**Annexure I: Measurement items w****ith mean and standard deviation**

|  |  |  |
| --- | --- | --- |
| **Statement of Organic Food** | Mean\* | SD |
| **A: Health Consciousness (HC)** |  |  |
| HC1: I’m very self-conscious about my health | 1.99 | 1.04 |
| HC2: I’m alert to changes in my health condition | 1.95 | 1.06 |
| HC3: I’m usually aware of my health condition | 1.98 | 1.05 |
| HC4: I take responsibility for the state of my health | 1.90 | 1.04 |
| **B: Fear (FE)** |  |  |
| FE1: I fear that conventional food products available in market contain pesticide residue | 2.32 | 1.04 |
| FE2: I fear that agricultural products from conventional farming will cause diseases. | 3.00 | 1.27 |
| FE3: I fear that exclusive consumption of ordinary food could cause lifestyle diseases such as cancer, asthma, obesity etc., in the long run. | 2.78 | 1.28 |
| FE4: I fear that environment suffers under conventional agricultural practices | 2.61 | 1.16 |
| **C: Environmental Concern (EC)** |  |  |
| EC1: The current development path is destroying the environment | 2.03 | 1.11 |
| EC2: Unless we do something, environmental damage will be irreversible | 1.94 | 1.14 |
| EC3: I participated in environment awareness activities | 2.62 | 1.28 |
| EC4: I prefer consuming recycled products | 2.33 | 1.17 |
| **D: Trust (TR)** |  |  |
| TR1: I dispose my garbage in different containers (Plastic & food waste) | 2.20 | 1.21 |
| TR2: Organic food label/logo gives me a feeling of trust | 2.13 | 1.08 |
| TR3: I have confidence on the merchants who sell organic certified products | 2.52 | 1.05 |
| TR4: I have trust in the food certification bodies when they claim the products as organic. | 2.43 | 1.06 |
| **E: Quality (QU)** |  |  |
| QU1: Organic food contains a lot of vitamins and minerals | 2.02 | 1.04 |
| QU2: Organic food is more nutritious | 1.88 | 1.04 |
| QU3: Organic food is good for my skin; teeth; hair; nails etc. | 1.87 | 1.02 |
| **F: Price (PR)** |  |  |
| PR1: Organic food is too expensive for me | 2.73 | 1.08 |
| PR2: Buying organic food products is worth the money | 2.44 | 1.13 |
| PR3: Organic food substitute products are available at lesser cost | 2.88 | 1.11 |
| **G: Social Pressure (SP)** |  |  |
| SP1: Most people whose opinions I value think I should consume organic food. | 2.44 | 1.06 |
| SP2: Most people who are important to me consume organic food. | 2.77 | 1.09 |
| SP3: Shopkeepers’ suggestion is taken into consideration when I purchase organic food. | 2.77 | 1.11 |
| **H: Intention (IN)** |  |  |
| IN1: I intent to purchase organic food in future | 2.03 | 1.03 |
| IN2: I would like to purchase different types of organic food in future | 2.01 | 1.05 |
| IN3: I want to purchase organic food in future | 1.94 | 1.07 |

\*5-point Likert scale.