

Environmental Consciousness, Consumer Behavior, and Implications for Sustainable Entrepreneurship in India's Organic Food Market



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Abstract

This study investigates the growing consciousness and trends in organic food consumption and green products, driven by increasing ecological awareness and concern for health. It explores how consumers' environmental knowledge influences their perception of organic food and the relationship between this knowledge, perception, and buying behavior. A total of 398 participants participated in the survey. The binary logistic regression analysis revealed that a higher knowledge score was significantly linked to the perception, suggesting the benefits of organic food for health and the environment, apart from being superior in quality. Perception, in turn, is closely associated with buying behavior. The research provides strategic implications for entrepreneurs and organic enterprises in India. This is beyond consumer insights. Demographic factors such as gender, income, and education were also found to significantly influence consumption patterns. Understanding demographic trends and environmental ethics can guide product positioning, market segmentation, and the growth of inclusive and sustainable business models. These findings contribute to the broader treatise on sustainable entrepreneurship and innovation in Asian green marketplaces.

KEYWORDS: Buying behavior, consumers' perception, knowledge, and organic food products

1. Introduction

Today, the world is facing extreme challenges from different natural forces, and it has become important to be concerned about the sustainability of our natural ecosystem and its maintenance for the coming generations. In addition, there is increased awareness among consumers towards their well-being, food safety, and environmental awareness, leading to an increase in consumers' preference for organic products (Eyinate et al. 2021). According to Freitas et al. (2021), the demand for organic products has grown significantly in the last ten years. Caetano et al. (2023) found that conventional industrial agriculture acts as one of the biggest threats to the sustainability of the environment, as it consumes high energy and material costs. To address sustainability issues and consumers' increasing demand for organic products, organic agriculture can be established, as it will help negate the adverse impact of industrialized agriculture on the social, ecological, and economic aspects (Lehtimäki & Virtanen 2020), and satisfy the increasing consumer demand.

However, organic food consumption is not merely a consumer trend; it presents a growing opportunity for sustainable entrepreneurship. In India, the rise of organic consumption opens opportunities for sustainable enterprises and inclusive business models that respond to ecological challenges while fostering economic development. While much research has focused on consumer attitudes, less attention has been paid to how such insights can

guide entrepreneurs, small businesses, and cooperatives in shaping their strategies. By linking consumer demand with enterprise innovation, businesses can not only serve environmental goals but also contribute to sustainable economic growth, especially in emerging green markets.

In terms of food safety and quality, environment, and animal welfare, organic farming supports sustainable growth and development (Ramakrishnan et al. 2021). Organic agriculture is practiced in almost all countries around the world, and its use is increasing. The total area managed organically by the end of 2018 was estimated to be 71.5 million hectares, which had increased by 2.9 percent or 2 million hectares in comparison to 2017 (IFOAM Organics International, 2020). With a gradual increase in organic farming, the demand for organic food has consistently increased (Sultan et al. 2020). Willer et al. (2020) reported that over the past 20 years, global sales have exceeded USD 90 billion. According to APEDA (the Government of India's export development authority for agricultural and processed food products), in 2020–2021, India produced approximately 3,496,800.34 MT (2020–21) of certified organic products; of these, 888,179.68 MT (or around 25% of the total produce) was exported; consequently, 75% of organic products are consumed exclusively in the Indian market. It is evident that customers in the modern world are aware of how serious environmental degradation is, which has increased ecological consciousness and sparked interest in buying

organic goods and services. This growing demand for organic products is emerging as a marketing trend, where consumers try to understand the benefits of organic products before purchasing (Thøgersen et al. 2017). This change in pattern can be attributed to the awareness of health and environmental concerns (Sharma & Singhvi 2018). Consumers' attitude toward purchasing organic products is positively influenced by demographic factors such as health, product availability, and education. Consumers of organic food are more satisfied overall than those of conventional food (Paul & Rana 2012). However, the Indian market for organic products is still in its initial stages, and Indian consumers are principally ill-informed of the benefits of buying organic products (Sharma & Singhvi 2018).

Current research has widely analyzed a varied range of factors that influence customers' viewpoints and choices to purchase organic products. These factors include health attributes (Nagaraj 2021), lack of knowledge (Boora & Sharma 2021), ecological values (Sharma et al. 2023), and demographic differences (Govindasamy 2018). However, the specific implication of environmental knowledge, including awareness of environmental challenges, understanding of organic agricultural processes, and understanding of the environmental benefits of organic products, remains relatively underexplored. Therefore, this has been identified as a research gap in understanding how consumers' environmental knowledge influences their perception of organic products, which further influences their purchase behavior.

The mainstream research on the topic has been conducted in other parts of the subcontinent. Therefore, there is still a lack of understanding regarding the demographics and characteristics of consumers who buy organic products in India. The main aspects that impact the purchase intentions of Indian organic consumers have been the subject of several studies. Singh and Verma (2017) studied the key factors influencing purchase intentions, and Kumar and Chaurassia (2017) examined attitudes towards organic food related to health and environmental consciousness among young consumers. In this study, we aim to fill the gap in the literature by establishing a relationship between two factors: consumers' knowledge and perception of organic foods and their effect on buying behavior.

Hence, the research questions investigated in this study are as follows:

RQ1: How does Indian consumers' environmental knowledge affect their perceptions of organic products?

RQ2: What is the relationship between consumers' knowledge, perception, and buying behavior in relation to organic foods?

This study also explores the demographic profile of consumers and factors influencing consumers' actual buying behavior, as understanding these factors is

essential to increasing the consumption of organic products in India and to developing the domestic market for the same.

2. Literature Review

Many definitions of organic foods have been provided by various authors. Lyon et al. (2001) defined organic products as those produced in accordance with the standard rights in every area of production and are certified by an industrial body. According to Vijayan and Ong (2021), organic foods are made without the use of industrial solvents, chemical food stabilizers, radiation, or any other extra ingredients. Natural foods produced without the use of artificial chemicals such as pesticides, herbicides, fertilizers, antibiotics, or genetically modified organisms are referred to as organic foods. Organic food is not only beneficial to human health; it also poses no environmental harm. Thus, eating organic food benefits society and the economy (Agarwal 2019).

Current research has emphasized the role of consumer behavior in determining sustainable business models. Studying how consumers perceive environmental issues and consider health and safety can further support entrepreneurs and green startups in building an ethical brand and trust, which also identifies and aligns with corporate social responsibility practices. Pardo-Jaramillo et al. (2025) suggest that sustainability-driven enterprises adapt to shifting consumer values in Asia. Similarly, Peng et al. (2021) emphasize that environmental values significantly influence consumer preferences and entrepreneurial innovation.

In emerging markets, research on social enterprises and green entrepreneurship also suggests that consumer demand for organic and green products can drive the growth of inclusive and environmentally focused ventures (Mallika 2021; Hoek et al., 2021). By integrating insights from consumer studies, entrepreneurs can better position organic products and innovate across supply chains.

2.1 Hypothesis Development

Environmental awareness refers to an individual's comprehension of environmental issues, such as the impact that human activities have on the environment (Lie et al. 2020). This environmental awareness of consumers is also defined by knowing the significance of implementing sustainable practices (Lie et al. 2020). Consumers' perceptions of organic products are influenced by their knowledge, specifically regarding the environmental advantages and sustainability credentials of organic products (Lamonaca et al. 2022). Brucks (1985) divided the knowledge influencing consumer behavior into three categories: objective knowledge, subjective knowledge, and prior experience. In this context, prior experience refers to the experience associated with the previous use of a product, objective

knowledge is defined as "what an individual actually knows," and subjective knowledge is defined as "perceived or self-rated knowledge" (Shehata et al. 2021).

In this study, we used objective knowledge to understand how consumers' actual knowledge affects their buying behavior towards organic food. It has also been established by Amoah and Addoah (2021) that knowledge of environmental problems is an important influencer of pro-environmental behavior. Knowledge plays a very important role in the purchasing behavior of organic foods (Effendi 2020). Ahmed et al. (2021) claimed that individuals with higher levels of environmental knowledge are more likely to perceive organic products positively. Hence, we propose the following hypotheses:

H1: Environmental knowledge significantly affects consumers' perception of organic products.

Consumer demographic factors play an important role in shaping the consumers' purchasing behavior towards organic products (Witek & Kuźniar, 2020). Sahelices-Pinto et al. (2021) report that, in terms of demographics, young, highly educated, and student consumers typically purchase organic food items. Because of the high costs associated with organic food products, few consumers believe they are fashionable and have status symbols (Hill & Lynchehaun, 2002).

Zhuang et al. (2021) asserted that social status is a significant determinant of purchase intention. Similarly, Tahir (2021) demonstrated through their research that people's intentions to purchase organic foods are influenced by their personal values, such as social status and health development. In India, the influence of attitudes toward the purchase of organic food is less significant than the influence of subjective norms on purchasing intention. Furthermore, Puska (2019) found that eating organic food products sends a strong pro-social signal. Views about the intention to purchase were significantly influenced by subjective norms (2019, Agarwal). Income, age, and education are the three socio-demographic variables that have been shown to have a substantial impact on actual purchasing behavior (Roopashree 2023). Many authors have found that age affects consumers' buying behavior towards organic food (Dangi, 2020). Narang and Sharma (2021) found that young consumers prefer organic foods, while Winterstein and Habisch (2021) claimed that old consumers are willing to pay extra for organic products as they are more health conscious, while young people have less purchasing power, so they are less willing to pay higher amounts of organic foods, although they are more environmentally conscious. In addition to age, a household's financial situation or income affects consumers' intention to purchase organic food. There are conflicting findings on the impact of income. As per Halonen (2021), there is a general assumption that organic products are more expensive than conventional products;

therefore, it is always perceived that income has a positive relationship with the consumer's buying behavior for organic products. Govindasamy (2018) confirmed that consumers' willingness to pay for organic food is influenced by their income. Further, some studies do not find any relationship between income and purchase intention or willingness to purchase organic products (Durham, 2007). In addition, education level has also been found to be one of the important influencers of consumer attitude and intention to buy organic foods; for instance, Mitić and Čolović (2022) found that consumers with higher education are more in favor of buying organic foods; similar findings were given by Jose and Kuriakose (2021). Hence, we propose that:

H2: Consumers' demographic factors significantly affect their purchase behavior for organic products. Perception helps individuals create a meaningful picture of a situation by selecting, organizing, and interpreting various stimuli (Kotler 1997). Numerous intricate facets of consumer behavior, including learning, motivation, and context, are incorporated into perceptions. Consumers' perception is very dynamic in nature and difficult to predict; therefore, it often creates a difference between what consumers perceive and their behavior (Troy & Kerry 2010). It is important for producers and manufacturers to understand consumers' perceptions, as product purchasing behavior is influenced mostly by perception (Kumar & Abidin 2022). Numerous distinct elements influence how a food product is perceived, including flavor, aroma, information from labels and pictures, attitudes, recollections from prior experiences, cost, status, nutritional value, health beliefs, familiarity, and brand loyalty (Chen & Antonelli, 2020). Consumer perception has been studied by various scholars to understand its impact on food, such as quality perception (Plasek et al. 2020). In the case of organic products, health consciousness, healthy lifestyle, and concern for the environment have a positive relationship with consumer perceptions (Deshmukh 2022). Health- and nutrition-conscious consumers develop positive attitudes about organic foods, which lead them to make different purchasing decisions (Singhal, 2017). Studies demonstrate that organic product consumers are willing to spend additional money because they believe organic food provides superior quality standards (Marozzo et al., 2023). Thus, we can hypothesize that:

H3: Consumer perception significantly affects their purchase behavior towards organic products.

The rising importance of environmental concerns and responsible practices now directly impacts how consumers behave, especially when it comes to food choices. Several studies validate that consumers who possess environmental acquaintance tend to adopt sustainable choices in both preference and behavior (Saari et al., 2021). Environmental knowledge

behaves as an important factor that explains how people perceive green consumption (Wang et al., 2020). Individuals who comprehend the environmental aspects of conventional food production well recognize the possible damage that includes pesticide use, along with water pollution and soil degradation (Nijssen et al., 2018). The choice to buy environmentally friendly products depends largely on consumer knowledge, a fundamental factor (Siyal et al., 2021). Wang et al. (2021) analyzed that environmental knowledge directly influences consumers' decisions to purchase green products. Several researchers have identified that environmental knowledge has significant positive effects on people's behavior towards the environment (Liu et al., 2020). Thus, we can hypothesize that:

H4: Environmental knowledge significantly impacts consumer purchase behavior towards organic food products.

Research has supported several reasons that affect consumer response to ecologically sustainable products, including organic products (Rusyani et al., 2021). One of these variables is environmental knowledge and perception. According to Costa et al. (2021), environmental awareness in consumers leads to a strong preference for environmentally friendly product acquisition. The process of consumer perception includes the subjective interpretation of products through attitudes, personal views, and experiences (Hsu, 2022). The process of judgment, consumer perception, and the assessment of products is shaped by multiple elements beyond past experiences, such as cultural norms, social influences, price, and marketing messages.

Organic food perception among consumers tends to be more positive as environmental awareness increases, according to research conducted by Ahmed et al. (2021). The perceptions encompass beliefs about environmental sustainability, organic food health benefits, and ethical considerations (Dorce et al., 2021). Consumers' perception of organic and green food products affects consumers' choice to purchase these products. Research by Wang et al. (2020) also supports environmental knowledge and its impact on consumer perceptions of organic food. These further shape their organic food purchasing intentions and actual purchase behavior. Thus, we can hypothesize that:

H5: Environmental knowledge affects consumer purchasing behavior through consumer perception as a mediating factor.

2.2 Theoretical Background

Consumer behavior development has been supported in the literature by the Theory of Reasoned Action (TRA). TRA was given by Fishbein and Ajzen in 1975. It is a social psychological theory. It explains and predicts human behavior, especially

in the context of decision-making that corresponds to perception and intentions. TRA proposes that individuals' behavioral intentions are impacted by their attitudes as well as the subjective norms that are associated with the behavior. TRA has been identified as the most widely used theory to explore the attitude and actual behavior of consumers (Sheppard et al. 1988). Therefore, this study is based on TRA to explore the factors of consumer purchase behavior towards organic food. The TRA is the best theory to predict actual consumer buying behavior towards organic foods (Singh & Verma 2017; Liu 2007).

Additionally, the findings have implications for sustainable entrepreneurship along with consumer behavior. As consumer perceptions are shaped by environmental values, this can influence how entrepreneurs enter emerging green markets, position products, and align with CSR practices. From a theoretical standpoint, frameworks such as the Institutional Theory (Scott, 2001), Triple Bottom Line (Elkington, 1997) provide complementary perspectives. These theories highlight how evolving consumer values drive legitimacy, innovation, and environmental strategy in sustainability-driven projects.

>Insert Figure 1 about here<

3. Methodology

3.1 Survey and Data Collection

The methodology includes empirical testing of the proposed research model from the perspective of Indian Consumers, their knowledge, perception, and buying behavior for organic food products. This was a cross-sectional, web-based survey. The questionnaire was shared on social media platforms, such as WhatsApp, LinkedIn, Facebook, and Email. People with access to the internet participated in the survey. A brief message specifying the research objective was sent to the participants to determine their willingness to participate in the survey. Data were collected using a well-structured, validated questionnaire. We contacted 743 individuals for data collection using the purposive sampling method. Screening questions were included to ensure the representativeness of respondents. For example, *do you prefer purchasing organic food? Have you ever consumed organic foods? etc.* Therefore, the questionnaire comprised questions related to demographic details, knowledge of the respondents about organic products, their perception of it, and their buying behavior. Out of 743 distributed questionnaires initially, we received 398 completed questionnaires from the respondents, resulting in a response rate of 53.57%.

3.2 Measurement Scale

A structured questionnaire was developed based on a relevant literature review and expert guidance. The literature reviewed for questionnaire development was related to consumers' knowledge of organic

products, consumers' perception of organic products, and consumers' buying behavior in India. The measurement scale was then pilot-tested with 50 respondents to establish its reliability and validity. First, a face validity approach was used to ensure the flow and language of the questionnaire. Minor changes were made to refine the questionnaire based on the feedback received. Later, a confirmatory factor analysis was executed to test convergent validity.

The knowledge section of the final questionnaire included nine questions related to organic product quality, farming, certification, and their impact on the environment and health. The overall knowledge score ranged from 0 to 9. Every correct response received one point, while every wrong response received zero points. Higher scorers are thought to be more informed about organic food items. In our sample, the Cronbach's alpha coefficient was greater than 0.71, indicating a satisfactory level of internal consistency. The 'perception' section consisted of 4 questions related to an individual's perception about the impact of organic products on health, the environment, and status. The third section of the questionnaire captures consumer buying behavior, which consists of monthly expenditure and frequency of purchases.

>Insert Table I about here<

The independent samples t-test, one-way analysis of variance (ANOVA), or Chi-square test was used, as suitable, to compare the knowledge scores, perceptions, and purchasing behaviors of various individuals based on their demographic characteristics. To recognize the factors related to knowledge, multivariable linear regression analysis was performed with the knowledge score as the dependent variable and all demographic variables as independent variables. Similarly, factors related to perception and purchasing behavior were identified using binary logistic regression analysis. Using Harman's one-factor test, the scale items were examined for potential Common Method Variance (CMV). Interestingly, no conclusive evidence of common method bias was found.

4. Results

Data analyses were conducted using SPSS version 25.0. The statistical significance level was set at $p < 0.05$ (two-sided). In total, 398 participants completed the questionnaire. In the final sample, the average age was 33.0 years, 190 (47.74 %) were women, 368 (92.47%) held a bachelor's degree or above, 209 (52.51%) were students, and 309 (77.64%) were urban residents.

The mean organic food product knowledge score was 6.82 (SD: 1.9, range: 0-9), signifying a 75.77% ($6.82/9 \times 100$) correct rate for the knowledge questionnaire. Knowledge scores differed

significantly across genders ($P=.001$) and income ($P=.002$).

>Insert Table II about here<

Multiple linear regression analysis was performed to determine demographic factors linked to a good knowledge score. The knowledge score for organic products was found to be significantly correlated with the following: housewife ($\beta = .134$, $p=.01$), professional ($\beta = -.150$, $p=.003$), family income <50000 ($\beta = .162$, $p=.000$), and income above 100000 ($\beta = -.134$, $p=.01$).

>Insert Table III about here<

According to 90.7% of the respondents, organic food products are healthier and safer options with unwavering quality. There were no statistically significant variations in the demographic variables for this response. According to 97% of the respondents, organic food products are environmentally friendly. There were significant differences in perception between the different income groups ($P=.02$) and living areas ($P=.01$). Organic food products are thought to be of higher quality than conventional (local) products by 76.4% of the respondents. There was a significant difference in the family income ($P=0.04$). The use of organic food products was seen as a status symbol by 50% of the respondents. The responses showed a significant difference depending on family income ($P=.035$), age limit ($P=.045$), and living area ($P=.00$).

>Insert Table IV about here<

We used binary logistic regression to determine the association between the respondents' perceptions, demographic variables, and knowledge. Based on a binary logistic regression analysis, hypothesis 1 (H1) was supported because the knowledge score (B: 0.16, $P=.001$) was found to be significantly correlated with the perception that organic food products are high quality and guaranteed to be good for health. Place of living (B: 12.91, $P=.002$) and knowledge score (B: .04, $P=.001$) were significantly associated with positive perceptions of the relationship between organic food, the environment, and animals. Knowledge score (B: 0.33, $P=.00$) was significantly associated with the perception that organic products are of superior quality, and respondent age 40-60 (B: 9.53, significantly associated with the feeling that using organic products is a status symbol).

>Insert Table V about here<

Results of multiple binary logistics showed that education graduation (vs. matriculation, OR: 2.35, $P=0.044$), masters (vs. matriculation, OR: 2.82, $P=0.027$), family income 50000 to 100000 (vs. <50000 OR: 2.43, $P=0.001$), and family income >100000 (vs. <50000 OR: 4.93, $P=0.000$) were significantly associated with frequent buying behavior that was fortnightly or monthly, hence,

hypothesis 2 (H2) was supported.

>Insert Table VI about here<

Gender female (vs male, OR: 1.602, $P=.046$), family income 50000 to 100000 (vs. <50000 OR: 3.67, $P=0.000$), family income >100000 (vs <50000 OR: 5.628, $P=0.000$), and respondents' perception that organic food is of superior quality (OR: 1.767, $P=.047$) were significantly associated with spending behavior (>1000 Rs/month) towards organic food products, hence hypothesis 3 (H3) was supported.

>Insert Table VII about here<

To test Hypothesis 5 and to explain the mediating effect of consumer perception, direct and indirect effects were taken into consideration. The results, as shown in Table VIII, suggest that consumer perception fully mediates the relationship between environmental knowledge and consumer purchase behavior ($B = 0.050$, $P = 0.013$).

5. Discussion

This study set out to investigate all variables affecting consumers' purchasing decisions or buying behaviors with regard to organic foods. First, it aimed to assess the impact of the level of environmental knowledge on consumers' perceptions of organic products. Second, it sought to analyze how consumers' perceptions of organic products affect their buying behavior. Third, this study aimed to analyze consumers' buying behavior towards organic products in terms of frequency of purchases and expenditure, and their relationship with various demographic factors.

The research respondents exhibited considerable knowledge of environmental questions, but there were differences between male and female participants in their understanding. Research indicates that environmental knowledge directly influences consumers' perceptions of organic food products, which further affects their attitudes toward these products (Stoleru et al., 2019). The findings suggest that customer perception has a direct impact on purchasing decisions.

The data revealed specific population groups that demonstrated higher knowledge about organic products. Notably, professionals, homemakers, and families earning more than Rs 50,000 had higher knowledge scores. The research studies how certain demographic factors influence consumer behavior when buying green and organic products. Findings confirmed that consumers have a favorable view of organic products, as previous studies have shown that many people trust organic food offers environmental benefits and health (Stoleru et al., 2019; Torjusen et al., 2001). Additionally, rural residents expressed optimistic attitudes about the environmental impacts of organic food. Their active

involvement in organic farming allowed them to observe the farming practices more closely.

The actual purchasing behavior of Indian consumers did not always align with these perceptions, even though they maintained positive attitudes toward organic products. The findings revealed that price considerations significantly influenced the buying decisions, and thus, higher-income female respondents were more likely to purchase organic products. Female respondents also demonstrated a greater concern for their family's health needs. Additionally, those who perceived organic food quality to be high were willing to spend more on organic products.

Beyond individual behavior, the findings offer important cues for sustainable entrepreneurship. The mediating role of perception suggests that awareness campaigns can shape demand, allowing new enterprises to design products, outreach, and pricing strategies around health and ecological values. The influence of gender, income, and rural involvement also highlights potential for youth-led, women-led, and grassroots enterprises that respond to this demand with inclusive and locally tailored models.

6. Theoretical Implications

This study extends the literature on organic food products and the various factors shaping consumers' buying behavior, such as demographic variables (age and income). The study defines the usage of the Theory of Reasoned Action in the context of consumer buying behavior and organic food products. Further, the study contributes to the literature on consumer perception, which influences how consumers behave when purchasing organic goods. This aligns with the existing literature, arguing that customers are prepared to pay additional for organic products because they believe that organic food is of better quality (Marozzo et al., 2023). Finally, in the context of Indian emerging markets, this study contributes to the theory that concern for the environment and human health has led to the emergence of green concepts and the market for organic food products.

7. Managerial Implications

This study has many managerial implications for companies, retailers, and market regulatory agencies. This study may help manufacturers to understand their target segment according to the demographic factors found and guide marketers to design their segmenting and targeting strategy cautiously to convince their potential consumers with the promotion of benefits such as healthy content and environmental friendliness (Singh & Verma 2017). This study may help expand the organic food market, which can create economies of

scale and decrease the prices of these foods, and can help the organic food market expand in India. The findings of this study can help organic food suppliers and vendors to create unique deals and marketing strategies by distinguishing between organic food and conventional food to target and attract potential consumers and to expand the prevalent organic food market. It can also guide public policymakers to take steps to increase the intake of organic products and safeguard the environment and citizens' health and well-being.

Moreover, for green entrepreneurs and startups, the findings suggest strategic opportunities to align with CSR goals and sustainable development. Understanding demographic preferences allows businesses to customize product positioning and explore scalable business models that promote both ecological and economic well-being. Such efforts contribute not only to business growth but also to sustainable food supply chains.

8. Conclusion

This study provides valuable insights into how environmental knowledge influences Indian consumers' perception and buying behavior toward organic food. It confirms the mediating role of perception and highlights the demographic drivers behind consumption trends. These findings have direct implications for awareness strategies and pricing policies aimed at strengthening the organic market.

By linking consumer insights to entrepreneurial strategies, this study contributes to the understanding of how sustainable enterprises in Asia can thrive through alignment with environmental consciousness and evolving consumer values.

9. Limitations and Future Research Directions

Like other studies, this study also has some limitations. Only limited variables were studied; however, there can be many other factors, such as distribution, pricing, and psychological factors, which can affect the buying behavior of consumers towards organic products and could lead to more comprehensive and generalizable results. Furthermore, the data were collected primarily from Indian consumers in the Central and Eastern regions of India. The cross-sectional research design used in this study produces skewed contextual opinions. To gain a more profound comprehension of the dynamic nature of research constructs, future investigations might employ a longitudinal design. Finally, the fact that these measures were perceptual in nature may have contributed to the subjectivity of the items. Therefore, mixed-methods studies utilizing both qualitative and quantitative methods could be used in future research.