

A Study on Factors Influencing Consumer Behaviour Towards the Organic Food

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1. ABSTRACT

In recent years, consumer preference has shifted towards healthier and environmentally friendly food choices. Organic food has gained attention due to rising health awareness, concerns about chemical use in farming, and lifestyle-related diseases. However, the adoption of organic food is still limited in smaller cities due to factors such as high prices, lack of availability, and low awareness.

This study aims to examine the factors influencing consumer behaviour towards organic food in Amravati city. The research focuses on consumer awareness, perception, satisfaction, market demand, price sensitivity, quality perception, and availability of organic food products. A descriptive research design was adopted for the study. Primary data were collected from 100 respondents in Amravati Taluka using a structured questionnaire, while secondary data were gathered from journals, research papers, books, and online sources.

The findings reveal that health consciousness is the major motivating factor for purchasing organic food. However, high prices, limited availability, and lack of trust in certification act as significant barriers. The study provides useful insights for marketers, retailers, and policymakers to improve organic food adoption through better awareness programs, affordable pricing, and improved distribution channels.

Keywords: Organic Food, Consumer Behaviour, Health Consciousness, Market Demand, Amravati

2. INTRODUCTION

Organic foods are those food that are grown using safe and clean farming practices, means there is no use of chemical during the production and the aims of that farming is to protect the environment and also the health of the human. The organic farming is the most important concept and that are followed by the farmer from ancient time. But in today's condition for the production the farmers are totally depends on the chemical fertilizer, pesticides, and growth regulator to earn the higher yield.

But after the covid-19 the people are more health consciousness hence they start to move towards the consumption of the organic food, in metro cities there is various plat forms of are available where the consumer can purchase the organic food, and also they Can use the E-Comers platform to order the organic food, but in smaller cities like Amravati the people are not aware about the concepts and the usages of the organic food, and in Amravati there is only two shops of organic food are available and no any E-Comers platforms.

For that the government also takes the initiative to motivate the farmer for moving towards the organic farming, by using the different schemes (Paramparagat Krishi Vikas Yojana, Dr. Panjabrao Deshmukh Jaivik Sheti Mission).

Amravati city, located in the Vidarbha region of Maharashtra, represents a growing urban market with increasing health awareness. However, the consumption of organic food in this region remains limited. Consumers are aware of organic food but are not regular buyers due to high prices, limited retail outlets, and doubts regarding authenticity.

This research attempts to study consumer behaviour towards organic food in Amravati city by focusing on consumer perception, market demand, availability, quality, price sensitivity, and satisfaction levels.

3. PROBLEM STATEMENT

Organic food products are not easily available in regular markets, and consumers often face difficulty in identifying original organic products. High prices compared to conventional food products discourage many consumers from making regular purchases.

Another significant issue is the lack of trust in organic certification and labeling. Many consumers are unsure whether the products sold as "organic" are truly organic. Moreover, limited promotional activities and inadequate market reach further restrict the growth of organic food consumption in the region.

There is a research gap in understanding how factors such as health consciousness, price, quality, availability, and trust influence consumer buying behaviour towards organic food in Amravati Taluka. Hence, this study attempts to address these issues and provide insights into consumer expectations and challenges.

4. Review of literature

There are some previous studies /research are available on ShodhGanga and Google Scholar Platform ,are mentioned below

1. Shobha, S. (2025) :The study analysed urban consumers' buying behaviour towards organic food in Bangalore. It revealed that health consciousness, lifestyle changes, and awareness levels were major factors influencing purchases, while high prices and limited availability restricted buying frequency.

2. Santosh Chavan & S. B. Akash (2025): This study examines consumer perceptions and factors influencing the purchase of organic food in a semi-urban Indian city. It finds that health consciousness and consumer awareness play a major role in encouraging organic food consumption. High prices and limited availability act as significant barriers. Environmental concern was found to have a limited impact on purchase intention.

3. Mudit Singh and Jayant Zechariah (2025): This study explores how consumers in Lucknow perceive and behave toward purchasing organic food products. It examines factors such as awareness, preferences, and economic considerations that influence buying decisions. The research highlights key motivators and barriers affecting organic food demand in that urban market. It provides insights useful for marketers and policymakers to promote organic food

consumption

4. Joshyja Jose (2021): the study examined key factors affecting consumer buying behaviour towards organic food in Kerala. It found that health awareness and product quality strongly influenced purchases, while high prices and limited availability were major barriers.

5. Maria Massey (2018) : This meta-analysis synthesizes data from over 124,000 consumers across 150 studies to identify what drives organic food purchases. It finds that credence attributes (like perceived health and environmental benefits) are more influential on buying decisions than search or experience attributes. The results show that consumers value the believed benefits of organic food highly, which helps explain increased demand globally. This insight helps producers and marketers tailor strategies to consumer perceptions.

6. Uttam Mishra and other (2024): examines what influences consumer behaviour toward organic food in Nepal. It finds that health consciousness strongly boosts positive attitudes and purchase intentions, as people see organic food as healthier. However, high prices and limited availability reduce actual buying behaviour. Despite strong interest, many consumers are unable to buy organic products regularly due to these barriers. The study suggests improving accessibility and pricing to increase organic food consumption

7. Panjabi, Rashmi (2021): This research supports the present study by highlighting similar influencing factors—health concern, price, and availability—that shape consumer behaviour towards organic food products.

8. Vijayshri, R. N.(2020): the study analyzed consumer's attitudes, intention, and behavior towards organic food in Chennai. It found that health consciousness, and trust in product quality significantly influence purchase intention, whereas high price and lack of awareness act as barriers

9. Praveen Kumar (2017): in his study "Consumers' Perception and Purchase Intention towards Organic Food Products" revealed that positive perception, health benefits, and environmental concern significantly influence consumers' purchase intentions toward organic food items.

10. Deshmukh, N. A. (2015): in his study "A Study of Market Potential and Consumer Perception Regarding the Organic Food in Western Vidarbha of Maharashtra" found that awareness about organic food was growing, but higher prices and limited availability hindered its market potential in the region.

11. Zein Kallas and others (2024): This study investigates what psychological and social factors influence people's organic food purchase behaviour across five EU countries (Germany, Netherlands, Spain, Italy and Czech Republic). Using data from over 5,000 consumers, the research shows that attitude, subjective norms (social influence), and perceived behavioural control (how easy people think buying organic is) significantly affect how often people buy organic food. It also finds that a tendency toward sustainable buying behaviour can strengthen organic food purchases, with some differences observed between countries. The authors suggest that understanding these behavioural determinants can help policymakers and marketers promote organic food consumption more effectively.

5. Objectives of the study

1. To identify the awareness and perception of consumers towards organic food in Amravati city.
2. To assess the satisfaction level of consumers with organic foods products.
3. To analyze the market demand and challenges faced by consumer in purchasing the organic food

6. Research hypothesis

H₀: There is no significant influence of health consciousness, product quality, and perception on consumer behaviour towards organic food in Amravati Taluka

7. Research Methodology

6.1 Research Design

The study adopts a descriptive research design, which helps in understanding consumer perception, satisfaction, and market demand for organic food.

6.2 Sources of Data

- Primary Data: Collected through a structured questionnaire and personal interaction.
- Secondary Data: Collected from journals, books, research papers, and online sources.

6.3 Sample Design

The sampling design for this study focuses on retail consumers from Amravati taluka who either purchase organic food products or have adequate knowledge about them.

The universe of the study includes all such retail consumers residing in Amravati taluka. From this universe, the population comprises those consumers who are aware of organic food products and possess sufficient understanding of their benefits and usage.

The sampling unit for the research is an individual consumer who regularly shops organic food products. The sampling frame consists of consumers in Amravati taluka who frequently purchase organic food items and are well informed about organic foods, identified through local markets, organic stores, and consumer interactions.

A sample size of approximately 100 respondents was selected to represent different age groups and genders, ensuring diversity in opinions and experiences. The study follows the convenience sampling technique, where respondents were chosen based on their availability and willingness to participate in the survey, making the data collection process practical and time-efficient while still providing meaningful insights into consumer behavior toward organic food products.

6.4 Data Collection Tools

A structured questionnaire was used as the primary data collection tool, consisting of closed ended questions, multiple choice questions, and likert scale statement to collect quantitative data efficiently. The questions were framed in simple and clear language, and personal interaction with respondents helped ensure accuracy, completeness, and clarity of responses.

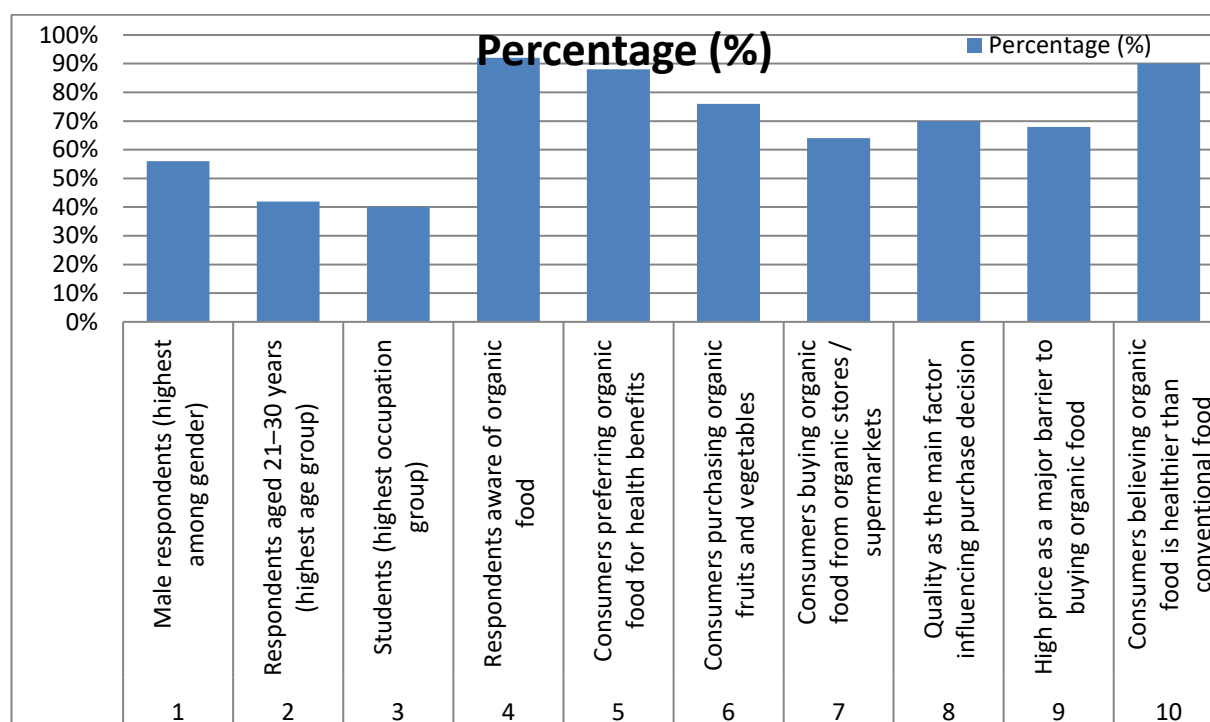
6.5 Statistical Tools Used

Percentage analysis was applied to summarize respondents' demographic profiles and to understand consumer preferences, awareness levels, and buying behavior related to organic food products. Tables were used to systematically present the collected data in a clear and concise manner, enabling easy comparison of different variables. Charts and graphical representations such as bar diagrams and pie charts were employed to visually interpret the findings and highlight key trends and patterns in consumer behavior. Additionally, simple statistical techniques were used to analyze relationships among factors such as price, health consciousness, availability, and trust in organic food. These tools helped in simplifying complex data and drawing meaningful conclusions relevant to the research objectives.

8. Data Analysis and Interpretation

Sr. No.	Indicator	Percentage (%)
1	Male respondents (highest among gender)	56%
2	Respondents aged 21–30 years (highest age group)	42%
3	Students (highest occupation group)	40%
4	Respondents aware of organic food	92%
5	Consumers preferring organic food for health benefits	88%
6	Consumers purchasing organic fruits and vegetables	76%
7	Consumers buying organic food from organic stores / supermarkets	64%
8	Quality as the main factor influencing purchase decision	70%
9	High price as a major barrier to buying organic food	68%
10	Consumers believing organic food is healthier than conventional food	90%

Table 1: Key indicators of Consumer Behaviour Towards Organic Food



Graphical representation of Consumer Behaviour Towards Organic Food

9. Interpretations

The analysis shows that the majority of respondents are male consumers, and most of them belong to the 21–30 years age group, indicating that young adults show more interest and awareness towards organic food products. Students form the largest occupational group among the respondents, suggesting that educated and young consumers are more conscious about healthy food choices

The study further indicates that awareness about organic food is very high among respondents. Most consumers clearly understand the concept of organic food and associate it with chemical-free and healthier eating habits. This high level of awareness reflects the increasing influence of education, media, and health campaigns on consumer knowledge regarding organic food products.

Health benefits emerge as the primary reason for choosing organic food, which shows that consumers are becoming more health conscious and are willing to make food choices that support long-term well-being. Organic fruits and vegetables are the most frequently purchased products, as these items are considered essential for daily consumption and are perceived to provide immediate health benefits when consumed in organic form.

Regarding the place of purchase, most respondents prefer to buy organic food from organic stores and supermarkets. These outlets are trusted more in terms of product quality, authenticity, and proper labeling. Online platforms and local markets are used less frequently, mainly due to concerns about reliability and product genuineness.

The findings also reveal that quality is the most influential factor affecting consumers' purchase decisions. Consumers are more focused on freshness, nutritional value, and chemical-free attributes rather than only on price. However, despite positive attitudes towards organic food, high price is identified as the major barrier limiting regular purchase. Limited availability also acts as a challenge for some consumers, especially in certain local areas.

Finally, the study shows that a large majority of respondents strongly believe that organic food is healthier than conventional food. This positive perception indicates strong acceptance of organic food among consumers. Although price and availability issues still exist, the overall attitude towards organic food is favorable, suggesting good potential for growth of the organic food market in Amravati taluka in the future.

10. Findings of the study

The study reveals that male consumers form the majority of respondents, indicating that males are more actively involved in purchasing or decision-making related to organic food products in the study area. It is also observed that consumers belonging to the 21–30 years age group constitute the largest segment, which shows that younger individuals are more aware of health-related issues and show greater interest in organic food products. With respect to occupation, students represent the highest proportion of respondents, suggesting that educated and young consumers are more conscious about healthy food choices and sustainability.

The findings further show that awareness about organic food is very high among respondents, indicating that most consumers are familiar with the concept and benefits of organic food. Health benefits emerge as the most important reason for preferring organic food, highlighting the increasing health consciousness among consumers. The study also finds that organic fruits and vegetables are the most commonly purchased organic products, as they are regularly consumed and are perceived to be safer and healthier.

It is observed that most consumers prefer to purchase organic food from organic stores and supermarkets, as these outlets are considered more reliable in terms of quality and authenticity. Quality is found to be the most influential factor affecting consumers' purchase decisions. However, despite positive attitudes towards organic food, high prices act as the major barrier restricting frequent purchase. Limited availability of organic food products is also identified as a significant challenge faced by consumers.

Overall, the findings indicate that consumers in Amravati taluka have a positive perception of organic food and strongly believe that organic food is healthier than conventional food. Although awareness and acceptance levels are high, issues related to price and availability still limit the regular consumption of organic food products.

11. Managerial Implication

The findings of the study provide important insights for managers, retailers, and marketers dealing with organic food products in Amravati taluka. Since awareness about organic food is already high, managers should focus more on converting awareness into regular purchase behavior through effective promotional strategies such as in-store demonstrations, free samples, and awareness campaigns highlighting long-term health benefits.

As health benefits are the primary reason for choosing organic food, marketers should emphasize health, safety, and chemical-free attributes in their advertising and communication strategies. Clear labeling, certification details, and educational content can help strengthen consumer trust and encourage repeat purchases.

The study highlights high price as the major barrier, suggesting that managers should adopt competitive pricing strategies, such as offering smaller pack sizes, seasonal discounts, membership offers, and bundled products. Collaboration with local farmers and direct sourcing can also help reduce costs and make organic food more affordable.

Since limited availability is another challenge, retailers should work on improving product availability and distribution, especially in local markets and residential areas. Increasing the number of retail outlets and strengthening supply chains can help meet growing consumer demand.

As young consumers and students form a major segment, managers should target this group through digital marketing, social media promotions, and campus-based campaigns. Online platforms and delivery services can also be strengthened to attract tech-savvy consumers.

Overall, managers should focus on improving affordability, availability, and trust, while maintaining high quality. These steps can help expand the organic food market and increase customer satisfaction and loyalty in Amravati taluka.

12. Limitations of the study

The present study is subject to certain limitations. Firstly, the research is confined to Amravati Taluka, focusing exclusively on consumers residing in this region, which may limit the generalizability of the findings to other areas. Secondly, the study covers only selected organic food items, namely fruits, vegetables, cereals, and pulses, while excluding other organic products. This focus was chosen to concentrate on the most commonly consumed organic food categories and maintain the study's scope. Lastly, the research is limited to the academic year 2025–26, and data collection and analysis are conducted only within this period, which may not capture trends beyond this timeframe. Despite these limitations, the study provides valuable insights into consumer behavior and preferences regarding organic food in the targeted region and timeframe.

13. Recommendations

Recommendations are practical suggestions provided by the researcher based on the analysis and findings of the study. They aim to address the challenges identified and to improve outcomes in the area of study—in this case, consumer behavior towards organic food in Amravati Taluka.

Based on the research findings, several recommendations can be made:

1. **Increase Awareness:** Even though many consumers are aware of organic food, continuous education and awareness campaigns can help convert knowledge into regular purchase behavior. This can include in-store demonstrations, workshops, health awareness programs, and social media campaigns explaining the benefits of organic food.
2. **Improve Affordability:** High prices are a major barrier for consumers. Retailers and marketers can offer smaller pack sizes, discounts, seasonal offers, or bundled products to make organic food more affordable. Collaboration with local farmers for direct sourcing may also help reduce costs.
3. **Enhance Availability:** Limited availability of organic products restricts purchase. Expanding the number of organic stores, supermarkets, and online platforms, as well as improving supply chains, can make organic food more accessible to consumers in different areas of Amravati.
4. **Build Consumer Trust:** Lack of trust in certification and labeling affects purchases. Clear labeling, visible certification, and educational content about organic standards can strengthen trust and encourage repeat buying.
5. **Target Young Consumers:** The study shows that young adults and students form a major segment of organic food consumers. Digital marketing, campus campaigns, and online ordering platforms can be used effectively to attract and retain this segment.

6. **Focus on Quality:** Consumers are highly influenced by product quality, including freshness and chemical-free attributes. Marketers should maintain high standards and communicate these qualities clearly to reinforce the perceived value of organic food.

14. Scope for Future Research

The scope for future research refers to the areas or directions where further studies can be conducted to expand knowledge or address limitations of the current research. In the context of this study on consumer behavior towards organic food in Amravati Taluka, several possibilities exist for future research:

1. **Wider Geographical Area:** This study was limited to Amravati Taluka. Future research can include other cities or regions of Maharashtra or India to compare consumer behavior in different areas.
2. **Inclusion of More Products:** The current research focused on organic fruits, vegetables, cereals, and pulses. Future studies can include other organic products such as dairy items, packaged foods, beverages, or personal care products to provide a broader perspective.
3. **Longer Time Frame:** This study was conducted only for the academic year 2025–26. Future research can analyze trends over multiple years to understand changes in consumer behavior over time.
4. **Effect of Marketing Strategies:** Future studies can examine how different marketing strategies, promotions, and advertising influence the purchase of organic food.
5. **Consumer Segmentation:** Research can focus on different demographic or psychographic segments, such as children, elderly consumers, or high-income groups, to understand how their preferences differ.
6. **Online vs Offline Purchase Behavior:** With the growth of e-commerce, future research can compare consumer behavior in online purchases versus traditional retail stores.
7. **Impact of Certification and Trust:** Further studies can explore in detail how labeling, certification, and authenticity of organic products affect consumer confidence and repeat purchases.
8. **Health and Lifestyle Correlation:** Future research can investigate the link between health consciousness, lifestyle habits, and organic food consumption in more depth.

15. Conclusions

The study provides valuable insights into consumer behavior towards organic food in Amravati Taluka. It shows that awareness about organic food is generally high, especially among young adults and students, who form the largest segment of consumers. Health consciousness emerges as the primary motivation for purchasing organic food, indicating that consumers are increasingly concerned about healthy eating and chemical-free food.

The research also highlights the challenges faced by consumers, including high prices, limited availability, and doubts regarding the authenticity of organic products. Quality, freshness, and chemical-free attributes are the most important factors influencing purchase decisions, outweighing price considerations to some extent. Organic fruits and vegetables are the most commonly purchased items, and consumers prefer to buy them from trusted organic stores and supermarkets rather than online platforms or local markets.

The findings have important implications for marketers, retailers, and policymakers. To encourage greater adoption of organic food, efforts should focus on increasing availability, offering competitive pricing, building consumer trust through clear certification and labeling, and targeting young and tech-savvy consumers through digital marketing and campus campaigns.

Overall, despite the barriers of price and availability, the positive perception of organic food and high health consciousness among consumers in Amravati Taluka suggest a strong potential for growth in the organic food market. By addressing these challenges and leveraging the motivations identified in the study, stakeholders can promote healthier food choices and expand the organic food industry in the region.

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