is the fifth one

Respondent: smell... and sensory thing is the fifth one

Interviewer: Ok... firmness will be fifth or sixth?

Respondent: fifth one

Interviewer: and the sensory thing...

Respondent: and sixth will be smell

Interviewer: Ok... ok...

Respondent: sixth one will be smell...

3) Interviewer: sixth one will be smell ok.... so... ah... Sindoora... why is no chemical important to you?

Respondent: ah... because that is what differentiates organic and inorganic food. That is what I feel because... inorganic food means... ah... from what I understand you use pesticides, insecticides and artificial chemicals for growth of those plants from which you get the fruits and vegetables... in case of organic thing you use organic manure that is from... matter... instead of any chemicals so first thing..... that is prime importance.... as I said initially when you already know that you are living in a polluted environment so unknowing to you a lot of chemicals enter your body so once you know that... through food also it can enter and there is an option of not

having those chemicals go into your body by eating organic food so you choose that option... that is why we choose organic foods.

Interviewer: Ok... ok... so why is this ah... factor that chemicals not entering your body is important to you?

Respondent: ah.... not entering the body is important because ah.... quality of life... there is something called quality of life.... that is the.... Once these chemicals enter our body it damages our system in a variety of ways ah... for example... in case of... now we are talking about fruits and vegetables but in case of ah... pulses and all also there is one enzyme called Rafinose that is supposed to cause flatulence... the same is the case.... once flatulence starts you will... that is health hazard for you... so first it starts with flatulence and then it becomes a gastric trouble and the heart burns... and it leads to one after the other complications in your body so same.... we check the quality... when we talk about air quality that is because through air it enters.... So food quality also.... through food chemicals are entering the body and something which is not native to the body that becomes a mutant in the body and so body reacts adversely to it so I feel that we must ensure... if whatever is possible for us... few things we cannot help it... but few things which we can avoid from entering into the body that we should try to avoid.

4) Interviewer: Ok.... Ok... Sindoor then ah... why is this factor quality important to you, the second factor?

Respondent: ah... obviously when you are giving such a huge price you require that it should be of good quality, even if it is organic food, spoilt food is spoilt food only, so that does not make it any superior, so that's why quality is important.

Interviewer: Ok... so... ah... why... you said... you... spoilt food and all, so why is consuming not spoilt food important to you?

Respondent: ah... again the point is once when the food is correct it contains some enzymes, once the food is spoilt the enzymes will change so when that enzymes.... when it is in fresh shape... when we consume that... our body, human body has certain qualities to ingest those enzymes and use it for the body.... Once the food is spoilt the inherent enzymes of the food get converted to the other state... acids or whatever it is scientifically... it changes.... the form of fruit or vegetables changes and again it is a mutant to our body... our body cannot accept

something which is foreign to it... fruits and enzymes.... our body contains few enzymes... ah... I mean which can help to digest the food we consume, once the food is foul... that means when the food becomes foul... whatever is the inherent nature of the food when that changes... you call it the food has gone bad... so when you... that is bad that means the composition changes... now our body does not have those respective enzymes or whatever components to ingest that food which is different now so I feel that we should not consume spoilt food because our body will not accept it.

5) Interviewer: Ok...ok... ah... and why is that the fruits and vegetable being not damaged is important to you?

Respondent: Once it is damaged the outer skin or something is broken and it is ah... exposed to the environment.... Once the food is exposed to the environment the decomposition of the food will start.... Once that starts... usually...if the food can be stored for a day or two... if that is broken it will be... it can be only stored for seven hours or eight hours... so in that case again the same thing which I told previously... once the microorganisms react with the food the composition changes and that becomes spoilt... so in order to ensure that we... I feel that it should not be broken and all.

Interviewer: Ok... so you also told me once it is spoilt it affects the digestion... so why is this factor digestion important to you.

Respondent: Ah.... because once the food gets digested only we get energy and we are able to do the normal work so if the food is not getting digested in the body it will only cause irritation because you.... yourself would have experienced when you are having indigestion ah.... apart from your.... ah.... stomach not cooperating you cannot go about doing your routine activities for the day, it spoils your entire day, if the food is not properly digested, first the food has to be digested you get energy... if the food is not digested you are not getting energy and moreover it is causing an hindrance to your day today activity... because your body is not accepting it and you'll fall ill.

6) Interviewer: Ok... ah... and why is this factor that it should have normal look important to you the fruit and vegetable... organic

Respondent: Ah... normal look in the sense... see now there is so much hype about genetically modified food... so you just ah... want to be sure that it is not something like genetically modified... it should be normal looking not exceptionally good or polished or thin... because... in case of apples and all here there are many reports regarding that it is coated with wax and all... so once.... In order to make it very attractive and superior and in order to fetch a higher price... it should be normal looking... ah... not like ah... too glossy and all because you know how the normal food looks... it's like yourself without make up... so it is something like that... it should be normal looking, good, fresh, clean... not clean also, sometimes you cannot expect potatoes to be clean... so something like that.

Interviewer: Ok... ah... why is this fact that it should not be a GM food or it should not be polished important to you?

Respondent1: ah... again the case of... ah... it's not that GM food is bad or something... it's just that there is so much... ah... lack of awareness I would put it.. we do not know what GM food does to us basically.... so when you don't know something you are scared of it... it's as simple as that.. so we do not know if it is good or bad or if we can accept it or not... there are no extensive research... it's not been published in the newspaper or something... there are few journals published but it's not been published on a major scale again... so like with anything which you do not know.... things which you do not know.. you associate with a kind of fear... so it's the same case with the genetically modified food or something so... regarding this it should not be polished and all... that is again... the information is there... so you also know it causes harm... one thing is you do not know so you are scared... now you know and you know that when you take this it is harmful, so you do not want to go for that polished thing and all.

Interviewer: Ok... ah..m... and why is this fact that consuming the known food is important to you>?

Respondent1: haan... again known food in the sense I would say native food..... that is because we are used to... when we are born in some area our body is acclimatized to certain kind of food we take.... that is also important... as a kid we would have been acclimatized to a climate and to the food grown there... so native food plays a major role and moreover... ah... seasonal food also to be precise... whatever food is available in that season... fruits... if it is summer you can eat mangoes... whatever is available ... when it is winter you eat something else... green

peace... something which is available... you eat seasonal food that will again compliment your digestion... your habitat... it is a ecosystem in which you stay... in that area you get that... that you means you eat that and you are fine in that environment... so that's why.

7) Interviewer: Ok... you said by consuming these kind of food you get energy, you are able to work normally and your day today activity you are able to do, so why is this working normal or normal working important to you, or doing your day today activity, routine important to you?

Respondent: ah... it is all about being independent... you do not want...when you are unable to do your work then... what is this... if you are physically handicap or something and if you require some help then it is fine or as you age... your body becomes aged and your bones and all get degenerated you are unable to walk and all, through age it is fine... now at twenty five if I am unable to do things on my own... that will affect my self-esteem... everything... because I have energy only I can go and work... I studied so much and.... If I am not able to do my work, if I am not able lead an independent life and if I am not able to do something to the society then everything is waste.

8) Interviewer: Ok... ok... then your fifth factor... firm... that is organic fruits and vegetables being firm... why is it important to you?

Respondent: ah... again... there are few fruits which you associate it with being rotten and not firm... if you include apple and all.. you expect a firm apple because that is supposed to indicate the quality indirectly... if the apple is very soft, you feel that it has already.... decomposition has started, the enzymes are broken down, it is not fit to eat and the same case with potatoes, you want a firm potato, you don't want a soft potato because you feel that once the potato is soft sprouting will start, it will not be good, it will not cook easily... there are so many things which are there scientifically as well as as... ah... in day to day use you realize while eating... so it is not firm, it is not good... like that.

Interviewer: Ok... so... ah... why is this thing... ah... consuming not rotten food important to you?

Respondent: ah... same thing... rotten food will not be digested in our body... you are eating food for getting digested and getting energy... son once the food is not digested in your body... it is waste of eating such a food... so rotten food consumption.... not ok.

9) Interviewer: Ok.... your next factor was the smell... the sensory thing you said... ah why is sense of smell important to you?

Respondent: ah... generally when you see the food, you touch it, you feel it, you probably can't hear the food.... so next... when you cannot eat it... you try the next sense which is available for your self evaluation that is your nose.... So we associate many things with the smell... we notice the flowers and everything... similarly fruits and vegetables also we have to seek with certain fragrance, mostly citrus fruits... so when you are able to smell... it gives you a feeling that it is not dry... or green leafy vegetables for that matter... that flavour you get it... flavour is supposed to be a mixture of smell and taste... so when you are unable to taste it... you try to get the other sensory part of it, the smell... not... you cannot smell a potato and see but you can definitely smell a lemon or mint so.... whichever is possible you just tend to take it and see ah... nice smell, fragrance which you associate with fresh fruits... is there in that... ok, it must be good...

Interviewer: Ok... so... ah... why is that the fruits and vegetables being not dry important to you?

Respondent: ah.... what happens is when the vegetable or fruit is dry ah...there are few water soluble nutrients in it... there is a fear that when that water is not there in the food those nutrients are also not there... so apart from energy, carbohydrates and proteins, there are many vitamins and minerals required for our body so all that we have a feeling... perception that... that is lost ... if the food feels dry... again with leafy vegetables once the... it becomes dry...it means it is degrading... it is spoiling.

Interviewer: Ok... ok... so why is this factor the nutrition factor important to you?

Respondent: Again... our body requires iron and all to function normally apart from carbohydrates, calcium and like wise... it also requires nutrients and minerals for proper functioning... for the bones to be string along with proteins, calcium is required, vitamin D is required.... many things are required so... vitamins and minerals everything is a package... as you know in vegetables and fruits... sugars are there of course.... along with proteins maximum content of vitamins and minerals are there in it so that is why you call it package full of minerals so once you consume it... it is like that taste you add you know... to any dish... so that should

also be there... main things are carbohydrates and proteins along with that vitamins and minerals are required for functioning of various organs in the body... for your proper health

Interviewer: hm... Ok... so why is this functioning of various organs in the body important to you?

Respondent: (Laughs) ah... as you say no... if you are blind by one eye also you are blind... one part of your body doesn't work also you cannot do everything normally, so there will be some hindrance... everything has to work in tandem, even if one thing does not work, they call you sick...

10) Interviewer: Ok... ok... so basically you don't want to fall sick... ah...b... you also told me about the flavour, so why is the flavour important to you?

Respondent: ah... flavour is important because when you say taste and all that.... ah... the primary actor is if the food is palatable only we can ingest it, there are many things which will have nutrition... but there is something called palatability... that is accepting... ah.... something eatable, so once it is eatable only ah... you are eating that... see if there is a nice flavour, you tend to consume that food, your body will accept it, your brain will release proper neurons and you will have that thing of satisfaction, so once you have had the flavourful food you will have the feeling you have had nicely... so for that flavour is very important...

Interviewer: Hm... hm... ok...so you said once you have the proper flavour, you are able to ingest it and it is palatable, you get satisfaction, can you elaborate more on that satisfaction... ah... what is that... how do you feel and what is it...

Respondent: ah... sometimes... ah... now the talk is more about those empty calories...they say that few foods are there which you eat... calories are there but you will not have that feeling in your brain that you have had enough food..... so you tend to eat more... so when you eat more... the calories which are necessary... suppose take 200 calories are required and you have one food, one drink and that contains 200 calories... so that should be enough for you for that days meal... but you have... ah... your brain says that... still have not had that stomach full feeling... something whatever you call it, so you tend to eat more, so that adds up calories and once when calories increase in your body that leads to unnecessary weight gain and again will affect your

health and the whole thing again... if you are not healthy you cannot do your functions and all that.

11) Interviewer: hm... hmm... ok... ok... do you serve organic... like you must be inviting your friends and relatives to your home right... **(Situational)**

Respondent: Yes...

Interviewer: ... so do you serve them organic fruits and organic vegetables...

Respondent: Yes, Yes I do serve

Interviewer: No... is it just for your consumption or you as well serve it to them... that is what I wanted to know?

Respondent: When we get guests at home, we will give them what we are eating, we cannot give them something which we do not eat.

Interviewer: Ok... ok... so why is that you serve them organic fruits and vegetables?

Respondent: It is the same reason that I have said and I will serve them only what I am comfortable eating.

Interviewer: Ok... can you describe any such occasion where you have served them these fruits... ah... organic fruits and vegetables, any feedback you have got... any... anything.

Respondent: ah... firstly is after they have had the fruits and vegetables... ah... mostly it happens with mangoes ... they have brought us now... since it is summer, if you eat mangoes and after they have eaten what I serve you know... they have this satisfaction... they say that this is something which reminds me of my childhood days... when I had mangoes near my school or near my grand mom's place or something like that... because that time they grew mangoes in their backyard and in the backyard you did not add pesticides and all that ad mostly.... that mangoes were ripened naturally, you store them in a sack or something and they ripen... those kind of mangoes... now and all it is carbide mangoes... you put carbide and ripen the mangoes... so they have that... that thing they say... and when I say no... these are organic fruits which have not been ripened using carbide, they are ripened naturally.... they are like... oh... may be that's why.

Interviewer: Ok... ok... so when you get that kind of a feedback you know... when you see them going back to their childhood days and all and they giving you that kind of feedback... naturally they are happy about it... so how does it feel... what do you feel, how do you feel?

Respondent: ah... definitely if you are getting guest to your house and if the guest is happy, you tend to feel happy like ok chalo... today I made someone happy by giving them food... normal food...

Interviewer: Ok... ok..

Respondent: that's good, without taking any special effort because that is what I will give

12) Interviewer: Ok... ok... fine... ah... b... you said you mostly purchase organic fruits and vegetables, suppose there is a day that it is not available or you are not able to buy in that case what do you do? (**Absence**)

Respondent: ah... in that case... we have to make go with whatever is there so you tend to choose... you feel that which will not have any chemicals... there is no logic behind it... just whatever you feel that ok... let us do this... ok

Interviewer: Ok... ok.. so you would purchase whatever is available

Respondent: whatever is fresh rather... again what I said... so all the same... with organic food... with inorganic also... we see it is fresh... may be I will not stock up, I will buy for a day... or two may be and then come back.

13) Interviewer: Ok... ok... ah... why... ah.. ok... you said because... fine... ah...m how long have you been purchasing organic? (**Age regression**)

Respondent: For the last four to five years...

Interviewer: for the last four to five years... ok... what did you do before that... what did you purchase?

Respondent: Before that.... I was not purchasing, my mother was purchasing, I don't think at that time there was that much awareness regarding organic fruits and vegetables and definitely if she knew it was bad or something she wouldn't have purchased for us... for her family... but... may be... haan... yeah... in few things that time also we were very particular, I remember my

mother being very particular... in case of green leafy vegetables and all... we had a small patch... in that she used to make sure that she grew natural things in that patch... green leafy vegetables... you cannot grow everything there...

14) Interviewer: Ok... ok... so how did you come to know about organic...

Respondent: we... I studied food process engineering as my discipline... so I used to read about many things and that time I read about organic farming, inorganic farming and then... because of that... so exclusively I was exposed to that... I knew it and moreover my friends who have not studied this also are following it because there is some awareness now... as you study... ah.. as you... now technology is there everywhere... there is awareness... growing awareness about these fruits.... and they are available in most of the supermarkets... so you see... once you are curious you tend to read more about it and get to know what it is.

Interviewer: It was nice speaking to you and thank you for your time, thank you

Respondent: Thank you

Interviewer: Thank you

Laddering – Sind – Bank Officer X

Interviewer: Ok... the first one you have said is no chemical... I'll just one minute... ah...

Respondent: haan..

Interviewer:and the second you have said is the quality, the third is you have said it should not be damaged... and the normal look that is what you have said is the fourth one... and the firmness is the fifth one

Respondent: smell... and sensory thing is the fifth one

Interviewer: Ok... firmness will be fifth or sixth?

Respondent: fifth one

Interviewer: and the sensory thing...

Respondent: and sixth will be smell

Attributes and ranking

Chemical Free – I

Quality – II

Not damaged – III

Normal Look – IV

Firmness – V

Smell – VI

3) Interviewer: sixth one will be smell ok.... so... ah... Sindoora... why is no chemical important to you?

Respondent: ah... because that is what differentiates organic and inorganic food. That is what I feel because... inorganic food means... ah... from what I understand you use pesticides, insecticides and artificial chemicals for growth of those plants from which you get the fruits and vegetables... in case of organic thing you use organic manure that is from... matter... instead of any chemicals so first thing..... that is prime importance.... as I said initially when you already

know that you are living in a polluted environment so unknowing to you a lot of chemicals enter your body so once you know that... through food also it can enter and there is an option of not having those chemicals go into your body by eating organic food so you choose that option... that is why we choose organic foods.

Interviewer: Ok... ok... so why is this ah... factor that chemicals not entering your body is important to you?

Respondent: ah... not entering the body is important because ah... quality of life... there is something called quality of life.... that is the.... Once these chemicals enter our body it damages our system in a variety of ways ah... for example... in case of... now we are talking about fruits and vegetables but in case of ah... pulses and all also there is one enzyme called Rafinose that is supposed to cause flatulence... the same is the case.... once flatulence starts you will... that is health hazard for you... so first it starts with flatulence and then it becomes a gastric trouble and the heart burns... and it leads to one after the other complications in your body so same.... we check the quality... when we talk about air quality that is because through air it enters.... So food quality also.... through food chemicals are entering the body and something which is not native to the body that becomes a mutant in the body and so body reacts adversely to it so I feel that we must ensure... if whatever is possible for us... few things we cannot help it... but few things which we can avoid from entering into the body that we should try to avoid.

Health (V)



Disease prevention (C) (avoid other complications)



Organic (A)



Chemical Free (A)

4) Interviewer: Ok.... Ok... Sindoor then ah... why is this factor quality important to you, the second factor?

Respondent: ah... obviously when you are giving such a huge price you require that it should be of good quality, even if it is organic food, spoilt food is spoilt food only, so that does not make it any superior, so that's why quality is important.

Interviewer: Ok... so... ah... why... you said... you... spoilt food and all, so why is consuming not spoilt food important to you?

Respondent: ah... again the point is once when the food is correct it contains some enzymes, once the food is spoilt the enzymes will change so when that enzymes.... when it is in fresh shape... when we consume that... our body, human body has certain qualities to ingest those enzymes and use it for the body.... Once the food is spoilt the inherent enzymes of the food get converted to the other state... acids or whatever it is scientifically... it changes.... the form of fruit or vegetables changes and again it is a mutant to our body... our body cannot accept something which is foreign to it... fruits and enzymes.... our body contains few enzymes... ah... I mean which can help to digest the food we consume, once the food is foul... that means when the food becomes foul... whatever is the inherent nature of the food when that changes... you call it the food has gone bad... so when you... that is bad that means the composition changes... now our body does not have those respective enzymes or whatever components to ingest that food which is different now so I feel that we should not consume spoilt food because our body will not accept it.

Money (V) (giving such a huge price you require that it should be of good quality)



Not adulterated (C) (food converted to other state)



Quality (A)

5) Interviewer: Ok...ok... ah... and why is that the fruits and vegetable being not damaged is important to you?

Respondent: Once it is damaged the outer skin or something is broken and it is ah... exposed to the environment.... Once the food is exposed to the environment the decomposition of the food

will start.... Once that starts... usually...if the food can be stored for a day or two... if that is broken it will be... it can be only stored for seven hours or eight hours... so in that case again the same thing which I told previously... once the microorganisms react with the food the composition changes and that becomes spoilt... so in order to ensure that we... I feel that it should not be broken and all.

Interviewer: Ok... so you also told me once it is spoilt it affects the digestion... so why is this factor digestion important to you.

Respondent: Ah.... because once the food gets digested only we get energy and we are able to do the normal work so if the food is not getting digested in the body it will only cause irritation because you.... yourself would have experienced when you are having indigestion ah.... apart from your.... ah.... stomach not cooperating you cannot go about doing your routine activities for the day, it spoils your entire day, if the food is not properly digested, first the food has to be digested you get energy... if the food is not digested you are not getting energy and moreover it is causing an hindrance to your day today activity... because your body is not accepting it and you'll fall ill.

Not falling sick (Health) (V)



Not exposed to environment (C)

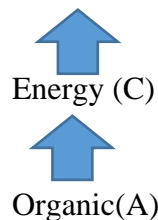


Not damaged (A)

7) Interviewer: Ok... you said by consuming these kind of food you get energy, you are able to work normally and your day today activity you are able to do, so why is this working normal or normal working important to you, or doing your day today activity, routine important to you?

Respondent: ah... it is all about being independent... you do not want...when you are unable to do your work then... what is this... if you are physically handicap or something and if you require some help then it is fine or as you age... your body becomes aged and your bones and all get degenerated you are unable to walk and all, through age it is fine... now at twenty five if I am unable to do things on my own... that will affect my self-esteem... everything... because I have energy only I can go and work... I studied so much and.... If I am not able to do my work, if I am not able lead an independent life and if I am not able to do something to the society then everything is waste.

Self esteem (V)



6) Interviewer: Ok... ah... and why is this factor that it should have normal look important to you the fruit and vegetable... organic

Respondent: Ah... normal look in the sense... see now there is so much hype about genetically modified food... so you just ah... want to be sure that it is not something like genetically modified... it should be normal looking not exceptionally good or polished or thin... because... in case of apples and all here there are many reports regarding that it is coated with wax and all... so once.... In order to make it very attractive and superior and in order to fetch a higher price... it should be normal looking... ah... not like ah... too glossy and all because you know how the normal food looks... it's like yourself without make up... so it is something like that... it should be normal looking, good, fresh, clean... not clean also, sometimes you cannot expect potatoes to be clean... so something like that.

Interviewer: Ok... ah... why is this fact that it should not be a GM food or it should not be polished important to you?

Respondent1: ah... again the case of... ah... it's not that GM food is bad or something... it's just that there is so much... ah... lack of awareness I would put it.. we do not know what GM food does to us basically.... so when you don't know something you are scared of it... it's as simple as that.. so we do not know if it is good or bad or if we can accept it or not... there are no extensive research... it's not been published in the newspaper or something... there are few journals published but it's not been published on a major scale again... so like with anything which you do not know.... things which you do not know.. you associate with a kind of fear... so it's the same case with the genetically modified food or something so... regarding this it should not be polished and all... that is again... the information is there... so you also know it causes harm... one thing is you do not know so you are scared... now you know and you know that when you take this it is harmful, so you do not want to go for that polished thing and all.

Interviewer: Ok... ah..m... and why is this fact that consuming the known food is important to you?

Respondent1: haan... again known food in the sense I would say native food..... that is because we are used to... when we are born in some area our body is acclimatized to certain kind of food we take.... that is also important... as a kid we would have been acclimatized to a climate and to the food grown there... so native food plays a major role and moreover... ah... seasonal food also to be precise... whatever food is available in that season... fruits... if it is summer you can eat mangoes... whatever is available ... when it is winter you eat something else... green peace... something which is available... you eat seasonal food that will again compliment your digestion... your habitat... it is a ecosystem in which you stay... in that area you get that... that you means you eat that and you are fine in that environment... so that's why.

Health (V)



Not Harmful (C)



Normal look (A)

8) Interviewer: Ok... ok... then your fifth factor... firm... that is organic fruits and vegetables being firm... why is it important to you?

Respondent: ah... again... there are few fruits which you associate it with being rotten and not firm... if you include apple and all.. you expect a firm apple because that is supposed to indicate the quality indirectly... if the apple is very soft, you feel that it has already..... decomposition has started, the enzymes are broken down, it is not fit to eat and the same case with potatoes, you want a firm potato, you don't want a soft potato because you feel that once the potato is soft sprouting will start, it will not be good, it will not cook easily... there are so many things which are there scientifically as well as as... ah... in day to day use you realize while eating... so it is not firm, it is not good... like that.

Interviewer: Ok... so... ah... why is this thing... ah... consuming not rotten food important to you?

Respondent: ah... same thing... rotten food will not be digested in our body... you are eating food for getting digested and getting energy... son once the food is not digested in your body... it is waste of eating such a food... so rotten food consumption.... not ok.

Health (V)



Digestion (C)



Firmness (A)

9) Interviewer: Ok.... your next factor was the smell... the sensory thing you said... ah why is sense of smell important to you?

Respondent: ah... generally when you see the food, you touch it, you feel it, you probably can't hear the food.... so next... when you cannot eat it... you try the next sense which is available for your self evaluation that is your nose.... So we associate many things with the smell... we notice the flowers and everything... similarly fruits and vegetables also we have to seek with certain fragrance, mostly citrus fruits... so when you are able to smell... it gives you a feeling that it is not dry... or green leafy vegetables for that matter... that flavour you get it... flavour is supposed to be a mixture of smell and taste... so when you are unable to taste it... you try to get

the other sensory part of it, the smell... not... you cannot smell a potato and see but you can definitely smell a lemon or mint so.... whichever is possible you just tend to take it and see ah... nice smell, fragrance which you associate with fresh fruits... is there in that... ok, it must be good...

Interviewer: Ok... so... ah... why is that the fruits and vegetables being not dry important to you?

Respondent: ah.... what happens is when the vegetable or fruit is dry ah...there are few water soluble nutrients in it... there is a fear that when that water is not there in the food those nutrients are also not there... so apart from energy, carbohydrates and proteins, there are many vitamins and minerals required for our body so all that we have a feeling... perception that... that is lost ... if the food feels dry... again with leafy vegetables once the... it becomes dry...it means it is degrading... it is spoiling.

Interviewer: Ok... ok... so why is this factor the nutrition factor important to you?

Respondent: Again... our body requires iron and all to function normally apart from carbohydrates, calcium and like wise... it also requires nutrients and minerals for proper functioning... for the bones to be string along with proteins, calcium is required, vitamin D is required.... many things are required so... vitamins and minerals everything is a package... as you know in vegetables and fruits... sugars are there of course.... along with proteins maximum content of vitamins and minerals are there in it so that is why you call it package full of minerals so once you consume it... it is like that taste you add you know... to any dish... so that should also be there... main things are carbohydrates and proteins along with that vitamins and minerals are required for functioning of various organs in the body... for your proper health

Interviewer: hm.... Ok... so why is this functioning of various organs in the body important to you?

Respondent1: (Laughs) ah... as you say no... if you are blind by one eye also you are blind... one part of your body doesn't work also you cannot do everything normally, so there will be some hindrance... everything has to work in tandem, even if one thing does not work, they call you sick...

Health (V)



Not Dry (C)



Smell (A)

Health



Balanced diet (carbohydrate, calcium, protein, everything is a package)



Nutrition

10) Interviewer: Ok... ok... so basically you don't want to fall sick... ah...b... you also told me about the flavour, so why is the flavour important to you?

Respondent: ah... flavour is important because when you say taste and all that.... ah... the primary actor is if the food is palatable only we can ingest it, there are many things which will have nutrition... but there is something called palatability... that is accepting... ah.... something eatable, so once it is eatable only ah... you are eating that... see if there is a nice flavour, you tend to consume that food, your body will accept it, your brain will release proper neurons and you will have that thing of satisfaction, so once you have had the flavourful food you will have the feeling you have had nicely... so for that flavour is very important...

Hedonism (V) (had the flavourful food you will have the feeling you have had nicely)



Consumption (C) (see if there is a nice flavour, you tend to consume that food)



Taste/Flavour (A)

Jay Prof I

1) Interviewer: Have you purchased organic fruits and vegetables?

Respondent: Yes, we grow in our house.

Interviewer: ok.... ok... can you tell me any experience of yours in buying fruits and vegetables, it could be pleasant or unpleasant, recently or in the past?

Respondent: For organic fruits?

Interviewer: Any..... this is just your shopping experience regarding fruits and vegetables, it needn't be organic.

Respondent: I go quite often for fruits and vegetables, almost twice a week.

Interviewer: Ok.... ok.... and what organic fruits and vegetables do you buy ma'am?

Respondent: It is seasonal.... so as per the season I buy seasonal fruits..... except for apple..... Apple is always there.

2) Interviewer: Can you give me a few reason for you to purchase organic?

Respondent: See.... the reason is..... in organic..... what happens is the taste..... the taste is much better in organic..... so that is the main reason why I go for organic.

Interviewer: Ok..... When you buy these organic fruits and vegetables, how do you select? What do you see in these organic fruits and vegetables when you select them?

Respondent: I go by whatever you know.....it is a question of trust..... that is why we have started growing in the house, so that we don't have to go out and buy.... But it's a question of trust you have on the vendor. If he says its organic vegetable and you have trust on that.

Interviewer: Ok.... what according to you is organic? What are the attributes it has and what does it mean?

Respondent: See....when you say organic it means that it does not have these pesticides and insecticides, those type of poisonous chemicals..... Chemical free, I would call it..... So that is what I would look for that it should be chemical free.

Interviewer: Ok.... Mam you have told me that you see that the fruits and vegetables are seasonal, organic fruits tastes good and you also said that it is chemical free. Apart from these three factors, many people just buy these organic fruits and vegetables because they are labelled as organic. So how much is that term “organic” important to you?

Respondent: The term itself is not very important, one can label it whatever they want to, but ultimately it should be natural.... You know... that is important. Naturally grown is what it is and labelling it does not make much of a difference....

3) Interviewer: Ok.... So mam.....you have given me these four factors that it should be seasonal, it should be tasty, chemical free and naturally grown fruits and vegetables. Can you rank these four factors from being most to least important?

Respondent: **First would be natural, because once it is natural then all the other things are included in it. Second would be chemical free, third would be seasonal and fourth the taste.**

4) Interviewer: Ok.... Why is it being natural very important to you?

Respondent: When you are with nature, you know your body and other things are natural. It becomes easy for your body to digest and it blends with your body. Once it is natural and chemical free or pesticide free whatever you call it, it becomes easy to digest and it is nutritious and healthy.

Interviewer: Ok... You said it is easy to digest, the nutrition part and the health part, so how important is this nutrition factor to you?

Respondent: Nutrition factor.... Ah... is not very important, because, what happens is every fruit has got vitamins and minerals..... Every fruit has it, it is a question as to which fruit you select and when you select. Thus seasonal fruits are better and good for your system, during that time of the year, for it is ideally suited for that season. For example..... in summer you have..... ah.... watermelon which is good. So it is better to have as it has water content and it becomes ideal to consume during that time..... So that is what I feel about it.

Interviewer: Ok.... Why is being healthy important to you?

Respondent: Only then you can do everything..... If you aren't healthy then you wouldn't be able to continue anything..... Energy is very important for you, in order to have energy, you need

to have a healthy life..... in the sense sickness free. You should feel happy about it. So that will give you happiness also.

Interviewer: You said that you should feel happy about it, could you please elaborate on feeling happy?

Respondent: Happiness is something which..... you know....because of that whatever you're doing, if it gives happiness to you, it is good for your health. Happiness is good for your health is because it keeps you live, smiling and agile..... So there are so many positive aspects of happiness..... So positivity would come once you are happy. By nature, we are all happy, but we make ourselves unhappy and that is where the problem is....

5) Interviewer: Yeah.... yes mam....so ... why is it being chemical free important to you?

Respondent: Because again your body you know..... all the medications, allelopathy, etc are all chemicals. Chemicals going inside your body will have reactions and diseases such as cancer are caused because of this reason..... So what you take in your food is very important.

Interviewer: And..... why is this chemicals not going into your body important to you?

Respondent: So that is what I am saying.... Once it goes inside, it becomes a poison for you.

6) Interviewer: Yes..... then mam the third factor, seasonal, why is it being seasonal important to you?

Respondent: Season..... one the economic factor, as fruits are cheaper plus it goes with the weather conditions of that time. When you feed your body, during that time, with those fruits, it is easier for your body to digest and get benefit out of that..... easy available also.... as that is the season... so everyone is having those fruits. So that is the reason. They are also fresh during that time....

Interviewer: Ok.... ok... you said it is easy to get benefits out of these seasonal fruits and vegetables, so what is the benefit?

Respondent: Human body, I'm talking about the human body.

Interviewer: yeah.... what is the benefit that our human body will get?

Respondent: Digestion, ultimately food has to get converted into energy. So when it gets easily digested then it gets converted into whatever the body requires, much easier and faster, without strain to your digestive system..... our stomach is so small and we are putting so much into it, thereby stressing the stomach. Thus eating a fruit in its season makes it easier to digest it as well.

Interviewer: Ok.... you also said that the seasonal fruits are fresh, so why is it being fresh important to you?

Respondent: Because... they are grown during that time and there is a crop of that only. For example, guava, there is plenty of guava during its season with more variety and thus it is fresh.... There are some fruits which you can grow and keep it for six months also probably.... I don't know..... It is fresh fruit during the season..... It is easily available you know..... as you see those fruits everywhere.

7) Interviewer: Ok... the fourth factor is taste, so why is it being tasty important to you?

Respondent: Taste is also important and we grow about 20 vegetables on the terrace and we have lot of fruits as well. What happens is that when we are using that vegetable and cooking you don't need to add anything..... just little bit of seasoning you do it..... it's so nice..... Fruits such as custard apple, guava and mangoes are so sweet. People are just asking..... because it is grown in the house, we don't use any pesticides or insecticides at all. Specially, green leafy vegetables including coriander, when they are plucked from the terrace, it has a completely different taste. There is no requirement of adding any masalas as the taste in itself is good. I've experienced it, is the reason why I'm telling you.

Interviewer: Ok.... you said you get a very different taste..... which many people have asked you about, why is that thing.... sweetness.... so important to you?

Respondent: By nature itself a fruit has to be sweet, but now when we want to give them color and preserve them so we inject something in it..... This spoils the sweetness and it becomes bland. When you use fruits from abroad there is no taste, absolutely no taste..... Natural has that sweetness.

8) Interviewer: Ok.... Do you invite your friends and relatives to your home?
(Situational/Occasion)

Respondent: Oh so many times.... Suresh has become a celebrity in the sense, ours has become a green-house now. We have solar panels producing energy; from kitchen waste we produce cooking gas; from the slurry we get organic manure, from which we have started this kitchen garden. So there are about 20 vegetables in the house itself. Even now, there are visitors.... There are some 50 to 60 visitors coming and seeing you know..... and this story has come in “Your Story”..... and it has got wide publicity and all the TV channels, press and other organizations are invited to see because they could not believe it, that in one house you’ve done everything and they can come and see what has been done. It’s not technology or rocket science, but he has done that. Even now, he is speaking to a person who has come to see as to how we have done everything. So this a green-house that we are talking about. If you want, I’d send you all our vegetables and the photographs.

Interviewer: Yes ma’am you can send me those photographs

Respondent: Many people have come on video and everyday you will see.... Somebody coming on the video and interviewing him.... in the press they are interviewing him.... so many phone..... He got 80,000 hits which is second maximum hits, on “Yourstory”. So that is what people are looking for, they go home and do whatever they want..... Some people see this as a business opportunity, but he is doing social service and doesn’t charge anything. However, if somebody wants to do solar then he tells this is the person and somebody wants to do biogas.... He has got people....and now, all over the world he has been invited to speak, as well as all over the country. He has been to Bangkok, Indian Institute of sciences and everywhere he has been invited to speak. Uk also the government wants him to come.... One small Island is there..... You should visit too, as everybody is visiting.

Interviewer: Sure I’ll come. I’ll surely visit ma’am.

Respondent: You do one thing, you ping “Solar Suresh”, you’ll get it on “Yourstory”. Its yourstory.com, very well written, the lady has written beautifully.

Interviewer: Ok.... so mam when so many people visit you..... you tell them about this organic fruits and vegetables, so they’re happy about it and you also said that they also explore business opportunities..... I mean you actually guide them into this. So how does it feel mam.... when you do all this?

Respondent: Very happy at the end of it. See... Sunday we had about 60 people coming here from Rotary..... One rotary club here.... So they came in groups with their family in two groups..... So what I did was, from the mango trees, we plucked out raw mangoes, about 10-12 of them, and prepared a juice from it. I added a little bit of sugar, saffron and crushed cumin and curry leaves.... I tell you they enjoyed so much. It was a fresh fruit taken from the tree, so the taste is completely different. The comments that I got from them is something good. So many people I had given as there were so mangoes were also there on the tree. When we give fruits or vegetables to somebody, they say that the taste is completely different and very nice. We are experiencing that on a continuous basis. Outside we are not too sure, if it is organic or not, they might say it is organic but we can't be very sure about it. That is why I'm so confidently telling.

9) Interviewer: Ok.... and mam how long have you been doing this, growing organic and purchasing organic fruits and vegetables? (**Age regression**)

Respondent: Its been for the last two years or so. Trees we have had for a long time, the mango tree, however, is about 25 years old. Our house is 40 years old. Some of the trees that are quite old include mango and custard apple. The terrace garden alone we've grown now. But the majority of the trees around here are very old.

Interviewer: But when did you actually get into this, that you should get only organic fruits and vegetables?

Respondent: When we put a biogas plant automatically there is a slurry that is coming out, which gets collected in the bucket..... So what to do with the slurry. It is organic because we had used only eatables, spoilt, yet still its organic waste that had been put in the biogas. It is not cowdung. There were vegetables, spoilt fruits, rice, etc., but it is all eatables..... so when we saw that slurry coming out.... We said ok.... and we already had these trees and so then we started with 5 pots now there are 70 on the terrace. So that is how the whole thing started.

Interviewer: So when was that ma'am, three to four years back?

Respondent: Yes it has been three to four years.

Interviewer: What vegetables and fruits did you buy before getting into organic?

Respondent: We used to buy whatever was available in the market. However, because of our experiences at home, we realized what is organic basically. Till then we had not realized, as we were buying whatever and wherever it was available from. But because of experiencing, then we understood that it is really good.

10) Interviewer: How did you get to know about organic? Did you hear it from someone or read it in a paper article? How did you come to know about this?

Respondent: There are so many shops that have come up only for organic. But we had it out of experience and not from other sources.

Interviewer: So you started growing and realized that you liked it?

Respondent: Yes..... and Suresh has got diabetes. So in diabetes, they say that you should not use anything that is sweet, even the oil should be the cold press oil and not be filtered, rice as well, brown rice and that is how we got into all this.

Interviewer: What is the oil you said ma'am? It should not be what oil?

Respondent: It should not be filtered oil, but it should be cold press oil. They remove clarity from the oil and add substances that are not good and that is how we got into organic. And he had diabetes for quite some time, so a doctor from Pune has a website which says free from diabetes. He has proved, he was in diabetes, he says that I have some juice in the morning, and so on. Thus all these factors work for us simultaneously. But one of the main reasons was health factors.

Interviewer: Ok mam... thank you and nice speaking to you. Thank you for your time.

Jay Laddering – Prof I

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Attributes and Ranking

Natural – I

Chemical Free – II

Seasonal – III

Taste – IV

Feels organic is just a term.

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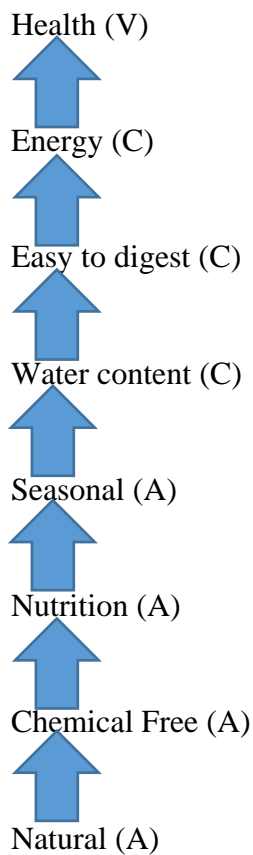
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Interviewer: And.... why is this chemicals not going into your body important to you?

Respondent: So that is what I am saying.... Once it goes inside, it becomes a poison for you.

Health (V)



Poisonous (C)



Chemical Free (A)

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Respondent: Season..... one the economic factor, as fruits are cheaper plus it goes with the weather conditions of that time. When you feed your body, during that time, with those fruits, it is easier for your body to digest and get benefit out of that..... easy available also.... as that is the season... so everyone is having those fruits. So that is the reason. They are also fresh during that time....

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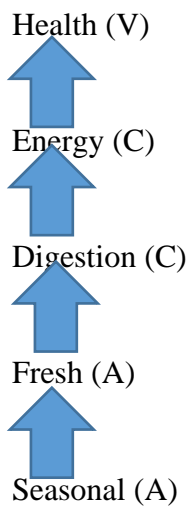
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bland. When you use fruits from abroad there is no taste, absolutely no taste..... Natural has that sweetness.

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Enjoying (V) (Hedonism)



Enables consumption (C)



Taste (A)

Su – Professor II

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: See.... first of all a quick background is I stay on a campus. I stay on a academic university campus. The IIT campus is a 650 acre campus. Mostly we purchase our fruits and vegetables from a shop, which is located well within the campus and there are two fruits and vegetable shops here, one of it is run of the mill kind where the supply chain is ordinary and the other is called as land to kitchen. The latter promotes a lot of organic farming. It takes a lot from the farmers and it is more of an operator model, we do get a lot of organic fruits and vegetables from that shop. Land to kitchen is an online model, the other one is an old supply chain model where it is a physical shop, where you can go and buy fruits and vegetables from that shop. But there we don't know if it is organic or if there has been a usage of pesticide. These are the two physical models that are available to us within the campus. Most of us on campus we either go to one or both of them depending upon our requirements. So we do not patronize organic, it depends on our requirements. But for certain vegetables, I order it online, mainly because of the convenience and I'm happy with the quality, but certain fruits, especially, I'm not happy with what the online model offers to me, so I go there and check it, because when I go to the shop, I know what I'm buying.

Interviewer: What kind of organic fruits and vegetables do you buy?

Respondent: If you look at fruits, because of the usage of pesticides and all these mechanisms to store fruits and vegetables, what happens is even those fruits that are considered seasonal are available mostly throughout the year. Especially mango, we would prefer a mango to be naturally ripened. Artificially ripened mangos are ripened by adding color and other things. It looks quite yellow and appealing, but then it has a really bad taste. It is quite difficult to verify. One of the biggest difficulties is that people who claim that they are organic farmers and they charge a higher rate, it is not verifiable, as you do not have any stamp of authority to tell that they are actually organic. So the thing is are they actually organic as they claim themselves to be, fruits, especially seasonal fruits, like mango, that is available in plenty in summer, 30% of the mangoes that arrive in the market are not artificially ripened. Thus the minute it is said that it is

artificially ripened it is not organic anymore. The same goes with bananas also. So when you try to artificially ripen the fruits, you are not letting nature to take its own course.

Interviewer: You said there are times when you don't purchase organic but there are times when you purchase organic as well... so can you give a few reasons for you to purchase organic fruits and vegetables?

Respondent: One predominant reason for organic fruits and vegetables is you feel that it is the closest you can get to its natural taste, but the flip side of buying things organic is that you really aren't sure about the if you want to go for something in the bag of pesticides in all of it and you might end up with worms and other things in the vegetables you buy because nobody is going to sort it out and give it to you as it is far more expensive. The main thing as per my understanding is organic has no usage of pesticides or insecticides, that is what is organic farming and you are going to go to the age old farming method. Organic farming, as such in India, is again a very elitist concept and not all of us understand it as it should be and even though we might want to have things that are organic, we really do not have verifiability and that is the main thing. Even if you have a few shops that claim to be organic, like pulses for an instance that we buy, there is a particular variety that claims to be 24 by 7 our mantra, which is an organic supplier, but we really do not know if it is authentic or not. Second thing to not go for organic is perishability, as they don't stay as long as we think it is. We have to consume very fast and..... shrinking family sizes, which results in starting to buy very little. Sometimes it forces you to go back to what you were doing. So you cannot know, perishability really..... in hot weather conditions like what India has. You don't want to have pulses here that are going to perish really fast, as we are facing one of the worst summers in India, the temperature is 40 to 42 degrees, in most parts of the country. Earlier in Indian household, the average family size would be 8 members in a family, now we are less that 3-4, so the shrinking size, so you do not buy too much quantity. Atleast 30 years back people used to buy 10 kilos of rice in a house, nowadays they are buying less than 3 kilos of rice. That is how the quantities have dropped, so now what is the price you are willing to pay, gets to play the major role

2) Interviewer: So mam you have given me few reasons for you to purchase organic one is it should be pesticide free and second is it should not be artificially ripened and it has a natural taste. The term "organic", how much is that important to you?

Respondent: The word organic is more of a jargon. If you look back in India, I think that the organic thing was existent prior to a lot of centralization that happened. If I go back to my childhood, I don't think that the food that was available in my grandmother's house used to be 100% organic. Somewhere down the line, when we entered in the supermarket era,... I remember in my childhood, picking the worms from rice and picking small insects from dal used to be a regular affair in most households. We would never get pulses that were clean. Ladies finger and brinjal always used to have one form of worm or another in it, this is how I remember growing up. Somewhere down, midway, all these packaged affordability increased, as a result of which, people expected clean food. So you really don't know if it is clean things or organic which has been cleaned or whether if it is that pests have been killed before harvest. The end consumer doesn't really know where you are getting your food from. As a consumer I would say that I want organic but I did not bother till very recently, that whether I was having organic or something with pesticides. The level of interest for me was not whether I was eating organic food or not and somewhere down the line you will see an awareness will increase when you see your children growing up and getting used to unhealthy health habits, you'd want to revert what you did earlier, so that is where you start insisting on going organic. We had a very strange lifestyle. To be very frank, I really don't care if I am getting organic or not, however, there are certain things that I would like organic, eg. Milk, is something I would like organic. So in the hierarchy, milk is something that I would prefer organic, fruits I would prefer organic to a certain extent, for vegetables, I don't want to see a worm crawling out on my desk. So that is how I would go.

Interviewer: So mam these factors you have told me pesticide free, artificial ripening, natural taste and organic itself... can you rank them first, second, third, fourth based on your preference..... which will come first, which will come second like...?

Respondent: For example when I talk about milk, I don't want to have milk that is going to be bad sitting in a refrigerator for months together and not getting spoilt, obviously there is something wrong with it. Milk is perishable, no matter how much it is kept, it is perishable. The best shelf life of milk should be a day or two, even in a refrigerated environment. Anything for more than that, then it is definitely not healthy according to me. When it comes to milk I'm not ready to compromise on it, beyond a particular point. Fruits are far more perishable in the sense

that, especially when we look at banana, banana is a very important fruit, affordability of banana is higher, but then the taste is very important. When we become parents we become very conscious about what we feed our children, as how certain chemicals can affect the growth of a child. So then we become more cautious about what we are feeding children. Thus the first reason would be health, more than myself, given the Indian ethos and conditioning we have, if you are a parent you go for the children's health so it triggers you to go for organic so health plays a very very important part and the second is you would like to retain the taste... These are the two major factors.... Price is not because of affordability..., I am definitely not price sensitive, I would not mind paying a couple of bugs higher for fetching me better health.

Interviewer: What about the factors perishability, pesticide free and artificial ripening?

Respondent: It depends on what media is feeding me with, I was in the US in 2004 with a 5 year old daughter and people said not to give those canned milk. I used to go and buy organic milk which was at least 30% higher than the usual milk, because it was said that the milk had a lot more factors like growth of the child. When the fear factor is there, I certainly don't want to experiment with organic food, but if the fear factor is not there then I'm basically interested.

3) Interviewer: You've ranked health as first, taste as second. So how do I rank these factors – perishability, artificial ripening and pesticide free?

Respondent: Taste and artificial ripening go together, because if you are artificially ripening the fruit, you would lose the natural taste, so I would put both of them together. Perishability would result in health issues, thus it depends on how perishable is the product. If there are preservatives added to increase the longevity of the food, then in the long run it is going to affect the health also. For example, people are moving back to having native breeds such as the cow, even though the yield is low, it is better to have a native breed than a cow which is giving you 40 liters per day, but then there is a niche.

Interviewer: And pesticide free, will it be third?

Respondent: I think we need to have a very clear balance, as we need pesticides but how much of it is important, I would put that as third.

4) Interviewer: So why is this factor health, very important to you?

Respondent: I think urbanization is happening at a rapid pace and eating habits are changing. We are not native anymore, we are eating dal chappathi and sambhar rasam with equal gusto as we eat pizza and pasta. We are not native, we need to look at it. My grandparents were eating only something that was very native. Today it is all over the place as we are having no control over what we are eating. While it might look very fashionable to do a particular thing, but in the long run you can see certain health issues at a younger age, where they used to be diabetic at 60, now people are getting diabetic at 40. So the onset of our health issues is happening at a much younger age. One thing what we could do is to revert to what our grandparents did back in the day, that is what I mean by health.

5) Interviewer: So why is this perishability important to you?

Respondent: Again when it comes to perishability, for example, I am repeating myself, but traditionally or culturally the way we are used to food consumption is we cook every day. So whatever is cooked in the morning is consumed in a day or two. So you can find processed food, the consumption, even at the urban level is pretty low, in India. So we prefer to eat our food hot, fresh and cooked. That is something we have been culturally conditioned to. We believe that we want to have fresh food. If somebody gives me a brinjal or potato, which would last for 3 months before decaying, then obviously it is not something as everything has perishability and this thing is not a natural process of the vegetable.

Interviewer: You said that we are conditioned to consume fresh food, so why is consuming fresh food so important to you?

Respondent: It is important because I don't like stale food, I don't like reheated food, thus consuming fresh food is very important. Again, it is a culturally conditioned way, you don't like to have your food which is fresh.

6) Interviewer: Why is natural taste important to you?

Respondent: If you have been a person consuming seasonal food... taste comes from..... the way we prepare our vegetables it is very different, we cook the vegetables, very rarely do we eat them raw. The way our cooking is that we cook vegetables. We expect a certain taste form the vegetable to manifest itself while cooking a particular dish. That's the taste as we expect a particular vegetable to lend its particular flavor to the particular dish. Actually having a lot of

vegetables which are losing out on their natural taste, for example if you take ladies finger, ladies finger has its own taste and flavor, if you take bitter melon, bitter melon has its own taste and flavor now if you are going to have some process which is not able to sustain..... if you are taking a ladies finger and a beans and if they are going to taste alike then there is a problem with consumption. So that is what I mean with natural taste. Even if you are looking at the same family of vegetables say for example if you are looking at cluster beans and beans, each one has its unique taste... You cannot replace beans with cluster beans or vice versa.... That is what I mean.

7) Interviewer: So why is this not being artificially ripened important to you?

Respondent: I think that it is a very serious issue, in the retail fruit market, because when you start artificially ripening fruits, all you are gaining is..... you cannot improve the taste of the fruit..... that is what is the biggest issue and you cannot.... You are going to add something which is not..... For example you get apples that claim to be from New Zealand and they look very shiny, if seen closely you'll notice that they'd have added a layer of wax to these apples. So if people consume the wax, it is going to be very dangerous for them. It is important that we should know what we are eating.

8) Interviewer: So why is this pesticide free important to you?

Respondent: Generally if you feel that you aren't comfortable with chemically nurtured things, if a pesticide is strong enough to kill an insect, then at some point of time, it will also be strong enough to affect your health as well. The real reason that none of us as consumers know what is the level of pesticides that have been used for a particular crop. You would not know what is happening at the farmers level, there is nothing that tells you what is happening there, thereby as a consumer you are a completely ignorant person. However, if some person is doing it, it gives me a level of confidence that I have not used pesticides. It is a no brainer that a person who eats pesticides based crops is not very healthy. But the level of pesticides used no way I can know as a consumer. So I would prefer a lower level of that.

9) Interviewer: You must be inviting your friends and relatives home and offered them organic fruits and vegetables, can you describe one such occasion? (Occasion/Situational)

Respondent: My brother has a farm very close to Bengaluru, in a place called Hosur, everytime he has about 3-4 vegetables in the farm. so we can definitely find a significant difference, when we go there and get back the crop and distribute the vegetables among family and friends, so yes we can definitely find a difference in taste between organic and what is available in the regular market.

Interviewer: So do you give your brother a feedback as to how it was and how you felt?

Respondent: Definitely yes, right from the size to the taste difference, there is a big difference.

Interviewer: How does he feel when you give him a positive feedback?

Respondent: Actually he has someone else to take care of the farm. I would put it this way that all of us would like to go cycling to work because it is the best thing to do, but only a few of us can actually do it. Similarly, all of us would like to have organic fruits and vegetables but feasibility and sustainability is a huge issue. I'm not an activist to say that I eat only organic fruits and vegetables, but I definitely prefer organic fruits and vegetables.

10) Interviewer: How long have you been purchasing organic fruits and vegetables? (Age regression)

Respondent: About five to six years.

Interviewer: So before that you were going for normal fruits and vegetables?

Respondent: When we were growing up as teenagers, in our house itself we used to have cabbage, beans and plankton, in the backyard of our house and all of them were completely organic as we never used any pesticides, but then we used to have a lot of pests, that used to be there. Guava used to have worms infested in them...

Interviewer: How did you come to know about these organic things?

Respondent: Over the last five years people have switched on, this is a new wave that people are talking is organic fruits or vegetables. I think it is a marketing gimmick and I yet don't know how real it is.

Interviewer: While discussing the health factor, you said you would want to consume safe food. Can you elaborate a little on it?

Respondent: The tradeoff as urban citizens we face is between convenience versus the nuisance factor. If I have to leave for work at 8 in the morning, I don't want to be spending an hour cleaning the vegetables and weeding out the pest, I would rather settle for something easier. So this is the constant trade off what all of us are going to face, whether I am going for something that is conveniently offered to me, for example if somebody is offering me cut vegetables, I know I'm losing out on the nutrition factor, but it is very convenient. This tradeoff is constantly there, what am I going to choose and how is it going to waive my tradeoff. Sometimes I am going to weigh my health factor so high that my convenience is going to take a back seat, that I will always go with the health factor. But sadly most of the times convenience plays a very huge thing, if I have to be leaving at 8, I don't want to be spending an hour or two in the morning, on just planning up and cleaning my food. So that is a very important factor. Even though I know it is a healthier choice – organic farming, various other reasons have sometimes compelled not to go for it, one of which could be economy, one could be convenience.

Interviewer: You also said that because it is healthy, it does not lead to certain lifestyle diseases such as diabetes as we want to live longer. Can you elaborate on that?

Respondent: It is not exactly long life. What I meant by lifestyle related diseases is..... again it is a very very catch-22 situation... for example we have moved away from our tradition eating habits to cosmopolitan eating habits. I grew up in Hyderabad, so rotis and chappatis have been a part of our diet. Whereas if you have been growing up in Chennai, you are more of a rice eater. So now it isn't just chappati and rice, its bread and pizza and everything else comes into what I'm eating. Since we have transitioned from traditional eating habits to cosmopolitan eating habits, we have not thought much about how the eating habits would impact us in the long run. There was a period when everyone preferred eating cereals for breakfast in the morning, without too much of thought as to whether it is going to impact your health in the long run or not. So the latest fad in India is go native, get back to what your grand-parents were eating. In my opinion, while searching for solution, we need to also understand how sustainable and practical the solutions are going to be. If we are narrowing our food choices, tomorrow we will be affected as a result of these food choices. Now being global, if I were to restrict my food choices to eating just chappatis and rice, then if I happen to travel abroad, I won't find roti or rice being offered there, I need to know how to eat other types of food as well. There are challenges, but none of us

have any solutions to the challenges at this point of time. In our own local wisdom we try to solve it to the best of our ability.

Interviewer: Thank you mam, it was nice speaking to you, thanks for your time mam.

Su – ProfessorII – Laddering

3) Interviewer: You've ranked health as first, taste as second. So how do I rank these factors – perishability, artificial ripening and pesticide free?

Respondent: Taste and artificial ripening go together, because if you are artificially ripening the fruit, you would lose the natural taste, so I would put both of them together. Perishability would result in health issues, thus it depends on how perishable is the product. If there are preservatives added to increase the longevity of the food, then in the long run it is going to affect the health also. For example, people are moving back to having native breeds such as the cow, even though the yield is low, it is better to have a native breed than a cow which is giving you 40 liters per day, but then there is a niche.

Interviewer: And pesticide free, will it be third?

Respondent: I think we need to have a very clear balance, as we need pesticides but how much of it is important, I would put that as third.

Attributes and Ranking

Health – I

Perishability - I

Taste – II

Artificial Ripening - II

Pesticide Free – III

3) Interviewer: So why is this factor health, very important to you?

Respondent: I think urbanization is happening at a rapid pace and eating habits are changing. We are not native anymore, we are eating dal chappathi and sambhar rasam with equal gusto as we eat pizza and pasta. We are not native, we need to look at it. My grandparents were eating only something that was very native. Today it is all over the place as we are having no control over what we are eating. While it might look very fashionable to do a particular thing, but in the long run you can see certain health issues at a younger age, where they used to be diabetic at 60, now people are getting diabetic at 40. So the onset of our health issues is happening at a much

younger age. One thing what we could do is to revert to what our grandparents did back in the day, that is what I mean by health.

Health (V)



Disease prevention (C)



Native – Locally grown (A) (My grandparents were eating only something that was very native)

4) Interviewer: So why is this perishability important to you?

Respondent: Again when it comes to perishability, for example, I am repeating myself, but traditionally or culturally the way we are used to food consumption is we cook every day. So whatever is cooked in the morning is consumed in a day or two. So you can find processed food consumption, even at the urban level is pretty low, in India. So we prefer to eat our food hot, fresh and cooked. That is something we have been culturally conditioned to. We believe that we want to have fresh food. If somebody gives me a brinjal or potato, which would last for 3 months before decaying, then obviously it is not something as everything has perishability and this thing is not a natural process of the vegetable.

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Cultural Conditioning (V) (Respect for tradition)



Consumption (C)



Fresh (A)



Perishability (A)

5) Interviewer: Why is natural taste important to you?

Respondent: If you have been a person consuming seasonal food... taste comes from..... the way we prepare our vegetables it is very different, we cook the vegetables, very rarely do we eat them raw. The way our cooking is that we cook vegetables. We expect a certain taste form the vegetable to manifest itself while cooking a particular dish. That's the taste as we expect a particular vegetable to lend its particular flavor to the particular dish. Actually having a lot of vegetables which are loosing out on their natural taste, for example if you take ladies finger, ladies finger has its own taste and flavor, if you take bitter gourd, bitter gourd has its own taste and flavor now if you are going to have some process which is not able to sustain..... if you are taking a ladies finger and a beans and if they are going to taste alike then there is a problem with consumption. So that is what I mean with natural taste. Even if you are looking at the same family of vegetables say for example if you are looking at cluster beans and beans, each one has its unique taste... You cannot replace beans with cluster beans or vice versa.... That is what I mean.

Traditional way of preparing (V)



Consumption (C)



Natural Taste (A)

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Respondent: I think that it is a very serious issue, in the retail fruit market, because when you start artificially ripening fruits, all you are gaining is..... you cannot improve the taste of the fruit..... that is what is the biggest issue and you cannot.... You are going to add something which is not..... For example you get apples that claim to be from New Zealand and they look very shiny, if seen closely you'll notice that they'd have added a layer of wax to these apples. So if people consume the wax, it is going to be very dangerous for them. It is important that we should know what we are eating.

Health (V)



Not adulterated (C) (add something to improve the look)



Artificially ripened (A)

7) Interviewer: So why is this pesticide free important to you?

Respondent: Generally if you feel that you aren't comfortable with chemically nurtured things, if a pesticide is strong enough to kill an insect, then at some point of time, it will also be strong enough to affect your health as well. The real reason that none of us as consumers know what is the level of pesticides that have been used for a particular crop. You would not know what is happening at the farmers level, there is nothing that tells you what is happening there, thereby as a consumer you are a completely ignorant person. However, if some person is doing it, it gives me a level of confidence that I have not used pesticides. It is a no brainer that a person who eats pesticides based crops is not very healthy. But the level of pesticides used no way I can know as a consumer. So I would prefer a lower level of that.

Interviewer: So mam these factors you have told me pesticide free, artificial ripening, natural taste and organic itself... can you rank them first, second, third, fourth based on your preference..... which will come first, which will come second like...?

Respondent: For example when I talk about milk, I don't want to have milk that is going to be bad sitting in a refrigerator for months together and not getting spoilt, obviously there is something wrong with it. Milk is perishable, no matter how much it is kept, it is perishable. The

best shelf life of milk should be a day or two, even in a refrigerated environment. Anything for more than that, then it is definitely not healthy according to me. When it comes to milk I'm not ready to compromise on it, beyond a particular point. Fruits are far more perishable in the sense that, especially when we look at banana, banana is a very important fruit, affordability of banana is higher, but then the taste is very important. When we become parents we become very conscious about what we feed our children, as how certain chemicals can affect the growth of a child. So then we become more cautious about what we are feeding children. Thus the first reason would be health, more than myself, given the Indian ethos and conditioning we have, if you are a parent you go for the children's health so it triggers you to go for organic so health plays a very very important part and the second is you would like to retain the taste... These are the two major factors.... Price is not because of affordability..., I am definitely not price sensitive, I would not mind paying a couple of bugs higher for fetching me better health.

Health (V)



Not adulterated (C) (Lasting for months and not getting spoilt)



Pesticide Free/Chemical Free (A)

Professor III - Gop

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Shopping experience as in what sense, is it pertaining to organic or general shopping experience?

2) Interviewer: General shopping experience with regard to purchase of fruits and vegetables

Respondent: If you take in India, we generally go to a local market. The preference is more towards the local market, because we feel that super markets generally have old stock and many of these supermarkets even induce chemicals to ripen the fruit and things like that. My basic degree is B.Sc. Agriculture, what I understand is, if you go and buy it in the street, we call it shandy in Chennai, it's a market place, mostly in front of temples, bus stands and railway stations. There would be about 20-30 vegetable shops on the pavement. The price will be very less and you will get good quality as well, fresh one, because these vendors don't have the capacity for refrigeration. So whatever they procure from the wholesale market that is sold off mostly the same day, except for potatoes and onions, that can be stored without refrigeration for a few days, all other green vegetables are sold every day.

Interviewer: So what kind of organic fruits and vegetables do you buy?

Respondent: In terms of the choices, it is very less, for where I am in Chennai, mostly what we get in terms of vegetables and fruits, the choice is less, because the idea has still not been perceived by the farmers and farming community. So what we generally get, in terms of fruits, is mostly, mangoes that are organically done, in certain areas where we purchase and the price is also very high, because the production is less, the price is generally high. The other vegetables, the ones I normally get are green leafy vegetables, which are grown mostly in small plot, the landholdings are small, which is almost like a kitchen garden. So these people get fresh organic vegetables, probably lady's finger, a few tomatoes, as tomatoes are available and all leafy vegetables, things like broccoli and other green leafy vegetables like Spinach....

3) Interviewer: Can you give me a few reasons for your to purchase organic?

Respondent: I'm an Ayurvedic doctor and professor, I am aware that the concept has shifted down to organic, because chemical usage is not there. So that is definitely a plus point and that it is not artificially sweetened or ripened which we are using. So organic vegetables are healthier as it does not have any residual pesticides and chemical fertilizers, thus it is 100% healthy as it doesn't interfere with our metabolism of the body.

Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: We look at primarily the freshness of the vegetable and we are aware of the texture and things of the sort, with which we are able to identify whether or not the vegetable is fresh and healthy. Thus it is one of the main criteria

4) Interviewer: You have given me six factors – quality, freshness, chemical free, not artificially ripened, healthy and it doesn't contain pesticides. Could you rank these six factors from most to least important?

Respondent: First one is health consciousness, second thing is residual chemicals that we should avoid, the freshness of the product is also there. We cannot rank the six factors, as all of them are equally important, you can use your intuition and arrange them

Interviewer: I would need your preference sir. The remaining is quality, artificially ripened and no pesticide. Please rank these three

Respondent: So rank them as four, five and six, quality is fourth, artificially ripened is fifth and no pesticide is sixth.

Interviewer: So healthy being first, chemical free second, freshness third, quality is fourth, fifth one is artificial ripening and sixth is pesticide free,...?

Respondent: Yeah....

5) Interviewer: So this term organic, how much is this term important to you?

Respondent: Earlier before the advent of PL 480 grains being imported from US, the entire farming production that was done was organic, I remember, I'm 60 today, 40 years back, after my basic degree, I went to sell fertilizers for a multinational company and we had to convince

the farmers to use the fertilizers, I'm one of the culprits, who has polluted the soil. We use to compel them to add fertilizers, but we had more mouths to feed, that time it was a short term thing that we needed more food grains because the population was large and the country was importing food grains, so to prevent that we did it, at that point of time. Now we have reached things like **soil problems, acidic soil has come in the picture, soil pollution levels have gone up, and water bodies are being polluted.** So definitely we should return to organic farming and off-late lot of NGO's have entered into it and they are doing a good job. Sri Sri Ravi Shankar, art of living.... all these people have started working separately and have been successful in this field of converting more people into organic farming. So the awareness has come in.

6) Interviewer: So will you rank this term organic as well? What rank would you give it?

Respondent: Yes, **it would supersede all others. It would be number 1** and the others would move down.

7) Interviewer: Why is the factor being organic important to you?

Respondent: As said.... all the criteria we just discussed, the same thing.... organic means we eliminate all this. Firstly, we have healthy food, then there is no pesticide, fertilizers, deposits of Sulphur and phosphate is not there, the water body pollution is reduced, well water pollution is reduced. In the main areas in India, this problem has become very acute. Thus the organic farming is much better.

8) Interviewer: Why is being healthy important to you?

Respondent: Ultimately for the people who are living in this world have to be healthy. That is very essential. Since I am an agri graduate and I've graduated in Bachelors in Ayurvedic medicine and surgery, the awareness has gone up very high. It is very essential that we remain healthy, especially now, when longevity is more and we have all psychosomatic diseases such as diabetes, definitely the awareness has come in to a very great extent now.

9) Interviewer: So why is this factor freshness important to you?

Respondent: If you buy some vegetables, like green leafy vegetables and store it in the fridge, the moisture content goes away, in many cases the nutrients go away as well, so freshness is very important. In the days to come, the awareness level has to go up to a certain extent that we eat

raw vegetables, consume fibre, even that awareness has to come in.... because in certain amount of cooking you lose nutritive value also.

Interviewer: So why is this fruits and vegetables should have nutritive value?

Respondent: Nutritive value is the base... based on the nutritive value is our health determined, we need to get all the vitamins and micro nutrients, because if there is no nutritive value, we would be eating only fiber, like cow eating hay. Grass is nutritive, hay isn't. it doesn't give you any nutritive value

10) Interviewer: Why is the factor chemical free important to you?

Respondent: It affects the metabolism in all ways. You'll end up with all other diseases also because of this. Whatever we eat, we should have the pH level balance, as 80% of the body right from the brain to blood is all water, so the pH level should be normal only then your metabolism can take place, whatever food is consumed, suppose there is more acidic in your system, it will result in brittle bones and other enzymes will be affected. So this is very important

11) Interviewer: So why is the factor quality important to you? Elaborate more on this term quality, that is with regard to fruits and vegetables.

Respondent: Quality is the base, there is no meaning without good food quality.

12) Interviewer: You also said that the fruits and vegetables should not be artificially ripened, why is it so?

Respondent: We use certain things like calcium carbide being one of them, which is quite poisonous to the system for human consumption, it is as simple as that.

13) Interviewer: Why is this no pesticide important to you?

Respondent: Nowadays there has been lots of research done in this area, the residual pesticides has totally demolished the environment of our country. In many areas, where birds lay their eggs, I believe that there is only the shell is there and there is nothing inside like the yolk or albumin, that is the situation that has come in..... because of consumption of pesticides, we find a lot of this information on Youtube and other places. Even the water bodies have gotten polluted, so these things have gone into water from tanneries and other industries. Most of the river banks

have got industries, there is no overrun of water on the river, whatever is polluted, this seeps into the river and people are drinking in many places

14) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion?
(Situational/Occasional)

Respondent: Organic food is always appreciated especially in the educated and elite class, because the awareness level comes there only, as a result of knowledge. Most of my association are either I interact with patients or doctors, so the awareness level is very high and people are very happy to come and have organic. Even rice we have started to use organic and we have reduced the intake of de-husked rice, we have certain specialized kind of old grain of rice in which the husk is not removed. So this awareness comes in and people appreciate it a lot. Ayurveda very clearly says that you should eat food that grows 20 to 30 kilometers from where you live, this the basic rule of Ayurveda. Unfortunately when living in urban cities, it is not possible, because for 30-40 kilometers there are only factories and tar roads or cement roads. Urbanization has demolished the rural concept. We manage to eat Kiwi fruit in India..... so it is meaningless, what we should eat is only mangoes and localized fruits such as watermelon and passion fruit. So many fruits are available in our country like oranges, Shimla oranges were not being consumed by people 30-40 years back, now with better transportation people are getting it. Other things like zumba (called botanically). These are the seasonal tropical fruits that people used to eat, 40 years back. So as commodities have improved, things have started coming in like Australian apples, wax coated apples from America and so forth

Interviewer: So when you tell them and they appreciate it how do you feel?

Respondent: It feels nice. On the other hand it is not a question of....., I'm 60 I'm passed beyond likes and dislikes...., personally I'm talking about, people are happy that they have got some nutritious food.

15) Interviewer: you said you mostly purchase organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are not available, what do you do in that case?
(Absence)

Respondent: Most of the days it is not available. In that case we have no choice, when you buy from a local market, it is a bit more of a job for my wife to clean these things, even though she is also a doctor. Here the point is, we add a little pinch of salt and turmeric and wash vegetables, it is supposed to dissolve the wax and some pesticides.

Interviewer: Why do you think the organic fruits and vegetables are better than the other conventional fruits and vegetables?

Respondent: Its the same seven reasons, it is repetitive.

Interviewer: When these organic fruits and vegetables when they are available you said you purchase them, why don't you purchase the other conventional fruits and vegetables?

Respondent: I've already listed the reason, it's the same.

16) Interviewer: So how long have you been purchasing organic fruits and vegetables? (Age Regression)

Respondent: Probably about 6-7 years, because earlier to that it was not very popular and we were not sure about the availability. I don't think it has been more than 5 years that this concept has taken off in India to my knowledge.

Interviewer: So you have been purchasing it for the last five years?

Respondent: Yes.

Interviewer: How did you come to know about organic? Who suggested it to you?

Respondent: Nobody suggested me, it was my decision. We keep updating ourselves as a professional.

Interviewer: What does your diet consist of, what do you generally have?

Respondent: You are talking about my breakfast, lunch and dinner. My breakfast consists of a cup of tea that is organic as well without the addition of any white sugar. In case I want to have, I take palm sugar or palm jaggery, so these are the sweetening agents of our tea, many times we don't take anything apart from that. My breakfast consists of beaten rice, which is not totally dehusked, it is light reddish along with milk and some other nutrition supplements, I often have it with a banana. My lunch consists of rice, green vegetables, dal and ofcourse we have curd rice,

at times we have sambar, rasam and whatever.... Evening I again have green tea with peanuts or grapes, we try to avoid fried food. Some fruit at about 7-8pm, followed by my dinner that consists of chappatis or rice along with vegetables.

Interviewer: so you consume fruits, one is in the morning and one before dinner. Any specific reason for that?

Respondent: Fruit is easily digestible. When you have a heavy dinner it takes about three hours for the whole process to digest down, some will go down your gut, by the time it gets digested, the fruit consumed would have got digested and would start rotting inside the body, so always you should have your fruit first. If you are going out for dinner, please jump and take fruit first, salad you can take late, because green salad has got slow process of digestion, that is you won't feel hungry if you take radish or beetroot, etc., whereas, fruits you should take first, before your dinner starts. While taking ice cream after food is atrocious as per Ayurveda, it is like killing yourself, basic biology is – your palette is your thermostat. When you have ice cream after lunch or dinner which is cold, and we know what our body temperature is and the temperature of the ice cream, by consuming it you drop the thermostat in your digestive system, so your digestion becomes heavy and would suffer. Thus avoid eating ice creams after food, although, you can have it before food, and even before food you should have half a glass of warm water to restart your thermostat. So hot water after ice cream would stabilize the system, after all the taste is only till the mouth, beyond that everything is, I call it shit. There is a six inched organ in your mouth, of flesh without nerves, is the worst element in the body, you should control it for both eating and talking and you life will be totally blissful.

Interviewer: Thank you Sir, Thanks for your interview, it was nice speaking to you.

Professor III – Gop – Laddering

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Attributes and Ranking:

Organic - I

Health – II

Chemical free – III

Freshness - IV

Quality – V

Artificially Ripened – VI

Pesticide Free – VII

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Respondent: As said.... all the criteria we just discussed, the same thing.... organic means we eliminate all this. Firstly, we have healthy food, then there is no pesticide, fertilizers, deposits of Sulphur and phosphate is not there, the water body pollution is reduced, well water pollution is reduced. In the main areas in India, this problem has become very acute. Thus the organic farming is much better.

Health (V)



Disease Prevention (C)



Organic farming (A)

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Respondent: Earlier before the advent of PL 480 grains being imported from US, the entire farming production that was done was organic, I remember, I'm 60 today, 40 years back, after my basic degree, I went to sell fertilizers for a multinational company and we had to convince the farmers to use the fertilizers, I'm one of the culprits, who has polluted the soil. We use to compel them to add fertilizers, but we had more mouths to feed, that time it was a short term thing that we needed more food grains because the population was large and the country was importing food grains, so to prevent that we did it, at that point of time. Now we have reached things like soil problems, acidic soil has come in the picture, soil pollution levels have gone up, and water bodies are being polluted. So definitely we should return to organic farming and off-late lot of NGO's have entered into it and they are doing a good job. Sri Sri Ravi Shankar, art of living.... all these people have started working separately and have been successful in this field of converting more people into organic farming. So the awareness has come in.

Preserving soil and water (Preserving Nature) (V)



Reduced Pollution (C)



Organic (A)

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Respondent: Ultimately for the people who are living in this world have to be healthy. That is very essential. Since I am an agri graduate and I've graduated in Bachelors in Ayurvedic medicine and surgery, the awareness has gone up very high. It is very essential that we remain healthy, especially now, when longevity is more and we have all psychosomatic diseases such as diabetes, definitely the awareness has come in to a very great extent now.

14) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion?
(Situational/Occasional)

Respondent: Organic food is always appreciated especially in the educated and elite class, because the awareness level comes there only, as a result of knowledge. Most of my association are either I interact with patients or doctors, so the awareness level is very high and people are very happy to come and have organic. Even rice we have started to use organic and we have reduced the intake of de-husked rice, we have certain specialized kind of old grain of rice in which the husk is not removed. So this awareness comes in and people appreciate it a lot. Ayurveda very clearly says that you should eat food that grows 20 to 30 kilometers from where you live, this the basic rule of Ayurveda. Unfortunately when living in urban cities, it is not possible, because for 30-40 kilometers there are only factories and tar roads or cement roads. Urbanization has demolished the rural concept. We manage to eat Kiwi fruit in India..... so it is meaningless, what we should eat is only mangoes and localized fruits such as watermelon and passion fruit. So many fruits are available in our country like oranges, Shimla oranges were not being consumed by people 30-40 years back, now with better transportation people are getting it. Other things like zumba (called botanically). These are the seasonal tropical fruits that people

used to eat, 40 years back. So as commodities have improved, things have started coming in like Australian apples, wax coated apples from America and so forth

Healthy (V)



Not Adulterated (C) (wax coated)



Organic (A)

9) Interviewer: So why is this factor freshness important to you?

Respondent: If you buy some vegetables, like green leafy vegetables and store it in the fridge, the moisture content goes away, in many cases the nutrients go away as well, so freshness is very important. In the days to come, the awareness level has to go up to a certain extent that we eat raw vegetables, and even that awareness has to come in, because in certain amount of cooking you lose nutritive value also.

Interviewer: So why is this fruits and vegetables should have nutritive value?

Respondent: Nutritive value is the base... based on the nutritive value is our health determined, we need to get all the vitamins and micro nutrients, because if there is no nutritive value, we would be eating only fiber, like cow eating hay. Grass is nutritive, hay isn't. it doesn't give you any nutritive value

Health (V)



Water Content (C) (Moisture content goes away)



Nutrition (A)



Fresh (A)

10) Interviewer: Why is the factor chemical free important to you?

Respondent: It affects the metabolism in all ways. You'll end up with all other diseases also because of this. Whatever we eat, we should have the pH level balance, as 80% of the body right from the brain to blood is all water, so the pH level should be normal only then your metabolism can take place, whatever food is consumed, suppose there is more acidic in your system, it will result in brittle bones and other enzymes will be affected. So this is very important

Health (V)



Affects Metabolism (C)



Chemical Free (A)

11) Interviewer: So why is the factor quality important to you? Elaborate more on this term quality, that is with regard to fruits and vegetables.

Respondent: Quality is the base, there is no meaning without good food quality.

2) Interviewer: General shopping experience with regard to purchase of fruits and vegetables

Respondent: If you take in India, we generally go to a local market. The preference is more towards the local market, because we feel that super markets generally have old stock and many of these supermarkets even induce chemicals to ripen the fruit and things like that. My basic degree is B.Sc. Agriculture, what I understand is, if you go and buy it in the street, we call it shandy in Chennai, it's a market place, mostly in front of temples, bus stands and railway stations. There would be about 20-30 vegetable shops on the pavement. The price will be very less and you will get good quality as well, fresh one, because these vendors don't have the capacity for refrigeration. So whatever they procure from the wholesale market that is sold off mostly the same day, except for potatoes and onions, that can be stored without refrigeration for a few days, all other green vegetables are sold every day.

Interviewer: So what kind of organic fruits and vegetables do you buy?

Respondent: In terms of the choices, it is very less, for where I am in Chennai, mostly what we get in terms of vegetables and fruits, the choice is less, because the idea has still not been

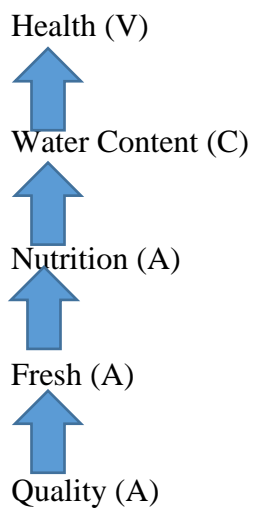
perceived by the farmers and farming community. So what we generally get, in terms of fruits, is mostly, mangoes that are organically done, in certain areas where we purchase and the price is also very high, because the production is less, the price is generally high. The other vegetables, the ones I normally get are green leafy vegetables, which are grown mostly in small plot, the landholdings are small, which is almost like a kitchen garden. So these people get fresh organic vegetables, probably lady's finger, a few tomatoes, as tomatoes are available and all leafy vegetables, things like broccoli and other green leafy vegetables like Spinach....

9) Interviewer: So why is this factor freshness important to you?

Respondent: If you buy some vegetables, like green leafy vegetables and store it in the fridge, the moisture content goes away, in many cases the nutrients go away as well, the remaining thing that is eaten is like eating fiber, it would not give you any nutritive value, so freshness is very important. In the days to come, the awareness level has to go up to a certain extent that we eat raw vegetables, even that awareness has to come in.... because in certain amount of cooking you loose nutritive value also.

Interviewer: So why is this fruits and vegetables should have nutritive value?

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12) Interviewer: You also said that the fruits and vegetables should not be artificially ripened, why is it so?

Respondent: We use certain things like calcium carbide being one of them, which is quite poisonous to the system for human consumption, it is as simple as that.

Health (V)



Not Adulterated (C) (using of certain things like calcium carbide)



Artificial Ripening (A)

13) Interviewer: Why is this no pesticide important to you?

Respondent: Nowadays there has been lots of research done in this area, the residual pesticides has totally demolished the environment of our country. In many areas, where birds lay their eggs, I believe that there is only the shell is there and there is nothing inside like the yolk or albumin, that is the situation that has come in..... because of consumption of pesticides, we find a lot of this information on Youtube and other places. Even the water bodies have gotten polluted, so these things have gone into water from tanneries and other industries. Most of the river banks have got industries, there is no overrun of water on the river, whatever is polluted, this seeps into the river and people are drinking in many places

Health (V)



Preserving Nature (V)



Not Adulterated (C) (residue of pesticides)



Pesticide Free (A)

Professor IV – Ven

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Usually we buy fruits from departmental stores like Nilgiris or Pazhamuthir Cholai, which is another brand, it is quite popular in Tamil Nadu. We buy from both these places as well as from More, a supermarket brand, as far as these organic foods are concerned. We go there quite often to shop, we get good quality product at moderate pricing, not very high or very low. On a comparison to it, vendors who sell their products on the street are cheaper. But since these aforementioned places sell organic food, it is priced a little higher. People like us belonging to the upper middle class can afford the price.

2) Interviewer: How was this experience? Was it pleasant?

Respondent: Naturally it is pleasant. If you go to the departmental stores, we also go for shopping to get different types of shopping experience and better ambience. It also gives us a kind of a pleasure to go with family or go alone. We enjoy shopping, generally and the ambience that it has as well.

3) Interviewer: So what are the organic fruits and vegetables you buy?

Respondent: Fruits that are available as per the season, we buy them. Whatever the departmental store has to offer is usually seasonal, for example mangoes are available now, similarly grapes, the season is almost over for it, in Chennai. When it is over, then the pomegranate season starts in this month. Thus the produce will be really good by the end of June and you'd get a better taste in the fruit. So we buy whatever fruits that are sold in the store.

4) Interviewer: Can you list a few reasons for you to purchase organic?

Respondent: The reason is very simple, nowadays we keep hearing on social media, news papers and friends that all these fruits are sold in a very different manner. In fact, they use chemicals to ripen the fruit. This is very harmful and dangerous and people are also talking about the cancer today, but many say that because of these chemicals, there are chances for it to cause cancer or some other diseases. That is the reason why people are avoiding buying those sort of fruits, especially from vendors outside. This is the major reason why we go to departmental

stores, despite its cost being higher than the normal fruits that are available in the normal market. We buy that to have better quality without any danger signs, such as not eating the fruits for better health. That is the main reason of having chemical applications and usage.

5) Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: Price – when we buy from departmental store, we go with a fixed mind and the price is acceptable to us and it is not a problem. Our only concern is quality, the packaging and the service as well. Normally these stores have a separate section for fruits and vegetables, which are again separated. They would have a separate counter and a person to help us to pick the fruits. They are happy to answer to our queries and helping us out in choosing the better one. So there is a help from the sales people as well.

6) Interviewer: How do you choose these fruits and vegetables? When you select them, do you see anything in particular or do you just pick them up?

Respondent: Generally, here we don't taste the fruit, it is kept in separate racks and it depends upon the source, if it is a season then they would have four to five racks of the fruit. They keep it together or separate the fruits on the basis of the price. Apples for example, are sold in kilos, anywhere between 200-250 rupees, if it is not the season it will go for 250 rupees, however in the season it's quite cheaper. Then there are different grades like Shimla Apple, thus it depends upon the type of apple that is being sold. Thus there is a variety in the cost ranging from high to low. When compared to normal vendors it will be a little higher. So we pick it up based on our requirement

7) Interviewer: So you have told me a few factors like the organic fruit and vegetable being tasty, being chemical free, no artificial ripening involved, it is healthy as it does not cause things like cancer.

Respondent: Yes, with that intention only we go and buy it, because we are more conscious about our health and not the price and that is the case, we hope that it is going to do something good for us and that is the intention we go and buy it. If that is not there then people would not go to departmental stores and buy fruits and vegetables. In fact, many are recommending to consume these organic fruits and vegetables. Perhaps not fruits but vegetables can be tried to be

grown at homes as well, it has been recommended, but due to lack of time people don't prefer it. Otherwise that is also a possibility, when we want it, its better for us to do it at home itself, growing it on terraces, however because of time constrains we are not going for it. Many are even trying this, in Chennai, the people are enjoying the real taste of organic fruits

8) Interviewer: Can you rank these factors from most to least important?

Respondent: The first thing would be chemical free, second one is health reasons, third would be quality, fourth price, fifth would be availability. We don't find all the fruits, everytime in departmental stores in the city, thus availability is also a factor.

9) Interviewer: What about the taste?

Respondent: Normally you find a difference between the chemically oriented fruits and the organic ones through the taste. As a result of artificial ripening, there is a different taste of the fruit, when it is bought from a normal shop. Mango, for example, is very tasty in nature, it is coming from Andhra and there is one coming from Maharashtra - Alphonso also is very tasty in nature, but the changes in taste is because of chemical application and artificial ripening, the taste changes. Apart from the taste we are also exposed to health hazards and consuming organic will avoid health hazards. Taste is there, but the prime reason is to avoid chemical usage on food, leading to better health. We keep hearing news on social media or electronic media as to how chemicals are applied on the food we consumed, even for vegetable like cucumber, chemicals are used. These applications make the vegetable look very appealing by giving them colour and it also has a long shelf life. At times apples bought from a vendor remains fresh even after a month, from the outside, however, when it is cut open, it is quite dark in colour on the inside which means it has gotten spoilt. This is applicable for many other fruits and vegetables. So I don't know what sort of chemicals are being used as they are coming all the way from North India, Shimla for instance.

10) Interviewer: So chemical free is first, second is health, third is the quality, fourth is price, fifth is availability. Shall I list out artificial ripening and taste as sixth and seventh, respectively?

Respondent: Yes, you can. Normally, all these fruits will have a taste and it is very difficult to compare the taste. Take mango for example, there are different varieties in it, some places it is

because of the fertility of land coming from Andhra and all and from these places, the fruits will be very tasty even if they are bought from the normal vendors. So that depends as well.

11) Interviewer: Why is the factor being chemical free important to you?

Respondent: Chemical free is important because it would spoil the health otherwise. One thing I'd like to make it clear, that it is because of health hazards, we are going for organic food. It just is not cancer that is probable on consumption of chemically induced food, but other diseases as well. It is killing the appetite also some times. It is not the one single reason there are many side effects because of chemical usage in most of vegetables. It is an assumption that it would be better, we really don't know that if these departmental stores are keeping only organic food. They just claim for the product to be organic.

12) Interviewer: How much is the term "organic" important to you? Do you purchase just because it is labelled as organic or how much is it important to you?

Respondent: It is because it is labelled, when you go for a branded product, it is because of the brand we buy the product with trust in the brand. So we go for organic by trusting the brands that sell organic food. It is a matter of trust.

13) Interviewer: How will you rank organic as a factor in itself?

Respondent: **It is the prime factor, I rank it as 1.** You have already asked this question and it is a repetitive one, basically it is all because of chemical usage.

14) Interviewer: So you purchase organic to avoid chemicals and so that it doesn't affect your health.

Respondent: When there are no chemicals used, there would be a natural taste of the product. The original taste will not get spoiled. If you take any chemical applied fruit, it would have a different taste and smell. It would sustain in the long run, but will definitely spoil the original taste, thus there would be a different taste when chemicals are used.

15) Interviewer: What according to you is organic?

Respondent: It is basically chemical free and **causes no problems to the health**, If you buy organic fruits

16) Interviewer: So why is the factor not causing disease important to you?

Respondent: Improper food leads to diseases, I cannot say which disease in particular it causes. It could be a small side effect like indigestion or stomach ache or it may cause acidity. But definitely, people are getting affected because of these chemicals used. We may not be able to feel the problem immediately, but the consequences will be more in the future and perhaps not immediately. Impact would be high, as far as these chemicals are concerned. Doctors cannot trace the reason behind it, but in the long run, all will get affected.

17) Interviewer: Why is the factor quality important to you?

Respondent: When we go for branded shops, we go with a perception that quality will be good. When it comes to quality, it refers to the lack of chemicals, automatically the taste will come. All the factors will revolve around chemically free product – organic. So quality of the food is also lack of chemicals. The quality will be better automatically if there are no chemicals applied. Any vegetable or fruit has an impact of chemical usage.

18) Interviewer: How much is the factor price important to you?

Respondent: People who visit departmental stores to buy these kinds of fruits and vegetables are the upper middle class and the elite group of people. The income level has really gone up and people don't mind spending more, so price may not be a big thing for them. Even they claim that the price is on for its market standards. It is not very high and has only a slight difference. For example, suppose if you are buying from a vegetable vendor, where one kilogram of an item costs 50 rupees, organic foods would be sold for 60 rupees. The difference would be as less as 10 rupees per kilogram. Price is not at all an important factor if we are determined to go with a fixed mind to buy, here the role of price plays very little part in it.

19) Interviewer: How much is the factor availability important to you?

Respondent: It is important because if it is not available we cannot use the product, that is also equally important, because we go to the stores with one thing in mind as to that being available, so if it is not available we won't visit.

20) Interviewer: How much is the factor artificial ripening important to you?

Respondent: We can segregate artificial ripening into two things. You can take some fruits such as mangoes and bananas, if it is coming from a very long distance, from other states of the country, I'm telling this from the perspective of Tamil Nadu, like mangoes will come from Andhra, here we have bananas, similarly some come from other parts of the state as well. They try to bring it and if they want to make money, especially mangoes, the season has just started, but they started selling a month back. Thus they brought in the fruits a month back. They pluck it before the fruit ripens, they bring it to the market, artificially ripen it and and sell it for a higher price. When the season has not started people go in to buy the product, so to encash such interests and desire in people, they go for artificial ripening so as to make the fruits available, such as bananas and mangoes. I was told that injections were given to a watermelon to give it the color. We hear about a lot of things. People like the colour, as color appeals a lot, taste included ofcourse, even if it is not very sweet they say it is good, if the color is appealing, however if the color does not appeal, then if the fruit is tasty, people still say it is not good. This is how people have developed a mindset. Sometimes when you eat a cucumber, it would be bitter. There may be two reasons behind this. One is that we may perceive it to have chemicals applied to it, the other possibility is that the cucumber by itself might be bitter, however, we don't really know as to which possibility it could be.

21) Interviewer: You said that if they are artificially ripened they are not in their original state, so why is this being in the original state important to you?

Respondent: It depends upon your interests, if some people have a lot of desire for eating fruits, I recently started buying mangoes. I'll wait till the season, should wait and buy. Generally what happens is people want to buy much before the season starts and people in the business want to encash the interest and sell it off. Now, a kilogram of mangoes would be 75 to 80 rupees, in the departmental stores, outside one might get it for 50 to 60 rupees , but last month it was sold for a hundred rupees, though it was artificially ripened product, some people wanted to eat even before the season starts, it is the kind of passion or love for the fruits. Another important reason for artificial ripening is because by the end of the months of march or april, we had rains. These rains would destroy the mango market, as a result in the change of air, mangoes will become pulpy and fall off, and people somehow want to sell it off and don't want to throw the product. So they transport it to different places and try to artificially ripen it. If we eat it, it would not be

very tasty, this is also happening. These are fallen fruits because of the continuous storms or cyclones, they want to utilize this produce as well and don't want to throw it away.

22) Interviewer: Why is this factor tasty important to you?

Respondent: We eat fruits for two reasons – taste and to improve calories, most people would eat many things only because of the taste, this way taste plays an important role. Sometimes if people don't like the taste, they eat it for health reasons and the others only for the taste, some people don't even taste some fruits.

23) Interviewer: Why is getting calories from fruits important?

Respondent: Generally speaking, fruits will have more calories and less harmful to the health and above all the calories will get burnt also so these kind of fruits you have to continuously eat. It is very good for health. Calories are more at the same time, but you have to eat it as these calories will be burnt very fast. That is why you have to eat continuously, that is why people keep buying. This is the reason why it is required to eat fruits.

24) Interviewer: Have you invited your friends and relatives home and served them these organic fruits and vegetables?

Respondent: We keep discussing and recommending, but most people who are in these educational groups, working in companies, etc., talk about organic fruits, it is all because of chemical hazard. The basic reason behind discussions and recommendations to other people is because of health reasons, very simple it is health reasons

25) Interviewer: So how long have you been purchasing organic fruits and vegetables?

Respondent: This idea has come into our minds, for the most of us, for the last 5-6 years. We knew that something is going wrong and awareness through social media and electronic media, they have programs on this very often, educating people and creating awareness by showing about how they're mixing chemicals, openly. Not just fruits and vegetables, any item for that matter, milk for example, all are getting added with adulterants. Adulteration is happening very badly and adulterants are very high and that is the problem. Earlier it was only for certain commodities and essential items, now it has moved into food as well. This is why people are shifting towards organic fruits and vegetables.

26) Interviewer: How did you come to know about organic? Who suggested it to you?

Respondent: We keep reading books and articles based on organic fruits and vegetables on social and electronic media, friends and doctors suggest us too.

Interviewer: It was nice speaking to you, thank you for your time.

Professor IV – Ven – Laddering

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Respondent: It is the prime factor, I rank it as 1. You have already asked this question and it is a repetitive one, basically it is all because of chemical usage.

Attributes and Ranking:

Organic – I

Chemical Free – II

Health – III

Quality – IV

Price – V

Availability – VI

Artificial Ripening – VII

Taste – VIII

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Health (V)



Not Adulterated (C) (Chemically induced food)



Chemical Free (A)

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Health (V)



Not Adulterated (C)



Chemical Free (A)



Organic (A)

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Taste (A)

Chemical Free (A)

Quality (A)

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Consumption (C) (product usage)

Availability (A)

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Health (V)



Not adulterated (C) (Injections given to fruits)



Artificially ripened (farming method)

22) Interviewer: Why is this factor tasty important to you?

Respondent: We eat fruits for two reasons – taste and to improve calories, most people would eat many things only because of the taste, this way taste plays an important role. Sometimes if people don't like the taste, they eat it for health reasons and the others only for the taste, some people don't even taste some fruits.

23) Interviewer: Why is getting calories from fruits important?

Respondent: Generally speaking, fruits will have more calories and less harmful to the health and above all the calories will get burnt also so these kind of fruits you have to continuously eat. It is very good for health. Calories are more at the same time, but you have to eat it as these calories will be burnt very fast. That is why you have to eat continuously, that is why people keep buying. This is the reason why it is required to eat fruits.

Health (V)



Consumption (C)



Tasty (A)

Prof V - Swa

1) Interviewer: Can you describe one shopping experience of yours in purchasing fruits and vegetables?

Respondent: I do my shopping in the supermarkets and the flower and fruit bazaars, on a daily basis. The vegetables and fruits I buy for my family and my use.

2) Interviewer: So do you buy organic fruits and vegetables?

Respondent: Yes, I buy organic fruits and vegetables such as cooking oil, some type of vegetables that are available from the villages, some fruits which are organic in nature, I know that they don't produce these vegetables and fruits with the usage of chemicals and fertilizers.

3) Interviewer: Can you give me a few reasons for you to purchase organic?

Respondent: **There is taste as well as healthy and useful for life.** Even though it is slightly costlier and is not available as one wishes to go about, but then it is not difficult at all to buy it from a supermarket, especially those shops that are selling these fruits and vegetables on a regular basis, in the city, since I live in the city there is no problem.

4) Interviewer: So when you buy these organic fruits and vegetables, how do you pick them, what do you see and select them?

Respondent: I see the freshness and I also see if it is as good as fresh and useful. I check up whether if they have been stored for a long time or if they have been exported/imported from a faraway place. I also make sure, that the shop owner gives me these vegetables and fruits as I like it and as I continue to buy it from him.

5) Interviewer: You have given me five factors – chemical free, it has taste, healthy, useful and freshness. Could you rank these six factors from most to least important?

Respondent: First is healthy, second **it is tasty and enjoyable to eat**, third, even though it is costly it serves the purpose of mine and my family's requirements as a good product for our consumption. Fourth, even though it is slightly expensive when compared to the other products, but is still reasonable in terms of price. It is available, there is no problem of getting it. The only

thing is one has to go to the shop where it is available and the shopkeeper is able to convince me that they are fresh products and also are free from any chemicals.

Interviewer: You told me that first is healthy, second is taste, third is it's useful, fourth is price, fifth is availability. What about no chemicals and freshness, how should I rank them?

Respondent: Rank them alongside no. 2 and no. 3.

Interviewer: So along with taste

Respondent: Yeah along with taste

Interviewer: and no chemicals as no.2

Respondent: Yes

6) Interviewer: So this term organic, how much is this term important to you?

Respondent: This is very important because, in the present day contest with life, especially living in the city, adulterated things that are available and people are not interested in selling organic products as very few people are going for it, whereas, a lot more people go for cheaper and immediately available products, than taking the trouble of going out and buying all these organic things. Therefore it is important and people who attach importance to all these things do go and buy all these things and I am one of those who believe that it is necessary to take such precautions in life. Therefore I'd prefer to go for organic products.

Interviewer: Where should I rank this term organic itself?

Respondent: I think it should be ranked first.

Interviewer: So then should I move down the others?

Respondent: Yes.

7) Interviewer: Why is the term organic important to you?

Respondent: It is important because life is becoming more difficult because of various products coming from various sources. Although we spend the money, we don't get the benefits of the products, its utilities and values, therefore organic is important.

8) Interviewer: Why is the factor being tasty important to you?

Respondent: Taste is important because most of the times that we consume we these products. Majority of them are for consumption, they fill our daily food requirements. Fruits and vegetables which we cook and eat everyday should not cause us any physical discomfort or lead us to any unhealth conditions

Interviewer: You said that taste is important for the purpose of consumption, so why is consuming these fruits and vegetables important to you?

Respondent: We are vegetarians, we don't eat non-vegetarian food and for a long time we are used to buying vegetables and fruits for our day to day use, without which we cannot continue to have food that fulfils our requirement from any other source or way. Therefore fruits and vegetables are the most daily usable, consumable and require food items, organic fruits and vegetables are extremely important to us.

9) Interviewer: So why is this factor healthy important to you?

Respondent: Healthy is important because it is not too easy to take care of one's health, if we don't take care of our self. By the use of our knowledge, our information, our ability, our willingness and our concern to take care of our health. So if we don't take care of our health, problems of working, commitment to life and problems of looking after the day today work and also looking after the family.

10) Interviewer: So why is this factor freshness important to you?

Respondent: Freshness is important because, if it stays tasty, it is healthy, it is useful, it serves the purpose. Therefore we should buy these fresh fruits, fresh vegetables and fresh products. Spending the money and getting the right products, as well as, the availability of the rest of the products, regardless of the small difference in prices, should be the most important concern for our life.

11) Interviewer: Why is the factor chemical free important to you?

Respondent: It is important because, the products which are coming out today in the market, mushroom products are coming, a lot of duplicate products are coming. Especially this is the mango season, people are ripening mangoes with chemicals and this is bad for the health and it is

injurious to health. This will have an immediate effect on our life and our working. Therefore chemicals are normally used in various ways, in the way of using it as a manure and other purposes as well and this is why it is important.

12) Interviewer: So why is the factor being useful important to you?

Respondent: It is useful and important because the enjoyment of these fruits and vegetables which are tasty and also have a purposeful utility value to us, therefore it is important. There is nothing else one can say, except for those who are used to eating it, those who have enjoyed and those who have benefited from it, believe that it is important. The belief is important.

Interviewer: You said those who have benefited by it, What kind of benefits have you seen?

Respondent: The benefits are that the products have a value to us, products have a utility value, purposeful value, life value and enjoyable value and also value for our long life.

13) Interviewer: Why is this factor price important to you?

Respondent: Price is important because, instead of buying 'x' quantity, we can buy 'x-' quantity as well and therefore instead of buying one unit we buy a three quarter unit with good understanding that it is a good product and it is not adulterated or it is not a mushroom product, therefore price is important. Price is something important also because we believe that we can spend money where it is necessary and where it gives us satisfaction as well as utility values.

14) Interviewer: Why is this factor availability important to you?

Respondent: It is important because most of the people who are living far away, depend on the small traders and shops or petty shops, they don't attach so much importance to have quality, healthy and better products. They go in for cheaper products, therefore it is important.

Interviewer: You said they are not able to give importance to quality so what according to you is quality?

Respondent: Anybody who wishes to get the benefit out of quality, quality in life, consumption, work and behavior is important, thus is the key area. Thus especially in products that are used, if we don't attach the value or importance of quality, we will not be able to get the benefit out of it. Therefore quality is important.

15) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion?
(Situational/Occasional)

Respondent: Especially when we invite our friends and relatives for festivals such as Deepavali, Christmas, New Year or any other auspicious occasions, we attach importance because we treat them, our customs are that we give them good products that include beverages like coffee, tea, etc., and we give them good fruits and vegetables – boiled and cooked vegetables, tasty snacks and other things, so that they enjoy it and they feel that they are being treated well, and they feel that we have attached significance to their visit and treated them well. Therefore we believe in this.

Interviewer: So when you have offered them these organic fruits and vegetables, did they like them? Did you receive any positive feedback?

Respondent: Yeah, they do like it and appreciate it. Some of them express these things quite openly by thanking us to have served them with good and tasty food items and therefore they wish us all the best.

Interviewer: How do you feel when they are happy and when they have consumed these fruits and vegetables and are happy?

Respondent: I feel that it is good to have quality in everything. Not just in our own life, but the life amidst friends, relatives, neighbors and visitors, also in the company wherever we work in the office or colleges or any institution and where we have interaction with everybody. And therefore our own way of looking at it and our own way of treating all these things do give a feeling to the people that we are good and associable to them.

16) Interviewer: You said you mostly purchased organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, what do you do in that case?
(Absence)

Respondent: If it is unavailable, then I buy alternatively, supposing organic orange is unavailable, then I'd buy some other orange, where I feel that it is a good product. Therefore I

just take a compromise only for a short or immediate purpose. I don't compromise on a long term basis

17) Interviewer: Why do you think the organic fruits and vegetables are better than the other conventional fruits and vegetables?

Respondent: These days the traders and business people, as well as, the educated enlightened public, do believe that organic products are necessary for good life, government should encourage it, people should buy all those things and traders should sell only organic and good products, rather than adulterated products, rather than products that are not of good quality. Therefore I think, it is necessary for all of us, especially for people who know about it, attach an importance to it and can distinguish between good and bad quality products. Therefore it is important.

18) Interviewer: When these organic fruits and vegetables are available you said you purchase them, why don't you purchase the other conventional fruits and vegetables? (Negative)

Respondent: It is not a question of deciding to buy conventional food only. When we are going for organic products, quality products, useful products, consumable products and value products, therefore we don't think of going for conventional or inorganic products, unless compelled to that, unless case of no other opportunity or way to procure organic food, we go for conventional products in that case.

Interviewer: You spoke about value products. Could you elaborate a bit on it?

Respondent: Organic products, by and large are value products. Now a days there are specific shops and specific outlets, where organic products alone are being sold, in the city. Only thing is one has to have knowledge, a way to find out and then go in for such products from those places, so the very purpose of spending the money and getting the best out of it will be served, which is why I consider it to be an important thing.

19) Interviewer: So how long have been purchasing organic fruits and vegetables?

Respondent: Its been more than a decade.

Interviewer: So you were aware of these products for a long time.

Respondent: Yes, for a little more than 10 years.

20) Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: One is through friends, through literature, books and newspapers and through various meetings and discussions with friends, relatives and other people where we exchange ideas, thoughts and views. So from all these sources, I came to know about it, years back. Therefore I thought to myself, when we do something, why not do it in a qualitative, purposeful and utility value based way, rather than doing it in a haphazard way or in an unconventional way.

21) Interviewer: So you told me that your friends suggested it to you, why do you think that your friends suggested organic to you? (Third person probe)

Respondent: They have an idea about these things and they also believe in that organic products are better and good. Being educated and knowledgeable people, they compared and contrasted these things and got to know about these things from various other sources as well. And they seem to believe in these things and they keep exchanging these ideas with other friends and well wishers. And therefore it has come through contacts only for different reasons. That's all.

Interviewer: You said these products are better products, why do you think that these are better products?

Respondent: They are better products because their prime purpose is to give people satisfaction. If you buy good oil, then the product is used for cooking and other purposes, it serves its purpose well and we enjoy it. The more we enjoy and get the benefit out of it, I think it is important.

Interviewer: You said it gives you satisfaction, can you elaborate on the fact that it gives you satisfaction?

Respondent: Satisfaction is something which is not exactly measureable. It gives satisfaction because we enjoy the quality, enjoy the freshness, enjoy the taste and enjoy the products when we use it. The satisfaction is derived from all these sources and when we derive the satisfaction, my family and I wish to continue and keep ourselves satisfied always.

22) Interviewer: What does your diet consist of, what do you generally have?

Respondent: Diet consists of cooked rice and vegetables. It also has special types of vegetables, being vegetarians we rarely go and eat out, in smaller hotels. We go to very limited hotels and at home we have taste important and we enjoy it. The family believes in that too, being reasonably well educated people, we work and we have a lot of friends. Whatever we cook, prepare and eat, all of us have a concern for our purchases.

Interviewer: When do you consume fruits?

Respondent: Fruits we consume in the morning as well as at night.

Interviewer: Is there any specific reason as to why you consume fruits during these times?

Respondent: Morning it is convenient. We have been told and we have learnt from various people and read from sources that consuming one or two fruits in the morning and night, plunktons or oranges and in the night also one or two fruits like apple and other things, which are locally available, so we are used to it, we buy and consume it both times. Some days, we may miss it, but majority of the days we consume it, both in the morning and evening.

23) Interviewer: So you told me that you are a vegetarian. Did you choose to be one? How is that?

Respondent: It is conventional, traditional and our entire family is vegetarian, from the time of our forefathers and from generations we have been vegetarian and therefore we continue to be vegetarians. Some of our friends and relatives are vegetarians as well. There is nothing specific about it. We have chosen to be vegetarians and continue to be vegetarians.

Interviewer: So it has been a tradition being vegetarian

Respondent: Yeah we enjoy vegetarian food, we value vegetarian food and we believe that vegetarian food is good for our life.

Interviewer: It was nice speaking to you and thank you for your time Sir. Thank you.

Prof V – Swa – Laddering

5) Interviewer: You have given me five factors – chemical free, it has taste, healthy, useful and freshness. Could you rank these six factors from most to least important?

Respondent: First is healthy, second it is tasty and enjoyable to eat, third, even though it is costly it serves the purpose of mine and my family's requirements as a good product for our consumption. Fourth, even though it is slightly expensive when compared to the other products, but is still reasonable in terms of price. It is available, there is no problem of getting it. The only thing is one has to go to the shop where it is available and the shopkeeper is able to convince me that they are fresh products and also are free from any chemicals.

Interviewer: You told me that first is healthy, second is taste, third is it's useful, fourth is price, fifth is availability. What about no chemicals and freshness, how should I rank them?

Respondent: Rank them alongside no. 2 and no. 3.

Interviewer: So along with taste

Respondent: Yeah along with taste

Interviewer: and no chemicals as no.2

Respondent: Yes

6) Interviewer: So this term organic, how much is this term important to you?

Respondent: This is very important because, in the present day contest with life, especially living in the city, adulterated things that are available and people are not interested in selling organic products as very few people are going for it, whereas, a lot more people go for cheaper and immediately available products, than taking the trouble of going out and buying all these organic things. Therefore it is important and people who attach importance to all these things do go and buy all these things and I am one of those who believe that it is necessary to take such precautions in life. Therefore I'd prefer to go for organic products.

Interviewer: Where should I rank this term organic itself?

Respondent: I think it should be ranked first.

Interviewer: So then should I move down the others?

Respondent: Yes.

Attributes and Ranking:

Organic – I

Healthy – II

Taste – III

Freshness - III

Useful – IV

Price – V

Availability – VI

7) Interviewer: Why is the term organic important to you?

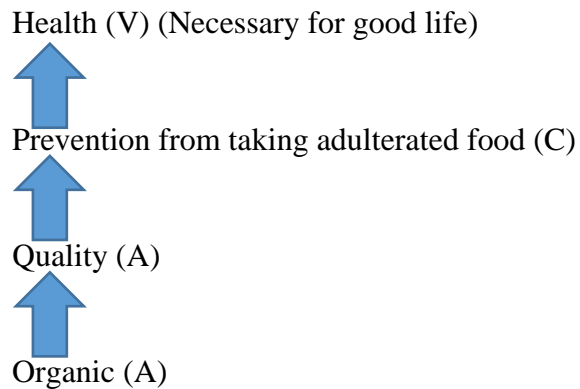
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17) Interviewer: Why do you think the organic fruits and vegetables are better than the other conventional fruits and vegetables?

Respondent: These days the traders and business people, as well as, the educated enlightened public, do believe that organic products are necessary for good life, government should encourage it, people should buy all those things and traders should sell only organic and good products, rather than adulterated products, rather than products that are not of good quality. Therefore I think, it is necessary for all of us, especially for people who know about it, attach an importance to it and can distinguish between good and bad quality products. Therefore it is important.



8) Interviewer: Why is the factor being tasty important to you?

Respondent: Taste is important because most of the times that we consume we these products. Majority of them are for consumption, they fill our daily food requirements. Fruits and vegetables which we cook and eat everyday should not cause us any physical discomfort or lead us to any unhealth conditions

Interviewer: You said that taste is important for the purpose of consumption, so why is consuming these fruits and vegetables important to you?

Respondent: We are vegetarians, we don't eat non-vegetarian food and for a long time we are used to buying vegetables and fruits for our day to day use, without which we cannot continue to have food that fulfils our requirement from any other source or way. Therefore fruits and vegetables are the most daily usable, consumable and required food items, organic fruits and vegetables are extremely important to us.

Tradition (V) (Vegetarian)



Consumption (C)



Tasty (A)

9) Interviewer: So why is this factor healthy important to you?

Respondent: Healthy is important because it is not too easy to take care of one's health, if we don't take care of our self. By the use of our knowledge, our information, our ability, our willingness and our concern to take care of our health. So if we don't take care of our health, problems of working, commitment to life and problems of looking after the day today work and also looking after the family.

Health (V) (Security value – health, concern to take care of health, looking after family)



Work (C)



Knowledge (A)

10) Interviewer: So why is this factor freshness important to you?

Respondent: Freshness is important because, if it stays tasty, it is healthy, it is useful, it serves the purpose. Therefore we should buy these fresh fruits, fresh vegetables and fresh products. Spending the money and getting the right products, as well as, the availability of the rest of the products, regardless of the small difference in prices, should be the most important concern for our life.

Money (V) (Universalism)



Healthy (V)



Serves the purpose (C)



Tasty (A)



Freshness (A)

11) Interviewer: Why is the factor chemical free important to you?

Respondent: It is important because, the products which are coming out today in the market, mushroom products are coming, a lot of duplicate products are coming. Especially this is the mango season, people are ripening mangoes with chemicals and this is bad for the health and it is injurious to health. This will have an immediate effect on our life and our working. Therefore chemicals are normally used in various ways, in the way of using it as a manure and other purposes as well and this is why it is important.

Health (V)



Duplicate Products (C)



Chemical Free (A)

12) Interviewer: So why is the factor being useful important to you?

Respondent: It is useful and important because the enjoyment of these fruits and vegetables which are tasty and also have a purposeful utility value to us, therefore it is important. There is nothing else one can say, except for those who are used to eating it, those who have enjoyed and those who have benefited from it, believe that it is important. The belief is important.

Interviewer: You said those who have benefited by it, What kind of benefits have you seen?

Respondent: The benefits are that the products have a value to us, products have a utility value, purposeful value, life value and enjoyable value and also value for our long life.

Enjoying life (V) (Hedonism)



Benefits (C)



Useful (A)

13) Interviewer: Why is this factor price important to you?

Respondent: Price is important because, instead of buying 'x' quantity, we can buy 'x-' quantity as well and therefore instead of buying one unit we buy a three quarter unit with good understanding that it is a good product and it is not adulterated or it is not a mushroom product, therefore price is important. Price is something important also because we believe that we can spend money where it is necessary and where it gives us satisfaction as well as utility values.

Money (V)



Purchase better product (C)



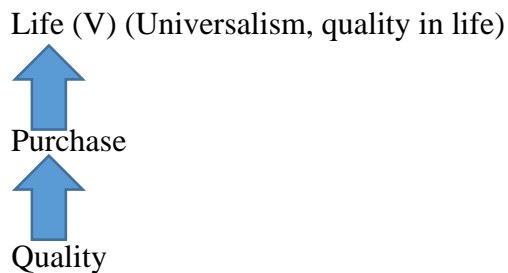
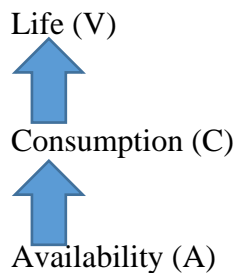
Price (A)

14) Interviewer: Why is this factor availability important to you?

Respondent: It is important because most of the people who are living far away, depend on the small traders and shops or petty shops, they don't attach so much importance to have quality, healthy and better products. They go in for cheaper products, therefore it is important.

Interviewer: You said they are not able to give importance to quality so what according to you is quality?

Respondent: Anybody who wishes to get the benefit out of quality, quality in life, consumption, work and behavior is important, thus is the key area. Thus especially in products that are used, if we don't attach the value or importance of quality, we will not be able to get the benefit out of it. Therefore quality is important.



Prof VI - Raj

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Fruits and vegetables, at present in India, agriculturally, the production is very low and we are not getting any good quality fruits and vegetables

2) Interviewer: You purchase organic fruits and vegetables?

Respondent: Yeah, there is some awareness amongst the people. As a result, there is an increase in the number of outlets. People these days, instead of going for other fruits and vegetables are going for organic food. Thus the demand has started to rise. So awareness is there among the people.

3) Interviewer: Can you give me a few reasons for you to purchase organic fruits and vegetables?

Respondent: Organic as such there are no chemicals, moreover it is good for health as well.

4) Interviewer: So you said chemical free is one reason and health is the other? Apart from these are there any other reasons as well, for purchasing organic fruits and vegetables?

Respondent:: There is more advertisement, these days, to buy these products. There are many places where seminars and conferences are being conducted related to organic food so that we could go to the shop and buy the product, which is the other reason. By using these organic foods, they show how much it is better for our health. So through these programs then show how organic food is good for health. This is the reason why I'm buying the product.

5) Interviewer: So when you select these fruits and vegetables, what do you see, how do you select them?

Respondent: They are giving an explanation as to one is good for health, the other for weight reduction, and so on, and explaining things like they are bringing it directly from a certain place and it is good for health. Once you have started to use it, you may procure it continuously. They would not allow any customer to talk, but the seller would give more explanation of the

products, result of which is that the customers will show more interest in buying the product. This is what is happening in my point of view. They are giving a clear explanation as to how far it is important for the health, so when purchasing a product, an explanation of this sort is always given.

6) Interviewer: So this term organic, how much is this term important to you?

Respondent: The illiterate people may not be understanding the term organic. The term organic is understood by the educated group, they know the meaning of organic and understand how far it is important. So still there is a gap between the educated and the uneducated and other group of people, who may not understand how far the organic food is important. The simple definition of organic is it is chemical free.

7) Interviewer: However, is the term organic important to you?

Respondent: Definitely. If the word organic is not mentioned then it is equivalent to other fruits and vegetables. They may give the term organic in some bracket, at some places they print on their labels as – Organic (non-chemical). It shows that the produce of these vegetables and fruits are without chemicals and we would go on to buy them. Similarly, the customers would think and believe in the product, thus the term is quite important.

8) Interviewer: You have given me three factors – chemical free, healthy and organic. Could you rank these three factors from most to least important?

Respondent: First is the organic term is the most important only then people will come to know about organic and it is important. Second one is that, the places where organic fruits and vegetables are sold, people at such places are giving clear explanation as to which one is more important. Third being is that these days people understand the fact of organic food being very good for health. Patanjali has recently kept promoting and setting up free outlets to people who have started it in many places, all these outlets contain organic products only.

Interviewer: Shall I rank the chemical free factor as the fourth one?

Respondent: Yes, you can.

9) Interviewer: Why is the factor organic important to you?

Respondent: The organic term itself, it shows what things,.. even I have checked on websites regarding the term organic, it means the ones that are chemical free. Moreover, everyone knows that if a person goes to a shop, departmental store or a fruit market, they would sell vegetables and fruits. This, does not mean that there is no chemical used in it. However, if there is an item labelled as “organic” and that has chemicals in it, one can file a case under the consumer protection act. One can recognize this through the taste itself and through other ways. We would know very easily if the products sold to us are organic or inorganic. This is the reason for me to say that the term organic is the most important factor in itself. If the term organic is not mentioned, then there is no differentiation between organic products and the fruits and vegetables that are being sold in the common market. So for this differentiation it is important.

10) Interviewer: You said you can differentiate organic from inorganic depending on just the taste.

Respondent: Definitely. There is a lot of difference in taste, while eating fruits and vegetables. We could understand if it has been cultivated organically or if there have been any addition of chemicals, it may show some difference. People these days are quite aware of whether the product is good or not on its own basis. Each and every product has the ingredients mentioned. Earlier people would not see what the ingredients were, but few people who are very much aware of these products, they are seeing as to what ingredients are being used, based on the ingredients as well there are people who buy the product. For people with diabetes, these organic food is good for health. So in this case, if there is a high sugar percentage, it may affect the health of its consumer. So that is the reason why people easily conclude based on the taste, whether it is there or not whether the product is good or not.

11) Interviewer: Why is the factor explaining about organic important to you?

Respondent: Explaining about organic when selling it to the customer is because of the awareness being very less as only the literate people know about it very well. The awareness that was 20% has just started to rise. The rest 80% of the people may not know if there is organic food or not. I came to know about it through my university where they conducted a conference. In the conference, they had called a person and asked him to give a guest lecture. When he gave the guest lecture is when all the faculty came to know about organic food being the most important thing for health, which wouldn't have been known otherwise. If not for the lecture, I

may not have known about it either. So this organic food feeds only about 20% of the people. So shopkeepers give a clear explanation to customers when they step in the shop, and advising the customers, so that they would come to their shop again and again. This is the reason why shopkeepers are giving an explanations to the buyer.

12) Interviewer: You said that you came to know through one of the conferences, so why do you think that people are conducting conferences and speaking about this? (Third Person Probe)

Respondent: They do it for health reasons only. Everyone are very health conscious, they go for a walk and a lot of people are having diabetes. Thus to protect everything the prime factor is food. So its not just fruits and vegetables, but grains such as rice as well, that use organic farming methods. So when they consume these organic foods, they determine as to how far these organic foods are protecting them from diseases. Thus they have been given these type of lectures, which attract us and make us think of going for organic food instead of going for other foods.

13) Interviewer: Why is the factor being healthy important to you?

Respondent: If you take any product such as milk, fruits or vegetables, there are farms that use chemicals and there is a video in this regard and adulterations are there. But in organic food, it comes from direct cultivation and there is no chemical in it. As a result, this shows it is important for health. Doctors these days advise to take organic food, which will be useful for you and help you and not to go for the other type of food. So certain things these days have started to change. How far people would accept the change and go and buy, there is this price variation that would come in the picture. If you go to a place to buy organic food, the price would be higher. This is why everyone cannot afford to buy it as its price is high. Only a few people who buy it, are attracted and satisfied with these type of things even with the price being high, but they are satisfied.

14) Interviewer: You said that when people buy these things they will be satisfied, could you elaborate it a bit?

Respondent: Some students have done research on organic food that has been published as articles on various websites, 8-9 months back when I checked on websites, I could find about 2 or 3 articles on organic food. Now there are more than 50 articles based on organic food, where

each and every person are involved in doing research and the research would refer to the fact that people who have been using organic products are satisfied. I have referred to these research articles in which the conclusion has been only two reasons, one being there is no awareness and the second being the people who are using the product are satisfied. The drawbacks are that there are less number of outlets as a result of which people have to travel some distance and the price is quite high.

15) Interviewer: You must've invited your friends and relatives to your place and do you offer them these organic fruits and vegetables? If so, can you describe any such occasion? (Situational/Occasional)

Respondent: Yes I do. Initially not everyone would accept it, so we have to select a group of people and give them an explanation. We cannot speak about this to a person whose age is less than 15 years or greater than 60 years, or a person who is totally illiterate, they might not know about it even if you say organic food, they'd ask as to what its meaning is. So we have to select some group of people like the ones doing their graduation or post-graduation, if you say it to them a few times, they would go buy the product and they will see. The one advantage of organic food is that initially, everyone thinks as to why they should go and buy the product, but once they start to procure it, they'd buy the products time and again. In my opinion, I have approached many people, once they start to buy they start showing much more interest in purchasing the same products continuously.

Interviewer: Have you received any feedback from the people whom you have instilled the interest to buy organic food? Do they tell you how it was?

Respondent: The feedback is good, at the end. The only thing is that because there are so many outlets selling organic produce, not all of them have really good quality, there is a certain difference. One cannot expect the same quality, across all the shops, selling the same product, it may invariably differ. Not just the quality but there would be a difference in price as well, however, one can't get the in both the shops. If a good shop is selected, they would have been satisfied and would have given a good feedback, immediately. If they were to buy from some other shop, where the price is low, the drawback is people go for products that have a lower price point. So they would go and buy at the shops where the price is low and they would give a

feedback in which they might not have been satisfied. Thus one has to select a good shop where there is quality with a reasonable price.

Interviewer: how do you feel when you receive a positive feedback?

Respondent: With the good feedback we understand that we have done something good for our friends. We have brought their interest in food activities. Thus I feel proud of myself.

Interviewer: You said that they should go to good quality shops.... Please continue..

Respondent: There are more number of outlets, for example, Patanjali there are different outlets having organic food, but one cannot expect the same taste and same price across all the shops, it may differ. So we cannot expect to get good quality where the price is low, if the price is high, then there would be good quality. We should think about it first and then step into the shop.

16) Interviewer: What according to you is quality in fruits and vegetables?

Respondent: Quality means in my point of view first is ingredients. This differs from one shop to another and I have observed it. Where they are manufacturing the various products. The quality also means the taste, which would also vary from shop to shop. Some of them may stop using it, some may continue to do so, this would be applicable in terms of the quality of the product that they procure. Else, people would not come forth to buy the product. Some organic shops that are near to the local market have started selling organic food with a little adulteration in it. No one comes to know about it. However, if you buy it from an uptown organic shop there would be a lot of difference between both organic products. Thus one can easily identify that the organic shops near local markets have adulterated products and it cannot be considered to be organic. Thus one wouldn't be worried about the price factor the next time and would go to the store that sold the expensive organic product. The shopkeeper should also be concerned about the quality and so should the buyers, they should worry less about the price and see quality of product.

Interviewer: You said there might be some adulteration so why there shouldn't there be any adulteration to you?

Respondent: As such, organic refers to being chemical free, if they are adulterating it, then there is no concept of organic food. With the chemicals present there is no use of the term, instead you can remove the term.

17) Interviewer: You spoke of taste, direct cultivation and quality, how should I rank these factors amongst the others you mentioned before?

Respondent: You may rank it in the order of direct cultivation, quality, taste as 5th, 6th and 7th respectively.

18) Interviewer: Why is direct cultivation important to you?

Respondent: Organic refers to direct cultivation, in which the manufacturing process is totally different. One may understand the cultivation process of organic food to avoid the usage of chemicals in it, as there are chemicals added in the process of cultivation for inorganic products.

19) Interviewer: You said you mostly purchased organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, what do you do in that case? (Absence)

Respondent: If it is urgent then we would go and buy the other fruits and vegetables, depends on our requirement and we would act accordingly.

20) Interviewer: When organic fruits and vegetables are available, why don't you go and purchase the other fruits and vegetables? (Negative)

Respondent: If it is available then I feel organic is good for my health. Instead of going to doctors, spending lot of money, if we have some control on our food activities, we need not waste our money, so when we are seeing this kind of difference then instead of going for other fruits and vegetables we go for organic.

21) Interviewer: So why according to you should you be healthy or should anyone be healthy? Why is that important?

Respondent: Everyone wants to live long. Thus to secure their family and longer survivability, they are showing interest, but due to some bad activities they might not be able to come out of it.

People who have some good activities show some interest in food, activities to go and procure these kind of organic fruits and vegetables.

22) Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: Two years

Interviewer: Before that you were purchasing.....

Respondent: Before that I had no awareness about organic food.

23) Interviewer: What does your diet consist of, what do you generally have?

Respondent: Breakfast idly, lunch rice, dinner chapatti along with vegetables and fruits.

24) Interviewer: Is there any specific time you have fruits?

Respondent: There is no specific time.

Interviewer: Thank you Sir, it was nice speaking to you.

Prof VI – Raj Laddering

8) Interviewer: You have given me three factors – chemical free, healthy and organic. Could you rank these three factors from most to least important?

Respondent: First is the organic term is the most important only then people will come to know about organic and it is important. Second one is that, the places where organic fruits and vegetables are sold, people at such places are giving clear explanation as to which one is more important. Third being is that these days people understand the fact of organic food being very good for health. Patanjali has recently kept promoting and setting up free outlets to people who have started it in many places, all these outlets contain organic products only.

Interviewer: Shall I rank the chemical free factor as the fourth one?

Respondent: Yes, you can.

17) Interviewer: You spoke of taste, direct cultivation and quality, how should I rank these factors amongst the others you mentioned before?

Respondent: You may rank it in the order of direct cultivation, quality, taste as 5th, 6th and 7th respectively.

Attributes and Ranking:

Organic – I

Advertisement about organic – II (Explanation about organic at the place where it is sold)

Health – III

Chemical Free – IV

Method of farming – V (Direct cultivation)

Quality – VI

Taste – VII

9) Interviewer: Why is the factor organic important to you?

Respondent: The organic term itself, it shows what things,.. even I have checked on websites regarding the term organic, it means the ones that are chemical free. Moreover, everyone knows that if a person goes to a shop, departmental store or a fruit market, they would sell vegetables and fruits. This, does not mean that there is no chemical used in it. However, if there is an item labelled as “organic” and that has chemicals in it, one can file a case under the consumer protection act. One can recognize this through the taste itself and through other ways. We would know very easily if the products sold to us are organic or inorganic. This is the reason for me to say that the term organic is the most important factor in itself. If the term organic is not mentioned, then there is no differentiation between organic products and the fruits and vegetables that are being sold in the common market. So for this differentiation it is important.

Genuine (Label confirms the genuineness of the product) (V) (Safety)



Difference between organic and inorganic (C)



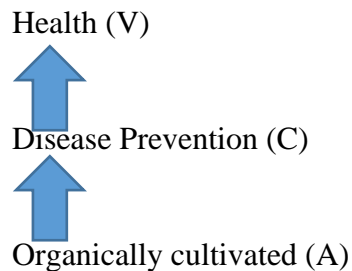
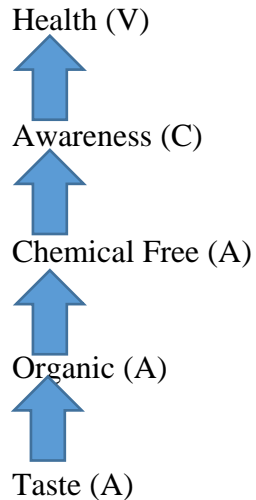
Chemical free (A)



Organic (A)

10) Interviewer: You said you can differentiate organic from inorganic depending on just the taste.

Respondent: Definitely. There is a lot of difference in taste, while eating fruits and vegetables. We could understand if it has been cultivated organically or if there have been any addition of chemicals, it may show some difference. People these days are quite aware of whether the product is good or not on its own basis. Each and every product has the ingredients mentioned. Earlier people would not see what the ingredients were, but few people who are very much aware of these products, they are seeing as to what ingredients are being used, based on the ingredients as well there are people who buy the product. For people with diabetes, these organic food is good for health. So in this case, if there is a high sugar percentage, it may affect the health of its consumer. So that is the reason why people easily conclude based on the taste, whether it is there or not whether the product is good or not.



11) Interviewer: Why is the factor explaining about organic important to you?

Respondent: Explaining about organic when selling it to the customer is because of the awareness being very less as only the literate people know about it very well. The awareness that was 20% has just started to rise. The rest 80% of the people may not know if there is organic food or not. I came to know about it through my university where they conducted a conference. In the conference, they had called a person and asked him to give a guest lecture. When he gave the guest lecture is when all the faculty came to know about organic food being the most important thing for health, which wouldn't have been known otherwise. If not for the lecture, I may not have known about it either. So this organic food feeds only about 20% of the people. So shopkeepers give a clear explanation to customers when they step in the shop, and advising the customers, so that they would come to their shop again and again. This is the reason why shopkeepers are giving an explanations to the buyer.

12) Interviewer: You said that you came to know through one of the conferences, so why do you think that people are conducting conferences and speaking about this? (Third Person Probe)

Respondent: They do it for health reasons only. Everyone are very health conscious, they go for a walk and a lot of people are having diabetes. Thus to protect everything the prime factor is food. So its not just fruits and vegetables, but grains such as rice as well, that use organic farming methods. So when they consume these organic foods, they determine as to how far these organic foods are protecting them from diseases. Thus they have been given these type of lectures, which attract us and make us think of going for organic food instead of going for other foods.

Health (V)



Protection from diseases (C)



Awareness (C)



Advertisement about organic (A) (Explanation about organic at the place where it is sold)

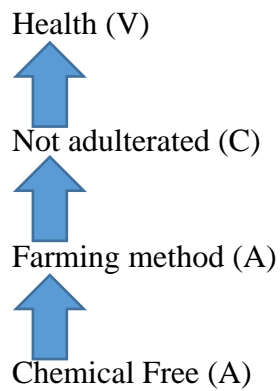
13) Interviewer: Why is the factor being healthy important to you?

Respondent: If you take any product such as milk, fruits or vegetables, there are farms that use chemicals and there is a video in this regard and adulterations are there. But in organic food, it comes from direct cultivation and there is no chemical in it. As a result, this shows it is important for health. Doctors these days advise to take organic food, which will be useful for you and help you and not to go for the other type of food. So certain things these days have started to change. How far people would accept the change and go and buy, there is this price variation that would come in the picture. If you go to a place to buy organic food, the price would be higher. This is why everyone cannot afford to buy it as its price is high. Only a few people who buy it, are attracted and satisfied with these type of things even with the price being high, but they are satisfied.

14) Interviewer: You said that when people buy these things they will be satisfied, could you elaborate it a bit?

Respondent: Some students have done research on organic food that has been published as articles on various websites, 8-9 months back when I checked on websites, I could find about 2

or 3 articles on organic food. Now there are more than 50 articles based on organic food, where each and every person are involved in doing research and the research would refer to the fact that people who have been using organic products are satisfied. I have referred to these research articles in which the conclusion has been only two reasons, one being there is no awareness and the second being the people who are using the product are satisfied. The drawbacks are that there are less number of outlets as a result of which people have to travel some distance and the price is quite high.

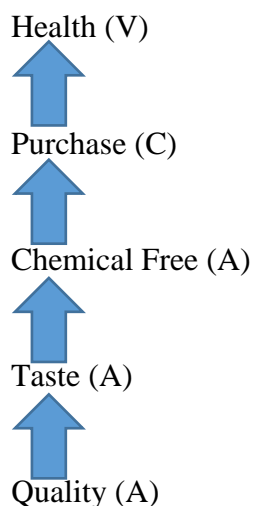


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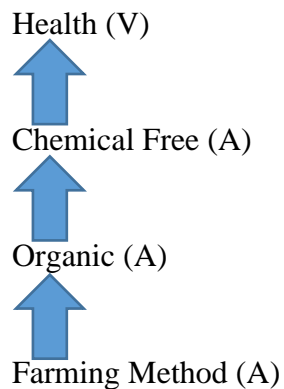


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Respondent: If it is available then I feel organic is good for my health. Instead of going to doctors, spending lot of money, if we have some control on our food activities, we need not waste our money, so when we are seeing this kind of difference then instead of going for other fruits and vegetables we go for organic.



Prof – VII - Bal

1) Interviewer: Can you describe one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Normally I would purchase from small shops, sometimes, we can obviously purchase in supermarkets. It was a good experience

2) Interviewer: What kind of organic fruits and vegetables do you purchase?

Respondent: Mangoes, grapes, watermelon as for fruits. In case of vegetables, onion, tomato, potato and other green vegetables.

3) Interviewer: Can you give me a few reasons for you to purchase organic fruits and vegetables?

Respondent: Organic is chemical free, which is one of the main reasons. In case of other inorganic foods, fertilizers and other pesticides are used for cultivation. That is the main reason for it.

4) Interviewer: So when you purchase these fruits and vegetables, what do you see in them or how do you select them?

Respondent: By seeing the color, size and judging by the general appearance we pick it up. Varieties are free from any chemicals and things like that

5) Interviewer: So you said chemical free is one reason and while purchasing it you see the color, size and the general appearance of the fruits and vegetables? Can you rank these four factors from being the most to least important to you?

Respondent: Freshness is first, second would be color, third appearance, size fourth and chemical free is last.

Interviewer: So this term organic, how much is this term important to you?

Respondent: Organic itself is very important. You can rank this as one and then the other factors can follow subsequently.

6) Interviewer: Why is the factor organic important to you?

Respondent: Due to the development of technology and population, people wanted to develop the crop in the form of money, as quick as possibly. For example, an organic crop would take about six months to cultivate, whereas in case of inorganic crop, they would have the same one cultivated within three months. This is why I feel that, as we keep reducing the life of the crop it will have an impact on our health and give us health related issues. For example, acquiring any particular disease, and in case of women, girls mature biologically, at a very young age. All these are a result of the food habits, which have chemicals in them. Back in the days, a girl will hit puberty at the age of 16, these days, they do so at the age of 10 or 11 itself, sometime around the 4th or 5th standard itself. So these are the practical changes people are experiencing. So our span life is getting shortened because of using inorganic fruits and vegetables as everything has commercialized these days.

7) Interviewer: Why is the factor freshness important to you?

Respondent: Normally we buy fruits and vegetables judging by its freshness.

Interviewer: Ok... so you.... (silence) (Redirecting)

Respondent: Suppose, if it reaches from the field to the market after 5-6 days, it won't be fresh. This can be done in inorganic type, where the produce is stored in refrigerators in the warehouses. Suppose we take apple, when there is no season of apples, it is imported from foreign countries before 6 months and it is stored in the refrigerators in different warehouses for about 3-4 months and they sell it to the consumers every now and then.

Interviewer: Why is the factor of fruits and vegetables not being stored for a long time, important to you?

Respondent: It will lose its freshness and originality, we would be devoid of the nutrients like vitamins. It might look fresh but we would not be getting any energy or vitamin from it. The nutritional requirement for the body will remain unfulfilled.

Interviewer: Why is the fruits and vegetables having full vitamins and minerals important to you?

Respondent: It is because it is naturally required, else we have to fulfil these requirements through medicines and tonics, which are again chemicals. Instead we have to get the energy from natural sources, as our human body that consist of digestive, respiratory, circulatory systems, is a gift given by the creator. So we have to maintain it naturally by consuming organic fruits and vegetables. Practically, we can find a difference. For instance, I have a lemon tree at my place, I can tell a difference between the lemon that is there in my house to the ones that are sold in the shop. The fragrance is excellent in itself as it is purely organic as we are cultivating it in our house

8) Interviewer: Why is the factor color important to you?

Respondent: That is another factor of freshness, if it is not fresh then it would lose its original color, it would be slightly dull.

Interviewer: Why is the factor fragrance important to you?

Respondent: Fragrance refers to the original smell of the fruit. For example, if we're buying mango we would experience the original mango smell. If we are buying pineapple, we can understand if it is fresh or not, on the basis of its smell. So by using our 5 senses we can clearly find out if the crop is fresh or not.

9) Interviewer: Why is the factor appearance important to you?

Respondent: We can identify by sight, smell and taste, if the fruit is original or not. A few things can be judged by seeing it, a few by smelling it, the others by taste in the form of smaple. For example if we are going to buy grapes, we pick one from the bunch and taste it, based on this I can decide whether I should purchase them or not. If it is sweet, I'll purchase it, if I don't like the taste, I wouldn't purchase it. Thus by using our five senses we can judge, whether to buy a product or not.

Interviewer: Why is judging fruits and vegetables important to you?

Respondent: It is because of the health factor. We want to maintain our health, so we eat good fruits and vegetables to do so. This way we could drastically reduce any expenses at the hospital as we derive the energy from the things that we consume. This is why it is very essential.

Interviewer: Why is the factor size important to you?

Respondent: It is for the requirement of the family. Suppose my family consist of 10 members, I'll have to buy more if the size of the fruits or vegetables is small and vice versa. For example, if the size of the mango is normal, I'll have to purchase 3-4 of them, whereas if it is too small then I'll have to purchase 6-7 of them. Depending on the size, I can decide as to the quantity I would be required to purchase.

Interviewer: Why is the factor deciding on the quantity important to you?

Respondent: I have a family that consist of two children, who are growing up, and If it is good they would consume more or else they would consume less and thus I purchase accordingly.

10) Interviewer: Why is the factor being chemical free important to you?

Respondent: If it is organic, then it has to be chemical free. It should be chemical free so that our health is protected.

11) Interviewer: Do you invite your friends and relatives to your place and do you offer them these organic fruits and vegetables? If so, can you describe any such occasion and the feedback you go for it from them? (Situational/Occasional)

Respondent: Yes I do, I offer them fresh juices or fruits. Especially in a country like India, and in case of Chennai in particular, people living in urban areas are only aware about organic. The awareness in small towns and cities is quite low, thus I feel that there is only a small percentage, roughly about 30%, of the people who prefer organic, when they go to the market to purchase. The remaining 70% of people go for inorganic products and this is in regard to Chennai. So I wanted to create more awareness related to it and if the government could help, a developing country like India, now they are having standards for commercial products like chocolates and biscuits, similarly, they should have standardized rules and regulations for fruits and vegetables, compulsorily. The government has to restrict the usage of chemicals in the products such as fruits and vegetables, so as to help maintain the good health of its citizens as health is wealth. If good health is provided to the people, then they would create good wealth for the country. This is the basic point I want to highlight.

Interviewer: So Sir, when you offered these organic fruit juice to your friends and relatives, did they give any feedback?

Respondent: My friends and relatives do give a positive feedback. My wife is good at preparing carrot juice, so many of them ask her, as to how she prepared it. They would be eager to try it at their homes. Normally people offer lime juice and grape juice as it is easier to prepare juice from fruits. We also prepare juice using vegetables which is different and which is very rich in vitamin C, which is good for skin and eyes.

Interviewer: How do you feel when you receive a positive feedback?

Respondent: I felt very motivated and enriched.

12) Interviewer: You said you mostly purchased organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, what do you do in that case? (Absence)

Respondent: I would ask the shopkeeper as to when the next stock would arrive, if it is not very long a wait, I'll be patient and would purchase accordingly. If its urgent I'll go for the other type, else I would wait and purchase.

Interviewer: why do you think that organic is so important that you have to wait for it to purchase?

Respondent: It is because of health factors, so as to maintain good health of my family and me.

Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: For the last three years as we were unaware of it before that. Those days it was unavailable as well.

14) Interviewer: How did you come to know about organic products?

Respondent: There are exclusive organic shops so from there we would purchase. No one referred to me and I found out of my own interest as I have an agricultural family background. My parents used to feed me farm fresh vegetables and fruits, from childhood. There are mango trees in our field, in addition to it, there are tomatoes. Thus we used to use all of these things and thus became habitual to it. After having migrated to the city from the village, I wanted to maintain the same thing and go for organic shops, perhaps it is a tad bit costlier but it is well

worth it, considering that we have to maintain our and our children's health, instead of spending at hospital after being infected by diseases, it is better to spend on organic food.

15) Interviewer: What does your diet consist of, what do you eat?

Respondent: Usually, I am used to having idly, it is quite famous a food. Quite rarely dosa. Lunch consists more of white rice, sambhar, rasam with vegetables. In the dinner, we have chappatis or idly. This is our normal diet. I consume fruits such as apples, bananas or grapes, post dinner, before bed.

Interviewer: So you have fruits after dinner and not during the day?

Respondent: It is mostly after dinner. During holidays, I'd take it before lunch. However, during working days, since we don't have time. I'm working in Chennai and put up in Thiruvallur, so there is a one way up or down travel, which is usually of two hours, this roughly accounts to about 4 hours of travel each day. This is why I find time only during nights.

Interviewer: is there any important reason for your to consume fruits after dinner?

Respondent: Nothing important, it is just time constrain. In the morning it is usually a hurry to reach office as I commute through train.

Interviewer: You have said that you take organic because it is healthy so why is the factor being healthy important to you?

Respondent: As it is cultivated naturally, it is chemical free, as a result of which we get real benefits. In case of inorganic, they use hybrid varieties. Although it looks good, you may not acquire the nutritional content from it.

Interviewer: Could you elaborate on the real benefits we get when consuming organic food?

Respondent: I'm 42, I don't have any diseases like high or low blood pressure, diabetes and I'm quite healthy because I've been eating organic since childhood. Thus I wanted to give the same health factors to my children as well, as I strongly believe that health is wealth. If you have good health, you can make good wealth too.

Interviewer: Why is the factor a healthy family, important to you?

Respondent: If we have everything but health, we will start losing things like peacefulness, wealth. The assets we might have would be spent as one requires a lot of money for medical expenditure. As such everything gets affected. I feel that health is the quintessential factor and there is no substitute to it. We could earn money at any given point of time, if we are healthy. One may also not live like what he/she used to, if they undergo surgery due to ailments.

Interviewer: Thank you Sir, it was nice speaking to you, thank you for your time.

Prof – VII – Bal – Laddering

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Attributes and Ranking

Organic – I

Freshness – II

Colour – II

Appearance – III

Chemical Free – IV

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Health (V)



Not Adulterated (C) (reducing the life of the crop)



Organic (A)

Health (V)



Disease Prevention (C)



Farming Method (A)

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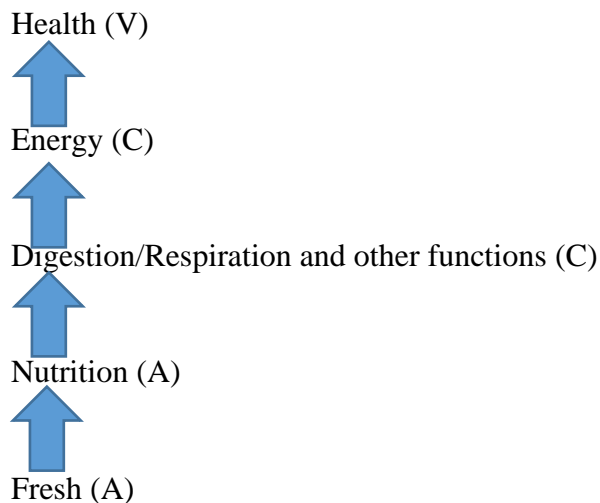
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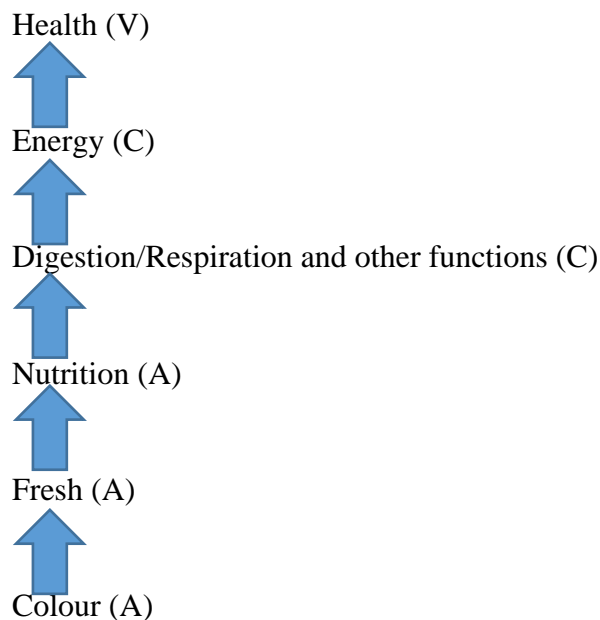


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Respondent: That is another factor of freshness, if it is not fresh then it would lose its original color, it would be slightly dull.

Interviewer: Why is the factor fragrance important to you?

Respondent: Fragrance refers to the original smell of the fruit. For example, if we're buying mango we would experience the original mango smell. If we are buying pineapple, we can understand if it is fresh or not, on the basis of its smell. So by using our 5 senses we can clearly find out if the crop is fresh or not.



9) Interviewer: Why is the factor appearance important to you?

Respondent: We can identify by sight, smell and taste, if the fruit is original or not. A few things can be judged by seeing it, a few by smelling it, the others by taste in the form of sample. For example if we are going to buy grapes, we pick one from the bunch and taste it, based on this I can decide whether I should purchase them or not. If it is sweet, I'll purchase it, if I don't like the taste, I wouldn't purchase it. Thus by using our five senses we can judge, whether to buy a product or not.

Interviewer: Why is judging fruits and vegetables important to you?

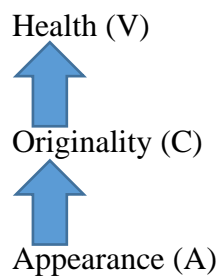
Respondent: It is because of the health factor. We want to maintain our health, so we eat good fruits and vegetables to do so. This way we could drastically reduce any expenses at the hospital as we derive the energy from the things that we consume. This is why it is very essential.

Interviewer: Why is the factor size important to you?

Respondent: It is for the requirement of the family. Suppose my family consist of 10 members, I'll have to buy more if the size of the fruits or vegetables is small and vice versa. For example, if the size of the mango is normal, I'll have to purchase 3-4 of them, whereas if it is too small then I'll have to purchase 6-7 of them. Depending on the size, I can decide as to the quantity I would be required to purchase.

Interviewer: Why is the factor deciding on the quantity important to you?

Respondent: I have a family that consist of two children, who are growing up, and If it is good they would consume more or else they would consume less and thus I purchase accordingly.



10) Interviewer: Why is the factor being chemical free important to you?

Respondent: If it is organic, then it has to be chemical free. It should be chemical free so that our health is protected.

Health (V)



Not Adulterated (C)



Organic (A)



Chemical Free (A)

Prof VIII – Satun

1) Interviewer: Can you tell me one shopping experience of yours in purchasing fruits and vegetables?

Respondent: Organic fruits and vegetables are really pleasant, because the manure used is natural, there is no chemical content in it.

2) Interviewer: What kind of organic fruits and vegetables do you buy?

Respondent: I usually buy organic vegetables for cooking and in case of fruits, I'm selective, I consume apple and orange.

3) Interviewer: Can you give me a few reasons for you to purchase organic?

Respondent: They are been branded as a natural product, where they are not using any chemical preservatives, but then use only natural preservatives. The process of organic food is also very natural, so that is the reason I purchase it.

4) Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: I'm not categorizing vegetables in terms of fruits, when it comes to organic. The reason to this is because, organic in itself would mean natural. When there is organic fruits and vegetable, I'll go by it. There is no categorization or marking as such. It is more like being fresh and has a brand name called organic, for that reason alone. So first is freshness and second is brand named organic. Branding in this case doesn't refer to company branding, rather, being organic in itself is a brand.

5) Interviewer: You have given me five factors – pleasant, chemical free, process is natural, fresh and organic. Could you rank these five factors from most to least important?

Respondent: The first factor is organic itself. The brand organic itself is the first one. Second is process is more natural. Third would be freshness. Fourth would be pleasant to buy as we are keeping ourselves very close to nature. Lastly, it would be chemical free.

6) Interviewer: Why is the factor organic important to you?

Respondent: These days we find more of adulteration and people are more cautious about the chemicals. The market is also very greedy, in order to make more profit, they are not following the ethical processes, as to what should be followed in the first place. For this reason, I find organic to be more of an exceptional one, where we have to go for a natural product.

7) Interviewer: Why is the factor natural process important to you?

Respondent: Very much. In terms of organic cultivation, from the process of seeding to when the product is packaged and reaches the retailer, the entire process takes place in a very natural way

Interviewer: Why is it that “from the seeding to when the product is packaged, it should be natural”, important to you?

Respondent: The process of organic follows in that way. If the products have any kind of chemical intervention, then they wouldn't be called as organic. This is the reason.

8) Interviewer: Why is the factor freshness important to you?

Respondent: All the vegetables should be fresh. Freshness has its own kind of quality, irrespective of the product being vegetarian or non-vegetarian, freshness is the important factor to buy the product.

Interviewer: You said that freshness is also a quality. Could you elaborate on it a bit more?

Respondent: Quality I rank only on the basis of nature, everything is naturally preserved, starting from seeding till processing the entire factor.

9) Interviewer: Why is the factor being pleasant important to you?

Respondent: Pleasant in the sense that you have a kind of natural satisfaction. When you are preserving which is more of a nature, naturally it is pleasant, as to where you buy it from, that gives satisfaction also for us.

Interviewer: Why is this satisfaction important to you?

Respondent: We are satisfied for simple reasons, one being organic, secondly it is fresh.

10) Interviewer: Why is the factor chemical free important to you?

Respondent: Throughout the world, even in the case of WHO (World Health Organisation) they are saying to the general public that these days, the products that are coming to the market, in terms of vegetables and fruits, everything has been adulterated by chemicals. Usage of chemicals has its own set of disadvantages and in the longer run of constant usage, it will create health related issues. In order to avoid these complications, they are asking the people and motivating them to go for organic products. Thus we are going for it.

11) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion?

Respondent: Yes I invite them home, but so far I haven't tried serving them organic food.

12) Interviewer: Why do you think that organic is better than the inorganic variants?

Respondent: The only thing that I have been repeating is that **nature is the only criteria for organic**, it does not have any chemical content. Since it is free of chemicals and more of nature, we could say that the product is organic.

13) Interviewer: Why is it that it is more towards nature important to you?

Respondent: We see in the fast phase of life, everything has become fast. The manufacturers, in this case, our farmers, in order to make more money, they compromise at times. The compromising factor is that they are motivated to use chemicals, wherein the crops are grown against the natural way of growth process, so when these kind of things are happening, we probably would have to think about nature

14) Interviewer: How long have been purchasing organic fruits and vegetables?

Respondent: I have been purchasing the organic fruits and vegetables for the last three years.

Interviewer: What were you purchasing before that?

Respondent: I was not very concerned about the organic back then, so I used to buy the fruits and vegetables as per their availability in the market. After that however, I have been very keen in buying only organic products.

15) Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: Through the various promotions that were created by various mediums. They say that the organic food is healthier than the inorganic variants that are available. The physicians too suggest that we should go for organic. There are a lot of articles that come in newspapers or magazines.

Interviewer: Why do you think that these different mediums the doctor, articles etc suggest you to take organic?

Respondent: They are well aware of normal people. They are the ones who advocate, induce and motivate the normal people to take good fruits and vegetables. Their natural preference would be organic.

16) Interviewer: So you feel that organic is better than inorganic fruits and vegetables?

Respondent: Yes.

17) Interviewer: What does your diet consist of?

Respondent: I'm basically a vegetarian and very rarely do I take an egg.

Interviewer: So being a vegetarian you must be more dependent on fruits and vegetables.

Respondent: Maximum it would be vegetables and to a lesser extent it is fruits.

Interviewer: Why is there more inclination to vegetables?

Respondent: We've been brought up in that way. I'm not saying that I don't take fruits, but I feel that in comparison to fruits, more of vegetables should be consumed, as it is a daily activity. In case of fruits I take it for a maximum of three days in a week.

Interviewer: Why do you think that consuming vegetables every day is important to you?

Respondent: It keeps me active and energetic for the entire day.

Interviewer: Why being active and energetic is important to you?

Respondent: Everyone likes to be active and energetic.

18) Interviewer: So does everyone in your family consumes more of vegetables than fruits?

Respondent: Yes.

Interviewer: What do you take for snacks?

Respondent: I don't consume fruits for snacks.

Interviewer: Thank you Sir, it was nice speaking to you and thanks for your time.

Prof VIII – Satun – Laddering

5) Interviewer: You have given me five factors – pleasant, chemical free, process is natural, fresh and organic. Could you rank these five factors from most to least important?

Respondent: The first factor is organic itself. The brand organic itself is the first one. Second is process is more natural. Third would be freshness. Fourth would be pleasant to buy as we are keeping ourselves very close to nature. Lastly, it would be chemical free.

Attributes and Ranking

Organic – I

Natural - II

Fresh – III

Pleasant – IV

6) Interviewer: Why is the factor organic important to you?

Respondent: These days we find more of adulteration and people are more cautious about the chemicals. The market is also very greedy, in order to make more profit, they are not following the ethical processes, as to what should be followed in the first place. For this reason, I find organic to be more of an exceptional one, where we have to go for a natural product.

Ethics (V)



No adulteration (C)



Organic (A)

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Respondent: Very much. In terms of organic cultivation, from the process of seeding to when the product is packaged and reaches the retailer, the entire process takes place in a very natural way

Interviewer: Why is it that “from the seeding to when the product is packaged, it should be natural”, important to you?

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Nature (V)



Process from start to finish (C)



Organic (A)



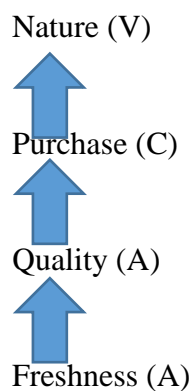
Natural (A)

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Respondent: All the vegetables should be fresh. Freshness has its own kind of quality, irrespective of the product being vegetarian or non-vegetarian, freshness is the important factor to buy the product.

Interviewer: You said that freshness is also a quality. Could you elaborate on it a bit more?

Respondent: Quality I rank only on the basis of nature, everything is naturally preserved, starting from seeding till processing the entire factor.

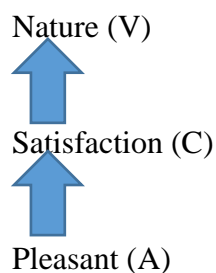


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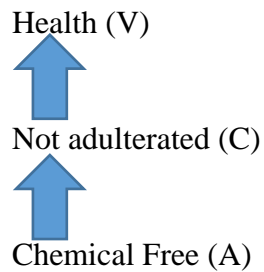
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Respondent: We are satisfied for simple reasons, one being organic, secondly it is fresh.



10) Interviewer: Why is the factor chemical free important to you?

Respondent: Throughout the world, even in the case of WHO (World Health Organisation) they are saying to the general public that these days, the products that are coming to the market, in terms of vegetables and fruits, everything has been adulterated by chemicals. Usage of chemicals has its own set of disadvantages and in the longer run of constant usage, it will create health related issues. In order to avoid these complications, they are asking the people and motivating them to go for organic products. Thus we are going for it.



Prof IX - San

1) Interviewer: Can you describe one shopping experience of yours in purchasing fruits and vegetables?

Respondent: We have been buying fruits and vegetables from the market some 5-6 years back, the moment the concept of organic food came in, we always try to buy them, especially in the specified markets when they sell organic fruits and vegetables. Off late, I own a kitchen garden in my house, I grow everything by myself. Like for example, brinjal, lady's finger, chilly, papaya, lime, mangoes. Thus in the last 5 years, I have been using my own home grown vegetables. In fact I distribute among my friends and others near my house. The kitchen garden also includes drumsticks, plankton, curry leaves and whatever I need I get it from my own kitchen garden. That is what I am doing right now.

2) Interviewer: Can you give me a few reasons for you to grow or use organic fruits and vegetables?

Respondent: Inorganic vegetables and fruits are supposed to contain a lot of pesticides and other chemicals, DDT for example, they thus get incorporated in the food cycle and there is awareness about all of these things, especially there was a note, that mother's milk contained DDT at one particular stage. It was quite alarming, it came in the newspapers too. From that moment forth, it picked up a start in analyzing all the chemical percentage in vegetables as people tried to use chemical manures and pesticides. Thus these are incorporated in the vegetables, they enter our food cycle and we consume them also. As a result of this, there are a lot of side effects. Infertility is an example, in the case of ladies. Off-late most married women they are not able to bear a child, one of the major cause of that issue could be this factor – consumption of vegetables with pesticides, that could be avoided in organic food.

3) Interviewer: So when you pick these organic fruits and vegetables, how do you pick them, what do you see in them?

Respondent: As I told you, we use our own kitchen garden material, as far as the fruits and vegetables are concerned and when we do buy, we try to buy the seasonal fruits that are available in the market.

4) Interviewer: Why do you feel that organic is better than inorganic variants?

Respondent: These organic foods do not contain any of these chemicals, especially if the BHC and pesticides are not present then it is good for you. Their nutritional value is increased. In the inorganic variants, all the nutritional values are reduced and they cause side effects as well.

5) Interviewer: You have given me three reasons – pesticide and chemical free, no side effects and third is more nutritional value. Could you rank these three factors from most to least important?

Respondent: Absence of pesticides itself is the most important one. The moment these pesticides are avoided, automatically the nutritional value increases. Nutritional value would thus be the second factor, which would be followed by the prevention of side effects.

6) Interviewer: The term organic, how much is this term important to you?

Respondent: The concept as to why the name is given is something that I understand, organic compounds earlier are supposed to be generated by living organisms only, this is what is called as vital theory. All the man-made chemicals are called as inorganic chemicals, generally referred to as chemicals. Because of the use of fertilizers and man-made chemicals are termed as inorganic ones and the ones that don't have the usage of these man-made chemicals are referred to as organic.

Interviewer: Would you rank this factor the way you ranked the other factors as well?

7) Respondent: Yes, organic should be the top most priority, followed by the other factors. The moment the awareness comes, people would automatically start avoiding the inorganic variants and the government should also have a role in this, in popularizing the organic variants of vegetables and fruits.

8) Interviewer: Why is the factor organic important to you?

Respondent: Here is a very novel and interesting bit of information, I grow a cow here in my house for the past 10 years, I own a cow, we thus have natural manures such as cow dung and urine, we also have our own compost fertilizers. These compost fertilizers are definitely much better than the chemical fertilizer. So we grow our own vegetables and fruits, including the mango tree that we supply the compost to. All the trees that grow in this way, should definitely

bear fruits and vegetables of high nutritional value. Besides that, my friends also come and collect the compost fertilizer from me, in order to grow their own kitchen garden. I also make another important thing called “Panchakaviya”, it is 5 ingredients that are from a cow, namely cow dung, urine, milk, curd and ghee. These ingredients are mixed in a proportionate form and then ferment it for about a week or two. This fermented product is an excellent nutrition for all the plants. It helps increase not just the nutritional value, but the size and taste of the produce increases. In case of flowers, they become bigger with a beautiful aroma. Thus this fertilizer is an important ingredient in the growth of organic vegetables. I have been making it for the past five years, it is also collected by my friends. It is more of a natural medicine and nutrition for the plants.

Interviewer: Why is it that getting good fruits of better size, taste and aroma, important to you?

Respondent: Obviously for the growth of human being and avoid all the side effects, else, I’d have to visit a doctor every alternate day. Avoiding the doctor’s visit gives me a peace of mind, happiness in the family.

Interviewer: Could you elaborate a little on the factor “happiness in the family”?

Respondent: Naturally when everyone is happy, we don’t visit the doctors as we are hale and healthy, thereby we have a peace of mind.

9) Interviewer: Why is the factor pesticide and chemical free important to you?

Respondent: The use of chemicals and pesticides that are injected in vegetables and fruits, they spoil its quality, reduce the nutritional value and paves way for a lot of side effects as well.

Interviewer: Why is quality important to you?

Respondent: Quality is something that ensures natural taste and nutritional value in the case of vegetables and fruits. If anything is added into it, then the percentage of nutritional value decreases.

10) Interviewer: Why is the factor nutritional value important to you?

Respondent: It is naturally for the growth of the human beings and to avoid all other side effects and chemicals. Our body needs this nutrition in the form of proteins, amino acids, minerals,

carbohydrates, vitamins, etc., in a proportionate amount. These vegetables help in fulfilling the proportionate requirement of the human beings, when they consume.

Interviewer: Could you elaborate a little on the statement “nutrition is important for the growth of human beings”?

Respondent: Nutrition, in terms of proteins, amino acids and fats, these are the three important ingredients for any living being, irrespective of it being a plant, animal or human. These are quite important, proteins and amino acids. Amino acids gives proteins, which in turn are responsible for the growth. Thus all nutritional value given in a proportionate amount is definitely good for anyone who consumes all these things.

Interviewer: How do you say it is good for consumption?

Respondent: When you consume all the vegetables and fruits, in a proportionate amount, you are healthy. This is related to the health factor.

11) Interviewer: Why is having no side effects important to you?

Respondent: If you have side effects, you are vulnerable to all sorts of problems, that would in evidently result in frequent visits to doctors, a visit would result in increase in the bill of the doctor.

Interviewer: Why is the factor not visiting the doctor important to you?

Respondent: It isn't a natural way of growth.

12) Interviewer: You must've invited your friends and relatives to your place and you must've offered them these organic fruits and vegetables, can you describe any such occasion? (Situational/Occasional)

Respondent: Whenever any of my relatives come to my house, whatever I've grown in my kitchen garden, I offer it to them and I explain the reason for the importance of organic food, at that point of time. It is more of an occasion for me to propagate this ideology to my friends. They appreciate it and then they try to go do the same thing in their homes. If they are living in apartments, they try to grow their kitchen garden on the terrace, I help them do it. I'm the president of exnora here. Naturally, I propagate all these things in all the meetings thereby I am

able to convince my friends about all these facts. In our street we have planted more than 40 trees. Our street is one of the models for the others in the city and we got an award from the Corporation of Chennai as best maintained road.

Interviewer: How do you feel about having done so much i.e. spreading information, getting an award, helping friends etc on the organic concept?

Respondent: Everyone is happy, the moment everyone has an interest in anything, for that matter, he/she wants to pursue that in a better way, propagates it as well thereby spreading the whole process. I feel elated to have been a part of this particular cycle. Especially as a teacher, I should do that. I propagate this to my students as well. I teach the importance of all this to my students, then appreciate it in return and go and do it for themselves, resulting in a chain of propagation.

13) Interviewer: You said you mostly grow or purchase organic fruits and vegetables, if someday due to some reason, organic fruits and vegetables are unavailable, both in your kitchen garden or in the market, what do you do in that case?

Respondent: I don't visualize that. I might not be able to procure it from the market but I can definitely get it from my garden and consume it.

14) Interviewer: How long have you been into organic fruits and vegetables?

Respondent: I've always been interested in gardening, this however, I took up in the last 5-6 years.

Interviewer: How was it before that? Were you still purchasing organic fruits and vegetables?

Respondent: The concept of organic fruits and vegetables has come into the market quite recently, very rarely there used to be organic fruits and vegetables. These days however, they are available in almost every street.

15) Interviewer: How did you come to know about organic fruits and vegetables?

Respondent: When media propagates so much about these variants, especially in newspapers and TV channels, they've started talking on organic food, naturally being a scientist being in the field, I also felt that I should develop a taste in this.

Interviewer: Why do you think that the media and newspapers started propagating about organic?

Respondent: If there is any sensational news they tend to propagate it.

15) Interviewer: Why is being healthy important to you?

Respondent: I think I have already answered this question that it helps in the growth of proteins and carbohydrates in vegetables, that are responsible for the growth of human beings.

16) Interviewer: What does your diet consist of?

Respondent: I am a pure vegetarian, so rice and wheat we also take at times. We skip breakfast and have lunch directly, more like a brunch, at about 11 or 11:30 am. Thus we have two meals a day. Evening we have a small quick tiffin bit or salads, fruits, milk.

Interviewer: So you take your fruits in the evening?

Respondent: Yes, evening or night.

Interviewer: Is there any specific reason to do so?

Respondent: Morning time we have to take something solid, evening is more of an addition thing, along with our tiffin at night. There is no specific reason.

17) Interviewer: How much has this factor of being a vegetarian influenced you to consume organic fruits and vegetables??

Respondent: The concept of vegetarianism is picking up across the world. It gives you so many important positive effects to a person. It improves your thinking capacity and ability, brain remains activated, you're able to manage things faster. All the people in the world, who are vegetarians, do tend to do things quickly, because the non-vegetarian things contain fats. Fats is not good for health with a lot of side effects. Just as how you have organic vegetables and fruits, I don't think we have organic non-vegetarian stuff available, because all animals eat all sorts of things, thus they obviously contain a lot of pesticides. This way the non-vegetarian stuff should definitely contain chemicals. The so called organic non vegetarian concept has not yet come up.

Interviewer: Thank you Sir, it was nice speaking to you.

Prof IX – San – Laddering

5) Interviewer: You have given me three reasons – pesticide and chemical free, no side effects and third is more nutritional value. Could you rank these three factors from most to least important?

Respondent: Absence of pesticides itself is the most important one. The moment these pesticides are avoided, automatically the nutritional value increases. Nutritional value would thus be the second factor, which would be followed by the prevention of side effects.

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Attributes and ranking

Organic – I

Chemical Free – II

Nutrition – III

Side effects prevention – IV

8) Interviewer: Why is the factor organic important to you?

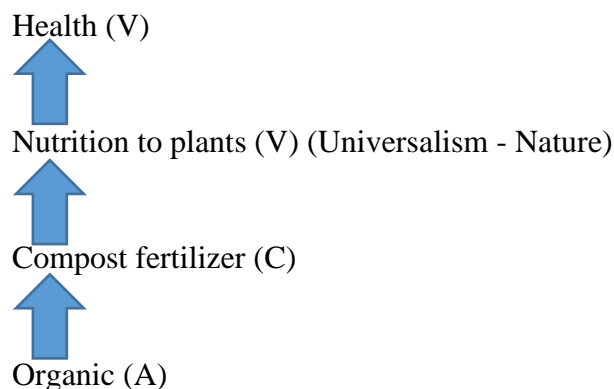
Respondent: Here is a very novel and interesting bit of information, I grow a cow here in my house for the past 10 years, I own a cow, we thus have natural manures such as cow dung and urine, we also have our own compost fertilizers. These compost fertilizers are definitely much better than the chemical fertilizer. So we grow our own vegetables and fruits, including the mango tree that we supply the compost to. All the trees that grow in this way, should definitely bear fruits and vegetables of high nutritional value. Besides that, my friends also come and collect the compost fertilizer from me, in order to grow their own kitchen garden. I also make another important thing called “Panchakaviya”, it is 5 ingredients that are from a cow, namely cow dung, urine, milk, curd and ghee. These ingredients are mixed in a proportionate form and then ferment it for about a week or two. This fermented product is an excellent nutrition for all the plants. It helps increase not just the nutritional value, but the size and taste of the produce increases. In case of flowers, they become bigger with a beautiful aroma. Thus this fertilizer is an important ingredient in the growth of organic vegetables. I have been making it for the past five years, it is also collected by my friends. It is more of a natural medicine and nutrition for the plants.

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Interviewer: Why is quality important to you?

Respondent: Quality is something that ensures natural taste and nutritional value in the case of vegetables and fruits. If anything is added into it, then the percentage of nutritional value decreases.

Health (V)



Not adulterated (C) (injected)



Chemical Free (A)

Nature (V) (natural taste)



Purchase (C)



Quality (A)

10) Interviewer: Why is the factor nutritional value important to you?

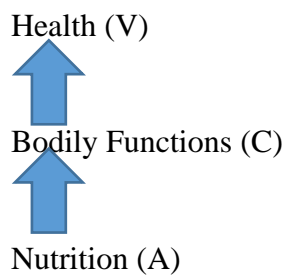
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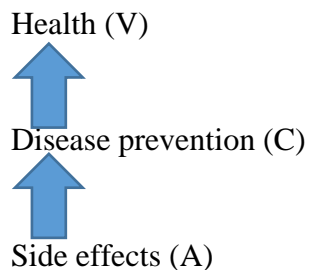


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Interviewer: Why is the factor not visiting the doctor important to you?

Respondent: It isn't a natural way of growth.



SatNew-Prof X

1) Interviewer: Sir, have you purchased fruits and vegetables?

Respondent: I have my own garden and I do everything in my own garden. I have a separate garden in my house and I got a separate farm also. From there only I take my vegetables and fruits.

2) Interviewer: Ok... you have a separate garden.

Respondent: I buy from the shops also and I buy only organic.

Interviewer: Can you describe any experience of yours in buying these fruits and vegetables? It could be pleasant or unpleasant?

Respondent: It improves the stamina, energy level and it has got a lot of nutrition value.

Interviewer: Ok.... What organic fruits and vegetables do you buy sir?

Respondent: Fruits are grapes, apple, papaya and vegetables I have drumsticks in my house, brinjal, cucumber, lady's finger, tomato, everything we go for is organic. I always purchase organic vegetables.

Interviewer: Can you give few reasons as to why you purchase only organic?

Respondent: It is stuff that is not being used by chemicals and is good for health. My children like only organic vegetables. Lots of nutrition value, improves health condition, you won't get product diseases. So I buy organic vegetables and fruits.

3) Interviewer: Sir you told me a few reasons like it's healthy, for your family likes organic fruits and vegetables, it has no chemicals, it is very nutritious and it gives a lot of stamina and energy. Sir can you rank these factors?

Respondent: All the factors?

Interviewer: Yes Sir.

Respondent: 1. It prevents diseases, 2. Nutritious value, 3. Stamina, 4. No chemicals used, 5. My family likes it.

4) Interviewer: Sir why is this preventing disease important to you?

Respondent: Children often get cold, some organic vegetables prevent cold too. Spice, organic pepper, organic rice, tulsi leaves, everything is homemade. I take only homemade spinach, everything homemade is something I look to buy. I use only organic fertilizers. I got a farm and there also I use only organic fertilizers

Interviewer: Sir so why is this, your children not getting cold, important to you?

Respondent: Because they often get cold, sometimes they have wheezing problems that has been from childhood. After continuing with organic it has been prevented and I have reduced medicines.

Interviewer: And how does this factor of reducing medicine help you and your family?

Respondent: It reduces the cost, nowadays, medicines are very costly – going to a doctor, getting a consultation. Chemicals have side effects and all medicines have chemicals. For example if you bring an iron tonic tablet near a magnet the tablet sticks to the magnet. So you consume only iron, in such case it prevents, the side effects from the chemicals. That is the advantage.

5) Interviewer: You said that nutrition is important to you, why is nutrition important to you?

Respondent: Nutrition improves the energy levels, vitamins A, B, C from certain vegetables, iron is also present. Homemade Drumstick contains a lot of iron. You get fresh vegetables, I buy then and there, at my house I take the drumstick and cook. I also have mangoes in my house and consume mangoes directly from the trees.

Interviewer: Its all very fresh.

Respondent: Yes its fresh.

Interviewer: So why is this thing of it being fresh important to you?

Respondent: Storing anything to cold storage will have things added to it. Normally its important that you don't store your vegetables, rather eat it then and there.

Interviewer: So why is this consuming immediately important to you?

Respondent: It is not rotten. If something is stored then there would be certain amount of decay, the shelf life is also lesser for fruits and vegetables. Thus it is good to consume immediately and thus I consume fresh.

Interviewer: And Why is it not being decayed important to you?

Respondent: it becomes poisonous to consume, once decayed. A decayed fruit can be used as a fertilizer by putting it directly to the plant, but cannot be consumed. I use them to prepare enzymes. All decayed fruits will be used to prepare enzymes.

6) Interviewer: Sir then you spoke about the third factor having stamina, why is having stamina and energy important to you?

Respondent: Being a professor, I have to take continuous classes that last for three to four hours every day, for which I require energy, I'm a sportsperson as well, I play tennis in the morning and it gives a lot of energy.

Interviewer: Sir why are these activities, like taking classes and playing tennis, important to you?

Respondent: Teaching is my profession and play tennis to improve my health. I don't go to the doctor at all. I have avoided going to the doctor and don't take chemicals and medicines.

Interviewer: So you don't believe in medicines at all?

Respondent: Yes, I don't believe in medicines.

Interviewer: Taking classes regularly, (i.e) doing your work regularly, why is that important to you?

Respondent: That is my profession. Are you asking about fruits and vegetables?

Interviewer: Yes sir, about fruits and vegetables we basically want to know what motivates you in buying organic, so that is why we are trying to probe a bit deep, nothing else apart from that.

Respondent: Ok..... Now people are aware and doctors want to exploit patients. They treat patients as ATM's by giving wrong diagnosis. So to avoid going to the doctor I consume organic fruits and vegetables. For good digestion, there are a few fruits and vegetables that help such as guava, pineapple and so on.

7) Interviewer: The fourth factor you said that organic fruits and vegetables have no chemicals, so why is that important to you?

Respondent: If a person has suffered a heart attack consumes pomegranate juice and pulp for another 20 days, he need not go to the doctor at all. I have proof of many patients who have cured. Any person who has pomegranate juice and fruit will not get any heart disease at all. It has been proved and I have suggested the medication.

8) Interviewer: You also said that your family likes it and that is the reason why you purchase, so why is purchasing for the family important to you?

Respondent: Family is our support. My grandfather lived for 100 years, I want to live long and so does my family. The purpose of survival of family.

9) Interviewer: Sir you must be inviting friends and relatives to your house, so when you invite them, do you serve them organic fruits and vegetables as well? **(Situational/Occasion)**

Respondent: I don't offer them tea or coffee, rather I give them fresh juice. I don't offer them bottled drinks too. I consume fresh fruit juice and I serve them the same when they visit me. I consume organic green tea.

Interviewer: Sir can you describe an occasion when your friends and relatives have visited you and you have served them organic fruits and vegetables? Have they given any feedback? Have they liked it?

Respondent: They said all the fruits and vegetables are good and my friends visit my house often. My students come home too and I serve them organic fruits and vegetables.

Interviewer: So the feedback they gave is that it is good?

Respondent: Yes.

Interviewer: so when they give that kind of a feedback, how do you feel?

Respondent: It feels great, as I'm doing something for the society.

Interviewer: Sir can you elaborate on this, "doing something for the society"?

Respondent: We have to spread awareness about consuming organic fruits and vegetables as many people are not aware. Being a professor we are working towards our future generation, our country is dependent on future generation, so if I spread this awareness, I feel great, of having done something for the society.

10) Interviewer: Sir you told me that you always purchase organic fruits and vegetables. Suppose there are some days when it not available and you're not able to get it from your farm as well, what do you do in that case? (**Absence**)

Respondent: I always maintain a stock. Its always available in my house.

Interviewer: Think of it as a situation as it is not available at all, you might have forgotten to keep a stock nor do you have it, what would you do in such a case?

Respondent: I have ragi (millets) porridge.

Interviewer: So you would not consume any conventional fruits and vegetables?

Respondent: I take only red rice and I avoid white rice, red rice porridge, etc.

Interviewer: Why, according to you, organic is better than conventional fruits and vegetables?

Respondent: Conventional fruits and vegetables have chemicals. I have a farm and if I leave the mangoes for a lease, that person immediately after taking the lease would use chemicals, to make them ripe fast. I have some part of it which take care of and they use only chemicals.

11) Interviewer: How long have you been buying organic fruits and vegetables? (**Age regression**)

Respondent: Last 3 years.

Interviewer: What did you do before that sir?

Respondent: Before that I purchased the conventional fruits and vegetables.

12) Interviewer: So how did you come to know about organic fruits and vegetables? (**Third Person Probe**)

Respondent: I went to a yoga session where they said organic fruits and vegetables are available and I changed from that day itself. A lot of articles are there on the internet as well.

Interviewer: Why do you think that people in yoga session suggested you to buy organic?

Respondent: They were completely into organic. They do a lot of organic related activities and corporate social responsibility and are more into it.

13) Interviewer: Sir you told me that your family and children like to have organic fruits and vegetables. Why do they like having organic?

Respondent: There is a difference in the taste between the organic fruits and the ones that have chemicals used in it, health improvement is also a factor. For example, there years back, my son, daughter and myself used to get severe cold, after I started consuming organic things, I now don't go to the pharmacy at all for getting medicines for cold. Prevention is better than cure.

Interviewer: So why is this taste important to you and your family?

Respondent: One can't live without tasting things, if you taste an apple there should be some sweetness, for without taste you cannot consume anything.

Interviewer: Why do you think that this factor is important that you should consume it?

Respondent: It gives you good energy and keeps you going for the day.

Interviewer: why is this important, going for the day?

Respondent: We are working, where we have to slog. I wake up at 5:30 in the morning and go to bed at about 11:30 in the night. As I'm speaking to you I'm looking at the farm as well, in my organic garden.

Interviewer: Why is this being healthy important to you?

Respondent: It is important to be healthy so as to do all the other activities, if you are down with disease then you can't earn money. You go to work, get salary and survive.

Interviewer: Thank you Sir, it was nice speaking to you and thanks for your time.

Prof Sat New X Laddering

Attributes and Ranking:

3) Interviewer: Sir you told me a few reasons like it's healthy, for your family likes organic fruits and vegetables, it has no chemicals, it is very nutritious and it gives a lot of stamina and energy. Sir can you rank these factors?

Respondent: All the factors?

Interviewer: Yes Sir.

Respondent: 1. It prevents diseases, 2. Nutritious value, 3. Stamina, 4. No chemicals used, 5. My family likes it.

Disease Prevention – I

Nutrition – II

Stamina – III

Chemical Free – IV

Family Likes it – V

4) Interviewer: Sir why is this preventing disease important to you?

Respondent: Children often get cold, some organic vegetables prevent cold too. Spice, organic pepper, organic rice, tulsi leaves, everything is homemade. I take only homemade spinach, everything homemade is something I look to buy. I use only organic fertilizers. I got a farm and there also I use only organic fertilizers

Interviewer: Sir so why is this, your children not getting cold, important to you?

Respondent: Because they often get cold, sometimes they have wheezing problems that has been from childhood. After continuing with organic it has been prevented and I have reduced medicines.

Interviewer: And how does this factor of reducing medicine help you and your family?

Respondent: It reduces the cost, nowadays, medicines are very costly – going to a doctor, getting a consultation. Chemicals have side effects and all medicines have chemicals. For example if you bring an iron tonic tablet near a magnet the tablet sticks to the magnet. So you consume only iron, in such case it prevents, the side effects from the chemicals. That is the advantage.

Health (V)



Disease Prevention (C)



Organic farming (A)

5) Interviewer: You said that nutrition is important to you, why is nutrition important to you?

Respondent: Nutrition improves the energy levels, vitamins A, B, C from certain vegetables, iron is also present. Homemade Drumstick contains a lot of iron. You get fresh vegetables, I buy then and there, at my house I take the drumstick and cook. I also have mangoes in my house and consume mangoes directly from the trees.

Interviewer: Its all very fresh.

Respondent: Yes its fresh.

Interviewer: So why is this thing of it being fresh important to you?

Respondent: Storing anything to cold storage will have things added to it. Normally its important that you don't store your vegetables, rather eat it then and there.

Interviewer: So why is this consuming immediately important to you?

Respondent: It is not rotten. If something is stored then there would be certain amount of decay, the shelf life is also lesser for fruits and vegetables. Thus it is good to consume immediately and thus I consume fresh.

Interviewer: And why is it not being decayed important to you?

Respondent: it becomes poisonous to consume, once decayed. A decayed fruit can be used as a fertilizer by putting it directly to the plant, but cannot be consumed. I use them to prepare enzymes. All decayed fruits will be used to prepare enzymes.

Health (V)



Energy (C)



Fresh (A)



Nutrition (A)

6) Interviewer: Sir then you spoke about the third factor having stamina, why is having stamina and energy important to you?

Respondent: Being a professor, I have to take continuous classes that last for three to four hours every day, for which I require energy, I'm a sportsperson as well, I play tennis in the morning and it gives a lot of energy.

Interviewer: Sir why are these activities, like taking classes and playing tennis, important to you?

Respondent: Teaching is my profession and play tennis to improve my health. I don't go to the doctor at all. I have avoided going to the doctor and don't take chemicals and medicines.

Interviewer: So you don't believe in medicines at all?

Respondent: Yes, I don't believe in medicines.

Interviewer: Taking classes regularly, (i.e) doing your work regularly, why is that important to you?

Respondent: That is my profession. Are you asking about fruits and vegetables?

Interviewer: Yes sir, about fruits and vegetables we basically want to know what motivates you in buying organic, so that is why we are trying to probe a bit deep, nothing else apart from that.

Respondent: Ok..... Now people are aware and doctors want to exploit patients. They treat patients as ATM's by giving wrong diagnosis. So to avoid going to the doctor I consume organic fruits and vegetables. For good digestion, there are a few fruits and vegetables that help such as guava, pineapple and so on.

Health (V)



Regular activities (C)



Stamina (A)

7) Interviewer: The fourth factor you said that organic fruits and vegetables have no chemicals, so why is that important to you?

Respondent: If a person has suffered a heart attack consumes pomegranate juice and pulp for another 20 days, he need not go to the doctor at all. I have proof of many patients who have cured. Any person who has pomegranate juice and fruit will not get any heart disease at all. It has been proved and I have suggested the medication.

Health (V)



Avoid Medication (C)



Chemical Free (A)

8) Interviewer: You also said that your family likes it and that is the reason why you purchase, so why is purchasing for the family important to you?

Respondent: Family is our support. My grandfather lived for 100 years, I want to live long and so does my family. The purpose is survival of family.

Long Life (V) (Tradition – Long life for entire family, grandfather lived for 100 years)



Consumption (C)



Taste/Family likes (A)

Elements Grouped Together

Bank Officers

Elements grouped together	Summary Content Code
Balanced diet, good diet	Balanced diet
Farming Method, Naturally Grown, Native-Locally Grown, Not artificially ripened, Organic farming	Farming Method
Not adulterated, Poisonous	Not adulterated
Chemical Free, Pesticide Free	Chemical Free
Taste, flavour	Taste

Academics

Elements grouped together	Summary Content Code
Taste, Flavour	Taste
Farming Method, Naturally Grown, Native-Locally Grown, Not artificially ripened, Organic farming	Farming Method
Not adulterated, Poisonous	Not adulterated
Digestion, respiration, metabolism and other bodily functions	Body Functions
Chemical Free, Pesticide Free	Chemical Free

Appendix C - Dominant Perceptual Orientations

Dominant Perceptual Orientations - Bank officers

The first set of tables gives the perception of Bank Officers with regard to the purchase of organic fruits and vegetables.

	Organic - Health				
		Organic	Disease Prevention	Health	
	0	1	8	17	0
Organic	1	0	9	0.09	9.09
Disease Prevention	8	0	0	14.01	14.01
Health	17	0	0	0	0
	0	0	0	0	23.01

Table C.1 - Organic – Health Perception

Organic is strongly associated with disease prevention which in turn is linked to health. Bank officers perceive consuming organic will lead to preventing diseases and hence it is good for health.

	Chemical Free - Health				
		Chemical Free	Future Generation	Health	
	0	2	9	17	0
Chemical Free	2	0	3.01	0.09	3.10
Future Generation	9	0	0	4.00	4.00
Health	17	0	0	0	0
	0	0	0	0	7.10

Table C.2 - Chemical Free – Health Perception

Chemical free is associated with future generation and future generation is linked to health. Bank officers perceive that organic fruits and vegetables are chemical free and so consuming them is good not only for them but also for the health of the future generations.

	Chemical Free - Health				
		Chemical Free	Disease Prevention	Health	
	0	2	8	17	0
Organic	2	0	6	0.09	6.09
Disease Prevention	8	0	0	14.01	14.01
Health	17	0	0	0	0
	0	0	0	0	24.10

Table C.3 - Chemical Free – Health Perception

Chemical free is also associated with disease prevention and which is in turn linked to health. Bank officers perceive that organic fruits and vegetables are chemical free and so consuming organic leads to preventing diseases and so is good for health.

	Taste - Hedonism				
		Taste	Consumption	Hedonism	
	0	3	10	18	0
Taste	3	0	7	0.07	7.07
Consumption	10	0	0	7	7
Hedonism	18	0	0	0	0
	0	0	0	0	7.14

Table C.4 - Taste - Hedonism Perception

Taste is strongly associated with consumption and consumption is associated with Hedonism. The associations show that bank officers consider taste as a requirement of consumption. They feel that enjoying your food is important and hence consumption is associated with hedonism.

	Quality - Universalism				
		Quality	Not Adulterated	Universalism	
	0	4	11	19	0
Quality	4	0	5	0.05	5.05
Not Adulterated	11	0	0	5.00	5.00
Universalism	19	0	0	0	0
	0	0	0	0	10.05

Table C.5 - Quality - Universalism Perception

Quality is associated with organic not being adulterated and which in turn is linked to values of universalism. Bank officers perceive organic fruits and vegetables of good quality and so they are not adulterated. They are linked to values like wisdom which are universal.

	Fresh - Health					
		Fresh	Benefits to the body	Energy	Health	
	0	5	12	15	17	0
Fresh	5	0	3.00	0.02	0.05	3.07
Benefits to the body	12	0	0	2	1.02	3.02
Energy	15	0	0	0	8.00	8.00
Health	17	0	0	0	0	0
	0	0	0	0	0	14.09

Table C.6- Fresh - Health Perception

The fresh health chain shows that fresh is associated with benefits to the body like digestion. These benefits to the body provide energy and health. Bank officers perceive organic fruits and vegetables to be good for body which leads to good energy and better health.

	Farming Method - Health				
		Farming Method	Energy	Health	
	0	6	15	17	0
Farming Method	6	0	2	0.02	2.02
Energy	15	0	0	8.00	8.00
Health	17	0	0	0	0
	0	0	0	0	10.02

Table C.7 - Farming Method – Health Perception

Food consumed from good farming method gives energy and energy is associated with health. Bank officers perceive that consumption of fruits and vegetables through good farming methods such as organic methods lead to more energy, fitness and better health.

	Nutrition - Health					
		Nutrition	Balanced Diet	Energy	Health	
	0	7	14	15	17	0
Nutrition	7	0	4.00	0.03	0.04	4.07
Balanced Diet	14	0	0	3	1.03	4.03
Energy	15	0	0	0	8.00	8.00
Health	17	0	0	0	0	0
	0	0	0	0	0	16.10

Table C.8 - Nutrition - Health Perception

Nutrition is associated with balanced diet which is linked to energy and energy is linked to health. The associations here suggest that Bank officers perceive nutrition leading to balanced diet which gives good energy and better health.

4.5 Dominant Perceptual Orientations – Academics

The next set of tables gives the perception of Academics with regard to the purchase of organic fruits and vegetables.

	Organic - Health				
		Organic	Not Adulterated	Health	
	0	1	13	16	0
Organic	1	0	4	0.04	4.04
Not Adulterated	13	0	0	16	16
Health	16	0	0	0	0
	0	0	0	0	20.04

Table C.9 - Organic - Health Perception

Organic is linked with not adulterated and not adulterated to health. Academics perceive organic fruits and vegetables are not adulterated and thereby healthy.

	Chemical Free - Health				
		Chemical Free	Not Adulterated	Health	
	0	2	13	16	0
Chemical Free	2	0	8	0.09	8.09
Not Adulterated	13	0	0	16	16
Health	16	0	0	0	0
	0	0	0	0	24.09

Table C.10 - Chemical Free - Health Perception

Chemical Free is associated with not adulterated and not adulterated is linked with health. Academics perceive organic fruits and vegetables to be chemical free which means that they are not adulterated and hence are healthy.

	Farming Health				
		Farming Method	Disease Prevention	Health	
	0	3	12	16	0
Farming Method	3	0	5	0.10	5.10
Disease Prevention	12	0	0	5.00	5.00
Health	16	0	0	0	0
	0	0	0	0	10.10

Table C.11 - Farming Method - Health Perception

Farming method is linked to preventing diseases and disease prevention is strongly associated with health. Academics perceive organic fruits and vegetables are cultivated by good farming

methods and so consuming such produce can prevent diseases such as cancer. They feel that consumption of organic fruits and vegetables can prevent certain diseases and therefore it is healthy.

	Taste - Tradition				
		Taste	Consumption	Tradition	
	0	4	11	17	0
Taste	4	0	5	0.03	5.03
Consumption	11	0	0	4	4
Tradition	17	0	0	0	0
	0	0	0	0	9.03

Table C.12 - Taste - Tradition Perception

Taste is linked with consumption which in turn is liked to tradition. Academics perceive that organic fruits and vegetables are tasty and hence consume it. They also associate consumption of organic fruits and vegetables to tradition due to values like vegetarianism and cultural conditioning.

	Fresh - Health					
		Fresh	Body Function	Energy	Health	
	0	5	9	10	16	0
Fresh	5	0	9	1.02	0.04	10.06
Body Function	9	0	0	4	2.04	6.04
Energy	10	0	0	0	6	6
Health	16	0	0	0	0	0
	0	0	0	0	0	22.10

Table C.13 - Fresh - Health Perception

Freshness is associated with better body function like digestion in the organic fruit and vegetable, which is associated with energy. Energy is associated with health. Academics perceive organic fruits and vegetables to be fresh which in turn leads to better body function like digestion and gives good energy and hence is healthy.

	Nutrition - Health					
		Nutrition	Body Function	Energy	Health	
	0	6	9	10	16	0
Nutrition	6	0	2.01	1.02	0.05	3.08
Body Function	9	0	0	4	2.04	6.04
Energy	10	0	0	0	6	6
Health	16	0	0	0	0	0
	0	0	0	0	0	15.12

Table C.14 - Nutrition - Health Perception

Nutrition is associated with better body function. Better body function has link to energy and energy is linked to health. Academics perceive organic fruits and vegetables are nutritious and as the organic fruits and vegetables are nutritious, they lead to better body functions and give good energy and so are healthy.

	Quality - Universalism				
		Quality	Purchase	Universalism	
	0	7	15	18	0
Quality	7	0	3	0.03	3.03
Purchase	15	0	0	4	4
Universalism	18	0	0	0	0
	0	0	0	0	7.03

Table C.15 - Quality - Universalism Perception

Quality is associated with purchase of the product which is linked to universalism values. Academics perceive organic fruits and vegetables to be of good quality which leads them to purchase the product. By purchasing organic fruits and vegetables they are not only purchasing quality product but are purchasing a product which preserves the environment and is one with the nature.

Appendix D – Consent Letter and Information Sheet

[17/048]

[Date]



Consumption of Organic Fruits and Vegetables in India

CONSENT FORM FOR PARTICIPANTS

I have read the Information Sheet concerning this project and understand what it is about. All my questions have been answered to my satisfaction. I understand that I am free to request further information at any stage.

I know that:-

1. My participation in the project is entirely voluntary;
2. I am free to withdraw from the project at any time without any disadvantage;
3. Personal identifying information may be destroyed at the conclusion of the project but any raw data on which the results of the project depend will be retained in secure storage for at least five years;
4. This project involves an open-questioning technique. The general line of questioning includes about consumption of organic fruits and vegetables. The precise nature of the questions which will be asked have not been determined in advance, but will depend on the way in which the interview develops and that in the event that the line of questioning develops in such a way that I feel hesitant or uncomfortable, I may decline to answer any particular question(s) and/or may withdraw from the project without any disadvantage of any kind.
5. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand) but every attempt will be made to preserve my anonymity,

I agree to take part in this project.

.....
(Name of the Respondent)

.....
(Date)

Ritu Pandey
Name of person taking consent

This study has been approved by the University of Otago Human Ethics Committee. If you have any concerns about the ethical conduct of the research you may contact the Committee through the Human Ethics Committee Administrator (ph +643 479 8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.



Consumption of Organic Fruits and Vegetables in India

INFORMATION SHEET FOR PARTICIPANTS

Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate we thank you. If you decide not to take part there will be no disadvantage to you and we thank you for considering our request.

This study looks at the consumption of organic fruits and vegetables, through the relationship of attribute, consequences and values. The values reveal the ultimate consumption goals that a person desires to achieve while attributes reveal what a person looks for while purchasing or not purchasing organic fruits and vegetables.

This project is being undertaken as part of the requirements for Ritu Pandey's Master's Degree by thesis only in Marketing.

I will be interviewing two groups of people who have purchased organic fruits and vegetables before. The first set will consist of ten academicians and the second set will comprise ten white collared office employees.

Should you agree to take part in this project, you will have to answer questions about why you consume organic fruits and vegetables. The time taken for this interview will be 30 minutes. Please be aware that you may decide not to take part in the project without any disadvantage to yourself of any kind.

Data will be collected about consumption of organic fruits and vegetables and the interview will be audio recorded. I will not be recording any personal information such as name, contact details etc. The information collected will then be analysed to find out what motivates people to buy organic fruits and vegetables.

The data will be accessed only by the student researcher, the supervisors and the storage department. The data collected will be securely stored in such a way that only those mentioned will be able to gain access to it. Data obtained as a result of the research will be retained for **at least 5 years** in secure storage.

Any personal information such as name of the participants will be destroyed at the completion of the research even though the data derived from the research will, in most cases, be kept for much longer or possibly indefinitely. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand) but every attempt will be made to preserve your anonymity.

This project involves an open-questioning technique. The general line of questioning includes about consumption of organic fruits and vegetables. The precise nature of the questions which will be asked have not been determined in advance, but will depend on the way in which the interview develops. Consequently, although the University of Otago Human Ethics Committee is aware of the general areas to be explored in the interview, the Committee has not been able to review the precise questions to be used. In the event that the line of questioning does develop in such a way that you feel hesitant or uncomfortable you are reminded of your right to decline to answer any particular question(s) and also that you may withdraw from the project at any stage without any disadvantage to yourself of any kind.

If you have any questions about our project, either now or in the future, please feel free to contact either:-

Ritu Pandey

and

Ben Wooliscroft/Alexandra Ganlmair
Wooliscroft

Department of Marketing

Department of Marketing

Telephone Number:

Telephone Number:- +64 4798445/4798167

Email – panri036@student.otago.ac.nz

Email - ben.wooliscroft@otago.ac.nz / alexandra.ganlmair@otago.ac.nz

This study has been approved by the University of Otago Human Ethics Committee. If you have any concerns about the ethical conduct of the research you may contact the Committee through the Human Ethics Committee Administrator (ph +643 479 8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.