



RESEARCH ARTICLE :

Organic produce vs inorganic produce? - An e-marketing price comparison

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SUMMARY : Awareness in organically produced food is increasing nowadays in response to concerns about food safety and environment. Accessibility of organic produce to even remote consumers has become possible after the entry of online organic stores into retail marketing. These stores play an effective role in marketing the organic produce directly to consumer door steps thereby saving time and fuel. But still the demand for organic produce has not attained the mark where it is expected. There are several factors which affects the consumption decision of organic foods among the consumers. One such major hindrance is price. This study compares the price of organically and inorganically grown produce in online organic and conventional stores in major produces covering cereals, pulses, oilseeds, spices, nuts, vegetables and fruits in Chennai city of Tamil Nadu, one of the Metropolitan in India. The results indicated that price of organic produces were 67 per cent costlier than their conventional counterparts. The study has suggested for increasing the supply of organic produce by reducing the hurdles to organic farming both in production and marketing, which in turn bring more farmers to organic farming and thereby reduce the prices of organic produce and boost up the consumer demand in the future.

KEY WORDS :

Organic produce,
Price, Sustainability,
Intensive cultivation

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