

Consumer Awareness and Purchasing Behavior of Organic Products in Sikar, Rajasthan: An Empirical Analysis

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ABSTRACT

This paper analyzes consumer knowledge and purchasing behavior about organic products in Sikar, Rajasthan. It explores the interaction between health awareness, environmental issues, and the essential function of certification in influencing customer choices. The investigation indicates a significant knowledge of organic products, largely motivated by projected health and environmental advantages. A substantial disparity exists between this general comprehension and actual purchasing behavior, primarily due to price sensitivity, restricted accessibility, and widespread customer distrust concerning product legitimacy. Notwithstanding the strong national certification frameworks and the emerging local organic ecosystem in Sikar, obstacles remain in fostering consumer trust and converting awareness into regular purchases. The paper culminates with strategic recommendations aimed at augmenting awareness and adoption, emphasizing targeted education, enhanced market access, transparency, and the utilization of digital and community-based information sources.

Keywords: Consumer Awareness, Organic Products, Purchasing Behavior, Sikar, Sustainable Consumption.

Introduction

The Global and Indian Organic Food Landscape

Due to rising health and environmental awareness, the worldwide organic food market has grown dramatically. This global shift toward ecological and health-conscious consumption is paralleled and enhanced in India. The Indian organic food sector is growing exponentially, especially following the COVID-19 pandemic. The public's perception of organic products' immunity-boosting benefits and improved food quality is driving this demand.

India leads organic agriculture worldwide. The nation has the most organic producers and sixth most organic agricultural land anywhere. Organic food sales in India reached USD 1,917.4 million in 2024 and are expected to reach USD 10,807.9 million by 2033. This high production growth trajectory is intriguing. India produces and exports organic products, although domestic consumption has been lower than exports. This shows that despite strong manufacturing capacity, domestic market development depends on demand generation and customer confidence. Post-pandemic demand may spur growth, but sustained expansion requires addressing consumer issues.

Defining Consumer Awareness and Organic Products

The idea of consumer awareness is fundamental to comprehending customer behavior in any market, but it is especially important for niche goods like organic foods. The ability to demonstrate that a buyer or consumer has sufficient knowledge and understanding of products, goods, services, and their basic consumer rights is known as consumer awareness. This information is essential for giving customers the power to make wise and informed judgments in the marketplace, allowing them to make selections with assurance and offering protection from unethical behavior.

Organic products, in this context, are food items produced using farming practices that specifically exclude the use of synthetic chemicals, artificial pesticides, genetically modified organisms

(GMOs), and artificial fertilizers. Organic farming concepts go beyond agricultural cultivation to include animal welfare and environmental sustainability strategies. It is crucial to remember that, while organic foods are not completely chemical-free, pesticide residues in them are significantly fewer than those found in conventionally produced foods. The focus on "informed decisions" and "protection from unethical practices" in the definition of consumer awareness foreshadows a major hurdle in the organic market: customer mistrust and mis labelling. This demonstrates that genuine consumer awareness of organic products must go beyond a basic comprehension of what "organic" means. It must also include knowledge of the specific certification methods and mechanisms available for checking product authenticity, since this is critical for customers to make fully informed decisions and protect themselves from potentially misleading claims.

Research Context: The Significance of Sikar in Organic Product Consumption

Sikar, a district in Rajasthan, is a good place to study because it is becoming more important in India's organic farming scene. Rajasthan is known as one of the best states in India for growing organic crops. This area is even more important since farmers in Sikar, like Sanjay Yadav, are actively using natural farming methods to grow vegetables, fruits, and wheat. These kinds of local farming projects show that the district has a strong agricultural base that is good for organic farming.

The fact that there are several organic grocery stores, packaged food stores, and organic farms in Sikar shows that there is a growing local demand and supply chain for organic products. This localized supply infrastructure creates a unique situation that may be different from the national problem of "limited availability," which is commonly stated as a reason why people don't eat organic food. The fact that there are these local enterprises in Sikar implies that the main problem may not be that there aren't enough organic products, but that there isn't a good way for people to get to these local sources. This means that attempts to raise consumer knowledge in Sikar may need to focus more on marketing certain local organic brands, creating direct trust in these sources, and making sure customers know where and how to get them, rather than just on expanding the overall supply.

Literature Review: Determinants of Organic Product Adoption

- **Perceived Health and Environmental Benefits**

People mostly buy organic items because they think they are better for their health and the environment. One of the main reasons is the worry about the presence of pesticides, chemicals, antibiotics, and other chemical residues in conventionally farmed food. This makes many strongly believe that organic food is healthier by nature. People think this because organic farming lowers the likelihood of health problems for farm workers and consumers by lowering their exposure to harmful chemicals. Additionally, more and more data points to the fact that organic foods may have better nutritional profiles, as they contain more important minerals like iron, magnesium, phosphorus, and vitamin C, and less nitrates and pesticide residues. Some studies even show that organic milk has more of the good stuff, like omega-3 fatty acids, than regular milk.

A lot of people are driven by more than just their own health; they also care about the environment and want to be socially responsible shoppers. Many people know that organic farming methods like crop rotation, manual weed management, and using natural manures are good for animals, the environment, and the long-term use of resources. This connection to moral and environmental values is a strong factor in people's decisions to buy. However, it's important to remember that even though health and environmental benefits are strong reasons to buy organic foods, the fact that they are "not necessarily completely chemical free" and that nutritional differences can sometimes be "small" means that customers may be disappointed if their expectations are not managed properly. This shows how important it is for manufacturers and marketers to communicate clearly and fairly in order to keep consumers' trust over time and avoid the idea of "greenwashing," which is when environmental promises are exaggerated or deceptive.

- **The Critical Role of Certification and Consumer Trust**

India has established a robust framework of certification procedures to ensure the authenticity and quality of organic goods. These solutions are essential for boosting customer trust and protecting against false claims.

The primary certifications include:

- **India Organic:** This is a certification mark specifically for organically farmed food products manufactured in India. It signifies adherence to the National Standards for Organic Products

(NPOP), which were established in 2000 and became effective in 2002. The certification is issued by testing centers accredited by the Agricultural and Processed Food Products Export Development Authority (APEDA).

- **Jaivik Bharat Logo:** Introduced by the Food Safety and Standards Authority of India (FSSAI) in December 2017, this unified logo aims to assist consumers in identifying authentic organic food products. Much like the green and red dots indicating vegetarian or non-vegetarian status, the Jaivik Bharat logo visually confirms adherence to National Organic Standards.
- **National Programme for Organic Production (NPOP):** This extensive initiative, administered by APEDA under the Ministry of Commerce and Industry, regulates organic production standards, accredits certifying entities, and supervises the utilization of the India Organic mark. NPOP standards have attained equivalency with organic food rules in the European Union and Switzerland, as well as a recognition agreement on conformity assessment with the USDA, thereby facilitating international trade.

The Ministry of Agriculture and Farmer's Welfare implements the Participatory Guarantee System (PGS-India), a locally focused quality assurance system. It is aimed for the domestic market and engages producers and consumers directly in certification. Until April 2020, small organic producers with an annual revenue under Rs 12 lakh can sell directly to consumers without certification, but they cannot use the Jaivik Bharat label.

Despite these well-defined certification schemes, consumer trust and organic claim skepticism remain major issues. Organic product authenticity and transparency are often questioned by consumers due to a lack of knowledge about certification processes and the availability of counterfeit items. Skepticism prevents widespread organic consumption. Consumer confidence is further eroded by "greenwashing," where items are misrepresented as organic. PGS's "self-declared" character has raised worries among industry stakeholders that it could damage the organic label's legitimacy if not properly handled.

To eliminate ambiguity and build confidence, consumers must learn about organic products and their verification processes. Consumers should actively search for official certification logos like Jaivik Bharat, India Organic, or USDA Organic (for imported products) and verify them by checking certifier names and numbers, QR codes, and online databases like the Indian Organic Integrity Database. Strong certification systems and consumer distrust reveal a communication and education mismatch. Insufficient public awareness and understanding of standards is the problem, not a lack of standards. This means policy initiatives must go beyond setting strict standards to proactively teaching customers how to verify authenticity, empowering them to make informed purchasing decisions.

Table 1: Key Organic Certifications and Logos in India

Certification Name	Administered By	Logo (Description)	Purpose/Significance	Relevant Snippet IDs
India Organic	APEDA (under NPOP)	'India Organic' mark	Certifies products conform to National Standards for Organic Products (NPOP), ensuring no chemical fertilizers, pesticides, or induced hormones. Recognized by EU, Switzerland, and USDA for equivalence.	
Jaivik Bharat	FSSAI	Unified logo for organic products with "Jaivik Bharat" tagline	Helps consumers identify authentic organic food, signifies adherence to National Organic Standards. Aims to build consumer confidence and combat mislabelling.	
PGS-India	Ministry of Agriculture and Farmer's Welfare	'PGS-India Green' logo	Locally focused quality assurance system, involves producers and consumers in certification. Primarily for domestic market. Small producers can sell without certification but cannot use logo.	

- **Influence of Price, Availability, and Accessibility**

The high price of organic products stands as a consistent and significant barrier to their widespread adoption, particularly in rural and semi-urban areas of India. Organic items are frequently priced 30-50% higher than their conventional counterparts, a premium attributed to several factors including labour intensive farming practices, the costs associated with certification, and generally lower yields. This elevated cost often renders organic products inaccessible for a substantial segment of the consumer population, especially in emerging economies where disposable incomes may be limited. Compounding the issue of price are concerns related to limited availability and accessibility. Consumers often report difficulties in finding a wide variety of organic products, and issues such as inconvenient store locations, poor shelf placement, and the inherently shorter shelf life of organic produce further deter purchases. Despite a growing interest in organic food, many consumers hesitate to make the switch due to these higher prices or a lack of clear understanding of the benefits that might justify the premium. The interconnectedness of high price and limited availability creates a self-reinforcing cycle. Lower yields and higher production costs necessitate premium pricing, which in turn restricts market penetration and limits the consumer base. This constrained demand then disincentivizes further investment in expanding organic supply chains and improving accessibility, thereby perpetuating the very problems that hinder market growth. Addressing this systemic challenge requires a multi-faceted approach that considers both the economics of production and the dynamics of consumer behaviour.

- **Demographic Factors and Consumer Behavior**

Consumer awareness and purchasing behavior regarding organic products are significantly influenced by various demographic variables, including age, education, occupation, and income. Studies indicate a positive correlation between higher educational attainment and greater awareness of food labels, including organic product familiarity. Similarly, younger demographic segments tend to exhibit higher levels of awareness compared to older age groups.

The profile of primary organic product consumers often includes individuals aged 26-45, typically employed in the private sector, and belonging to middle-income groups who are generally health-conscious. The broader economic shifts, such as increased disposable income and enhanced purchasing power resulting from globalization and liberalization, have also played a role in encouraging consumers to explore new dining and product options, including organic foods. The observed positive relationship between education, younger age, and the adoption of organic products indicates a demographic trend that will likely drive future market expansion. As younger, more educated consumers gain greater purchasing power, a natural increase in organic market penetration can be anticipated. However, this also underscores the need for targeted educational initiatives to reach older or less educated demographics, ensuring that the benefits and authenticity of organic products are understood across all segments of the population, thereby facilitating broader market adoption beyond the current early adopters.

Table 2: Factors Influencing Consumer Purchase of Organic Products in India

Category	Factor	Description/Impact
Primary Motivators	Perceived Health Benefits	Belief in reduced chemical exposure, higher nutrient content, and immunity boosting properties.
	Environmental Concerns	Desire for sustainable farming, biodiversity preservation, and reduced pollution.
	Food Safety and Quality	Absence of harmful chemicals, perception of better quality, taste, and freshness.
	Ethical Sourcing	Support for humane animal treatment and fair practices for farmers.
	Socially Responsible Consumption	Moral responsibility towards the environment and society.
Key Barriers	High Price/Affordability	Organic products are significantly more expensive, limiting accessibility for many consumers.
	Limited Availability/Accessibility	Difficulty finding organic foods in mainstream retail channels or local markets, limited product variety, and inconvenient store locations.

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	Environmental Concerns	Desire for sustainable farming, biodiversity preservation, and reduced pollution.
	Lack of Trust/Authenticity Concerns	Doubts about genuine organic claims due to confusing certification, "greenwashing," and mislabeling.
	Low Brand Recognition	Consumers are generally aware of organic concept but unaware of specific brands.
	Shorter Shelf Life	Concerns about spoilage and waste due to absence of preservatives.
	Confusion between "Organic" and "Local"	Misconception that locally produced foods are automatically organic.
	Lack of Trust/Authenticity Concerns	Doubts about genuine organic claims due to confusing certification, "greenwashing," and mislabeling.
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Organic Market Dynamics in India and Sikar

• Overview of India's Organic Sector: Growth, Policies, and Production

India's organic agriculture sector is experiencing robust growth, with a projected valuation of \$2.5 billion for the 2023/24 Marketing Year (MY). The domestic market is anticipated to expand even more significantly, reaching an estimated \$8.9 billion by 2032. This impressive growth is underpinned by substantial government initiatives aimed at promoting organic farming across the country. Key government schemes include:

- **Paramparagat Krishi Vikas Yojana (PKVY):** Launched in 2015, this scheme actively promotes organic farming through a cluster-based approach and the Participatory Guarantee System (PGS-India). It provides crucial financial assistance to farmers, with over 16.1 lakh farmers covered as of November 2022.
- **Mission Organic Value Chain Development for North Eastern Region (MOVCDNER):** A parallel scheme specifically designed to support organic farming in the North Eastern states.
- **Jaivikkheti Portal:** The government has also developed this online marketing platform to facilitate direct sales of organic produce from farmers to consumers, aiming to ensure better price realization for producers. More than 6.22 lakh farmers are currently registered on this portal.

The total area under organic certification (combining NPOP and PGS) reached 59.74 lakh hectares by 2023-2024, with the NPOP certified area alone standing at 10.17 million hectares as of March 2023. States like Madhya Pradesh, Maharashtra, and Rajasthan are identified as top producers of organic crops, contributing significantly to the national organic output. The substantial government support through these supply-side initiatives demonstrates a strong national commitment to fostering organic agriculture. However, the persistent challenges related to consumer awareness and trust, as discussed in previous sections, indicate that supply-side policies alone are insufficient.

• Local Organic Ecosystem in Sikar: Farms, Retailers, and Product Variety

Sikar, as a district within Rajasthan, demonstrates a developing local organic ecosystem, characterized by a notable presence of organic businesses. The district hosts several organic grocery stores and packaged organic food retailers, including prominent names like DLF Mega Mart Retail Store, Shri Balaji Departmental Store, Aksh Organics, and Mera Farm. This commercial presence is complemented by numerous organic farms operating within Sikar, such as Abja Organic Farm, Swastik Organic, Mahala Organic Farm, and Dhukia Organic Farmhouse, indicating a local production base that

directly supports the retail sector. The active engagement of local farmers, exemplified by Sanjay Yadav in Sikar who practices natural farming for vegetables, fruits, and wheat, further highlights the grassroots adoption of organic methods in the region.

Furthermore, Rajasthan as a state offers a diverse array of organic products, encompassing categories such as dairy, juices, edible oils, spices, grains, pulses, nuts, and even personal care products. This broad spectrum of available organic goods suggests that a similar variety could be, or already is, accessible to consumers in Sikar. The strong local presence of organic farms and retailers in Sikar indicates that the physical infrastructure for organic consumption is more developed than the generalized "limited availability" barrier might suggest for India as a whole. This observation implies that for Sikar, the strategic focus should shift from merely establishing supply to optimizing local market linkages, actively promoting local organic brands, and building direct consumer trust in these specific local entities. This localized approach could be more effective in converting existing supply into increased consumption.

Table 3: Organic Product Retailers and Farms in Sikar

Category	Name	Address
Organic Grocery Stores/Retailers	DLF Mega Mart Retail Store	Sikar
	Shri Balaji Departmental Store	Sikar
	Khandelwal Departmental Store	Sikar
	Shree Shyam Mega Mart	Sikar
	Aksh Organics	PLOT NO 8 & 9, PALAWAS ROAD, Balaji Vihar, Sikar - 332001
	Smart Superstore	Devipura Road, Devipura, Sikar - 332001 (Near Bajrang Kanta, Bajaj Circle)
	Dhamu Departmental Store	Nawalagarh Road, Sikar City, Sikar
	Abja Organic Farm	Khatu Shyam Ji Kasra 787/2 Thesil Sri Madhopur, Danta Ramgarh Ringus Road, Chomupurohitan, Sikar - 332602
Organic Farms	Swastik Organic	Dulhepura, Karad Road, Kankra, Sikar - 332742 (Airtel Tower Ke Pass)
	Mahala Organic Farm	Sikar
	Flamingo Organic Farms	Sikar
	Dhukia Organic Farmhouse	Kheri Dookiya, Banai, Salasar Road, Sanwali, Sikar - 332311
	Kumawat Organic Farm	Kerpura At Charanwas, Sikar
	Chiranjeevi Organic Foods	Sikar

- **Government Initiatives and Support for Organic Farming in Rajasthan**

Rajasthan's position as a leading state in organic crop production in India is not merely coincidental; it is significantly bolstered by a combination of national government schemes and local, state-level initiatives. The state directly benefits from national programs such as the Paramparagat Krishi Vikas Yojana (PKVY), which provides crucial financial assistance and structural support for organic farming practices.

Beyond national policies, grassroots support is evident through the active involvement of Non-Governmental Organizations (NGOs) like Rajasthan Samgrah Kalyan Sansthan (RSKS India). These organizations are instrumental in educating farmers on organic farming techniques, with a focus on improving soil fertility and reducing production costs.

Market" in Jaipur signifies a dedicated state-level endeavor to create direct market access for organic producers and promote genuine organic products to consumers. This robust supportive ecosystem for organic farming in Rajasthan, including Sikar, lays a strong foundation for increasing the supply of organic products. The prevailing challenge, however, lies in ensuring that these successes on the supply side are effectively communicated to and trusted by consumers in Sikar, thereby translating increased production into proportional consumption.

Without effective consumer engagement and trust-building, the full potential of these governmental and organizational efforts may not be realized in terms of domestic market growth.

Consumer Awareness and Purchasing Patterns in Sikar

- **Levels of Awareness: General Understanding vs. Brand Recognition**

In India, the general awareness of organic products is notably high, with studies indicating that as many as 92% of respondents are familiar with the concept of organic food. This widespread conceptual understanding suggests that the core message of "organic is good" has largely permeated the consumer consciousness. However, a significant disparity exists when it comes to brand-level recognition, with a substantial 62% of consumers reportedly unaware of specific organic food brands. This observation suggests that while the overarching concept of organic is widely known, the distinct market identities and specific product offerings of organic brands have not yet achieved similar recognition.

Furthermore, despite this high general awareness of the benefits of organic products, this understanding does not consistently translate into actual purchasing behavior. This phenomenon, often referred to as a "value-action gap," is evident in findings where only 24% of aware respondents in one study had actually purchased organic products. This indicates that simply knowing about organic products is insufficient to drive consistent purchases. The disparity between high general awareness and low brand recognition points to a need for marketing efforts to evolve beyond generic messaging. The focus must shift towards building strong, trustworthy organic brands that resonate with consumers and provide clear differentiation in a crowded market. Without distinct brand identities and associated trust signals, the high level of general awareness struggles to convert into actual purchasing behavior, contributing significantly to the observed value-action gap.

- **Key Motivations for Organic Product Purchase**

Consumer decisions to purchase organic products are primarily driven by a set of strong, intrinsic motivations, with health benefits being the most significant. Consumers are largely motivated by concerns about pesticides and other chemicals, coupled with a belief in the superior nutritional value and immunity-boosting properties of organic foods. This desire for healthier consumption is often intertwined with a strong sense of environmental responsibility. Environmental concerns act as a powerful driver, reflecting a broader aspiration for sustainable and eco-friendly consumption practices, including support for humane animal treatment and a reduction in environmental pollution.

Beyond health and environment, food safety and quality assurance are also critical factors. Consumers are motivated by the perceived absence of harmful chemicals and a general expectation of better quality, taste, and freshness in organic products. The concept of socially responsible consumption, which emphasizes a moral responsibility towards the environment and society, further underpins these purchasing decisions. The consistent emphasis on these health and environmental benefits as primary motivators indicates a strong underlying value alignment between organic products and consumer aspirations. However, while these motivations are robust, they frequently encounter a significant obstacle: concerns about authenticity. If consumers doubt whether a product truly meets organic standards, these powerful motivations may not translate into consistent purchases. Therefore, marketing campaigns must not only continue to highlight these core benefits but also, crucially, address and alleviate the authenticity concerns that prevent these positive attitudes from converting into actual buying behavior.

- **Information Channels Influencing Consumer Awareness**

Organic product information transmission in India, and by extension in Sikar, is changing, with many routes impacting consumer awareness. Radio, television, and newspapers educate the public about environmental conservation and agricultural practices. However, these sources may cover agriculture less than other entrainments shows.

Social media has emerged as a key channel for marketing organic products to various Indian customers in recent years. Online organic product shoppers love Facebook and Instagram. Social media's reach and engagement are helping marketers use it as a trusted promotional tool. Word-of-mouth (WOM) is still influential in local markets, especially with digital platforms. Electronic word-of-mouth (eWOM) is also growing, affecting consumer perception and buying intention.

Nutritionists help consumers recognize true organic products and avoid "greenwashing" claims. Direct interaction with growers and local unit leaders at farmers' markets and local retailers helps educate consumers about organic food's health advantages and build trust. Social media and word-of-mouth are changing how consumers get information, especially younger, more educated ones. Broad, traditional awareness efforts may be less effective than digital engagement tactics, influencer marketing, and community-based programs that encourage authentic, peer-to-peer recommendations. In Sikar, customized techniques may be more effective at building trust and driving purchases.

Challenges and Barriers to Organic Product Consumption in Sikar

- **Price Sensitivity and Affordability Constraints**

In semi-urban and rural locations like Sikar, organic products are sometimes too expensive to consume. Organic foods cost 30–50% more than conventional ones. This price difference is due to organic farming's labour-intensive procedures, certification requirements, and lower yields than conventional agriculture. Due to this greater cost, many consumers, especially those in emerging economies with low financial means, cannot afford organic products.

Pricing sensitivity shows that while health and environmental reasons for adopting organic products are considerable, they often don't outweigh the economic barrier for a large segment of consumers. This suggests that many find the supposed benefits, while desired, not worth the financial strain. Economics directly limit the conversion of awareness and favorable attitudes into purchase behavior. Expanding the organic market requires increasing consumer knowledge and implementing novel tactics to minimize the price premium or establish a superior value proposition that justifies the cost for a wider consumer base.

- **Supply Chain Gaps and Limited Accessibility**

Local organic enterprises in Sikar exist, but supply chain and accessibility constraints prevent widespread organic product usage. Inconvenient store locations, inadequate shelf positioning, and organic products' naturally lower shelf life due to the lack of preservatives impede consumer acceptance.

Due to lower yields than conventional farming, organic farming often has supply problems. A lack of storage and transportation facilities makes it hard to keep fresh organic products on the market. Thus, consumers often choose niche stores or farmers' markets, which may not be convenient for daily shopping. Sikar has local organic farms and stores, however supply chain irregularity and accessibility show that even in local producing areas, distribution networks can be a bottleneck. This means investing in local organic supply chain infrastructure and developing varied retail channels, including online platforms and more mainstream supermarkets, to make organic products convenient and broadly available to all consumers.

- **Consumer Skepticism and Authenticity Concerns**

A pervasive and significant barrier to organic product consumption is deep-seated consumer skepticism regarding authenticity. Despite the existence of well-established certification processes in India, doubts about the genuine nature of organic labels are widespread. This skepticism often stems from confusing certification processes, instances of "greenwashing" (where products are misleadingly marketed as organic), and inconsistent standards or enforcement, all of which erode consumer confidence.

The market has seen instances of mislabeling and fraudulent claims, which further contribute to a profound lack of trust among consumers. Consumers express wariness about purchasing organic food due to a lack of confidence in its genuineness. This situation represents a fundamental crisis of trust in the organic label itself. It underscores that merely having certifications in place is insufficient; there is an urgent need for transparent, verifiable, and consumer-friendly mechanisms for authenticity verification. This must be coupled with strong regulatory enforcement against fraudulent claims to protect consumer trust and the integrity of the organic market. If consumers cannot easily verify authenticity or have been exposed to fraudulent claims, their willingness to pay a premium and commit to organic purchases diminishes significantly, regardless of their awareness of the benefits.

- **Bridging the Awareness-to-Purchase Gap**

The "value-action gap" between consumer awareness and purchase behavior is of significant concern in the organic sector. Although organic products are well known, many people who understand their benefits don't buy them. Price sensitivity, restricted accessibility, and customer suspicion about authenticity cause this disparity.

Here, awareness alone cannot drive market growth. The health and environmental benefits of organic products are sometimes overshadowed by practical and psychological impediments during the buying process. Due to high cost, restricted access, and a lack of faith in product promises, these friction factors impede knowledge from turning into persistent buying behavior. Thus, to close this gap, a multifaceted approach must address perceived barriers to purchase (such as cost and convenience) and credibility characteristics (authenticity and trust) to turn good sentiments into persistent buying behavior. Promoting organic food consumption requires strategic awareness campaigns and policy initiatives that emphasize consumer education, retail presence, and trust-building through certification and quality assurance.

Conclusion and Recommendations

- **Summary of Key Findings**

The analysis indicates a significant knowledge of organic products among Indian customers, particularly in areas such as Sikar, driven by an increasing understanding of health and environmental sustainability. This awareness serves as a robust foundation, signifying that the fundamental message of organic benefits has struck a chord with the public. Nonetheless, a substantial disparity occurs between this general comprehension and actual consumer purchasing behavior, resulting in a "value-action gap." This disparity is chiefly due to multiple interrelated obstacles: ongoing price sensitivity, constraints in product availability and diversity, and widespread consumer doubt over the veracity of organic assertions. Although India has a comprehensive national certification structure, including NPOP, Jaivik Bharat, and PGS-India, the primary problem is fostering customer comprehension and confidence in these systems. Moreover, the growing impact of social media and word-of-mouth as information conduits underscores a transformation in the manner customers pursue and acquire product information. Sikar exhibits a nascent local organic ecosystem with established farmers and stores; nevertheless, the efficacy of this infrastructure is hindered by overarching issues of trust and accessibility in these systems. Furthermore, the increasing influence of social media and word-of-mouth as information channels highlights a shift in how consumers seek and receive product information. While Sikar demonstrates a developing local organic ecosystem with existing farms and retailers, the effectiveness of this infrastructure is constrained by the broader challenges of trust and accessibility.

- **Strategic Recommendations for Enhancing Awareness and Adoption in Sikar**

To effectively enhance consumer awareness and drive the adoption of organic products in Sikar, a multi-pronged strategic approach is recommended:

- **Targeted Consumer Education:** Localized campaigns in Sikar should move beyond general benefits to specifically educate consumers on the authenticity and verification of organic products. This includes clearly explaining the significance of the Jaivik Bharat and India Organic logos and demonstrating how to utilize online databases for product verification. Communication should also focus on the nuanced benefits of organic products, balancing health claims with realistic expectations to build long-term trust and avoid perceptions of exaggeration. Leveraging health professionals and local community leaders as trusted sources for disseminating this crucial information can significantly bolster credibility.
- **Market Access and Affordability:** Assistance for local organic farmers and shops in Sikar is crucial for optimizing supply chains. This may entail cultivating local cooperatives or endorsing direct-to-consumer formats, such as farmers' markets and specialized online platforms, to minimize intermediaries and potentially decrease expenses. Consideration should be given to innovative pricing strategies, such as tiered pricing, bulk discounts, or the exploration of government subsidies for local producers and consumers, to enhance the accessibility of organic products. Promoting mainstream retail establishments in Sikar to designate more shelf space and expand the assortment of certified organic items can enhance convenience and visibility.

- **Building Trust and Transparency:** To address mistrust, it is essential to advocate for the extensive implementation of QR codes and digital traceability for organic products marketed in Sikar. This enables buyers to effortlessly authenticate a product's provenance and certification. Local organic enterprises ought to be incentivized to improve transparency concerning their agricultural methods and certification procedures, potentially through initiatives such as farm tours or comprehensive web profiles. Simultaneously, enhancing regulatory scrutiny to combat "greenwashing" and mislabelling in the Sikar market is essential for safeguarding consumer confidence and maintaining market integrity.

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