

Consumer Behaviour Regarding Organic Food in India: A Review_ Scholarly Insights and Future Directions

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Abstract:

The organic food industry in India has experienced significant growth in recent years, with an increasing number of consumers becoming more conscious of the health and environmental benefits associated with organic products (Paul & Rana, 2012). This review paper aims to examine the behaviour of Indian consumers towards organic food, exploring the factors that influence their purchasing decisions and the challenges faced by the industry.

This paper synthesizes existing research to provide a comprehensive understanding of the evolving landscape of organic food consumption in India, highlighting key drivers and barriers.

While the growing trends in consumer demand and increasing literature regarding various motivators for purchase, such as health, the environment, and some aspects of demographic variables, are evident, recent articles indicate the continued disbelief in certification and some interest among younger and affluent consumers. However, more research is needed, particularly on cultural and social impacts on organic food consumption, as well as on the role of sustainability values, changes in the distribution structure, and the effect of policy interventions. Based on the review, we have tried to highlight the emerging trends and gaps in this particular area.

Keywords: Organic Food, Consumer Behaviour, Consumer Perception, India, Sustainability, Health Consciousness, Review

1. Introduction

The growing emphasis on sustainability and health-conscious consumption has influenced contemporary consumers' preferences. Organic food has gained increased attention as it is perceived to be healthier and sustainable than conventionally produced food. Though the demand for organic food is on the rise globally, this trend is quite different in the Indian scenario, with social, cultural, and demographic diversity. Thus, it becomes vital to understand some basic questions: why do Indian consumers prefer organic food? What are the effects of age, income, and education on this choice? What are the motivators and deterrents of Indian consumers while buying organic food? This provides the base for gaining knowledge of consumers' attitudes to make strategies and policies for the growth of sustainable consumption.

Organic foods are conventionally safe, produced using ecologically and environmentally sound methods that do not involve synthetic inputs such as pesticides and chemical fertilizers, do not contain genetically modified organisms (GMOs), and do not process with irradiation, industrial solvents, or chemical food additives (Paul and Rana, 2012).

Organic food consumption is part of a wider health and environmental concern debate in emerging markets. Unlike other countries where organic food consumption has stabilized, India exhibits rapid growth in its organically cultivated land and ranks as an exporter of organic food products. As per the IMARC 2024 report, *the Indian organic food market size reached **USD 1,917.4 Million** in 2024. The market is projected to reach **USD 10,807.9 Million** by 2033, exhibiting a growth rate (CAGR) of **20.13%** during 2025-2033.*

On the other hand, organic food uptake in India has been relatively slow due to high prices, limited accessibility, and a high level of consumer disbelief toward organic food certification. These conditions place a spotlight on the Indian organic food consumer for policy, research, and business analysis purposes. Therefore, the goal of this study is to highlight the interconnection between Indian consumers' attitudes and behaviour toward organic food consumption and socio-demographic factors, and motivators and deterrents of buying organic food in India.

The purpose of this literature review is to assess and synthesize what has already been done to understand Indian consumers' attitudes toward organic food by addressing the following questions: 1. What are the perceived benefits and perceived risks of Indian consumers when purchasing organic food? 2. What are the motivators and barriers that influence consumers' decision-making? 3. What is the impact of trust, brand image, certification, and other marketing stimuli on the consumers' decision? 4. How do values of 'sustainability' (health, safety, environment, ethics, etc.) influence consumers' consumption practices of organic food? Based on the aforementioned questions, the objective of the review paper is to understand the variables and barriers that influence organic food consumption and to identify research gaps that will help as guidelines for future studies.

A review-based approach is used based on existing empirical studies, conceptual articles, and perceptions surveys across various dimensions such as awareness, attitudes, purchase intentions, demographic influences, and the influence of marketing-mix variables and supply-chain structure. Several themes found in the literature focus on the influences of education and media to bring consumer awareness on the benefits of organic food. The literature has pointed to a gap between a positive attitude and actual purchase behaviour regarding the purchase of organic food among Indian consumers due to economic and logistical restrictions.

The paper is divided into five parts. Part one discusses the introduction, objectives, and review questions. In part two, the review methodology and data-collection method are discussed. Part three reviews the existing literature on consumers' attitude and perception about health consciousness and environmental concern. Part four summarizes the gaps and future research direction on the above-mentioned literature review. Finally, part five concludes the findings and implications for research, theory, business, and policy.

2. Methodology

To address the objectives, we have reviewed existing research articles from the timeframe of 2010-2025. Several steps were involved in selecting relevant literature for this review.

Initially, we have conducted a broad search for organic food and studied interdisciplinary literature published, which included online databases as well as reference lists of the articles. We used keywords such as organic food, consumers' attitude towards organic food, purchase intention for organic food, demand for organic food, etc. Further, we downloaded more than 200 articles published since 2010 from databases such as Scopus, Google Scholar. After careful consideration, we shortlisted highly cited core articles to be included in this review based on the criteria of geography (India). The methodology employed in this review-based research paper is an attempt to synthesize empirical research on Indian consumer behaviour towards organic food in highly cited research articles. The approach has spanned quantitative and qualitative research articles that have studied the topic utilizing primary sources of information collected using surveys, interviews, and focus groups.

3. Findings and Discussion:

Researchers like Singh and Verma (2017, p. 473), Shobha et al. (2023, p. 1) have used structured questionnaires, focusing on variables like health consciousness, environmental impact, and quality of life. The rationale for using this approach in selecting empirical research articles for review is to decrease the possibility of research bias by selecting those articles that employed higher sampling strategies and validated measurement instruments in their studies. Shobha et al. (2023, p. 1) and Malewar et al. (2022, p. 1) are examples of articles selected in this review that employed structured questionnaires, focusing on variables like health and environmental motivation. Methodologically, all selected studies for review clearly document the statistical validity, for example, Cronbach's alpha.

A comparative critique employed to compare Indian findings with the findings of international studies to investigate factors that can explain Indian purchase behaviours that cannot be explained using the international literature, for example, Shin et al. (2018, p. 5), Maheshwari (2014, p. 7), by exploring the impact of cultural and structural factors to explain consumer behaviours and dynamics.

The selection of peer-reviewed literature and dissertations included those that clearly indicate the sample characteristics employed within their study. As such, studies that employ a diversity of age, gender, educational attainment, income, and marital status were selected, for example, Malewar et al. (2022, p. 5). Selected empirical research articles will be restricted to those that sample Indian populations, for example, Shobha et al. (2023, p. 1) sample respondents residing in the city of Bangalore. Unfortunately, due to the underrepresentation of Tier-2 and Tier-3 city consumers in the current published academic literature, consumers from those cities could not be included within this review.

Geographical diversity is a methodological strength of this review; however, there are limitations that must be accounted for. All sampled consumers have resided in metropolitan areas. Due to this limitation in geographical context, the findings discussed in this chapter may not be an accurate reflection of consumption tendencies throughout India, especially in smaller cities and rural communities. For example, Shobha et al. (2023, p. 1) collect all their data from Bangalore-based consumers, thereby restricting generalizability beyond the metropolitan area.

For data extraction and synthesis purposes, the methodological approach involves incorporating quantitative data reported by selected research articles. In this review, all the cited articles utilize validated constructs with adequate measurement reliability and consistency, demonstrated through alpha scores. For example, Shobha et al. (2023, p. 3) were able to achieve acceptable internal consistencies for their constructs of "health consciousness," "quality of life," and "availability," achieving alpha values of 0.733,

0.863, and 0.878, respectively. Using this approach will further minimize biases and methodological concerns regarding data collection.

Additional statistical and methodological approaches employed in the selection process include selecting research articles using advanced statistical methods, such as mediation analyses and structural equation modelling, to conceptualize consumer behaviours and identify various attitudes that mediate between socio-demographic factors and consumption tendencies (Singh and Verma, 2017, p. 1).

An evaluation of the operationalization of constructs was employed. As such, literature was assessed for the range and variety of constructs operationalized in empirical Indian literature on organic food consumption and for how well these constructs can capture more complex and abstract variables, for example, “environmental consciousness” or “brand image.” For example, Maheshwari (2014, p. 7) clearly demonstrates strong agreement by consumers towards eco-friendly brand image perceptions, while Malewar et al. (2022, p. 7) are able to distinguish between consumers’ differing opinions concerning the motivators of organic food purchase: health and environmental concerns. Based on this evaluation, there may be a gap in the current Indian empirical literature when considering the diversity of the consumer mind-set in India, thus, suggesting a need to expand the operationalization and measurement scales of various constructs used by previous authors to make the findings more generalizable.

The synthesis of thematic insights will address the motivators and barriers of consumption. As indicated earlier in the introduction of this chapter, this section of the review highlights the importance of health and environmental consciousness (Malewar et al. (2022, p. 7), Kushwah et al. (2019, p. 6)). Price and availability barriers have been documented by a wide variety of published authors: Singh and Verma (2017, p. 2) state that 71% of respondents feel that it is high priced, and Maheshwari (2014, p. 11) found that some consumers have economic limitations that stop them from purchasing eco-friendly brands. The methodological review aims to address the limitations of research on motivators and barriers to organic food consumption in India. These findings suggest the existence of an intention-behaviour gap, and thus, the focus is on studies that have addressed this aspect of consumer behaviour.

The findings from the selected research articles will incorporate both qualitative and quantitative data collected to answer various research questions presented in this review chapter. For example, 71% of respondents stated that organic products are high-priced (Singh and Verma, 2017, p. 2), with Maheshwari (2014, p. 11) stating that 40% of consumers stated that they support the product but are unable to purchase. These findings may be indicative of structural barriers. Qualitative data will be synthesized into the quantitative findings to assist in the explanation of various behavioural patterns.

By addressing the motivational intention-behaviour gap in India through mediation effects, the selected articles may explain certain phenomena concerning consumer purchase habits. Kushwah et al. (2019, p. 6) are able to address 37% of the variance using “attitudes and purchase intentions,” and they can further enhance their explanation by 10% when incorporating social norms and demographics. This information is vital in understanding the theoretical significance of motivators and barriers concerning purchase intention and purchase behaviour in India.

Major Insights:

Consumer Perceptions and Behaviour

Gaining insights into factors responsible for Indian consumers buying organic food entails evaluating their perception on health benefits as well as environmental factors, which, in turn, are the key parameters for influencing purchase decisions. The analysis unveils consumer motivations, hurdles in making a purchase,

attitude and demographics that impact Indian consumers buying organic food in context to the overall review.

Health Consciousness and Environmental Awareness

Health consciousness is a major factor that significantly affects the purchasing intentions of Indian consumers towards organic food products. Shobha et al. (2023, p. 4) also point out that there is a statistical relationship between health consciousness and the adoption of organic foods ($r = .793$, $p < 0.01$). The research was carried out amongst Bangalore consumers, who indicated a significant impact of health consciousness on purchase intention. Similarly, in Paul & Rana (2012, p. 4), from the multi-city study in India, 42.1% of consumers said that the reason they buy organic food is that they believe it is healthy. This suggests that Indian consumers have a tendency to purchase organic food to take care of their health. In addition, research on this also mentions that consumers in India, whether metropolitan (Shobha et al., 2023, p. 4) or non-metropolitan (Misra & Singh, 2016, p. 11), are largely health-conscious when buying organic food. This indicates a common motive of buying organic food between consumers irrespective of their status in a certain metropolitan or non-metropolitan area.

Consumers are willing to pay a health-based price premium for organic food, with 51% saying they would pay up to 10% more for organic products (Misra & Singh, 2016, p. 12). However, as noted by Misra & Singh (2016, p. 11) and Paul & Rana (2012, p. 5), only one-third of Indians are willing to purchase organic food even if there is high awareness regarding its existence. Furthermore, Misra & Singh (2016, p. 11) show that price sensitivity is a major factor that moderates the relationship between health consciousness and purchasing intention. This means that health consciousness among the consumers, even though a great factor driving the purchasing intention of organic food products, is not enough.

Environmental consciousness is another factor influencing organic food purchases of consumers. There are plenty of quantitative proofs of the effect of environmental consciousness on purchase intention. Malewar et al. (2022, p. 7) states that environmental awareness has the highest influence on purchasing intention (Std Beta = 0.190, $p < 0.001$) of organic food purchases as compared to other factors. This shows that there are more buyers who are conscious of the environmental impacts than buyers concerned with the quality of the product itself. More than half of Indians focus on the environmental impact of products during purchase (Kumar & Kushwaha, 2017, p. 7). 58% of consumers check for environment-friendly aspects like sustainable packaging, less waste, etc. (Kumar & Kushwaha, 2017, p. 7). In addition, 70% of Indian respondents have a belief regarding the credibility and the helpfulness of eco-labels (Kumar & Kushwaha, 2017, p. 7). Cachero-Martínez (2020, p. 8) mentions that 15.4% of global consumers choose to purchase organic foods so that they can help in decreasing damage to the environment. Both health and environmental motives are not only the case among Indian consumers but rather worldwide, making them an important long-term element in the market of organic foods.

Even though consumers are both health and environmentally conscious, their purchase intentions of organic food products are not sufficient enough to influence the behaviour of actual buying, because in fact, the intention is not being translated to actual purchases of organic foods. Studies by Misra & Singh (2016, p. 11) and Paul & Rana (2012, p. 5) show that though more than 70% of consumers have positive attitudes and purchase intentions of the health and environmental aspects of organic food products, only one-third of Indians frequently purchase organic foods. Price, in addition to the availability of organic foods, is a barrier for converting intention to purchase (Misra & Singh, 2016, p. 11; Paul & Rana, 2012, p. 5). A study by Cachero-Martínez (2020, p. 8) highlights that consumers often don't spend in proportion to their health/environmental motives in regard to organic foods, even though they see the benefits. It is

stated that a change in consumer behaviour requires more than mere consciousness, awareness, and motivation. In Kumar et al. (2017, p. 7), the research shows that attitudes and intentions don't greatly affect purchasing behaviour, as it is shown that supply chain constraints and consumer scepticism are the most important predictors of organic food purchases. In addition, Kumar et al. (2017, p. 7) stated that when controlling for factors such as inconsistent supply chain, certification, credibility issues, trust, attitude, and intention, it is actually the consumers who are sceptical that are least likely to adopt organic foods. Malewar et al. (2022, p. 7) supports that the most effective consumer segment to target would be consumers who don't lack awareness. Therefore, addressing and improving issues in these structural variables will increase the buying behaviour of organic food products by the consumers. Other socio-demographic factors such as age, income, education, and area status greatly affect the level of awareness and purchase intention among Indian consumers. Younger consumers show more awareness, as well as highly educated consumers, consumers with higher incomes, and metropolitan consumers (Malewar et al., 2022, p. 5). However, most studies regarding organic food purchases of Indian consumers focus on the consumers in metropolitan areas only, leaving a gap with Tier-2 and Tier-3 consumers. Similarly, Shobha et al. (2023, p. 1) suggests that a greater focus must be on the population of low education levels so that more awareness can be targeted towards them. Rokaya & Pandey (2023, p. 7) supports this idea by saying that future research should focus more on consumers with lower incomes so that more efforts can be made in order to fulfil their needs. In the table below, there will be the results from all studies in India that have focused on the motives for organic purchases of the Indian consumers.

4. Research Gaps and Future Directions

Most of the empirical research on organic food purchases in India has been carried out in large urban locations such as Bangalore (e.g. Shobha et al., 2023, p. 1; Nandi et al., 2016, p. 11). Although this research base is robust, it is unlikely to reflect the real picture in smaller Tier-2 and Tier-3 cities, as they may have different barriers to organic food consumption, such as fewer marketing resources and limited retail accessibility. Thus, there is a significant need to broaden the geography of the sample to include multiple small cities and rural areas to reflect the true socio-cultural variation that drives organic food consumption across different geographical areas in India.

The dominance of urban locations as study sites raises questions regarding the degree to which existing empirical findings generalize across the variety of cultures that may be prevalent in Tier-2 or Tier-3 cities. For example, the dietary preferences, level of trust in organic certification, and awareness of supply and marketing channels may all vary significantly. According to Nandi et al. (2016, p. 11), most of the studies conducted so far in India are focused on metropolitan cities, making the results non-representative for smaller towns or rural regions. To fill in this crucial gap, this research stream should focus on multiple smaller cities and towns from different states, capturing regional variations and diversity.

Future research should address this limitation by adopting comparative methodologies and selecting a multi-location design, sampling across multiple geographies and regions. Including consumers from a variety of demographic backgrounds, as well as incorporating rural and semi-urban locations, can enable researchers to determine the validity and generalizability of proposed theories to less developed parts of the country. Moreover, these research methods can demonstrate whether the variables influencing consumers in urban areas are also applicable in Tier-2 and Tier-3 cities and to consumers across different demographic groups. This comparative approach allows researchers to identify different patterns in consumption of organic food across India.

Future researchers can examine how regional and cultural differences influence consumer purchase behaviour for organic food. Another worthwhile avenue for research could be how various measures such as local government policies, local or grassroots marketing efforts, and organic cooperative and community-based efforts might spur trust, familiarity, and accessibility to consumers living in less developed areas of the country. By exploring these factors, it is possible to identify the differences in awareness and barriers to organic food consumption across different geographical locations. Moreover, this line of inquiry will provide a blueprint for effective strategies to scale up the purchase of organic food in India.

Even though health consciousness, quality of life, and availability are key drivers of the intention to purchase organic food (Shobha et al., 2023, p. 4), it is important to note that the intention to buy doesn't always translate into actual purchases because of intervening barriers. As pointed out by Nandi et al. (2016, p. 2) and Malewar et al. (2022, p. 7), the most significant impediment in this regard appears to be the price factor. The high price premium makes it a major impediment for consumers wanting to buy organic food. A more focused and refined model incorporating the Indian context can identify unique barriers of price, risk, and other important issues.

In India, organic food ranges from 5% to upwards of 100% higher in price than conventional equivalents (Nandi et al., 2016, p. 12). This highlights the significant impact of financial constraints on consumers' decisions to purchase organic food in India. Future research must address the gap between what individuals are willing to pay, and what they actually spend in the purchase of organic food. This may mean more refined measures of price perception or by examining the extent to which price perception interacts with risk perception.

Although various factors affecting the Indian consumer's decision to purchase organic food have been explored, the barriers of unavailability and accessibility identified by Nandi et al. (2016, p. 16) and Shobha et al. (2023, p. 1) have not yet been fully resolved. There is a need to go beyond simply understanding the motivations of consumers. Interdisciplinary approaches may be useful, where behavioural studies can be coupled with expertise in logistics and supply chains, to better understand the underlying logistical limitations to better link consumers and producers. Structural limitations appear to be at least as important as motivational limitations and may provide important new perspectives.

Research has not yet examined the psychological barriers that might prohibit the transition from intention to purchase, such as cognitive dissonance, habit, source credibility, and other similar aspects. These factors could influence motivated consumers to actually purchase organic food as frequently as their attitudes predict. Therefore, more in-depth qualitative methods should be applied to uncover and describe the intervening psychological constructs impacting consumer intentions. Future studies need to identify and delineate the barriers to translating purchase intentions to actual purchasing behaviour.

Although some research examines socio-demographic factors (e.g. gender, age, income, education, etc.), such factors are primarily confined to younger, well-educated, and higher-income consumers (Malewar et al., 2022, p. 5; Naresh & Malini, 2022, p. 4). This restriction of the population limits the theoretical generalizability for various other demographic segments, particularly for older, lower-income, or less-educated consumers. Many gaps have been identified, most significantly, the impact of organic food consumption on brand preferences. To remedy the limitations in this field, these studies should increase their coverage of unrepresented or under-represented socio-demographic populations to develop targeted consumer marketing campaigns.

Although previous studies include demographic factors such as gender, income, education, and age, this approach alone is limited in its explanatory power. Future research could consider other socio-demographic profiles or examine interactions between gender and income, or the effect of rural versus urban areas on education. Each of these may influence consumer intention and, therefore, be beneficial to marketing research or practice.

Demographic influences on the organic food market have been identified, as well as how the income levels of the country are changing. These factors should be monitored and tested for their impact on organic food consumption. Differences in brand preferences across various demographic segments, as observed by Naresh & Malini (2022, p. 6), suggest that consumers do not simply look for organic food but also express heterogeneity across multiple other brands. These factors warrant testing as the Indian consumer changes over time and as per changing demographic scenarios.

Although Naresh & Malini (2022, p. 7) explore differences in branding across demographic segments, research on branding has not yet established the antecedents to branding success, such as perceived consumer trust, source trust, brand commitment, or brand attitude. Brands, certifications, and retailer's strategies each influence the probability that the consumer will try an organic product for the first time and remain loyal to the brand, product category, or store. By identifying the links between the branding strategies of organic food marketers and the key consumer-based factors, researchers can determine effective strategies that will maximize consumer loyalty.

Various factors affecting Indian consumers have been identified, but the interaction of demographics such as location or gender with marketing techniques (e.g. advertising, branding, certification, point-of-purchase displays, etc.) in influencing the intention of buying organic food needs further clarification. For example, different branding or marketing methods may need to be used in various demographic areas across the country. Point-of-sale marketing may be more influential in one context but packaging more impactful in another.

Most research identifies price, availability, and consumer education (e.g. Nandi et al., 2016, p. 16; Shobha et al., 2023, p. 1) as key issues that hinder organic food consumption in India, but the impact of these limitations, as well as their change due to digital marketing activities and governmental policies, should be addressed further. While some studies have measured such variables as perceived availability and product price as influences on purchase intention, a gap exists for identifying solutions to address these impediments. Future research could examine factors such as digital awareness campaigns and how that influences consumers' beliefs regarding organic food products.

Most of the studies mentioned above used a quantitative survey to examine the barriers to purchasing organic food products. By conducting a comparative study between organic food consumers and the consumers of conventional food products using intervention strategies like awareness programs to compare their differences in perceptions on various constructs such as product price, purchase accessibility, etc. over the short or long run can provide much deeper theoretical insights.

Despite the growth of marketing through media and the access to organic food, particularly in Tier-2 and Tier-3 cities, which can play a vital role in informing consumers about organic food, this research has not yet determined whether or how effective and targeted organic food media marketing campaigns and digital media influence consumers' knowledge or purchase intentions.

This examination of research gaps suggests a need for a more inclusive, multi-method approach. Future studies should address the psychological as well as the structural challenges to the purchase and marketing of organic food products in India.

5. Conclusion

The purpose of this study was to systematically review the determinants of organic food consumption behaviour in Indian consumers. Psychological, socio-demographic, and structural influences were critically evaluated. Motivators and barriers were highlighted to describe the underlying reasons that lead consumers toward or away from consuming organic food products in the context of the Indian market. In particular, the study was set out to understand which motivates consumers to consume organic food, and what psychological, socio-demographic, and structural barriers prevent them from converting their intention into actual purchase behaviour. By thoroughly reviewing and carefully aggregating the findings of recent and highly cited articles, the current review aims to explain why a gap between consumers' intentions and actual purchase behaviour may persist.

Several significant findings are extracted from this review that can further address the study's objective. Health consciousness is the predominant motivator for organic food consumption in India. Many Indian consumers are ready to spend a premium for organic food products, assuming that they have health benefits over non-organic food. Environmental awareness can be an equally important and even the leading motivator, based on the findings of the current review. The study reports that the reviewed articles have emphasized a multitude of barriers, the most significant of which are price, availability, and doubt in authenticity of certification, which deter consumers from consuming organic food, even if they claim to have positive attitudes toward it. The review suggests that consumers of differing age groups, income brackets, level of education, and place of residence may experience different motivators and barriers that can influence their consumption of organic food. The study highlights the presence of high levels of awareness of organic food in Indian consumers, but lower levels of its actual purchase and consumption, especially among consumers living in non-urban areas, consumers who have a low level of education, and consumers who have lower income levels.

Findings from studies conducted in India are quite similar to global patterns regarding the prominence of health and environmental motivations for organic food purchase. However, certain differences do arise regarding the role of additional motivators, due to India's evolving market and infrastructural development, as well as significant demographic variation. The findings from studies conducted in India may not apply across the Indian consumer population in general. This is because many cited studies draw upon metropolitan populations, limiting its generalizability to non-metropolitan areas. By building upon and differentiating from current theory on organic food consumer behaviour, the present review contributes to existing theory with an analysis that considers India's unique market and consumption behaviour. The study also contributes to theory by synthesizing findings through the use of thematic synthesis and expands on previous findings by highlighting the role of product certification credibility, perceived economic barriers, and varying levels of consumer trust and awareness.

This review has several limitations and challenges. One significant limitation to the present review is the dearth of evidence from consumers located outside of India's major metropolises. The sample of studies includes few articles on the behaviour of consumers from Tier-2 and Tier-3 cities, thus limiting the applicability of findings from the current study to the larger Indian consumer base. Most of the reviewed studies adopted a cross-sectional approach, providing only limited insights into how consumers' behaviours and perceptions change in response to shifting market dynamics and other factors. The operationalization and the approaches to measurement of each variable differ from study to study. This variance impacts the comparability and generalizability of the findings. The current study has limitations.

A review study, such as this, can only derive its conclusions from the original articles that have already been written.

Future research would be well advised to expand its focus beyond metropolitan and Tier-1 city dwellers to better capture consumer perceptions from other urban and rural locations. This research would also benefit from adopting a longitudinal lens so that it can provide valuable insights into changes in the factors influencing organic food purchase intentions over time. Future research on organic food purchase intention and actual purchase behaviour must consider expanding the research methodology to consider longitudinal interventions. Such interventions can provide more information about shifts in consumer perceptions of variables such as motivators and barriers and how those changes will eventually impact consumer purchase behaviours. Another key consideration that future research should address to overcome one of the review limitations is ensuring that future studies provide clear definitions of each of the variables used. Furthermore, future research could consider investigating innovative policy frameworks, the impact of digital marketing in promoting organic food and improved consumer trust, and the impact of various types of certification in influencing product trust among consumers. Further research is also needed to determine the effects of media on organic food consumption among Indian consumers. Specifically, in order to foster greater awareness and increase organic food purchase and consumption, research should explore how information from social and digital media channels affects consumer behaviour and attitudes. Future studies would benefit from an interdisciplinary approach that considers research into behavioural, logistic, and policy solutions aimed at overcoming consumer barriers to organic food. Such areas would include interventions to remove or reduce the effects of such variables as price, availability, and trust of organic foods and the certifications that confirm their quality.

On a personal level, conducting this review has been valuable in reiterating the complexity of sustainable consumerism in emerging markets. To understand consumer decision making in such dynamic marketplaces requires a multidisciplinary approach, encompassing a wide range of consumer attributes and behaviours. Through this analysis, the complex relationship between intention and actual behaviour and the significant challenges of achieving congruence, especially in countries with significant cultural and economic disparities, have come into sharper focus.

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