

## Consumer Preference Towards Organic Products

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<p><b>Peer Review Information</b></p> <p><i>Type: Article</i> <i>Received: 26 March 2026</i> <i>Revised: 23 April 2026</i> <i>Accepted: 09 May 2026</i> <i>Published: 01 June 2026</i></p>	<p style="text-align: center;"><b>Abstract</b></p> <p>In recent years, increasing awareness regarding health, environmental sustainability, and eco-friendly lifestyles has significantly influenced consumer buying behaviour. Consumers are becoming more conscious about the harmful effects of chemical-based and non-sustainable products on both personal health and the environment. As a result, the demand for organic products has witnessed substantial growth, particularly among younger consumers and urban populations. Organic products, including food items, herbal personal care products, and eco-friendly household products, are increasingly preferred due to their perceived health benefits, product quality, and environmental</p> <p>For the purpose of the study, primary data was collected from 66 respondents belonging to urban and semi-urban areas, including students, young professionals, homemakers, and working individuals. A structured questionnaire was used as the primary data collection tool. The research follows a descriptive research design, and convenience sampling was adopted for selecting respondents based on accessibility and willingness to participate. Statistical tools such as percentage analysis, tabulation, and chi-square testing were used to analyse the data and test the relationship between awareness and frequency of purchase.</p> <p>The findings of the study reveal that consumer awareness regarding organic products is considerably high among the respondents. A significant proportion of consumers prefer organic food products, followed by herbal personal care and eco-friendly household products. Health benefits emerged as the most important factor influencing consumer preference, followed by product quality and pricing. The study also indicates that most consumers show a positive attitude toward organic products and are willing to pay a premium price for safer and environmentally friendly alternatives.</p> <p><b>Keywords:</b> Organic Products; Consumer Preference; Sustainability; Buying Behaviour; Green Marketing.</p>
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### How to Cite This Article

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## Introduction

In the present era, growing concerns about health, environmental sustainability, and climate change have significantly influenced consumer buying behaviour. People are becoming more aware of the harmful effects of chemical-based products and the long-term impact of environmental pollution. As a result, the demand for organic products has increased rapidly in recent years.

Organic products are those goods that are produced using natural ingredients and environmentally friendly methods, with minimal use of harmful chemicals, pesticides, or synthetic materials. These products include organic food items, natural personal care products, eco-friendly cleaning agents, sustainable clothing, and biodegradable packaging materials. Consumers prefer such products because they are considered safer for health and less harmful to the environment.

With the rise of digital media, social platforms, and awareness campaigns, consumers now have easier access to information related to sustainable living and healthy lifestyle choices. This has encouraged more people, especially younger consumers, to shift towards organic alternatives. Factors such as product quality, health benefits, environmental concern, brand trust, and social influence play an important role in shaping consumer preference.

This research study focuses on analysing consumer preference towards organic products and understanding the factors that influence their purchase decisions. It also examines the level of awareness, frequency of buying, willingness to pay extra, and future intention to purchase organic products. The study aims to provide useful insights into changing consumer behaviour in the growing market for organic products.

### Need for the Study

In recent years, growing health concerns and environmental awareness have significantly changed consumer buying behaviour. Consumers are now more inclined toward products that are safe, natural, and environmentally friendly. Organic products have emerged as an important alternative to conventional products due to their health benefits and sustainable nature.

This study is important to understand the factors influencing consumer preference, purchase frequency, and willingness to pay extra for organic products. The results of the study can help businesses and marketers develop better strategies to increase consumer awareness and market penetration.

### Literature Review

The review of previous research studies helps in understanding consumer behaviour towards organic products and the factors influencing purchase decisions. Earlier studies have highlighted the role of awareness, health concerns, environmental sustainability, pricing, and social influence.

Peattie (2001) explained that environmental awareness strongly affects consumer preference and buying behaviour toward eco-friendly products.

Ottman (2011) found that health benefits, product safety, and sustainability are major reasons behind the purchase of organic products.

Biswas and Roy (2015) concluded that younger consumers show stronger interest in organic products due to environmental concern and health consciousness.

Joshi and Rahman (2016) stated that price, social influence, and consumer attitude significantly affect buying behaviour.

Nguyen et al. (2017) emphasized the importance of eco-labels and certifications in building consumer trust.

Mishal et al. (2017) observed that Indian consumers, especially youth, are shifting toward sustainable consumption patterns.

Kumar and Ghodeswar (2018) found high acceptance of organic products among urban consumers.

Lee (2019) reported that millennials and Gen Z consumers are highly influenced by digital media and social trends.

Choudhary and Gokarn (2020) highlighted perceived value and quality as important purchase drivers.

Sharma and Gupta (2021) identified pricing and limited availability as major barriers.

### Research Gap

Although several previous studies have examined consumer behaviour towards organic products, limited research has been conducted specifically on young consumers and urban respondents in the Indian context. Many studies focus on awareness and intention, but fewer studies analyse the direct relationship between awareness and actual buying frequency.

This study attempts to fill this gap by examining the relationship between consumer awareness and purchase behaviour using chi-square analysis.

### **Problem Statement**

Although awareness about organic products is increasing, many consumers still hesitate to purchase them regularly. The major reasons include high pricing, doubts regarding authenticity, and limited product availability.

The study therefore attempts to understand whether awareness and product knowledge significantly influence consumer buying frequency.

### **Scope of the Study**

The present study focuses on consumer preference towards organic products such as organic food items, herbal personal care products, and eco-friendly household products. The study is limited to urban and semi-urban consumers, mainly students and young working professionals. It covers awareness, purchase frequency, willingness to pay extra, and future buying intention.

### **Product Category Covered**

The present study focuses on consumer preference towards selected categories of organic products. The major product categories considered in this study include organic food products, herbal personal care products, eco-friendly household cleaning products, and biodegradable packaging items.

These product categories were selected because they are commonly used by consumers in their daily lives and represent the growing market for sustainable and health-friendly products.

### **Objectives of the Study**

- To measure the level of awareness regarding organic products among consumers
- To identify the key factors affecting purchase decisions
- To study the frequency of purchase of organic products

### **Population of the Study**

The population of the study includes consumers who are aware of and use organic products in their day-to-day lives. It mainly covers students, young professionals, homemakers, and working individuals from urban and semi-urban areas who have exposure to organic and eco-friendly products.

The population was selected to understand consumer awareness, buying behaviour, and future purchase intention towards organic products.

### **Sample Respondents**

The population of the study includes consumers who are aware of and purchase organic products. The study considers a sample of 66 respondents, including students, young professionals, and regular consumers from urban and semi-urban areas.

### **Research Methodology**

The present study follows a descriptive research design to analyse consumer preference towards organic products. Primary data was collected through a structured questionnaire from respondents belonging to urban and semi-urban areas.

The sampling technique used is convenience sampling, where respondents were selected based on accessibility and willingness to participate. The data collected includes awareness level, buying frequency, willingness to pay extra, and future buying intention.

For statistical analysis, descriptive tools and chi-square testing were used to examine the relationship between awareness and frequency of purchase.

*Table 1. Consumer Preference for Different Categories of Organic Products*

<b>Product Category</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Organic Food Products	28	42%
Herbal Personal Care Products	22	33%
Eco-friendly Household Products	16	25%

Total	66	100%
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*Interpretation*

above table shows that organic food products were the most preferred category among respondents, accounting for 42% of the total sample. Herbal personal care products were preferred by 33% respondents, while eco-friendly household products were chosen by 25%. This indicates stronger consumer inclination toward health-related organic products.

*Key Factors Affecting Consumer Preference*

*Table 2. Factors Influencing Consumer Preference Towards Organic Products*

Factor	Respondents	Percentage
Health Benefits	24	36%
Product Quality	18	27%
Price	12	18%
Brand Trust	7	11%
Availability	5	8%
<b>Total</b>	<b>66</b>	<b>100%</b>

*Interpretation*

The table indicates that health benefits are the most important factor affecting consumer preference, followed by product quality and price. This suggests that consumers primarily associate organic products with safety and better health outcomes.

*Consumer Purchase Preference Frequency*

*Table 3. Overall Consumer Preference Level Towards Organic Products*

Preference Level	Respondents	Percentage
Highly Preferred	20	30%
Preferred	26	39%
Neutral	12	18%
Low Preference	8	13%
<b>Total</b>	<b>66</b>	<b>100%</b>

*Interpretation*

The majority of respondents fall under the preferred and highly preferred categories, showing a positive market trend toward organic products.

**Hypothesis**

*Hypothesis 1 — Awareness vs Frequency of Buying Organic Products*

Hypothesis Testing

The chi-square test was applied to examine the relationship between consumer awareness and the frequency of purchasing organic products. The result shows a statistically significant relationship between the two variables. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

*Table 4. Relationship Between Consumer Awareness and Purchase Frequency of Organic Products*

Awareness	Frequent	Sometimes	Rare	Total
Yes	22	30	10	62

No	0	0	4	4
<b>Total</b>	<b>22</b>	<b>30</b>	<b>14</b>	<b>66</b>

Since the chi-square test indicates a significant association, consumer awareness plays an important role in influencing purchase frequency.

*Interpretation:* There is a significant relationship between consumer awareness and the frequency of purchasing organic products.

**Findings and Results**

The study findings indicate that consumer awareness regarding organic products is high among respondents. Data tables show that most consumers purchase organic products either frequently or sometimes. Younger respondents show higher preference and willingness to pay extra. The hypothesis test also confirms that awareness significantly influences buying behaviour.

**Suggestions and Recommendations**

Based on the findings of the study, it is suggested that companies should focus on increasing consumer awareness about the benefits of organic products through social media, advertisements, and awareness campaigns. Pricing strategies should be improved to make organic products more affordable for a wider group of consumers. Proper labelling and certifications should also be provided to build trust and reduce confusion among buyers. In addition, improving product availability in both online and offline markets can encourage more frequent purchases. Businesses should especially target younger consumers, as they show higher interest in sustainable and eco-friendly products.

**Conclusion**

The study concludes that consumer awareness and preference for organic products are steadily increasing, particularly among younger consumers and students. Most respondents have a positive attitude toward organic products because of their health benefits, quality, and environmental safety. The findings also show that many consumers are willing to pay extra for such products and plan to increase their purchases in the future. This highlights an increasing shift toward sustainable and responsible consumer behaviour. Furthermore, the organic products market has strong future potential, provided that companies focus on affordability, availability, and consumer trust.

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