



CONSUMER PERCEPTION ON ORGANIC PRODUCTS

Dasari Kranthi Kumar¹, Mr.Nitesh Dubey²

Article History: Received: 19.03.2023

Revised: 04.05.2023

Accepted: 20.06.2023

Abstract:

This study aims to investigate consumer perceptions of organic products and their impact on purchasing behavior and intentions. Data was collected from 216 respondents in the Gwalior region through an online questionnaire using random sampling. The analysis focused on personalization in relation to consumer perceptions of organic products, purchasing behavior, and intention to purchase. Additionally, the study aimed to provide consumers with further knowledge on organic products. The collected data was analyzed using the Cronbach alpha reliability test, exploratory factor analysis, and multivariate analysis of variance MANOVA was applied to evaluate the effect of demographic variables. Through these analyses, the study aimed to gain insights into the factors influencing consumer perceptions and behavior towards organic products.

¹MBA Agri Business MBAN1AG21011, ITM University, Gwalior, Jhansi Rd, Turari, Gwalior, Madhya Pradesh - 474001

²Assistant Professor, ITM University, Gwalior, Jhansi Rd, Turari, Gwalior, Madhya Pradesh - 474001

DOI: 10.31838/ecb/2023.12.s3.515

CHAPTER-1

1. INTRODUCTION

Organic refers to a system of agriculture and food production that emphasizes the use of natural methods, such as composting and crop rotation, to enhance soil fertility, control pests, and minimize the use of synthetic chemicals, pesticides, and fertilizers. Organic farming also prioritizes the health and well-being of workers, animals, and the environment.

Organic products including food, fiber and personal products are certified by organizations that verify that the production methods meet certain standards. Organic products are typically sold at a premium price due to the additional costs of organic certification and production.

CONSUMER PERCEPTION

Consumer perceptions refer to the attitudes, beliefs, and opinions that consumers have about a particular product, brand, or company. These perceptions can be shaped by a variety of factors, including personal experiences, marketing and advertising, word-of-mouth, and media coverage.

Consumer perceptions can have a significant impact on purchasing decision, as consumers are more likely to buy products that they perceive as being high quality, trustworthy, and in line with their values.

CONSUMER PERCEPTION ON ORGANIC PRODUCT

Products have become increasingly popular in recent years, and consumer perceptions of these products are largely positive. Many consumers see organic products as a healthier and more sustainable option compared to conventionally grown products.

Organic products are perceived as being

free of harmful chemicals and pesticides, and as being more environmentally friendly. Consumers also believe that organic products are more nutritious, and they are willing to pay a premium price for organic food.

Additionally, consumers perceive organic products as being produced in a more ethical and transparent way, and they associate organic products with small, local, and family-run farms.

However, some consumers are skeptical of the organic label and the practices of some companies that produce organic products. Some consumers believe that the organic label is being used as a marketing tool, and that not all organic products are truly organic or produced in a sustainable manner.

Making judgments about what to buy and how much to consume depends heavily on consumer perception. In the world of organic products, customer perception is one factor that is very important. Recent years have seen an increase in the popularity of organic products due to growing health and environmental consciousness. Consumer perception of organic products includes their attitudes, beliefs, and opinions on the features, advantages, and worth of such goods.

The perception that consumers have of organic products is impacted by many different things. Personal values and lifestyle choices, social influence, price and accessibility, risk perception, taste and sensory experience, personal experiences and exposure, and product information and communication are just a few of these. They also include individual knowledge and awareness of organic farming practices.

Each of these elements influences how customers view and assess organic products, influencing whether they choose

to buy or consume them.

Consumer perception of organic products is a notion that extends beyond simple product characteristics. It includes larger factors including alignment with personal beliefs, environmental effect, and health advantages. Customers view organic products as healthier options since they are devoid of dangerous pesticides and chemicals and have better nutritional value. Additionally, they link organic agricultural methods to ethical issues, sustainability, and a reduction in environmental effect.

Consumer impression is impacted by subjective elements in addition to factual facts. Consumer impressions are greatly influenced by personal experiences, exposure to organic products, and societal factors. Customer impression of organic products is also influenced by variables including customer faith in certification labels, the reliability of the source, and the effect of media and advertising.

For producers, marketers, and politicians, understanding consumer perception of organic goods is essential. It aids in creating marketing plans, product positioning, and communication methods that appeal to the tastes and values of consumers. Additionally, it helps in understanding the factors that influence consumer acceptance of organic goods, enabling tailored initiatives to encourage their use.

Studying customer perception is becoming more and more crucial as consumer knowledge of and demand for organic products rises. Stakeholders may better satisfy consumer requirements and expectations, encourage sustainable consumption habits, and help to the expansion of the organic business by understanding the varied nature of consumer perception of organic products.

Numerous cognitive and emotional aspects affect how consumers perceive organic products. Consumer knowledge, attitudes, and opinions regarding organic products are cognitive variables. Consumers who are knowledgeable about organic agricultural practices, certification requirements, and the possible advantages of organic products typically have more favorable opinions.

Consumer impression of organic products is significantly influenced by perceived product quality. Due to elements including apparent freshness, flavor, and the lack of synthetic chemicals, consumers may believe organic items to be of higher quality than conventional products. Consumer preferences and willingness to pay more for organic products may be positively impacted by this sense of quality.

Concerns about the environment also influence how consumers see organic products. Organic products could seem like a more ecologically responsible option to consumers that value sustainability and environmental preservation. They could believe that organic agricultural methods preserve biodiversity, lessen soil and water pollution, and support ecological equilibrium.

Consumer impression of organic products is significantly shaped by social influence and peer endorsements. Friends, family, and opinion leaders who support or use organic goods may have an impact on consumers. Online reviews, social media discussions, and positive word-of-mouth can all help to change consumers' perceptions about organic products and promote their use.

Practical factors like cost and accessibility have an impact on how consumers perceive products. While some customers are ready to pay more for organic products because they believe they have more

advantages, others might believe they are more expensive or inaccessible than conventional alternatives. Budgetary restrictions, perceived value of organic qualities, and income levels are only a few examples of the variables that affect how people perceive prices.

It is significant to note that opinions on organic products within various demographic groups might differ. Consumer perceptions and priorities for organic goods can be influenced by variables including age, education, income, and cultural background. Marketers and politicians should take these variances into account and modify their tactics as necessary.

In order to effectively satisfy consumer expectations, explain product advantages, and encourage sustainable consumption, producers, retailers, and legislators must understand how consumers see organic goods. Businesses may meet the increasing demand for organic products and support a more sustainable and health-conscious society by coordinating marketing initiatives with customer perceptions and beliefs.

Personal health concerns might affect how consumers perceive organic products. Due to the lack of synthetic pesticides, hormones, and genetically modified organisms (GMOs), consumers may believe organic products to be healthier. Additionally, they could think that organic foods are more nutrient-dense, which might help them see and like them favorably.

The image that consumers have of organic products is significantly influenced by labelling and certification procedures. To identify and confirm the authenticity of organic products, consumers frequently look for labels and seals of organic certification. Consumer confidence in the organic claims made by farmers and merchants can be increased with the use of

clear and reliable labeling.

The way that consumers view organic products is always changing and subject to shifting cultural norms and fashion trends. Customers may view organic products as a reasonable and moral option as sustainability and environmental consciousness gain popularity. The impression of organic products may also be impacted by cultural aspects, such as customary food and agricultural practices. Campaigns for consumer education and awareness may have a big impact on perception. Informational campaigns may favorably affect customer perception and increase the adoption of organic goods by highlighting the advantages of organic products, dispelling common myths regarding organic agricultural practices, and addressing common misconceptions.

The diversity and accessibility of organic products can affect how consumers perceive them. Consumers may view organic products as a practical and handy solution for their overall purchasing requirements when they have access to a wide selection of organic options across several product categories. The adoption of organic eating can be aided by increased organic product availability and exposure.

Media attention and public conversation can affect how consumers see organic products. Positive media representations, news reports, and endorsements from well-known people can influence customer perception and foster a feeling of desirability and trendiness surrounding organic products.

Personal beliefs and ethical concerns may also have an impact on how consumers perceive organic products. Customers that value animal welfare, environmentally friendly agricultural methods, or supporting regional economies may view organic products as being in line with their beliefs, which will result in a more

favorable perception and desire for such items.

Given that customer impression of organic products might change over time, it is crucial to regularly evaluate and comprehend this perspective. Consumer perceptions and assessments of organic goods can be influenced by a variety of variables, including shifting consumer tastes, new study findings, and market dynamics.

The degree of consumer confidence in the organic business can affect how consumers see organic products. If consumers have confidence in the reliability and integrity of organic certifying organizations, regulatory authorities, and the whole organic supply chain, they may have a more favorable perception of organic products. Trust must be established and preserved if favorable consumer opinion is to continue.

Personal experiences with organic products might influence how others view them. Recurring purchases might result from favorable experiences, such as appreciating the flavor, freshness, and general quality of organic items. On the other side, poor experiences or inconsistent product quality could negatively affect how customers perceive a brand.

Consumer opinion of organic products is significantly influenced by marketing and advertising tactics. Effective marketing may increase customer image and build positive brand connections by emphasizing the advantages of organic products, such as better health outcomes, environmental sustainability, and support for local farmers.

Regional or cultural considerations may have an impact on how consumers perceive organic products. There may be differences in the awareness, acceptability, and choice for organic products among

various cultures and geographical areas. Traditional dietary practices, farming methods, and cultural norms, among other things, can affect how consumers perceive products and how they choose to eat them.

1.1 Conceptual Framework

A conceptual framework for consumer perceptions of organic products can provide a structure for organizing and analyzing the various factors that influence consumer attitudes and behaviors towards organic products.

One commonly used conceptual framework in this area is the "health, environmental, and socio-economic" (HES) framework, which proposes that consumer perceptions and behaviors towards organic products are influenced by three main factors:

Health: This includes consumer beliefs and attitudes towards the health benefits of organic products, such as their perceived nutritional value and the absence of harmful chemicals.

Environmental: This includes consumer concerns about the negative environmental impacts of conventional agriculture and the perceived environmental benefits of organic products.

Socio-economic: This includes demographic factors such as age, income, and education, as well as cultural, social, and psychological factors, such as consumer values and attitudes towards food and the environment.

The HES framework suggests that these three factors interact and influence each other, and that consumer perceptions and behaviors towards organic products are shaped by the complex interplay between health, environmental, and socio-economic factors.

A conceptual framework can provide a useful starting point for understanding consumer perceptions of organic products, and can help to guide the development of research in this area by highlighting the key factors that need to be considered when analyzing consumer behavior and attitudes

towards organic products.

A conceptual framework for consumer perception of organic products can be developed by considering various factors that influence how consumers perceive and evaluate organic products. Here's an outline of a possible conceptual framework:

Consumer Knowledge and Awareness:

- Consumer awareness of what it means for a product to be organic, as well as their knowledge of organic products.
- Consumer knowledge of the advantages and qualities of organic products, such as their sustainability for the environment, health advantages, and lack of synthetic chemicals.

Product Specifications and Labelling:

- Labelling and certification for organic products: Consumers recognize and trust labels and seals for organic certification.
- Perceived product quality: How consumers see organic vs conventional products in terms of quality and freshness. Consumer perceptions of possible health benefits of organic food, such as less pesticide residues and increased nutritional content.

Environmental Concerns:

- Consumer views towards the sustainability of the environment and their readiness to embrace organic agricultural methods.
- Perception of a smaller environmental impact: Consumers see organic farming as being more sustainable and ecologically benign than traditional farming practices.

Reliability and Trust:

- Consumer confidence in the veracity and correctness of statements made by producers and merchants regarding the organic status of their products.
- Credibility of the source: How consumers see producers, merchants, and organizations that certify organic products.

Personal Values and Lifestyle:

- Alignment with personal beliefs: Consumers perceive organic goods as a reflection of their personal values, such as a dedication to health, sustainability, and ethical consumerism.
- Lifestyle factors: habits and lifestyle decisions made by consumers, such as food habits, moral concerns, and willingness to pay more for organic goods.

Social Influence:

- Reference groups and social norms: Friends, relatives, and social networks have an impact on how customers perceive and use organic goods.
- Media and advertising: How customer perception of organic products is affected by media coverage, advertising, and promotional activities.

Cost and Accessibility:

- Price Sensitivity: Consumer perceptions of and willingness to pay for the price premium associated with organic products.
- Availability and accessibility: How consumers perceive the accessibility and availability of organic products in their immediate surroundings.

Risk Perception:

- Consumer worries about food safety and the perceived risk of eating traditional items that may include additives, GMOs, or pesticide residues.
- The perceived danger of using synthetic chemicals in conventional agriculture vs the perceived reduced risk of using organic agricultural methods.

Taste and Sensory Experience:

- How consumers perceive the taste, flavour, and overall sensory experience of organic products in comparison to alternatives made from conventional materials.
- Preferences for the real, authentic flavours found in organic food and drink.

Personal Experience and Exposure:

- Past dietary habits and direct contact with organic goods have a bearing on customer perception and choice.
- Getting exposed to organic food at social gatherings, eateries, farmers' markets, or through CSA (community-supported agriculture) initiatives.

Product Information and Communication:

- Providing customers with clear and transparent information on organic goods, including information on product labels, ingredient lists, and manufacturing processes.
- The methods of communication used to spread knowledge about organic products, such as websites, social media, awareness-raising initiatives, or product packaging.

Cognitive Biases and Heuristics:

- The impact of cognitive biases, including the availability heuristic or confirmation bias, on how consumers perceive and make decisions on organic goods.
- How mental heuristics and cognitive shortcuts are used to assess the veracity and appeal of organic items.

Demographic Factors:

- Effects of demographic factors on customer perception and acceptance of organic goods, including age, income, education, and cultural background.
- Variations in attitudes and perceptions regarding organic products among various customer groups.

Competitive Environment:

- Perceived differences in flavour, cost, convenience, and diversity between organic and non-organic products.
- The competition from other alternative food labelling claims (such as natural, local, or sustainable), as well as their impact on how consumers see organic goods.

1.2 LITERATURE REVIEW

A literature review of consumer perceptions of organic products would involve an examination of the existing academic research on this topic. This would include an analysis of studies that have explored consumer attitudes, beliefs, and behaviours towards organic products, as well as factors that influence these perceptions and behaviours.

Some common themes that have emerged from previous research include:

1) **Health and Environmental Concerns:** Many consumers choose organic products due to their perceived health and environmental benefits. For example, some consumers believe that organic products are more nutritious and free from harmful chemicals, while others choose organic products due to concerns about the negative environmental impacts of conventional agriculture.

2) **Price Sensitivity:** Price is often taken as a key factor in determining consumer purchasing behavior for organic products. Previous research has shown that consumers are willing to pay a premium price for organic products, but this willingness is often influenced by factors such as income, education, and age.

3) **Awareness and Trust:** Consumer perceptions of organic products are often influenced by their level of awareness and trust in the organic food industry.

4) **Demographic Differences:** Previous research has shown that there are differences in consumer perceptions and behaviours towards organic products based on demographic factors such as age, gender, income, and education. For example, younger consumers may be more likely to choose organic products.

5) **Marketing and Advertising:** The marketing and advertising strategies used by organic food companies can also have an impact on consumer perceptions and behaviours.

The literature review would also include an analysis of the methodology used in previous studies, such as surveys, focus groups, and experiments, and the strengths and limitations of these methods. The literature review would also consider the geographical and cultural context of the studies, as consumer perceptions and behaviours towards organic products may vary in different countries and cultural contexts.

The literature review would provide a comprehensive overview of the existing research on consumer perceptions of organic products, and would provide a foundation for the development of new research in this area.

Health Consciousness Stanton, J. (2007) Numerous research have demonstrated that consumers' perceptions of organic products are significantly influenced by health consciousness. Because of their increased vitamin content and lower pesticide and chemical residues, consumers believe organic food to be healthier. People who are concerned about their health often have more favourable opinions and are more inclined to buy organic items.

Environmental Concerns Magnusson, M. K., & Arvola, A. (2001) ecologically concerned consumers frequently view organic items as more ecologically friendly and sustainably produced alternatives. Consumers believe that organic farming practises result in less pollution, the preservation of biodiversity, and the protection of natural resources, according to studies. Consumer sentiments and willingness to pay more for organic products are substantially influenced by environmental concerns.

Trust and Labeling Dagevos, H., & Voordouw, J. (2013) Consumer view of organic products is highly influenced by their level of trust. customer views and their belief in the veracity and calibre of

organic goods can be positively influenced by customer trust in organic labels, certifications, and regulatory agencies. Consumer confidence may be damaged by inaccurate labelling and a lack of openness, which will harm how they see organic products.

Price and Accessibility Huylenbroeck, G. V. (2009) Although consumers are aware of the advantages of organic products, these two factors continue to be major obstacles to adoption. Consumers believe organic items to be more expensive than their conventional counterparts, according to studies. The impression and choices of consumers are also influenced by the accessibility and availability of organic items at nearby markets and shops.

Health consciousness, environmental concerns, trust, labelling, cost, and accessibility are just a few of the variables that affect how consumers perceive organic products. Marketers and politicians must comprehend these elements in order to properly explain the advantages of organic products and allay customer worries. The exploration of new consumer perception dynamics and trends in the future should serve as a roadmap for the creation of sustainable consumption practices.

Health Benefits and Safety Perception Zanolini, R. (2013) Compared to conventional goods, consumers frequently believe that organic products are safer and healthier. According to research, this view is influenced by the lower usage of synthetic hormones, antibiotics, and pesticides in organic farming. Organic products are perceived as having more nutritional value and less health hazards by consumers, which results in more favourable attitudes and improved purchase intentions.

Sustainability and environmental concerns Padel, S., & Foster, C. (2005) Consumers'

awareness of environmental issues affects how they see organic products. Organic agricultural practices, which preserve biodiversity and use less chemicals, are in line with consumer concerns about sustainability. According to studies, customers view organic products as being more ecologically friendly, which positively affects their perception and willingness to pay more for them.

Quality and Taste Francis, C. A. (2001) another important elements is consumer impression of the quality and flavor of organic food. According to research, people believe organic food to be of the highest quality, freshness, and flavour. The perception of organic products as generally being of higher quality is influenced by positive sensory interactions with them.

Trust and Certification Gao, Z., House, L., & Bi, X. (2014) To determine the veracity and dependability of organic products, consumers look to organic certificates and labelling. According to studies, customers' perceptions and purchasing choices are favorably impacted by their belief in organic labels and certifying organizations. Consumer confidence in organic products must be increased by open communication, clear labelling, and reliable certification procedures.

Health advantages, environmental concerns, perceptions of quality, and consumer faith in organic certifications are just a few of the many ways that consumers see organic products. Understanding these elements can aid marketers and decision-makers in creating strategies that effectively communicate the benefits of organic products and allay customer worries. In order to give comprehensive information, further study should examine current developments, such the effect of digital media and social influence on customer perception of organic products.

Benefits to Health as Perceived J. Aschemann-Witzel, S. Zielke, & Zielke, S. (2017) The supposed health advantages of organic agriculture practises are frequently what influence consumers' perceptions of organic products. Consumers believe organic products to have less pesticide residues and be devoid of genetically modified organisms (GMOs), according to studies. Consumer attitudes and willingness to pay more for organic products are influenced by this assumption of improved health advantages.

Sources of Information and Belief I. Vermeir, W. Verbeke, and others (2006) Information sources are one of several variables that affect consumer trust in organic products. According to research, customers seek information on organic products from a variety of sources, including labels, certifications, and personal networks. customer perception and buying inclinations are positively impacted by customer trust in information sources.

Environmental Issues and Ethical Issues D'Souza, C., Taghian, M., & Lamb, P. (2007) Environmental issues and ethical issues have a significant impact on how consumers see organic products. Customers frequently link organic agriculture to lower environmental impact, resource conservation, and animal welfare. The compatibility of organic goods with ethical and sustainable principles has a beneficial impact on customer perception and desire to support organic agricultural methods.

Product Qualities and Attributes Verplanken, B., & Olsen, S. O. (2006) Specific product qualities and considerations have an impact on how consumers perceive organic products. Consumers tend to connect organic products with qualities like freshness, flavour, and nutritional content, according to studies. Positive customer attitudes and

preferences are influenced by the impression of organic products as having greater quality and superior flavour.

Benefits to Health and Nutrition Mojdzuska, E. M. (2016) Consumers believe organic products to be healthier and more nutrient-dense than conventional items. This impression is influenced by the lack of synthetic chemicals, insecticides, and genetically modified organisms (GMOs) in organic production techniques. Studies show time and time again that people tend to see organic items favourably and are more likely to make purchases because of this association.

Flavour and Quality Magnusson, M. K., & Koistinen, K. (2012) The notion of greater flavour and quality among consumers affects their perceptions of organic products. Consumers reportedly link organic products with natural, authentic flavours and greater levels of overall quality, according to studies. Consumer preferences and repeat purchases are influenced by satisfying sensory experiences with organic products.

Environmental and ethical considerations Verhoef, P. C., & Langerak, F. (2001) Compared to conventional alternatives, consumers believe that organic products are more sustainable and kinder to the environment. Organic farming practices address customers' environmental concerns by reducing chemical use and promoting biodiversity. The ethical consideration of animal welfare and fair-trade principles also improves the way that consumers see organic products.

Trust and Information Sources Hwang, J., & Lee, S. (2018) Consumer impression of organic products is greatly influenced by their level of consumer trust. Organic certifications, labelling, and recommendations from trusted sources are among the trustworthy information sources

that have a beneficial effect on customer impression. On the other hand, issues like greenwashing, deceptive labelling, and a lack of transparency can damage consumers' perceptions of organic products and erode their confidence.

Consumer perception is extremely important in determining consumer behaviour and buying choices, especially when it comes to organic products. Understanding customer views, attitudes, and preferences is crucial for businesses, marketers, and legislators as the demand for organic goods rises. With a focus on significant results and recommendations, this review of the literature offers an overview of the current research on consumers' perceptions of organic products.

Consumer Perceptions of Organic Products, Zanolli, R., & Naspetti, S. (2002) Consumers frequently believe that organic products are superior than conventional ones in terms of quality, health, and environmental friendliness. Studies repeatedly demonstrate that customers identify organic products with sustainability, naturalness, and purity, which promotes more favourable views and improved buy intentions.

Factors Influencing Consumer Perception, De-Magistris, T., & Gracia, A. (2008) Consumer perceptions of organic products are influenced by a number of variables. Personal beliefs, health issues, environmental awareness, faith in organic certifications, cost factors, and information sources are a few examples. Businesses and marketers may better meet customer demands and concerns by adjusting their communication tactics with an understanding of these elements.

1.1 Rationale of the Study

The rationale for studying consumer perceptions of organic products is rooted in the growing interest in organic food and

the increasing demand for organic products. There are several reasons why this topic is important and relevant:

1) **Health and Environmental Concerns:** With growing awareness of the potential health and environmental risks associated with conventional agriculture, many consumers are seeking healthier and more environmentally-friendly food options. Organic products are seen as a healthier and more sustainable alternative to conventional products, and studying consumer perceptions of organic products can help to understand the motivations behind these choices.

2) **Market Growth:** The organic food market is one of the fastest-growing food segments globally, and studying consumer perceptions of organic products can help to understand the driving forces behind this growth. This information can be used to inform the development of new organic products and marketing strategies.

3) **Consumer Trends:** Studying consumer perceptions of organic products can provide insight into changing consumer attitudes and behavior towards food and the environment. This information can be useful for food companies, policymakers, and academics who are interested in understanding consumer behavior and the development of the organic food market.

4) **Gap in the Literature:** Despite the growing interest in organic food, there is still a gap in the literature regarding consumer perceptions and behavior towards organic products. Conducting a study on this topic can contribute new data and insights to the academic literature and provide a more complete understanding of consumer behavior in the organic food industry.

5) **Policy Implications:** The results of a study on consumer perceptions of organic products can have important policy implications for the organic food industry. For example, it can inform the development of regulations and standards that support the growth and development

of the organic food market, and ensure that consumers are able to access safe and high-quality organic products.

The studying consumer perceptions of organic products are important because it provides insights into the motivations, attitudes, and behaviors of consumers in the organic food market. This information can be used to inform the development of new products, marketing strategies, and policies that support the growth and sustainability of the organic food industry.

1.2 Objectives of the Study

The objective of a study on consumer perceptions of organic products can vary depending on the research questions and the intended outcomes. However, here are some common objectives for such a study:

- 1) To understand consumer attitudes and beliefs towards organic products, and how they compare with conventional products.
- 2) To examine the factors that influence consumer perceptions and purchasing behavior of organic products, such as health and environmental concerns, price, marketing, and product availability.
- 3) To identify demographic and socioeconomic factors that play a role in determining consumer perceptions and purchasing behavior of organic products.
- 4) To assess the impact of consumer perceptions on the organic industry and its future growth.
- 5) To develop marketing strategies and recommendations for organic product manufacturers and retailers based on consumer perceptions and behavior.
- 6) To provide insights into consumer preferences and needs related to organic products, and to inform the development of new organic products.
- 7) To contribute to the academic literature on consumer behavior and the organic food industry by providing new data and insights.

The specific objective of the study will

depend on the research questions, methodology, and data collection techniques used. However, the overall aim is to better understand consumer perceptions and behavior towards organic products, and to use this knowledge to inform the development of the organic food industry.

1.3 Hypothesis of the Study

The hypothesis of a study on consumer perceptions of organic products can vary depending on the research objectives and questions. However, here are some common hypotheses that might be tested in such a study:

Hypothesis 1: Consumers are more likely to perceive organic products as being of higher quality and more nutritious compared to conventional products. Consumers who are concerned about environmental and health issues are more likely to prefer and purchase organic products.

Hypothesis 2: Consumers are willing to pay a premium price for organic products due to their perceived benefits. Consumers are becoming more aware of the benefits of organic products, and this trend will continue in the future.

Hypothesis 3: Younger generations are more likely to prefer and purchase organic products compared to older generations. Consumers believe that organic products have a more positive impact on the environment compared to conventional products.

Hypothesis 4: The availability of organic products in the market affects consumers' purchasing decisions. Consumer perceptions of organic products are influenced by marketing and advertising.

These hypotheses can be tested through various methods such as surveys, focus groups, or experiments, to determine if consumers truly hold these perceptions and if they have an impact on their purchasing behavior.

Chapter-2 RESEARCH METHODOLOGY

2.1 The study: The study was exploratory in nature. Survey method was used to collect the data.

2.2 Sample Design:

2.2.1 Population: The population for this study was people residing in Gwalior region.

2.2.2 Sample Frame: Sample Frame of the study was costumer point of view about organic products.

2.2.3 Sampling Technique : Judgmental sampling techniques used in this study

2.2.4 Sampling size: The sampling element of the study was individual respondents.

2.3 Tools used for Data Collection:

Standardized questionnaires were used to collect data on consumer perception on Organic products, Likert type scale was used to collect data where 1 indicated strongly disagree and 5 indicated strongly agree.

2.4 Tools used for Data Analysis:

Cronbach's Alpha Reliability Test was applied to check the reliability for consumer perception on Organic products questionnaires.

Factor Analysis was applied to identify the underlying factors and consumer perception on Organic products questionnaires.

Linear Regression test was applied to check the impact of consumer perception on Organic products.

Reliability

Case Processing Summary

N		%	
Cases	Valid	216	99.5
	Excluded ^a	1	.5
	Total	217	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha ^a	N of Items
-.159	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The case processing summary provides an overview of the data analysis process for a particular study or research project. In this case, there were a total of 217 cases included in the analysis. Out of these cases, 216 (99.5%) were considered valid and included in the analysis, while 1 (.5%) case was excluded. The exclusion was likely due to listwise deletion, which means that the case was removed because

it had missing data on at least one variable included in the analysis.

The reliability statistics, specifically Cronbach's Alpha, are measures of internal consistency reliability for a set of items or variables. In this case, the Cronbach's Alpha coefficient was reported as -.159, which is a negative value. A negative Cronbach's Alpha is unusual and suggests that there is a negative average covariance

among the items in the analysis. This violates the assumptions of the reliability model and indicates potential issues with the item codings or the scale used to measure the variables. It is recommended to check the coding of the items to ensure accuracy.

In summary, the case processing summary indicates that most cases were valid and included in the analysis, with only a small

Reliability

Case Processing Summary

N		%	
Cases	Valid	217	100.0
	Excluded ^a	0	.0
	Total	217	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha ^a	N of Items
-.297	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Based on the provided case processing summary, there were a total of 217 cases in the dataset. All 217 cases were considered valid and included in the analysis. There were no cases excluded based on any criteria.

Moving on to the reliability statistics, Cronbach's Alpha was calculated to assess the internal consistency reliability of the variables in the analysis. The obtained Cronbach's Alpha coefficient was - 0.297, indicating a negative value. This negative value suggests that there is a negative average covariance among the items, which violates the assumptions of the reliability model. It is recommended to check the coding of the items to investigate the cause of this violation.

Overall, the case processing summary indicates that all cases were included in the analysis, while the reliability statistics suggest issues with the internal consistency reliability of the variables.

percentage excluded. However, the reliability analysis reveals a negative Cronbach's Alpha, indicating potential issues with the item codings and the reliability of the measurement scale. Further investigation and evaluation of the items and their coding are necessary to address this issue.

Further investigation and possibly recoding of the items may be necessary.

Reliability**Case Processing Summary**

N		%	
Cases	Valid	217	100.0
	Excluded ^a	0	.0
	Total	217	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha ^a	N of Items
-.380	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Based on the case processing summary, there were a total of 217 valid cases included in the analysis. There were no cases excluded based on the criteria specified.

In terms of reliability statistics, Cronbach's Alpha is reported as -.380, which is a negative value. This negative value indicates that there is a negative average

covariance among the items included in the analysis. This violates the assumptions of the reliability model. It is suggested to check the item codings to investigate the cause of this negative covariance.

Overall, the negative Cronbach's Alpha suggests that the items included in the analysis may not be reliable measures of the construct of interest. Further investigation and revision of the measurement instrument may be necessary.

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Do you believe organic products are healthier than conventional products? {TP} ^b		Enter

- a. Dependent Variable: Do you suggest others to buy organic products?
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.115	.739

a. Predictors: (Constant), Do you believe organic products are healthier than conventional products? {TP}

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.

1	Regression	15.766	1	15.766	28.903	.000 ^b
	Residual	116.734	214	.545		
	Total	132.500	215			

a. Dependent Variable: Do you suggest others to buy organic products?

b. Predictors: (Constant), Do you believe organic products are healthier than conventional products?{TP}

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.877	.112		7.807	.000
	Do you believe organic products are healthier than conventional products?{TP}	.432	.080	.345	5.376	.000

a. Dependent Variable: Do you suggest others to buy organic products?

Based on the provided information, it appears to be a regression analysis2. examining the relationship between the belief in the healthiness of organic products and the likelihood of suggesting others to buy organic products. Here is the interpretation of the results:

1. Model Summary:

R: The correlation coefficient between the3. predictor variable (belief in the healthiness of organic products) and the dependent variable (likelihood of suggesting others to buy organic products) is 0.345. This indicates a moderately positive relationship.

R Square: The coefficient of determination is 0.119, meaning that approximately 11.9% of the variance in the dependent variable can be explained by the predictor variable.

Adjusted R Square: The adjusted R Square value is 0.115, which takes into account the degrees of freedom and penalizes the addition of unnecessary variables.

Std. Error of the Estimate: The standard error of the estimate is 0.739, representing the average deviation of the actual values

from the predicted values.

ANOVA:

The ANOVA table shows that the regression model is statistically significant ($p < 0.001$). This means that the predictor variable significantly contributes to predicting the likelihood of suggesting others to buy organic products.

Coefficients:

Constant: The intercept of the regression line is 0.877. It represents the expected value of the dependent variable when the predictor variable is zero.

Do you believe organic products are healthier than conventional products?{TP}: The coefficient for this predictor variable is 0.432. It indicates that for every one-unit increase in the belief in the healthiness of organic products, there is a 0.432 increase in the likelihood of suggesting others to buy organic products.

Standardized Coefficients (Beta): The standardized coefficient for the predictor variable is 0.345. It indicates the relative importance of the predictor variable compared to other variables in the model.

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	What factors influence your decision to buy organic products?, Do you 4 organic products are 2t good for health?GG, Do you 4 organic products are good for health ? ^b		Enter

- a. Dependent Variable: Do you suggest others to buy organic products?
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335 ^a	.112	.099	.745

- a. Predictors: (Constant), What factors influence your decision to buy organic products?, Do you 4 organic products are 2t good for health?GG, Do you 4 organic products are good for health ?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.840	3	4.947	8.913	.000 ^b
	Residual	117.660	212	.555		
	Total	132.500	215			

- a. Dependent Variable: Do you suggest others to buy organic products?
 b. Predictors: (Constant), What factors influence your decision to buy organic products?, Do you 4 organic products are 2t good for health?GG, Do you 4 organic products are good for health ?

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.271	.385		5.897	.000
	Do you 4 organic products are 2t good for health?GG	.060	.047	.086	1.288	.199
	Do you 4 organic products are good for health ?	-.277	.060	-.311	-4.598	.000

What factors influence your decision to buy organic products?	.057	.102	.037	.554	.580
---	------	------	------	------	------

a. Dependent Variable: Do you suggest others to buy organic products?

Model 2: Variables Entered: The variables entered in this model are "What factors influence your decision to buy organic products?", "Do you think organic products are good for health?", and "Do you think organic products are good for health? GG".

Model Summary:

R: The correlation coefficient (R) is 0.335, indicating a weak positive relationship between the combination of factors and the suggestion to buy organic products.

R Square: The coefficient of determination (R Square) is 0.112, meaning that approximately 11.2% of the variance in the suggestion to buy organic products can be explained by the combination of factors. **Adjusted R Square:** The adjusted R Square is 0.099, considering the sample size and number of predictors.

Std. Error of the Estimate: The standard error of the estimate is 0.745, representing the average distance between the observed and predicted values of the suggestion to buy organic products.

ANOVA:

Regression: The regression model is statistically significant ($p < 0.001$), indicating that the combination of factors significantly predicts the suggestion to buy organic products.

Residual: The residual sum of squares is 117.660, indicating the amount of unexplained variance in the suggestion to buy organic products.

Total: The total sum of squares is 132.500, representing the total variability in the suggestion to buy organic products.

Coefficients:

Constant: The constant term in the regression equation is 2.271.

Do you think organic products are good for health?GG: This variable has a coefficient of 0.060, indicating a weak positive relationship with the suggestion to buy organic products, but it is not statistically significant ($p = 0.199$).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Do you 4 future is dependon. Organic products?, Have you ever had a negative experience with an organic product?{AOP}, How often you purchase organic products{AOP} ^b		Enter

a. Dependent Variable: Do you suggest others to buy organic products?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.288 ^a	.083	.070	.758

a. Predictors: (Constant), Do you 4 future is depend on Organic products?, Have you ever had a negative experience with an organic product?{AOP}, How often you purchase organic products{AOP}

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.964	3	3.655	6.354	.000 ^b
	Residual	121.361	211	.575		
	Total	132.326	214			

a. Dependent Variable: Do you suggest others to buy organic products?

b. Predictors: (Constant), Do you 4 future is depend on Organic products?, Have you ever had a negative experience with an organic product?{AOP}, How often you purchase organic products{AOP}

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.093	.361		3.030	.003
	How often you purchase organic products{AOP}	.105	.054	.130	1.953	.052
	Have you ever had a negative experience withan organic product?{AOP}	.318	.104	.203	3.061	.002
	Do you 4 future is depend on Organic products?	-.155	.059	-.176	-2.656	.009

a. Dependent Variable: Do you suggest others to buy organic products?

Model Summary:

R: The correlation coefficient (R) indicates a weak positive relationship (0.288) between the independent variables and the dependent variable.

R Square: The coefficient of determination (R Square) suggests that only 8.3% of the variance in the dependent variable can be explained by the independent variables.

Adjusted R Square: The adjusted R Square takes into account the number of predictors and suggests that about 7% of the variance in the dependent variable is explained by the independent variables.

Std. Error of the Estimate: The standard error of the estimate (0.758) represents the average difference between the predicted and actual values of the dependent variable.

ANOVA:

The ANOVA table shows that the regression model as a whole is statistically significant ($p < .000$). The regression explains a significant amount of variance in the dependent variable.

The sum of squares, degrees of freedom, and mean squares provide information about the variability and significance of the regression model.

Coefficients:

The coefficients table displays the unstandardized and standardized coefficients for each independent variable.

Unstandardized Coefficients (B): These coefficients represent the expected change in the dependent variable for a one-unit change in the independent variable, holding other variables constant.

Standardized Coefficients (Beta): These coefficients represent the standardized effect of each independent variable on the dependent variable, allowing for a comparison of the relative importance of each variable.

t: The t-values indicate the significance of each independent variable. Generally,

values with $p < .05$ are considered statistically significant.

Interpretation:

The constant term suggests that when all independent variables are zero, the predicted value for suggesting others to buy organic products is 1.093.

"How often you purchase organic products" has a positive coefficient of 0.105 ($p = .052$), indicating that a higher frequency of purchasing organic products is associated with a slightly higher likelihood of suggesting others to buy organic products.

"Have you ever had a negative experience with an organic product?" has a positive coefficient of 0.318 ($p = .002$), indicating that individuals who have had negative experiences with organic products are more likely to suggest others to buy organic products.

"Do you think your future is dependent on organic products?" has a negative coefficient of -0.155 ($p = .009$), suggesting that individuals who do not perceive their future to be dependent on organic products are less likely to suggest others to buy them.

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Are you willing to pay more for organic products compared to conventional products?, How much do you trust the organic certification process? ^b		Enter

a. Dependent Variable: Do you suggest others to buy organic products?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341 ^a	.116	.108	.742

a. Predictors: (Constant), Are you willing to pay more for organic products compared to conventional products?, How much do you trust the organic certification process?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.375	2	7.687	13.980	.000 ^b
	Residual	117.125	213	.550		
	Total	132.500	215			

a. Dependent Variable: Do you suggest others to buy organic products?

b. Predictors: (Constant), Are you willing to pay more for organic products compared to conventional products?, How much do you trust the organic certification process?

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.530	.229		6.675	.000
	How much do you trust the organic certification process?	-.129	.047	-.182	-2.782	.006
	Are you willing to pay more for organic products compared to conventional products?	.223	.056	.259	3.960	.000

a. Dependent Variable: Do you suggest others to buy organic products?

The model summary provides information about the goodness of fit of the model. The R-squared value of 0.116 indicates that the predictor variables explain about 11.6% of the variance in the dependent variable. The adjusted R-squared of 0.108 takes into account the number of predictors in the model and

provides a slightly more conservative estimate of the model's fit. The standard error of the estimate is 0.742, which represents the average distance between the observed and predicted values of the dependent variable.

The ANOVA table shows that the regression model as a whole is statistically significant ($p < 0.001$). This means that the predictor variables collectively have a significant impact on predicting whether individuals suggest others to buy organic products.

The coefficients table provides information about the individual predictor variables. The constant term is 1.530, indicating the expected value of the dependent variable when all predictors are zero.

For the predictor variable "How much do you trust the organic certification process?", the unstandardized coefficient is -0.129. This suggests that for each unit increase in trust in the organic certification process, the suggestion to buy organic

products decreases by approximately 0.129 units, holding other variables constant.

For the predictor variable "Are you willing to pay more for organic products compared to conventional products?", the unstandardized coefficient is 0.223. This indicates that for each unit increase in willingness to pay more for organic products, the suggestion to buy organic products increases by approximately 0.223 units, holding other variables constant.

In summary, the analysis suggests that both the willingness to pay more for organic products and the level of trust in the organic certification process have a significant impact on whether individuals suggest others to buy organic products. However, it's important to note that the model explains only a small portion of the variance in the dependent variable, indicating that there are likely other factors influencing people's suggestions regarding organic products that are not accounted for in this model.

Factor Analysis Communalities

Initial		Extraction
How often you purchase organic products {AOP}	1.000	.684
Do you believe organic products are healthier than conventional products? {TP}	1.000	.385

Have you ever had a negative experience with an organic product?{AOP}	1.000	.701
Do you think 4 organic products are good for health?GG	1.000	.817
Do you think 4 organic products are good for health ?	1.000	.588
Do you think 4 future is depend on Organic products?	1.000	.655
Do you suggest others to buy organic products?	1.000	.572
How much do you trust the organic certification process?	1.000	.535
Are you willing to pay more for organic products compared to conventional products?	1.000	.544
What factors influence your decision to buy organic products?	1.000	.526

Extraction Method: Principal Component Analysis.

Total Variance Explained

Initial Eigenvalues				Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.357	23.568	23.568	2.357	23.568	23.568
2	1.295	12.949	36.517	1.295	12.949	36.517
3	1.217	12.167	48.685	1.217	12.167	48.685
4	1.139	11.392	60.077	1.139	11.392	60.077
5	.935	9.346	69.423			
6	.777	7.766	77.189			
7	.729	7.292	84.480			
8	.556	5.560	90.040			
9	.534	5.341	95.381			
10	.462	4.619	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

Component

1	2	3	4	
How often you purchase organic products{AOP}	.267	.550	-.556	-.031
Do you believe organic products are healthier than conventional products?{TP}	.607	-.011	-.100	.083
Have you ever had a negative experience with an organic product?{AOP}	.068	.179	.785	-.221
Do you think organic products are good for health?GG	.409	-.179	.256	.743
Do you think organic products are good for health?	-.692	.316	.057	.081
Do you think the future is dependent on Organic products?	-.514	.304	.266	.476
Do you suggest others to buy organic products?	.655	.241	.270	-.113
How much do you trust the organic certification process?	-.568	-.211	.111	-.395
Are you willing to pay more for organic products compared to conventional products?	.421	.461	.232	-.317
What factors influence your decision to buy organic products?	-.273	.648	-.058	.170

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Communalities:

- Communalities represent the proportion of variance in each variable that is accounted for by the extracted components. They indicate how well each variable is represented by the extracted factors. In this case, the communalities range from 0.385 to 0.817 after extraction.

Total Variance Explained:

- The total variance explained section shows the variance accounted for by each extracted component and the cumulative variance explained up to that component. The analysis extracted four components in this case.

- The first component explains 23.568% of the variance, the second component explains 12.949%, the third component explains 12.167%, and the fourth component explains 11.392% of the variance. Together, these four components account for 60.077% of the total variance.

Component Matrix:

- The component matrix displays the loadings or correlations between the variables and the extracted components. It indicates how strongly each variable is associated with each component.

- In this case, four components were extracted, and the matrix shows the loadings for each variable on each component. Positive loadings indicate a positive relationship, while negative loadings indicate a negative relationship.

- For example, "How often you purchase organic products" (AOP) has positive loadings on components 1 and 2, but negative loadings on components 3 and 4. This suggests that AOP is positively related to the first two components but negatively related to the last two components. Interpretation:

- The PCA results suggest that the variables related to organic products can be grouped into four components that explain a significant portion of the variance.

- Component 1 is positively associated with variables related to beliefs and attitudes towards organic products.

- Component 2 is associated with variables related to personal experiences and opinions about organic products.

- Component 3 is associated with variables related to health perceptions of organic products.

- Component 4 is associated with variables related to willingness to recommend and pay for organic products.

- These components can help in understanding the underlying factors influencing consumer behavior and attitudes towards organic products.

Note: The interpretation provided here is based solely on the given information. Without additional context or knowledge of the specific variables and their meanings, a more detailed interpretation may not be possible.

2. DISCUSSION

Consumer perception of organic products has undergone significant changes in recent years. Previously, organic products were often associated with a niche market and were primarily sought after by health-conscious individuals or those with specific dietary restrictions. However, there has been a noticeable shift in consumer perception, and organic products are now more mainstream and widely accepted.

One key factor influencing consumer perception of organic products is the growing concern about health and well-being. Many people are becoming more conscious of the potential health risks associated with consuming synthetic chemicals, pesticides, and genetically modified organisms (GMOs). As a result, they are seeking out organic products as a safer and healthier alternative. The perception is that organic products are free from harmful chemicals, pesticides, and hormones, making them better for overall health.

Another factor influencing consumer perception is the increasing awareness of environmental sustainability and the desire to support sustainable farming practices. Consumers are becoming more educated about the impact of conventional farming methods on the environment, such as soil

erosion, water pollution, and depletion of natural resources. Organic farming, on the other hand, is seen as a more sustainable option that promotes biodiversity, conserves water, and reduces pollution. This perception has led consumers to view organic products as a way to contribute to a more environmentally friendly and sustainable food system.

Moreover, the rise of social media and the ease of accessing information online have played a significant role in shaping consumer perception. People now have greater access to information about organic farming practices, the benefits of organic products, and any potential controversies or debates surrounding the organic industry. This access to information has empowered consumers to make informed choices and has increased their trust in organic products.

However, it is important to note that there can be varying degrees of consumer perception regarding organic products. Some consumers have a strong belief in the benefits of organic products and are willing to pay a premium for them. They may prioritize organic certifications, local sourcing, and transparent labeling. On the other hand, some consumers may be more skeptical and question the true benefits of organic products, considering them as marketing strategies or overpriced.

In conclusion, consumer perception of organic products has evolved over time. Increased health consciousness, environmental concerns, and easy access to information have contributed to a more positive perception of organic products. Consumers now perceive organic products as healthier, safer, and more sustainable options, leading to a growing demand for such products in the market.

- **Quality and Taste:** Many consumers perceive organic products as having superior quality and taste compared to

conventionally grown counterparts. They associate organic farming methods, such as using natural fertilizers and allowing animals to roam freely, with better flavor and nutritional value.

- **Trust and Transparency:** Consumers often view organic products as being more transparent in terms of their production methods and sourcing. Organic certifications and labeling systems provide assurance and build trust among consumers who value transparency and want to know exactly what they are consuming.
- **Ethical Considerations:** Some consumers choose organic products based on ethical considerations. They may support organic farming practices because they align with their personal values of animal welfare, fair trade, and sustainable livelihoods for farmers.
- **Perceived Long-Term Benefits:** Consumers may perceive organic products as offering long-term benefits, not just for themselves but also for future generations. They believe that by supporting organic agriculture, they are contributing to a healthier and more sustainable food system for the future.
- **Price Perception:** While organic products are generally associated with higher price points, consumer perception of the value can vary. Some consumers see the higher price as justified due to the perceived benefits of organic products, while others may view it as a barrier and opt for conventional alternatives.

- **Regional and Cultural Influences:** Consumer perception of organic products can be influenced by regional and cultural factors. In some countries or communities, organic farming may be deeply rooted in traditional practices, leading to a more positive perception and higher demand for organic products.
- **Product Range and Availability:** The availability and range of organic products have expanded over the years, catering to different consumer preferences and needs. This has helped in shaping a more positive perception as consumers can find a wide variety of organic options, including fruits, vegetables, dairy products, meat, and even processed foods.
- **Health Claims and Nutritional Benefits:** Consumers often associate organic products with being healthier and more nutritious. While scientific evidence on the nutritional superiority of organic products is mixed, the perception of higher nutritional value persists among some consumers. The absence of synthetic chemicals and GMOs is often seen as a positive attribute in terms of health benefits.
- **Marketing and Advertising:** Effective marketing and advertising strategies have played a significant role in shaping consumer perception of organic products. Companies often highlight the organic label, natural farming methods, and the benefits of choosing organic in their campaigns. These efforts have contributed to the positive perception and increased consumer interest in organic products.
- **Consumer Mistrust in Conventional Agriculture:** Consumer perception of conventional agriculture and its associated practices, such as pesticide use and intensive farming, can influence their preference for organic products. Concerns about potential health risks and environmental impact have led some consumers to seek alternatives, perceiving organic products as a safer and more sustainable option.
- **Local and Community Support:** The perception of organic products as supporting local farmers and communities can influence consumer preferences. Many consumers perceive organic farming as a way to promote local economies, preserve farmland, and support small-scale farmers. This perception may lead them to choose organic products as a means of supporting their local communities.
- **Social Influences and Peer Recommendations:** Consumer perception can be influenced by social factors such as peer recommendations, social media influencers, and word-of-mouth. If individuals in a person's social circle actively endorse and promote organic products, it can positively impact their perception and increase their likelihood of choosing organic options.
- **Food Safety Concerns:** Consumer perception of food safety can contribute to the preference for organic products. High-profile incidents related to food contamination or recalls have raised concerns about the safety of conventionally produced food. Organic products, with their perceived emphasis on natural and chemical-free production methods, are often seen as a safer choice.
- **Access to Information and Education:** Consumer perception of organic products is influenced by the availability of information and education about organic farming practices, certification standards, and the potential benefits. Increased awareness and education about organic products can positively impact consumer perception and foster a greater understanding of the organic industry.
- It's important to note that while there is a general positive perception of organic products, individual opinions and preferences may vary. Factors such as personal beliefs, budget constraints, and availability can influence consumer choices and perception of organic products.

IMPLICATIONS

The perception of consumers is a key factor in determining the organic products industry. The following are some major effects of how consumers see organic products:

- **Demand and Market Growth:** Demand for organic products is driven by consumer perceptions that these goods are healthier, more ecologically friendly, and more sustainable. Because of favourable attitudes, the market for organic goods is expanding, resulting in higher levels of production and accessibility.
- **Premium Pricing:** Customers frequently believe that organic items are of greater quality and worth, which makes them willing to pay a higher price. Organic farming and production processes are more expensive, but this is justified by the notion that they are healthier and made using sustainable practices.
- **Trust and Credibility:** Organic certifications and labelling are viewed as signs of trust and credibility by consumers. To verify that the products fulfil certain organic requirements, they rely on certifications like USDA Organic, EU Organic, or other regional standards. Consumers may make educated decisions and believe the manufacturers' promises of organic products thanks to this view.
- **Health and wellbeing:** Due to the lack of synthetic pesticides, genetically modified organisms (GMOs), and unnatural additives, consumers frequently see organic goods as healthier alternatives. This idea encourages consumers who care about their health to choose organic alternatives, improving their general wellbeing.
- **Environmental and social responsibility:** Organic products are frequently linked to socially responsible actions including biodiversity preservation, soil protection, and a reduction in chemical use. Demand for organic products has surged as a result of consumer perceptions of organic products as being more environmentally and socially conscious.
- **Market Differentiation:** For manufacturers, the idea that organic products are superior than conventional alternatives provides a differentiating advantage. Businesses may stand out in the market, appeal to a certain consumer group, and foster brand loyalty among customers who value organic choices by portraying their products as organic.
- **Product Innovation and Sector Expansion:** The organic sector experiences innovation and sector expansion due to consumer demand and interest in organic products. In response to changing consumer tastes, manufacturers have introduced new organic varieties, flavours, and product categories as customers grow more informed and sophisticated and want a wider selection of organic options.
- **Ethical Considerations:** Consumer perception of organic products frequently takes into account ethical factors, such as animal welfare and fair-trade principles. Many customers think that ethical treatment of animals and honest labour practices are promoted by organic agricultural practices, which is consistent with their beliefs. The demand for organic products may increase as a result of this impression.
- **Safety and Food Security:** Consumer perceptions of organic goods' safety and food security in terms of food quality and potential health hazards vary. They could link traditional farming methods, including the use of antibiotics or chemical residues in animal husbandry, to possible health risks. Customers may prefer organic products because they believe they are a safer choice.
- **Opportunities for Education:** The demand for organic goods among consumers stimulates educational

programmes and awareness campaigns regarding organic farming, environmentally friendly methods, and the advantages of organic products. This increasing emphasis on education offers customers the chance to learn about the significance of organic farming and its potential benefits for communities, the environment, and public health.

- **Influence on Conventional Agriculture:** Consumer preferences for organic products are on the rise, which may have an impact on conventional agriculture methods. In response to growing customer demand for organic products, conventional farmers may start using less synthetic chemicals or adopt certain organic practises. Even in the traditional sector, this change in agricultural methods has the potential to have a good impact on the environment and health.
- **Market Transparency and Traceability:** The perspective of consumers and their desire for organic products fuel the need for increased supply chain transparency and traceability. Customers frequently want clear labelling, precise product origin information, and assurances of organic authenticity. To retain customer trust, manufacturers and merchants are encouraged to create sophisticated systems for traceability and give verifiable information.
- **Potential for "greenwashing":** As consumer demand for organic products rises, there is a chance that some businesses would overstate or make fraudulent claims about the organic nature of their goods. The integrity of the organic market may be compromised by deceptive marketing strategies that take advantage of customer perception. To make wise decisions, customers must be well-informed and rely on reliable certificates.
- **Environmental Benefits:** The idea among consumers that organic products are ecologically benign can have a positive

impact on the environment as a whole. Demand for organic agricultural techniques is rising, which minimises the need for synthetic fertilisers and pesticides, encourages sustainable soil management, and aids in biodiversity preservation. This impression promotes the use of more environmentally friendly agricultural methods, which may have beneficial ecological effects outside of the organic industry.

- **Influence of the global market:** The perception of organic products among consumers goes beyond local marketplaces. Global agricultural practises may change as a result of increased demand for organic products when nations modify their farming practises to meet export criteria and worldwide organic standards. This view aids in the spread of organic practises and the expansion of the global organic market.
- **Supply Chain Transparency:** When consumers think about organic products, they frequently also want the supply chain to be transparent. Consumers are interested in the origins of their food, the methods of production, and the use of ethical and ecological practises. Because of this view, businesses are more likely to provide specifics about their sourcing, production processes, and certifications, promoting trust and accountability.

- **Influence on Retailers and Food Service Providers:** Retailers and food service providers are influenced by consumer demand for organic products to increase their selection of organic foods. When they notice a rise in customer interest, supermarkets, restaurants, and cafés are more inclined to carry and advertise organic products. This increases a larger audience's access to the availability of organic choices.
- **Economic prospects:** Organic products are perceived by consumers as desired and high-end goods, which opens up business prospects for farmers, producers, and merchants. Demand for organic goods encourages investment in organic farming, processing plants, and distribution networks, creating job and revenue prospects within the organic industry.
- **Impact on Conventional Agriculture Practises:** Beyond the adoption of specific organic procedures, consumer perception of organic products can have an impact on conventional agriculture practises. In order to adapt to shifting customer tastes, it can also motivate conventional farmers to use less synthetic pesticides and fertilisers, adopt more sustainable practises, and adopt organic principles.
- **Influencing Government Policies and Regulations:** Strong consumer demand and perception for organic products can have an impact on government policies and laws pertaining to organic cultivation, labelling, and certification. Support from consumers for organic farming can result in the creation of more stringent organic rules, more financing for organic research, and the establishment of tighter organic standards.
- **Research and Innovation:** In the field of organic agriculture, innovation and research are driven by consumer perceptions of organic products. Growing focus is being placed on establishing organic agricultural practises, enhancing soil health, lowering waste, and

investigating alternate approaches to pest and disease management as customers want more environmentally friendly and sustainable solutions. To satisfy customer expectations, research and development are sparked by this view.

- **Empowerment of the Consumer:** The impression of organic products among consumers encourages people to make thoughtful decisions about their purchases. It enables customers to match their values, such as those related to health, sustainability, and ethics, with their purchasing choices. Consumers can support behaviours and goods that align with their view and have a beneficial social and environmental effect thanks to this impression.

The impression of consumers has a significant impact on the organic products market. Customers' perceptions will fuel more development and innovation in the organic industry as they continue to place a premium on factors such as health, sustainability, and ethics. This will have an impact on agricultural practises and the way food is produced in the future.

LIMITATIONS

Several restrictions can affect how consumers see organic products. These restrictions include, among others:

- **Lack of knowledge:** Many people are unfamiliar with and inadequately informed about organic products. They might not be aware of the precise requirements and rules that constitute organic certification. This ignorance might result in misunderstandings and doubts regarding the advantages and worth of organic products.
- **Concerns about cost:** Compared to conventional options, organic products may have a higher price tag. This can give the impression that organic goods are pricey and not available to everyone. When it comes to purchasing organic

goods, some customers could be apprehensive, especially if they don't completely comprehend the benefits of doing so.

- **Differences in perceived quality:** When comparing organic and conventional items, consumers may notice differences in the quality and look of the former. Organic fruits and vegetables, for instance, might contain minute flaws or differences in size and shape. Although these variations are normal and safe, they may cause customers to doubt the effectiveness and appeal of organic products.
- **Conflicting information:** The wealth of information at customers' disposal can occasionally be overwhelming and contradictory. There may be conflicting information on the advantages and dangers of organic products in various sources. It may be difficult for customers to acquire a clear and accurate picture of organic products as a result of this uncertainty.
- **Limited availability:** Not all areas or types of retailers may carry organic items as easily as others. The exposure of consumers to organic options and their capacity to make educated decisions may be constrained by this restricted availability. It might be challenging for customers to include organic items into their regular purchasing habits when they don't have access to a variety of them.
- **Lack of perceived scientific support:** Some customers can be sceptical of the data demonstrating the advantages of organic products. Consumers who are not aware with this data may be sceptical or dismissive of organic promises, despite the fact that multiple studies have demonstrated some benefits of organic agricultural practises, such as decreased pesticide residues and environmental benefits.
- **Greenwashing and labelling ambiguity:** Greenwashing is the practise of deceiving customers by making inflated or incorrect claims about a product's advantages for the environment or health. Some organic items

could be fraudulently promoted or labelled as such, which would make customers suspicious and untrusting. Additionally, it can be difficult for customers to distinguish between genuine organic items and those that do not adhere to the necessary requirements due to misunderstanding around numerous organic labels and certifications.

- **Expectations about taste and sensory qualities:** Customers could have preconceived beliefs regarding the flavour and sensory qualities of organic products. Some people might imagine that when compared to conventional items, organic ones would always taste better or be of higher quality.
- **Limited product variety:** Compared to conventional items, the selection of organic products on the market may be more constrained. Due to the limited selection, consumers may believe that organic products are only available in particular food categories or from a select few companies. Customers looking for a wide variety of items can believe that the organic category limits their options.
- **Perception of efficacy:** Despite the fact that organic farming practises prioritise environmental sustainability and reduce the use of synthetic inputs, some customers could doubt if organic techniques are truly successful in generating high yields or preventing crop illnesses. This impression might result from the idea that traditional farming practises are more effective and trustworthy in producing bountiful harvests.
- **Social impact and peer pressure:** Social variables like peer pressure and cultural standards can affect how consumers perceive organic products. Customers can be less likely to buy or appreciate organic alternatives if they do not see a lot of other people in their social circle using or

embracing organic items.

- **Regional and cultural variations:** The way that consumers see organic products might differ considerably between areas and cultures. While certain cultures may have a long history of organic farming and a strong love for organic goods, others may have less exposure to or a different cultural background that makes it difficult for them to comprehend and embrace organic practises. Consumer impressions of organic goods can be influenced by cultural values, customs, and eating patterns.
- **Promotional tactics:** How organic goods are promoted and advertised may also affect how consumers see them. While some marketing tactics may concentrate on the ethical or natural features of organic farming, certain marketing methods may highlight specific health or environmental advantages. These tactics can affect customer views and purchasing choices, but they might not necessarily give a complete or true picture of organic goods.
- **Pesticide usage misconceptions:** Some customers could wrongly think that all organic goods are pesticide-free. Synthetic pesticides are not allowed in organic farming, although authorised natural pesticides are still permitted. This falsehood can cause misunderstanding about the actual pesticide residues found in organic products as well as excessive expectations.
- **Lack of uniform standards:** Organic legislation and standards might differ between nations and certifying organisations. Confusion among customers may result from this lack of standardisation, particularly when it comes to imported organic products. Customers can doubt the dependability and uniformity of organic certification and standards in various geographic areas.
- There aren't many long-term studies comparing the effects of conventional versus organic agricultural methods on human health and the environment. Due to the dearth of thorough scientific study in this field, some customers may be unsure about the long-term advantages and potential concerns connected with organic products.
- **The perception of a shorter shelf life:** Compared to conventional products, some customers may believe that organic products have a shorter shelf life. This impression might be caused by the lack of several artificial chemicals and preservatives that are frequently present in traditional goods. Organic goods can have a reduced shelf life, however this is not always the case and depends on the particular product and storage techniques.
- **Limited accessibility in some regions:** Access to organic goods might be restricted in some areas, especially in rural or distant areas. This difficulty in obtaining organic products might restrict consumer exposure to them and their capacity to adopt them into their purchasing practises. Limited accessibility might confirm the idea that organic products are specialised or exclusive.
- **Influential marketing of traditional products:** The conventional agricultural and food sectors frequently invest considerable sums of money in marketing. This may lead to large marketing initiatives that present conventional goods as trustworthy, affordable options. The widespread advertising of conventional goods has the potential to overshadow organic alternatives and sway customer opinions in their favour.
- **Personal prejudices and beliefs:** Personal prejudices, beliefs, and attitudes can have an impact on how consumers perceive organic products. Some people may have preconceived assumptions about sustainable farming methods, health advantages, or organic farming practises that might affect how they see organic products. These prejudices could be influenced by cultural, ideological, or individual beliefs.
- **Lack of standardized labeling:** The lack of uniform labelling might confuse

customers since organic product labels can be confusing and uneven. Because different nations and certification agencies may have different labelling rules, it can be difficult for consumers to correctly evaluate and understand organic labels. This absence of uniform labelling might make it more difficult for consumers to comprehend and make decisions.

- **Limited awareness of the full scope of organic practices:** There is a lack of understanding of the entire extent of organic agricultural practises, which go beyond the avoidance of synthetic fertilisers and pesticides. It incorporates values like animal welfare, biodiversity, and soil health. Consumers might not, however, be completely informed of these more general characteristics of organic practises. Consumer perception may be constrained to a restricted emphasis on pesticide use due to the consumer base's low grasp of the holistic nature of organic farming.

SUGGESTIONS

In recent years, consumers' opinions of organic products have largely been favourable. The following main factors reflect how consumers see and feel about organic products:

- **Health and Safety:** Due to the lack of synthetic pesticides, genetically modified organisms (GMOs), and artificial additives, consumers frequently link organic goods with improved health results and perceive them to be safer. They believe that buying organic items is better for their family and themselves.
- **Environmental Concern:** Many shoppers believe organic items are more eco-friendly. They value the sustainable agriculture, biodiversity, and soil health priorities of organic farming. Since there are no synthetic chemicals used in organic farming, there is less chance of harm to ecosystems and water supplies.
- **Quality and Taste:** Customers believe that organic products have a higher level

of quality and better flavour. They frequently relate organic agricultural practises to more organic and conventional ways, which produce foods with superior flavours and textures. These impressions could be influenced by the emphasis on organic agricultural methods like crop rotation and the use of organic fertilisers.

- **Trust and openness:** Customers like the open certification procedures and openness of organic product manufacturing. Trust may be increased by using recognisable organic labels and certifications, which guarantee that products adhere to strict organic requirements. Customers are appreciative of the efforts producers have made to adhere to these strict regulations.
- **Ethical and Social Considerations:** For ethical and social reasons, some customers select organic products. They favour fair trade, competitive salaries, and worker welfare-focused organic agricultural methods. Many people believe that organic farming improves the health of farmers, farm workers, and nearby towns.
- **Cost and Accessibility:** Although organic goods are typically thought to be advantageous, some customers may find them prohibitively expensive when compared to more affordable conventional options. But as interest in and demand for organic products grow, economies of scale and better distribution might result in more affordable prices and wider availability.

- **Personal Values and Lifestyle:** Consumers that value their health, the environment, and ethical behaviour may have a larger affinity for organic goods. They may make purchases that represent their chosen lifestyle by making organic selections since they are consistent with their personal ideals.
- **Chemical Residue Awareness:** Consumers frequently worry about chemical residues in conventionally produced food. They view purchasing organic goods as a way to lessen their exposure to possibly dangerous compounds that are frequently included in non-organic substitutes.
- **Support for Sustainable Farming:** To promote a more holistic and ecologically responsible approach to food production, consumers who value sustainable farming methods choose organic products. They value the initiatives taken by organic farmers to lessen the detrimental effects on ecosystems and encourage long-term sustainability.
- **Perception of Nutritional Benefits:** Despite the fact that scientific research has not consistently shown appreciable nutritional differences between organic and non-organic goods, some consumers believe that organic meals are more nutrient-dense. This idea is based on the idea that using organic agricultural practises improves soil quality, which results in more nutrient-rich products.
- **Avoiding GMOs:** Some customers who like organic products are concerned about genetically modified organisms (GMOs). They view organic certification as a promise that products don't include any components from genetically modified organisms.
- **Individualised Dietary Preferences:** Customers who have certain dietary requirements or limits, such as those who follow a vegan, vegetarian, or gluten-free diet, may consider organic products to be a more dependable option.
- **The Effect of Word-of-Mouth and Peer Recommendations:** The opinions and experiences of friends, family, and peers can have an impact on how consumers perceive organic products. Positive word-of-mouth can support the idea that organic goods are of superior quality and deserving of consideration.
- **Market Trends and Media Influence:** Public opinion of organic goods can be influenced by media coverage and marketing activities that promote their advantages. Positive media representations and expanding market trends may help to boost consumers' view of organic products as desired options.
- **Criticisms and Skepticism:** Despite the organic goods' generally favourable reputation, some consumers nonetheless voice skepticism about them. Concerns include the dearth of hard data demonstrating meaningful health advantages, the greater price compared to alternatives, and discussions about the sustainability and scalability of organic foods.
- **Local and community support:** Customers that place a high priority on helping local agriculture and their neighborhood frequently see organic products as a means of achieving these objectives. They respect the link between organic agricultural methods and regional food systems, which promotes a feeling of neighborhood and place.
- Consumers that care about animal welfare frequently pick organic products, especially when it comes to meat, dairy products, and eggs. Compared to traditional industrial farming ways, they believe organic farming practices to be more compassionate and supportive of animal welfare.
- **Consumer Empowerment and Control:** Some customers believe that choosing organic foods gives them more authority over their dietary decisions. They value having access to information about the processes and components employed in the goods they consume, which fosters a

sense of empowerment.

- **Packaging and Sustainability:** Customers who value environmental preservation and sustainability frequently link organic products with eco-friendly packaging. They believe that organic products would utilise more recyclable or biodegradable materials, resulting in less waste and a less environmental impact.
- **Psychological Factors:** The halo effect and other psychological phenomena might have an impact on how consumers perceive organic products. If consumers have a favourable opinion of organic goods in one area (such as fruits and vegetables), they could also have a favourable opinion of organic cosmetics or cleaning products.
- **Education and Awareness:** Education and awareness efforts that emphasise the advantages of organic farming, ecological implications, and possible health benefits can have an impact on how consumers perceive organic goods. More information and comprehension can result in more favourable impressions and a propensity to select organic goods.

3. CONCLUSION

In conclusion, there has been a noticeable change in how consumers see organic products recently. Interest in organic products has increased as people become more concerned about their health and the environment. The general consensus among customers is that organic products are of superior quality, safety, and sustainability. Because they don't include artificial chemicals or pesticides, organic products are thought to be healthier than conventional ones. Additionally, consumers see organic agricultural practises to be more sustainable and ecologically beneficial, which is consistent with their desire to support environmentally favourable practises. However, there are issues with accessibility and cost because organic products are typically more expensive and harder to get than conventional

equivalents. However, the favourable consumer impression of organic goods points to a bright market for organic producers and emphasises the significance of clear labelling and certifications to foster confidence. In order to take advantage of the potential advantages of the organic market, manufacturers must solve these issues and fulfil the changing expectations of customers as the demand for organic products increases.

Additionally, customer perception of organic products goes beyond environmental and health concerns. Many shoppers see buying organic products as a means to help regional, small-scale farmers who promote sustainable agriculture and a feeling of community. This impression is based on the idea that using organic farming methods prioritises the health of farmers and farm workers, promotes fair working conditions, and lessens the use of hazardous agrochemicals.

In addition to socioeconomic, environmental, and health considerations, customers also link organic products to higher levels of authenticity and transparency. They view the procedures for organic certification and the labelling requirements as rigorous and reliable, giving them the confidence that the products they buy adhere to strict standards and have undergone extensive inspection and verification.

It is important to note that customer perception varies across all demographic groups and geographical areas. Consumer views towards organic goods can be influenced by elements including income levels, educational attainment, and cultural background. The general favourable opinion of organic goods, however, points to a rising consumer desire and readiness to pay a premium for goods that match their beliefs and interests.

As a result of the desire for healthier alternatives, environmental sustainability, support for local farmers, and a sense of authenticity, consumers' perceptions of organic products are typically positive. Although there are difficulties with accessibility and price, the rising demand for organic products offers companies the chance to match customer demands and profit from the expanding market. By resolving these issues and upholding openness, organic producers may foster customer confidence and enhance the favourable view of their goods.

Additionally, a number of elements that affect people's attitudes and tastes frequently have an impact on how they perceive organic products. The impression of flavour and taste is one important component. In comparison to their conventionally grown equivalents, many customers think that organic products, especially fruits, vegetables, and dairy products, offer better flavour and freshness. This impression is based on the idea that organic agricultural practises prioritise natural and sustainable practises, producing goods of higher quality and greater flavour.

Consumer impression of the ethical and compassionate treatment of animals in organic farming is another crucial factor. Customers that value animal welfare frequently select organic meat, poultry, and dairy products because they think that these agricultural methods offer better living circumstances and put greater emphasis on the health and welfare of animals.

Media representation, advertising, and word-of-mouth endorsements all have an impact on how consumers perceive products. Consumer attitudes towards organic products may be strongly influenced by favourable reviews, recommendations from reliable sources, and media coverage of organic agricultural

techniques.

Additionally, the growing availability of organic goods in a variety of retail settings, such as supermarkets, farmers' markets, and online marketplaces, has influenced customer opinion. Greater accessibility improves customers' perceptions of organic products by enabling them to make more informed decisions and acquire organic goods more readily.

Although most consumers have a favourable opinion of organic products, there are still certain myths and scepticism. Some consumers express doubt about the genuine advantages of organic products and worry about the higher costs involved. More knowledge and awareness are also required to distinguish between real organic products and deceptive marketing claims, enabling customers to make educated choices.

In conclusion, a variety of elements, such as flavour, freshness, ethical considerations, media impact, and accessibility, affect how consumers perceive organic products.

Although there are many good opinions, it is crucial to dispel myths and give customers accurate facts in order to build their trust and comprehension. The continuing expansion and favourable view of organic goods in the market will be facilitated by ongoing efforts to promote the advantages of organic farming, make it more affordable, and ensure transparency.

- **Health consciousness:** Health consciousness is a major factor in how consumers perceive organic products. Many customers feel that organic products decrease their exposure to synthetic chemicals, pesticides, and genetically modified organisms (GMOs), all of which are thought to have negative health impacts. Organic goods' favourable view is

influenced by the idea that they are devoid of hazardous ingredients and have higher concentrations of minerals and antioxidants.

- **Support for ecologically sustainable practises:** Customers increasingly see organic products as a means to back such practises. Crop rotation, organic pest management, and soil conservation are a few organic agricultural practises that are thought to be less harmful to ecosystems and biodiversity. This is in line with the objective to reduce the environmental impact of food production and the rising concern over climate change.
- **Trust and transparency:** Consumer opinion of organic products is significantly influenced by trust and transparency. Consumer confidence is greatly increased by transparent labelling, high certification criteria, and independent verification. Organic certifications serve as indicators of authenticity, guaranteeing that products adhere to strict organic standards. Examples of these certifications are the European Union Organic Logo and the USDA Organic in the United

States. These certifications help consumers make educated decisions and have confidence in the veracity of organic claims.

- **Personal values and ethics:** Personal values and ethics frequently have an impact on how consumers perceive organic products. Some shoppers select organic goods in order to promote fair trade principles, social accountability, and farmers' sustainable lives. In line with their beliefs of social and environmental justice, they see organic farming as a method to encourage moral and responsible consumption.
- **Word-of-mouth and social influence:** These factors also have an impact on how consumers perceive products. Positive testimonials from close friends, relatives, or powerful figures may have a big

influence on how consumers feel about organic goods. Further impacting customer impressions are social media platforms and online communities that offer forums for debate, information exchange, and product evaluations.

- **Changing market dynamics:** The organic market has grown significantly, resulting in more organic products being available and coming in a wider variety. As a result, consumers no longer view organic as a niche or specialist market but rather as a standard option. Customers' perceptions of organic products are improved by their increased availability and diversity.

Finally, consumers' perceptions of organic goods are influenced by personal values, environmental sustainability, health consciousness, trust, and changing market dynamics. These elements work together to form consumers' favourable perceptions of organic products and to support the organic market's ongoing expansion.

As a result of the desire for healthier alternatives, environmental sustainability, support for local farmers, and a sense of authenticity, consumers' perceptions of organic products are typically positive. Although there are difficulties with accessibility and price, the rising demand for organic products offers companies the chance to match customer demands and profit from the expanding market. By resolving these issues and upholding openness, organic producers may foster customer confidence and enhance the favourable view of their goods.

4. REFERENCES

1. Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. *Journal of Consumer Behaviour*, 6(2-3), 94-110.
2. Magnusson, M. K., & Arvola, A. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103(3), 209-227.
3. Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & Huylenbroeck, G. V. (2009). The influence of subjective and objective knowledge on attitude, motivations and consumption of organic food. *British Food Journal*, 111(7), 693-707.
4. Briz, T., Ward, R. W., & Zanolli, R. (2013). Consumer motivations in the purchase of organic food: A means-end approach. *British Food Journal*, 115(9), 1321-1337.
5. Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, 107(8), 606-625.
6. Torjusen, H., Lieblein, G., Wandel, M., & Francis, C. A. (2001). Food system orientation and quality perception among consumers and producers of organic food in Hedmark County, Norway. *Food Quality and Preference*, 12(3), 207-216.
7. Gao, Z., House, L., & Bi, X. (2014). Consumer trust in organic food: A comparative analysis of demographic factors among consumers in the United States. *British Food Journal*, 116(5), 860-877.
8. Aschemann-Witzel, J., & Zielke, S. (2017). Can't buy me green? A review of consumer perceptions of and behavior toward the price of organic food. *Journal of Consumer Affairs*, 51(1), 211-251.
9. Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude—behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194.
10. D'Souza, C., Taghian, M., & Lamb, P. (2007). An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*, 12(2), 182-196.
11. Honkanen, P., Verplanken, B., & Olsen, S. O. (2006). Ethical values and motives driving organic food choice. *Journal of Consumer Behavior*, 5(5), 420-430.
12. Caswell, J. A., & Mojduszka, E. M. (2016). The role of consumer perceptions of health attributes in organic food purchase decisions. *Agricultural and Resource Economics Review*, 45(3), 384-404.
13. Magnusson, M. K., & Koistinen, K. (2012). Quality perception of organic food among Finnish consumers. *British Food Journal*, 114(7), 965-982.
14. Verhoef, P. C., & Langerak, F. (2001). Possible determinants of consumers' adoption of organic food products in The Netherlands. *Journal of Economic Psychology*, 22(5), 573-593.
15. Hwang, J., & Lee, S. (2018). How does trust in organic food labels affect consumers' purchasing behavior? A moderated mediation model of the theory of planned behavior. *Food Quality and Preference*, 64, 29-36.
16. Kaur, A., & Kaushik, J. (2020). Consumer Perception and Attitude towards Organic Food: A Study of Delhi and NCR. *International Journal of Scientific Research and Management*, 8(06), 776-780.

17. Lea, E., & Worsley, A. (2016). Consumer perceptions and motivations for buying organic food. *Appetite*, 96, 674-681.
18. Organic Trade Association. (2019). *The organic consumer in 2019: Demographic and purchase behavior insights*.