

Consumers' Attitude Towards Organic Food: An Overview

Dr. E. Renuga

Assistant Professor, Department of Commerce (Finance), NGM College

Abstract-The global consumer perceptions of organic food have been greatly impacted by the increased understanding of environmental sustainability, food safety, and health. An major market niche in the agri-food industry is organic food, which is produced without the use of artificial fertilizers, pesticides, genetically modified organisms (GMOs), or chemical additives. An overview of consumer attitudes regarding organic food is given in this paper, along with an analysis of the factors influencing customers' intentions to buy, their consumption patterns, and market expansion. In order to comprehend the psychological and socio demographic elements influencing customer perceptions, the study integrates theoretical viewpoints such as the Theory of Planned Behavior and Value-Belief-Norm theory. Important factors are thoroughly examined, including price sensitivity, availability, socio cultural impacts, health consciousness, environmental concern, food safety awareness, and certification trust. In the context of developing economies like India, emerging themes like eco-labeling, digital marketing, government assistance programs, and the incorporation of sustainability frameworks are examined. The study comes to the conclusion that although consumers generally have a positive opinion toward organic food, situational and financial limitations have an impact on actual purchasing behavior. To increase the uptake of organic food, strategic interventions incorporating supply chain management improvements, clear certification processes, and awareness campaigns are crucial.

Keywords - Organic Food, Consumer Attitude, Purchase Intention, Health Consciousness, Environmental Concern.

I. INTRODUCTION

Across the past few decades, there has been a dramatic upheaval in the global food system. The extensive use of chemical inputs in industrial agriculture has sparked worries about public health, environmental damage, and food safety. As a result, organic farming has become a viable substitute. The Food and Agriculture

Organization (FAO) states that ecological balance, biodiversity preservation, and soil fertility control are the main focuses of organic farming. Agricultural items grown and processed without the use of synthetic chemicals, pesticides, antibiotics, growth hormones, or genetically modified organisms are referred to as organic food. Growing consumer attitudes motivated by ethical consumption, environmental sustainability, and health consciousness are reflected in the rising demand for organic food.

The market for organic food in India has grown steadily as a result of urbanization, increased disposable income, and government awareness campaigns like the Parampara at Krishi Vikas Yojana (PKVY). Globally, the consumption of organic food has increased significantly in nations like the US, Germany, and France. Since attitude has a big impact on buying behavior, it is essential to understand consumer attitude. Customers' views, emotions, and behavioral intentions about organic products are all included in their attitude. Thus, this study offers a thorough analysis of consumer perceptions of organic food, including factors, theoretical underpinnings, difficulties, and potential future developments.

II. CONCEPTUAL FRAMEWORK OF CONSUMER ATTITUDE

A taught and comparatively persistent inclination to react positively or negatively to a product, concept, or behavior is sometimes referred to as consumer attitude. Customers' attitudes regarding the health advantages, environmental sustainability, food safety, ethical production, and general product quality are reflected in the organic food industry. In order to explain how attitudes are formed and how they translate into purchasing intention and actual buying

behavior, this paradigm combines cognitive, emotional, and behavioral dimensions with social and situational effects.

Customers may think that organic products are safer to eat, more nutrient-dense, environmentally beneficial, and devoid of artificial pesticides. Icek Ajzen's Theory of Planned Behavior is one of the most important theories that bolster this paradigm. This theory states that three main factors are attitude toward the behavior, subjective norms, and perceived behavioral control are determine a consumer's propensity to buy organic food. The degree to which a consumer views organic food favorably or unfavorably is reflected in their attitude. Perceived societal pressure to consume organic food from friends, family, or society at large is referred to as subjective norms. Price, accessibility, and wealth can all have an impact on how easy or difficult it is to buy organic food, which is related to perceived behavioral control. Customers are far more likely to purchase organic food when they have a positive outlook, encounter supportive societal norms, and feel that they have a lot of control over their purchases.

According to the conceptual framework, consumer attitudes on organic food are complex and impacted by a variety of elements, including personal values, social pressures, perceived control, emotional reactions, cognitive beliefs, and external environmental influences.

III DETERMINANTS OF CONSUMER ATTITUDE TOWARDS ORGANIC FOOD

- **Health Consciousness:** Health is one of the strongest motivators for organic food consumption. Consumers perceive organic products as safer, more nutritious, and free from harmful chemicals. Studies indicate that parents and elderly consumers are particularly motivated by health concerns.
- **Environmental Concern:** Environmentally conscious consumers prefer organic food because it supports biodiversity, reduces pollution, and promotes sustainable agriculture. The perception that organic farming minimizes ecological damage positively influences purchase intention.
- **Food Safety and Quality Perception:** Food scandals and pesticide residues in conventional food have heightened food safety concerns. Organic

certification labels reassure consumers about quality and authenticity.

- **Price Sensitivity:** Organic food is generally priced higher due to certification costs, lower yields, and labor-intensive practices. Price remains a significant barrier, especially in developing countries. Consumers often express positive attitudes but hesitate to purchase regularly due to affordability issues.
- [1] **Trust and Certification:** Certification plays a vital role in building consumer trust. In India, certification bodies under the National Programme for Organic Production (NPOP) enhance credibility. However, lack of awareness and counterfeit labeling reduce consumer confidence.
- [2] **Socio-Demographic Factors:** Age, education, income, gender, and urbanization significantly influence organic food consumption. Higher income and education levels are positively associated with organic food purchase.

IV CONSUMER PERCEPTION OF ORGANIC FOOD

The perspective that consumers view organic food is significantly influenced by their views on social duty, environmental sustainability, safety, and health. Because organic products are made without the use of chemical fertilizers, synthetic pesticides, antibiotics, or genetically modified organisms, most customers believe that they are healthier than food that is farmed traditionally. This view is closely linked to worries about long-term health hazards, lifestyle diseases, and contaminated food. Although scientific data on nutritional distinctions is still up for debate, organic food is also thought to be fresher and more nutritious. Perception is greatly influenced by environmental factors in addition to ideas about health. Organic farming is frequently linked by consumers to less environmental pollution, biodiversity preservation, and soil conservation.

Positive attitudes are further reinforced by ethical factors including support for small-scale farmers and animal welfare. In order to shape these beliefs, trust in regulatory agencies and certification markings is essential. Customers are more confident in the authenticity of products when they are aware of reliable certification programs. Skepticism, however, could surface in marketplaces where labeling rules are unclear or inconsistent. Although awareness levels,

cultural background, and exposure to trustworthy information sources all have an impact, consumers generally have a positive impression of organic food.

V. BARRIERS TO ORGANIC FOOD CONSUMPTION

The broad acceptance of organic food is constrained by a number of factors, notwithstanding positive attitudes and favorable impressions. The cost is by far the biggest obstacle. Because of labor-intensive farming methods, reduced yields, certification fees, and restricted economies of scale, organic products are usually more expensive. Even among health-conscious consumers, price sensitivity limits regular purchases, especially in developing nations. Obstacles include limited supply and distribution issues, particularly in rural and semi-urban areas where there may be a lack of organic retailers. Lack of knowledge and awareness is another significant obstacle. Many people don't know what organic certification means, or they can't tell the difference between conventional items that are sold as "natural" or "chemical-free" and those that are actually certified. Trust is further undermined by doubts about authenticity and apprehension about deceptive labels. Organic consumption is another area where the attitude-behavior gap is noticeable; although consumers may show a strong commitment to sustainable food practices, convenience, habit, or financial limitations may prevent them from converting their intentions into actual purchases. As a result, even while consumer sentiment may be favorable, structural and financial obstacles still prevent wider market penetration.

VI EMERGING TRENDS IN ORGANIC FOOD CONSUMPTION

The consumption of organic food is changing quickly as a result of shifting lifestyles, advances in technology, and growing awareness of sustainability. The expansion of digital platforms and e-commerce, which have increased accessibility and convenience for urban customers, is one significant trend. Customers can buy certified organic items with comprehensive product information and traceability features through online grocery platforms and direct-to-consumer business models. The growing integration of eco-labeling and sustainability

measures, which improve customer trust and transparency, is another new trend. Younger consumers are demonstrating a high affinity for ethical and ecologically conscious products, especially among millennials and Generation Z. In nations like India, the growth of organic markets is also being aided by export promotion laws, farmer cooperatives, and government assistance programs. Furthermore, the COVID-19 epidemic has increased health consciousness, which has accelerated the market for dietary products that are organic and promote immunity. A move toward transparent, locally sourced food systems is seen in the growth of community-supported agriculture (CSA) models and local organic farmers' markets. Together, these patterns show that the consumption of organic food is moving from a specialist sector to a mainstream one, propelled by advancements in technology, sustainability, and health.

VII CONCLUSION

In conclusion, consumers' perceptions of organic food are generally favorable and impacted by ethical, environmental, and health concerns. Because of its alleged safety, nutritional advantages, and ecologically friendly production processes, consumers are favoring organic products more and more. The demand for chemical-free and sustainably produced food has increased due to greater knowledge of lifestyle diseases, food contamination, and ecological damage. According to behavioral theories, consumers' inclinations to buy are greatly influenced by positive attitudes, social influence, and perceived ease of purchasing.

Positive opinions notwithstanding, there is still a problem with the disconnect between attitude and actual purchasing behavior. Regular usage is frequently restricted by high costs, scarcity, ignorance, and skepticism over the authenticity of certifications. Accessibility and affordability are two major barriers in underdeveloped nations.

Therefore, to increase customer trust and market expansion, effective measures including open certification systems, awareness campaigns, better supply chain management, and supporting government regulations are crucial.

The organic food industry has significant growth potential due to the growing global emphasis on sustainability and responsible consumption. In order to

encourage healthier lives and sustainable agricultural growth, producers, legislators, and marketers can work together more effectively to increase the affordability and accessibility of organic food.

ACKNOWLEDGEMENT

The author sincerely acknowledges and expresses gratitude to the Management of NGM College, Pollachi, Tamilnadu for their generous financial assistance through the SEED Money Support for this research work.

REFERENCES

- [3] Yadav, E., Goyal, M., Ghalawat, S., Agarwal, S., Girdhar, A., Bhavesh, Shivam, & Anamika. (2024). *Consumer perception and awareness towards organic food in National Capital Region*. Indian Journal of Extension Education, 60(2), 56–60. <https://doi.org/10.48165/IJEE.2024.60211>
- [4] Yilmaz, B. (2023). *Factors influencing consumers' behaviour towards purchasing organic foods: A theoretical model*. Sustainability, 15(20), 14895. <https://doi.org/10.3390/su152014895>
- [5] Singh, S., Jain, V. K., & Verma, H. (2025). *Exploring consumer intentions to purchase organic food using the Health Belief Model and Theory of Planned Behavior*. Discover Food, 5, 268. <https://doi.org/10.1007/s44187-025-00559-4>
- [6] “The organic odyssey: Navigating the influence of attitude on purchase intent...” (2024). *Journal of Retailing and Consumer Services*, 79, 103801. <https://doi.org/10.1016/j.jretconser.2024.103801>
- [7] Kumar, C. A., & Kumar, M. A. (2025). *A study on consumer attitudes and buying behavior towards organic food products*. IJRSI, 12(9), 3167–3171.
- [8] Varshini, S., & Daisy, J. J. (2025). *Consumer acceptability and attitude towards organic food products with reference to health perception and sustainability*. IJRDO Journal of Business Management, 11(5), 8–16. <https://doi.org/10.53555/bm.v11i5.6486>
- [9] Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products. *Journal of Cleaner Production*, 135, 732–739.