



## Mapping the demand of Organic Products among Indian consumers: A Systematic Literature Review

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### ABSTRACT

During the last few decades, interest in organically produced product has steadily risen around the world. The aim of the study is to systematically map the articles published in the area of acerating demand of organic product consumption among Indian consumers. Many articles have been published in various domains of organic agriculture, but no significant study has been found related to the systematic mapping of literature on organic products. This study relies on secondary data. Articles from Scopus, UGC CARE and Google Scholar databases between year 2011 and 2023, have been considered. On the basis of inclusion criteria, 25 articles have been analysed in this systematic mapping study. The findings indicated that consumers in developing countries demonstrate a strong interest in purchasing organic food, which is already popular in developed countries. However, the lack of effective distribution and promotion systems poses challenges to the growth of the market. A notable finding is that health-conscious consumers increasingly prefer organic food to conventionally grown alternatives.

**KEYWORDS:** Organic Product, Consumers motives, Organic product Market.

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### I. INTRODUCTION

Organic farming serves as the foundation of the Indian economy, drawing consumers away from chemically contaminated products towards a more natural approach. It strives to minimize the use of external production factors and rejects synthetic chemicals like fertilizers, pesticides, and medical supplies for animals, encompassing a variety of practices geared towards achieving social, ecological, and economic sustainability (Ander son, Jolly, and Green, 2005; Bourn and Prescott, 2002). As awareness of environmental issues grows, individuals are increasingly mindful of the planet's well-being. While a surge in collective environmental concern and sustainability was observed before the pandemic, COVID-19 has further accelerated this trend, motivating more people to take on the responsibility of caring for the planet.

The size of the global organic food market is anticipated to escalate from \$205,361.7 million in 2020 to \$389,023.6 million in 2025, with a growth rate of 13.6%. Further projections suggest a CAGR of 9.6% from 2025, reaching \$615,158.5 million in 2030. The surge in demand for organic products due to the COVID-19 pandemic, the establishment of organic specialists in developed economies, an increasing health-conscious consumer base, a rising population, demographic shifts in emerging markets, greater penetration of organized retail, and ongoing technological advancements are expected to propel the organic product market. An increasing number of Asian governments are recognizing the environmental and economic advantages of organic farming, actively promoting the shift towards organic agriculture and organic product production.

According to global organic agricultural land statistics, India ranks eighth worldwide and holds the top position in terms of the total number of producers. India, due to its climatic conditions, is recognized as a potential hub for diverse agriculture products. Apart from health, food, and environmental considerations, various features such as taste, freshness, appearance, colors, and other sensory attributes motivate consumers to prefer organic products. The demand for organic products has witnessed a substantial increase over the past decade (Du et al., 2017), delivering benefits to both consumers and the environment. The significance of organic

production extends to its crucial role in achieving the Sustainable Development Goals (SDGs) outlined in the 2030 Agenda for Sustainable Development.

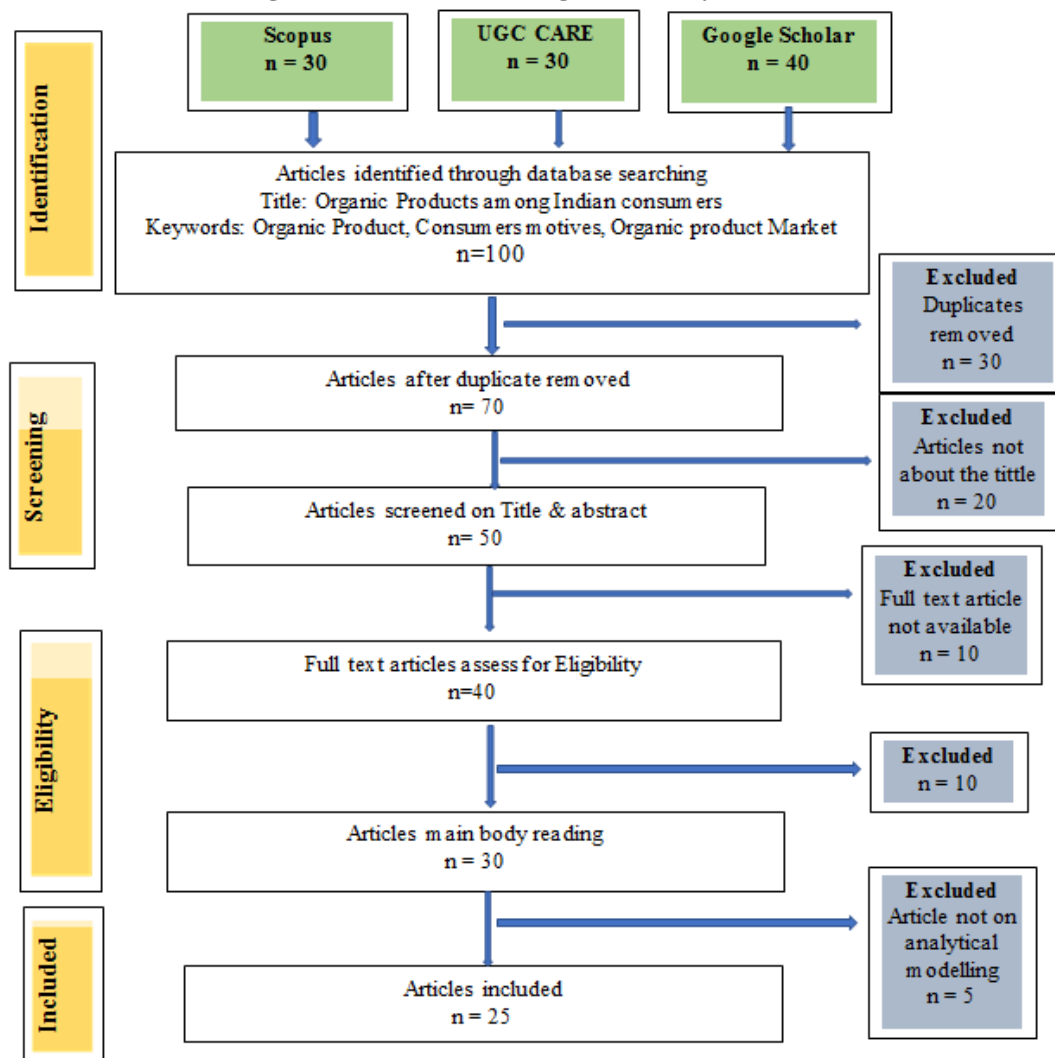
## II. REVIEW OF LITERATURE AND METHODOLOGY

Systematic review has been conducted in accordance with the guidelines of the Preferred Reporting Items of Systematic Reviews and Meta-analysis (PRISMA) statement.

The literature around consumption pattern of organic product consumption is growing, but no attempt has been made to present a systematic review of this growing body of research. A systematic review can provide useful insights to both academics and practitioners.

This study relies on secondary data. The systematic literature review approach has been adopted to explore the literature on organic product consumption. The main aim of the study was to synthesize preferences and pattern of consumers during organic product consumption. The systematic literature review approach offers various merits over conventional approaches as it can synthesize the literature in a systematic, transparent, and reproducible manner (Tranfield, Denyer, & Smart, 2003). Articles from Scopus, UGC CARE and Google Scholar databases between year 2011 and 2023, have been considered. On the basis of inclusion criteria, 25 articles have been analysed in this systematic mapping study.

**Figure 1: PRISMA flow diagram of study selection**



1. Voon et al. (2011) study focused on validating a analytical model concerning the willingness to pay for and the actual purchase of organic food within the context of Malaysian consumers. The significance of health and environmental concerns indicated the increasing affluence of Malaysian consumers.

2. Thatte, et al. (2016) examined that demand-driven growth of organic product and organic farming is crucial, particularly for countries like India that possess the necessary natural resources and skill sets for rapid

expansion in this sector. The primary reason for the low demand in Maharashtra is not price or illiteracy, but rather the inadequate supply of organic food. Therefore, in Maharashtra, the consumption of organic food is directly linked to increased production and improved supply. The study highlights the need for identifying production and supply-related challenges as a future scope of research to inform effective policies in addressing this issue.

3. Krishnakumare & Niranjana (2017) highlights the significance of consumer behaviour in the organic food products segment. Marketers in the organic food industry must be innovative and adaptable to meet the changing purchasing behaviour of urban residents. The study finds that the majority of organic food consumers believe that organic products are free from pesticides, while non-organic food consumers perceive organic products as natural. Health consciousness identified as the primary motivation for purchasing organic food products. The study also reveals that psychological factors such as perception, attitude, and purchase intention strongly influence organic food consumers.

4. Kumar & Gulati (2017) reveals that rural consumers encounter significant challenges when purchasing organic products. Rural respondents face difficulties in frequenting markets due to their preference for bulk purchases, unlike urban consumers. A major issue is the limited availability of organic products in rural areas, with urban markets being the primary source. This irregular availability negatively affects consumer choices. The study concludes that rural residents express a desire to use organic products. However, their limited knowledge and lower income levels prevent them from making these purchases.

5. Singh & Verma (2017) explores the factors influencing consumers' actual buying behaviour towards organic foods, given the perception that organic products are more nutritious, healthy, and eco-friendly than conventional options. These five factors also have a direct impact on consumers' actual buying behaviour, with attitude and purchase intention serving as mediators in the relationship. Furthermore, socio-demographic factors such as age, education, and income found to influence consumers' actual buying behaviour.

6. Rana & Paul (2017) The research highlights that consumers in developing countries demonstrate a strong interest in purchasing organic food, which is already popular in developed countries. A notable finding is that health-conscious consumers increasingly prefer organic food to conventionally grown alternatives.

7. Bhardwaj (2017) concluded the critical importance of organic food products in India, contrasting them with non-organic counterparts. Organic foods tend to avoid processing methods such as irradiation, industrial solvents, and synthetic additives. On the contrary, non-organic food products often contain hazardous residues of pesticides, herbicides, and even Contaminated Sewage Sludge. The research underscores the superior attributes of organic food products.

8. Ayswarya & Vasanthi (2018) analysed that the perception of consumers towards organic products in Tiruchirappalli Corporation, India. The findings reveal that the majority of the respondents (58%) fall within the age group of 31-60 years, with more than half of them (62%) being female.

9. Sharma & Singhvi (2018) explore consumer perceptions of organic food in India. The findings indicate that factors such as health, safety, taste, and environmental concerns play a crucial role in shaping consumer attitudes and preferences towards purchasing organic products. The availability of organic food in the market also influences consumer choices.

10. Patnaik (2018) analysed that in today's society, the issues of physical and mental fitness, along with climate change concerns, have become significant factors that are raising awareness. Governments, NGOs, researchers, academicians, and scientists are increasingly concerned about the impact of these climate-related catastrophes on health. This awareness has given rise to the concept of "organic," which extends beyond just food to include clothing and farming practices.

11. Meemken & Qaim (2018) analysed that Organic methods have proven to be positive for the environment, especially when considering the effects per unit of output. Farmers can also benefit from organic farming when connected to certified markets that value and are willing to pay a premium for organic products.

12. Prabha & Sindhuja (2019) revealed that organic market has practiced significant growth as more people know the importance of consuming organic products. Consumers are willing to choose organic products because they are produced using natural pesticides and are perceived as healthier. The study suggests that marketers need to promote the availability of organic products to expand the market size and, simultaneously, educate consumers about the benefits of these products.

13. Savithri & Lavanya (2019) study suggests that health benefits are the most significant factor influencing consumer preference for purchasing organic food products. Consumers prioritize factors such as health, safety, nutrient content, naturalness, and freedom from contamination when making choices about organic food. The popularity of organic food products is evident in Europe, the United States, and Asia, particularly in India.

14. Ghalawat et al. (2019) aims to explore the relationship between the types of organic products purchased by customers and the benefits of using organic products. The findings indicate that customers strongly agreed that organic products contribute to better health, followed by factors such as the quality of the product and preference for taste, texture, or feeling.

15. Soroka & Solis (2019) examined that primary motivations for choosing organic food are the perception of reduced harmful substances and the belief in its inherent healthiness. Physically active individuals prioritize the health aspect more strongly and show a greater interest in consuming organic products.
16. Rao et al. (2020) the study employed three stepwise regression models to investigate consumers' motives for purchasing organic food products. The findings revealed that health consciousness was the most significant predictor, followed by environmental concerns and animal welfare concerns, in determining the intention to purchase and actual purchase of organic food products.
17. Katyayani et al (2021) revealed that present generation is increasingly focused on sustainability, public health, and a healthy environment. Numerous factors in the past decade have disrupted these concerns, leading to a growing interest in organic food and environmental issues across various sectors, including government and non-government organizations. Consumers are motivated to opt for organic food due to their lifestyle choices, environmental consciousness, and awareness of health benefits.
18. Pandey (2021) revealed that there is a lack of awareness among many people regarding the availability of organic products in the market. Even those who are aware of organic products and purchase them from one store not well informed about other outlets where they can buy such products. Notably, the study revealed that consumers are willing to pay extra money to ensure their family's health and avoid illnesses caused by unhealthy food.
19. Pilelienė & Tamulienė (2021) examines consumer attitudes and behavior towards organic products in Lithuania. The results highlight a high level of environmental consciousness among Lithuanian consumers, as well as a willingness to share information about environmental issues with friends and engage in discussions. The research reveals that Lithuanian consumers do not frequently choose organic products and their behaviour does not align closely with their intentions.
20. Radhika et al. (2021) examined that the rising popularity of organic food products in today's world can attributed to the widespread belief among consumers that these products offer a higher degree of hygiene, safety, and freedom from diseases when compared to conventional alternatives. The rising demand for organic food is a evidence to the increasing awareness among consumers about the potential negative consequences associated with conventional food products.
21. Guiné et al. (2022) highlights trends in consumption patterns, revealing a preference for organic fruits and vegetables over conventionally grown options in both countries. The main barrier cited is the higher cost of organic products. Moreover, there's a perception difference between Portugal and Turkey, with Portuguese respondents perceiving higher societal value attached to organic products.
22. Vinotha & Rani (2022) concluded that Organic products have gained remarkable popularity, pervading our daily lives with a wide range of offerings. Consumers drawn to these products due to their chemical-free cultivation and associated health benefits. However, in India, elevated prices act as a barrier for broader accessibility. Nonetheless, with increasing governmental support and the implementation of numerous programs, India anticipated to become a stronger market for organic goods. This evolution expected to overcome affordability challenges and promote wider adoption of organic products.
23. Miftari et al. (2022) examined that study sheds light on a critical issue in emerging economies where consumers often grapple with a lack of trust in institutions responsible for ensuring food safety and quality. The study underscores the essential role of certification as the most influential factor in shaping consumers' attitudes towards organic food products. Furthermore, effective communication strategies are crucial for actors in the organic food system to articulate the health, environmental, and social benefits associated with consuming organic products.
24. Rathod (2023) reveals that organic farming presents a viable alternative to conventional. The adoption of organic production methods, even within conventional agriculture, can contribute positively to integrated pest management and other agricultural practices. To facilitate the adoption of organic farming, it is suggested that farmers receive training and awareness programs to gain a comprehensive understanding of organic farming practices and their benefits.
25. Shobha (2023) revealed that the study conducted in Bangalore with a sample of 157 individuals focused on investigating the factors influencing consumers' buying behaviour regarding organic products. The primary motivations identified for consumers preferring organic products were rooted in health and environmental concerns.

### **III. LIMITATIONS AND FUTURE WORK**

The current study has some limitations that could be addressed in future research work. First, our review process is mainly qualitative in nature and, thus, may include some subjective evaluations and judgments which could potentially add bias in the study findings. Future research may employ a quantitative approach (meta-analysis) for review, to improve understandings on the relative importance of identified motives and barriers in different stages of consumer purchase decision-making in the consumption of Organic products.

#### IV. CONCLUSION

This study presents a systematic literature review of different patterns, demands and their association with consumer purchase decisions toward organic food. The current study is one of the first comprehensive reviews of demands of consumers. Providing food information to consumers is a complex task due to the diversity of consumer interests. The review clearly suggests the number of empirical studies on organic food has sharply risen in the past decade, indicating a growing interest in organic food globally.

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