

TWO DECADES OF RESEARCH ON THE BEHAVIOUR OF CONSUMERS TOWARDS ORGANIC FOOD- A SYSTEMATIC REVIEW AND FUTURE RESEARCH AGENDA

Abstract

This study examines and consolidates the available literature on the perception and attitude of consumers towards the organically produced food products. The aim is to identify different type of individuals who buy and consume organic food as well as the study is an attempt to identify the factors that generates their purchase intention & motivates them to consume the organic foods.

By using systematic approach, this study examines 20 publications published over the last two decades and conducts content analysis based on a specific criterion & the year of publication. This is done to get a complete picture of the organic food market. A theoretical foundation is also constructed, which indicates the causes, variables, and consequences of studies on consumer behaviour toward organic food. The primary motivators for procuring and enjoying organically produced food over the past two decades have been found to be in favour of human health, natural environment and animal welfare. The food which is grown organically are free from those chemicals which hampers human's wellbeing in the long run. The procedure under which these food are grown involves least pollution and keeps the nutrition of the soil intact. The farmers who engage in organic farming strictly are required to raise and keep the animals in the safest conditions without any use of genetically modification techniques.

The analysis indicates that in order to survive the uncertain consumer market, industrial players must invest more in recognising and harnessing these motives. Future research directions are offered based on the extensive analysis of the researches done in past which will help the researchers to advance this field of study.

Keywords: Systematic Review, Consumer Organic Behaviour, Food, Non GMO Food, purchase process

Author

Archi Garg
Research Scholar,
School of Management Sciences
Apeejay Stya Univeristy
archigarg24@gmail.com

I. INTRODUCTION

1. Organic & organic food: The word, Organic, has been associated with various products and services- organic fruits, vegetables, spices, pulses, cotton fibre, clothes, chemicals, waste, growth, etc. The researcher is talking about organic food, which is grown without the utilization of pesticides and is meant for the consumption in the form of eating or drinking. (ORGANIC PRODUCTS)

The organic food market is expanding, with sales increasing by 12.4 percent last year. Some individuals are unaware of exactly the term "organic" actually implies. BFG, a marketing consultant, polled 300 shoppers in 2014. Seventy percent of those shoppers bought organic food, but just twenty percent of those polled knew what organic meant. (Green, 2021)

Organic, as the word suggests, is anything which is natural and free from any adulteration. (Organic) Consumer and marketer reactions to common broadcast stories about the health and environmental implications of chemicals and genetically modified organisms, have sparked a surge in interest in organic foods. (Hughner, McDonagh, Prothero, Shultz II, & Stanton, 2007)

2. Certification of organic food products: Most of the parts of the world have their own rules for deciding what products are organic. The National Program for Organic Production (NPOP), the Participatory Guarantee System (PGS), and Jaivik Bharat all certify organic products in India (for organic food products). Organic farming is certified by the National Programme for Organic Production through a 3rd party testing and certifying process. Items that fulfil the NPOP requirements may bear the - label of India Organics. Moreover, because this label is a 3rd party testing certification, it must additionally include the Accredited Certification Body's name and logo, as well as the Accreditation Number. The Ministry of Agriculture and Farmers Welfare launched the Participatory Guarantee System of India programme for native and local markets, an agricultural producers group centric certification scheme, with the goal of making the accreditation framework inexpensive as well as convenient without any presence of any certifying companies. Organic food standards are governed by the Food Safety and Standards (Organic Foods) Regulations, 2017, which were announced under Section 22 of the Food Safety Standards Act, 2006



(source: Prakati- Organic Product Standards)

These regulations are governed by NPOP and PGS requirements. Personal selling of Organic Food to ultimate consumers by a local producer are exempt from conformity

verification. FSSAI developed the logo of Jaivik Bharat in December 2017, which aid shoppers in recognising real and healthy organically produced food. (Prakati) (FSSAI stands for The Food Safety and Standards Authority of India). Figure 1 shows the logos of various organic product standards.

3. Recent Stats or Organic Food Market: The worldwide industrial market of organic production has surpassed 100 billion US Dollars, according to the 21st version of the yearly stats book- The World of Organic Agriculture. According to a report presented at the top expo of organically produced food items (BIOFACH), which happened in Nuremberg, Germany on Feb 12 by Research Institute of Organic Agriculture (FiBL) and FOAM - Organics International, global organic cropland expanded by 2 MM ha, and sales revenue from worldwide organic food has also increased, achieving heights, as evidenced in the information collected from 186 nations. India, being the biggest hub of organic farmers and producers have over 2.8 million organic farmers recorded in 2018. (Organic, 2021)

On January 12, 2022, APEDA suspended TQ Cert's accreditation due to a violation of national regulations in the certification procedure. accreditation of the certifying firm. (Mancombu, 2022)

According to a report by Global Newswire, "The organic food market in India is predicted to develop at a CAGR of 21% from \$77.14 million in FY2020 to \$553.87 million in FY2026, owing to favourable government policies promoting organic farming and increasing land area under organic agriculture." (Sharma, 2022)

The high consumption rate of completed users has resulted in the construction of organic food storage facilities and transportation systems. This has spread to a variety of grocery stores, pharmacies, sweet and savoury food stores, and restaurants. (Garg & Roy, 2021)

II. PROCEDURE

The purpose of this study is to look over and combine past studies on identifying the features of organic food consumers, as well as the reasons why people behave in a certain way while buying organic food. In addition, the researcher has analysed and stated various future research needs in the field.

Recently, an extensive study has been done into organic food consumers and their attitudes about organic food. As organic food becomes more prevalent in the grocery store, it's critical that researchers keep track of what's been discovered as well as what's still unknown.

The literature to be reviewed was chosen in a number of steps:

1. First, the researcher ran a broad, interdisciplinary search for organically produced food research conducted in previous 2 decades (2002–2021). Hundreds of citations published since 2002 were found in databases such as ProQuest, Academia, Research Gate, Google Scholar, Science Direct, PubMed, DOAJ, and JSTOR.

2. Second, the researcher identified the characteristics of actual organic food consumers of the particular region. She also studied the various motivations and challenges which impact purchase of organically grown food over the last 2 decades in various parts of the world.
3. Lastly, she has given the various gaps which can serve as the basis of future research for the upcoming scholars.

Even though outcomes differ significantly among the sample of research collected, which has been tabulated in Table 1, the researcher has highlighted the most commonly observed characteristics of the organic food consumers in Table 2.

Table 3 and 4 depicts the various themes which motivates and hinder the consumers to purchase the organic food, respectively. In Table 5, the researcher has listed the future scope of research on various dimensions.

III. LITERATURE REVIEW

1. On consumer behaviour towards organic food consumption: There is a varied degree of awareness about the meaning of organic food among the people of different countries. According to few studies, half of the respondents are aware of the correct definition of the word organic food. (Fotopoulos, and Krystallis, 2002). People who purchase organic food are more knowledgeable about organic food. The stats says that Caucasian Shoppers have more knowledge about organic food than African- America. (Zepeda et al., 2006) Consumers of Canada do not have very deeper understanding of the organic concept of the products. (Essoussi, and Zahaf, 2008) and those who are aware are ready to pay high prices for those. (Bedi, 2010) People of Nepal knows about organic food but they lack awareness of its availability in the market. (Aryal et al., 2009). Most of the sample responses from Croatia are familiar with the definition of the organic food but not the correct definition. (Stipčević, and Petljak, 2011) Studies conducted in Indonesia reveals that college students have higher knowledge about organic food. (Irianto, 2015)

This variation in the level of awareness seems to be positively related to the level of education, income and health consciousness. (Fotopoulos, and Krystallis, 2002; Stipčević, and Petljak, 2011; Lian, 2017; Chiciudean et al., 2019).

In most of the studies, it has been observed that the buyers or the decision makers of the organic food are Female of the family, particularly who are from the young and adult age group. (Fotopoulos, and Krystallis, 2002; Irianto, 2015; Lian, 2017) The regular buyers of organic food mostly purchase food 1- 3 times per week. (Fotopoulos, and Krystallis, 2002; Stipčević, and Petljak, 2011) And it has also been noticed that the families which have children, particularly below 15 years are more inclined towards purchasing organic food. (McEachern, and Willock, 2004; Wier et al., 2005; Hernández et al., 2021)

The purchasers found desirable variety and brand choices of organic food in supermarkets and speciality stores. (Fotopoulos, and Krystallis, 2002; Essoussi, and Zahaf, 2008; Hernández et al., 2021) Marketing and Promotion plays a major role in influencing people to consumer organic food. Through TV, radio, and any other form of modern media, people who are conscious towards their diet, get aware about the various health benefits

associated with organic food and thereby, purchase organic food. (Melovic et al., 2020; Fotopoulos, and Krystallis, 2002; Chiciudean et al., 2019)

In countries like Greece, high prices is no more considered a major barrier in the consumption of the organic food. (Fotopoulos, and Krystallis, 2002). People are willing to pay premium to purchase a good quality organic food. (Aryal et al., 2009; Bedi, 2010).

In some countries like Norway and Greece, people are still connected to the traditional mode of farming and more loyal to the food grown domestically. (Fotopoulos, and Krystallis, 2002; Storstad, and Bjorkhaug, 2003)

Table 1: Major findings of the sample researches.

Refer by below

2. Characteristics of organic food consumers: While evaluating the above mentioned studies, the researcher could come up with the most common characteristics of the organic food consumer all around the world.

The characteristics are categorized under 8 basis.

Table 2: Common observed characteristics of Organic Food Consumers

Sl. No.	Basis	Characteristics Of Organic Food Consumers (2002- 2021)
1	Gender	Mostly female buyers/ decision makers
2	Age	35- 49 years
3	Income	Medium to High Income
4	Marital Status	Married
5	Education/ knowledge	Highly educated
6	Buying Frequency of Regular buyers	1-3 times per week, families with kids below 15 years of age purchase more
7	Habits	TV Watchers, Radio Listeners, Diet Conscious, Purchase from speciality stores and local markets, going green
8	General perception	Domestically produced food is safe, More trust in local agriculture, feels no social pressure, positive attitude towards organic products, less altruistic

Basis 1: Gender: The overwhelming majority of the studies found females to be the leading purchaser/ buyer/ decision maker of the organic food. (Fotopoulos, and Krystallis, 2002; Storstad, and Bjorkhaug, 2003; Irianto, 2015; Lian, 2017; Melovic et al., 2020; Hernández et al., 2021) The reason behind this could be that female pays more attention to the health of the family. (Irianto, 2015)

Basis 2: Age: Over the last 2 decades, several age groups have been identified who are interested in organic food, globally. (Fotopoulos, and Krystallis, 2002; Storstad, and

Bjorkhaug, 2003) Earlier, more of the younger people (below 40) were aware of the concept and were a part of regular buyers. But gradually, more elder groups (35-65) have developed interest and need for the organic food. (McEachern, and Willock, 2004; Lian, 2017; Chiciudean et al., 2019; Hernández et al., 2021)

Basis 3: Income: Income has a major effect on user's behaviour towards organically produced food. During the former years, the families with high income had positive behaviour towards its consumption. (Wier et al., 2005; Stipčević, and Petljak, 2011). In the later years, even the families who are in the medium income group are willing and capable of purchasing organic food products. (Lian, 2017; Chiciudean et al., 2019)

Basis 4: Marital Status: Marital status plays an influencing role in the purchase of organic food consumers. It has been observed that the people who are married and have children below the age of 15 years prefer consuming organic food. (McEachern, and Willock, 2004; Wier et al., 2005; Hernández et al., 2021). One study also suggest that small families are found to be more involved in its consumption. (Chiciudean et al., 2019)

Basis 5: Education/ Knowledge: Most of the studies which have collected the demographic details of the respondents, have concluded that the people with higher education are more aware and informed about the presence of organic food in the market. They have their opinion about the benefits associated with the organic food. And thereby, more educated people have more positive approach towards the organic food. (Wier et al., 2005; Stipčević, & Petljak, 2011; Ham et al., 2016; Lian, 2017; Chiciudean et al., 2019; Storstad, and Bjorkhaug, 2003). People with high level of education and knowledge asks for certification at the time of purchase. (Bedi, 2010; Lian, 2017)

Basis 6: Buying Frequency of regular buyers: No visible pattern has been observed in the buying frequency of the buyers over the last 2 decades. The regular buyers in a study conducted in Greece purchase the organic food atleast once per week. (Fotopoulos, and Krystallis, 2002) and in Croatia, 2-3 times per week. (Stipčević, and Petljak, 2011) Whereas at the other end, a study conducted in Madison reveals that the buyers have a very low frequency of purchase. (Zepeda et al., 2006)

Basis 7: Habits: The researchers have identified the distinguishing habits of the consumers who purchase organic food. The organic food users are usually diet conscious (Fotopoulos, and Krystallis, 2002; Zepeda et al., 2006), and are adopting various green practices in daily life. (Ham et al., 2016). The buyers are ready to pay premium prices for the good quality organic food. (Aryal et al., 2009; Bedi, 2010) and are usually looking for option from speciality stores and local markets. (Essoussi, and Zahaf, 2008)

Basis 8: General Perception: Throughout both the decades, many general perceptions have been observed by the researchers. People are more inclined towards domestically grown food, whether it is organic or conventional. (Storstad, and Bjorkhaug, 2003) Consumers have stronger perception towards the organic certified food, (Bedi, 2010) as they are more concerned about what they eat (Sadati, and Mohammadi, 2012) and the level of impact it has on the environment. (Rao et al., 2020) They don't get suppressed under any social pressure

and develop a positive attitude towards the organic food on the basis of their own understanding. (Yang et al., 2014)

3. Motivational Factors For The Purchase Of Organic Food

Table 3: Factors that motivate the consumers to purchase organic food.

Sl. No.	FACTORS THAT MOTIVATE THE PURCHASE OF ORGANCIC FOOD
Theme 1	Demographics like age, gender, income, marital status, education, place of residence
Theme 2	Concern towards Health/ Nutrition/ Safe food
Theme 3	Concern towards Environment
Theme 4	Concern towards Animals
Theme 5	Concern towards Social Injustice
Theme 6	Food Availability/ Quick Distribution/ Distance Travelled
Theme 7	Affective/ Feelings/ Attitude
Theme 8	Frequency of Purchase/ Past Purchase
Theme 9	Information available about Organic Food, Brands/ Awareness/ Knowledge/ Marketing/ Promotion/ Reliable Visual Cues
Theme 10	Appearance and Taste of Food/ Status attached to the consumption
Theme 11	Trust in Producers/ Origin of food/ Certification
Theme 12	Subjective Norms
Theme 13	Quality

Theme 1: Demographics like age, gender, income, marital status, education, place of residence

Demographic factors have a major role in the purchase behaviour of people towards organic food. According to the studies by Wier et al. (2005) and Yang et al. (2014), age matters a lot when it comes to the purchase of organic food. People between the ages of 18 and 25 are shown to have a more favourable attitude about organic foods than those over the age of 65. Young people favour organic food because of environmental concerns, whereas older people prioritise their personal health when eating organic food.

Gender affects the different attitude and behaviour towards organic food. Distinct genders will have different behavioural intentions. Females tend to be very careful towards their and family's health. They are concerned towards maintaining the ecology as well. Both of these attitudes supports their positive attitude and desire to buy organic food. (Irianto, 2015)

Increased disposable household income has an effect on consumer purchase intent and notably increases the organic budget share. (Wier et al., 2005, Zepeda et al., 2006 and Yang et al., 2014)

According to the study conducted by Wier et al., (2005), organic food products capture the curiosity of married people more than single people. The presence of youngsters under the age of 15 increases the issue about safe food consumption. The presence of older children, on the other hand, diminishes organic sharing. This disparity suggests that parents of young children are more concerned about their health.

The crucial term here is education, which may change a sceptic of organics or an unwilling consumer into a committed organic believer. (Fotopoulos, and Krystallis, 2002 and Wier et al., 2005) According to the study by Fotopoulos, and Krystallis (2002), people's buying intentions are influenced by their social position, which includes their area of living.

Theme 2: Concern towards Health/ Nutrition/ Safe food

Consumer attitude is influenced by health consciousness, and consumer attitude influences purchase intention favourably. (Wier et al., 2005; Essoussi, and Zahaf, 2008; Sadati, and Mohammadi, 2012; Yang et al., 2014; Irianto, 2015; Ham et al., 2016; Lian, 2017; Dangi et al., 2020; Rao et al., 2020; Hernández et al., 2021). Some people are found to be diet conscious and they consider organic food to be diet friendly.(Fotopoulos, and Krystallis, 2002; Zepeda et al., 2006). Few respondents were observed to have an opinion to consumer safe food constituting good nutritional value and considered healthy option, which they find in the organic food products. (Storstad, and Bjorkhaug, 2003; McEachern, and Willock, 2004; Aryal et al., 2009; Stipčević, and Petljak, 2011)

Theme 3: Concern towards Environment

Respondents have greater concern towards the protection of the environment. (Storstad, and Bjorkhaug, 2003; Zepeda et al., 2006; Essoussi, and Zahaf, 2008; Irianto, 2015; Ham et al., 2016; Lian, 2017; Rao et al., 2020; Hernández et al., 2021) Respondents recognise and respect organic food for their environmental benefits in the form of keeping the soil chemical free. (Wier et al., 2005)

Theme 4: Concern towards Animals

Respondents under study feels responsible towards the welfare of the animals. Organic farming involves usage of natural fertilizers which is beneficial for the animals to feed on. Others have inclination towards consuming vegan in order to bring welfare to the animals. (Storstad, and Bjorkhaug, 2003; McEachern, and Willock, 2004; Wier et al., 2005; Zepeda et al., 2006; Ham et al., 2016; Lian, 2017; Rao et al., 2020)

Theme 5: Concern towards Social Injustice

Under a study by Zepeda et al. (2006), labour practices are given emphasize. People have this opinion that organic agriculture takes care of the labour and farmers and thereby preventing any social injustice by promoting the consumption of the organic food. Other

(Essoussi, and Zahaf, 2008; Lian, 2017) switch to organic food consumption in order to support local communities and wellbeing of the producers.(Hernández et al., 2021)

Theme 6: Food Availability/ Quick Distribution/ Distance Travelled

Easy organic food availability influences the frequency of purchase of organic food items. Dangi et al. (2020) The marketers who follow shorter distribution channel tends to attract more customers. (Essoussi, and Zahaf, 2008), as this will involve less distance to be travelled by the next party in the supply chain to receive the organic production.(Bedi,(2010)

Theme 7: Affective/ Feelings/ Attitude

According to the respondents of Arvola et al.(2007), purchasing organic food feels like making a personal contribution to something better or like doing the morally right thing. (Essoussi, and Zahaf (2008; Sadati, and Mohammadi (2012) People comes up with the positive statements towards good conscience about oneself when they choose organic food (Yang et al., 2014; Dangi et al., 2020)

Theme 8: Frequency of Purchase/ Past Purchase

The regularity with which people shop at supermarkets and read newspapers influences their purchasing of organic food. (Fotopoulos, and Krystallis, 2002) Previous experience has been found to be an essential factor in influencing attitude and purchasing behaviour. (Lian (2017; Dangi et al., 2020)

Theme 9: Information available about Organic Food, Brands/ Awareness/ Knowledge/ Marketing/ Promotion/ Reliable Visual Cues

Informational and contextual elements such as merchant type, ease of identifying products, and so on, as well as high consumer perceived effectiveness- the perception that a person 's efforts may change things in order to solve the environmental issues (Essoussi, and Zahaf, 2008) Organic product knowledge and awareness also have an effect on the attitude of the consumers, as well as their purchasing decisions. (Aryal et al., 2009; Yang et al., 2014; Dangi et al., 2020) Other elements that influence customers' purchases of organic food include marketing and merchandising (Chiciudean et al., 2019) So, promotion appears to have the greatest influence on consumer acceptability and purchasing decisions. The factors that have the greatest impact on consumer perception and attitudes regarding the available market offer are modern media as a promotional tool. Customers' buying decisions are also influenced by reliable visual cues. (Melovic et al., 2020)

Theme 10: Appearance of food/ Status attached to the consumption

Appearance, is an important factor to purchase organic food (Zepeda et al., 2006; Aryal et al., 2009; Ham et al., 2016) Some other responses are in favour of the status which comes with the consumption of organic food and the impression it creates, as it is not easily affordable by all income groups. Aryal et al. (2009)

Theme 11: Trust in Producers/ Origin of food/ Certification

McEachern, and Willock (2004) highlighted that consumers have more trust in the organic food produced and packed by the same super Mart, This way they can have a direct contact with the producers and this builds the trust of the customers. Other factors like marketing and merchandizing influences the customers too. (Chiciudean et al., 2019) People look for necessary information about the product like origin of food, certification before making any purchase decision of organic food. (Wier et al., 2005; Zepeda et al., 2006), as certification is a sign of trust. (Lian, 2017; Dangi et al., 2020)

Theme 12: Subjective Norms

Subjective norms have been identified significantly affecting the consumption of few organic food items over others. (Arvola et al., 2007; Sadati, and Mohammadi, 2012; Irianto, 2015) This is due to reliable sources of information such as family, friends, literature, and the internet, which influence the purchase of organic food. (Essoussi, and Zahaf, 2008)

Theme 13: Quality

Quality, as represented by flavour, fresh ingredients, and labour practises influences choices for organic products. (Wier et al., 2005; Zepeda et al., 2006; Aryal et al, 2009; Sadati, and Mohammadi, 2012; Lian. 2017). A study done by Melovic et al. (2020), also laid emphasis on the fact that people look for the price quality ratio which is the perceived value they receive against the price they pay. If the ratio is positive, they become a regular buyer of the same.

4. Barriers to the Purchase of Organic Food

Table 4: Factors which act as barrier in purchasing organic food.

S. No.	BARRIERS TO THE PURCHASE OF ORGANCIC FOOD
Theme 1	Price/ Affordability/ High price premiums
Theme 2	Perishability
Theme 3	Non- Availability/ Poor Distribution/ Poor Merchandizing
Theme 4	Lack of knowledge/information/ Insufficient marketing
Theme 5	Lack of touch with the producers/ Imported
Theme 6	Poor appearance (unattractive) and Poor Quality/ use of artificial additives
Theme 7	Lack of interest/ negative attitude
Theme 8	Traditional eating pattern of conventional food/ Satisfaction with current food source
Theme 9	Scepticism of certification boards and organic produce labels/ lack of trust
Theme 10	Bad Taste/ Tasteless
Theme 11	Lack of free time/ time barrier

Theme 1: Price/ Affordability/ High price premiums

Numerous studies like Fotopoulos, and Krystallis, in 2002, talk about the price/ cost associated with the organic food items as the major obstacle between the food and the prospective consumers. People with medium level of income fail to afford these food. (McEachern, and Willock, 2004; Zepeda et al., 2006; Aryal et al., 2009; Bedi, 2010; Stipčević, and Petljak, 2011; Irianto, 2015; Ham et al., 2016; Lian, 2017; Chiciudean et al., 2019; Dangi et al., 2020)

Theme 2: Perishability

The perishable nature of the organic food creates a big barrier behind the behaviour of the consumers towards organic food. (The Zepeda et al., 2006; Chiciudean et al., 2019)

Theme 3: Non- Availability/ Poor Distribution/ Poor Merchandizing :

A study by Fotopoulos, and Krystallis, in 2002, highlights that low availability/supply of organic food, as well as a lack of speciality retailers, appears to be a serious obstacle to organic consumption. (Essoussi, and Zahaf, 2008; Aryal et al., 2009; Dangi et al., 2020)

Poor merchandising and distribution channel development are also impediments. (Chiciudean et al., 2019; Melovic et al., 2020)

Theme 4: Lack of knowledge/information/ Insufficient marketing:

No or less familiarity with the concept of organic and its related terms is the maximum visible barrier behind no or less purchase or organically produced food. (Zepeda et al., 2006) In some locations, consumers have relatively restricted access to information that influences their purchasing decisions. (Aryal et al., 2009; Bedi, 2010; Stipčević, and Petljak, 2011; Ham et al., 2016; Hernández et al., 2021)

Theme 5: Lack of touch with the producers/ Imported:

People believe that organic meat is primarily imported, preventing them from purchasing it. (McEachern, and Willock, 2004) Others complain about a lack of direct interaction with food producers, which makes it difficult for customers to buy organic food. (Hernández et al., 2021)

Theme 6: Poor appearance and Poor Quality/ use of artificial additives:

The main impediments to the consumption of organic food products are their unattractiveness and low quality. (Fotopoulos, and Krystallis, 2002; Zepeda et al. (2006; Chiciudean et al., 2019) Some respondents believe that organic food contains artificial flavours and additives, which they find to be untrue. (Ham et al. (2016)

Theme 7: Lack of interest/ negative attitude:

Organic goods have been determined to have a low level of appeal, according to researchers. (Fotopoulos, and Krystallis, 2002; Wier et al., 2005) People's behaviour is not influenced by altruistic drive (Arvola et al., 2007), instead they are less likely to buy organic food because of their negative attitudes toward taste, uniqueness, and appearance. (Ham et al., 2016)

Theme 8: Traditional eating pattern of conventional food/ Satisfaction with current food source:

Consumers' established trust in conventional farmers in the country, as well as their contentment with the taste and appearance of conventional food, are the hurdles. (Fotopoulos, and Krystallis, 2002; Storstad, and Bjorkhaug, 2003; Zepeda et al., 2006)

Theme 9: Scepticism of certification boards and organic produce labels/ lack of trust:

Lack of trust in control measures and in any health effect from consuming organic . Items are two barriers that greatly influence the tendency to buy organic (due to the existence of many other risk factors in everyday life. (Wier et al., 2005; Zepeda et al., 2006)

Theme 10: Bad Taste/ Tasteless:

The lack of perceived taste differences and a negative attitude toward organic food as having the worst tastes works as a deterrent to purchasing organic foods. (McEachern, and Willock, 2004; Ham et al., 2016)

Theme 11: Lack of free time/ time barrier:

The study by Ham et al. (2016), found that a lack of time has a negative impact or acts a barrier on the intention to purchase organic food, which is typically connected with consumers with higher income and education and is caused by irregular working hours and a busy lifestyle.

5. Future Research Needs

Table 5: Future research needs in the sector organic food consumption

Basis	Description
Basis 1: Sample	Gender Ratio
	Larger sample size
Basis 2: Factors	Socio-demographic and Psychographic factors
	Mediation variables
	External factors
Basis 3: Coverage/ Scope/ Aim	Geographical Spread
	Developed markets
	Among different culture
	Brand preferences/ organic sectors
	More variety of organic food/ food choice experiment
	Suggestions for the marketing practitioners
	Scepticism issues/ Value of Certification
Basis 4: Methodology	Comparative analysis
	Data collection method
	Research Method
	Analysis model
	Scales

Basis 1: Sample: Further study on the ratio and age of men and women is essential in both organic and conventional agriculture. With a bigger sample size, future studies might focus on evaluating frequent organic food customers.

Basis 2: Factors: More in-depth analysis could be carried out in connection to socio-demographic characteristics such as education, income, ethnicity, and psychographic elements such as personality, lifestyle, social class, and habits.

Future study should focus on identifying the hurdles to purchasing organic foods as well as identifying relevant mediating factors which may impact the purchase intention and consumer behaviour relationship.

Various external factors such as marketing, cultural or demographic should also be studied in detail in the future studies in order to analyse its influence on the behaviour of the users.

Basis 3: Coverage/ Scope/ Aim: Smaller towns and big urban city centres should be studied in the future, as well as diverse countries and cultures, metropolitan areas, and more developed locations.

This addition will provide a more complete picture of associated behavioural goals to purchase organic food. It would be beneficial for boosting sample representativeness and elucidating regional disparities in organic food purchase behaviour. Using developed markets as a sampling location will enable to study long-term behaviour intentions.

Future research should look into the impact of dairy, eggs, meat, and poultry items upon users' option selections using distinct chosen experiments. In order to fully comprehend customer's food buying choices, the impact of attractiveness as a factor affecting the choice of brand should further be assessed. TPB can be supplemented with food choice experiments in the future. It is also possible to assess a person's desire for specific organic items. Future studies could be undertaken with various organic sectors, as customers' ethical choices vary by industry.

It is necessary to address the marketing practitioner's and public policy implications of food consumption behaviour. More research may be done to establish successful organic food marketing tactics and improve the current scenario.

Future policy study should focus on determining how extensive mistrust about organic food labelling has been amongst organically grown and conventionally grown food purchasers. If USDA (United States Department of Agriculture) approved seals would be successful in solving such worries is of special importance.

Basis 4: Methodology: In future studies, various sampling strategies might be utilised to obtain a higher response rate. More questions must be inserted to measure a variable. Stern et al (1999) established an ecologically sound consumption scale that researchers could use study users' ecologically responsible consumption priorities including their impact on buying habits.

Individual and mixed quantitative and qualitative research methodologies could be used in future studies. The relationship between customer attitude and purchase intent might be examined further utilising qualitative techniques like face to face individual or group interviews, as well as to gain a better understanding of why environmental concerns and subjective standards were dismissed. The consequences of food consumption pattern for marketing companies and policymakers might be resolved by performing descriptive study employing quantitative methodologies.

The application of structural equation modelling, that can evaluate a large number of dependency relationships at the same time, might aid future study in this sector. This would aid in the validation of impact on the shift to the system of organically produced meat, as well as prospective prediction for organic meat purchasing behaviour.

IV. IMPLICATIONS AND CONCLUSION

The basis on which the motives and barriers have been identified in this study, indicating the people who provide organic food own such a tremendous amount of work to do if the market is to grow and serve the diverse needs of consumers. Perhaps the simplest basic meaning of the phrase "organic" isn't really consistent, across all the studies. It appears self-evident that customers won't be persuaded to buy organic food if they can't discern the

difference between organic and conventional food. Marketers, merchants, and producers must do a better job of communicating relevant information to customers through advertisement, labelling, marketing etc. Suitable educational resources should be developed in order to increase the number of organic food customers. Advertisers should offer details on manufacturing processes, environment related impacts, and positive contributions to domestic economy, amid many issues.

REFERENCES

- [1] Arvolaa, A., Vassallob, M., Deanc, M., Lampila, P., Saba, A., La hteenma'ki, L., et al. (2007). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. 443-454.
- [2] Aryal, K. P., Chaudhary, P., Pandit, S., & Sharma, G. (2009). Consumers' willingness to pay for Organic Products: A Case from Kathmandu Valley. *The Journal of Agriculture and Environment*, 10.
- [3] Bedi, A. S. (2010). Why is Organic Food an Enigma to Consumers? A study of Consumers' Organic Food Preferences.
- [4] Chiciudean, G.O., Harun, R., Ilea, M., Chiciudean, D., Arion, F.H., Ilies, G. and Muresan, I.C. (2019). Organic Food Consumers and Purchase Intention: A Case Study in Romania. *Agronomy* 2019, 9, 145.
- [5] Dangi,N., Narula, S.A. and Gupta, S.K. (2020). Influences on purchase intentions of organic food consumers in an emerging economy. *Journal of Asia Business Studies*. 14 (5), 599-620.
- [6] Essoussi, L. H., & Zahaf, M. (2008). Decision making process of community organic food consumers: an exploratory study. *Journal of Consumer Marketing*, 95-104.
- [7] Fotopoulos, C., & Krystallis, A. (2002). Organic Product avoidance- Reasons for rejection and potential buyers identification in a countrywide survey. *British Food Journal*, 104(3/4/5), 233- 260. doi:10.1108/0007070021042569
- [8] Garg, A., & Roy, S. K. (2021). An analytical study of organic food industry and challenges to reinforce Triple Bottom Line. *Anvesak*, 65-78
- [9] Green, D. (2021, September 22). Is organic food worth the price? *The rise of the organic food market*. Retrieved from <https://www.cnbc.com/2021/09/22/organic-food-sales-surged-in-2020-higher-demand-and-cheaper-costs.html>
- [10] Ham, M., Pap, A., and Bilandžić, K. (2016). PERCIEVED BARRIERS FOR BUYING ORGANIC FOOD PRODUCTS. 18th International Scientific Conference on Economic and Social Development – “Building Resilient Society”. Zagreb, Croatia: Researchgate.
- [11] Hughner, R. S., McDonagh, P., Prothero, A., Shultz II, 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, 1-17. doi:DOI: 10.1002/cb.210
- [12] Irianto, H. (2015). Consumers' Attitude and Intention towards Organic Food Purchase: An Extension of Theory of Planned Behavior in Gender Perspective. *International Journal of Management, Economics and Social Sciences*, 4 (1), 17-31.
- [13] Leyva-Hernández, S.N., Toledo-López, A. and Hernández-Lara, A.B. (2021). Purchase Intention for Organic Food Products in Mexico: The Mediation of Consumer Desire. *Foods* 2021,10, 245. <https://doi.org/10.3390/foods10020245>
- [14] Lian, S. B. (2017). What Motivates Consumers to Purchase Organic Food in Malaysia? *Asian Social Science*, 13 (9), 100-109.
- [15] Mancombu, S. R. (2022, February 07). Several violations found in organic produce certification process. *Hindu Business Line*. Retrieved from <https://www.thehindubusinessline.com/economy/agri-business/several-violations-found-in-organic-produce-certification-process/article64970563.ece>

- [16] McEachern, G. M., & Willock, J. (2004). Producers and consumers of organic Meat- A focus on attitudes and motivation. *British Food Journal* , 106 (7), 534-552.
- [17] Melovic, B., Cirovic, D., Dudic, B., Vulic, T.B., and Gregus, M. (2020). The Analysis of Marketing Factors Influencing Consumers' Preferences and Acceptance of Organic Food Products—Recommendations for the Optimization of the Offer in a Developing Market. *Foods* 2020, 9, 259. doi:10.3390/foods9030259
- [18] ORGANIC PRODUCTS. (n.d.). Agricultural & Processed Food Products Export Development Authority. Retrieved from https://apeda.gov.in/apedawebsite/organic/Organic_Products.htm
- [19] Organic. (2021, October 21). Organic Market Report: Organic Market Has Crossed 100-Billion. Benefit Publishing Pvt. Ltd. Retrieved from <https://purecoindia.in/organic-market-report-organic-market-has-crossed-100-billion-usd/#:~:text=Organic%20area%20increased%20in%20all,million%20hectares%20compared%20to%202017>
- [20] Organic. (n.d.). Retrieved from <https://www.vocabulary.com/dictionary/organic>
- [21] Prakati. (n.d.). Organic Product Standards in India. Retrieved from <https://www.prakati.in/organic/standards/>
- [22] Rao, D.P., Mogili, R. and Nagaraj, S. (2020). A study on Consumers' Motivation towards organic food products in India. *Academy of Marketing Studies Journal*. 24(2).
- [23] Sadati, S.A. and Mohammadi, Y. (2012). Key Values Influence Consumer Intention towards Organic Food in Iran. *Research Journal of Applied Sciences, Engineering and Technology* , 4 (14), 2055-2060.
- [24] Sharma, R. (2022, February 9). How Omnichannel Brand Zama Organics Is Planning to Expand its Geographical Reach. *Indian Retailer*. Retrieved from <https://www.indianretailer.com/interview/retail-people/startup/how-omnichannel-brand-zama-organics-is-planning-to-expand-its-geographical-reach.i1965/>
- [25] Stipčević, V.B., Petljak , K. (2011). Research on organic food purchase in Croatia. *Trziste*. 23(2), 189-207.
- [26] Storstad, O., & Bjorkhaug, H. (2003). Foundations of production and consumption of organic food in Norway: Common attitudes among farmers and consumers? *Agriculture and Human Values*, 20(2), 151- 163. doi:10.1023/A:1024069627349
- [27] Wier, M., Andersen, L. M., Millock, K., & Jensen, K. (2005). Perceptions, values and behaviour: The case of organic foods. Retrieved from *Orgprints*.
- [28] Yang, M., Al-Shaabani, S. and Nguyen, T.B. (2014). Consumer Attitude and Purchase Intention towards Organic Food - A quantitative study of China. Linnæus University.
- [29] Zepeda, L., Chang, H. S., & Reid, C. L. (2006). Organic food demand: A focus group study involving Caucasian and African-American shoppers. *Agriculture and Human Values* , 385-394.

Table 1: Major findings of the sample researches.

Sl. No.	Author(s) and year of publication	Country of Research	Research Methodology	Findings
1	Fotopoulos, and Krystallis (2002)	Athens, Thessaloniki- Greece	Exploratory research, convenience sampling- supermarkets in Greece, personal interview,	The Greek organic market has progressed from its infancy to its early stages of maturity, as seen by the declining relevance of the factor price as a barrier in the organic purchasing process with a rising knowledge. As we proceed from lower to higher social images (education, central place of residence, income, profession, newspaper purchase vs. TV use, etc.)
2	Storstad, and Bjorkhaug (2003)	Norway	Mail Survey	Organic producers and organic customers in Norway share similar views on environmental issues and animal welfare in the agricultural sector. Traditional farmers had a higher level of agreement with the current state of agriculture. Conventional farmers, unlike organic farmers and customers, do not see serious environmental issues or animal welfare issues in today's farming system. However, conventional farmers, like organic farmers and consumers, and to a greater extent than conventional consumers, reject gene technology as a solution to agricultural environmental concerns.
3	McEachern, and Willock (2004)	Scotland- Scottish General Register of Electors	postal questionnaires, random sampling technique	Attitudes play a big role in driving farmers and providers transitioning into practices which follow the ethics of organic food production methods as well as user's purchasing patterns. This group of farmers placed a high value on "market forces," showing strong producer confidence regarding the sustainability of organic agriculture, regardless of size and style of the farmland. Users' attitudes about livestock purchasing were also influenced by the concept of meat safety, particularly in the context of country-of-origin. Consumers are prejudiced against purchasing organic livestock which is not from the UK. This must persuade numerous meat farmers from the area to adopt organic methods of production as well as merchants to sign agreements longer-term contracts with meat growers.
4	Wier <i>et al.</i> (2005)	Denmark	Market Research Institute and Questionnaire	The declared increase in household tendency to purchase organic foods has a substantial impact. The priority given to 'private good' traits leads to the conclusion that these values determine market participation. The importance that households place on public good traits does not change over time. Considerably contribute to the explanation of the home organic budget share However, as practically all organic food purchasers acknowledge 'public good' traits, these criteria may also apply. This is a requirement for

				purchasing organic items.
5	Zepeda <i>et al.</i> (2006)	Madison, Wisconsin	Focus group study	Although the African-American group had a lesser level of acquaintance with organic foods, its members were more responsive and enthusiastic toward them. Similarly, they seem to be a good receptor of organic food rates surcharges. When the 2 buyer gangs of organic food were compared to the 2 buyer gangs of conventional food, that showed the first set of gang had a greater understanding of organically produced food options. They seem to be more of a diet conscious people. The conduct of organic shoppers, on the other hand, differed greatly. The findings suggest that equal distribution and access of resources should be investigated to modify legislation favouring organic agriculture.
6	Arvola <i>et al.</i> (2007)	Italy, Finland, UK	stratified random sampling, face to face interviews, web questionnaire, SEM	Moral attitude and subjective norms, in addition to attitudes, explained a significant portion of the variance in intentions. The proportional importance of these factors differed by country, with moral attitude having a larger explanatory power in the UK and Italy than subjective standards. It was the other way around in Finland. In Finland, including moral attitude enhanced the model's fit and predictive performance, but only significantly.
7	Essoussi, and Zahaf (2008)	Ontario-Canada	Data was collected using Focus groups and analyzed using content analysis.	Description and acknowledgement of Organic food, customer's possible motives and belief, its labelling and procedure of getting certified, its network of distribution and proposal of theoretical framework of making a decision with respect to organic food in smaller towns were the five main themes that emerged and contributed to the discussion.
8	Aryal <i>et al.</i> (2009)	Nepal-Kathmandu	Stratified random sample and Purposive sampling, Interviews and Questionnaire, quantitative and qualitative data collection	People are willing to spend a higher price for a better product, but the patience level varies. Organic product consumption is growing, but more product creation and improvements in certification, processing, labelling, and packaging are needed to keep demand growing.

9	Bedi (2010)	Guelph-Canada	Experimental research design, Interactive computer-based survey- Mall intercept. t-statistic test	Consumers' implicit memories of organic food goods were triggered by conceptual priming. Consumers chose food that was grown within 250 kilometres of their home. Consumers prefer low-cost, locally sourced foods to organic foods. Organic certification is preferred by consumers, although it has little impact on their food purchasing decisions.
10	Stipčević, and Petljak (2011)	Croatia-Europe	primary research- personal interviews through questionnaires, stratified sampling, descriptive and inferential statistics	The definition of organic food is unfamiliar to the respondents. The impression of organic food and the value of attributes of a place of sale for organic food were found to be related to the frequency of organic food purchases by regular purchasers. The primary reasons for not purchasing organic food are excessive prices and a lack of knowledge about where to obtain it.
11	Sadati, and Mohammadi (2012)	Golestan-Iran	Questionnaire, 5- point Likert scale, SPSS and AMOS, SEM	Organic items are perceived to be overpriced by respondents, with the majority of them displeased with the price increase. In addition, three important characteristics influenced respondents' intentions to consume organic foods: attitude, subjective norm, and perceived behaviour control, which together explained 75% of the variance in intention.
12	Yang <i>et al.</i> (2014)	China	Deductive and Quantitative approach, Descriptive design, Primary Data, Online Questionnaire, Survey, Likert Scale, Convenience and Snowball Sampling, Frequencies, Descriptive statistics, Pearson's Correlation, Linear Regression	Consumer knowledge, health consciousness, and personal norms all had an impact on Chinese consumer attitudes, indicating a positive link between attitude and purchase intention. The only element that has been shown to have an impact on both customer attitudes and purchase intentions is age.
13	Irianto (2015)	Surakarta City, Indonesia	Theory of Planned Behaviour, Survey method, Non- probabilistic sampling, structural equation model,	Individuals' positive attitudes toward buying organic food were determined by their health and environmental consciousness. The impact of gender disparity upon attitudes, intentions, buying behaviour of organically produced food matched earlier descriptive studies suggesting that gender influences organic food purchasing behaviour.

14	Ham <i>et al.</i> (2016)	Eastern Croatia-Slavonia	in-person survey- Questionnaire, Convenience sampling, SPSS, 5-point Likert type scale, Negative attitudes scale	Barrier of cost, time, and knowledge, as well as negative attitudes toward organically produced food all have a negative link with organic food purchase intention. Negative attitudes such as bad taste, fake flavour, additives, and unattractiveness are all examples of negative attitudes.
15	Lian (2017)	Klang Valley-Malaysia	Non-probability convenience sampling method, a six-point Likert scale, SPSS- descriptive analysis, validity and reliability analysis., AMOS- SEM Analysis	Consumer attitudes toward organic food were most positively influenced by health consciousness, followed by past experience and personal beliefs. Organic food products are considered of higher ranking, concerning its nutritional value, quality, safety, and health advantages by customers.
16	Chiciudean <i>et al.</i> (2019)	Romania-Europe	quantitative survey, simple random sampling, descriptive statistical analysis, exploratory factor analysis (EFA) , principal component analysis (PCA), varimax rotation method	Price was the most significant impediment to consumption, followed by perishability and availability. The influencing elements for organic food are high prices, mistrust, and a lack of adequate promotion. Consumers in Romania did not believe themselves to be uninformed about this food category. Furthermore, they were aware of where to look for organic food.
17	Melovic <i>et al.</i> (2020)	MONTENEGRO-BALKAN - EUROPE	Data was collecting using a questionnaire, and it was assessed by structural equation model (SEM).	Consumer acceptance and purchasing decisions are most influenced by pricing and promotion. The aspects with the maximum effect on customer opinions and behaviour are attitudes toward organic food items, price/quality ratios, distribution hurdles, and modern media as a promotion tool.
18	Dangi <i>et al.</i> (2020)	India	A quantitative questionnaire survey and multiple linear regression was used	The intention to purchase organic food is significantly influenced by attitudes and perceived behavioural control. Subjective norms are flimsy and have little bearing on intent. The primary facilitators in organic food purchase include health motives, previous purchase behaviour, knowledge, affordability, and trust in the organic certification label. Buying organic food on a regular basis is seen as valuable and delightful by the majority of the respondents. Behavioural intention was inversely connected to a more appealing appearance compared to ordinary meals.

19	Rao <i>et al.</i> (2020)	India	The mall intercept approach was used to collect data from the stores of prominent Indian organic food selling establishments in two metropolitan areas. Results were collected on a five-point Likert scale. Exploratory Factor Analysis and Multiple Regression Analysis were used in the analysis.	Motivations for purchasing organic foods such as health consciousness, environmental concerns, and animal welfare issues have a favourable impact on customers' desire to acquire and actual purchase of organic food items. Organic products, according to popular perception, contain no pesticides, no chemical fertilisers, and are residue-free and harmless.
20	Hernández <i>et al.</i> (2021)	Mexico	Cross-sectional explanatory study and structured questionnaire	When the desire to attain a purpose connected to social, personal, or environmental benefits enters the picture, customers exhibit the strongest purchase intent for organic food items. Consumers are also motivated by a desire to improve their looks as well as producers' financial well-being.