

CONSTRAINTS FACED BY THE CONSUMERS IN PURCHASING ORGANIC VEGETABLES IN THRISSUR CORPORATION OF KERALA

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Abstract: This study is aimed to assess the constraints faced by consumers in purchasing organic vegetables. The present study was conducted in Thrissur Corporation of Kerala and primary data was collected through personal interview from 200 consumers. Collected data was analysed using Garret ranking technique. Unavailability of organic vegetables and poor range of varieties in the available organic vegetables, lack of advertisements and distance to the shops were identified as the major constraints faced by the consumers in purchasing organic vegetables. The findings will help policy makers to develop suitable strategies effectively by targeting the consumers' choices and understanding the barriers.

Keywords: Constraints, Garret ranking, Organic vegetables

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