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# Consumer Behavior on Organic Food in Kathmandu Valley

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## Abstract
The increasing consumer interest in organic food reflects a global shift toward healthier lifestyles and sustainable consumption. This study explores the factors influencing consumer behavior and the challenges faced by the organic food market. The objective is to identify the drivers of consumer preference for organic food and evaluate the barriers that limit its market expansion. A mixed-method approach was employed, combining an extensive review of relevant literature with the analysis of empirical data from surveys and market reports. Findings indicate that health consciousness, environmental awareness, and the perceived quality of organic food are the primary motivators for consumer preference, with a willingness to pay a premium price being common among consumers. However, challenges such as limited accessibility, high costs, lack of standard certification systems, and insufficient consumer knowledge about organic products undermine the market's growth potential. The study concludes that addressing these barriers through targeted interventions, such as improving supply chain efficiency, standardizing certifications, and increasing consumer awareness campaigns, could significantly enhance the adoption of organic food. The research contributes to the existing literature by offering a holistic view of consumer behavior in the organic food market, emphasizing the need for collaborative efforts among stakeholders to promote sustainable consumption.
**Keywords:** Consumer, consciousness, organic food, premium

## Introduction
Organic food is produced using natural farming practices that avoid synthetic chemicals such as artificial pesticides and fertilizers. These foods are also free from genetically modified organisms (GMOs), making them a healthier and more environmentally friendly choice. Organic farming emphasizes sustainable methods that protect soil health, biodiversity, and the ecosystem (Acharya, et al. 2020).

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In recent years, consumers have shown a strong preference for diets that are not only healthy and nutritious but also tasty. Concerns about food safety, environmental sustainability, and animal welfare have significantly influenced these choices. Organic food has gained popularity as it aligns with these values, fostering trust and awareness among consumers. This shift has also led to growing skepticism about the safety and quality of conventional food products (Budhathoki & Pandey, 2021).

The organic food industry has seen remarkable growth over the last few decades, transforming into a multi-billion-dollar market. Despite this progress, the share of organic food in the global food market remains relatively small. However, its rising demand reflects a broader movement towards healthier and more sustainable eating habits, signaling potential for further expansion in the future. (Dhakal, et al. 2016)

In Nepal, the market for organic products is still in its early stages but holds significant potential, especially in urban and semi-urban areas. These regions are home to affluent consumers, including high-income groups, business professionals, and tourists, who are the primary buyers of organic food. Cities have become hubs for such groups, making them ideal locations for promoting organic farming and products (Khanal, 2020).

The future of organic food in Nepal depends heavily on the preferences and motivations of end-users. However, compared to other countries, there is limited understanding of the beliefs, motivations, and values that influence Nepali consumers' decisions to purchase organic food. To accelerate the growth of the organic market in developing nations like Nepal, it is crucial to study these underlying factors and design targeted marketing strategies that address consumer needs effectively (Khanna & Tripathee, 2018).

In urban areas, growing awareness of health and environmental protection has significantly increased the demand for organic food among people from diverse socioeconomic backgrounds (Pechanec, et al. 2024; Singh, et al. 2017; Subedi, et al. 2024). As organic farming expands, even middle- and low-income consumers are beginning to incorporate organic products into their diets. However, despite this gradual shift, the majority of organic food consumption remains concentrated among high-income groups and in well-established branded organic stores (Mishra, et al. 2023).

This raises the question: is price the sole factor influencing consumers' willingness to purchase organic food, or are other factors at play? Many consumers still alternate between organic and conventional food rather than committing to a predominantly organic diet. While health consciousness is a key motivator, it may not be the only reason driving organic food purchases (Parajuli, et al. 2020). Despite advanced methods for disseminating information, marketers often fail to implement effective marketing and promotional strategies for organic products, even though these products benefit individuals, society, and the community as a whole.

## Methods and Materials

The study aims to ascertain how consumers feel about organic food. In order to gather information, a descriptive questionnaire was used to fulfill the objectives of the study

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research. This study's sample size consists of 122 respondents. All of the poll questions were closed-ended, which limits the respondents to the available options. A printed questionnaire was distributed through social media. It is an instrument the researcher uses for the relevant data result during the research period. The questionnaire technique was used during the time period of the research sample collection. The closed-ended structured questionnaire was used to gather the study's data. The respondent will be asked to mark the appropriate response. As a result, the questionnaire was created to gauge the respondent's viewpoint in order to determine if they had a favorable or negative reaction. In this study, the researcher used descriptive statistics like frequency distribution, mean, and standard deviation. The mean values provide the average response for all respondents to a particular item on the scale whereas the standard deviation indicates the range of responses around the mean. The Statistical Product and Service Solutions (SPSS) program was used to analyze the data.

## Results and Analysis

Demographic Information

Table 1: Gender

| Gender | | Frequency | Percent |
|---|---|---|---|
| Valid | Female | 71 | 58.2 |
| | Male | 50 | 41.0 |
| | other | 1 | .8 |
| | Total | 122 | 100.0 |

Source: Survey 2024

Table 1 represents gender distribution among the respondents in the study. The data was collected and analyze to determine the number of male and female participants. The percentage of male and female respondents who completed the survey for this study is 41.0% or 50 of the 122 respondents, were male and 58.2%, or 71 respondents, were female participants. This analysis indicates that the majority of respondents in the study were female.

Table 2: Distribution of Age

| Age | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Below 18 | 6 | 4.9 | 4.9 | 4.9 |
| | 18-20 | 20 | 16.4 | 16.4 | 21.3 |
| | 21-24 | 79 | 64.8 | 64.8 | 86.1 |
| | 25&above | 17 | 13.9 | 13.9 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Source: Survey 2024

Table 2 shows the majority of respondents or 64.8% (79), were between the age of 21 and 24, The second-highest age group, or 16.4% (20) from the 18 and 20 age range, followed by 13.9%(17) from the 25&above age range, and the below 18 age ranges, 4.9%(6), who made up the smallest response group.

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Table 3: Distribution of Years of services

| | | | |
|---|---|---|---|
| Years of service | Below 5 years | 19 | 47.5% |
| | 5 to 10 years | 16 | |
| | 10 to 15 years | 5 | 12.5% |
| | 15 to 20 years | 0 | 0.0% |
| | 20 and above | 0 | 0.0% |

Findings of the study shows that, 19(47.5%) had worked for below 5 years, 5(12.5%) had worked for 10 to 15 years.

Table 4: Distribution of Education

| Field of study | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Business | 82 | 67.2 | 67.2 | 67.2 |
| | Arts | 5 | 4.1 | 4.1 | 71.3 |
| | Hospitality | 6 | 4.9 | 4.9 | 76.2 |
| | Other | 29 | 23.8 | 23.8 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

The results of the survey indicate that, based on the educational level of respondents, respondents have some appreciable level of education. The result shows that 82(67.2%) of the respondents had completed field of study in business sector, 5(4.1) had completed field of study in arts sector, 6(4.9) had completed the field of study in hospitality sector and 29(23.8%) hade complete in field of study in other sector.

Table 5: How often do you know about Organic food?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very well | 36 | 29.5 | 29.5 | 29.5 |
| | Fairly well | 57 | 46.7 | 46.7 | 76.2 |
| | Not well | 29 | 23.8 | 23.8 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Table 5 shows that 36 respondents (29.5% of the total) said they know about organic food very well. 57 respondents (46.7% of the total) said they know about organic food fairly well. 29 respondents (23.8% of the total) said they do not know about organic food well.

Table 6: Have you eaten organic food during last 12 months?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 110 | 90.2 | 90.2 | 90.2 |
| | No | 12 | 9.8 | 9.8 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Table 6 shows that 110 respondents (90.2% of the total) have eaten organic food in the last 12 months. 12 respondents (9.8% of the total) have not eaten organic food in the last 12 months. Again, the percentages add up to 100%, indicating that all respondents have answered either "Yes" or "No" to whether they have eaten organic food in the past year.

Table 7: What is organic food, in your opinion?

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| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | I have not heard about it | 16 | 13.1 | 100.0 | 100.0 |
| Missing | Organic food is……... | 106 | 86.9 | | |
| Total | | 122 | 100.0 | | |

Table 7 shows that 16 respondents (13.1% of the total) indicated that they have not heard about organic food. 106 respondents (86.9% of the total) fall under this category, which typically indicates either they did not respond to the question or heard about organic food.

Table 8: How often do you read Label/information on the package for the food you buy:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | never | 8 | 6.6 | 6.6 | 6.6 |
| | 1-25% | 46 | 37.7 | 37.7 | 44.3 |
| | 26-75 | 49 | 40.2 | 40.2 | 84.4 |
| | 76-100 | 19 | 15.6 | 15.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Table 8 shows that 8 respondents (6.6% of the total) never read labels or information on food packaging. 46 respondents (37.7% of the total) read labels or information on food packaging 1-25% of the time. 49 respondents (40.2% of the total) read labels or information on food packaging 26-75% of the time. 19 respondents (15.6% of the total) read labels or information on food packaging 76-100% of the time. These percentages sum up to 100%, indicating all responses are accounted in dataset. This data provides insight into the frequency with which people pay attention to the information provided on food packaging when making their purchasing decisions.

Table 9: If you have to choose between following organic products, which one you prefer:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Made locally | 118 | 96.7 | 96.7 | 96.7 |
| | Made in other countries | 4 | 3.3 | 3.3 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about their preference between organic products made locally versus those made in other countries. 118 respondents (96.7% of the total) prefer organic products that are made locally. 4 respondents (3.3% of the total) prefer organic products that are made in other countries. The given data indicating that all respondents have expressed a preference for either locally made or internationally made organic products. The overwhelming majority prefer locally made organic products according to this data.

Table 10: How informed do you consider yourself to buy an organic product?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Friends/ Relatives | 92 | 75.4 | 75.4 | 75.4 |
| | Doctor | 24 | 19.7 | 19.7 | 95.1 |
| | Seller | 6 | 4.9 | 4.9 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about how informed they consider themselves when buying organic products, based on different sources of information. 92 respondents (75.4% of the total) consider themselves informed about buying organic products based on advice from friends or relatives. 24 respondents (19.7% of the total) consider themselves informed about buying organic products based on advice from doctors. 6 respondents (4.9% of the total) consider themselves informed about buying organic products based on advice from sellers. The given data indicating that all respondents have chosen one of these options to describe how they perceive their level of information when buying organic products. The majority rely on advice from friends or relatives, followed by advice from doctors, and a smaller number rely on advice from sellers.

Table 11: How informed do you consider yourself to buy an organic product?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not at all | 4 | 3.3 | 3.3 | 3.3 |
| | little | 57 | 46.7 | 47.1 | 50.4 |
| | average | 60 | 49.2 | 49.6 | 100.0 |
| | Total | 121 | 99.2 | 100.0 | |
| Missing | System | 1 | .8 | | |
| Total | | 122 | 100.0 | | |

Respondents were asked to rate how informed they consider themselves when buying organic products. 4 respondents (3.3% of the total) feel they are not informed at all when buying organic products. 57 respondents (46.7% of the total) feel they are informed to a little extent when buying organic products. 60 respondents (49.2% of the total) feel they have an average level of information when buying organic products. There is one missing response (0.8% of the total), which is not included in the calculation of percentages for the valid responses. The percentages add up to 99.2%, indicating almost all responses are accounted for in your dataset. This data provides insights into how respondents perceive their level of information regarding organic products, with a slight majority feeling they have an average level of knowledge.

Table 12: Where do you usually purchase organic food?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Grocery stores | 73 | 59.8 | 59.8 | 59.8 |
| | Farmers market | 45 | 36.9 | 36.9 | 96.7 |
| | Online retailers | 4 | 3.3 | 3.3 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked where they usually purchase organic food. 73 respondents (59.8% of the total) usually purchase organic food from grocery stores. 45 respondents (36.9% of the total) usually purchase organic food from farmers markets. 4 respondents (3.3% of the total) usually purchase organic food from online retailers. The given data indicates that all respondents have chosen one of these options for where they typically buy organic food. The

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majority prefer purchasing from grocery stores, followed by farmers markets, with a smaller percentage opting for online retailers.

Table 13: How easy is it for you to find organic food products in your area?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | very easy | 42 | 34.4 | 34.4 | 34.4 |
| | not very | 80 | 65.6 | 65.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about the ease of finding organic food products in their area. 42 respondents (34.4% of the total) find it very easy to find organic food products in their area. 80 respondents (65.6% of the total) do not find it very easy to find organic food products in their area. The given data, indicating that all respondents have chosen one of these options to describe the ease of finding organic food products locally. The majority indicate that it is not very easy to find organic food products, while a significant minority find it very easy.

Table 14: What factors influenced your decision to purchase organic food products?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Price | 9 | 7.4 | 7.4 | 7.4 |
| | Health benefits | 110 | 90.2 | 90.2 | 97.5 |
| | Brand | 3 | 2.5 | 2.5 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about the factors that influenced their decision to purchase organic food products. 7.4% of the total) indicated that price influenced their decision to purchase organic food products. 110 respondents (90.2% of the total) indicated that health benefits influenced their decision to purchase organic food products. 3 respondents (2.5% of the total) indicated that brand influenced their decision to purchase organic food products.

The given data, indicating that all respondents have chosen one of these options as a factor that influenced their decision to buy organic food products. The overwhelming majority cited health benefits as a significant factor, followed by a smaller number considering price or brand in their decision-making process.

Table 15: If you have to choose between following organic product , which one you prefer:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Organic , without organic label | 2 | 1.6 | 1.6 | 1.6 |
| | organic with organic label | 90 | 73.8 | 73.8 | 75.4 |
| | It doesnot matter | 30 | 24.6 | 24.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about their preference regarding organic products with and without an organic label. 2 respondents (1.6% of the total) prefer organic products even if they do not have an organic label. 90 respondents (73.8% of the total) prefer organic products specifically

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with an organic label. 30 respondents (24.6% of the total) indicated that it does not matter to them whether the organic products have a label or not.

The data indicates that all respondents have chosen one of these options regarding their preference for organic products. The majority prefer organic products that come with an organic label, while a significant portion expressed that it does not matter to them either way.

Table 16: If you have to choose between following organic products, which one you prefer:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Unprocessed (fresh fruit) | 91 | 74.6 | 74.6 | 74.6 |
| | Processed(bread) | 23 | 18.9 | 18.9 | 93.4 |
| | It does not matter | 8 | 6.6 | 6.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about their preference between different types of organic products. 91 respondents (74.6% of the total) prefer organic products that are unprocessed, such as fresh fruit. 23 respondents (18.9% of the total) prefer organic products that are processed, such as bread. 8 respondents (6.6% of the total) indicated that it does not matter to them whether the organic product is processed or unprocessed. The data indicating that all respondents have chosen one of these options regarding their preference for organic products. The majority prefer unprocessed organic products like fresh fruit, while a smaller but significant portion also prefer processed organic products like bread.

Table 17: How 4 do you care if food you eat is organic or conventional?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | not at all | 4 | 3.3 | 3.3 | 3.3 |
| | a little | 16 | 13.1 | 13.1 | 16.4 |
| | average | 71 | 58.2 | 58.2 | 74.6 |
| | much | 23 | 18.9 | 18.9 | 93.4 |
| | very much | 8 | 6.6 | 6.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about how much they care whether the food they eat is organic or conventional. 4 respondents (3.3% of the total) do not care at all whether the food they eat is organic or conventional. 16 respondents (13.1% of the total) care a little about whether the food they eat is organic or conventional. 71 respondents (58.2% of the total) have an average level of concern about whether the food they eat is organic or conventional. 23 respondents (18.9% of the total) care much about whether the food they eat is organic or conventional. 8 respondents (6.6% of the total) care very much about whether the food they eat is organic or conventional .The data indicating that all respondents have chosen one of these options to describe how much they care about the organic status of the food they consume. The majority have an average level of concern, while significant portions care much or very much about whether their food is organic or conventional.

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Table 18: How often do you try to buy organic food instead of conventional one:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never | 2 | 1.6 | 1.6 | 1.6 |
| | Rarely | 56 | 45.9 | 45.9 | 47.5 |
| | Often | 56 | 45.9 | 45.9 | 93.4 |
| | Very often | 8 | 6.6 | 6.6 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about how often they try to buy organic food instead of conventional food. 2 respondents (1.6% of the total) never try to buy organic food instead of conventional food. 56 respondents (45.9% of the total) rarely try to buy organic food instead of conventional food. 56 respondents (45.9% of the total) often try to buy organic food instead of conventional food. 8 respondents (6.6% of the total) very often try to buy organic food instead of conventional food. These percentages add up to 100%, indicating that all respondents have chosen one of these options to describe how often they attempt to purchase organic food instead of conventional food. A roughly equal number of respondents often or rarely try to buy organic food, with a smaller percentage doing so very often or never.

Table 19: How much are you willing a pay extra on organic food compare to conventional food?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1-10% | 34 | 27.9 | 27.9 | 27.9 |
| | 11-50% | 52 | 42.6 | 42.6 | 70.5 |
| | 51-100% | 35 | 28.7 | 28.7 | 99.2 |
| | more than 100% | 1 | .8 | .8 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about how much extra they are willing to pay for organic food compared to conventional food. 34 respondents (27.9% of the total) are willing to pay 1-10% extra for organic food compared to conventional food. 52 respondents (42.6% of the total) are willing to pay 11-50% extra for organic food compared to conventional food. 35 respondents (28.7% of the total) are willing to pay 51-100% extra for organic food compared to conventional food. 1 respondent (0.8% of the total) is willing to pay more than 100% extra for organic food compared to conventional food. These percentages add up to 100%, indicating that all respondents have chosen one of these options to describe how much extra they are willing to pay for organic food. The majority are willing to pay up to 50% more, with a significant portion willing to pay between 51-100% more.

Table 20: How do consumer perceive the quality of organic food compare to conventional food?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | High quality | 81 | 66.4 | 66.4 | 66.4 |
| | lower quality | 14 | 11.5 | 11.5 | 77.9 |
| | Not sure | 27 | 22.1 | 22.1 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

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Respondents were asked about how they perceive the quality of organic food compared to conventional food. 81 respondents (66.4% of the total) perceive organic food to be of high quality compared to conventional food. 14 respondents (11.5% of the total) perceive organic food to be of lower quality compared to conventional food. 27 respondents (22.1% of the total) are not sure about the quality comparison between organic and conventional food. These percentages add up to 100%, indicating that all respondents have chosen one of these options to describe their perception of the quality of organic food compared to conventional food. The majority perceive organic food be of higher quality, while a smaller portion either perceive it as lower quality or are unsure about the comparison.

Table 21: In your opinion, does human faces natural environment problems which are threatening?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 78 | 63.9 | 63.9 | 63.9 |
| | No | 17 | 13.9 | 13.9 | 77.9 |
| | I don't know | 27 | 22.1 | 22.1 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about their opinion regarding whether humans face natural environmental problems that are threatening. 78 respondents (63.9% of the total) believe that humans do face natural environmental problems that are threatening. 17 respondents (13.9% of the total) believe that humans do not face natural environmental problems that are threatening. 27 respondents (22.1% of the total) are unsure about whether humans face natural environmental problems that are threatening. These percentages add up to 100%, indicating that all respondents have chosen one of these options to describe their opinion on whether humans face threatening natural environmental problems. The majority believe that such problems do exist, with a significant portion expressing uncertainty, and a smaller number believing otherwise.

Table 22: In your opinion, how important is organic certification in purchasing decision?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Extremely | 101 | 82.8 | 82.8 | 82.8 |
| | not very | 20 | 16.4 | 16.4 | 99.2 |
| | Not important | 1 | .8 | .8 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

Respondents were asked about the importance of organic certification in their purchasing decisions. 101 respondents (82.8% of the total) consider organic certification to be extremely important in their purchasing decisions. 20 respondents (16.4% of the total) consider organic certification to be not very important in their purchasing decisions. 1 respondent (0.8% of the total) considers organic certification to not be important at all in their purchasing decisions. These percentages add up to 100%, indicating that all respondents have chosen one of these options to describe the importance of organic certification in their purchasing decisions. The overwhelming majority see organic certification as extremely important when deciding to purchase organic products.

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Table 23: Have you noticed any changes in your buying behavior regarding organic food in past few years?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 99 | 81.1 | 81.8 | 81.8 |
| | No | 22 | 18.0 | 18.2 | 100.0 |
| | Total | 121 | 99.2 | 100.0 | |
| Missing | System | 1 | .8 | | |
| Total | | 122 | 100.0 | | |

Respondents were asked if they have noticed any changes in their buying behavior regarding organic food in the past few years. 99 respondents (81.1% of the total) have noticed changes in their buying behavior regarding organic food in the past few years. 22 respondents (18.0% of the total) have not noticed any changes in their buying behavior regarding organic food in the past few years. 1 missing response (0.8% of the total), which is not included in the calculation of percentages for valid responses. These percentages add up to 99.2%, indicating that nearly all responses are accounted for in your dataset. The majority of respondents have noticed changes in their purchasing behavior related to organic food, suggesting a significant level of awareness or shift in preferences over recent years.

Table 24: Are you willing to pay premium for organic food?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Always | 33 | 27.0 | 27.0 | 27.0 |
| | Sometimes | 89 | 73.0 | 73.0 | 100.0 |
| | Total | 122 | 100.0 | 100.0 | |

respondents (27.0% of the total) are always willing to pay a premium for organic food. 89 respondents (73.0% of the total) are sometimes willing to pay a premium for organic food. These data Respondents were asked about their willingness to pay a premium for organic food. 33 indicating that all respondents have chosen one of these options to describe their willingness to pay extra for organic food. The majority are sometimes willing to pay a premium, while a significant portion are consistently willing to do so.

Table 25 : Descriptive Variables

| **Descriptive Statistics** | | | | | |
|---|---|---|---|---|---|
| Statement | N | Minimum | Maximum | Mean | Std. Deviation |
| How much do you know about Organic food? | 122 | 1 | 3 | 1.94 | .731 |
| Have you eaten organic food during last 12 months?? | 122 | 1 | 2 | 1.10 | .299 |
| What is organic food, in your opinion?? | 16 | 1 | 1 | 1.00 | .000 |
| How often do you read Label/information on the package for the food you buy: | 122 | 1 | 4 | 2.65 | .822 |

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| If you have to choose between following organic products, which one you prefer: | 122 | 1 | 2 | 1.03 | .179 |
| How informed do you consider yourself to buy an organic product? | 122 | 1 | 3 | 1.30 | .556 |
| How informed do you consider yourself to buy an organic product? | 121 | 1 | 3 | 2.46 | .563 |
| Where do you usually purchase organic food? | 122 | 1 | 3 | 1.43 | .560 |
| How easy is it for you to find organic food products in your area? | 122 | 1 | 2 | 1.66 | .477 |
| What factors influenced your decision to purchase organic food products? | 122 | 1 | 3 | 1.95 | .311 |
| If you have to choose between following organic products , which one you prefer: | 122 | 1 | 3 | 2.23 | .460 |
| If you have to choose between following organic product, which one you prefer: | 122 | 1 | 3 | 1.32 | .593 |
| How much do you care if food you eat is organic or conventional? | 122 | 1 | 5 | 3.12 | .839 |
| How often do you try to buy organic food instead of conventional one: | 122 | 1 | 4 | 2.57 | .642 |
| How much are you willing a pay extra on organic food compare to conventional food? | 122 | 1 | 4 | 2.02 | .776 |
| How do consumer perceive the quality of organic food compare to conventional food? | 122 | 1 | 3 | 1.56 | .834 |
| In your opinion, does human faces natural environment problems which are threatening? | 122 | 1 | 3 | 1.58 | .832 |

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| | | | | | |
|---|---|---|---|---|---|
| In your opinion, how important is organic certification in purchasing decision? | 122 | 1 | 3 | 1.18 | .407 |
| Have you noticed any changes in your buying behavior regarding organic food in past few years? | 121 | 1 | 2 | 1.18 | .387 |
| Are you willing to pay premium for organic food? | 122 | 1 | 2 | 1.73 | .446 |
| | | | | | |

Table 25 shows the descriptive statistics of consumer behavior on organic food. The result shows that, all the questions, scored mean value above 3 and more towards 2, which implies that the there is a positive perception towards Organic food. Among the set of question, 6 scored the lowest mean i.e., 1.00 and 16 scored the highest mean i.e., 3.12.

**Analysis**

The findings of the study present a comprehensive insight into consumer attitudes, behaviors, and preferences concerning organic food. A critical examination reveals several significant trends and areas for reflection. Notably, there is a widespread awareness and consumption of organic food, with 90.2% of respondents having consumed it in the past year. However, the reliance on informal sources like friends and relatives for information (75.4%) raises questions about the depth and accuracy of consumer knowledge. While health benefits overwhelmingly drive purchasing decisions (90.2%), a smaller percentage (7.4%) are price-sensitive, suggesting that organic food's perceived health value outweighs cost concerns for most respondents. Furthermore, the preference for locally produced organic food (96.7%) underscores a strong inclination toward supporting local economies and perhaps a distrust of imported products.

Interestingly, while 66.4% of respondents perceive organic food to be of higher quality, a notable 22.1% remain uncertain, pointing to a potential gap in education or marketing effectiveness. Additionally, only 34.4% find it very easy to access organic food, indicating logistical or distribution challenges that might hinder wider adoption. The willingness to pay a premium for organic food—especially with 42.6% willing to pay 11-50% more—suggests a robust market potential, though the 28.7% ready to pay over 50% signals a niche but committed consumer base. Lastly, the findings on label preferences and environmental awareness highlight mixed levels of concern and awareness, reflecting an opportunity for policymakers and marketers to better educate and engage consumers on the broader benefits of organic products. These nuanced insights call for targeted interventions to address gaps in awareness, accessibility, and trust in the organic food market.

## Conclusion

The study reveals a significant shift in consumer behavior toward organic food, driven largely by increasing health consciousness, environmental awareness, and a preference for locally produced, chemical-free products. Consumers are generally willing to pay a premium for organic food, viewing it as a healthier and more sustainable option, but several barriers impede the full realization of the organic food market's potential. These challenges include limited availability, a lack of standardized certifications, insufficient awareness about the benefits and authenticity of organic products, and heavy reliance on informal sources of information. Despite these obstacles, the findings suggest that with strategic interventions—such as enhanced consumer education, improved accessibility through better distribution networks, and robust mechanisms for organic food certification and labeling—the industry can address consumer concerns and build trust. Such initiatives would not only improve the market penetration of organic food but also contribute to broader goals of promoting sustainable agriculture, fostering healthier lifestyles, and reducing the environmental impact of conventional farming practices. By addressing these issues comprehensively, stakeholders can bridge the gap between consumer expectations and market realities, paving the way for a more inclusive and sustainable organic food industry.

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