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Consumer Purchase Intention Towards Organic Food in Selangor, Malaysia

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Abstract

The consumption of organic food products is proliferating among consumers worldwide. However, in Malaysia, organic food consumption among Malaysian is still at a low level. Limited studies were found to investigate the factors on customer purchase intention to organic food. This study aimed to examine the factors that influence consumer purchase intention and consumption of organic food. This study used the quantitative method, and questionnaires were distributed to 140 respondents in Subang Jaya, Petaling Jaya, and Shah Alam, Malaysia. The results were then analysed using SPSS, and it was found that attitude, subjective norms, and health consciousness have a significant positive relationship with customer purchase intention to organic food. Next, the limitation, recommendations, and implications of the study were suggested for future research.

Keywords:

Organic food; purchase intention; attitude; malaysia

1 Introduction

Organic food is produced using farming practices that exclusively on natural substances and are free from preservatives. In other words, organic food is free from artificial products, hormones, antibiotics, or genetically modified organisms (GMOs) (Brown, 2016). Organic food consumption was multiplying among consumers worldwide (Mhlophe, 2016) due to consumers' increasing awareness of health trends in the current lifestyle. Organic food consumption is perceived as a highly effective practice to stay safe and maintaining vitality. As health issues become more concerning, organic food is consumed more each year as humans keep up with the current health trend, including consumers in Malaysia.

Malaysia is one of the Asian countries that sourced out organic products through organic farming in agriculture (Saleki et al., 2019). More Malaysians are yearning for more organic food, as seen in the demand for the organic food market has increased significantly and drastically from RM 1 Billion in 2001 to RM12 Billion in 2016 (Willer et al., 2016). This number showed that Malaysian intake and perspectives of organic food have increased.

Although organic food production is rising, organic food consumption is still relatively low globally. In countries with relatively well-established organic food markets like Austria, Switzerland, and Denmark, eating organic products is a mere over 5% of overall food intake (Saleki et al., 2019). A similar trend is observed in Malaysian organic food consumption, which is still at a low level. Malaysian consumers' perception of the high price of organic food causes low organic food purchases. This situation was predicted as few consumers purchased the products, perhaps fuelled by their desire for a healthy lifestyle or diet. Kashif et al. (2020) found that lack of awareness, little knowledge on organic food, lack of advertising organic food, and perception that organic food is expensive are factors causing the lack of demand for organic food in Malaysia. This might be a significant factor in the small number of Malaysians who consumed organic products.

To date, there is little recognition given by previous scholars on the factors that influence consumers' purchase intention towards organic food. In organic food consumption research, an exploration of the relationship between consumer behavior and purchase intention to organic food is still lacking. What is the consumers' perception of organic food in Malaysia? Is there any relationship between consumers' attitudes and organic food consumption? Therefore, empirical research needs to be carried out to examine the factors that influence organic food consumption. Therefore, the objective of this study is to investigate the factor that influences the consumer decision to purchase organic food. The study would gain new findings on the studied phenomenon and enhance the current body of knowledge.

2 Literature Review

2.1 Attitude and purchase intention of organic foods

According to Irianto (2015), an attitude refers to the extent to which an individual has a good or bad evaluation or assessment of the concerning behavior. Attitudes depend on the expectations and beliefs about the personal impact on the results of that behavior (Wong & Aini, 2017). Attitudes directly affect the actions of an individual, and the relationship would be more intense if it is health-related. In relation to health attitude, nowadays, public awareness of environmental sustainability and health consciousness continues to increase (Ariffin et al., 2019). The attitude also reflects the purchase and consumption of healthy products such as organic food. This is exacerbated by increasing awareness of consumers who yearn to consume food products guaranteed in safety level, environmentally friendly labels and nutrient contents.

The attitude towards purchasing organic food production is similar to the individual needs of carrying out a specific action (Wong & Aini, 2017). Previous literature suggested that attitudes are critical predictors of consumers' value for organic food and their purchase intentions. When consumers have a positive attitude, it is anticipated that they will carry a better perception of organic food, influencing their buying behavior.

Bilal et al. (2015) mentioned that consumers who have positive health opinions would contribute to organic food consumption by vigilance to organic food quality, price, environmentally friendly, and food safety practices. Additionally, organic foods are packed with favorable nutritional value, taste, freshness, and appearance, impacting organic food consumption. Furthermore, organic foods are fresher than conventional foods since they do not contain chemicals for preservation. These factors encourage those with a positive attitude to consuming organic foods.

Thus, based on the above argument, this study anticipates that people with a positive attitude have a positive influence to purchase organic food, leading to the first hypothesis of the study:

$H_{1:}$ There is a significant relationship between attitude and purchase intention of organic food

2.2 Subjective Norm and Purchase Intention of Organic Food

Subjective norm can be defined as individual perceptions of whether or not other people might think they should or should not do something important to people's behavior (Ariffin et al., 2019). Subjective norms can be conceptualised as an internalised perception of essential individuals in a decision-maker's life, making the decision-maker decide to act or not act in some way (Mhlophe, 2016). Subjective norm also assesses individuals' social pressure to act directly or not directly (Ajzen, 2015; Ariffin et al., 2019).

Subjective norm involves powerful cognitive elements created by influential individuals' determined expectations. Concerning organic food consumption, Wang et

al. (2019) asserted that subjective norms refer to the perception that others approve of whether one should consume organic food. The decision to consume organic food would be strongly based on support by reference groups such as family members, peers, and other relevant individuals who have good perceptions and expectations of organic food (Mhlophe, 2016).

The relationship between subjective norm and purchasing intention on organic food has been extensively studied (Ajzen, 1991; Pomsanam et al., 2014; Smith & Paladino, 2010), and the subjective norm was identified as a critical component to evaluate the purchase intention of organic food. Mhlophe (2016) and Pomsanam et al. (2014) study found a strong and substantial relationship between the subjective norm and the purchasing intention as implemented in the sense of organic food. Additionally, Bagher et al. (2018) mentioned that subjective norms greatly affect an individual's decision to purchase things, including organic food. Hence, this study anticipates a positive influence between subjective norms and purchase intention to organic food. Therefore, this study proposes the second hypothesis:

$H_{2:}$ There is a significant relationship between subjective norms and purchase intention of organic food.

2.3 Health Consciousness and Purchase Intention of Organic Food

In general, health consciousness refers to the degree to which people are concerned with their daily activities in terms of wellbeing. The increased health concern and the environmental impact of food production have influenced food consumption trends. Health consciousness is considered a health issue with the most significant factor in purchasing organic foodstuffs (Asif, Xuhui, Nasiri, & Ayyub, 2018). Organic food has been viewed as healthier food than conventional food since it contains a good nutrient level, safe from chemical products, and other benefits (Wong & Aini, 2017). In similar thoughts, Paul and Rana (2012) found that when customers have a higher awareness of their health would result in a positive influence towards purchasing organic food. Yadav and Pathak (2016) found that organic foods are commonly considered a safer choice than non-organic foods, and health concerns are seen as the most critical factor in influencing consumer purchase intention towards organic foods.

Additionally, health consciousness on organic food indicates that nowadays, consumers expect healthy foods and environmentally friendly foods. Consumers who felt worried about their health and environmental safety are thought to have a more positive influence and are more likely to purchase organic goods (Wong & Aini, 2017). In Malaysia, the consumption of organic foods among Malaysian consumers has increased because of increased awareness of their health (Mohamad, Rusdi & Hashim, 2014b). Many Malaysian are getting more concerned with their daily activities, including wellbeing, and considered a healthier choice of life as they choose organic food compared with non-organic foods.

Malaysian with the most health concerns may be inspired to purchase organic food by the commonly held proverb mentioned ‘you are what you eat,’ and they also will be

influenced by family members, friends, or surroundings. It stands to reason that if consumers' concerns about health benefits from organic foods, they are likely to have positive purchase intentions for these products. Thus, refer to the discussion above, the subsequent hypothesis is proposed:

H_3: There is a significant relationship between health consciousness and purchase intention of organic food

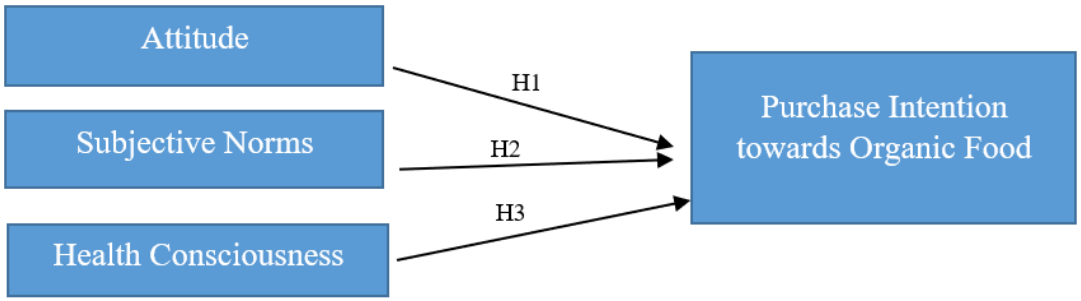

Figure 1: Conceptual framework adapted from Ajzen (1991) and Kashif et al., (2020)

2.4 Theory of Planned Behavior (TPB)

Ajzen (1991) developed a model of behavioral intent that was widely used in t marketing, especially in predicting intentions used to estimate consumer behavior. The simple prediction of the original TPB framework is that behavioral intent is determined significantly by three predictor variables of behavioral attitude, subjective norm, and perceived behavioral control (Ajzen, 1991).

According to Liang (2016), TPB is a model of human cognitive behavior based on attitudes, subjective norms, perceived behavioral control leading to behavioral intention, in which behavioral intention refers to the intensity of the behavioral strategy of a person. In addition, this study does not measure behavior; it excludes behavioral intention as their actual behavior would be predicted by the intensity of customer buying.

While several constructs that measure consumer purchase intention have been researched extensively, their specific relations are still vague, and their findings lack unanimity. Therefore, this study applies TPB theory related to consumer behavior of purchase intention to organic food with investigated variables of attitude, subjective norms, and health consciousness.

3 Methodology

The population of this study consists of respondents in Klang Valley, Malaysia. Since respondents were spread over a vast geographical area, a sample group was chosen. Access to all respondents would likely cause time and cost constraints. Therefore, this study focused on three areas in Klang Valley, specifically in Subang Jaya, Shah Alam, and Petaling Jaya. These three cities were selected since they have a high density of residents and few organic shops nearby. However, the number of potential respondents was unknown. Thus, the study followed Hair et al. (2010) suggestion that the minimum sample size is 100 when considering models containing five or fewer constructs. Next, this study also considers Tabachnick and Fidell's (2013) calculation for sample size where N > 50 + 8m. N is the number of respondents, and m is equal to several independent variables. Therefore, 50+8(3) = 74 / 60% (respondent rate for social science) = 123 sample size. Thus, this study distributed a survey questionnaire to a minimum number of 140 respondents to get a high number of respondents.

3.1 Sampling Method and Data Collection

The study employed a non-probability sampling technique where the respondents were selected based on non-random criteria, and every member of the population has a chance of being selected. Convenience sampling was also applied, where respondents were sampled based on readily available sources, and they voluntarily participated in the study when approached.

For the study, the researchers approached respondents where they were found near the organic shops in Subang Jaya, Shah Alam, and Petaling Jaya area. The study intends to investigate the factors that encourage respondents to buy and consume organic products, and the questionnaires were also applicable to those who do not consume organic products.

The data was collected from October 2020 until December 2020. The respondents were approached for their consent to participate in the study. Since the survey was conducted during pandemic Covid-19, social distancing and standard operating procedures (SOPs) were handled with utmost care.

The researcher created the Quick Response (QR) code to scan the Google Form platform questionnaire for the consumers conveniently. The respondents were then briefed on the purpose of the survey, and only after their permission, they would participate in the survey. Hence, the consumers answered the questionnaire in the created online form. The researcher was present to ensure any ambiguity of the questionnaires was responded to immediately.

3.2 Research Instruments

The research instruments were developed based on the instruments used from the previous study. In order to find out the attitude to organic food construct, the scale adapted items from Mhlophe (2016), Yadav and Pathak (2016), and the reported scales of Cronbach's alpha was 0.902. In addition, items for subjective norms were adapted from Singh and Verma (2017) with a reported Cronbach's alpha of 0.873.

For the health consciousness construct, the study adapted questions from Lian (2017), Yadav and Pathak (2016) with Cronbach's alpha are 0.831. Finally, for the purchase intention construct, the study adapted questions from Bagher, Salati, and Ghaffari (2018) and Lian (2017) with reported Cronbach's alpha of 0.831.

3.3 Pre-Test

The instrument consisted was double-checked by academic experts to ensure that the layout and language used were understandable for the respondents, information and terms were suitable, and reflected the real meaning of the questions. This step was crucial to ensure that the instrument was well organized before proceeding with the pilot test. The questionnaires were given to two lecturers from the Faculty of Hotel and Tourism Management, Universiti Teknologi Mara, Puncak Alam campus. Some improvements and suggestions were made based to improve the overall layout and content of the questionnaire.

3.4 Pilot Test

After pretesting with the experts, the questionnaires were distributed to the actual respondents. This step evaluated the developed instrument whether the questions were acceptable and the language was proper and understandable. This step helped to identify any possible errors in the questions which might affect the study results later. The pilot test was conducted with thirty volunteered respondents. The respondents were from the Shah Alam area, and they were spotted near organic shops and shopping malls in both areas. The respondents were willing to participate in the survey after being briefed by the researcher. They were initially asked if they were familiar with the organic food term, and once the answer satisfied the researcher, the respondents scanned the QR code to answer the survey questions.

The data from the pilot test was entered and analyzed for the reliability test using IBM Statistical Package for the Social Science Software (SPSS) version 22. Hair et al. (2010) stated that a Cronbach Alpha score of more than 0.6 was acceptable for reliability. This notion was supported by Nunnally (1978) and Taber (2017). Every variable was evaluated separately for reliability tests. The pilot test confirmed that all constructs achieved the suggested value of Cronbach's Alpha of 0.6 as 0.853 for attitude, 0.888 for subjective norms, 0.835 for health consciousness, and 0.843 for purchase intention.

3.5 Descriptive analysis for all constructs

Every item in each dimension of attitude, subjective norms, health consciousness and purchase inention was measured using descriptive analysis, which consists of means and standard deviation based on five likerts scale from 1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree.

Table 1 : Mean score and standard deviation for Attitude (Mhlophe, 2016; Yadav & Pathak, 2016)

Code	Item	N	Mean	Std. Deviation
A1	I have a positive intention to purchase organic food	140	4.36	0.841
A2	I am motivated to purchase organic food because of its benefits	140	4.42	0.796
A3	I believe it is better for me to buy organic food than conventional food	140	4.27	0.812
A4	The availability of organic food products is very important to me	140	4.08	0.990
A5	Organic products have a higher quality	140	4.50	0.694

Note: Likerts Scales (1: strongly disagree, 2: disagree, 3: neutral, 4: agree and 5: strongly agree)

Table 2: Mean score and standard deviation for Subjection Norms (Singh & Verma, 2017; Yadav & Pathak, 2016)

Code	Item	N	Mean	Std. Deviation
SN1	People who care about me think I should buy organic food	140	3.67	1.056
SN2	Most people who are essential to me want me to buy organic food	140	3.72	1.025
SN3	People with whom I value their opinions prefer that I should buy organic food	140	3.73	1.072
SN4	It is good for me to consider buying organic food	140	4.27	0.830
SN5	My friend encouraged me to buy organic food	140	3.61	1.063

Note: Likerts Scales (1: strongly disagree, 2: disagree, 3: neutral, 4: agree and 5: strongly agree)

Table 3: Mean score and standard deviation for Health Consciousness (Lian, 2017; Yadav & Pathak, 2016)

Code	Item	N	Mean	Std. Deviation
HC1	I am concerned about the type and amount of nutrition in the food that I consume daily	140	3.93	1.029
HC2	Organic food is good for the health	140	4.40	0.803
HC3	I choose food carefully to ensure good health.	140	4.05	0.939
HC4	My health is very important to me	140	4.71	0.581
HC5	Organic foods are natural and therefore better for my health	140	4.45	0.703

Note: Likerts Scales (1: strongly disagree, 2: disagree, 3: neutral, 4: agree and 5: strongly agree)

Table 4: Mean score and standard deviation for Purchase Intention (Bagher et al., 2018; Lian, 2017)

Code	Item	N	Mean	Std. Deviation
PI 1	I am willing to purchase organic food while shopping	140	3.97	0.921
PI 2	I will make an effort to purchase organic food soon	140	3.89	1.030
PI 3	My attitudes are linked to my intention to buy organic food	140	3.85	1.086
PI 4	My intention to purchase organic food comes from health reasons	140	4.29	0.771
PI 5	I am always interested in buying more organic food for the family's needs	140	4.11	0.890

Note: Likerts Scales (1: strongly disagree, 2: disagree, 3: neutral, 4: agree and 5: strongly agree)

4 Results and Findings

The statistics of the demographic profile of the respondents who were voluntarily participating in the survey are highlighted. This section demonstrates information regarding gender, age, occupation, monthly income, races and their locality. The demographic variables are presented as below

Table 5: Respondent's Demographic Profile

Demographic	Characteristic	Frequency (n)	Percentage (%)
Gender	Male	54	38.6
	Female	86	61.4
Age	20 years or less	5	3.6
	21-30 years old	95	67.9
	31-40 years old	26	18.6
	41-49 years old	5	3.6
	50 years old	9	6.4
Occupation	Student	30	21.4
	Self Employed	6	4.3
	Government	16	11.4
	Private	81	57.9
	Housewife	3	2.1
	Retired	3	2.1
	Not Working	1	0.7
Monthly Income	Less than RM1000	21	15
	RM1001-RM3000	66	47.1
	RM3001 – RM 6000	34	24.3
	Above RM 6001	3	2.1
	Not Regular Income	16	11.4
Races		89	63.6
	Malay	6	4.3
	Indian	38	27.1
	Chinese	7	5.0
	Others	65	46.4
Location		21	15
	Shah Alam	54	38.0
	Petaling Jaya		
	Subang Jaya		
Total Respondents		**140**	

4.1 Pearson Correlation Analysis

Pearson Correlation Analysis was used to measure the relationship between variables, as mentioned previously in the research objective section.

As addressed in the conceptual framework, attitude, subjective norms, health consciousness control variables are the constructs of independent variables, whereas the purchase intention for organic food is the dependent variable. A correlation analysis was conducted to examine their associations using Pearson analysis.

Table 6: Correlation between Attitude and Purchase Intention

Correlations			
		Attitude	Purchase Intention
Attitude	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	N	140	140
PI	Pearson Correlation	.752**	1
	Sig. (2-tailed)	.000	
	N	140	140
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 6 shows the analysis using Pearson Correlation between attitude and purchase intention on organic food. The results showed R-value to be .752 which was indicated a strong relationship and the p-value was .000; that indicates a significant relationship between attitude and purchasing organic food.

Table 7: Correlation between Subjective Norms and Purchase Intention

Correlations

		Subjective Norms	Purchase Intention
Subjective Norms	Pearson Correlation	1	.700**
	Sig. (2-tailed)		.000
	N	140	140
Purchase Intention	Pearson Correlation	.700**	1
	Sig. (2-tailed)	.000	
	N	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7 displays the analysis using Pearson Correlation between Subjective Norms and Purchase Intention. It showed that the R-value was .700, which is a strong relationship and the p-value was .000, which indicated a significant relationship.

Table 8: Correlation between Health Consciousness and Purchase Intention

Correlations

		Health Consciousness	Purchase Intention
HC	Pearson Correlation	1	.570**
	Sig. (2-tailed)		.000
	N	140	140
PI	Pearson Correlation	.570**	1
	Sig. (2-tailed)	.000	
	N	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8 shows the results of the correlation analysis between health consciousness and purchase intention showed r-value was 0.570, which was a moderate strong correlation and the p-value was 0.000; which indicated the result was significant.

4.2 Result from Regression Analysis

Relationship between Attitude, Subjective Norms, Health Consciousness, and Purchase Intention on Organic Food

Table 9: Model Summary for Attitude, Subjective Norms, Health Consciousness, Perceived Behavioral Control and Purchase Intention

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818[a]	.669	.659	.45057	2.170
a. Predictors: (Constant) ATT, HC, SN					
b. Dependent Variable: PI					

Based on the model summary, Table 9 showed that the R2 value is 0.669, which means 67% of the variation in purchase intention can be explained by attitude, health consciousness, and subjective norms. This showed that predictors could predict the influence of consumer purchase intention.

Table 10: Regression analysis for Attitude Subjective Norms, Health Consciousness, Perceived Behavioral Control, and Purchase Intention

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.639	.342		-1.866	.064
	ATT	.501	.085	.428	5.929	.000
	SN	.267	.066	.290	4.073	.000
	HC	.277	.076	.215	3.638	.000
a. Dependent Variable: PI						

The coefficient table describes predictor has become a useful predictor for purchase intention. Based on table 10, it shows that attitude, subjective norms, health consciousness are three significant predictors to purchase intention. From the results, the predictor attitude of p-value is .000, which is less than .05, thus attitude, subjective norms and health consciousness were significant predictor of purchase intention.

Table 11: Hypothesis Summary

	Hypothesis	Result
H1	The attitudes have a positive influence on purchase intention towards organic food	Supported
H2	The subjective norms have a positive influence on purchase intention towards organic food	Supported
H3	The health consciousness was a positive influence on purchase intention towards organic food	Supported

The coefficient table describes predictor has become a useful predictor for purchase intention. Based on table 10, it shows that attitude, subjective norms, health consciousness are three significant predictors to purchase intention. From the results, the predictor attitude of p-value is .000, which is less than .05, thus attitude, subjective norms and health consciousness were significant predictor of purchase intention.

5 Discussion

The study focused on the factors that influenced consumers' purchase intention towards organic food. Attitude, subjective norms, and health consciousness are among the reasons people are willing to purchase organic food, and the findings of the study are similar to Yadav and Pathak (2016) and Bagher et al. (2018). Based on the findings, it can be said that the respondents are aware and conscious of the factors that might affect their health and lifestyle. Additionally, the side factors such as encouragement, support from family, friends, and influential individual reference groups motivate organic food consumption.

In a similar vein, consumer believes that organically grown foods are safer and offer better health benefits than conventional alternatives food product. Consumers might believe that organic food products will expose them to fewer health risks, reduce side effects after consumption, and be less harmful to their bodies. Additionally, organic foods do not include any dangerous chemicals that can threaten people's health and are not processed using fertilizers or chemical pesticides. Organic foods only focus on natural techniques that will result in healthier and safer products. Organic food does not only look good to humans but also animals.

Organic products such as organic milk, organic meat, and organic poultry contain outstanding nutritional value because they do not contain modified ingredients compared to conventional agricultural food products. Another factor that makes them highly nutritious is that they are given time to develop and feed the best natural conditions for growth. Organic food products' vitamin and mineral contents are always high as the soil life and health offers the most suitable mechanism for crops to access soil nutrients.

On the other hand, apart from nutrition, the sugar and mineral structures in organic foods are better tasting because the crops are given longer and enough time to develop

themselves and mature naturally. The farmers' use of environmental and natural agricultural production techniques is revealed to be the reason for the better taste in organic food products. It is commonly reported that the taste of organic vegetables and fruits is of higher quality than conventionally grown.

People worldwide face the threat of Covid-19 and have to take extra precautionary measures to ensure they remain safe and healthy. People are reminded to keep social distancing, wash hands regularly and avoid the crowd. It is important for the people to obey all safety and health procedures outlined by the authorities and stay healthy by consuming more organic food. Additionally, being vaccinated will help to boost human immune system and able to protect people from getting serious ill if affected by Covid19.

5.2 Limitation of the study

The present study faced several limitations that need to be addressed in which can be improved by another researcher in the future study. For sample limitation, this study only focused on three cities in Klang Valley. Thus, future researchers might expand to other geographical areas in Malaysia.

In terms of research design, the study employed only quantitative methods, whereas employing a mixed-method might significantly impact the study results. Therefore, future research should consider using both methods to gain more vigorous findings. The future researcher can include more constructs such as environmental concern and social consciousness. Next, future research may include the effect of Covid-19 as moderating variable and test the significance of the findings in the area.

5.3 Conclusion

The purpose of this study was to examine the factors that influenced consumer purchase intention towards organic food. The empirical findings showed that organic food purchases are substantially affected by expectations and health literacy. The demand for natural food products could be improvised through educational and health campaigns to increase the awareness of the benefits of organic food.

The current research could be used as guidance for marketers to continually promote consumer's positive attitudes towards organic food through various forms of media. The government could actively encourage the community to take organic food as organic food has to pose very minimal interference to the environmental resources that support healthy living. Since harmful chemicals are forbidden in organic farming, there is minimum water, air, and soil pollution, ensuring a healthier and safer environment. To be precise, organic farming lessens the long-term human health implications caused by air, water, and soil pollution.

Studies have shown that children have a lower risk of eczema and allergies if fed a primarily organic diet. Higher levels of antioxidants present in certain organic foods can help boost people immune systems and contribute to greater overall health in both children and adults. Besides, organic food have less nitrate and more vitamins, minerals,

and antioxidants than conventionally grown vegetables (Pietrangelo, 2018). Therefore, it can be concluded that organic food offer more benefits compare to traditionally grown food that use chemical fertilizer.

6 About the author

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