

## **Consumers' Attitude Towards Organic Products: The Moderating Role of Health Consciousness**

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During the last years, we have observed that emergent environmental protection along with health concerns which directed the people to choose recent agricultural practices. There is a direct and indirect impact of health consciousness, to analysis the impact on attitude towards organic foods Nagaraj, S. (2021). In this study, health consciousness is taken as a moderating variable because nowadays consumers are facing various diseases like cancer, obesity, diabetes, etc. due to unhealthy food practices followed by consumers. A structured questioner method was used to collect data from 534 consumers, and the data was collected by using a convenient sampling method. To find out the impact of consumer willingness to consume such foods, using regression analysis to find out the consumers' attitude towards organic foods. By using rotated component matrix grouping the variables under Six –factors like Healthy Lifestyle, Healthy Knowledge, Health concern, Medication, Health & nutritious value, Health care & Work schedule. All these variables are considered to be moderating variables. The present study attempts to find out the consumers' attitude towards organic food by using a moderating variable to assess the role of health consciousness.

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