

Consumer Buying Behaviour Toward Organic Products: Analyzing the Drivers and Barriers to Adoption.

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ABSTRACT

This study investigates consumer buying behaviour toward organic products, focusing on the factors influencing purchase decisions, criteria for selecting organic alternatives, and the problems encountered by consumers. Using a structured questionnaire and quantitative methods, the study reveals that health consciousness, environmental awareness, product quality, and social influence significantly impact consumers' organic purchasing behavior. Despite rising interest, consumers encounter notable barriers such as high prices, limited availability, certification doubts, and low product variety. The findings provide actionable insights for marketers, policymakers, and retailers aiming to expand the organic market.

Key words: organic product, consumer awareness, consumer perception, factor influencing & determining, Problem Perceived.

INTRODUCTION

Growing global concern for health and sustainability has led to increased demand for organic products. Organic farming practices, which avoid synthetic chemicals and emphasize environmental responsibility, appeal to health-conscious and eco-aware consumers. As awareness spreads, organic products have moved from niche categories to mainstream retail shelves. Understanding consumer behavior in this sector is essential, as purchasing decisions are shaped by a complex interaction of psychological, social, economic, and structural factors. While many consumers express strong positive attitudes toward organic products, their actual buying behavior often varies due to practical constraints such as price, availability, and trust in labeling. These dynamics highlight the importance of examining both motivations and barriers influencing consumer choices. However, despite increasing interest, the adoption of organic products varies significantly among consumers. Many potential buyers remain hesitant due to pricing concerns, limited availability, and mistrust regarding the authenticity of organic labels. This research explores the motivations and challenges influencing consumer behavior.

Objectives

- To examine the buying behavior of consumers with respect to various organic products.
- To analyze the factors influencing consumers to buy organic products.
- To examine the factors determining the selection of organic products.
- To explore the problems perceived by consumers in consuming organic products.

REVIEW OF LITERATURE

Yadav and Pathak (2016), Health consciousness is consistently recognized as one of the strongest motivators. consumers are more inclined to purchase organic products due to the belief that they are free from harmful chemicals and offer better nutritional value. Health-driven individuals tend to associate organic products with safety, purity, and long-term wellness.

According to **Lillywhite et al. (2017)**, one of the most significant perceptions driving organic product purchases is the belief that organic products are healthier than conventional alternatives. Consumers often associate organic food with reduced pesticide residues, fewer chemicals, and higher nutritional content.

A study by **Dangelico & Vocalelli (2017)** found that consumers view organic food as safer, and more nutritious, thus aligning with a growing health-conscious trend.

A study by **Joshi & Rahman (2015)** found that higher levels of awareness of organic products were positively correlated with education level and income. Urban consumers, particularly in developed countries, tend to have more access to information about organic farming and related benefits than rural populations.

S.V.Ramesh and M.Divya (2015) it was shown that market demand has a significant influence on the adoption of organic production and processing. As a result, customers' awareness of and opinions about organic food products are shown in this. As per the findings of the survey, the primary motivations for choosing organic food items are the anticipation of a healthier and more ecologically friendly method of production and preparation.

Sarangi et al. (2024), Trust in organic certification is a critical influence on product selection. consumers are more likely to choose organic products if they trust the certification logos and regulatory bodies behind them. Labelling clarity and perceived authenticity have become essential, especially in regions where fake or misleading organic claims are common.

CONSUMER BUYING BEHAVIOR

Respondents reported purchasing organic vegetables, fruits, grains, and personal care items most frequently. Many consumers preferred specialty organic stores and supermarkets over local markets due to trust in quality and certification. Buying behaviour encompasses data points such as time of purchase, length of purchase, method of purchase, consumer preference for specific products, purchase frequency, and other comparable metrics that evaluate shopping patterns. These metrics can be categorized into various types of buying behavior that outlines how buyers approach a purchase decision.

FACTORS INFLUENCING CONSUMERS TO BUY ORGANIC PRODUCTS

Consumers have various reasons for preferring to buy organic products. They often choose organic products due to health and environmental considerations. Organic products are part of the evolving consumption trends, and their production and consumption contribute positively to the growth of organic farming systems. To ensure sustainable growth in the organic sector, it is highly recommended to focus on consumer behavior, factors triggering the purchase of organic products, and their regular consumption patterns.

- **Health consciousness:** Majority believed organic products are safer and healthier.
- **Environmental concern:** Consumers valued sustainable farming practices.
- **Product quality:** Freshness, taste, and chemical-free processing were strong motivators.
- **Social influence:** Recommendations from family, friends, and media shaped awareness.

FACTORS DETERMINING SELECTION OF ORGANIC PRODUCTS

The key elements that influence consumers' decisions when purchasing organic items. These include aspects such as price, quality, quantity, availability, packaging, organic certification, branding, these factors guide consumers in evaluating and choosing organic products that best meet their needs and preferences.

- 1.Price of the product** The cost of the organic product and whether it fits the consumer's budget or seems reasonable compared to its benefits.
- 2.Quality of the product** The product's overall quality, reflected in its freshness, taste, purity, and durability.
- 3.Quantity of the product** The offered quantity, measured by weight, volume, or size, and its adequacy for the buyer's expectations.
- 4.Easy availability** The convenience of obtaining the product from shops, markets, or digital marketplaces.
- 5.Packaging** The design, material, and safety of the product's wrapping or container, including eco-friendliness.
- 6.Organic certification** Official labels or seals that confirm the product meets organic farming and production standards.
- 7.Branding** The name, logo, and identity of the product that create recognition and trust.
- 8.Reputation of the company** The overall perception of the company regarding product quality, ethical standards, environmental responsibility, and customer support.
- 9.Availability of information** The extent to which the product offers clear and trustworthy information about its ingredients, origin, benefits, and usage.

PROBLEMS PERCEIVED BY CONSUMERS

- **High prices:** Organic goods are significantly costlier than conventional alternatives.
- **Limited availability:** Not all stores offer a wide variety of organic items.
- **Lack of trust:** Doubts about the authenticity of organic claims persist.
- **Inadequate promotions:** Lack of awareness regarding benefits and certification standards affects adoption.

DISCUSSION

This study highlights key factors shaping consumer behavior toward organic products, reflecting global trends in sustainability, health, and ethical consumption. Health consciousness emerged as the strongest driver, as consumers widely perceive organic products as safer and more nutritious. Environmental concern also motivates purchases, with buyers seeking to reduce the ecological impacts of conventional farming. Perceived product quality—especially freshness, taste, and appearance—plays a significant role in purchase decisions. However, these perceptions differ among demographic groups and depend on individual values and prior knowledge.

Despite positive attitudes, several barriers limit consistent organic purchasing. High prices remain the most significant obstacle, as organic production often results in higher retail costs. Limited availability and inconsistent product variety in many regions also reduce purchase frequency. Additionally, mistrust related to labeling and certification weakens consumer confidence.

Social influences, including family, peers, and media, heighten awareness but do not always translate into actual purchasing, contributing to the well-known attitude–behavior gap. The findings suggest that greater transparency, improved labeling, wider distribution, and supportive policies are needed to strengthen

consumer trust and accessibility. Overall, this study deepens understanding of the motivations and barriers shaping the organic market and offers insights for stakeholders aiming to foster its growth.

CONCLUSION

This research study sought to examine consumer buying behavior toward organic products, focusing on key drivers, selection criteria, and perceived barriers. The study concludes that health consciousness and environmental concern are the strongest motivators for consumers. However, the high cost of organic goods, limited product accessibility, and mistrust in certification standards remain major barriers preventing more widespread adoption. Given these insights, it is evident that stakeholders must work collaboratively to reduce barriers and strengthen the organic product ecosystem. Retailers must ensure adequate product availability and competitive pricing. Governments and regulatory authorities should consider policies that support organic farming, reduce costs, and standardize certification processes. If these strategies are effectively implemented, the organic sector holds significant potential for growth. With increasing global awareness of health and sustainability.