



An Empirical and Comprehensive Study on Consumer Awareness, Purchase Behaviour and the Impact of Rural Marketing Strategies on the Adoption of Organic Agricultural Food Products among Rural Consumers with References to Tumakuru District , Karnataka

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How to Cite this Article:

Varghese, D. T. (2026). An Empirical and Comprehensive Study on Consumer Awareness, Purchase Behaviour and the Impact of Rural Marketing Strategies on the Adoption of Organic Agricultural Food Products among Rural Consumers with References to Tumakuru District , Karnataka. International Journal of Creative and Open Research in Engineering and Management, <i>02</i>(05).
<https://doi.org/10.55041/ijcope.v2i5.436>

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<https://doi.org/10.55041/ijcope.v2i5.436>

1.0 Abstract :

The growing awareness of health, environmental sustainability, and chemical-free food consumption has increased the demand for organic products in India. However, the adoption of organic products in rural and semi-urban markets remains limited due to low awareness, high prices, inadequate promotional activities, and limited availability. This study titled “An Empirical Study on Consumer Awareness, Purchase Behaviour, and the Impact of Rural Marketing Strategies on Organic Products in Tumakuru District” aims to examine consumer perception, buying behaviour, and the effectiveness of rural marketing strategies related to organic products.

The study focuses on identifying the factors influencing consumers’ purchase decisions, such as awareness, price, quality, accessibility, and promotional activities. The research adopts a descriptive and analytical research design using both primary and secondary data. Primary data will be collected through structured questionnaires from consumers in rural and semi-urban areas of Tumkur district. Statistical tools such as Percentage Analysis, Chi-Square Test, Correlation, and Regression Analysis will be used for data interpretation.

The findings of the study are expected to help marketers, organic producers, and policymakers understand rural consumer behaviour and develop effective marketing strategies to improve the adoption and growth of organic

products in rural markets.



1.1 Keywords: Rural Marketing, Organic Products, Consumer Buying Behaviour, Organic Food Consumption, Consumer Awareness, Sustainable Agriculture, Green Marketing, Purchase Intention, Rural Consumers, and Tumakuru District.

2.0 Introduction :

The increasing concern for health, environmental sustainability, and safe food consumption has led to a growing demand for organic agricultural food products across the world. Organic food products are produced through natural farming methods without the excessive use of chemical fertilizers, pesticides, hormones, or genetically modified organisms. In recent years, consumers have become more conscious about the quality and safety of food products, resulting in a gradual shift toward organic consumption patterns. In India, the organic food market has experienced considerable growth due to rising health awareness, changing lifestyles, and government initiatives promoting sustainable agricultural practices. India is predominantly an agricultural economy where a large proportion of the population depends on agriculture and allied activities for their livelihood. The promotion of organic farming not only supports environmental protection and soil conservation but also contributes to sustainable rural development. The Government of India and various state governments have introduced schemes and awareness programs to encourage farmers to adopt organic farming practices. Despite these efforts, the adoption and consumption of organic agricultural food products among rural consumers remain relatively limited due to factors such as lack of awareness, inadequate marketing strategies, high prices, poor accessibility, and insufficient promotional activities.

Rural marketing plays a significant role in bridging the gap between producers and consumers in rural areas. It involves understanding the needs, preferences, and buying behaviour of rural consumers and developing effective strategies to promote products and services. In the context of organic agricultural food products, rural marketing strategies such as local advertisements, awareness campaigns, demonstrations, retailer influence, word-of-mouth communication, and digital marketing can significantly influence consumer acceptance and purchase decisions. The effectiveness of these marketing strategies depends on factors such as consumer education, trust in organic certification, product availability, affordability, and perceived health benefits.

Tumakuru District is one of the important agricultural regions in Karnataka, where farming forms a major source of income and employment. The district has witnessed gradual growth in agricultural modernization, educational development, and consumer awareness. At the same time, rural consumers in the district are increasingly exposed to information regarding healthy food habits and environmentally friendly products. However, the level of awareness, perception, and adoption of organic agricultural food products among rural consumers in Tumakuru district is still uncertain and requires systematic investigation.

The research adopts an empirical approach by collecting primary data from rural consumers through structured questionnaires and analyzing the responses using appropriate statistical tools. The findings of the study are expected to provide valuable insights into rural consumer behaviour, market trends, and the effectiveness of marketing practices related to organic products. Furthermore, the study may help policymakers, marketers, organic farmers, and rural entrepreneurs formulate suitable strategies for improving awareness, increasing product accessibility, and promoting sustainable consumption practices in rural areas of Tumakuru district.

2.1 Review of Literature :

The demand for organic agricultural food products has increased considerably over the past decade due to growing health awareness, environmental concerns, and changing consumer lifestyles. Organic food products are perceived as safer, healthier, and environmentally sustainable when compared to conventionally produced food items. Researchers across India and other countries have examined various aspects related to consumer awareness, purchase behaviour, and marketing strategies associated with organic products.



M. Jayanthi (2015) conducted a study on consumer awareness towards organic food products and observed that consumers were becoming increasingly conscious about the harmful effects of chemical fertilizers and pesticides used in conventional farming practices. The study revealed that health consciousness and environmental awareness significantly influenced consumer preference toward organic food products. However, factors such as higher prices, limited availability, and lack of proper awareness were identified as major barriers affecting the purchase behaviour of consumers.

Vedha Balaji and Joseph I. Injodey (2017) examined consumer perception toward organic food products in India and found that factors such as product quality, nutritional value, safety, and eco-friendly characteristics positively influenced consumer attitudes toward organic consumption. The study further highlighted that demographic variables such as education, occupation, and income level had a significant impact on consumer awareness and buying behaviour. The researchers emphasized that effective marketing communication and awareness programs were essential for improving consumer acceptance of organic products.

During the period between 2018 and 2020, several researchers focused on the role of rural marketing strategies in promoting organic products in rural and semi-urban markets. The studies identified that awareness campaigns, local advertisements, demonstrations, retailer recommendations, and word-of-mouth communication significantly influenced rural consumers' buying decisions. Researchers also observed that consumers were willing to purchase organic products when they perceived higher quality and health benefits despite premium pricing. However, inadequate distribution systems and lack of accessibility continued to affect market penetration in rural areas.

Research studies conducted in 2019 also highlighted the importance of transparency and traceability in the organic food supply chain. Studies related to blockchain technology and digital traceability systems emphasized that proper certification, labelling, and transparency in production processes could improve consumer trust toward organic products. The researchers concluded that technological integration in agricultural marketing could strengthen consumer confidence and improve the overall growth of the organic food market.

Arijit Roy, Arpita Ghosh, and Devika Vashisht (2022) critically reviewed consumer perception and purchase attitudes toward organic food products and identified several factors influencing consumer behaviour. The study revealed that health consciousness, environmental concern, trust in certification, product availability, and social influence were major determinants affecting purchase intention. The researchers further suggested that marketers should focus on increasing awareness and accessibility to improve the adoption of organic products among consumers.

A systematic review conducted by Mahalingam S and other researchers (2024) analyzed previous empirical studies related to organic food purchase intention. The review identified important variables such as consumer attitude, awareness, subjective norms, perceived behavioural control, trust, and environmental responsibility as major contributors influencing organic food consumption. The study concluded that consumers who possessed higher awareness regarding health benefits and sustainability were more likely to prefer organic products over conventional alternatives.

Recent studies conducted during 2025 focused on marketing strategies influencing consumer buying behaviour toward organic food products in India. Researchers emphasized the significance of the marketing mix elements such as product quality, pricing strategies, place of distribution, promotional activities, packaging, and customer relationship management in shaping consumer perceptions. The studies highlighted that effective promotional campaigns and educational marketing initiatives significantly enhanced consumer trust and willingness to purchase organic food products, especially among rural and semi-urban consumers.

Therefore, the present study attempts to bridge this research gap by analyzing consumer awareness, purchase behaviour, and the impact of rural marketing strategies on the adoption of organic agricultural food products among rural consumers in Tumakuru District, Karnataka.



2.2 Research Gap :

Most of the previous studies on organic agricultural food products have mainly focused on urban consumers, health awareness, environmental concerns, and purchase intentions. Limited research has been conducted on rural consumers, particularly regarding their awareness, buying behaviour, and acceptance of organic products in rural markets. Existing studies have also provided less attention to the role of rural marketing strategies such as local promotions, accessibility, pricing, and awareness campaigns in influencing consumer adoption of organic products.

Further, very few empirical studies have been conducted in Tumakuru District, despite its strong agricultural background and growing rural consumer market. There is insufficient research examining how rural consumers in the district perceive organic agricultural food products and what factors influence their purchasing decisions. Therefore, the present study attempts to bridge this gap by analyzing consumer awareness, purchase behaviour, and the impact of rural marketing strategies on the adoption of organic agricultural food products among rural consumers in Tumakuru District, Karnataka.

3.0 Research Objectives :

1. To critically examine the level of consumer awareness, perception, and purchase behaviour towards organic agricultural food products among rural consumers in Tumakuru District, Karnataka.
2. To analyze the impact of rural marketing strategies, including pricing, promotional activities, product availability, accessibility, and distribution practices, on the adoption and consumption of organic agricultural food products among rural consumers in Tumakuru District.

3.1 Scope of the Study

The study focuses on understanding the awareness and buying behaviour of rural consumers toward organic agricultural food products in Tumakuru District. It also examines the effectiveness of rural marketing strategies and identifies the challenges affecting the growth of organic product consumption in rural markets. The findings of the study may help marketers, policymakers, farmers, and rural entrepreneurs develop effective strategies for promoting organic products and sustainable agricultural practices.

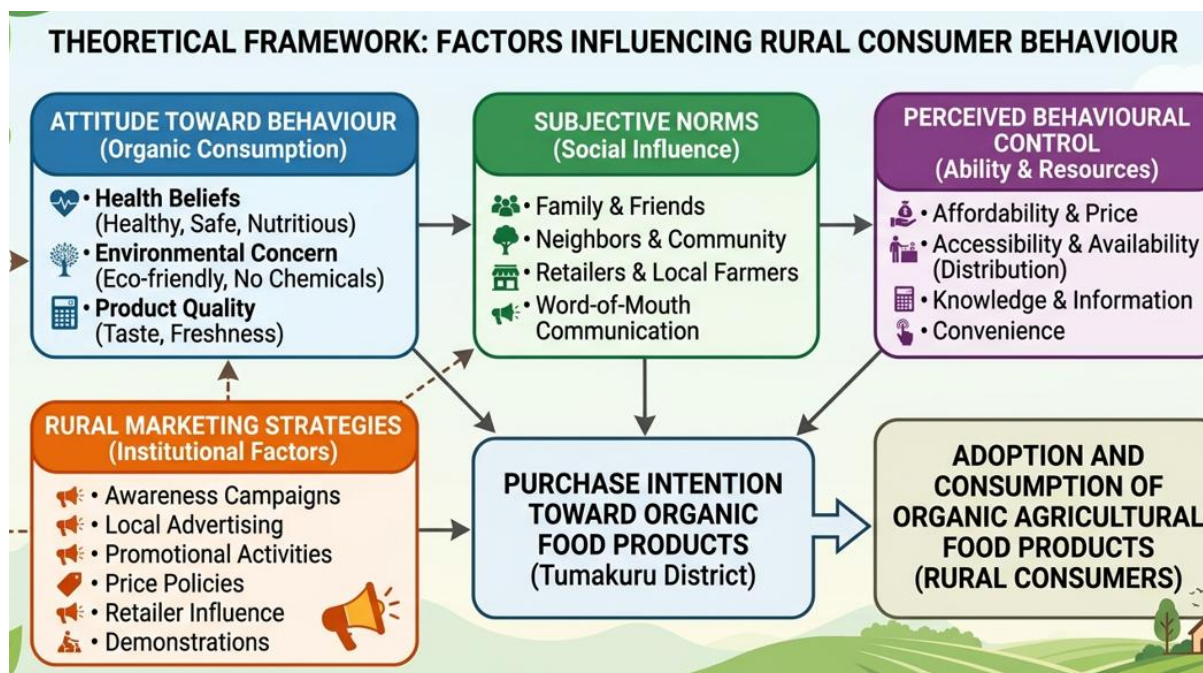
4.0 Theoretical Framework :

The present study is based on the **Theory of Planned Behaviour (TPB)** developed by Icek Ajzen, which is widely used to analyze consumer behaviour and purchase intention toward products and services. The theory explains that an individual's behaviour is primarily influenced by behavioural intention, which is determined by three important factors: attitude toward behaviour, subjective norms, and perceived behavioural control. In the context of the present research, the Theory of Planned Behaviour provides an appropriate framework for understanding how rural consumers in Tumakuru District develop awareness, perception, and purchase intention toward organic agricultural food products.

According to the theory, **attitude toward behaviour** refers to the positive or negative evaluation of purchasing and consuming organic food products. Rural consumers who believe that organic products are healthier, environmentally friendly, chemical-free, and beneficial for long-term well-being are more likely to develop a positive attitude toward organic consumption. Factors such as health consciousness, environmental concern, product quality, and food safety significantly influence consumer attitudes and motivate them to purchase organic products. The second component, **subjective norms**, refers to the social influence that affects consumer decisions. Rural consumers are often influenced by family members, friends, neighbours, retailers, community groups, and social networks while making purchasing decisions. Recommendations from local farmers, retailers, and awareness campaigns can positively shape consumer perception and encourage the adoption of organic agricultural food products. In rural markets, word-of-mouth communication and community influence play an important role in consumer decision-making. The third component, **perceived behavioural control**, refers to the extent to which consumers believe they have the ability and resources to

purchase organic products. This includes factors such as affordability, accessibility, product availability, knowledge, and convenience. Even if consumers possess positive attitudes toward organic products, limited availability, high prices, lack of awareness, and poor distribution systems may restrict their purchasing behaviour. Therefore, perceived behavioural control significantly influences the actual adoption of organic food products among rural consumers. The present study also integrates the concept of **Rural Marketing Theory**, which emphasizes the importance of marketing strategies in influencing rural consumer behaviour. Rural marketing strategies such as pricing policies, promotional activities, awareness campaigns, product distribution, retailer influence, demonstrations, and local advertisements can shape consumer attitudes and increase the acceptance of organic products in rural markets. Effective marketing communication helps consumers understand the health and environmental benefits of organic food products, thereby improving their purchase intention and consumption behaviour.

Based on the theoretical framework, the study assumes that consumer awareness, attitudes, social influence, and marketing strategies collectively influence the purchase behaviour and adoption of organic agricultural food products among rural consumers. The framework further suggests that effective rural marketing strategies can positively strengthen consumer awareness and accessibility, leading to increased adoption of organic products in rural areas of Tumakuru District, Karnataka.



Source : Adapted from

Ajzen's Theory of Planned Behaviour (1991) and Rural Marketing Mix Framework ; Synthesized for the Tumakuru District Research Context (2024).

5.0 Research Methodology :

The present study titled “An Empirical and Comprehensive Study on Consumer Awareness, Purchase Behaviour and the Impact of Rural Marketing Strategies on the Adoption of Organic Agricultural Food Products among Rural Consumers with Reference to Tumakuru District, Karnataka” is conducted to examine the awareness level, buying behaviour, and factors influencing the adoption of organic agricultural food products among rural consumers. The study also aims to analyze the effectiveness of rural marketing strategies in promoting organic products in rural areas.

5.1 Research Design :

The study adopts a **descriptive and analytical research design**. The descriptive research design is used to understand the demographic profile, awareness level, consumer perception, and purchase behaviour of rural consumers toward organic agricultural food products. The analytical research design is employed to examine the relationship between rural marketing strategies and consumer adoption of organic products. The study uses both qualitative and quantitative approaches to obtain a comprehensive understanding of the research problem.



5.2 Sources of Data :-

The study is based on both **primary data** and **secondary data**.

5.2.1 Primary Data: Primary data is collected directly from rural consumers through a structured questionnaire. The questionnaire includes questions related to consumer awareness, purchase behaviour, factors influencing buying decisions, accessibility, pricing, promotional activities, and satisfaction toward organic agricultural food products.

5.2.2 Secondary Data: Secondary data is collected from journals, research articles, books, government reports, websites, conference proceedings, magazines, and previous studies related to rural marketing and organic food products.

5.3 Study Area :

The study is conducted in selected rural areas of Tumakuru District, Karnataka. The district is selected due to its strong agricultural background and growing awareness regarding sustainable agricultural practices and organic food consumption.

5.4 Sample Size :

For the purpose of the study, a total of **190 respondents** are selected from rural areas of Tumakuru District. The respondents consist of consumers who are aware of or have experience purchasing organic agricultural food products.

5.5 Sampling Frame :

The sampling frame for the study includes rural consumers residing in selected villages and semi-rural regions of Tumakuru District, Karnataka. The respondents are identified based on their exposure to agricultural products, local markets, organic food stores, supermarkets, and weekly rural markets. The sampling frame also includes consumers from different demographic backgrounds such as age, gender, occupation, education, and income levels to ensure better representation of the rural population.

5.6 Sampling Technique :

The study adopts a **Simple Random Sampling Technique** for selecting the respondents. Under this method, rural consumers from different selected villages and market areas of Tumakuru District are chosen randomly to avoid bias and provide equal opportunity for participation. The random sampling technique helps in obtaining reliable and unbiased responses from the respondents and ensures proper representation of rural consumers in the study area.

5.7 Tools used for Data Collection :

A structured questionnaire is used as the primary tool for data collection. The questionnaire is divided into different sections covering demographic details, awareness regarding organic products, buying behaviour, factors influencing purchase decisions, marketing influences, and consumer satisfaction. The questions are designed using multiple-choice questions, Likert scale statements, and close-ended questions for effective data analysis.

5.8 Statistical Tools Used for Analysis :

- Percentage Analysis
- Chi-Square Test



6.0 Hypotheses Formulation :

Hypothesis 1

- **H0₁ (Null Hypothesis):** There is no significant relationship between consumer awareness and purchase behaviour towards organic agricultural food products among rural consumers in Tumakuru District, Karnataka.
- **H1₁ (Alternative Hypothesis):** There is a significant relationship between consumer awareness and purchase behaviour towards organic agricultural food products among rural consumers in Tumakuru District, Karnataka.

Hypothesis 2

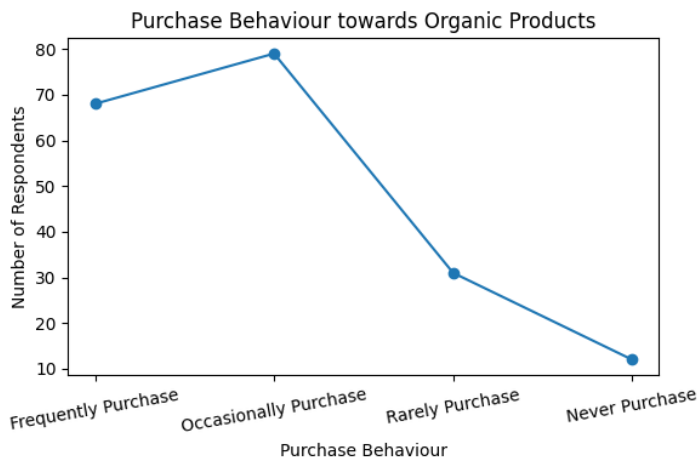
- **H0₂ (Null Hypothesis):** Rural marketing strategies do not have a significant impact on the adoption of organic agricultural food products among rural consumers in Tumakuru District, Karnataka.
- **H1₂ (Alternative Hypothesis):** Rural marketing strategies have a significant impact on the adoption of organic agricultural food products among rural consumers in Tumakuru District, Karnataka.

Percentage Analysis		
Table 1: Awareness Level of Respondents towards Organic Agricultural Food Products		
Awareness Level	Number of Respondents	Percentage (%)
Highly Aware	72	37.9
Moderately Aware	81	42.6
Slightly Aware	25	13.2
Not Aware	12	6.3
Total	190	100

Interpretation :

The above table shows that out of 190 respondents, 42.6% of the respondents were moderately aware of organic agricultural food products, while 37.9% were highly aware. Only 6.3% of the respondents were not aware of organic products. The findings indicate that the majority of rural consumers in Tumakuru District possess a reasonable level of awareness regarding organic agricultural food products.

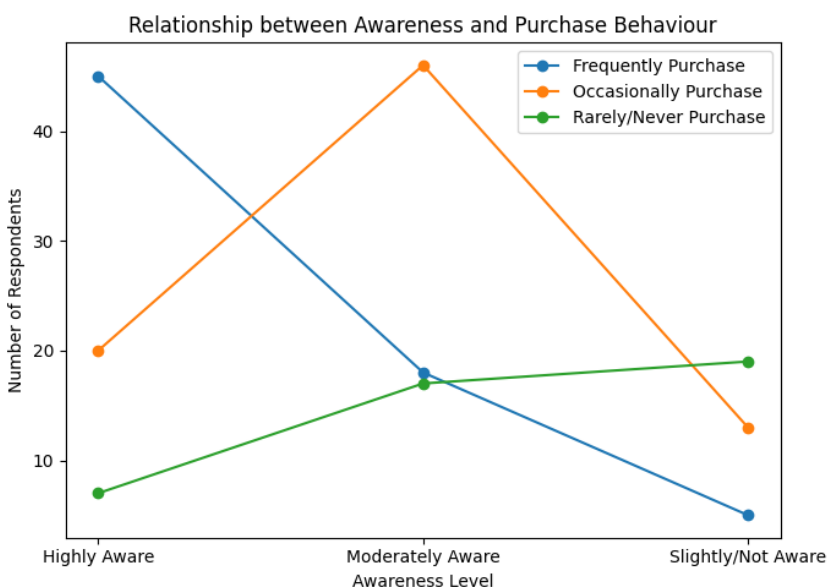
Table 2: Purchase Behaviour of Respondents towards Organic Agricultural		
Purchase Frequency	Number of Respondents	Percentage (%)
Frequently Purchase	68	35.8
Occasionally Purchase	79	41.6
Rarely Purchase	31	16.3
Never Purchase	12	6.3
Total	190	100



Interpretation :

The table reveals that 41.6% of the respondents occasionally purchase organic agricultural food products, while 35.8% frequently purchase such products. Only 6.3% of respondents never purchase organic products. This indicates that rural consumers are gradually adopting organic agricultural food products due to increasing awareness and health consciousness.

Awareness Level	Frequently Purchase	Occasionally Purchase	/Never Pu	Total
Highly Aware	45	20	7	72
Moderately Aware	18	46	17	81
Slightly/Not Aware	5	13	19	37
Total	68	79	43	190



Interpretation :

The statistical graphs indicate that consumers with higher awareness levels demonstrate stronger purchase behaviour towards organic agricultural food products. The findings support the Chi-Square test result, which confirms a significant relationship between awareness and purchasing behaviour.

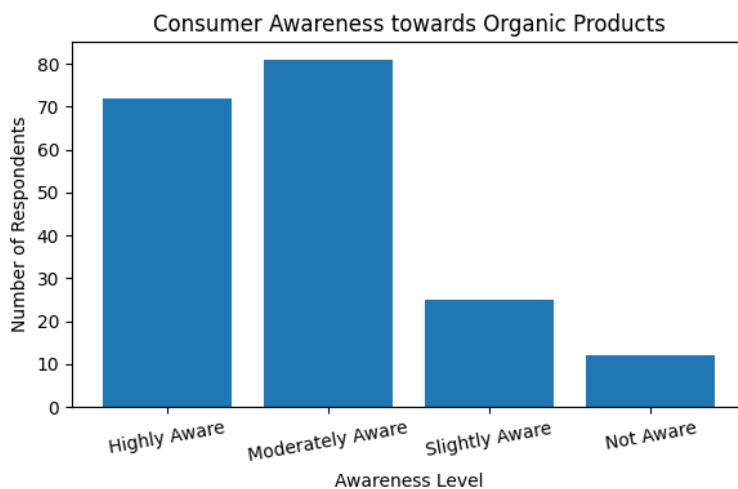


Table 4: Chi-Square Test Result	
Particulars	Value
Calculated Chi-Square Value	26.48
Degree of Freedom	4
Table Value at 5% Level	9.488
Significance Level	0.05
Result	Significant

Interpretation :

The calculated Chi-Square value (26.48) is greater than the table value (9.488) at a 5% significance level with 4 degrees of freedom. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Hence, it is concluded that there is a significant relationship between consumer awareness and purchase behaviour towards organic agricultural food products among rural consumers in Tumakuru District, Karnataka. The findings indicate that higher awareness regarding health benefits, environmental sustainability, and product quality positively influences the purchasing behaviour of rural consumers toward organic agricultural food products.



The graph Above Provides the awareness levels of rural consumers towards organic agricultural food products in Tumakuru District.

7.0 Findings of the Study :

1. The majority of rural consumers in Tumakuru District were aware of organic agricultural food products and considered them healthier and safer.
2. Health consciousness, quality, and environmental concern were the major factors influencing purchase behaviour toward organic products.
3. Rural marketing strategies such as awareness campaigns, advertisements, and retailer influence positively affected consumer adoption of organic products.
4. High prices and limited availability were identified as major challenges affecting the regular purchase of organic products.
5. The Chi-Square test revealed a significant relationship between consumer awareness and purchase behaviour toward organic agricultural food products.



8.0 Suggestions of the Study :

1. Awareness programs should be conducted regularly to educate rural consumers about the benefits of organic agricultural food products.
2. Organic products should be made more affordable and easily available in rural markets.
3. Effective rural marketing strategies such as local promotions and demonstrations should be strengthened to improve consumer adoption.
4. Proper labeling and certification should be promoted to increase consumer trust toward organic products.
5. Government and agricultural organizations should support farmers and marketers in promoting organic farming and sustainable consumption practices.

9.0 Conclusion :

The present study concludes that awareness and perception toward organic agricultural food products among rural consumers in Tumakuru District are gradually increasing due to growing health consciousness, environmental concern, and changing consumption patterns. Rural consumers are becoming more interested in organic products because of their perceived quality, nutritional value, and chemical-free nature. The study further identified that consumer awareness significantly influences purchase behaviour toward organic agricultural food products.

The research also concludes that rural marketing strategies play an important role in promoting the adoption of organic products among rural consumers. Promotional activities, local advertisements, retailer influence, and awareness campaigns positively affect consumer buying decisions. However, challenges such as high prices, limited availability, and lack of proper awareness regarding certification continue to restrict the wider adoption of organic products in rural markets.

The findings of the study highlight the need for effective awareness programs, improved distribution systems, affordable pricing strategies, and stronger promotional efforts to enhance the growth of organic agricultural food products in rural areas. Overall, the study emphasizes that proper rural marketing initiatives and consumer education can significantly contribute to the development of sustainable consumption practices and the expansion of the organic products market in Tumakuru District, Karnataka.

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