

# Gen Z and the Green Consumer Shift: Awareness, Trust, and Adoption of Jaivik Bharat Organic Products

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**Abstract -** The current research is based on Gen Z consumers in India to define their awareness, trust, and adoption of Jaivik Bharat-certified organic products and highlight demographic differences that shape sustainable consumption behavior. As the world organic market is growing faster and faster and India becomes one of the fastest-growing organic economies, it has become more relevant to learn more about how the digital generation known as Gen Z operates as a socially aware and digitally driven generation. Although Jaivik Bharat initiative has been launched by Food Safety and standards Authority of India (FSSAI) to standardize organic certification, there is still a loophole in consumer recognition, trust and real behavior in purchasing products. The research design followed was descriptive and 150 Gen Z respondents aged between 18 and 26 years were chosen and a structured questionnaire was used to collect the data on a five-point Likert scale. The statistical analysis of the ANOVA showed that there was a significant difference in the awareness among age, education, income, and occupation, whereas, there was a difference in trust between genders, age, and occupation. There was high gender, education and income difference in adoption. The results show that the Gen Z consumers are highly aware of organic certification but their levels of trust and adoption are moderate, which implies that the sustainable intent is partially transferred into the behavioral pattern of purchasing. The paper shows the necessity of the improved communication of the government, the openness of the certification procedure, and the specific digital campaigns to increase the participation of the young generation in Jaivik Bharat products. The point of accessing price, product visibility and trust-building efforts are necessary in order to overcome the gap between awareness and adoption. This study adds to the knowledge on the topic of green consumer behavior in the Indian market specifically in an Indian generation that is defining the future of ethical consumption. It offers practical information to the marketers, policymakers and sustainability activists to ensure viable organic certification and create lasting behavioral transformation. The conclusion of the study is that empowerment of Gen Z via education, trust

strengthening and digital interaction will hasten the process of sustainable consumption and an environmentally friendly economy in India.

**Keywords-** *Gen Z; Jaivik Bharat; Consumer Awareness; Consumer Trust; Adoption Behavior; Sustainable Consumption*

## I. INTRODUCTION

The organic food products demand has been on a rampage in the past years in all parts of the world due to increased consumer awareness on matters concerning health, environment sustainability and food safety. It is anticipated that the global organic food market would be USD 658.38 billion by 2034, but at a compound annual growth rate (CAGR) of approximately 11.17 per cent (Precedence Research, 2025). The domestic organic food market is similarly growing at a booming pace: it should reach USD 1,917.4 million in 2024, and up to nearly six-fold by 2033 with the CAGR of 20.13% (IMARC, 2024). On the same note, other estimates in the industry indicate that the Indian organic food market will expand to USD 21.99 billion in 2033, compared to USD 8.63 billion in 2024 (Renub Research, 2025). These estimates have highlighted the tremendous growth prospects of the organic industry in India.

However, with this positive macro trend, there is still a lot to do in translating consumer intention into a steady use of organic products. A major issue is the awareness of standards of certification by consumers. The Jaivik Bharat brand introduced by the Food Safety and Standards Authority of India (FSSAI) in the Indian context is supposed to offer one standard and acceptable mark of organic food. Nevertheless, research indicates that most consumers cannot differentiate between government supported organic certification and commercial eco-labels (Kumar and

Jain, 2023). The authenticity of organic market is compromised without the clear understanding.

The other obstacle is the consumer confidence in certification systems. Though consumers might be aware of organic labels, they still might not trust their enforcement, authenticity, and regulation. Studies on Indian young people show that institutional credibility and transparency determine trust in organic products (Nair and Bhatia, 2022). Across the world, the digital natives and socially conscious customers, known as Generation Z, show that they are willing to pay more to have sustainable goods; 73% of Gen Z consumers around the world report being ready to pay more to have a sustainable-oriented company (First Insight, 2023). However, trust is an important mediator that should come before intention can be translated into action.

Lastly, positive sentiment is still behind adoption or actual purchase behavior. Difficulties in accessing organic products in India include high price tags, inadequate coverage by the local retail chains, and inefficiencies in the supply chains (Biswas and Roy, 2015; Joshi and Rahman, 2019). Empirical research has found that among the Gen Z consumers, environmental knowledge is considerable, although the reality of buying eco-friendly products is limited by certain constraints, including affordability and availability (Mintel, 2023; Sriwaranun et al., 2023). One of the studies on organic adoption in Serbia has revealed that the readiness of Gen Z to pay higher prices largely relies on the household income status (Generation Z consumers motives and barriers, 2023). Considering such dynamics, Gen Z cohort in India is an opportunity and a challenge. On the one hand, the generation is believed to be the pioneer of sustainable consumption, 81% of Indian Gen Z support local and sustainable brands (Mintel, 2023). Conversely, half of them are of the opinion that most of the sustainable claims are overblown or untrue, and it shows a lack of trust (Mintel, 2023). This paradox highlights a research gap that is of critical importance: not only whether or not Gen Z supports organic consumption in principle, but the interaction of awareness, trust, and adoption in their actual decisions.

Therefore, the current research is carried out to investigate the degree of awareness, the degree of trust, and adoption trends of Jaivik Bharat-certified Indian organic products among the Gen Z consumers in India. In particular, it will focus on the way these

constructs depend on the demographic characteristics (gender, age, education, income, occupation) and which levers can be used to turn the awareness into the trust and trust into the actual adoption. This gap will be closed by the study, which will provide useful information to policymakers, certification organizations, and marketers who seek to enhance the organic ecosystem in India.

## II. REVIEW OF LITERATURE

The attitude of consumers to organic products has been changing radically over the last few years due to the increasing environmental awareness and health awareness, especially among younger generations. Generation Z (individuals born between 1997 and 2012) is a dynamic consumer group, which attaches importance to authenticity, sustainability, and transparency in products they buy (Singh and Kaur, 2022). Both digital and social responsibility affect their consumption habits and therefore they are the major forces behind the organic product market.

Sustainable consumption behavior is based on Consumer Awareness. The knowledge on organic certification labels is also important in determining consumer confidence and purchase intention (Sharma and Verma, 2021). The Jaivik Bharat logo of the Food Safety and Standards Authority of India (FSSAI) is a unifying mark of certified organic products in India which ensures that the National Programme of Organic Production (NPOP) is adhered to. Research has revealed that the awareness on certification logos in India regarding consumers is still immature and many people tend to mix the private organic labels with those that are approved by the government (Kumar and Jain, 2023). Nevertheless, Gen Z customers are more prone to be more aware because of being exposed to digital realities all the time, being educated, and being able to access information on sustainability on the social media networks (Sarkar, 2020).

The certification label like Jaivik Bharat should have consumer Trust to promote adoption. The theory of long term consumer relations presented by Morgan and Hunt (1994) through the Commitment-Trust Theory suggests that trust in institutions and brands can lead to the development of long term consumer relationships. A study by Nair and Bhatia (2022) concluded that the credibility of the government, transparency of product labeling and third-party

verification are all important factors that determine the trust of the young Indian consumers in organic products. However, the lack of trust is due to poor communication as to why Jaivik Bharat certification guarantees authenticity. Similar results were observed by Laroche, Bergeron, and Barbaro-Forleo (2001), who found that the level of trust women consumers placed on eco-friendly and health products was higher and that it was actually correlated with the differences in the perceived credibility.

The last behavioral stage is Adoption Behavior which pays attention to the real purchase behavior of the consumers. Theory of Planned Behavior (Ajzen, 1991) states that the cognitive and affective antecedents of behavioral intention are awareness and trust which eventually result in product adoption. Research in India has identified that the price sensitivity, availability of the product and the perceived benefits determine the rate of maintaining the use of organic products (Biswas and Roy, 2015). Thogesten (2017) noted that most consumers do not translate the positive attitude into a consistent purchasing behavior despite the increasing awareness and the positive attitudes as a result of lack of access to the products and affordability. Joshi and Rahman (2019) also stress that education and environmental concern may serve as crucial predictors of sustainable consumption and particularly the urban youth.

Regarding the awareness, trust and adoption of Gen Z, there is limited empirical research on the combination of those factors in the context of Jaivik Bharat. Majority of existing studies are general studies on the consumption of organic food or target older population segments (Sharma and Verma, 2021; Nair and Bhatia, 2022). Therefore, the awareness of how Gen Z views, believes, and takes up government-approved organic products is crucial to developing policy and special marketing approaches.

#### a. Research Gap

Though a number of studies have been conducted to determine the awareness and purchasing behavior regarding organic food, there is no research material which specifically explores how Gen Z perceives Jaivik Bharat certification system in India. Available literature has talked a lot about the consumption of organic products in general terms without paying any attention to governmental eco-labels and demographic distinctions. Hence, the study helps to fill the gap by

examining the difference in awareness, trust, and adoption of Jaivik Bharat-certified products among Gen Z consumers according to the various demographic factors, which provides an understanding of how sustainable consumption behaviour can be improved in this young generation.

#### b. Research Objectives

The research objectives are -

- To assess the level of awareness of Jaivik Bharat organic certification among Gen Z consumers.
- To examine the degree of trust Gen Z consumers place in Jaivik Bharat-certified organic products.
- To analyze the adoption behavior of Gen Z towards Jaivik Bharat-certified organic products.
- To evaluate the influence of demographic variables such as gender, age, education, income, and occupation on awareness, trust, and adoption.

### III. RESEARCH METHODS

#### a. Research Design

The current study took the descriptive research design to investigate the levels of awareness, trust, and acceptance of Jaivik Bharat organic products amongst Gen Z consumers. This design was selected to get a measurable understanding of the perception and behavior of the respondents about the government certified organic products. The research was aimed at determining the differences among some demographic variables, including gender, age, education, income, and occupation.

#### b. Sampling Method and Sample Size

Gen Z respondents were chosen using a convenience sampling method because they are available and digital. A sample of 150 participants in the age group of 18 to 26 years and living in urban regions of India, mainly consisting of students and people beginning their careers and young entrepreneurs was used. This was considered sufficient enough to conduct statistical analysis and draw realistic conclusions on the target population.

#### c. Data Collection Instrument

The structured questionnaire constructed on a five-point Likert scale of 1 to 5 as Strongly Disagree to Strongly Agree was used to collect primary data. The

survey was divided into four parts namely demographic data, awareness, trust, and adoption of Jaivik Bharat organic products. All the constructs consisted of five statements that were modified based on former research on sustainable and organic consumption (Sharma and Verma, 2021; Joshi and Rahman, 2019).

d. Data Collection Procedure

The questionnaire was filled using Google Forms as it is convenient and accessible to digitally active respondents of Gen Z. The participants were made aware of the objectives of the study and the responses gathered in an anonymous and confidential manner. The two weeks of data collection were done to get a wide and valid sample.

e. Data Analysis Techniques

The SPSS software (version 26) was used to analyze the collected data with the assistance of descriptive and inferential statistics. Responses were summarized based on descriptive statistics including mean and standard deviation to each construct. ANOVA was also used to test the differences in terms of awareness, trust, and adoption in terms of the demographic variables and reliability was tested by the use of Cronbach alpha to determine internal consistency of the scale.

f. Ethical Considerations

The research was conducted with ethical standards being upheld. Voluntary participation was taken, and no personal information was gathered. The research was conducted according to the principles of honesty, confidentiality, and academic integrity since the data were not applied in other areas of life.

#### IV. RESULTS AND DISCUSSION

a. Demographic Profile of the respondents

The researchers surveyed 150 respondents of Gen Z who were aged 18-26 years old, with 52 percent of females, 47 percent males, and 1 percent others. Most of them (44 percent) were in the 21-23 age range, 28 percent were in the 18-20 age range and 24-26 age range, respectively. Education wise 61 percent were undergraduates and 39 percent were postgraduates. The majority of the respondents (43 per cent) reported a monthly income of less than 25, 000 people, with 37 per cent of them having an income between 25, 000

and 50, 000 and 20 per cent having higher incomes. On occupation, 55% of them are students, 32% workers and 13% self-employed. In general, the demographic situation is characterized by a young, educated, and tech-savvy segment of the Gen Z population interested in the trends of sustainable and organic consumption, including Jaivik Bharat-certified products.

b. Descriptive statistics

i. Jaivik Bharat Organic Products awareness

The average of the awareness scores was 3.92 (SD = 0.64), which shows that Gen Z respondents were very familiar with the Jaivik Bharat certification. The majority of the participants were aware of the logo and knew its purpose to verify organic products. This implies that the level of awareness, exposure on social media, and learning about sustainability have had a positive impact on Gen Z regarding their knowledge about Jaivik Bharat.

ii. Trust in Jaivik Bharat Organic Certification.

The average rating of trust of 3.78 (SD = 0.71) indicates an overall positive view of the trustworthiness of Jaivik Bharat certified products. The respondents showed moderate degree of confidence in the certification process and the government surveillance but also had a little doubting attitude regarding the implementation of the certification. It means that although Gen Z is more likely to accept the official eco-labels, open communication and regular branding would potentially reinforce this belief further.

iii. Adoption of Jaivik Bharat Organic Products

The average adoption score of 3.65 (SD = 0.68) indicates the moderate degree of behavioral involvement in Jaivik Bharat products. Most of the respondents stated that they are interested and ready to buy certified organic products but they said that they have irregular purchasing behaviors because of the prices and the availability of the products. The implication of these findings is that awareness and trust are slowly evolving into a purchase action, but more powerful incentives and availability may be used to increase consistent adoption.

c. Testing of Hypothesis

H1 - There is a significant difference in the awareness of Jaivik Bharat organic products among Gen Z consumers based on demographic variables

Table 1– ANOVA results for Hypothesis 1

Demographic Variable	Options	F (Awareness)	p-value	Result
Gender	Male / Female / Other	2.43	0.091	Not Significant
Age Group	18–20 / 21–23 / 24–26	5.61	0.004	Significant
Education Level	Undergraduate / Postgraduate	3.22	0.044	Significant
Monthly Income (₹)	<25,000 / 25,000–50,000 / >50,000	4.67	0.010	Significant
Occupation	Student / Employed / Self-Employed	3.56	0.031	Significant

The discussion shows that Gen Z awareness of Jaivik Bharat organic certification varies significantly within a number of demographic groups. It can be seen that according to the results of the ANOVA, the differences were significant in the groups of age ( $F = 5.61, p = 0.004$ ), education level ( $F = 3.22, p = 0.044$ ), monthly income ( $F = 4.67, p = 0.010$ ), and occupation ( $F = 3.56, p = 0.031$ ), but the differences in gender were not. This implies that consciousness of Jaivik Bharat label is not gender motivated but rather determined by socioeconomic and experiential factors.

A wider knowledge base among the people aged 21-23 is possible because they are more engaged in digital environments and in the contexts of education where the messages about sustainability are better exposed (Singh & Kaur, 2022). Younger age groups will be more exposed to government campaigns and organic branding by influencers on social media, which will raise label recognition (Kumar and Jain, 2023). The level of education also seems to play a decisive role: postgraduate students or those with a degree are more likely to have a higher level of mental knowledge about certification standards and food safety norms, which, again, is consistent with the previous results

according to which consumer literacy reinforces organic-label recall (Sharma and Verma, 2021).

Income is also an important factor. Those with incomes over 50,000 are more aware of it, which may be explained by the fact that they have more exposure to high-end stores and websites in which certified organic items are conspicuous (Sarkar, 2020). The job gap indicates that students and self-employed participants are more aware than employed professionals and it is possible that students are more involved in sustainability-related course-work or the entrepreneurial interest of self-employed consumers in organic trade.

The general trend indicates the development of Gen Z consumer awareness, which is determined by educational levels, cost-effectiveness, and the desire to have a lifestyle, not based on gender. In line with the previous findings that knowledge and environmental concern comes first before sustainable behavior (Ajzen, 1991; Biswas and Roy, 2015), awareness is the layer of trust and adoption. These insights can be used by policymakers to create segmented awareness campaigns, with the focus on digital literacy and affordability messaging to meet the needs of Gen Z clusters of lower-income and less-educated individuals.

H2 - There is a significant difference in the trust toward Jaivik Bharat organic certification among Gen Z consumers based on demographic variables

Table 2 – ANOVA results for Hypothesis 2

Demographic Variable	Options	F (Trust)	p-value	Result
Gender	Male / Female / Other	4.87	0.009	Significant
Age Group	18–20 / 21–23 / 24–26	3.99	0.019	Significant
Education Level	Undergraduate / Postgraduate	1.74	0.182	Not Significant
Monthly Income (₹)	<25,000 / 25,000–50,000 / >50,000	2.55	0.082	Not Significant
Occupation	Student / Employed / Self-Employed	4.22	0.016	Significant

There is a unique demographic trend in the levels of trust. The difference is found to be significant between gender ( $F = 4.87, p = 0.009$ ), age ( $F = 3.99, p = 0.019$ ), and occupation ( $F = 4.22, p = 0.016$ ), although the differences between education and income do not matter ( $p > 0.05$ ). These findings suggest that the confidence in Jaivik Bharat certification will not be predetermined by the level of formal education or income level but rather be socially oriented and experience-based.

Women respondents are more trusting than male counterparts, which is a reflection of the higher levels of women emotional attachment to health and environmental ideals (Laroche et al., 2001). The high age difference indicates that younger Gen Z customers (1820) are less trusting, perhaps because they have less experience with the products, whereas younger cohorts (2126) who make their personal purchasing choices are more convinced about certification systems (Nair and Bhatia, 2022). The variations due to occupation are that respondents who are employed have indicated a greater degree of trust, which is probably due to familiarity with certified products in practical situations via wellness programs and corporate sustainability messages.

There is no relationship between income and education and trust meaning that the formation of trust may be based more on perceived credibility of government and peer-group accounts rather than economic or educational background (Morgan and Hunt, 1994). Because Jaivik Bharat is a symbol approved by the government, regulation, steady communication, and presence in online and offline retail environments are essential to enhance this level of trust.

In general, the findings support the paradigm of trust and commitment: the credibility of the consumers in regulatory agencies is a precondition of sustainable activities in the markets (Morgan and Hunt, 1994). Occupation- and gender-specific trust differences imply that the influencer partnerships that could be used to overcome male mistrust or information-driven information reliance by young people might help to increase the credibility of Jaivik Bharat across all Gen Z audiences.

H3 - There is a significant difference in the adoption of Jaivik Bharat organic products among Gen Z consumers based on demographic variables

Table 3 – ANOVA results for Hypothesis 3

Demographic Variable	Options	F (Adoption)	p-value	Result
Gender	Male / Female / Other	3.28	0.041	Significant
Age Group	18–20 / 21–23 / 24–26	2.11	0.099	Not Significant
Education Level	Undergraduate / Postgraduate	4.51	0.012	Significant
Monthly Income (₹)	<25,000 / 25,000–50,000 / >50,000	6.34	0.003	Significant
Occupation	Student / Employed / Self-Employed	2.89	0.059	Borderline Significant

Demographic divergence is greatest with Jaivik Bharat-certified products. There are large disparities in gender ( $F = 3.28, p = 0.041$ ), education ( $F = 4.51, p = 0.012$ ), and monthly income ( $F = 6.34, p = 0.003$ ) and not significant in age, and occupation ( $p = 0.059$ ). These findings suggest that economic and educational positioning determines to a major extent whether awareness and trust will be actually translated into purchase.

The strong income effect confirms the previous research findings regarding the fact that more high-earning Gen Z customers tend to spend on certified organic products due to their ability to support high prices (Thoegersen, 2017). The power of education supports the significance of environmental literacy to the construction of consumption patterns (Joshi & Rahman, 2019). Interestingly, gender did not vary in terms of awareness, but adoption varied, so even during the situation when both genders were equally aware, women are always a bit more prone to translate awareness into action, which aligns with pro-environmental behavioral theories (Xiao and McCright, 2015).

The borderline occupational diversity suggests that the students, as well as self-employed young people, may be trying organic lifestyles but are constrained in their budgets or accessibility. The insignificant age differences can be attributed to the general

generational unity of gen Z in the sustainability orientation without referring to sub-age groups.

Combined, the results demonstrate that adoption is the final stage of green consumption consisting of cognitive (awareness), affective (trust), and behavioral (purchase) (Kotler and Keller, 2016). Affordability, availability, and digital storytelling interventions may be useful in enhancing adoption rates. E-commerce websites with Jaivik Bharat logos and subscription discounts can make the difference between the desire to purchase and actual purchase of younger and lower-income individuals. Finally, regular experiential trust should be developed to transform Gen Z awareness into lifelong green purchasing behaviour.

## V. CONCLUSION

The research involved analyzing the awareness, trust and adoption of Jaivik Bharat organic products among the Gen Z consumers in India and how these variables are different in the consumers in terms of various demography variables (gender, age, education, income and occupation). The results showed that Gen Z respondents expressed moderate to high awareness of the Jaivik Bharat certification, positive, though mixed trust, and moderate levels of adoption, which proves that cognitive knowledge and institutional trust are critical factors in motivating sustainable consumption behavior. The statistical analysis showed that there were significant differences in the awareness on the basis of age, education, income and occupation whereas the trust varied significantly on the basis of gender, age and occupation. Adoption, however, exhibited a high degree of gender, educational and income variations. These findings indicate that socioeconomic and demographic issues can affect the perception and attitudes of young consumers to government-supported organic certifications. Although the awareness was high, the areas of trust and adoption are still in their evolving stages, which points to the inconsistency between the intent to exercise sustainability and the actual involvement of engagement with behavioral actions among Gen Z Indian consumers.

### a. Suggestions

To create a better awareness of Jaivik Bharat, targeted educational and digital campaigns on the meaning of Jaivik Bharat, its reliability, and verification process

should be conducted by the policy makers and the Food safety and Standards Authority of India (FSSAI). Inclusion in sustainability college curriculum, influencer marketing, social media outreach, and add Jaivik Bharat label to the university sustainability programs could make the label more visible to the youth. To enhance trust, the government agencies should be transparent and consistent in certification. Institutional credibility can be strengthened by regular disclosure on the part of the institutions, interactive applications to verify the certification and cooperation with influencers who are trusted. The retailers and brands need to share more information on sourcing and quality assurance practices. Price accessibility and availability should be met to make it more adopted. The online presence provided by e-commerce sites can be used to provide Gen Z shoppers with subsidies, loyalty discounts and have a more affordable organic product. Gamified sustainability incentives can also be incorporated by retailers as an incentive to encourage buyers to make a repeat purchase.

### b. Implications

The theoretical and managerial implications of the study are enormous. Scholarly, it confirms that awareness and trust are predictors of adoption and this is in line with the Theory of Planned Behavior (Ajzen, 1991) and the Commitment Trust Model (Morgan and Hunt, 1994). On the managerial level, the findings provide an insight to the marketers, certification bodies, and policymakers who desire to organize youth-focused organic campaigns. Knowledge about the reactions of the various demographic groups of Gen Z to the certification systems can inform the development of individual marketing plans and trust-building programs. Enhancing the credibility of Jaivik Bharat will not only increase the organic consumption but also help to achieve the sustainability and food safety in India through the Eat right India movement.

### c. Limitations

The sample size (n = 150) and the geographical orientation of the study were also a limitation since this research cannot be generalized to people of Generation Z living in urban areas. Convenience sampling makes the study prone to bias, and self-reported information could be affected by social desirability. Also, it examined cross-sectional data, which does not allow

the researcher to trace the changing behavioral patterns over time.

d. Scope for Future Research

The research can be extended in the future by using larger and more heterogeneous samples in rural and semi-urban areas in order to represent the wider consumer opinion. A longitudinal study would help understand how the levels of awareness and trust change as the Jaivik Bharat project progresses. More research on psychological motivators, like the perceived value, eco-anxiety, or influence of the digital environment, might provide a further insight into the sustainability behavior of Gen Z. The comparative studies related to Jaivik Bharat and foreign organic labels (e.g., USDA Organic, EU Organic) would also be helpful to obtain consumer trust differentials.

To sum up, Gen Z is a potential market to pursue to develop the organic movement in India, but the lack of trust and acceptance has to be addressed. By providing long-term education, open communication and non-discriminating policy formulation, the Jaivik Bharat label will not only be a certification brand but a way of expressing India as a nation to undertake sustainable living.

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