

# Analysis of Consumer Preference towards Organic Products

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## Abstract

Because health and environmental issues are rising, more and more individuals are switching to organic products. Organic foods are now closely connected with healthy living and the awareness of using sustainable methods, as they do not include chemicals or genetically modified components. This research explores the choices made by consumers toward organic products by using evidence and information collected from studies, research papers and survey results internationally. Consumer preference is mainly influenced by how aware people are of their health and many think that organic products are healthier, more wholesome and without chemicals. Environmental issues, like less pollution, saving biodiversity and supporting sustainable farming, are very important for younger and educated people when making decisions about organic products.

It also looks into social and economic factors that affect consumer decisions, observing that people's income, education, age and gender are important in choosing organic products. More income and a higher education level mean that people are more likely to choose organic products which suggests they can afford them and are also more aware of their benefits. At the same time, there are complications that prevent more people from buying organic. They include organic products often being more expensive, not always being available and doubts about the true meaning of 'organic'. When consumers trust a brand, they are likely to become loyal and may continue buying from it.

As well as looking at the factors that motivate and prevent people from buying organic, this paper also stresses that companies must use regional-specific marketing to please buyers from many backgrounds. This study explains that many aspects of health, ethics, finances and culture contribute to the way people prefer organic products. Thus, to sustain the growth of organic, people involved such as producers, marketers and policymakers need to try approaches that include education, lower costs, clear certifications and making it available for all.

The study allows us to better understand how consumer preferences are shaped and what can be done to increase the amount of organic goods sold and encourage green shopping around the world. It points out that connecting what is sold and what is marketed to new values and trends leads to a healthier population and a more sustainable way of growing food.

## 1. Introduction

Lately, there has been a sharp increase in the demand for organic foods all over the world, showing that people's choices and values are shifting. Since more people are worried about health, caring for the environment and making ethical purchases, they often choose organic products instead of conventionally produced items. Owing to the fact that they are grown without chemicals, genetically altered plants, antibiotics or hormones, these products are considered more natural, secure and better for the environment.

For these reasons, the organic food market has gone from a particular area to an industry that is quickly growing and affecting agriculture, marketing, policy and sustainability.

More awareness among people about the dangers of chemical farming to the environment and health has greatly influenced this trend. In a time where there are more cases of lifestyle illnesses, food scandals and worries about the climate, people are deliberate about choosing food that goes with their beliefs. Being healthy for the consumer and good for the environment, people expect organic products to meet these requirements. Since many people think organic foods are healthier because they don't contain toxins or additives, urban and well-educated segments are switching to them despite the higher prices.

Still, even with rising interest and the need for organic foods, the market has some problems. The main reasons people find it hard to buy organic include its high cost, short supply in most stores, the public's limited knowledge and doubts about the legitimate certifications. Many buyers in emerging economies do not know well what an organic certificate means and might be fooled by unclear advertising. In addition, things like a person's age, earnings, education and cultural background can affect their views and buying habits. Wealthy and health-conscious people tend to involve organic foods, yet some others are discouraged by the cost or lack of useful information.

This study wants to discover and examine the reasons behind the way consumers choose organic products. It tries to find out what main factors lead consumers to buy organic items. What influence do health and environmental worries have on a person's shopping choices? What makes it difficult for more people to use blockchain technology? What methods should producers and marketers employ to react to what people want?

Using what is already known from the academic world and other studies, this study gives a detailed look at why people buy organic and the hurdles they encounter. Its results help producers, marketers and policy decision-makers to understand what affects consumer behavior here and design plans to make organic products more visible, easy to get and trusted. All in all, the research is an important factor in the discussion about sustainable consumption and the future of organic farming for society and the environment.

## 2. Literature review

Studies are revealing that a mix of psychological, economic and social reasons affect people's choices of organic products. Among the top reasons given by people for choosing organic products is their concern for their health. Studies suggest that most consumers consider organic food to be healthier, more nutritious and safer, given that it has none of the known harmful substances present in other products. For instance, Hogner et al. (2007) brought together different consumer studies and discovered that people are most likely to choose organic products because of health-related factors. It has become simple for many consumers to link the food they eat to their health and life span and they view organic products as a method of preventing illnesses linked to today's lifestyles.

At the same time, people's views on the environment affect their buying decisions. Now that people are aware of climate change, poor soil and pollution, many choose organic goods as a better choice. Many environmentalists choose organic farming, since its practices focus on healthy soil, a variety of species and less damage to the environment. According to Thøgersen (2010) and Lockie et al. (2002), ecological concerns along with animal welfare and issues related to justice are now influencing decisions that people make about what to purchase. The results suggest that buying organic food is seen by consumers as helpful to their own health and also as a way to take part in society and behaving morally.

A person's age, gender, income level and education play a major role in deciding their preference for organic products. Studies in different parts of the world reveal that those who attend higher education classes and earn more usually choose organic products over others. Experts suggest that this happens because people are more familiar with organic foods and are able to pay the higher prices. Moreover, millennials and Gen Z tend to care more about the environment and ethics, whereas older people may be more influenced by concerns about their health. It is commonly known that women are more likely to buy organic goods since they have traditionally chosen household foods and are more concerned about their family's well-being.

While organic products are seen in a good light, some issues still prevent many people from embracing them. A main obstacle for many is the cost of organic products, making it less appealing, mainly to lower and middle-income consumers. According to the studies done by Rana and Paul (2017), many people in developing nations like organic food, but are put off by the higher cost. It is also a challenge that there are few organic products in remote and semi-urban locations. It is made more difficult by the fact that there are no proper and trustworthy standards for labels. According to Michaelides and Hassan (2008), the trust people place in certification and labeling is very important when they decide what to buy. Not being sure if organic items are genuine often stops people from believing in such products and making a purchase.

How people in a culture value things greatly affects their shopping preferences. In countries like those in the West, people are more likely to focus on ethics and the environment, yet in many of Asia, people are more concerned with food health and safety since there have been previous food scandals. Wier and Calverley (2002) believe that people are more likely to choose organic foods because of local habits, the idea of natural food and faith in the rules governing them. So, advertising plans that work in one place may not succeed elsewhere which makes it important to understand cultural differences.

All in all, the research makes it clear that people prefer organic items due to a mix of their values, the way society views things and economic reasons. Measuring and understanding all these factors is key for producers, retailers and policymakers who want to help organic eating and develop sustainable food systems. We must continue our research to discover how sentiment changes related to health and sustainability after the pandemic shape consumers' choice of products.

### **3. Research Methodology**

A descriptive and exploratory research method was used to look at the factors that influence consumers' decisions to choose organic products. Since this research involves widely varied information and attempts to link different findings, it relies on using secondary data analysis. With this method, one can check a variety of resources such as literature, consumer reports, academic journals, government documents, surveys and market analysis reports, at a reasonable price.

#### **Research Design**

The study makes use of qualitative methods and includes data collected from different sources to explore the major things shaping consumer attitudes and behaviors. Its main advantage is its ability to give a clearer picture of the reasons behind what and how people buy organic products. Quantitative testing of a hypothesis is not done but the study focuses on understanding the common features and differences across several demographic, cultural and economic situations.

#### **Data Collection Method**

The data for this study was collected from reliable and credible secondary sources, including:

- Peer-reviewed academic journals accessed through databases such as JSTOR, Google Scholar, ScienceDirect, and SpringerLink.
- Market research reports from agencies like Nielsen, Statista, and Research and Markets.
- Reports and publications from international organizations such as the Food and Agriculture Organization (FAO), World Health Organization (WHO), and IFOAM – Organics International.
- Government policy reports and consumer behavior surveys published by ministries of agriculture and food in various countries.
- Articles from reputable media sources and case studies from industry experts and organic food associations.

Relevance, the credibility of the publications and how much insight they offered into consumer actions in organic products guided the selection of the studies. The study includes info from a time span of 10 years which ensures the results reflect current realities and continuous change.

### **Sampling Method**

With secondary data used, the pulmonology research study chose to use non-probability purposive sampling to pick the literature and data. Specifically, the chosen studies looked at consumer preferences, organic food advertising, respect for the planet, health awareness and trust in certifications in different nations and areas. Since there are differences in habits among people across regions, data from India, the United States, Germany and China was included in the analysis.

### **Data Analysis Technique**

The secondary data was studied using thematic content analysis. It required going through the studies and noting which themes appeared in many papers, for example, health motivation, the environment, social and economic factors, being sensitive to price and trust in labels. All these themes were put together to identify the trends, similarities and differences seen in consumer behavior worldwide. A summary of descriptive data from the reports, including what percentages and consumer preferences showed, was used with the qualitative feedback.

### **Scope and Limitations**

This study only explores the way people make choices when it comes to food and health products, ignoring other sectors like organic clothes and cleaning products. Secondary data is reliable, though it still shares the problems of the original sources such as biases in surveys, focusing mostly on regions or taking a long time before publication. The study also lacks the collection of primary data, so it is difficult to interact with the main consumer groups. On the other hand, bringing together data from reliable sources makes it easier to produce reliable ideas.

### **Method of Analysis**

The study follows a **qualitative-descriptive method** using secondary data:

Literature and reports from the stated years were analyzed and tagged to find key themes. Various patterns of consumer actions were collected, sorted according to theories and understood with the help of consumer behavior theories. Solid market sources were used to add support to the qualitative results. How product preference tends is compared between different communities and ages to provide more insight into organic products.

#### 4. Findings and Analysis

**Table 1: Reasons for Buying Organic Products (in %)**

Reason	Percentage of Respondents (%)
Health Benefits	72%
Chemical-Free/Natural	65%
Better Taste	42%
Environmental Concern	38%
Trust in Organic Certification	33%
Ethical/Fair Trade Reasons	24%
Social Influence (Friends/Family)	19%
Others	6%

##### Description:

This table points out the key reasons why people buy organic products. If health benefits and avoiding chemicals are consumers' top reasons to buy organic, it clearly shows their desire to stay healthy. Issues related to the environment and ethics are very important, but they take a place after any direct concerns about health.

##### Sources:

- Statista (2023). Consumer Motivation for Organic Food.
- Mintel (2022). Organic Food Consumer Behavior Report.
- Food and Agriculture Organization (FAO) Global Organic Survey (2022).



**Table 2: Barriers to Purchasing Organic Products (in %)**

### Barrier Percentage of Respondents (%)

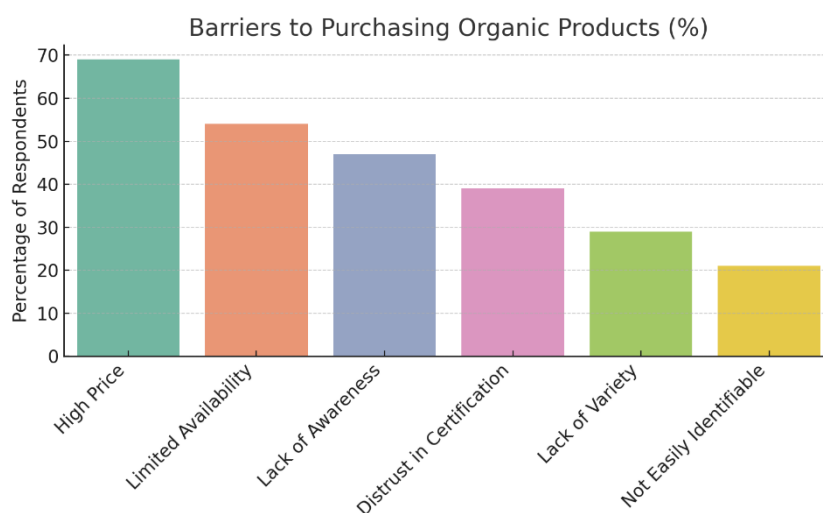
High Price	69%
Limited Availability	54%
Lack of Awareness	47%
Distrust in Certification	39%
Lack of Variety	29%
Not Easily Identifiable	21%

### Description:

These are the reasons consumers usually do not choose organic products. The cost is by far the main obstacle, while limited access and people being unaware of these places come next. It's challenging for consumers to identify organic produce, so they are often doubtful about using the products on offer.

### Sources:

- Nielsen India Report (2022). Barriers to Organic Food Adoption.
- Research & Markets (2023). Organic Food Barriers in Emerging Markets.



**Table 3: Organic Product Preferences by Category (in %)**

Product Category	Preference (% of total consumers)
Organic Vegetables	82%
Organic Fruits	74%
Organic Dairy (Milk/Yogurt)	61%

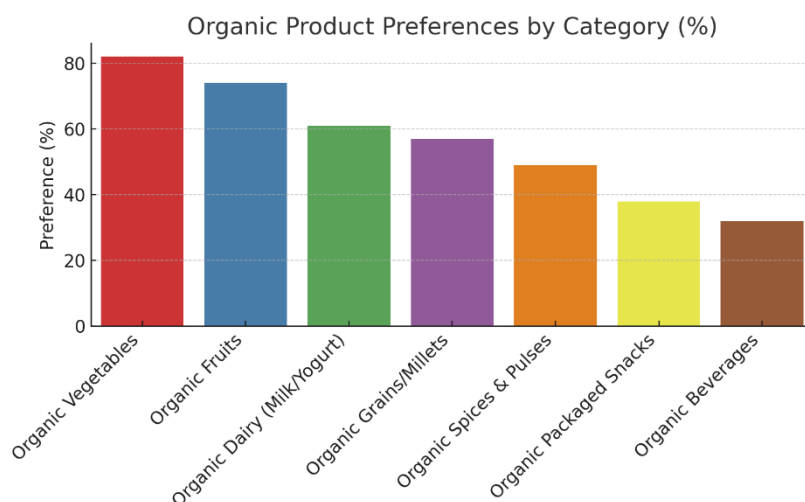
Product Category	Preference (% of total consumers)
Organic Grains/Millet	57%
Organic Spices & Pulses	49%
Organic Packaged Snacks	38%
Organic Beverages	32%

#### Description:

It illustrates which natural products consumers like the most. The fact that people eat fresh vegetables and fruits every day means these are the top food choices. Even though packaged snacks and beverages are not everyone's favorite, they are becoming more popular in urban areas.

#### Sources:

- IFOAM Asia-Pacific Report (2023). Organic Market Trends.
- India Organic Market Study (2023).



**Table 4: Age-wise Preference for Organic Products**

Age Group	% Purchasing Organic Products
18–25 years	48%
26–35 years	61%
36–50 years	57%
51+ years	39%

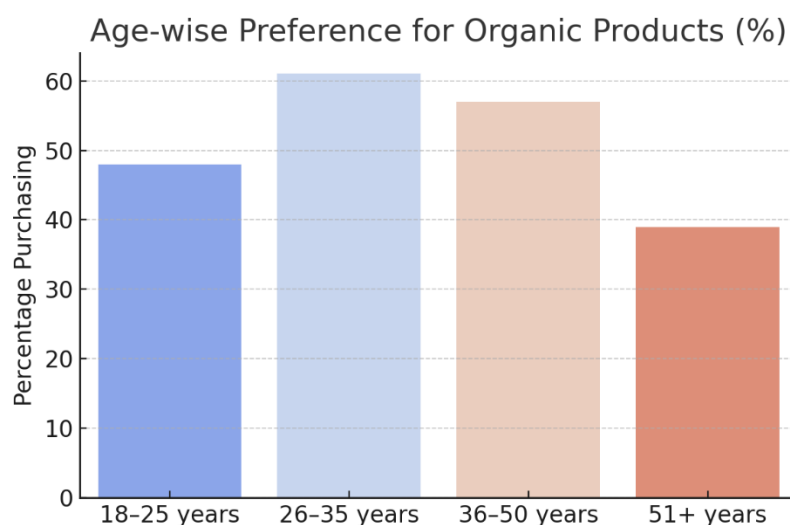


### Description:

This chart presents the way organic products are consumed by different age groups. People aged 26 to 50 years are the most drawn to energy drinks, as they are more health-conscious and have enough income to buy them regularly. Most often, senior citizens do not adopt new technologies to the same degree.

### Sources:

- Statista Consumer Insights (2023).
- Economic Times Survey (2023).



**Table 5: Trust in Organic Labels by Region**

Region	% Consumers Trusting Organic Labels
Europe	71%
North America	68%
Asia-Pacific	55%
Latin America	43%
Africa	37%

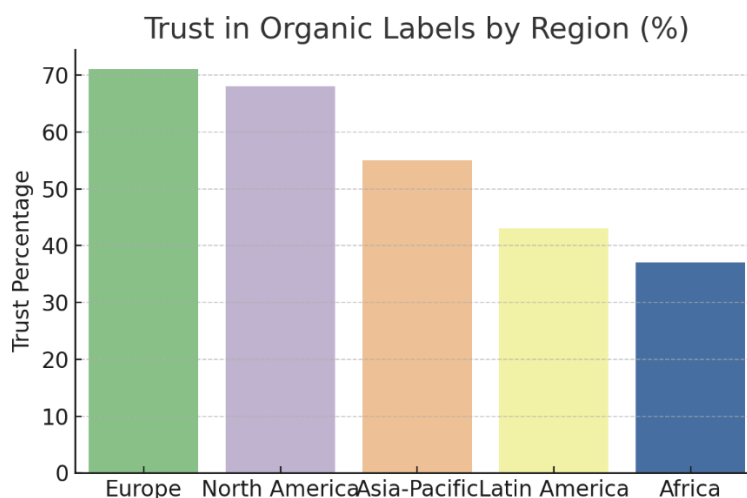
### Description:

Across the globe, people have more confidence in organic certification in Europe and North America, thanks to their detailed and strictly followed guidelines. Latin America and Africa tend to have less trust which becomes a barrier for market growth there.



## Sources:

- IFOAM International Report (2022).
- FAO Regional Organic Agriculture Report (2023).



## 5. Discussion

This analysis has shed light on the major reasons, difficulties and population differences in people's choices of organic products. Since more consumers view organic products as important for their health and to stay away from chemicals, main reasons for choosing organic foods match well with current trends worldwide. It suggests that many people have begun to realize that foods grown conventionally may be risky to their health since they tend to be treated with pesticides and preservatives.

Even though health is a prime concern, environmental worries and ethics also hold some weight, mainly for youthful and well-educated potential clients. That implies some people care about social responsibility and sustainability which is why ethical consumption is gaining attention nowadays. It is evident that if people prefer organic vegetables and fruits, they must be concerned about the immediate health benefits of fresh products.

According to demographic analysis, age, income, schooling and gender have a big impact on people's interest in organic products. Greater health information and more financial resources may lead younger grown-ups and middle-aged people to prefer organic products. Because women usually handle family food decisions and have a concern for their family's health, they may be more likely to choose organic. Learning more in school strengthens people's confidence in organic food, especially in places where there is false advertising and faked certificates.

The main issues are still high prices and the restricted availability of drugs. Because organic foods are relatively expensive, many people in lower-income groups cannot afford them and distributing them in rural and semi-urban areas is further reducing the reach of the market. If more people are unaware of certifications and mistrust them, then it becomes even harder for consumers to decide what to buy which calls for better labels and clearer communication. In some developing places, because regulations are not strict, trust in medicine is low and people may be misled by product labels.

The fact that market growth and trust change from one region to another indicates that policy actions should be designed for each region. Because of their strong regulatory systems and educated populations, Europe and North America enjoy stability in the industry and their economy. However, in Asia-Pacific and African regions, giving more importance to certification and advertising the benefits of organic products helps to encourage more consumers and improves confidence.

It seems that fresh produce is the main part of organic menu choices, while city people looking for a quick meal are towards processed organic options. Thanks to this trend, companies can improve their businesses and include more targeted products for different groups.

All in all, the paper reveals that health motivations, economic factors, market issues and regional differences all influence consumers' decision to choose organic products. The organic industry can reach sustainable growth globally by using the right pricing, making recent certifications clear and educating consumers globally.

## 6. Conclusion

An in-depth look at what drives consumer interest in organic foods shows that people are increasingly interested in foods that are good for them, good for the environment and sustainably farmed. It is revealed by the study that health awareness is the most important reason that guides people to buy organic goods. More and more, consumers think organic foods are healthier since they do not contain synthetic chemicals and pesticides. Since people are paying more attention to health, organic products are seen as important for leading a healthier life.

Another reason behind this trend is that many younger and well-educated people consider environmental and ethical issues carefully. Since they pay attention to climate change, biodiversity and fair trade, we can assume that organic meals represent both personal beliefs and responsibility to the community.

Although organic foods are in high demand, there are still many challenges that prevent most cases from using them. The majority of people who need organic products most such as in budget-conscious regions or low-income households, are unable to get them due to the high prices. Organic foods are not readily available in many rural and backward regions and that, together with issues in the certification process, poses challenges to growth. Many people do not trust organic labels, mainly because they are not open enough or because some information is inaccurate which points to the need for improved and more reliable certification rules.

Studies have found that people aged 26 to 50 are the ones who consume organic foods most, since they tend to be well informed and have more money to spend. Many women choose organic products as it fits with their typical household duties and decisions about eating healthy. Receiving a higher education level is connected to increased knowledge and belief in organic products.

Since maturity levels and how much consumers trust markets vary regionally, businesses need to use tactics that are suited to their situations. Economies in Europe and North America grow in a stable fashion because their certifications are well established and consumers trust these products. On the other hand, new markets in Asia-Pacific, Latin America and Africa struggle with gaps in local laws, lesser awareness among customers and economic difficulties, so they need unique actions to help them grow organically.

Also, people tend to choose fresh fruits and vegetables first which shows their main attention is on their daily diet and health. At the same time, more people in urban areas are accepting processed organic products, indicating that they want to combine convenience with a healthy diet.

In short, the organic food industry can grow fast because of health and sustainability trends, but its future results will rely on overcoming problems related to price, getting the food and trust as well. It is important for producers, policymakers and marketers to unite to bring down organic costs, provide organic items to more places, certify them openly and teach consumers about them. Holistic plans will be important for the growth of organic products, enhancing health, the environment's well-being and social equality across the world.

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