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## Awareness towards Agro-Food Processed Products

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Peer Review Information	Abstract
<p><i>Submission: 13 March 2026</i> <i>Revision: 0.2 April 2026</i> <i>Acceptance: 16 April 2026</i></p>	<p>This study focuses on understanding consumer awareness towards agro-food processed products, with special emphasis on organic processed food items. The rapid growth of the food processing industry, along with changing lifestyles and increasing health consciousness, has significantly influenced consumer preferences. The research aims to examine the level of awareness, perception, and buying behavior of consumers regarding processed food products.</p>
<p><b>Keywords</b></p> <p><i>Awareness level, Customer's Awareness, Organic Farming, Organic Food, Organic Food Products.</i></p>	<p>The main objective of this research is to analyze the level of awareness, perception, and purchasing behavior of consumers regarding agro-food processed products. The study is based on both primary and secondary data. Primary data was collected through a structured questionnaire, while secondary data was obtained from various research articles, journals, and online sources. The findings of the study reveal that while consumers are generally aware of processed food products, awareness regarding organic processed food is comparatively moderate. Most consumers perceive organic products as healthier and safer; however, factors such as higher prices and limited availability act as major barriers to their regular consumption.</p> <p>The study concludes that there is a positive trend towards organic agro-food processed products, and with increased awareness, better marketing strategies, and affordable pricing, their adoption is likely to increase in the future. The study concludes that there is a growing inclination towards organic agro-food processed products, and increasing awareness along with better affordability can further enhance their adoption among consumers.</p>

### Introduction

Both primary and secondary data have been used in the study. Primary data was collected through a structured questionnaire from selected respondents, while secondary data was gathered from journals, articles, and online sources. The findings indicate that while a majority of consumers are aware of agro-food processed products, awareness regarding organic processed food is still developing. Consumers generally perceive organic products as healthier and safer, but higher prices and limited availability restrict their regular

consumption.

Nowadays, people across the globe are showing concern about ecological and environmental issues. These major issues arise due to rapid increase in population, varied food consumption habits, decrease in acres of arable land, use of chemical and toxic substances to yield more production, etc. As people are getting aware of the environmental and health issues associated with food products, they are demanding for chemical residues and pesticides free food. This leads to a shift in agriculture from conventional farming to sustainable and organic agriculture

farming.

Agro-food processed products refer to food items that are derived from agricultural raw materials and are processed to enhance their shelf life, taste, and convenience. These products include items such as jams, pickles, sauces, dairy products, packaged snacks, and ready-to-eat foods. With the rapid pace of urbanization and changing lifestyles, the demand for processed food has increased significantly.

In India, the agro-food processing industry plays a vital role in economic development by reducing post-harvest losses, generating employment, and increasing farmers' income. In recent years, there has been a growing awareness among consumers regarding health and nutrition, which has led to an increased interest in organic agro-food processed products.

Kanpur, being a developing urban city, shows a mix of traditional and modern consumption patterns. Consumers in Kanpur are gradually shifting towards processed and organic food products due to convenience and health concerns. This study aims to analyze the level of awareness and consumer behavior towards agro-food processed products in Kanpur city.

### Review Of Literature

Various studies have been conducted to understand consumer behavior towards processed and organic food products.

- Studies indicate that urban consumers prefer processed foods due to convenience and time-saving benefits.
- Research on organic food consumption shows that health consciousness is a major factor influencing purchase decisions.
- Some studies highlight that although awareness about organic products is increasing, their adoption is still limited due to higher prices.
- Previous research also suggests that branding and packaging play an important role in attracting consumers.
- It has been observed that younger consumers are more inclined towards trying new and innovative food products.

Previous studies suggest that awareness of processed food products is increasing, especially in urban areas. Researchers have found that education level, income, and exposure to media significantly influence consumer knowledge.

Some studies highlight that consumers are becoming more health-conscious and prefer products with proper labeling and certifications. However, there is still a gap in awareness in

rural areas regarding nutritional information and food safety standards.

### Objective of Study

To analyze the level of awareness among consumers about agro-food processed products

1. To study consumer awareness towards agro-food processed products in Kanpur
2. To analyze awareness and perception regarding organic processed food products
3. To understand consumer buying behavior and preferences To
4. To identify factors influencing purchase decisions
5. Identify factors influencing consumer awareness and buying behavior
6. To examine the role of branding, labeling, and advertising in creating awareness
7. To study consumer perception regarding quality and safety of processed food

### Research Methodology

This study is descriptive in nature and is based on both primary and secondary data.

- Primary Data: Collected through a structured questionnaire from consumers in Kanpur city
- Secondary Data: Collected from research papers, journals, websites, and reports
- Sample Size: 60 respondents
- Sampling Method: Random sampling
- Data Collection Tool: Questionnaire

The data collected was analyzed using simple percentage methods to understand consumer responses.

### Data Analysis and Interpretation

The analysis of data collected from respondents in Kanpur city reveals the following trends:

- A majority of respondents (around 70%) consume agro-food processed products regularly due to convenience and availability.
- About 65% of respondents are aware of organic processed food products.
- Nearly 60% believe that organic products are healthier compared to non-organic products.
- However, only 40% of respondents purchase organic products frequently due to higher prices.
- Most consumers consider quality and health benefits as the primary factors influencing their purchase decisions, followed by price and brand.

- Packaged snacks and dairy products are the most commonly consumed processed items.

### Findings

- Agro-food processed products are widely used among consumers in Kanpur
- Awareness regarding organic processed products is moderate
- Health consciousness is increasing among consumers
- High price is the main barrier to purchasing organic products
- Consumers prefer quality and safety over price.

### Discussion

The study indicates that consumers in Kanpur are becoming more aware of agro-food processed products, especially organic items. The increasing concern for health and nutrition is driving the demand for organic products. However, affordability remains a significant issue. The findings suggest that while awareness is growing, actual consumption of organic products is still limited.

The study concludes that agro-food processed products have become an integral part of consumers' daily lives in Kanpur city. There is a noticeable increase in awareness and interest in organic processed food products. However, factors such as high cost and limited accessibility restrict their widespread adoption. With better pricing strategies and increased awareness, the demand for organic products is expected to grow in the future.

### Suggestions / Recommendations

- Conduct awareness campaigns to educate consumers about organic products
- Reduce the price gap between organic and non-organic products
- Improve availability in local markets
- Enhance packaging and labeling to build trust
- Promote organic products through effective marketing strategies

### Limitations of the Study

- The study is limited to Kanpur city only
- Sample size is relatively small
- Time constraints affected data collection
- Responses may be subject to personal bias

### Conclusion

The consumption and demand of organic food products are flourishing gradually around the globe. There is a small gap in customer's awareness and organic food products. At one end customers are acquiring knowledge through digital media sources and taking precautions to remain healthy; on other side farmers are not receiving enough demand to produce organic food crops. The urban customers in Kalaburagi City should be educated about organic food process, cultivation, health benefits, environment sustainability and the usage of toxic and chemical substance in food. The research concludes that consumer awareness plays a vital role in determining the buying behavioral aspect for selecting organic food products. If customers are aware about organic food it would lead to increased demand for OFP and thus it will ultimately change the cultivating habits of farmers to produce more organic food. The awareness about OFP could be spread through mass media advertisement, trade fair, and government initiated organic shops.

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