

# Examining the Impact of Consumer Perception on the Demand for Organic Food Products in India

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**Abstract :** This study examines how consumer perception affects the demand for organic food items in India, with a particular emphasis on the variables that affect consumer knowledge and buying patterns. According to the study, 56.7% of respondents said social media was their main source of information, demonstrating the critical role it plays in spreading knowledge about organic products. 64% of respondents say they only seldom buy organic food, and 12% say they never buy it at all, indicating a substantial disconnect between knowledge and actual shopping behavior despite high awareness. This disparity is ascribed to obstacles including the increased price of organic goods, their restricted availability, and doubts over their genuineness. The results indicate the need for a multifaceted strategy to increase demand for organic food, which includes making organic products more affordable, making sure that labels are transparent to ensure authenticity, and launching awareness campaigns that emphasize the long-term health and environmental advantages of eating organic food. By tackling these issues, India's organic food business will be in a better position to meet consumer demand and see long-term growth.

**Keywords:** Consumer Perception, Organic Food Products, India, Consumer Awareness, Purchasing Behavior, Organic Products, Health, Environmental Benefits, Organic Food Market.

**Introduction -** Compared to modern and conventional food, consumers believe that organic food is far healthier. According to their beliefs, "Eat healthily and stay fresh." Positive consumer perceptions influence the market and affect how much demand there is for the product. Because of their nutrients, little processing, natural flavor, lack of fertilizers, and lack of preservatives, consumers are growing more interested in organic foods. Because organic foods are grown without the use of chemicals or synthetic materials, consumers believe that eating organic food is natural and healthful. Regardless of their age or financial status, the marketers have also made the initiative to increase its popularity across all age groups and industries. In the current organic environment, some eateries also serve organic cuisine. The Indian food sector was estimated to be worth Rs. 2,500 crores in 2015, and it is still expanding quickly, according to certain data. According to data, the market for organic foods has enormous potential in the years to come.

There are many gatherings of customers who like to buy natural food. Contrasted with men, ladies are bound to buy natural food since they care more about their families' wellbeing. Major league salaries purchase natural food in light of the fact that the medical advantages of the item offset the extra cost. Since they are wellness aficionados and continually open to recent fads, youthful grown-ups and

moderately aged individuals are the most well-known age bunches who likewise pick natural food. Individuals with more elevated levels of instruction are very much aware of the meaning of ecological maintainability and wellbeing. They are aware that using chemical fertilizers continuously can have negative consequences in a number of ways. It can reduce the fertility of crops and soil that have been cultivated using harmful chemicals, herbicides, and fertilizers. This can lead to several chronic conditions. For long-term advantages, consumers are eager to purchase organic food items. Customers are aware of the advantages of organic goods. On occasion, people are prepared to pay the higher price because of the long-term advantages they offer. They do not, however, defend the product's quality or benefits when they purchase it. The key query is: how can people determine whether the item they purchased is organic? Therefore, it might be said that the customer is in a difficult situation. This is where the government and marketers step in. Organic food is becoming more and more popular worldwide. Due to growing health consciousness, there is a growing demand for organic food. But consuming organic food by itself won't keep you healthy and fit. It's just one method of staying in shape. To increase demand, they must focus on a few key elements. Boost the amount of organic food produced. Campaigns to educate consumers on the advantages of eating organic food, price

control, and the significance of environmental sustainability should be launched. Organic food is being promoted by its producers and marketers in an effort to increase consumer demand. The study comes to the conclusion that the organic food business may generate a lot of buzz due to consumers' favorable opinions. The consumer group determines everything. The producers will have to make more organic food items if the demand for organic food rises, which will boost the demand for organic food goods. However, the producers won't meet their sales goals if there is no demand for organic food goods.

**Importance of consumer perception in shaping demand for organic food:** Because it directly affects consumer behavior, purchasing decisions, and market trends, consumer perception is a key factor in determining the demand for organic food products. Because organic food is frequently seen as healthier, more natural, and environmentally friendly than conventional food, consumers are more likely to choose it despite its higher price.

**1. Health and Safety Concerns:** Many customers regard organic food as healthier due to the absence of synthetic pesticides, fertilizers, and preservatives. This view motivates many, particularly those with health-conscious lives, to favor organic products, believing they are better for overall well-being and free from dangerous chemicals.

**2. Environmental Impact:** Organic food is now seen as more environmentally friendly due to increased knowledge of environmental sustainability. Because they feel that organic products improve soil health, lessen environmental pollution, and foster biodiversity, consumers are more likely to buy them.

**3. Trust and Authenticity:** Purchase decisions are influenced by consumers' perceptions of the authenticity of organic products. Customers are more likely to buy products if they believe they are authentically organic and not misled. Transparent labeling, certifications, and marketing initiatives frequently help to build this trust.

**4. Social Influence:** Customer opinions are greatly influenced by recommendations from peers, family, and social media. Demand can be increased by bolstering customer conviction in the advantages of organic food through positive reviews, testimonials, and awareness initiatives. If consumers witness others in their neighborhood or social circle adopting organic products, they are more inclined to try them themselves.

**5. Price Sensitivity and Perceived Value:** Although organic food is frequently thought of as being more costly, customers are prepared to pay extra for organic products because they believe they have long-term health and environmental benefits. However, some groups of people, especially those who are price conscious, may be deterred by unfavorable opinions about how affordable organic food is.

**6. Marketing and Education:** Good marketing techniques and awareness-raising initiatives that emphasize

the advantages of organic food items can further influence consumer attitudes and increase the accessibility and appeal of organic foods to a wider range of people. Customers' perceptions change favorably when they are informed about the actual advantages of eating organic food, which raises demand.

## Literature Review

**Nagaraj (2021)** sought to examine how health consciousness (HCN) affected organic food items' purchasing intention (PIN) in India, a growing market for organic food consumption. The study included the serial mediation of consumer attitude (ATT), which is based on the Theory of Planned Behavior, and food safety concern (FSC) as important constructs for the indirect effect of health consciousness on the purchase intention. The mediating function of FSC in the effect of HCN on ATT or their PIN is not well supported by empirical data. Furthermore, there isn't a thorough study that takes into account all four of the aforementioned aspects regarding the consumption of organic food in a developing nation like India. Using the mall intercept method, 438 useful replies were gathered from customers who frequently visited five upscale organic food stores in a major Indian metropolis. Underlying condition demonstrating (SEM) was utilized to explore the speculations in regards to the immediate and roundabout impacts of HCN on PIN as well as the sequential intervention of FSC and ATT. Subsequent to deciding the decency of spasm of the reasonable model, CFA/SEM examination showed that FSC meaningfully affected ATT and PIN straightforwardly or as a middle person of the impact of HCN on ATT. Additionally, HCN had no discernible effect on FSC. Additionally, ATT did not significantly mediate the effect of FSC on PIN. However, as serial mediators, FSC and ATT work together to greatly affect how HCN affects PIN. Based on the study's findings, retailers and marketing experts should develop tactics that highlight the specific health benefits and enhancements that consumers would experience after ingesting their organic products. Discussions are held regarding theoretical contributions and practical implications.

**Kushwah et al. (2019)** investigated the relationship between various consumer obstacles and purchasing decisions (intentions to buy, intentions to consume ethically, and choosing behavior) at varying degrees of environmental concern and buying involvement. Even though there is an increasing demand for organic food worldwide, much less organic food is consumed by the general public. Utilizing the hypothetical system of development opposition hypothesis (IRT), the ongoing review expects to fathom the central reasons for buyer hesitance toward eating natural food. An underlying condition displaying approach was utilized to look at the 452 purchasers of information. The findings demonstrated that both purchasing intentions and intentions for ethical consumption were negatively correlated with value barriers. Purchase intention and ethical

consumption were revealed to directly affect decision-making behavior. Furthermore, buy intention acts as a mediator in the link between ethical consumption intention and decision behavior. On the basis of environmental concerns and the degree of purchasing activity, no notable distinctions have surfaced. The results of the study improve the present knowledge of the purchasing habits of the expanding organic food community, which benefits public policymakers, marketers, suppliers, and consumer associations.

**Dangi et al. (2020)** inspected the natural food class' buyer dynamic styles (CDMS). The Purchaser Styles Stock (CSI) apparatus created by Sproles and Kendall in 1986 was adjusted and utilized with regards to natural food items. Also, two different develops — natural cognizance and wellbeing awareness — that were found in the writing were incorporated. Comfort inspecting was utilized to assemble reactions from 527 youthful purchasers, and underlying condition demonstrating and exploratory component investigation were utilized for examination. Five of the eight CDMS styles—recreational (hedonistic shopping awareness), brand consciousness, price consciousness, brand loyalty, and perfectionism (high quality consciousness)—reported substantial influences on consumers' desire to purchase organic food. Additionally, it was determined that both of the other constructs—environmental consciousness and health consciousness—were significant. The study's conclusions will assist organic food marketers in determining the elements that are crucial for consumers to buy organic food.

**Sadiq et al. (2020)** investigated how customer optimism and pessimism, two dispositional qualities, affected the uptake of organic food. Moreover, it surveys how ecological concern intervenes the connection between dispositional characteristics and the admission of natural food. Amazon Mechanical Turk was utilized to regulate an internet based review. The discoveries demonstrate that customers who are more hopeful eat more natural food than the individuals who are more critical. The discoveries likewise show that individuals' utilization designs are emphatically affected by ecological worries, in this way even critical buyers might begin eating natural food whenever they are made to think often about the climate. The principal finishes of this study show that natural concern is a critical indicator of food utilization conduct and that changing clients' negative viewpoint to a positive one might be capable.

**Kushwah et al. (2019)** Global demand for food grown organically has been continuously increasing over the past few decades. As a result, there is now more scholarly interest in comprehending the various incentives and obstacles that underlie the use of organic food. However, many published investigations have a wide and dispersed scope. There is a dearth of research that thoroughly reviews and analyzes the many barriers and motivations and how they relate to purchasing decisions. The ongoing review

presents a careful assessment of the writing on different motivations and deterrents and how they connect with choices to purchase natural food. The audit considered 89 experimental examination altogether. The found inspirations and obstructions were classified utilizing two notable hypothetical systems: the hypothesis of utilization values and the advancement opposition hypothesis. Clear measurements on the picked examinations, a careful rundown of the inspirations and boundaries referenced in the picked examinations utilizing the hypothesis of utilization values and development obstruction hypothesis, an order of the inspirations and hindrances in light of customer contribution, research plan, and nation status, a structure on the connection between thought processes, boundaries, and buy choices, and suggestions for scholastics, chiefs, and policymakers keen on better comprehension issues connected with natural food utilization are the fundamental consequences of this deliberate writing survey.

**Wang et al. (2020)** inspected the interceding impacts of seen food quality and cost awareness on the connection between natural cognizance and the affinity to buy natural food. Buyers dynamically request more secure and better things as their buying power and utilization information rise. Besides, clients are focusing closer on natural food. The objective is to give new understanding into how clients view and plan to act with regards to natural food. Exact discoveries, in view of test information from 518 clients in different Chinese food dealers, show that purchasers' goals to purchase natural food are emphatically affected by ecological concern. The connection between natural awareness and the goal to buy natural food is intervened by apparent food quality. The relationship between the expectation to buy natural food and saw food quality is directed by cost responsiveness. Also, through saw food quality, cost awareness mitigates the circuitous effect of ecological cognizance on the expectation to buy natural food.

#### Research Methodology:

**a. Research Design:** The study uses a descriptive research approach to investigate where Indian consumers obtain information about organic products and how frequently they buy them. A thorough examination of customer awareness, preferences, and behavior with regard to organic products is made possible by this design.

**b. Data Collection:** Data was collected from respondents using a standardized questionnaire. Sections on the sources of information about organic products and the frequency of purchases were included in the questionnaire. To guarantee varied participation, the poll was disseminated via both online and physical media. 125 responders in all gave thorough and accurate answers.

**c. Research Area:** In order to record a range of consumer viewpoints and purchasing patterns, the study was carried out in both metropolitan and semi-urban areas of India.

**d. Sampling Technique:** Convenience sampling was

used in the study to choose participants, with an emphasis on people who might have come into contact with organic products through various media outlets or customer networks.

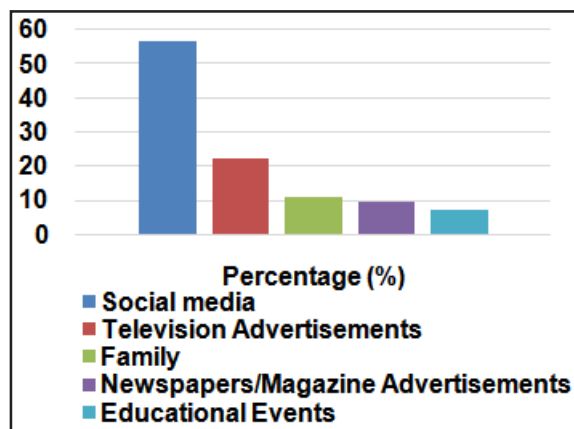
**e. Data Analysis:** To compile and explain the results, descriptive statistics were used to examine the gathered data. To determine the main information sources and the frequency of purchases of organic products, percentages were computed. To improve understanding, the data was visualized using graphical representations including pie charts and bar charts.

Policymakers, marketers, and other stakeholders in the organic product business can benefit greatly from this methodology's thorough grasp of the elements impacting consumer awareness and purchasing behavior surrounding organic products.

**Data Analysis :** Social media's dominance as the main source of knowledge on organic products—56.7%—is demonstrated by the data in Table 1 and Figure 1, which also demonstrate the platform's broad reach and effect. With a second-place ranking of 22.2%, television ads demonstrate their importance but lack the impact of digital media. A moderate reliance on personal networks for knowledge is indicated by the 11.0% contribution from family recommendations. The relatively small roles of educational events (6.7%) and newspaper and magazine ads (9.4%) indicate the need for more engagement through these channels in order to successfully reach a variety of groups. This distribution highlights how social media is becoming an increasingly significant factor in influencing customer knowledge and decisions about organic products.

**Table 1:Source of Information on Organic Products**

Source of Information	Percentage (%)
Social media	56.7
Television Advertisements	22.2
Family	11.0
Newspapers/Magazine	9.4
Advertisements	
Educational Events	6.9

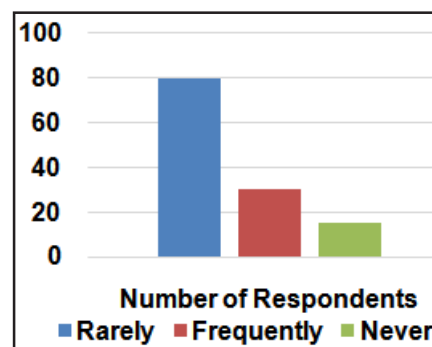


**Figure 1: Graphical representation of Source of Information on Organic Products**

The information in Table 2 and Figure 2 shows the respondents' organic product buying habits. Eighty respondents, or the majority, say they only infrequently buy organic items, suggesting either little uptake or sporadic interest. A smaller sample of 30 respondents regularly buy organic products, indicating steady consumer involvement. However, 15 respondents said they have never bought organic items, citing obstacles like price, accessibility, or ignorance.

**Table 2:Frequency Of Organic Product Purchases**

Frequency of Purchase	Number of Respondents
Rarely	80
Frequently	30
Never	15



**Figure 2: Graphical representation of Frequency of Organic product purchases**

This distribution reveals a sizable discrepancy between awareness and consistent buying patterns, indicating a possible market for tactics meant to boost frequent purchases via enhanced affordability, accessibility, and consumer education.

**Conclusion :** This reveals a significant discrepancy between awareness and regular buying behavior, which could be caused by obstacles including price, accessibility, and doubts about genuineness. Producers, marketers, and legislators must work together to improve pricing, guarantee product label transparency, and launch awareness campaigns highlighting the long-term environmental and health advantages of organic products in order to address this. The Indian organic food sector can realize its full potential and see steady growth by closing this gap.

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