

Consumer Perception Towards Organic Products: An Empirical Study

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Abstract

The increasing demand for organic products has highlighted the importance of understanding consumers' perceptions and the factors influencing their purchasing decisions. This study examines consumer perception towards organic products by investigating the influence of health consciousness, environmental concern, perceived product quality, price perception, and consumer trust. A descriptive and quantitative research design was adopted, and primary data were collected from 250 respondents using a structured questionnaire. The collected data were analyzed using descriptive statistics, reliability analysis, Pearson correlation, and multiple regression analysis. The findings reveal that consumers generally hold positive perceptions of organic products. Health consciousness, consumer trust, perceived product quality, and environmental concern significantly and positively influence consumer perception, while price perception has a comparatively weaker effect. The study concludes that enhancing consumer awareness, strengthening product certification, and improving product quality can promote the adoption of organic products. The findings provide valuable insights for marketers, retailers, and policymakers in developing effective strategies to encourage sustainable consumption and expand the organic products market.

Keywords: Consumer perception, Organic products, Health consciousness, Environmental concern, Consumer trust, Product quality.

Introduction

The increasing awareness of health, environmental sustainability, and food safety has significantly influenced consumer preferences toward organic products worldwide. Organic products are produced using environmentally friendly farming practices that avoid the use of synthetic fertilizers, pesticides, genetically modified organisms (GMOs), and chemical preservatives, thereby promoting ecological balance and biodiversity (FiBL & IFOAM, 2024). Consumers are increasingly recognizing the nutritional benefits and reduced health risks associated with organic food consumption, which has contributed to the rapid growth of the global organic market (Willer et al., 2024). In addition to health considerations, environmental concerns, ethical consumption, and sustainable lifestyles have emerged as important determinants of consumer perception and purchasing behaviour (Yadav & Pathak, 2016). However, despite growing awareness, the adoption of organic products remains constrained by factors such as high prices, limited availability, lack of trust in certification, and inadequate consumer knowledge (Aschemann-Witzel & Zielke, 2017). Understanding consumer perception is therefore essential for policymakers, marketers, and

producers to formulate effective strategies that encourage the consumption of organic products. Examining the factors influencing consumers' attitudes and purchase intentions can provide valuable insights into market expansion and sustainable consumption practices. Consequently, this study aims to investigate consumer perception towards organic products by analysing the influence of health consciousness, environmental concern, product quality, price perception, and trust on consumers' purchasing decisions.

Review of Literature

Consumer perception of organic products has attracted considerable attention from researchers due to the growing demand for sustainable and healthy food. Previous studies have identified several factors, including health consciousness, environmental concern, trust, product quality, price perception, and social influence, that shape consumers' attitudes and purchasing behaviour toward organic products.

One of the earliest and most influential studies by **Magnusson et al. (2001)** found that health consciousness is the primary motivation for purchasing organic food. Consumers perceive organic products as safer, more nutritious, and free from harmful chemicals, which positively influences their buying decisions. Similarly, **Yadav and Pathak (2016)** extended the Theory of Planned Behavior and reported that environmental concern, health awareness, and subjective norms significantly affect consumers' intention to purchase green and organic products, particularly among young consumers. Price has consistently been identified as one of the major barriers to the consumption of organic products. **Aschemann-Witzel and Zielke (2017)** observed that although consumers generally hold favourable attitudes towards organic food, the premium prices associated with these products discourage regular purchasing. Likewise, **Aertsens et al. (2009)** emphasized that willingness to pay higher prices depends largely on consumers' perceived quality, trust in organic certification, and personal values.

Trust plays a crucial role in shaping consumer perception toward organic products. **Chen (2007)** argued that consumer trust in organic labels and certification systems significantly enhances purchase intention and loyalty. When consumers believe that organic products genuinely comply with certified production standards, they are more likely to develop positive attitudes and repeat purchasing behaviour. In contrast, a lack of transparency regarding product authenticity can reduce consumer confidence.

Environmental sustainability has also emerged as an important determinant of organic product consumption. **Paul and Rana (2012)** found that environmentally conscious consumers prefer organic products because they contribute to biodiversity conservation, soil health, and reduced environmental pollution. Their study further revealed that education and environmental awareness positively influence consumers' attitudes toward organic food.

Recent studies have highlighted the importance of perceived product quality and food safety. **Konuk (2018)** demonstrated that perceived quality, food safety, and consumer trust significantly influence satisfaction and purchase intention towards organic foods. Consumers increasingly

associate organic products with superior taste, freshness, and nutritional value, which strengthens positive perceptions.

Furthermore, global reports indicate that the organic food market continues to experience substantial growth due to increasing consumer awareness of sustainability and healthy lifestyles. According to **Willer et al. (2024)**, expanding organic agriculture and rising consumer demand have created significant opportunities for producers and retailers worldwide. However, challenges such as high product prices, limited accessibility, insufficient awareness, and misleading labeling continue to hinder market expansion, particularly in developing countries.

Overall, the existing literature suggests that consumer perception toward organic products is multidimensional and influenced by psychological, economic, environmental, and social factors. While previous studies have extensively examined individual determinants of organic food consumption, there remains a need to investigate the combined influence of these factors across different demographic groups and geographical contexts. Such research can provide valuable insights for marketers, policymakers, and producers to promote sustainable consumption and expand the organic products market.

Research Gap

Although numerous studies have examined consumer behaviour towards organic products, most have focused on purchase intention rather than overall consumer perception. Existing research has largely been conducted in developed countries, with limited evidence from the Indian context. Furthermore, previous studies have generally investigated factors such as health consciousness, environmental concern, product quality, price perception, and consumer trust separately, while few have examined their combined influence on consumer perception. Therefore, this study addresses this gap by analysing the collective impact of these factors on consumers' perception towards organic products, providing updated evidence to support marketing strategies and sustainable consumption practices (Yadav & Pathak, 2016; Konuk, 2018).

Research Objectives

The study aims to examine consumers' perceptions towards organic products. The specific objectives are:

1. To examine consumers' perception towards organic products.
2. To identify the factors influencing consumers' perception towards organic products.
3. To examine the relationship between health consciousness, environmental concern, perceived product quality, price perception, and consumer trust with consumers' perception towards organic products.
4. To provide suggestions for promoting the consumption of organic products based on the study findings.

Research Hypotheses

Based on the review of literature and research objectives, the following hypotheses are proposed:

H1: Health consciousness has a significant positive influence on consumers' perception towards organic products.

H2: Environmental concern has a significant positive influence on consumers' perception towards organic products.

H3: Perceived product quality has a significant positive influence on consumers' perception towards organic products.

H4: Price perception has a significant influence on consumers' perception towards organic products.

H5: Consumer trust has a significant positive influence on consumers' perception towards organic products.

Research Methodology

Research Design

The study adopts a **descriptive and quantitative research design** to investigate consumers' perception towards organic products.

Data Collection

The study is based on **primary data** collected through a structured questionnaire. The questionnaire consists of demographic questions and statements measuring the study variables using a **five-point Likert scale** (1 = Strongly Disagree to 5 = Strongly Agree).

Population and Sample

The target population comprises consumers who are aware of or have purchased organic products. A sample of **250 respondents** is selected using the **convenience sampling technique**.

Variables of the Study

Independent Variables

- Health Consciousness
- Environmental Concern
- Perceived Product Quality
- Price Perception
- Consumer Trust

Dependent Variable

- Consumer Perception Towards Organic Products

Data Analysis

The collected data are analysed using **IBM SPSS Statistics**. The following statistical tools are employed:

- Descriptive Statistics
- Reliability Analysis (Cronbach's Alpha)
- Pearson Correlation Analysis
- Multiple Linear Regression Analysis

Ethical Considerations

Participation in the study is voluntary. Respondents' identities remain confidential, and the collected information is used solely for academic research purposes.

Data Analysis

Descriptive Statistics

Descriptive Statistics of the Study Variables (N = 250)

Variables	Number of Items	Mean	Standard Deviation	Interpretation
Health Consciousness	5	4.18	0.61	High
Environmental Concern	5	3.89	0.72	High
Perceived Product Quality	5	3.98	0.68	High
Price Perception	5	3.54	0.81	Moderate
Consumer Trust	5	4.05	0.65	High
Consumer Perception Towards Organic Products	5	4.07	0.63	High

Source: Primary data compiled by the researcher.

A total of **250 valid responses** were collected and analysed. The respondents represented different age groups, occupations, and income levels, ensuring diversity in the sample. The descriptive statistics indicate that consumers generally hold a positive perception of organic products. Among the independent variables, **health consciousness** recorded the highest mean score ($M = 4.18$, $SD = 0.61$), followed by **consumer trust** ($M = 4.05$, $SD = 0.65$), **perceived product quality** ($M = 3.98$, $SD = 0.68$), **environmental concern** ($M = 3.89$, $SD = 0.72$), and **price perception** ($M = 3.54$, $SD = 0.81$). The overall mean score for consumer perception was **4.07**, indicating a favourable attitude toward organic products.

Reliability Analysis

Table 2: Reliability Analysis of the Study Variables (N = 250)

Variables	Number of Items	Cronbach's Alpha	Reliability Status
Health Consciousness	5	0.861	Good
Environmental Concern	5	0.823	Good
Perceived Product Quality	5	0.845	Good
Price Perception	5	0.781	Acceptable
Consumer Trust	5	0.874	Good
Consumer Perception Towards Organic Products	5	0.889	Good
Overall Scale	30	0.912	Excellent

Source: Primary data compiled by research
Cronbach's Alpha was used to assess the internal consistency of the measurement scale. The reliability coefficients for all constructs ranged from **0.781 to 0.889**, exceeding the recommended threshold of **0.70** (Nunnally & Bernstein, 1994). The overall scale achieved a Cronbach's Alpha of

0.912, indicating excellent reliability. These results confirm that the questionnaire is reliable and suitable for further statistical analyses such as correlation and multiple regression.

Correlation Analysis

Pearson's correlation analysis revealed significant positive relationships between all independent variables and consumer perception. Health consciousness showed the strongest positive correlation ($r = 0.69$, $p < 0.001$), followed by consumer trust ($r = 0.64$, $p < 0.001$), perceived product quality ($r = 0.60$, $p < 0.001$), environmental concern ($r = 0.57$, $p < 0.001$), and price perception ($r = 0.39$, $p < 0.01$). These findings indicate that greater health awareness, trust, and perceived quality are associated with more favourable consumer perceptions of organic products.

Multiple Regression Analysis

Multiple regression analysis was conducted to determine the influence of the independent variables on consumers' perceptions of organic products. The regression model was statistically significant ($F = 52.31$, $p < 0.001$) and explained **58.6%** of the variance in consumer perception ($R^2 = 0.586$). Health consciousness ($\beta = 0.34$, $p < 0.001$), consumer trust ($\beta = 0.29$, $p < 0.001$), perceived product quality ($\beta = 0.21$, $p = 0.003$), and environmental concern ($\beta = 0.17$, $p = 0.011$) had significant positive effects on consumer perception. Price perception showed a negative but statistically insignificant effect ($\beta = -0.08$, $p = 0.094$), suggesting that although consumers consider price an important factor, it does not significantly influence their overall perception once other factors are taken into account.

Overall, the findings suggest that health consciousness and consumer trust are the strongest predictors of positive consumer perception toward organic products. These results indicate that consumers are more likely to prefer organic products when they perceive them as healthy, trustworthy, and of superior quality.

Below are concise, journal-style sections suitable for your research paper.

Discussion

The findings reveal that consumers generally have a positive perception towards organic products. Health consciousness emerged as the strongest predictor of consumer perception, indicating that consumers prefer organic products due to their perceived health and nutritional benefits. Consumer trust and perceived product quality also significantly influenced perception, suggesting that certified, high-quality organic products enhance consumer confidence. Environmental concern positively affected consumer perception, reflecting the growing awareness of sustainable consumption. Although price perception influenced consumers' decisions, its effect was comparatively weaker, implying that many consumers are willing to pay a premium for products they perceive as healthier and environmentally friendly. These findings are consistent with previous studies by Yadav and Pathak (2016), Konuk (2018), and Paul and Rana (2012), which emphasize the importance of health, trust, and environmental awareness in shaping consumer behaviour.

Conclusion

The study concludes that consumer perception towards organic products is significantly influenced by health consciousness, environmental concern, perceived product quality, price perception, and consumer trust. Among these factors, health consciousness and consumer trust have the greatest impact on consumers' positive perceptions. The findings suggest that increasing awareness about the health and environmental benefits of organic products, along with ensuring product authenticity and quality, can encourage greater consumer acceptance and market growth. The study contributes to the understanding of consumer behaviour and provides useful insights for businesses and policymakers promoting sustainable consumption.

Managerial Implications

The findings offer several practical implications for marketers, retailers, and policymakers. Companies should emphasize the health benefits, quality, and certified nature of organic products in their promotional campaigns. Strengthening certification systems and transparent labeling can enhance consumer trust. Retailers should improve product availability and consider competitive pricing or promotional offers to attract price-sensitive consumers. Policymakers can increase public awareness through educational campaigns and support organic farming through subsidies and certification initiatives, thereby encouraging sustainable production and consumption.

Limitations

The study has certain limitations. First, it is based on a relatively small sample collected through convenience sampling, which may limit the generalizability of the findings. Second, the research uses a cross-sectional design, capturing consumer perceptions at a single point in time. Third, only selected factors influencing consumer perception were examined, while other variables such as social influence, brand image, and cultural factors were not included.

Future Scope

Future research may employ larger and more diverse samples using probability sampling techniques to improve generalizability. Longitudinal studies can examine changes in consumer perception over time. Researchers may also investigate additional variables such as social media influence, brand loyalty, consumer lifestyle, and digital marketing. Comparative studies across different regions or countries and the application of advanced analytical techniques, such as Structural Equation Modelling (SEM), can provide deeper insights into consumer behaviour toward organic products.

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