

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

I. INTRODUCTION

The global food industry has witnessed a growing shift toward organic products due to increasing consumer awareness of health, environmental sustainability, and food safety. Organic food, produced without synthetic pesticides, fertilizers, or genetically modified organisms (GMOs), has gained significant attention among consumers seeking healthier and more environmentally responsible dietary choices. This shift is driven by rising health consciousness, concerns over the long-term impact of conventional farming practices, and a preference for food perceived as more natural and nutrient-rich. Consumer perception plays a crucial role in the organic food market, influencing purchasing decisions and shaping industry trends. Many consumers associate organic food with superior health benefits, including higher nutritional value and reduced exposure to harmful chemicals. Additionally, growing awareness of environmental issues, such as soil degradation, biodiversity loss, and climate change, has fueled demand for organic products that support sustainable agricultural practices. However, despite the numerous advantages associated with organic food, several challenges continue to hinder widespread adoption. Price sensitivity remains a major barrier to organic food consumption, as many consumers perceive organic products as expensive compared to conventional alternatives. Socio-economic factors, such as income level and education, further influence purchasing decisions, with affordability often determining access to organic options. Additionally, trust in organic certifications and labeling plays a critical role in consumer confidence. While certification programs aim to ensure the authenticity of organic products, skepticism regarding their credibility can impact consumer trust and willingness to pay a premium. This research aims to explore the key factors influencing consumer attitudes and purchasing behaviour toward organic food. It examines the role of health consciousness, environmental awareness, price sensitivity, and trust in certification labels in shaping consumer preferences. By analysing the interplay between these factors, this study seeks to provide valuable insights into consumer behaviour and the challenges faced by the organic food market. Understanding these dynamics is essential for marketers, policymakers, and producers seeking to promote organic food adoption. By addressing concerns related to affordability, accessibility, and transparency in certification, stakeholders can enhance consumer confidence and support the growth



of the organic food industry. This study contributes to the existing literature by identifying the underlying motivations and barriers influencing consumer decisions, ultimately offering recommendations for expanding the reach and acceptance of organic products.

Objectives of the Study

- To identify the factors influencing consumer perception toward organic food.
- To measure the impact of these factors on consumer attitudes and purchasing behaviour regarding organic food.
- To analyse the relationship between demographic variables (such as age, income, and education) and consumer perceptions of organic food.

II. LITERATURE REVIEW

Yadav et al.'s study explores consumer perception and awareness regarding organic food in the National Capital Region (NCR) of India. The research is based on a survey of 300 participants, conducted in 2023. The authors highlight that factors such as health benefits, environmental concerns, and market accessibility strongly influence consumer attitudes. Their findings suggest that while consumers in NCR show a generally positive attitude toward organic food, challenges related to price and availability remain barriers to widespread adoption. The study emphasizes the need for better consumer education and improved market strategies to enhance organic food consumption.

Author – Yadav, E., Goyal, M., Ghalawat, S., Agarwal, S., Girdhar, A., Bhavesh, S., Shivam, & Anamika. (2024).

Mehra and Ratna's exploratory study examines consumer attitudes and behaviours toward organic food in India. The research highlights the growing awareness of organic food's health and environmental benefits. Through surveys and interviews, the authors found that consumer attitudes are generally positive, but behaviour often does not align with these attitudes due to factors like cost and availability. The study emphasizes the need for policy interventions and marketing strategies to align consumer attitudes with purchasing behaviours to boost the demand for organic food in India.

Author – Mehra, S., & Ratna, P. A. (2014).

Kamboj and Kishor's research investigates the effects of customer-perceived values, specifically health and hedonic values, on organic food purchases, with a focus on the moderating role of media exposure to food safety issues. The study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyse data from 202 consumers. The findings reveal that hedonic value has a stronger impact on consumers' green purchase attitudes than health value, and media exposure on food safety issues enhances these attitudes. The research suggests that marketers should use media to build trust and address food safety concerns to promote organic food consumption.

Author – Kamboj, K., & Kishor, N. (2024).

Moroşan et al.'s study explores consumer perception, trust, and motivation in organic food acquisition. Using an exploratory approach, the research investigates the factors that drive consumer behaviour toward organic food. The authors highlight the critical roles of trust, motivation, and perception in shaping purchasing decisions. The study finds that trust in product quality and alignment with consumer motivations are key factors influencing organic food consumption. Furthermore, the research emphasizes the importance of transparency and consistent quality assurance in building consumer trust to drive organic food sales.

Author – Moroşan, E., et al. (2025).

Johnson and Brown's research examines how health consciousness and environmental concerns predict organic food purchase behaviour. Based on a survey of 500 participants, the study identifies that consumers who prioritize health and environmental sustainability are more likely to purchase organic food. The authors also discuss the influence of



consumer education and awareness campaigns in shaping these behaviours. The findings underscore the need for brands to emphasize health benefits and sustainability in marketing strategies to appeal to health-conscious and environmentally aware consumers.

Author – Johnson, A., & Brown, R. (2022).

White and Green's study explores the impact of price and availability on consumer purchase intentions for organic food. The research highlights that price sensitivity and product availability are significant barriers to organic food consumption. Through a consumer survey, the authors found that although consumers express a strong preference for organic products, higher prices and limited availability often deter purchases. The study suggests that to increase organic food sales, retailers and policymakers must address these barriers through pricing strategies and better distribution channels.

Author – White, E., & Green, M. (2021).

Martin and Lee's study investigates trust and skepticism in organic food consumption from a consumer perspective. The research explores how consumer trust in the authenticity and quality of organic food affects purchasing decisions. The authors found that while many consumers express trust in organic food labels, skepticism about certification standards and product claims remains prevalent. The study highlights the importance of transparent labeling, third-party certifications, and clear communication from producers to enhance consumer trust and reduce skepticism toward organic food products.

Author – Martin, S., & Lee, D. (2019).

Kumar and Sharma's study examines consumer willingness to pay for organic food in India. The research explores the factors that influence Indian consumers' decisions to pay a premium for organic products, including health concerns, environmental awareness, and socio-economic status. The authors found that higher-income consumers and those with greater health consciousness are more likely to pay more for organic food. The study suggests that marketing strategies emphasizing the health benefits and environmental sustainability of organic food could enhance consumer willingness to pay.

Author – Kumar, S., & Sharma, A. (2019).

III. RESEARCH METHODOLOGY

Primary Data: Gathered through a structured questionnaire distributed via Google Forms.

Secondary Data: Derived from scholarly articles, research studies, and credible online sources.

Sample Size: The research includes responses from 186 participants.

Sampling Method: A convenience sampling approach was applied, as participants were selected based on accessibility and willingness to respond.

Statistical Tools: The collected data was analysed using graphical representations and percentage-based methods.

Summary of data collection

Age Group	Percentage	No. of Responses
Under 18	1.1	2
18-25	78.5	146
26-35	15.1	28
36-45	2.7	5
46-55	1.1	2
56 and above	1.6	3

Interpretation

The chart shows respondent age distribution: 78.5% are 18-25, 15.1% are 26-35, 2.7% are 36-45, 1.1% are 46-55, 1.6% are 56+, and 1.1% are under 18. The majority are young adults aged 18-25.



Monthly household income	Percentage	No. of Responses
Below ₹20,000	30.1	56
₹20,000 - ₹50,000	32.8	61
₹50,000 - ₹1,00,000	22.6	42
Above ₹1,00,000	14.5	27

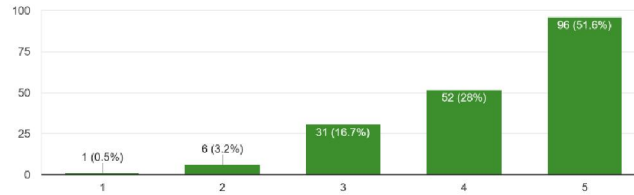
Interpretation

The chart shows household income distribution: 30.1% earn below ₹20,000, 32.8% fall in the ₹20,000-₹50,000 range, 22.6% earn ₹50,000-₹1,00,000, and 14.5% exceed ₹1,00,000. This highlights the diverse economic backgrounds of respondents.

IV. DATA ANALYSIS

Importance of Health Consciousness in Food Choices

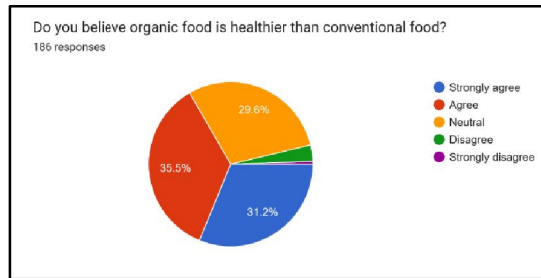
How important is health consciousness in your food choices? (1 star = Not important at all, 5 star = Very important)
186 responses



Interpretation

The chart shows health consciousness in food choices: 96% rate it as "very important," 52% as "quite important," and 16.7% as "neutral." Only 3.2% see it as slightly important, and 0.5% as unimportant. The 4.27 average rating underscores its strong influence.

Belief That Organic Food is Healthier Than Conventional Food



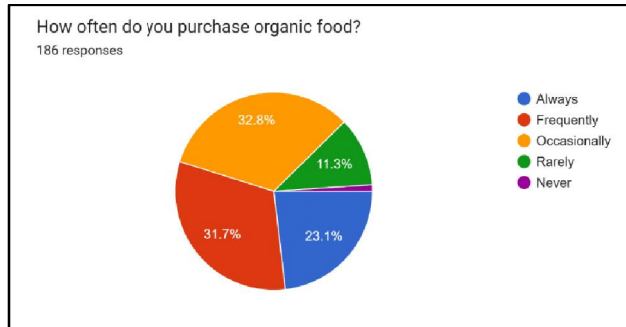
Belief That Organic Food is Healthier Than Conventional Food	Percentage	No. of Responses
Strongly agree	31.2	58
Agree	35.5	66
Neutral	29.6	55
Disagree	3.2	6
Strongly disagree	0.5	1



Interpretation

The chart shows beliefs about organic food’s health benefits: 31.2% strongly agree, 35.5% agree, and 29.6% are neutral. Only 3.2% disagree, and 0.5% strongly disagree. Overall, most respondents perceive organic food as healthier, with minimal opposition.

Frequency of Organic Food Purchases

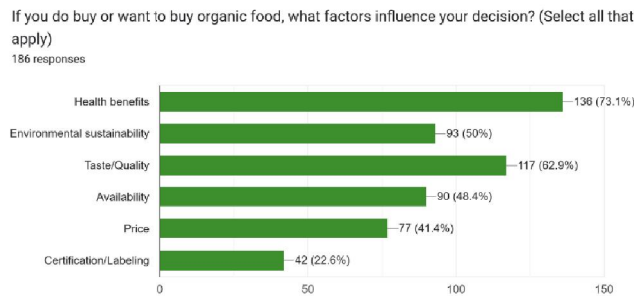


Frequency of Organic Food Purchases	Percentage	No. of Responses
Always	23.1	43
Frequently	31.7	59
Occasionally	32.8	61
Rarely	11.3	21
Never	1.1	2

Interpretation

The chart shows organic food purchase frequency: 32.8% buy occasionally, 31.7% frequently, and 23.1% always, indicating strong interest. Meanwhile, 11.3% rarely buy organic, and 1.1% never do. Most respondents engage with organic products, with occasional to frequent purchases being the norm.

Factors Influencing Organic Food Purchases



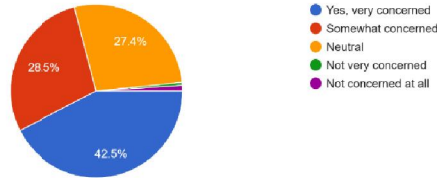
Interpretation

The chart shows factors influencing organic food purchases: 73.1% prioritize health benefits, 62.9% consider taste/quality, and 50% value environmental sustainability. Availability (48.4%) and price (41.4%) also matter, while certification (22.6%) is the least influential. Health and quality are key motivators.



Concern for Environmental Impact of Conventional Farming

Are you concerned about the environmental impact of conventional farming? (*Conventional farming is a modern way of growing crops and raising...logy to produce more food quickly and efficiently)
186 responses

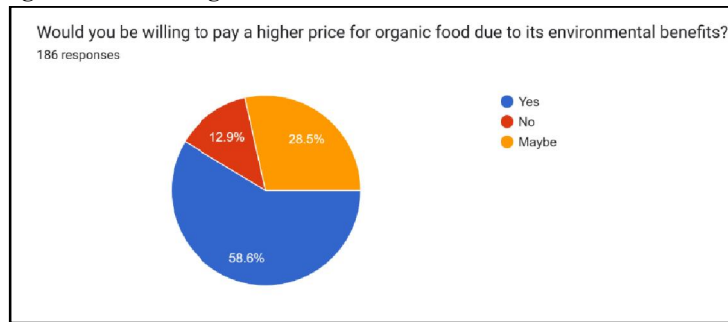


Concern for Environmental Impact of Conventional Farming	Percentage	No. of Responses
Yes, very concerned	42.5	79
Somewhat concerned	28.5	53
Neutral	27.4	51
Not very concerned	0.5	1
Not concerned at all	1.1	2

Interpretation

The chart shows respondents' concern about conventional farming's environmental impact: 42.5% are very concerned, 28.5% are somewhat concerned, and 27.4% are neutral. Only 0.5% are not very concerned, and 1.1% are not concerned at all. Most respondents acknowledge the issue.

Willingness to Pay a Higher Price for Organic Food Due to Environmental Benefits



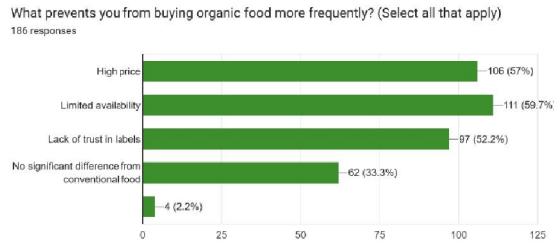
Willingness to Pay a Higher Price for Organic Food Due to Environmental Benefits	Percentage	No. of Responses
Yes	58.6	109
No	12.9	24
Maybe	28.5	53

Interpretation

The chart shows respondents' willingness to pay more for organic food due to its environmental benefits: 58.6% are willing, 28.5% are unsure, and 12.9% are not willing. The majority support paying a premium for sustainability, while some remain hesitant about the cost.



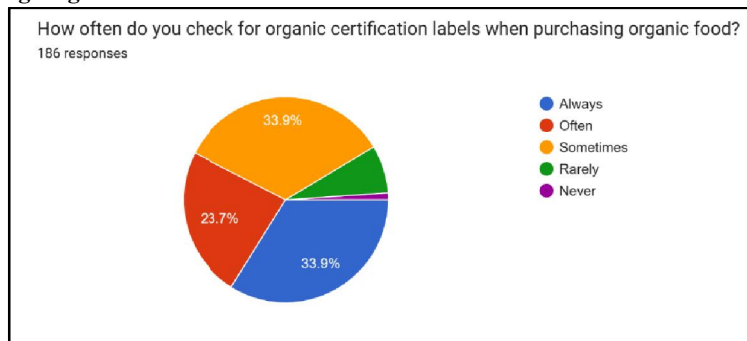
Barriers to Buying Organic Food More Frequently



Interpretation

The chart shows barriers to buying organic food: 59.7% cite limited availability, 57% find it too expensive, and 52.2% distrust labels. Additionally, 33.3% see no significant difference from conventional food, while 2.2% have other reasons. Availability and price are the biggest obstacles.

Frequency of Checking Organic Certification Labels



Frequency of Checking Organic Certification Labels	Percentage	No. of Responses
Always	33.9	63
Often	23.7	44
Sometimes	33.9	63
Rarely	7.5	14
Never	1.1	2

Interpretation

The chart shows how often respondents check organic certification labels: 33.9% always do, 33.9% sometimes, and 23.7% often. Meanwhile, 7.5% rarely check, and 1.1% never do. Most respondents pay attention to certification, with a significant portion consistently verifying authenticity.

V. FINDINGS

- 73.1% of respondents purchase organic food mainly for its health benefits.
- 62.9% of consumers consider taste and quality as key factors in their decision to buy organic products.
- 50% of individuals are motivated to purchase organic food due to its environmental benefits.
- 48.4% of respondents believe that easy availability influences their decision to buy organic products.
- 41.4% of consumers find organic food expensive, making price sensitivity a notable concern.
- Only 22.6% of buyers consider certification labels as an important factor in their purchase decisions.



- 42.5% of respondents express strong concern about the environmental impact of conventional farming, while 28.5% are somewhat concerned.
- 71.5% of participants agree that organic farming supports environmental sustainability.
- 33.9% of respondents always verify organic certification labels, but trust in them varies among consumers.
- India Organic (57%) and FSSAI Organic (49.5%) are the most trusted certifications, while USDA Organic (22.6%) receives less confidence.

Limitations to the study

- The study relies on self-reported data, which may lead to biases between stated and actual behaviour.
- The geographic scope is limited, making it difficult to generalize findings across different regions with varying organic food awareness, availability, and pricing.
- Skepticism toward organic certification is identified, but the research does not explore the specific reasons behind consumer distrust.
- A detailed analysis of affordability across income groups is lacking, limiting insights into how purchasing power affects organic food choices.
- The study captures consumer perceptions at a single point in time, without tracking changes over time.

VI. CONCLUSION

This study examines consumer perception of organic food, identifying key factors such as health consciousness, environmental concerns, pricing, and accessibility. Consumers generally view organic food positively, associating it with better quality, the absence of harmful chemicals, and sustainability. However, affordability, trust in certification, and limited availability continue to hinder widespread adoption.

Health benefits emerge as the strongest motivator for purchasing organic food, as consumers seek nutrition and reduced exposure to artificial additives. Environmental considerations also play a role, with many supporting organic farming for its eco-friendly practices. Despite this, high prices and restricted availability remain significant barriers.

Brand reputation, certification, and trust influence purchase decisions, but skepticism persists due to misinformation and unclear labeling. While interest in organic food is rising, overcoming pricing and accessibility challenges is crucial. Future research should explore evolving consumer trends, broader demographics, and long-term market behaviour.

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