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Understanding Organic Food Awareness and Purchase Factors among Collegians

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Abstract: The increasing popularity of organic food makes it crucial to understand why people buy it, or why they don't. Even though people are concerned about their health due to poor diets and pollution, and they often think positively about organic options, there are real hurdles. Things like high prices, not being able to find organic food easily, and general lack of trust make it difficult for people to actually buy it. Compounding this is the practice in India where farmers rely on toxic pesticides to keep up with food production, which not only harms the soil but eventually gets into our bodies. Embracing the idea of giving back to nature, this research reviews what is currently known about organic food in India. It highlights the importance of how consumers feel about organic food and the many factors that influence their decision to purchase it. Consumers overwhelmingly like the idea of organic food, but this feeling is pulled in two directions. On one side, factors like better health and caring for the environment encourage buying. On the other, the obstacles of high cost and limited availability make it tougher. While the health benefits are a big selling point, and thus drive demand, some people still hesitate because they aren't fully satisfied. The core reasons people choose organic are the hope for a healthier life and supporting production methods that are kinder to the planet.

Keywords: Attitude, Availability, Behaviour, Pesticide residues, Organic food, Willingness to pay, etc...

Introduction

The rise of large-scale industry and rapid modernization has placed a heavy burden on the natural environment, damaging the land and polluting the air to such an extent that phenomena like the greenhouse effect now pose a serious threat to the Earth's future. In this context, interest in organic food has grown, not merely as a passing fashion but as a response to concerns about health, safety, and environmental damage. In many conventional agricultural systems, farmers rely heavily on synthetic pesticides and chemical fertilizers to boost production and protect crops, creating a mixture of substances that has been linked to health problems, including a higher risk of cancers in populations exposed over time. Disturbed by the possible long-term consequences of eating food produced with so many artificial inputs, some individuals and communities began cultivating crops using only natural methods, giving rise to what is now commonly known as organic food.

Organic products are often associated with the idea of "wholesome" or "natural" nourishment because they are produced without routine reliance on synthetic chemicals and are handled in ways designed to preserve their nutritional value and safety. In most countries, the term "organic" is legally protected, and farmers must follow specific national or regional regulations and obtain certification before they are allowed to market their produce or animal products under this label. Organic growers typically rely on strategies such as choosing resilient crop varieties, rotating crops, and using physical barriers like row covers, setting traps, and applying organic mulches to manage pests and maintain soil structure. They avoid synthetic plant growth regulators and instead enhance soil fertility with materials like compost and green manure, as well as some naturally derived fertilizers such as seed meals, mineral powders, and naturally occurring sources of potash like greensand.

Pest management within organic systems may also involve encouraging or introducing beneficial organisms that prey on or compete with harmful pests, thereby reducing infestations without resorting to toxic chemicals. In the case of livestock, animals labelled as organic must not be genetically engineered, must be fed certified organic feed, and are generally raised without artificial growth hormones or comparable substances. Underlying these practices is a broader belief that human health ultimately depends on working

with natural processes rather than constantly trying to override them through technology and synthetic chemicals, echoing the idea that medical treatment has limits but nature, when respected and protected, plays a powerful role in healing.

Review of Literature

The performance of organic products has been extensively examined and analysed by scholars across several countries, including India. Numerous studies have explored key aspects such as consumers' perceived quality of organic products, their purchasing behaviour, and the emotional value attached to organic consumption. A brief overview highlighting significant research that investigates these dimensions and their influence on the sustainability of the organic sector is presented below.

1. Amarachukwa JudithEzeobiet.al (2025), in their research article titled "Product Knowledge and Product Compliance to Safety Standards as Determinants of Consumer Purchase of Organic Food Products in Anambra State, Nigeria", they attempts to investigates the determinants of consumer purchase of organic food products in Anambra State, Nigeria, focusing on product knowledge and compliance to safety standards. They adopted a descriptive survey design, with a sample size of 384 consumers of organic food products in Anambra selected using the convenience sampling method. The study recommends that the stakeholders in organic food production value chain should invest more in organic food products available and creating awareness programs to deepen consumer knowledge about organic food products.

2. Fatimah Abdillah et.al (2025), in their research article titled "Local Consumer Behaviour in Developing Countries toward Food and Drinks with Honey Labels: Evidence from Indonesia" they aim to examine the local consumer behavior towards food and drinks with honey labels in Indonesia, utilizing the Theory of Planned Behavior (TPB). The research used a quantitative design with a survey method from 271 respondents. They found that health consciousness had a significant positive effect on attitude but a negative effect on purchase intention, likely due to insufficient consumer understanding of honey label's health advantages. The study concludes that the attitude influences consumers purchase intentions and is positively shaped by perceived behavior control, nutritional content and health consciousness for honey –labeled food and drinks.

3. Johnson Eniola and Adeyemi Enoch (2025), their article is "Organic Food Pricing in Jordan: Does Affordability Hinder Growth?", his study provides a comprehensive understanding of the affordability issue surrounding organic food in Jordon, offering insights into how price sensitivity impacts consumer behavior. The study was done using a mixed methods approach, combining quantitative and qualitative survey of 300 consumers and 20 producers and retailers. Implications of the study is that the producers and the retailers can explore strategies to reduce costs such as creating longer supply chains and collaborating with other organic farmers etc.

4.RakshaShenoy et.al (2025), carried a research on "Examining the Role Of Health Concerns and Willingness to Pay Premium in Driving Purchase Intentions Of Organic Food Among Millennials in India: A Structural Model Approach", through this study they try to examine the effect of concern for health on organic buying among millennial of Karnataka, India. The study used the quantitative approach based on an empirical survey to understand the health concerns of organic food consumers. Data collected from 578 samples. The study found that consumer's inclinations to purchase organic foods are influenced by their willingness to pay and the food's natural composition along with marketing strategies, plays a vital role in creating a favourable perception.

5. **Hector Juan Palomino Rivera and Luciano Barcellos-Paula (2024),** conducted a study on"Personal Variables in Attitude toward Green Purchase Intention of Organic Products", the study aims to explore the influence of environmental awareness, green self-identity and subjective norms on the attitude of purchase intentions of consumers of Lima. A quantitative, correlational and cross-section study was conducted using a survey with a five-point Likert Scale. The population was selected through probability sampling. he study validates the influence of attitude on purchase intentions of organic products stimulating environmental attitudes and environmental awareness doesn't directly influence the attitude but impact green self-identity, suggesting millennial need awareness to consider themselves green consumers.

6. Jhenifer de Souza Couto Oliveira et.al (2024), in their research article "Organic Food Consumers and Producers: Understanding Their Profiles, Perceptions, And Practice", they try to characterize the organic food market in the metropolitan region of Vitoria, Espirito Santo. A cross sectional study using semi structured questionnaire. The study interviewed 50 organic food producers/traders and 281 consumers. Producers/traders were mainly motivated by health and financial issues, with a lack of labor and government support as major obstacles. The study concludes addressing health benefits through organic food consumptions is vital for promoting public health and quality of life benefitting both producers and consumers.

7. Murat Ba et.al (2024), in their study "Results from Turkey: Which Factors Drive Consumers to Buy Organic Food?" they examined factors influencing attitudes, purchase intention and actual purchasing behavior towards foods in Turkey. An online survey was conducted with 1417 participants using a two – part questionnaire to gather socio demographic information and evaluate attitudes towards organic foods. The study found that factors such as health consciousness, knowledge of organic foods, subjective norms, perceived price, values, nutritional content, naturalness, availability, monetary barrier, risk barrier and trust significantly influenced the attitudes towards organic foods.

8. Muhammad F. Nurohman et.al (2024), they conducted a study on "Understanding the Price Perception: Assessing Youth Willingness to Pay for Organic Rice in Indonesia", the study examines young people's perceptions, preferences and willingness to pay for organic rice in Indonesia. The research was conducted using qualitative and quantitative data obtained from a survey with 161 young respondents in Indonesia. The study found that the respondents considered organic rice to be healthy (84percentage), environmentally friendly (62percentage), certified (39percentage) and expensive (39percentage). It was also observed that all four attributes (type of rice, health benefits claim, physical appearance and price) influence the willingness of the young generation to pay for organic rice higher compared to conventional rice.

9. **Mohanad Mohammed SufyanGhaleb, Shishi Kumar Piaralal(2024),** in their article "Organic Food and Customers' Perception: A Qualitative Study", they aim to explore consumer behavior towards organic food in Saudi Arabia focusing on health perceptions, environmental concern, perceived quality, price sensitivity and social influence. The study used a quality research design involving 11 semi structured interviews with Saudi Arabian individuals from varied demographic backgrounds to understand their perceptions of organic food. The researcher found that the health perception is a key driver with consumers believing organic food is healthier due to the absence of harmful chemicals, pesticides and GMOs. Perceived quality including taste, freshness and nutritional content place a crucial role in consumer preferences for organic food, while price sensitivity remains a significant barrier to wider adoption.

10. Mohd Salman Shamsiand Arif Abad (2024)in their article "Understanding Consumers' Willingness to Pay More and Choice Behaviour for Organic Food Products Considering the Influence of Skepticism",in their article they try to examine how skepticism towards organic labelling impacts the relationship between willing to pay more and consumer behavior using the Theory of Consumption Value. A cross - section quantitative research design was used to investigate how consumption values influence consumer willingness to pay and choice behavior regarding organic food products. Data was collected using a structured questionnaire with response collection using a five-point Likert scale. The study reveals that consumers favor organic food due to price, social, emotional, epistemic and conditional values with only price value directly affecting willing to pay more.

Objectives of the Study

Analysing the socio-economic profile of collegians purchasing organic food products

1. Identifying the awareness levels and perception towards organic food products among the student community.
2. Analysing students' preferences regarding organic food products.
3. Determining predominant factors that influence students' perception towards organic food products.
4. Identifying challenges faced by the collegians concerning organic food products.

Research Methodology

The research moves with well-defined research objectives and hypothesis. This study is descriptive in nature. Its primary aim is to assess the level of awareness and perceptions of organic food products among students community. The research also examines students' consumption patterns related to organic foods and investigates the relationship between demographic and socio-economic factors with their awareness levels and perceptions towards organic food products. Additionally, the study seeks to evaluate students' motivations for choosing organic foods and their satisfaction with the market availability, pricing, and quality of organic products.

Research Design

Research design serves as the theoretical framework guiding the entire research process. It outlines how data will be collected, measured, and analysed. Essentially, it is a detailed plan that specifies the procedures for conducting the investigation. This includes decisions on data collection methods, the tools to be used, how these tools will be implemented and the planned techniques for data analysis. A well-structured research design aims to answer specific research questions by providing clear guidelines. The key components of a research design include selecting the research approach, creating a sampling plan, developing the questionnaire, choosing analytical techniques, and operational planning.

Sources of Data

1. Primary data: Primary data were collected directly from college students using a structured questionnaire.

2. Secondary data: Secondary data were gathered from various published sources such as journals, magazines, books, websites, and newspapers focusing on organic food products in India and internationally.

Scope of the Study

The growing popularity of organic food products worldwide is largely driven by increasing awareness of the harmful effects of chemicals commonly used in conventional food production. Concerns over health risks associated with pesticides, artificial additives, and preservatives have led many consumers to seek safer, more natural alternatives. This shift is particularly relevant for individuals suffering from chronic health conditions, as chemically enhanced foods can further weaken their immune systems and disrupt normal bodily functions.

As a healthier and more environmentally friendly choice, organic food is gaining preference over conventional food. It is produced without the use of synthetic chemicals, genetically modified organisms, or artificial enhancers, making it a safer option for both children and adults. The organic food movement also emphasizes sustainability, promoting agricultural practices that protect the environment and ensure long-term food security. This study focuses on understanding the awareness, attitudes, and preferences of Collegians regarding organic food products. Specifically, it examines how students in the YSR district perceive organic food, what influences their choices, and how informed they are about the benefits and availability of such products.

Sampling

Sample unit

The population under this study comprises of final year students of different streams studying, Under Graduate degrees in YSR district. By focusing on this groups, the study aims to gather insights into their awareness levels, perceptions and post - purchase opinions. Here data was collected using a structured questionnaire.

Sample size

The sample size is 110 collected from final year students of 5 colleges in total.

Tools for analysis

The statistical tools used for the purpose of this study are Simple Percentages, Mean, Chi-Square test and Friedman Ranking Technique.

Limitations of the study

The study was confined to YSR Dist. Hence the generalization of the study may not hold good for the entire universe and the elicited opinion of respondents may not hold well at all times. Convenient sampling method was adapted. So, the selection of sample may not represent the entire population.

ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC VARIABLES OF THE COLLEGE STUDENTS

Demographic Variable	Category	Frequency	Percent
Gender	Female	43	39.1
	Male	67	60.9
Age	17–20	8	7.3
	20–23	90	81.8
	23–25	12	10.9
Education Qualification	Post Graduate	4	3.6
	Professional Degree	26	23.6
	Under Graduate	80	72.7
Family Monthly Income	₹10,000–30,000	36	32.7
	₹30,000–50,000	25	22.7
	₹50,000 & above	49	44.5
Total		**110**	**100**

The table shows that 60.9 percent of respondents are male and 81.8 percent belong to the 20–23 years age group. Undergraduates constitute the majority with 72.7 percent of the sample. Most respondents belong to families earning ₹50,000 and above per month. Overall, the study represents young respondents from diverse socio-economic backgrounds.

TABLE 2: COLLEGIANS AWARENESS LEVEL AND SOURCES OF INFORMATION ABOUT ORGANIC PRODUCTS

S. No	Particulars	No. of Respondents	Percentage
1	Yes	95	86.4
2	Maybe	10	9.1
3	No	5	4.5
4	Television Advertisements	32	29.1
5	Educational Events	26	23.6
6	Friends / Relatives / Acquaintances	83	75.5
7	Health Magazines	32	29.1
8	Others	19	17.3
9	Not Sure	14	12.7
10	No	2	1.8

The table shows that 86.4 percent of respondents expressed a positive response toward organic food products, with only 4.5 students are totally unaware. Friends and relatives were the major source of information, followed by television advertisements and health magazines. The findings indicate that interpersonal communication and media play a key role in creating awareness among respondents.

TABLE 3: COLLEGIANS PERCEPTION ON ORGANIC PRODUCT

S. No	Particulars	Response	No. of Respondents	Percentage
1	Do you think organic food is healthier and more nutritious?	Strongly Agree	53	48.2
		Agree	25	22.7
		Neutral	21	19.1

		Strongly Disagree	10	9.1
		Disagree	1	0.9
2	Organic food product does not have any side effects?	Strongly Agree	36	32.7
		Agree	24	21.8
		Neutral	35	31.8
		Strongly Disagree	10	9.1
		Disagree	5	4.5
3	I wish to pay even extra price for environment friendly products to save our environment?	Strongly Agree	35	31.8
		Agree	30	27.3
		Neutral	29	26.4
		Strongly Disagree	11	10.0
		Disagree	5	4.5
4	Organic food ensures health and safety of the generations to come?	Strongly Agree	51	46.4
		Agree	26	23.6
		Neutral	23	20.9
		Strongly Disagree	8	7.3
		Disagree	2	1.8
5	I want to be part of organic food consumption?	Agree	72	65.5
		Others (No/Neutral)	38	34.5

The table reveals that nearly 48.2 respondents hold positive perceptions toward organic food, particularly regarding health, nutrition, and environmental benefits. 46.4 percentage believe that organic food is healthier, safer, and beneficial for future generations. 31.8 percentage respondents are also willing to pay a higher price for environmentally friendly products. Furthermore, 65.5 percent expressed willingness to be part of organic food consumption. Overall, the findings indicate strong health consciousness and favourable attitudes toward sustainable consumption practices.

TABLE 4: COLLEGIANS OPINION ON PRICE OF ORGANIC PRODUCTS

S. No	Opinion	No. of Respondents	Percentage
1	Expensive	50	45.5
2	Low	3	2.7
3	Moderate	57	51.8
	Total	**110**	**100.0**

The table indicates that 51.8 percent of respondents perceive organic food prices as moderate, while 45.5 percent consider them expensive. Only a small proportion 2.7 viewed the prices as low. The findings suggest that although consumers value organic food products, pricing remains an important factor influencing purchase decisions. Overall, affordability plays a significant role in encouraging wider adoption of organic food products.

TABLE 5: PERIOD OF USAGE OF ORGANIC PRODUCTS BY COLLEGIANS

S. No	Usage Period	No. of Respondents	Percentage
1	Less than a year	44	40.0
2	1–3 years	38	34.5
3	3–6 years	9	8.2
4	More than 6 years	19	17.3
	Total	**110**	**100.0**

The table shows that 40.0 percent of respondents have been using organic food products for less than a year, while 34.5 percent have used them for 1–3 years. A smaller proportion reported long-term usage of more than 6 years. The findings indicate growing acceptance and increasing popularity of organic food products among consumers. Overall, the results reflect a gradual shift toward healthier and environmentally conscious food consumption.

TABLE 6: REASONS FOR CHOOSING ORGANIC PRODUCTS BY COLLEGIANS

Reasons	No. of Respondents	Percentage
Prefer the taste/texture	8	7.3
Quality of products	28	25.5
Health Concern	72	65.5
None	2	1.8
Total	**110**	**100.0**

The table highlights that health concern is the major reason for consuming organic food products, as reported by 65.5 percent of respondents. Product quality has 25.5 percentage influence on consumer preference, while a smaller proportion preferred organic food for its taste and texture. Very few 1.8 percentage respondents reported no specific reason for consumption. Overall, health consciousness and perceived product quality are the key factors driving preference toward organic food products.

CHI-SQUARE TEST

H0: There is no significant relationship between Age of the respondents and Usage of Organic products

AGE AND USAGE OF ORGANIC PRODUCTS

	Value	df	Asym. Sig. (2-sided)
Pearson Chi-Square	17.692[a]	9	.061
Likelihood Ratio	16.632	9	.083
N of Valid Cases	110		

From the above table it is inferred that the chi square value 0.061 is greater than the level of significance value at 5 percent level, the null hypothesis is rejected. So, there is a significant relationship between age and usage of organic products.

EDUCATIONAL QUALIFICATION AND AWARENESS ABOUT ORGANIC PRODUCTS

H0: There is no significant relationship between Educational Qualification of the respondents and Usage of Organic products.

	Value	df	Asym. Sig. (2-sided)
Pearson Chi-Square	14.628[a]	6	.036
Likelihood Ratio	13.398	6	.047
N of Valid Cases	110		

From the above table it is inferred that the chi square value 0.036 is less than the level of significance value at 5 percent level, null hypothesis is accepted. So, there is no significant relationship between education qualification and awareness of organic products.

FAMILY INCOME AND FREQUENCY OF PURCHASE

H0: There is no significant relationship between Family Income of the respondents and frequency of purchase.

	Value	df	Asym. Sig. (2-sided)
Pearson Chi-Square	2.481[a]	6	.876
Likelihood Ratio	2.451	6	.880
N of Valid Cases	110		

From the above table it is inferred that the chi square value 0.876 is greater than the level of significance value at 5 percent level, the null hypothesis is rejected. So, there is a significant relationship between family income and frequency of buying of organic products.

EDUCATIONAL QUALIFICATION AND SOURCES OF INFORMATION

H0: There is no significant relationship between Educational Qualification of the respondents and sources of information.

	Value	df	Asym. Sig. (2-sided)
Pearson Chi-Square	44.902[a]	7	.997
Likelihood Ratio	44.418	7	.998
N of Valid Cases	110		

From the above table it is inferred that the chi square value 0.997 is greater than the level of significance value at 5 percent level, the null hypothesis is rejected. So, there is a significant relationship between education qualification and sources of information about organic products.

FAMILY INCOME AND OPINION ABOUT THE PRICE OF ORGANIC PRODUCTS

H0: There is no significant relationship between Family income of the respondents and Opinion about the price.

	Value	df	Asym. Sig. (2-sided)
Pearson Chi-Square	9.240[a]	6	.198
Likelihood Ratio	10.450	6	.132
N of Valid Cases	110		

From the above table it is inferred that the chi square value 0.198 is greater than the level of significance value at 5 percent level, the null hypothesis is rejected. So, there is a significant relationship between family income and opinion about the price of organic products.

ANOVA TEST

GENDER AND AWARENESS ABOUT ORGANIC PRODUCTS

Null Hypothesis (H0): There is no significant relation between gender and the level of awareness about organic products. Alternate Hypothesis (H1): There is significant relation between gender and the level of awareness about organic products.

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.970	2	0.485	1.860	0.161
Within Groups	25.639	107	0.240		
Total	26.609	109			

From the above table it is inferred that the chi square value 0.161 is greater than the level of significance value at 5 percent level, the null hypothesis is rejected. So, there is a significant relationship between Gender of the respondents and the level of awareness about the organic products.

FRIEDMAN RANKING

FACTORS INFLUENCING STUDENTS FOR BUYING ORGANIC FOOD

Friedman	Mean Rank	Rank
It is Healthy And Safe.	4.64	1
It Builds Strong Future Generations	4.51	2
No Genetically Modified Organisms(GMOs)	3.66	6
It Helps Protect Animals.	3.67	5
It Results In Less Soil Erosion	3.63	7
It Offer Outstanding Flavor	3.80	4
It is Becoming More Affordable	4.09	3

The above table shows, "It is Healthy and Safe" ranked highest (4.64), followed closely by "It Builds Strong Future Generations" (4.51), indicating health and long-term generational benefits as top priorities. While "No Genetically Modified Organisms (GMOs)" (3.66) and "It Results in Less Soil Erosion" (3.63) ranked lowest. These findings suggest consumers value direct health advantages over environmental or indirect benefits, informing targeted organic marketing strategies for your thesis.

CHALLENGES FACED BY STUDENTS IN BUYING THE ORGANIC PRODUCT

Friedman	Mean Rank	Rank
Financial Restrictions	3.42	7
Preparation and Storage of Food	3.95	4
Distribution of Food	3.93	6
Lack of Knowledge and Awareness	4.16	2
Changing Cultural Values and Lifestyles	4.12	3
Fulfillment of Government Nutrition Standards - Agencies & Institutions	3.94	5
Difficult to finding organic food products.	4.46	1

From the above table, “Difficult to finding organic food products" emerged as the top barrier (4.46), followed by "Lack of Knowledge and Awareness" (4.16while "Financial Restrictions" ranked lowest (3.42).

These results underscore that enhancing product availability and awareness should precede cost-focused interventions in organic market strategies for your socio-economic thesis.

Findings

- Males 60.9 percentage, while 81.8 percent belong to the 20–23 years age group. Undergraduates constitute the majority with 72.7 percent of the sample. Most respondents belong to families earning ₹50,000 and above per month. Overall, the study represents young respondents from diverse socio-economic backgrounds.
- A substantial 86.4 percent of respondents expressed a positive response toward organic foods with only 4.6 as totally unaware. Friends and relatives were the major source of information, followed by television advertisements and health magazines. The findings indicate that interpersonal communication and media play a key role in creating awareness among respondents.
- Nearly half (48.2 percentage) positive perceptions toward organic food, particularly regarding health, nutrition, and environmental benefits. A majority believe that organic food is healthier, safer, and beneficial for future generations. Many respondents are also willing to pay a higher price for environmentally friendly products. Furthermore, 65.5 percent expressed willingness to be part of organic food consumption. Overall, the findings indicate strong health consciousness and favourable attitudes toward sustainable consumption practices.
- Nearly 48.2 respondents hold positive perceptions toward organic food, particularly regarding health, nutrition, and environmental benefits. 46.4 percentage believe that organic food is healthier, safer, and beneficial for future generations. 31.8 percentage respondents are also willing to pay a higher price for environmentally friendly products. Furthermore, 65.5 percent expressed willingness to be part of organic food consumption. Overall, the findings indicate strong health consciousness and favourable attitudes toward sustainable consumption practices.
- 51.8 percent of respondents perceive organic food prices as moderate, while 45.5 percent consider them expensive. Only a small proportion 2.7 viewed the prices as low. The findings suggest that although consumers value organic food products, pricing remains an important factor influencing purchase decisions. Overall, affordability plays a significant role in encouraging wider adoption of organic food products.
- A substantial 40.0 percent of respondents have been using organic food products for less than a year, while 34.5 percent have used them for 1–3 years. A smaller proportion reported long-term usage of more than 6 years. The findings indicate growing acceptance and increasing popularity of organic food products among consumers. Overall, the results reflect a gradual shift toward healthier and environmentally conscious food consumption.
- Health concern is the major reason for consuming organic food products, as reported by 65.5 percent of respondents. Product quality has 25.5 percentage influence on consumer preference, while a smaller proportion preferred organic food for its taste and texture. Very few 1.8 percentage respondents reported no specific reason for consumption. Overall, health consciousness and perceived product quality are the key factors driving preference toward organic food products.

Suggestions

To promote organic food adoption among YSR district college students, targeted strategies should leverage the sample's male-dominated (61 percentage) and young undergraduate (80 percentage) aged 20-23 profile through campus clubs, hostel networks, and peer ambassadors—capitalizing on high awareness (86.4 percentage) where friends/relatives (75.5 percentage) outrank TV ads (29 percentage). Health-focused campaigns emphasizing nutritional superiority can convert 71 percentage positive health perceptions while addressing 32 percentage neutral safety concerns via verified workshops. Pricing strategies must tackle the 97 percentage moderate-to-expensive perception through student discounts, combo packs, and campus vending to retain recent adopters. Finally, position organic food as "student health insurance" (66 percentage primary

motivation), prioritizing health messaging over quality (25 percentage) while ignoring minor taste barriers (7 percentage).

Conclusion

Organic products are gaining significant popularity among consumers. People are increasingly interested in using everyday products that are natural and organic, as they are more conscious about their health and safety. The findings of this study show that students, in particular, are well aware of organic products and their benefits. Social media has emerged as the primary source of awareness. It plays a crucial role in educating and influencing people about the importance and advantages of choosing organic products. In YSR Dist., the growing number of organic stores has also contributed to spreading awareness. Promotional activities by these stores have helped the general public gain better knowledge and develop positive attitudes toward organic products. As a result, many individuals actively search for information about the benefits and uses of organic products through websites, magazines, and social media platforms. Overall, social media and public promotions are the key drivers in creating awareness about organic products among students and the wider community.

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