

Consumer Perceptions Towards Organic Food

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ABSTRACT- Consumer Food security, personal wellness, and ecological issues, as well as sensual aspects like nutritious value, flavor, cleanliness, and beauty, all impact natural agricultural choices. While ethnic considerations may aid in the identification of organic clients, the link isn't very strong. Customers link organic food with organic procedures, ecological and livestock health, and the lack of pesticides and fertilizers. High costs continues to restrict organic product use. Knowing the elements that influence natural foods intake, such as motivations, is critical to assessing if clean product has the capacity to become a truly mainstream market. Agricultural security, human wellness, and environmental issues, as well as senses aspects such as nutritious value, flavor, fresh, and beauty, all affect customer preference for organic foods. While demographic considerations may aid in the identification of organic clients, the link isn't very strong. Consumers link organic food with organic procedures, environmentalist and animal health, and the lack of herbicides and fertilizers. High costs continue to restrict organic food use. Understanding the elements that influence natural product intake, such as desire, is important, is important to determining if organic food has the potential to become a true mainstream industry.

KEYWORDS- Agriculture, Consumer Attitude, Consumer Perception, Organic Food, Purchase Intention.

I. INTRODUCTION

Organics cuisine is described as foods grown in an agriculture environment without the usage of artificial fertilizer or insecticides[1]. The agricultural system's principles take use of current scientific knowledge and technology to provide more sustainable food production. Organic standards for animal husbandry restrict genetically modified organisms and antibiotics, with only 30 additives allowed under specific circumstances[2]. As a result, purchasing organic foods may be seen as an activity driven by ideas about the goods' health and potentially excellent flavor, as well as views about their beneficial effect on the habitat and the treatment of farm livestock [3].

The goal of this review paper is to assess the literature on consumer attitudes regarding organic food[4]. In order, It was created to investigate the possibilities of organic farming. is necessary to understand how customers feel about food quality and food system problems. Consumer food value is influenced by knowledge and public awareness. As a result, customers need clear, precise, and trustworthy information about organic foods. When

consumers are given information on organic foods, they feel they are more educated, and this knowledge influences their views[5]. Market & Opinion Research International Limited (MORI), 2003, states that sustainable goods are always regarded as the more costly choice. Being environmentally conscious is seen as a privilege reserved for the upper crust. Consumers prefer to have an option between sustainable and non-sustainable goods rather than having to choose between the two[6]. Customers evaluate items and make choices depending on a mix of features and implications. They rely on their feeling of involvement, which has been influenced by their previous experiences. The importance assigned to each quality is decided by the consumers' priorities and values. Personal importance, passion, and significance build with time, results in a motivated attitude [7].

A. Consumer views towards Organic Food

Demographic variables, as well as cultural and environment perspectives, characterize the natural client profile[8]. Consumers of organic foods are less like to be skilled, rich, and from a better social class[9]. Females, as well as those with higher levels of education and money, were better informed of and educated about the dangers of eating certain foods. Researchers observed a correlation between increased green food intake and higher levels of formal education[10]. Organic shoppers are willing to pay a 10% extra for organics foods, with women spending 9.5 percent on average and men paying 11.4 percent. Frequent consumers will spend a slightly higher premium of roughly 15%, with females paying on average 12/6 percent and men paying 18%. In terms of intake regularity, this Spanish study identified three types of natural foods customers: regular, occasional, and nonconsumer. Frequent customers, regarded as individuals who made purchase at most once a month, made up 12% of the total, with infrequent customers accounting for 42% and non-consumers accounting for 46%. 25 percent of non-consumers were prospective consumers who planned to purchase organic food in the future. It's important to consider the difference between customer perceptions and actual consumption[11]. Pesticides and synthetic fertilizers are often avoided in organic foods. In comparison to conventional food, organic food is likely to have less chemical residues and veterinary medicines. Environmental pollutants, on the other hand, are likely to be present in both types of food[12]. Pesticides are found in just one-third of the pesticides found in traditional food. Lesser exposure equals lower risk, as the saying goes. Pesticide residues will be below the regulatory maximum limits in virtually all conventional foods. Agrochemicals,

hormones, and medication in animal husbandry, as well as GMOs and artificial additives in fruits and vegetables, cause concern among consumers[6].

Because pesticides and fertilizers are not used in organic farming, organically berries and vegetable have greater biological energy to produce important primary plant compounds including polyphenolic oxidants and natively existing poisons[13]. The nutritive value of a product is a measure of its excellence. factor that customers associate with their own health. 4 percent -7 percent of frequent organic food users cited higher vitamin content, more nutritious meals, and a healthier lifestyle as reasons for buying organic food [14].

Consumers who are interested about natural foods, sensory and psychological attractiveness of foods, and that are better inclined to engage in green activities are more likely to eat natural meals[15]. Consumption habits. Researchers found that women had a greater level of health awareness and are regarded as innovators for change toward better diets because of their significant obligations when it comes to deciding on a family's diet They're also becoming more worried about the health impacts of pharmaceutical residues and preservation. Healthy products and ecological principles, as much as the fairness of paying a higher price for ecological benefits, are more important to women. Organic foods have a higher vitamin C concentration than conventional foods. When comparing the sensory characteristics The outcomes of natural and traditional diets are varied. Sustainable citrus drink were considered to smell nicer than ordinary oranges juices, while organic and standard milk tasted the same. [14].

Organic food has been gaining popularity among consumers in recent years. This organic food industry movement has been fueled by a variety of factors. Organic food was seen by British customers as a way for oneself and their family to accomplish personal and social aspirations The most significant reason for consuming organically foods is for medical reasons, following by ecological and animals compassion issues[16].

Organics cuisine is preferred by certain consumers since their feel it is of superior value. Amongst the few specific requirements stated are sensory characteristics, followed by safety and nutrition. When animals are given organically produced feed, their biological function and performance increase somewhat. The findings should be interpreted with care, and any projection to people must account for the physiological and physiological variations among animals and mankind.

A negative view and attitude toward GM foods reflects a good impression of natural foods, especially whenever the 2 are addressed combined. Organics cuisine is perceived as conserving the atmosphere's "naturalness," while GM foods may be regarded as altering and modifying nature. Compost food wastes and consuming regionally made foods are amongst the most often cited food-related environmental activities by customers, when contrasted to certified foods intake. Consumption of natural foods requires more knowledge., as well as the removal of obstacles. To enhance consumer interest, the connection

between health and environmental advantages should be reinforced.

B. The readiness of consumers to pay a premium for organic food

The most significant sales justification used to explain Food security were the most important factor in determining the price difference for green items, following by environmental considerations. environmental protection and flavor. Some customers just believe that organic food is out of their price range, while others believe that the market overcharges for healthier foods. Organic labelling training and knowledge is without a doubt one way to boost the possibility that a client will pay a more for organic items. In Spain, a consumer study on consumer willingness to pay for organic products revealed the need for organic food prices to be adjusted. Consumers are willing to pay prices that are comparable to those that are now in effect. The "likely" and "organic" customer groups have a greater readiness to spend. Similar percentages were found for vegetables and fruit, with 17 percent and 15 percent for potatoes, respectively. The willingness to spend for veggies is somewhat lower (20-22 percent) among "unlikely consumers," but it is considerably lower for potatoes (8-10 percent). Organic goods seem to be more easily recognized in perishable items like fruit and vegetables, and as a consequence, greater premiums are given. Organic fruit and vegetables are usually linked with a better diet in the United Kingdom, despite the low amount of organic fruit and vegetables produced in the United Kingdom. Consumers continue to face a price barrier when buying organic food. To boost consumption, the price difference between conventional and organic foods should be narrowed.

Even across neighboring nations, there is a significant price premium difference, indicating that organic market transparency is especially low. When a conventional food product's farm-gate price is low, such as cereal, the organic price premium for cereal is similarly low. The price premium is typically smaller in nations where general food providers, such as large supermarkets, aggressively promote organic products. One potential reason is reduced distribution costs, since organic and conventional foods may be carried together. The expanding organic market must be recognized using market data spanning many years in order to forecast market growth and identify a way to bridge the price difference among clean and non goods Organic food buyers are younger, live in rural areas with a tertiary education, and have a higher salary than non-organic food buyers. As a consequence, it's been suggested that the urge to pay for clean foods increases as one becomes older and wealthier. On the other hand, Researchers discovered that age and wealth had relatively little impact on the amount of organic intake. Consumer socioeconomic factors are not as important as lifestyles and attitudes toward environmental problems, according to researchers. Consumer research in Norway found no significant impact of wealth or profession on the desire to eat organic food. On average, Canadian customers are prepared to pay a price premium of at least 24%. According to a Spanish consumer survey, customers were ready to spend a greater price for meat, fruits, and vegetables, indicating that perishable goods were more

important to them than organic characteristics. In the case of beef, the logical explanation may be in part due to food and health problems in Europe. According to Researchers, 60 percent of organic consumers do not consider price to be a limiting issue, whereas just 29% of non-consumers cite it as a reason for not buying organic food. Research conducted in the Netherlands looked at the health-related factors of organic food consumption and discovered that the frequency of purchases had an impact on the health and environmental reasons for buying. Health was cited as a significant motivator for "incidental" purchasers, whereas environmental concerns were cited by "heavy" buyers[17]. The "heavy" consumers are thought to be more concerned about the environment since they are prepared to spend more often for extras. As a result, it was recommended that while doing organic consumer research, the frequency of purchase be categorized. When organic food consumers are engaged in the organic food chain, they recognize their role in their local environment. The consumer awareness stems from the idea of organic food, as well as apprehensions about conventional food, which is regarded as drifting away from 'green' consumption. Furthermore, organic food purchasing choices are sometimes linked to sentiments of good conscience and responsibility for family well-being [18]. In the framework of the "Theory of Planned Behaviour," Researchers looked at the function of emotional and moral attitudes as organic food motivators. Affective and moral variables were shown to have a significant impact in predicting intentions to buy organic food. Self-satisfaction and the satisfaction of doing something good for the environment seem to be acceptable motivators for purchasing organic food. As a result, a moral dimension provides yet another justification for increasing organic food marketing.

Customers' pleasure with their current purchase may function as a disincentive to purchasing organic foods. Organics cuisine is no superior than ordinary cuisine in the eyes of the public, so why spend extra for what they can obtain for less. Ecological issues are increasingly being included into European Commission agriculture policy, production, and promotion of elevated foods. In the future, natural foods would be produced, but the bulk of food would all be produced as organically as feasible, with less chemicals, but not entirely organic.[19]. It is possible that the food will be simpler to produce and less costly, posing a serious challenge to organic food. Consumers who already buy organic food, on the other hand, can be enticed to buy more often by increasing availability and sensitivity to food quality and market preferences.

C. The impression of organic food quality among consumers

In their meal selection, it is clear that most customers prioritized conventional quality criteria such as freshness and flavor. Freshness is the most essential criteria to seek for in fruits and vegetables, for example. If organic fruits and vegetables fulfill the criteria, Thai consumers are more inclined to purchase them. Quality, on the other hand, is a broad word that encompasses a wide range of characteristics including sensory, nutritional values, safety determinants, chemical components, mechanical properties, functional properties, and faults. Consumers' knowledge of unseen characteristics such as

microbiological and toxicological safety, as well as nutritional value, becomes more important in deciding their decision. Consumer food choices will remain to be influenced by taste, especially after the meals has been finished. Given the fact that perceptual research on whether organic or mainstream food tastes better have shown inconsistent results, many customers believe green food tastes better. It was suggested that instead than make a broad assertion about a single product, each product category should be addressed separately. There have been over 150 comparison studies on cereals, potato, veggies, fruits, alcohol, wine, breads, dairy, eggs, and other foods [20]. The research looked at pesticide residue levels and environmental pollutants, as well as sensory testing and animal feeding trials. It was discovered that conventionally fertilized foods had a greater nitrate level than organically fertilized vegetables and potatoes. Pesticide residue levels were found to be lower in organically grown vegetables and fruit[21].

Aside from the qualities of excellence that may be assessed via experience, healthcare and procedure excellence is based on accurate data. Organic food's health benefits must be communicated in a way that customers feel is trustworthy. For example, studies were done on the dry material composition of leafy green from clean and standard meals. Excessive watering of ancient veggies is claimed to have boosted crop production by raising moisture contents. [22]. To avoid consumer confusion and misrepresentation, this kind of data should be provided more clearly and contrasted on a new weight basis.

II. DISCUSSION

The primary goal of this research is to look at the mechanisms that drive customers' real purchasing decisions when it comes to organic foods. First, the research looks at the variables that influence people's attitudes about organic foods. Second, the research elucidates how influencing variables and attitudes influence customers' purchasing intentions for organic food items. Previous research has shown that customers' intentions to buy organic goods may not always translate into real purchases. As a result, the impact of socio-demographic variables on real purchasing behavior is investigated. The findings showed four variables that affect customer attitudes toward organic food products: health awareness, knowledge of organic foods, subjective standards, and perceived pricing. However, these four variables, as well as one extra one, influence purchasing intentions for organic goods (i.e., availability). Because the location of a business is important to customers when making purchasing choices The Health awareness, understanding of natural foodstuffs, subjective norms, perception cost, and accessibility are all influential factors, according to the findings of multilevel logistic research. affect actual purchasing behavior favorably, while attitude and purchase intention moderate the connection. Because favorable attitudes and purchasing intentions may not necessarily translate into actual purchases of organic foods, the impact of sociodemographic variables (gender, age, income, and education) is investigated using independent t-test and ANOVA methods. To determine which group in a demographic variable had the greatest

difference, the LSD test was used. The results of an independent t-test indicate that gender has no impact on real purchases of organic goods. Other three socio-demographic variables (age, income, and education), on the other hand, have a substantial impact on real purchasing behavior. According to LSD test findings, young consumers between the ages of 31 and 40 purchase more organic food than any other age group. Another possible element that affects real behavior toward organic foods is income. According to the findings, customers with a higher income are more inclined to purchase organic goods. The findings also indicate that customers with a higher level of education are more likely to purchase organic goods than those with a lower level of education.

III. CONCLUSION

Organic customers may be defined by demographic factors such as age, income, and education, although the connection is not particularly strong. Organic food consumption continues to be held back by high prices. Organic food's health advantages are frequently difficult to measure, making it difficult to justify the premium. As a consequence, society may benefit from improved transparency in clean agricultural supply and agricultural costs. It's possible that securing national natural agricultural sources will be the answer to reducing the price gap. Factors that influence organic food intake, such as motivations, behaviour, attitude, and demographics, is crucial. characteristics, is important to determining the organic industry's ability to maintain its rapid development and become a true mainstream market. Because of human health, food safety, and environmental concerns, as well as other sensory characteristics such as nutritional content, taste, freshness, and appearance, a rising interest in organic food has spurred numerous studies comparing features of organic and conventional food. Organic food is seen by consumers in a variety of ways. It's also worth mentioning that their views may or may not reflect their actual buying behavior. Furthermore, high-quality organic food at a fair price may not only attract more prospective buyers, but it may also do justice to our environment by reducing pesticide use. As a result, a coordinated effort by all stakeholders, particularly the government, to promote the benefits of eating organic food may be able to influence consumer behavior. As a result, future research should use a consumer-centered approach, which is essential not only for consumers, but also for market dynamics reactions.

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