

Consumer Perception Towards Organic Food

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Abstract: *This study is to comprehend how consumers perceive and behave when making purchases of organic food, with factors such as health consciousness, environmental concerns, and socio-economic influences acting as key motivational influences for the study. Using a cross-sectional survey design, primary data was collected through an online questionnaire in order to understand how demographic variables would cause an impact on consumers attitudes. The findings indicate that health benefits acted as primary driver for organic food purchases, followed by taste, quality, and environmental sustainability. However, price sensitivity and trust in certification labels remained as a significant barrier amongst the organic products consumers. While many recognize the environmental advantages of organic farming, affordability and availability continues to limit their accessibility towards organic products. The study also highlights that trust in organic labels varies. These insights provide valuable implications for marketers and policymakers to improve organic food accessibility, strengthen certification credibility, and address affordability concerns to enhance consumer adoption.*

Keywords: Organic food, consumer perception, purchasing behaviour, health consciousness, environmental sustainability, price sensitivity, certification trust, demographic factors, socio-economic influence, market accessibility

