

**ASSESSING THE INFLUENCE OF FOOD SAFETY, NUTRITION ATTRIBUTES
VALUE ATTRIBUTES AND PACKAGE ATTRIBUTES ON CONSUMERS'
PURCHASE INTENTIONS OF ORGANIC FOOD PRODUCTS**

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ABSTRACT

The purpose of this study is to identify and examine that how consumers attach importance to food safety, nutrition attributes, value attributes and package attributes in attitude formation and intentions of purchase towards organic food products. The study applied both qualitative and quantitative research design comprising of 50 in-depth interviews and 580 surveys among the organic food consumers residing in Vijayawada City in Andhra Pradesh, India. Findings show that food safety, nutrition attributes, value attributes and package attributes of organic food have positive effects on consumers' attitude towards organic food products. The results further reveal that attitude towards organic food influence purchase intention significantly. This research offers empirical and theoretical implications by emphasising on the details of food safety, nutritional attributes, value attributes and package attributes consumers will perceive in attitude formation and purchase intention of organic food products.