

## **IMPACT OF COMPLEXITY AND PERCEPTION OF ORGANIC FOODS – A CASE STUDY WITH REFERENCE TO NAMDHARI’S RETAIL OUTLET**

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### **ABSTRACT**

**C**omplexity is termed as the multiplex of forces of cause and effects which are not correlated with each other and the segment of organic foods are also not free from the complexities as the forces such as health and cost associated with organic food do not correlate with each other.

Organic foods is gaining momentum due to its proved benefits of improved quality, chemical free, pesticide free contents which results in better health of consumers which intern augments quality of life. Keeping in mind the good health and wellbeing of citizens several countries have levied restrictions on imports and growing of agricultural products with pesticides and chemical fertilizers as inputs. However using only organic pesticides and organic manures the yield of agricultural products will be relatively low as compare to the agricultural products grown with pesticides and chemical manures, which invariably urges the vendor to sell organic products at a higher price.

This research basically intends to explore the reasons as to why the organic foods are chosen, also the research intends to analyse the buying habits of the respondents in connection with organic foods and finally to study the perception of the consumers who is using organic foods and to suggest whether to continue with the consumption of organic foods.

**KEY WORDS-** Agricultural Products, Organic Foods, Perception and Complexity