

# A Study on Consumer Behavior Toward Organic and Eco-Friendly Products in Bangalore Urban: A Secondary Data Analysis

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## Abstract

In recent years, increasing environmental concerns and health awareness have influenced consumers to shift toward organic and eco-friendly products. Urban areas such as Bangalore have witnessed significant growth in demand for sustainable and environmentally responsible products. This study aims to examine consumer behavior toward organic and eco-friendly products in Bangalore Urban using secondary data sources such as academic journals, reports, and published research articles. The study identifies important factors influencing consumer purchasing behavior, including health consciousness, environmental awareness, product quality perception, price sensitivity, and availability of organic products. Findings from previous studies reveal that consumers in metropolitan areas like Bangalore generally have a positive attitude toward organic products because they perceive them as safer and healthier alternatives. However, high prices and limited accessibility remain important barriers to widespread adoption. The study concludes that awareness programs, improved distribution channels, and effective marketing strategies can encourage sustainable consumption behavior among consumers.

**Keywords:** Consumer behavior, organic products, eco-friendly products, sustainable consumption, Bangalore Urban.

## 1. Introduction

Consumer behavior toward organic and eco-friendly products has become an important area of research due to increasing environmental concerns and the rising awareness of health-related issues. Organic products are produced without the use of synthetic fertilizers, pesticides, or genetically modified organisms and are considered environmentally sustainable alternatives to conventional products.

Urban consumers are increasingly concerned about food safety, environmental protection, and sustainable living. Cities with higher literacy levels and economic development often show stronger adoption of eco-friendly consumption patterns. Bangalore, one of the major metropolitan cities in India, has experienced a significant rise in consumer demand for organic products due to higher awareness levels and the presence of organized retail outlets selling organic goods.

Research conducted in Bangalore indicates that consumers generally perceive organic products as healthier but more expensive than conventional alternatives. Health benefits, product quality, and envir-

onmental considerations are among the primary factors influencing purchase decisions.

Although interest in organic products is increasing, barriers such as high prices, limited availability, and lack of consumer trust in certification labels still affect purchasing behavior. Understanding these factors is essential for policymakers, marketers, and producers aiming to promote sustainable consumption.

## 2. Objectives of the Study

The main objectives of the study are:

- To analyze consumer behavior toward organic and eco-friendly products in Bangalore Urban.
- To identify the major factors influencing consumers' purchase decisions.
- To examine the benefits and challenges associated with organic product consumption.
- To provide suggestions for promoting eco-friendly consumption among urban consumers.

## 3. Research Methodology

### 3.1 Research Design

This study adopts a descriptive research design to examine consumer behavior toward organic and eco-friendly products.

### 3.2 Data Source

The study is based entirely on secondary data, collected from the following sources:

- Published research journals
- Academic books and reports
- Government and institutional publications
- Online research databases

Secondary data provides a comprehensive understanding of consumer perceptions and behavior toward organic products in urban markets such as Bangalore.

### 3.3 Method of Analysis

The collected data were analyzed using literature review and thematic analysis, identifying key patterns and factors affecting consumer behavior.

## 4. Review of Literature

Several studies have examined consumer behavior toward organic products in India and other countries. A study on consumer awareness toward organic products in Bangalore city found a significant relationship between consumer awareness, environmental concern, and purchasing behavior. The research also suggested that demographic factors such as income and education influence the purchase of organic products.

Another study analyzing consumer behavior toward organic food products in Bangalore reported that consumers perceive organic food as healthier and safer but often consider it expensive. Factors such as product quality, nutritional value, and certification were found to significantly influence purchasing decisions.

Research conducted in Indian urban markets also indicates that health consciousness and environmental awareness are the primary motivations for buying organic products, while price sensitivity and product availability remain major barriers.

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Overall, the literature suggests that urban consumers generally hold positive attitudes toward organic pr-

oducts but require better accessibility and affordability to adopt them widely.

## **5. Factors Influencing Consumer Behavior Toward Organic and Eco-Friendly Products**

### **5.1 Health Consciousness**

Health concerns play a major role in influencing consumer decisions. Many consumers believe that organic products contain fewer chemicals and provide better nutritional benefits.

### **5.2 Environmental Awareness**

Eco-friendly products help reduce environmental damage and promote sustainable agriculture. Consumers who are environmentally conscious prefer products that minimize pollution and conserve natural resources.

### **5.3 Product Quality and Safety**

Consumers often associate organic products with higher quality and improved safety standards compared to conventional products.

### **5.4 Price Sensitivity**

One of the most important barriers to organic consumption is the higher price of organic products compared to conventional products.

### **5.5 Availability and Accessibility**

Consumers are more likely to purchase organic products when they are easily available in supermarkets, organic stores, or online platforms.

### **5.6 Trust in Certification**

Certification labels and government standards play a crucial role in building consumer confidence in organic products.

## **6. Benefits of Organic and Eco-Friendly Products**

Organic and eco-friendly products offer several benefits:

- Health benefits: Reduced exposure to harmful chemicals.
- Environmental protection: Sustainable agricultural practices reduce pollution.
- Improved soil fertility: Organic farming maintains soil health.
- Biodiversity conservation: Encourages ecological balance.

## **7. Challenges in the Adoption of Organic Products**

Despite increasing consumer awareness, several challenges affect the adoption of organic products in Bangalore Urban:

- Higher prices compared to conventional products
- Limited availability in certain areas
- Lack of awareness among some consumer groups
- Consumer skepticism regarding authenticity of organic labels

These challenges slow down the growth of organic product markets.

## **8. Findings of the Study**

Based on the analysis of secondary data, the study identified the following findings:

- Consumers in Bangalore Urban show a positive attitude toward organic products.
- Health consciousness and environmental awareness are the primary motivations for purchasing orga-

nic products.

- Price and product availability significantly influence consumer purchasing decisions.
- Education and income levels play an important role in the adoption of organic products.
- Consumer trust in certification labels influences buying behavior.

## 9. Suggestions and Recommendations

- Government agencies should conduct awareness programs to educate consumers about the benefits of organic products.
- Producers and retailers should focus on improving distribution networks to increase product availability.
- Pricing strategies should be improved to make organic products affordable for a wider population.
- Clear certification and labeling systems should be implemented to enhance consumer trust.

## 10. Conclusion

The demand for organic and eco-friendly products is increasing rapidly in urban areas such as Bangalore. Consumers are becoming more aware of health issues and environmental sustainability, which encourages them to adopt organic consumption practices. However, factors such as price sensitivity and product availability continue to influence purchasing behavior. By increasing awareness, improving accessibility, and implementing reliable certification systems, policymakers and marketers can promote sustainable consumer behavior in Bangalore Urban and other metropolitan cities.

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