

# A Study on Consumer Attitudes and Buying Behavior towards organic Food Products

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## ABSTRACT

The growing awareness of health, environmental sustainability, and food safety has led to a significant rise in consumer interest in organic food products. This study examines consumer attitudes and buying behavior towards organic foods, focusing on the factors that influence purchasing decisions. It explores consumer perceptions, motivations, and barriers related to organic product consumption, considering variables such as health consciousness, environmental concerns, income levels, price sensitivity, and product availability. Data was collected through structured surveys and analyzed to understand patterns of consumer preferences and purchase intentions. The findings reveal that while consumers generally hold a positive attitude toward organic products due to their perceived health and environmental benefits, high prices, lack of awareness, and trust in certification remain major obstacles. This study contributes to understanding consumer behavior in the organic food sector and provides insights for marketers, policymakers, and producers to develop strategies that encourage sustainable consumption and market growth.

## INTRODUCTION

In recent years, there has been a growing shift in consumer preferences toward healthier, safer, and environmentally sustainable food choices, leading to a significant increase in the demand for organic food products. Organic foods, cultivated without the use of synthetic fertilizers, pesticides, genetically modified organisms (GMOs), or artificial additives, are perceived to be more natural, nutritious, and environmentally friendly. This shift in consumer behaviour reflects increasing awareness of health concerns, food safety issues, and environmental sustainability, particularly among urban and educated populations.

Consumer attitudes and buying behaviour play a crucial role in determining the growth of the organic food market. Attitude refers to an individual's evaluation, perception, and feelings about organic products, while buying behaviour reflects the decision-making process and actual purchasing actions of consumers. Factors such as health consciousness, income levels, lifestyle patterns, environmental concerns, product availability, and price sensitivity influence consumer decision-making in this context.

The organic food market in India and globally has witnessed rapid growth over the last decade, driven by rising disposable incomes, urbanization, and greater access to organic products through supermarkets, specialty stores, and online platforms. However, despite increased awareness, barriers such as high prices, limited availability, lack of trust in certifications, and insufficient consumer knowledge still pose challenges to market expansion. This research aims to explore consumer attitudes and buying behaviour towards organic food products, identifying the key motivations, perceptions, and challenges influencing their purchase decisions. Understanding these factors is essential for marketers, policymakers, and producers to design effective strategies for promoting organic food consumption and building a sustainable food ecosystem.

## REVIEW OF LITERATURE

In general, green or organic foods refer to foods that are safe to be consumed, are of fine quality, are concerned with humane animal treatment, are nutritious foods and are produced under the principle of sustainable development (Liu, 2003). Shashikiran and Madhavaiah (2014) Marketing organic products with standard packaging and a logo or statement confirming the organic status adds to the value of the products in terms of

quality and social benefits, etc. Jasmin Pandiya, Nayankumar Vala. Profiling of Organic Food Buyers in Ahmedabad City: An Empirical Study Pacific Business Review International 2012; Mohamed Bilal Basha, Ramesh K. Consumer Attitude towards Organic Food in Trichy – South India (2014). The proportion of people consuming organic food has been found to rise with an increase in income (Torjusen et al., 2001).

### Statement of the problem

The study is conducted to identify the problem faced by the using non organic products which has chemical ingredients to get more yield .Today, the world needs a new discussion and innovation which leads to the potential buyer' s usage of harmful, to the consumers have got consciousness on organic products started consuming regularly. The researcher shows interest on the positive impact to the society thus this particular study has been carried out.

### Objectives of the study

1. To analyze consumer attitudes towards organic food products and their perception of health and environmental benefits.
2. To study consumer buying behaviour and identify key factors influencing the purchase of organic food products.
3. To examine the relationship between consumer demographics (age, income, education, etc.) and their preference for organic products.
4. To identify barriers that discourage consumers from purchasing organic foods.
5. To provide recommendations for marketers, producers, and policymakers to promote organic food consumption effectively.

### Scope of the study

Organic food products support no synthetic preservatives and the uniqueness of food. This set a checkpoint for too much use unsafe ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic food product consumption and to see whether any potential that might change their behaviour. The grounds for carrying out this study is that consideration for the environment could come only from up-to-date citizens who are aware of, and fully dedicated to their rights to a quality health and environment. However, any behaviour can be changed, it is essential to estimate the current state of consumers' awareness and knowledge. Therefore consumer' s attitude, perception towards organic food products, willingness to pay for organic food product and intention to purchase organic food will be the main outline of this study.

## RESEARCH METHODOLOGY

**Nature of Research Design:** The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to comprehend clearly what the researcher needs and provides distinctive information to measure the data.

**Area of the study:** The area of the study is in Machilipatnam town.

**Period of the study:** The study was conducted for a period of six months.

**Sources of Data:** The study is based on primary data collection, collected from the users of organic food products. The secondary data was collected from the articles, web resources, journals, and newspapers.

**Sampling Design of the Study:** The sampling technique in this study is convenient sampling. The sample size consists of f different types of users who are using organic food products. A sample of 120 respondents was taken into account.

**Tools for Analysis:** The tools used to analyze and derive the result are

1.Chi- square analysis.

2.Average Ranking analysis.

### Limitations of the Study

1. The area is limited only to Machilipatnam town so results cannot be universally accepted.
2. The study is restricted to the sample size of 120 respondents only.
3. The researcher has composed data by convenient sampling using questionnaire and there is a likelihood of certain deviations.

### Analysis and Interpretation Chi-Square Analysis

**Hypothesis:** There is no significant relationship between Education qualification and types of organic food products.

**Table 1:** Education Qualification and Types of Organic food Products

| Educational Qualification | Types of organic products |                  |                |                |          |
|---------------------------|---------------------------|------------------|----------------|----------------|----------|
|                           | Vegetables & fruits       | Herbs& Cosmetics | Dairy Products | Others         |          |
| <b>Illiterate</b>         | <b>8(30%)</b>             | <b>4(15%)</b>    | <b>9(34%)</b>  | <b>11(41%)</b> | 9(120% ) |
| <b>Upto School</b>        | <b>9(40%)</b>             | <b>8(35%)</b>    | <b>6(27%)</b>  | <b>4(18%)</b>  | 11(120%) |
| <b>Under graduate</b>     | <b>7(28%)</b>             | <b>5(20%)</b>    | <b>8(32%)</b>  | <b>10(40%)</b> | 16(120%) |
| <b>Post Graduate</b>      | <b>6(23%)</b>             | <b>14(54%)</b>   | <b>6(23%)</b>  | <b>5(20%)</b>  | 14(120%) |
| <b>Total</b>              | 30                        | 31               | 29             | 30             | 120      |

Since  $\chi^2 = 7.16$  for 12 degree of freedom at 5% level and  $\chi^2_{0.05} < \chi^2$  the null hypothesis is rejected. So there is a significant relationship between Education Qualification and Types of organic food Product.

(II)Hypothesis: There is no significant relationship between Monthly income and price level of organic food Products.

**Table-2:** Monthly Income and Price Level of Organic Food Products

| Monthly Income | Satisfaction Level of Herbal Cosmetics Products |               |               |               |                     |          |
|----------------|---|---------------|---------------|---------------|---------------------|----------|
|                | Highly satisfied                                | Satisfied     | Neutral       | Dissatisfied  | Highly dissatisfied | Total    |
| <b>Below</b>   | <b>8(31%)</b>                                   | <b>7(27%)</b> | <b>7(27%)</b> | <b>6(23%)</b> | <b>3(12%)</b>       | 31(120%) |

Since  $\chi^2 = 21$  for 12 degree of freedom at 5% level and  $\chi^2_{0.05} > \chi^2$  the null hypothesis is accept. So there is no relationship between Monthly income and price level of organic food products.

### Average Ranking Analysis

**Table 3:** Ranking Factors Influence to Choose Organic Food Products

| Factors           | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 | Rank 7 | Rank 8 | Rank 9 | Total | Mean | Rank |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|------|------|
|                   | 9      | 8      | 7      | 6      | 5      | 4      | 3      | 2      | 1      |       |      |      |
| Quality           | 11     | 12     | 10     | 15     | 21     | 11     | 12     | 15     | 13     | 120   | 4.86 | 7    |
| Score             | 99     | 96     | 70     | 90     | 105    | 44     | 36     | 30     | 13     | 583   |      |      |
| Quantity          | 11     | 8      | 19     | 10     | 12     | 13     | 18     | 12     | 17     | 120   | 4.69 | 9    |
| Score             | 99     | 64     | 133    | 60     | 60     | 52     | 54     | 24     | 17     | 563   |      |      |
| Price             | 13     | 12     | 14     | 14     | 11     | 9      | 13     | 14     | 20     | 120   | 4.77 | 8    |
| Score             | 117    | 96     | 98     | 84     | 55     | 36     | 39     | 28     | 20     | 573   |      |      |
| Availability      | 14     | 12     | 14     | 13     | 11     | 14     | 15     | 15     | 12     | 120   | 4.97 | 5    |
| Score             | 126    | 96     | 98     | 78     | 55     | 56     | 45     | 30     | 120    | 596   |      |      |
| Taste             | 6      | 16     | 21     | 14     | 14     | 11     | 12     | 13     | 13     | 120   | 5.02 | 4    |
| Score             | 54     | 128    | 147    | 84     | 70     | 44     | 36     | 26     | 13     | 602   |      |      |
| Health            | 19     | 8      | 8      | 19     | 15     | 15     | 11     | 13     | 12     | 120   | 5.09 | 3    |
| Score             | 171    | 64     | 56     | 114    | 75     | 60     | 33     | 26     | 12     | 611   |      |      |
| Packing           | 13     | 12     | 13     | 14     | 10     | 18     | 14     | 13     | 13     | 120   | 4.92 | 6    |
| Score             | 117    | 96     | 91     | 84     | 50     | 72     | 42     | 26     | 13     | 591   |      |      |
| Suitable for Kids | 19     | 20     | 8      | 12     | 11     | 14     | 13     | 10     | 13     | 120   | 5.35 | 1    |
| Score             | 171    | 160    | 56     | 72     | 55     | 56     | 39     | 20     | 13     | 642   |      |      |
| Advertisement     | 14     | 20     | 13     | 9      | 15     | 15     | 12     | 15     | 7      | 120   | 5.32 | 2    |
| Score             | 126    | 160    | 91     | 54     | 75     | 60     | 36     | 30     | 7      | 639   |      |      |

The above table reveals that the respondents have assigned 1st rank to suitable, 2nd rank to advertisement, 3<sup>rd</sup> rank to health, 4<sup>th</sup> rank to taste of, 5<sup>th</sup> rank to availability, 6<sup>th</sup> rank to packing, 7<sup>th</sup> rank to quality, 8<sup>th</sup> rank to price and 9<sup>th</sup> rank to quantity. Majority of the respondents ranked to suitable in various consumer problems.

## FINDINGS

1. There is a significant relationship between Education Qualification and Types of organic food products.
2. There is no significant relationship between Monthly income and price level of organic food products.
3. The greater part of respondents, ranked the quality of the product as First.

## SUGGESTIONS

1. Awareness of organic products is to be created among consumers at most level.
2. Constant improvement in product quality would lead to raise the consumption of organic food products.
3. Positioning organic food products by their specific traits.

## CONCLUSION

The study on consumer attitudes and buying behaviour towards organic food products reveals that consumers are increasingly aware of the health benefits and environmental importance of organic foods. Positive perceptions, health consciousness, and environmental concerns play a significant role in shaping purchase intentions. However, factors such as high prices, limited availability, lack of trust in certifications, and insufficient awareness act as major barriers to widespread adoption. The findings highlight the need for greater consumer education, improved certification transparency, and strategic marketing efforts to encourage organic food consumption. Retailers and policymakers can focus on making organic products more affordable and accessible to strengthen consumer trust and promote sustainable food practices. Overall, this research emphasizes the importance of understanding consumer behaviour in building a strong organic food market and achieving long-term environmental and public health goals.

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