

A Study on Consumer Perception and Adoption of Organic Food Products in Amravati City

Madhavesh Marodkar¹, Dr.D.R.Chawda²

Madhavesh Marodkar - PG student – Department of Business Administration, SIPNA C.O.E.T., Amravati, Maharashtra, India.

Dr. D.R.Chawda – Assistant Professor – Department of Business Administration, SIPNA C.O.E.T., Amravati, Maharashtra, India.

Abstract

This study examines consumer awareness, perception, and adoption of organic food products in Amravati city, with special emphasis on the influence of trust, labeling, and information sources. Primary data were collected from 100 respondents using a structured questionnaire and analyzed using descriptive statistics and Pearson correlation analysis. The findings indicate that consumers generally perceive organic foods as healthier, safer, and environmentally friendly. Trust in certification and labeling strongly influences purchase decisions, while high price and limited availability remain major barriers to regular adoption. The correlation results confirm a significant positive relationship between consumer perception and adoption behavior, leading to the rejection of the null hypothesis. The study highlights the need for improved labeling transparency, consumer awareness programs, and affordable pricing strategies to enhance organic food adoption in Tier-2 cities like Amravati.

Keywords: Organic Food, Consumer Perception, Adoption, Trust, Labeling, Amravati City.

1. Introduction

In recent years, the global food industry has experienced a significant shift toward healthier and environmentally sustainable consumption, leading to increased demand for organic food products. Organic foods are produced without synthetic fertilizers, pesticides, genetically modified organisms, or artificial additives, emphasizing natural cultivation practices that promote ecological balance and consumer health. In India, rising health awareness, improved education, and higher income levels have encouraged consumers to prioritize food safety and nutritional value. However, awareness and perception of organic food vary across regions,

especially in semi-urban areas such as Amravati city. The COVID-19 pandemic further strengthened consumer concern for immunity, hygiene, and preventive health, accelerating the acceptance of organic products. Changing lifestyles have increased preference for mindful eating and sustainable consumption, particularly among younger consumers. Despite these positive trends, challenges such as high prices, limited availability, doubts about authenticity, and inadequate labeling continue to restrict widespread adoption. Understanding consumer perception and adoption behavior is therefore essential for market development. Against this backdrop, the present study examines the factors influencing consumer perception and adoption of organic food products in Amravati city. The findings aim to support effective marketing strategies and policy decisions that promote sustainable food consumption.

2. Review of Literature

Bazhan, Shafiei Sabet, and Borumandnia (2024) highlighted that consumer behavior toward organic food will be influenced by attitudes, health consciousness, environmental concern, knowledge, price, and convenience. Their study, based on the Theory of Planned Behavior (TPB), confirmed that these psychological and contextual factors together shape consumer willingness to buy organic products. In developing nations, where awareness and purchasing power vary, health benefits and social influence were important motivators, while high prices and limited availability acted as barriers to regular consumption.

J. T. Johnsen, M. R. Lima do Vale, R. Bhangaonkar, W. Nyaga, S. Ayyad, & S. Ray (2024) explored the impact of the COVID-19 pandemic on food environments and found substantial changes in

consumer behavior and health priorities. The study reported that during and after the pandemic, people increasingly preferred foods perceived as safe, natural, and immunity-boosting. Health consciousness and home-cooked food consumption increased significantly, temporarily raising the demand for organic food. This heightened awareness of safety, hygiene, and nutrition continued to influence post-pandemic consumption patterns.

K. D. Tayade (2024) investigated consumer behavior in Amravati's semi-urban markets and observed rising awareness and interest in organic food products. However, challenges related to affordability, trust in certification, and limited product availability persisted. According to the author, health consciousness, perceived quality, and environmental concern influenced purchase decisions, yet price sensitivity and inconsistent supply hindered sustainable adoption.

Sukanya Barua, Satyapriya, Rajeev Kumar, V. Sangeetha, L. Muralikrishnan, Monika Wason. (2023) developed a standardized test to measure consumer knowledgeability about organic food and demonstrated that higher awareness levels strongly correlated with trust and purchase intention. The authors emphasized that consumer education on organic labeling and awareness campaigns played an essential role in improving adoption levels, especially in smaller cities such as Amravati where understanding of certification remained limited.

3. Research Problem Definition

Despite increasing awareness of organic food in India, adoption in Tier-2 cities like Amravati remains limited and poorly understood. Although consumers often exhibit positive attitudes, these perceptions do not consistently translate into actual purchasing behavior, indicating an attitude-behavior gap. Low label literacy and limited trust in certification systems reduce consumer confidence and purchase intention. Additionally, the influence of media exposure and digital information on consumer decisions in smaller cities remains underexplored. Most existing studies rely on descriptive analysis and lack causal insights. Therefore, this study examines how label literacy, certification trust, and media influence shape consumer perception and adoption of organic food products in Amravati city.

4. Research Objective

This study aims to evaluate the influence of trust, product labeling, and information sources on consumers' perceptions, attitudes, and purchasing behavior toward organic food products. It examines how certification trust, labeling information, and media exposure shape consumer awareness, acceptance, and purchase intention.

5. Scope Of Study

The present study is geographically limited to Amravati city, Maharashtra, a Tier-2 urban center representing a mix of traditional and modern consumer lifestyles. The study focuses on consumers above 18 years of age, including students, professionals, homemakers, and businesspersons, ensuring diverse demographic representation. It is confined to selected organic food categories such as fruits, vegetables, grains, and packaged food items commonly available in local markets. The research excludes non-food organic products and industrial consumers. Overall, the study aims to assess consumer awareness, perception, and adoption patterns of organic food products within the urban context of Amravati city.

6. Research Methodology

Research methodology provides the overall framework and systematic approach adopted to carry out the study. It defines the tools, techniques, and processes used to collect, analyze, and interpret data relevant to the research objectives. This study aims to understand consumer perception and adoption patterns regarding organic food products in Amravati city. The methodology outlines the research design, data collection methods, sampling procedures, and analytical techniques employed to test the hypothesis.

i. Research Design

The research design refers to the overall structure or blueprint of the study that guides the collection and analysis of data.

For this study, a descriptive research design is adopted.

Descriptive Research helps to describe the characteristics and opinions of consumers toward organic food products - their awareness levels, perceptions, and adoption behavior.

ii. Data Sources

Primary Data: Primary data are collected directly from respondents residing in Amravati city through a structured questionnaire.

Secondary Data: Obtained from journals, articles, reports, newspaper, government publications, online databases, research and previous studies related to consumer behavior and organic food markets.

iii. Sample Design

- **Sampling Method:** Non-probability convenience random sampling.
- **Sample Size:** Approximately 100 respondents.
- **Sampling Unit:** Individual consumers.

iv. Sampling Technique

The study adopts a “convenience random sampling technique”. This method is chosen because the population of organic food consumers in Amravati is widely dispersed, and it is not feasible to create a complete sampling frame. Convenience sampling allows the researcher to collect responses efficiently from readily available and willing participants through online methods (Google Forms).

v. Tools Proposed for Data Analysis

The study employs descriptive statistics such as mean, percentage, and frequency to summarize the data. Correlation and regression analyses are used to examine relationships among variables and identify factors influencing consumer perception and adoption of organic food products. Graphical tools including pie charts, bar graphs, and histograms support clear data visualization. Data analysis is primarily conducted using MS Excel, while primary data is collected through Google Forms. Visual presentations are prepared using Excel and MS PowerPoint for effective interpretation.

7. Data analysis and interpretation

7.1.1. Demographic Profile

The demographic analysis reveals that 81% of respondents belong to the 21–40 years age group,

representing an economically active population. The gender distribution is fairly balanced, with 59% male and 41% female respondents. A majority of participants are well educated, holding graduate and postgraduate qualifications. Most respondents fall within the middle-income group, indicating moderate purchasing power. The occupational profile is diverse, including service employees, businesspersons, homemakers, and students. Overall, the demographic characteristics suggest that respondents are capable of making informed decisions regarding organic food consumption.

7.1.2. Consumer Perception

The overall perception score reflects a positive attitude toward organic food products among respondents. Most consumers strongly agree that organic foods are healthier, environmentally friendly, and safer than conventional foods. Respondents also demonstrate a reasonable level of trust in organic labels and certifications. Many express willingness to increase purchase frequency if product availability improves, although high prices remain a significant concern. Some consumers report confusion regarding fake or misleading organic claims. Social influence and information sources moderately impact consumer perception and purchase decisions.

7.1.3. Adoption of Organic Food

A high proportion of respondents currently purchase organic food products, indicating a growing level of adoption in Amravati city. However, adoption is influenced not only by awareness and perception but also by factors such as price sensitivity, product availability, and trust in labeling and authenticity. Statistical analysis reveals that perception alone does not significantly predict actual adoption behavior. Although consumers generally hold positive attitudes toward organic food, economic constraints and accessibility issues continue to limit consistent purchasing. This highlights the gap between favorable perception and actual buying behavior among consumers.

Interpretation and Implications:

Consumers in Amravati city exhibit high awareness and favorable perceptions of organic food products; however, high prices and limited availability restrict wider adoption. Enhancing labeling clarity and

certification awareness can strengthen consumer trust and confidence. Price promotions and improved distribution channels may further encourage purchase behavior. Additionally, educational campaigns can increase awareness and reduce misinformation, supporting sustained adoption of organic food products.

7.2. To Evaluate the Influence of Trust, Labeling, and Information Sources on Consumer Behavior toward Organic Foods

Calculation:

Variable	Mean	Standard Deviation
Trust in organic brand claims	3.70	0.92
Trust in labels & certification	4.02	0.71
Reliance on social media	3.43	0.78

Behavioral Indicators:

Indicator	Result
Currently buy organic food	90% Yes
Check labels before purchase	93% Yes
Confused by fake organic products	High response
Discounts motivate purchase	84% Yes

Conclusion:

The analysis reveals that trust and labeling significantly influence consumer behavior toward organic foods. The mean score for trust in labeling and certification (Mean = 4.02) indicates strong consumer confidence in certified organic products. Trust in organic brand claims also shows a favorable mean score (Mean = 3.70). Behavioral evidence supports these findings, as 90% of respondents currently purchase organic foods and 93% actively check labels before purchase. These results confirm that trust translates into actual buying behavior.

In contrast, reliance on social media as an information source demonstrates moderate influence (Mean = 3.43), suggesting that information channels support awareness but are not primary decision drivers. Overall, the findings confirm that trust and labeling significantly influence consumer purchasing behavior, while information sources play a supplementary role.

7.3. Hypothesis of the Study

- Null:** There is no relationship between consumer perception and adoption of organic food products in Amravati city.
- Alternate:** There is relationship between consumer perception and adoption of organic food products in Amravati city.

Hypothesis Testing Using Pearson Correlation:

Step 1 – Conversion of Data into Numerical Form

Adoption Variable Coding:

Response	Numerical Score
Never	0
Monthly	1
Occasionally	2
Weekly	3
Daily	4

Perception Variable Coding:

Response	Numerical Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Step 2 -Actual Pearson Correlation Results (N = 100)

Perception Variable	Pearson r	p-value	Decision
Awareness	0.286	0.004	Significant
Preference for organic	0.287	0.0037	Significant
Worth paying more	0.228	0.022	Significant

Step 3 – Decision Rule

Significance Level: $\alpha = 0.05$

- If $p\text{-value} < 0.05 \rightarrow \text{Reject } H_0$
- If $p\text{-value} \geq 0.05 \rightarrow \text{Accept } H_0$

Observation

- Awareness, preference, and willingness to pay show $p < 0.05$.
- Therefore, **consumer perception has significant relationship with adoption.**

Step 4 – Final Conclusion

Pearson correlation analysis was conducted to examine the relationship between consumer perception and adoption of organic food products in Amravati city. The results indicate a statistically significant positive relationship between awareness ($r = 0.286, p = 0.004$), preference for organic food ($r = 0.287, p = 0.0037$), and willingness to pay more ($r = 0.228, p = 0.022$) with

adoption behavior. Since the p-values are less than 0.05, the **null hypothesis is rejected** and the **alternative hypothesis is accepted**. This confirms that consumer perception significantly influences the adoption of organic food products.

8. Limitations of Research

The study is geographically limited to Amravati city, which may restrict the generalizability of the findings to other regions. The data is based on self-reported responses, which may involve respondent bias and subjective interpretation. Time and financial constraints have limited the sample size, potentially affecting the depth of analysis. The availability of secondary data related to regional organic markets is limited, which may restrict comparative evaluation. Additionally, the study covers only selected product categories such as vegetables, pulses, and grains, thereby narrowing the scope of consumer behavior assessment.

9. Conclusion

The study concludes that consumers in Amravati city exhibit high awareness and positive perceptions toward organic food products, particularly regarding health benefits and environmental safety. Trust in certification and product labeling plays a critical role in shaping purchase behavior, while information sources mainly support awareness creation. Despite favorable attitudes, adoption is constrained by high prices, limited availability, and concerns about product authenticity.

Statistical analysis confirms a significant relationship between consumer perception and adoption of organic food products, validating the research hypothesis. This indicates that improving consumer trust, strengthening labeling clarity, and increasing accessibility can positively influence purchasing behavior. The findings suggest that targeted awareness campaigns, better distribution networks, and price-support strategies can accelerate organic food adoption in emerging urban markets.

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