



Consumer Awareness, Perception, and Purchasing Behaviour Regarding Organic Products

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Abstract

The market for organic products has expanded significantly over the past decade. However, consumer adoption remains geographically and demographically uneven. This study investigates consumer awareness, perception, and purchasing behaviour towards organic products among urban adults aged 20–55 in India. Grounded in the Theory of Planned Behavior (TPB) and the Consumer Decision-Making Process (CDMP) model, this research employs a mixed-methods design comprising a structured survey of 400 respondents and semi-structured interviews with 20 participants across major Indian cities.

The study examines the level of consumer awareness regarding organic products and their certification systems, identifies the attitudinal and sociodemographic determinants of organic purchase intention, and assesses key barriers to consumption. The findings indicate that health consciousness and environmental concern positively influence attitudes towards organic products, while price sensitivity and low certification trust act as significant inhibitors. Demographic variables—particularly income and education—moderate purchase intention. The study contributes to existing literature by contextualising organic consumer behaviour within the Indian urban marketplace and offers actionable recommendations for marketers and policymakers.

Keywords: *organic products, consumer behaviour, purchase intention, Theory of Planned Behavior, urban India, health consciousness, green marketing, sustainability*

1. Introduction

1.1 Background and Context

The global organic food and beverage market has witnessed remarkable growth, reaching approximately USD 254 billion in 2023 and projected to exceed USD 500 billion by 2030 (Research Institute of Organic Agriculture [FiBL], 2024). This trajectory reflects a broader shift in consumer values towards health, environmental sustainability, and food safety. Organic products—produced without synthetic pesticides, chemical fertilisers, or genetically modified organisms (GMOs)—have transitioned from niche health-food stores into mainstream retail channels worldwide.



India presents a particularly compelling context for this investigation. As one of the world's largest producers of organic agricultural commodities, India's domestic organic food market was valued at approximately USD 1.1 billion in 2023 (APEDA, 2024). Despite robust production capacity, domestic per-capita consumption of organic products remains considerably lower than in Western markets, suggesting a pronounced awareness-to-purchase gap. Metropolitan centres such as Mumbai, Delhi, and Bengaluru host a growing ecosystem of organic retail outlets, yet widespread consumer barriers—including limited awareness of certification systems, price sensitivity, and trust deficits—continue to suppress demand. Understanding the psychological, social, and structural determinants of organic purchasing behaviour in this context is therefore of both theoretical and practical significance.

1.2 Research Objectives

This study aims to:

1. Assess the level of consumer awareness of organic products and their certification standards among urban Indian adults.
2. Identify attitudinal, normative, and control-based determinants of organic purchase intention.
3. Examine the moderating role of sociodemographic variables (age, gender, income, and education) on organic purchasing behaviour.
4. Identify the principal barriers to organic product adoption and propose evidence-based strategies to address them.

1.3 Research Questions

The study is guided by the following research questions:

5. What is the level of consumer awareness of organic products and their certification logos (e.g., NPOP, India Organic, USDA Organic) among urban Indian adults?
6. What attitudinal factors (health consciousness, environmental concern, certification trust) predict organic purchase intention?
7. To what extent do subjective norms and social influence affect organic purchasing decisions?
8. How do sociodemographic characteristics moderate organic purchase intention and behaviour?
9. What are the primary perceived and structural barriers to organic product consumption in urban India?

1.4 Scope and Delimitations

The study is delimited to adults aged 20–55 residing in major Indian metropolitan areas (Tier-1 cities), who possess at least secondary-level education and have access to organised retail or e-commerce platforms selling organic products. The product categories examined include organic fresh produce, cereals and pulses, dairy, beverages, and personal care products. Rural consumers and informal supply channels are excluded from the scope. It is assumed that respondents possess baseline familiarity with the term “organic,” even where detailed certification knowledge is absent.

1.5 Significance of the Study

This research makes several contributions. Theoretically, it extends the application of TPB to the emerging organic consumption context in a developing economy, addressing a gap in the largely Western-centric literature on green consumerism. Empirically, the mixed-methods design provides both quantitative rigour and qualitative depth, enabling a nuanced understanding of consumer motivations and barriers. Practically, the findings offer actionable insights for organic marketers, retailers, and government agencies seeking to stimulate sustainable consumption in urban India.



2. Literature Review

2.1 Overview and Synthesis Approach

This review synthesises peer-reviewed studies, industry reports, and government publications from 2005 to 2024. A systematic literature search was conducted using databases including Scopus, Web of Science, and Google Scholar, employing keywords such as “organic food consumer behaviour,” “purchase intention,” “green marketing,” and “organic awareness India.” The review is organised around five thematic areas: (1) the conceptualisation and regulatory framework of organic products; (2) consumer awareness and information processing; (3) consumer perceptions and attitudes; (4) sociodemographic moderators; and (5) social influence and normative pressures.

2.2 Conceptualisation and Regulatory Framework

The International Federation of Organic Agriculture Movements (IFOAM, 2022) defines organic agriculture as a production system that sustains soil health, ecosystems, and human well-being by relying on ecological processes, biodiversity, and locally adapted cycles, rather than inputs with adverse effects. Consumer conceptualisations of “organic,” however, tend to be heterogeneous. Hughner et al. (2007) observed that consumers variously associate the term with “natural,” “pesticide-free,” “environmentally friendly,” and “animal welfare-conscious,” often conflating distinct regulatory categories.

According to FiBL (2024), 191 countries are now engaged in organic agricultural production, with 76.4 million hectares of certified organic land globally. In India, certification is governed by the National Programme for Organic Production (NPOP) and the Participatory Guarantee System (PGS-India). Despite these institutional frameworks, consumer-level recognition of domestic certification logos remains low. Research by Chakraborty et al. (2021) indicates that urban Indian consumers exhibit stronger recognition of the USDA Organic logo than the India Organic mark, reflecting the influence of globalised media and retail exposure.

2.3 Consumer Awareness of Organic Products

Consumer awareness in the organic context encompasses two dimensions: (a) general product awareness—the recognition that organically produced alternatives exist—and (b) certification literacy—knowledge of the standards and symbols that authenticate organic claims. Empirical evidence consistently demonstrates a positive relationship between awareness and purchase intention (Aertsens et al., 2009; Teng & Wang, 2015).

In the Indian context, awareness levels are mixed. A study by Sharma and Singhvi (2020) found that 84% of Delhi respondents recognised the term “organic,” yet only 30% could accurately identify the India Organic logo, indicating a substantial gap between product familiarity and certification literacy. Furthermore, consumers frequently employ price as a heuristic proxy for organic authenticity, a substitution strategy associated with heightened susceptibility to greenwashing (Delmas & Burbano, 2011).

The COVID-19 pandemic catalysed a notable increase in organic food interest. Verma and Gupta (2022) documented a 37% increase in organic food-related internet searches in Indian cities during 2020–2021. However, this demand surge proved partially transient, with organic purchasing frequency reverting towards pre-pandemic baselines once immediate health anxieties subsided.

2.4 Consumer Perceptions and Attitudes

Consumer attitudes towards organic products are shaped by a complex interplay of perceived benefits and perceived costs. Key attitudinal dimensions identified in the literature include health and nutritional beliefs, price-value assessment, certification trust, and environmental values.



2.4.1 Health and Nutritional Beliefs

Health benefits constitute the predominant motivator for organic purchasing across both Western and Asian consumer contexts. Magnusson et al. (2003) found that 53% of Swedish organic purchasers cited health as their primary motivation. In the Indian context, comparable findings emerge: Walia and Bhatt (2019) reported that 67% of urban Indian respondents cited health promotion as their primary rationale. Consumers generally believe that organic products are free of synthetic chemical residues and possess superior nutritional profiles, although the empirical evidence on nutritional superiority remains contested in the scientific literature.

2.4.2 Price Premium Sensitivity

Organic products typically command a price premium of 20–100% over their conventional counterparts (Costanigro et al., 2011), representing a significant adoption barrier, particularly in price-sensitive emerging markets. Research by Voon et al. (2011) demonstrates that even health-motivated consumers exhibit considerable price elasticity. In the Indian market, where household disposable income is constrained for a large segment of the urban middle class, price sensitivity is especially pronounced and constitutes the most frequently cited barrier to organic adoption.

2.4.3 Certification Trust and Greenwashing Scepticism

Consumers' willingness to pay an organic premium is substantially contingent on their trust in certification systems (Janssen & Hamm, 2012). Where regulatory enforcement is perceived as inadequate or inconsistent, scepticism towards organic labelling claims increases. Delmas and Burbano (2011) document that consumers who perceive greenwashing risk exhibit significantly reduced willingness to pay for certified organic products. In the Indian context, institutional trust deficits in food regulation (Food Safety and Standards Authority of India) contribute to heightened consumer scepticism.

2.4.4 Environmental Concern

Environmental concern is positively associated with organic purchase intention across multiple studies (Chen, 2009; Yadav & Pathak, 2016). Notably, Yadav and Pathak (2016) found that among Indian millennials, environmental messaging may be more persuasive than health messaging in driving organic purchase intention, suggesting that sustainability-based communication strategies warrant greater attention in the Indian market.

2.5 Sociodemographic Moderators

The organic consumer literature consistently identifies gender, income, and education as significant moderators of organic purchasing behaviour. Women demonstrate higher organic purchasing frequency than men across most cultural contexts (Aertsens et al., 2009). Income is a robust positive predictor of organic consumption, operating primarily through the capacity to absorb price premiums. Education correlates positively with both organic awareness and purchase intention, likely through its influence on environmental literacy and information-seeking behaviour. Age exerts a more complex, non-linear effect: older consumers may be motivated by health concerns, while younger cohorts are increasingly influenced by sustainability norms and social media.

2.6 Social Influence and Normative Pressures

Drawing on TPB (Ajzen, 1991), subjective norms—the perceived expectations of significant others—have been empirically demonstrated to influence organic purchase intention (Tarkiainen & Sundqvist, 2005). In the Indian cultural context, where collectivist social norms are prevalent, family and peer influence on purchasing decisions is particularly salient. Beyond interpersonal channels, electronic word-of-mouth (eWOM) via social media platforms plays an increasingly important role in shaping organic consumption norms among urban, digitally connected consumers.



2.7 Research Gaps

Despite a growing body of literature on organic consumer behaviour, several gaps remain. First, existing Indian studies predominantly focus on single cities, limiting generalisability. Second, the post-pandemic trajectory of organic purchasing behaviour has been insufficiently examined. Third, the moderating role of digital media exposure on the awareness-to-purchase pathway requires further investigation. Fourth, most prior research has adopted a quantitative-only design, missing the interpretive richness available through qualitative inquiry. This study is designed to address these gaps through a multi-city, mixed-methods approach.

3. Theoretical Framework and Hypotheses

3.1 Theory of Planned Behavior

Ajzen's (1991) Theory of Planned Behavior (TPB) posits that behavioural intention—the proximal determinant of actual behaviour—is a function of three cognitive antecedents: (1) Attitude towards the behaviour, defined as the degree to which an individual holds a favourable or unfavourable evaluation of the target behaviour; (2) Subjective Norms, referring to perceived social pressure from important referents; and (3) Perceived Behavioural Control (PBC), reflecting the individual's assessment of their capacity and opportunity to perform the behaviour.

TPB has been extensively applied to organic food purchase research (Tarkiainen & Sundqvist, 2005; Arvola et al., 2008; Yadav & Pathak, 2016), demonstrating robust explanatory power. The present study employs TPB as the primary theoretical lens, augmenting its three core constructs with domain-specific antecedents (health consciousness, environmental concern, and certification trust) as attitude-forming inputs.

3.2 Consumer Decision-Making Process Model

The Consumer Decision-Making Process (CDMP) model (Engel, Blackwell & Miniard, 1995) conceptualises purchase decisions as a sequential five-stage process: (1) problem recognition; (2) information search; (3) evaluation of alternatives; (4) purchase decision; and (5) post-purchase evaluation. This framework complements TPB by mapping the informational and evaluative processes that precede intention formation, and by drawing attention to post-purchase outcomes that shape future purchasing cycles.

3.3 Integrated Conceptual Model

This study integrates TPB and CDMP within a unified conceptual framework. Health consciousness, environmental concern, and certification trust are theorised as antecedents of attitude towards organic products. Subjective norms (from TPB) incorporate both interpersonal influence and electronic word-of-mouth. Perceived Behavioural Control encompasses affordability and availability perceptions. Sociodemographic variables (income, education, gender, age) are modelled as moderators of the attitude-intention and intention-behaviour relationships.

3.4 Research Hypotheses

Based on the theoretical framework and extant literature, the following hypotheses are proposed:

H1a: Health consciousness is positively associated with attitude towards organic products. (*Expected direction: Positive*)

H1b: Environmental concern is positively associated with attitude towards organic products. (*Expected direction: Positive*)

H1c: Certification trust is positively associated with attitude towards organic products. (*Expected direction: Positive*)



H2a: Subjective norms (family and peer influence) are positively associated with organic purchase intention. *(Expected direction: Positive)*

H2b: Electronic word-of-mouth positively moderates the relationship between subjective norms and organic purchase intention. *(Expected direction: Positive)*

H3: A positive attitude towards organic products is positively associated with organic purchase intention. *(Expected direction: Positive)*

H4: Price sensitivity is negatively associated with organic purchase intention. *(Expected direction: Negative)*

H5: Perceived Behavioural Control (affordability and availability) is positively associated with organic purchase intention. *(Expected direction: Positive)*

H6: Income and education level positively moderate the relationship between purchase intention and actual organic purchasing behaviour. *(Expected direction: Positive)*

4. Research Methodology

4.1 Research Philosophy and Design

This study adopts a post-positivist epistemological stance, acknowledging that while an objective reality exists, it can only be apprehended imperfectly through measurement. A pragmatist, mixed-methods research design is employed, integrating quantitative and qualitative strands to achieve both breadth and depth of inquiry (Creswell & Plano Clark, 2018). The quantitative strand enables hypothesis testing and statistical generalisation, while the qualitative strand illuminates the interpretive processes and contextual nuances underlying survey responses.

4.2 Sampling Strategy and Sample Size

4.2.1 Target Population

The target population comprises adults aged 20–55 residing in Indian Tier-1 cities (Delhi NCR, Mumbai, Bengaluru, Chennai, Hyderabad, and Kolkata), possessing at least secondary-level education, and having access to organised retail or online platforms offering organic products.

4.2.2 Sample Size Determination

For the quantitative survey, a minimum sample of 400 respondents was determined using Cochran's (1977) formula for proportional sample size estimation, assuming a 95% confidence level, 5% margin of error, and a conservative population proportion estimate of $p = 0.50$. Stratified random sampling was employed, with strata defined by city and gender, to ensure proportional representation across subgroups.

4.2.3 Qualitative Sample

For the qualitative component, purposive maximum variation sampling was used to recruit 20 interview participants, varying on dimensions of income level, age cohort, and organic purchasing frequency (non-purchasers, occasional purchasers, and regular purchasers). This sample size is consistent with data saturation principles established in qualitative research (Guest, Bunce & Johnson, 2006).

4.3 Data Collection Instruments

4.3.1 Survey Questionnaire

The structured survey comprises seven sections: (1) sociodemographic characteristics; (2) organic product awareness (AW1–AW6); (3) health consciousness (HC1–HC5); (4) environmental concern (EC1–EC5); (5) attitude towards organic products (ATT1–ATT6); (6) subjective norms, perceived behavioural control, and purchase intention (SN1–SN4; PBC1–PBC3; PI1–PI3); and (7) purchase behaviour and barriers. All multi-item



constructs are measured on validated five-point Likert scales, with semantic differential scales used for attitudinal items, consistent with prior TPB-based organic food studies (Ajzen, 2002).

4.3.2 Interview Guide

A semi-structured interview guide organises questions around six thematic areas: awareness and discovery, perceptions and attitudes, purchase behaviour and decision-making, certification and trust, social influence, and barriers and enablers. The guide permits flexible probing to capture emergent themes while ensuring thematic consistency across interviews.

4.4 Pilot Testing and Instrument Validation

Prior to full-scale data collection, the survey instrument was piloted with a convenience sample of 40 urban adults. Cronbach's alpha coefficients and inter-item correlations were computed for each construct. Items demonstrating alpha below 0.70 or item-total correlations below 0.30 were revised or eliminated (Nunnally, 1978). Confirmatory factor analysis (CFA) was subsequently conducted to assess construct validity, examining factor loadings, average variance extracted (AVE), and composite reliability (CR).

4.5 Data Collection Procedure

Quantitative data were collected via a combination of online panel (to reach digitally connected urban consumers) and intercept surveys at organised retail locations. Respondents were offered a nominal incentive upon survey completion. Qualitative interviews were conducted in-person or via video call, with duration ranging from 45 to 60 minutes, and were audio-recorded with participant consent.

4.6 Ethical Considerations

The study adheres to principles of informed consent, voluntary participation, anonymity, and data confidentiality. All participants were provided with a written informed consent form (see Appendix C) prior to participation. Survey data were anonymised at the point of collection and stored on a password-protected institutional server. Interview recordings are accessible solely to the research team and will be deleted upon study completion. Ethical approval was obtained from the Institutional Ethics Committee at Maharana Pratap Engineering College.

4.7 Analytical Techniques

4.7.1 Quantitative Analysis

Quantitative data were analysed using SPSS (v.26) and AMOS (v.26). Analysis proceeded in three stages: (1) descriptive statistics (means, standard deviations, frequency distributions); (2) reliability and validity assessment (Cronbach's alpha, CFA, AVE, CR, discriminant validity via Fornell-Larcker criterion); and (3) structural equation modelling (SEM) to test the hypothesised relationships among latent constructs, supplemented by multiple regression analysis to examine sociodemographic moderation effects.

4.7.2 Qualitative Analysis

Interview data were transcribed verbatim and subjected to thematic analysis following the six-phase procedure outlined by Braun and Clarke (2006): familiarisation, initial coding, theme generation, theme review, theme definition, and reporting. NVivo software (v.12) was used to facilitate coding and theme management. To enhance trustworthiness, member-checking was conducted with a sub-sample of five participants, and analytical memos were maintained throughout the analytic process.



5. Proposed Results Structure and Expected Findings

5.1 Sample Characteristics

The final sample of 400 respondents is anticipated to approximate the demographic profile of urban India's economically active population. Based on the stratified sampling design, a slight female majority is expected (approximately 52%), with the modal age group falling between 25 and 35 years. Graduate-level education and middle-income household classification are expected to be the most prevalent sociodemographic categories.

5.2 Awareness and Certification Literacy

Consistent with the extant literature, general awareness of organic products is expected to be relatively high (estimated >75%), while certification literacy is expected to be substantially lower. It is anticipated that fewer than 35% of respondents will be able to correctly identify the NPOP or India Organic logo, contrasting with higher recognition of the internationally established USDA Organic seal. These findings would underscore the need for government-led public communication campaigns focused specifically on domestic certification standards.

5.3 Attitudinal Profile

Health-related motivations are expected to emerge as the strongest attitudinal driver of organic purchase intention, followed by environmental concern and certification trust. Price sensitivity is expected to be the most prominent perceived cost construct, with a substantial proportion of respondents indicating unwillingness to pay premiums exceeding 20–25% above conventional product prices. Post-pandemic health salience is expected to persist as a moderate positive influence on organic attitudes, though at attenuated levels compared to 2020–2021.

5.4 Structural Model Findings

It is hypothesised that the structural equation model will yield acceptable model fit indices (CFI >.95; RMSEA <.08; SRMR <.06), supporting the theoretical framework. Health consciousness (H1a), environmental concern (H1b), and certification trust (H1c) are expected to demonstrate significant positive loadings on attitude. Attitude (H3) and subjective norms (H2a) are expected to be significant positive predictors of purchase intention. Price sensitivity (H4) is expected to exert a significant negative effect. PBC (H5) is expected to positively predict both purchase intention and behaviour. Income and education (H6) are expected to significantly moderate the intention-behaviour relationship, with higher income and education strengthening the translation of intention into actual purchase.

5.5 Qualitative Insights

Thematic analysis of interview data is anticipated to surface nuanced contextual factors not fully captured by survey measures. These may include: the role of family health events (illness, dietary intervention) as “trigger events” for organic adoption; the interplay between social media influencer marketing and organic product trial; the complexity of trust repair following perceived greenwashing experiences; and city-specific availability constraints that depress purchasing frequency despite positive intentions.

6. Conclusion

This paper presents the design and preliminary conceptual framework for a mixed-methods investigation into consumer awareness, perception, and purchasing behaviour towards organic products in urban India. Anchored in the Theory of Planned Behavior and the Consumer Decision-Making Process model, the study examines how health consciousness, environmental concern, certification trust, social influence, price sensitivity, and



perceived behavioural control interact to shape organic purchase intentions and behaviour among a sample of 400 urban Indian adults.

The proposed findings are expected to confirm that health-motivated attitudes and social norms are the primary positive drivers of organic purchase intention, while price premiums and low certification literacy represent the principal barriers to conversion. Demographic moderators—particularly income and educational attainment—are expected to significantly influence the magnitude of the intention-behaviour relationship.

The study carries important implications for multiple stakeholders. Organic product marketers should prioritise health-centric communication strategies and invest in consumer education to demystify certification systems, employing value-framing narratives to contextualise price premiums. Policymakers, particularly the Food Safety and Standards Authority of India and APEDA, should commission targeted awareness campaigns for the India Organic and NPOP logos, and consider fiscal incentives to improve the affordability of organic products for middle-income households. Media and digital platforms should be engaged as channels for credible, science-based organic information dissemination.

The study acknowledges several limitations. The urban-only sampling frame limits the generalisability of findings to rural Indian consumers, who represent a significant and distinct segment. The cross-sectional design precludes causal inference and cannot capture longitudinal shifts in purchasing behaviour. Future research should pursue longitudinal panel designs to track behavioural change over time, experimental studies manipulating price premium levels and certification label visibility, and cross-national comparisons to assess the contextual specificity of the Indian findings.

India stands at an inflection point in its organic consumption trajectory. Growing health consciousness, increasing digital connectivity, and expanding organic supply chains collectively create favourable conditions for market deepening. Evidence-based understanding of consumer decision-making—as generated by this study—is essential for translating latent demand into sustained organic purchasing behaviour.

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Appendix A: Survey Questionnaire

Consumer Awareness, Perception, and Purchasing Behaviour Regarding Organic Products

This survey is conducted for academic research purposes only. All responses are strictly anonymous and confidential. Completion takes approximately 12–15 minutes. Thank you for your participation.

Section 1: Sociodemographic Profile

- S1. Age: 20–24 25–34 35–44 45–55
- S2. Gender: Male Female Non-binary / Prefer not to say
- S3. Monthly household income (INR): <30,000 30,001–60,000 60,001–1,00,000 >1,00,000
- S4. Highest educational attainment: Secondary Undergraduate Postgraduate Doctoral
- S5. City of residence: Delhi NCR Mumbai Bengaluru Chennai Hyderabad Kolkata

Section 2: Organic Product Awareness

Please indicate your level of agreement with each statement (1 = Strongly Disagree; 5 = Strongly Agree).

- AW1. I understand what the term “organic product” means. [1–5]
- AW2. I am familiar with at least one organic certification label (e.g., India Organic, USDA Organic). [1–5]
- AW3. I can reliably distinguish organic products from conventional products while shopping. [1–5]
- AW4. I am aware of the regulatory standards that products must meet to be labelled “organic” in India. [1–5]
- AW5. I know that certified organic farming prohibits the use of synthetic pesticides and chemical fertilisers. [1–5]
- AW6. I have encountered the India Organic or NPOP logo on product packaging. [1–5]

Section 3: Health Consciousness

- HC1. I routinely consider the health implications of a food product before purchasing it. [1–5]
- HC2. I actively seek to avoid food products containing synthetic additives or chemical residues. [1–5]
- HC3. I carefully read ingredient labels to understand what I am consuming. [1–5]
- HC4. My dietary choices are guided primarily by their impact on my long-term health. [1–5]
- HC5. I am willing to pay a price premium for food products that are free from artificial additives. [1–5]

Section 4: Environmental Concern

- EC1. I believe reducing synthetic pesticide use in agriculture is important for environmental protection. [1–5]
- EC2. I consciously choose products that have a lower environmental impact. [1–5]
- EC3. I consider the environmental consequences of my purchasing decisions. [1–5]
- EC4. I am concerned about the effects of conventional farming practices on soil health and water quality. [1–5]
- EC5. I believe that supporting organic farming contributes to the preservation of biodiversity. [1–5]



Section 5: Attitude Towards Organic Products

For each semantic differential scale, indicate your overall evaluation of buying organic products (1 = left descriptor; 5 = right descriptor).

- ATT1.** Buying organic products is: Very Harmful (1) ————— Very Beneficial (5)
ATT2. Buying organic products is: Very Unwise (1) ————— Very Wise (5)
ATT3. Buying organic products is: Very Unpleasant (1) ————— Very Pleasant (5)
ATT4. Buying organic products is: Very Bad for Society (1) ————— Very Good for Society (5)
ATT5. Buying organic products is: Of No Value (1) ————— Of High Value (5)
ATT6. Overall, I have a positive attitude towards purchasing organic products. [1–5]

Section 6: Subjective Norms, Perceived Behavioural Control, and Purchase Intention

Subjective Norms:

- SN1.** People who are important to me think I should purchase organic products. [1–5]
SN2. My immediate family prefers organic products over conventional alternatives. [1–5]
SN3. Health and wellness content I follow on social media encourages me to purchase organic products. [1–5]
SN4. I feel social acceptance from purchasing organic products regularly. [1–5]

Perceived Behavioural Control:

- PBC1.** Organic products are readily available in the stores where I regularly shop. [1–5]
PBC2. Organic products are within my budget. [1–5]
PBC3. I can easily identify genuine organic products when shopping. [1–5]

Purchase Intention:

- PI1.** I intend to purchase organic products within the next month. [1–5]
PI2. I plan to increase my organic product purchases over the next 12 months. [1–5]
PI3. I would recommend organic products to friends and family. [1–5]

Section 7: Purchase Behaviour and Barriers

B1. How frequently do you currently purchase organic products?

- Never Rarely (once every few months) Occasionally (monthly)
 Regularly (weekly) Very frequently (several times a week)

B2. Which categories of organic products have you purchased in the past six months? (Select all that apply.)

- Fresh fruits and vegetables Cereals and pulses Dairy products
 Personal care products Beverages None of the above



B3. What are the primary reasons that prevent you from purchasing organic products more frequently? (Select all that apply.)

- High price premium relative to conventional products
- Limited availability in my area
- Uncertainty about the authenticity of organic claims
- Insufficient information about organic benefits
- No perceived additional benefit over conventional products
- Brand unfamiliarity
- Other (please specify): _____

B4. Where do you typically obtain information about organic products? (Select all that apply.)

- Social media (Instagram, YouTube, Facebook)
- Healthcare professional (doctor, nutritionist)
- Friends and family
- Product packaging and labels
- Organic brand websites
- News articles and documentaries

Thank you for completing this survey. Your contribution is invaluable to this research.

Appendix B: Semi-Structured Interview Guide

Interviewer Introduction: “Thank you for agreeing to speak with me today. I am a researcher investigating how consumers in India think about and experience organic products. There are no correct or incorrect answers—I am interested solely in your honest opinions and lived experiences. With your permission, I will audio-record our conversation. You may withdraw at any time without consequence.”

Theme 1: Awareness and Discovery

- T1.1. When and how did you first become aware of organic products?
- T1.2. How would you explain the concept of an organic product to someone unfamiliar with it?
- T1.3. Are you aware of any organic certification labels in India (e.g., India Organic, NPOP)? What do you know about them?
- T1.4. Where do you typically seek information about organic products? How much do you trust those sources?

Theme 2: Perceptions and Attitudes

- T2.1. What associations come to mind when you think about organic products?
- T2.2. Do you believe organic products offer meaningful health benefits compared to conventional alternatives? Why or why not?
- T2.3. Do you think purchasing organic products has a positive environmental impact? Please elaborate.
- T2.4. How do you perceive the quality and taste of organic products relative to conventional products?



Theme 3: Purchase Behaviour and Decision-Making

- T3.1. Can you describe the last time you purchased an organic product? What influenced that decision?
- T3.2. What factors are most important to you when deciding whether to purchase an organic product?
- T3.3. How does price factor into your organic purchasing decisions? Do you consider the premium justifiable?

Theme 4: Certification and Trust

- T4.1. How much do you trust organic certification labels? Has anything ever caused you to doubt their reliability?
- T4.2. Have you ever felt that a product marketed as organic was misleading or deceptive? What happened?
- T4.3. What would increase your confidence in the authenticity of organic product claims?

Theme 5: Social Influence

- T5.1. Do the people in your social circle influence your decisions to purchase organic products? How?
- T5.2. Has social media influenced your awareness of, or attitude towards, organic products? In what ways?

Theme 6: Barriers and Enablers

- T6.1. What factors most prevent you from purchasing organic products more frequently?
- T6.2. What changes in product offering, pricing, availability, or communication would make you more likely to purchase organic products regularly?

Closing: “Is there anything further you would like to share about organic products or your experiences that we have not yet discussed? Thank you sincerely for your time and thoughtful participation.”

Appendix C: Informed Consent Form

PARTICIPANT INFORMED CONSENT FORM

Study Title: Consumer Awareness, Perception, and Purchasing Behaviour Regarding Organic Products

Principal Investigator: Mukul Kumar Mahato, MBA, Maharana Pratap Engineering College, Kanpur

Purpose of the Study

This study aims to understand how urban Indian consumers form awareness of, attitudes towards, and purchasing decisions regarding organic products. The research is being conducted in partial fulfilment of academic requirements and has received ethical approval from the Institutional Ethics Committee.



Nature of Participation

You are invited to participate in either: (a) a structured questionnaire survey, estimated to take 12–15 minutes; or (b) an audio-recorded semi-structured interview, estimated to take 45–60 minutes. Participation is entirely voluntary and you may withdraw at any stage without penalty or need to provide justification.

Confidentiality

Survey responses are collected anonymously; no personally identifiable information will be recorded. Interview recordings and transcripts will be stored securely, accessible only to the research team, and will be permanently deleted upon study completion. Findings will be reported only in aggregate form.

Risks and Benefits

No foreseeable risks are associated with participation. There is no direct personal benefit to participation; however, the research outcomes may benefit consumers, industry stakeholders, and policymakers through improved understanding of organic product adoption dynamics in India.

Right to Withdraw

You may discontinue participation at any time. In the event of withdrawal, any data collected from you will not be used in the study.

Contact Information

For queries regarding this research, please contact the Principal Investigator at: . For concerns regarding the ethical conduct of this research, please contact the Institutional Ethics Committee at Maharana Pratap Engineering College.

By proceeding with the survey or agreeing to the interview, you confirm that you have read and understood this information, that you are 18 years of age or older, and that you consent to participate voluntarily.