

Consumer Perceptions of Organic Products: A Study in Birendranagar, Surkhet

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Abstract

Purpose: The purpose of this study is to examine how consumers in Birendranagar, Surkhet, Nepal, perceive organic products. It aims to uncover variables influencing customers' purchasing decisions in the area and offer insightful information on the market demand for organic products.

Method/ Design: A convenience sampling method was used to gather the data where 200 respondents were given a survey questionnaire in the study region. The goal of the survey was to learn about the attitudes, convictions, and perceptions of consumers regarding organic products.

Findings: The findings show that various key factors remarkably impact consumer perception towards organic products. These factors include awareness and knowledge of organic products, perceived benefits of organic products, price sensitivity, trust in organic labeling and certification, and the availability of organic products in the market.

Practical Implications: The findings of this study provide useful and practical insights for businesses operating in the organic products market. Increasing consumer awareness about the health and environmental benefits of organic products and ensuring the availability of such products in the market can play an important role in expanding organic products market. Businesses can use this information to tailor their marketing strategies and product offerings to better meet consumer preferences.

Originality/Limitation of the Study: This study contributes to the growing body of research on consumer perception of organic products, particularly in the context of Birendranagar Surkhet, Nepal. It's crucial to remember that this study's conclusions are unique to this area and might not apply to other places. An expanded comprehension of consumer behavior about organic products can be obtained through additional study conducted in various geographic regions.

Keywords: Organic products, Market perception, Buyer awareness, Promotional tactics

Background of the Study

Food and other consumer items produced without the use of artificial fertilizers, pesticides, or other chemicals are referred to as organic products. Concerns regarding the health and environmental effects of conventional agriculture, the demand for natural, high-quality products, and the rise of ethical and sustainable consumption have all contributed to the appeal of organic products. The term "organic products" describe food and agricultural items that are produced without the use of artificial chemicals, fertilizers, pesticides, or genetically modified organisms (GMOs). The goals of organic agricultural practices are to minimize pollution, maintain ecological balance, and use as little non-renewable resource as possible. Independent or governmental organizations that establish guidelines for organic production and confirm compliance can certify organic products (Schleenbecker & Hamm, 2013).

The importance of organic agriculture in supplying food and money is becoming more widely recognized (Van et al., 2007). As more people become willing to pay more for organic food, the market for organic products is growing. The future of organic products will mostly depend on consumer demand and their willingness to pay more for products that is grown organically. To achieve better organic agricultural management, it is therefore essential to take a consumer-oriented approach to comprehend the market for organic products. However, there are a lot of moving parts in this process, and things like infrastructure, market conditions, certification, production quality, and laws all play a part (Sharma et al., 2016). It is also critical to understand consumer decisions regarding organically produced goods and to identify solutions for increasing consumption. A consumer belief, attitudes and reactions to organically grown products affect willingness to pay a premium price of all influence productions and marketing techniques. Consumers might not be aware of whether a product is made conventionally or organically unless they are told (Giannakas, 2002). As a result, consumer purchasing decisions are heavily influenced by their awareness and knowledge about organically produced foods. According to Krissoff (1998), customers choose organic products because they believe they are safer, healthier, and ecologically friendlier than conventionally produced equivalents. A wide range of product properties, including nutritional content, flavor, freshness, appearance, and other sensory features, as well as human health and food safety, have an impact on consumer preferences (Harper & Makatouni, 2002; Etuah et.al., 2022).

In the 1940s, Sir Albert Howard's book "An Agricultural Testament" was published, which marked the start of the modern organic movement. Howard, a British agricultural scientist, promoted the adoption of organic farming practices, such as crop rotation, composting, and natural insect management to preserve soil fertility and plant health. Concerns about the effects of industrial agriculture on the environment and human health led to the growth of the organic movement in Europe and North America during the 1960s and 1970s. To control the production, labeling, and marketing of organic products, the US Department of Agriculture (USDA) created the National Organic Program (NOP) in the 1990s. The NOP defined a number of requirements, including the ban on synthetic fertilizers, pesticides and genetically modified organisms (GMOs), that must be fulfilled in order to be certified organic. Products that fulfill these requirements can bear the USDA organic seal.

The primary objective of the study is to assess and understand consumer perception of organic products in Birendranagar, Surkhet having a focus on awareness and knowledge, perceived benefits, price sensitivity, trust in labeling and certification of organic products.

Literature Review

Ravindran and Priya (2023) have focused the significance of consumer behavior in the market of organic products. Organic food marketers are being forced to be more creative and adaptable as the purchasing

habits of urban customers for organic foods change. Those who don't eat organic foods believe they contain natural elements, despite the majority of respondents believing organic products are devoid of pesticides. The price of the product and the customer's financial situation are the main determinants of whether or not they choose to buy organic products. Furthermore, customers' perceptions, attitudes, and intentions to purchase organic products are significantly influenced by psychological variables. Customers of both non-organic and organic products show little faith in the quality of organic products.

Nemar et al., (2023) studied on how consumer perceptions of green advertising and consumer buying patterns relate to each other. The results showed that the primary factor influencing consumers' decisions to purchase environmentally friendly products is their level of environmental awareness. Second, a company's reputation affects consumer decision to purchase environmentally friendly goods. Purchase intentions of green consumers are significantly influenced by the enhanced characteristics of the product. Finally, the company's credibility and skepticism of green promises are adverse aspects. Additionally, the output recognized aspects of green marketing that businesses should pay attention to while developing marketing plans.

Maesen and Lamey (2023) have examined that more variety in organic products as well as more organic feature and display advertising, protect generalist stores from premium organic specialist store entry. When organic fruits are heavily and frequently discounted in price, collections of premium organic fruits are typically less harmed. Products from specific organic brands are added to regular organic collections to provide an additional layer of security. The study's conclusions show that premium organic specialized stores have had a significant impact on generalist retailers that are already in place.

Marozzo et al., (2023) have examined the main variables that affect Asian consumers' willingness to pay (WTP) for organic olive oil, with an emphasis on both consumer- and product-specific aspects. The findings show that a combination of consumer- and product-specific factors, such as product authenticity and sustainability, consumer ethnocentrism, and perception of food fraud risk, influence Asian consumers' willingness to pay (WTP) for organic products. These factors include gender, occupation, and household size. These results provide useful information for businesses looking to create organic olive oil marketing plans that work in Asian import markets. The study lays the groundwork for creating strategies in the field of organic products that are in line with Asian customers' objectives and tastes.

Can (2023) explored how consumers in Kocaeli province's city centre perceive organic milk and the factors that influence their consumption, with an emphasis on offering insights into sustainable consumption practices in the midst of the world's population boom. The findings make it clear that encouraging more people to drink organic milk is essential to promoting sustainable consumption habits and preserving the health of future generations. This strategy has the potential to develop a more fair and long-lasting organic milk market in the area.

Pedersen et al., (2023) have examined the consumer preferences for organic food assortments in two different economies, namely China and Germany. Our results, in contrast to earlier studies, show a local country bias for organic foods in China; however, it is not as strong as it is in Germany. Remarkably, Chinese consumers trust developed-country organic standards more than they trust their own standards. Chinese customers' inclination towards organic foods is mostly motivated by worries about the safety and quality of their meals. On the other hand, German customers show a preference for both native goods and imports from nations that are close by. The primary driver behind German customers' inclination towards organic food is their environmental concerns. Our findings imply that elevated consumer

confidence in institutional standards among developed (Western, Educated, Industrialized, Rich, and Democratic, or WEIRD) countries gives producers in these countries a competitive edge, both in their home markets and in the worldwide organic food market.

Roy and Nayak (2022) focused on the development of the Corona virus (COVID-19) which had a substantial impact on a variety of levels on global manufacturing, production, distribution and consumer practices. Public health, sanitation, and consumer behavior have all changed as a result of the COVID-19 epidemic. Increased worries about food safety have made people gravitate towards foods that are obtained locally. Green goods' perceptions as safer and healthier during the epidemic could have an impact on future food decisions and healthcare costs. Global environmental consciousness emphasizes how important it is for marketers to use green marketing techniques to stop environmental deterioration, which is in line with the Sustainable Development Goals (Goal 7: ensure environmental sustainability) of the World Health Organization.). In addition, consumers are becoming more conscious of green marketing, which has led many Indian firms to firmly support eco-friendly practices.

Malissiova et al., (2022) focused on Greek consumers' attitudes towards organic food which is examined in this study, with a particular emphasis on their knowledge of the dynamics relating to health and the environment. The research determined awareness levels and defined customer types. The results show a reasonable level of knowledge, with systematic consumption being hampered by the perceived high cost of organic food. Greeks are less inclined to support organic food's environmental benefits, even though they believe it to be safer. As such, the study emphasizes how important it is to systematically and thoroughly teach customers to raise awareness about the main reasons that people support organic food, including its contribution to environmental preservation.

Brata et al. (2022) conducted research on the factors influencing consumers' perceptions of the consumption of organic products and evaluated how the frequency of consumption changed after the pandemic. Principal component analysis was used to divide the variables into intrinsic and extrinsic characteristics. While more apathetic customers maintained or lowered the percentage of organic foods in their diets, those who consumed organic products more frequently before the epidemic have either maintained or increased their intake. Khedkar (2015) stated that while customers believe corporations should follow the country's environmental rules, marketers' actions and promotions are not influential elements in the decision to purchase organic products. Health consciousness, followed by environmental concerns, is the primary motivator for customers to purchase green products. Customers' desire for organic food for the sake of their health and the environment influences their desire for organic foods. Consumer loyalty is recognized as the most influential factor in organic product buying decisions, followed by global warming, product quality, pricing luxury, and environmental awareness (Thapa, 2019).

Lamonaca, Cafarelli, Calculli & Tricase (2022) have analyzed consumers' opinions on the quality of organic food, especially with regard to safety, healthfulness, and environmental sustainability. The study explores the factors that influence consumers' perceptions of quality and evaluates the effect of information on product labels and socio-demographic characteristics. Furthermore, the study shows that the perception of organic food as being safer, healthier, and more environmentally sustainable is greatly influenced by the specific information provided on food labels. There is a favorable relationship found between increased consumer perception and the amount of information offered on food labels.

Methodology

The present study is characterized as a primary data-based exploratory investigation aiming to analyze consumers' perceptions towards organic products. Data were collected using well-structured questionnaires, with the population of interest comprising individuals familiar with the term 'organic products'. Due to practical constraints in reaching the entire population, a convenience sampling technique was employed selecting participants who were readily available and accessible. The survey took place during the period from January to mid-March in Birendranagar, Surkhet. The study included a diverse sample of 200 respondents, varying in age. To measure participants' responses, a Likert scale ranging from 1 to 5 was utilized, where '1' indicated 'strongly disagree' and '5' indicated 'strongly agree'. Descriptive statistical methods, including frequency, percentage, mean, and standard deviation, were the main analytical strategies used in this investigation. By using these statistical indices, it was possible to count the instances of different responses, express responses as a percentage of the total, calculate the average response, and indicate the degree of variability or dispersion in the responses. Importantly, the research's geographical setting—Birendranagar, Surkhet—implores the possibility that the results may be unique to this area.

Conceptual Framework

A conceptual framework is a collection of related notions, theories, and presumptions that aid in organizing and structuring knowledge of a certain issue or situation. It offers a theoretical framework that directs investigations and aids in the explanation of the connections between independent and dependent variables.

- i. **Awareness and knowledge of organic products:** Understanding what organic means and the advantages of consuming organic products is referred to as awareness of organic products. Understanding organic products entails knowing more about the rules, certification procedures, and production techniques used in the creation of organic goods. To make wise decisions regarding organic products, awareness and information are both crucial.
- ii. **Perceived benefits of organic products:** The perceived benefits of organic products are attributes that customers find appealing; they include ideas of increased safety, improved healthfulness, better environmental sustainability, and better taste or quality when compared to items that are created conventionally. These alleged advantages are based on how consumers view the processes used in the cultivation and processing of organic products as well as how they understand the possible effects on their own health and the environment.
- iii. **Price sensitivity:** In general, organic items are more sensitive to price than non-organic products. This is because the extra expenses associated with creating and certifying organic goods frequently result in their higher price. The degree of price sensitivity does, however, change for various organic product categories and customer demographics. Due to the claimed health and environmental benefits of organic products, some consumers are willing to pay a premium for them, while others may choose to switch to non-organic items if the price difference is too great.
- iv. **Trust in organic labeling and certification:** Trust in organic certification and labeling is very important to consumers looking for socially and environmentally conscious products. USDA organic programmers, for example, provide a consistent benchmark by guaranteeing that particular requirements for organic farming are met. But customer awareness, perceptions, and the legitimacy and openness of the certification process affect the trust.

- v. **Availability of organic products:** Organic products are increasingly available in many countries, with a growing number of retailers, supermarkets, and online stores offering a wide range of organic options. Organic farming and production practices prioritize environmental sustainability, biodiversity, and animal welfare, and many consumers choose organic products for their perceived health benefits and ethical considerations. However, organic products may be more expensive and may not be accessible or affordable for everyone.
- vi. **Consumer perception:** Consumer perception of organic products encompasses the assessment of health benefits, product quality, and environmental impact by individuals. This perception is influenced by factors including personal beliefs, knowledge, experiences, marketing initiatives, and social influences. A comprehensive comprehension of consumer perception is imperative for businesses to formulate efficacious strategies in promoting and marketing organic products to their specific target audience.

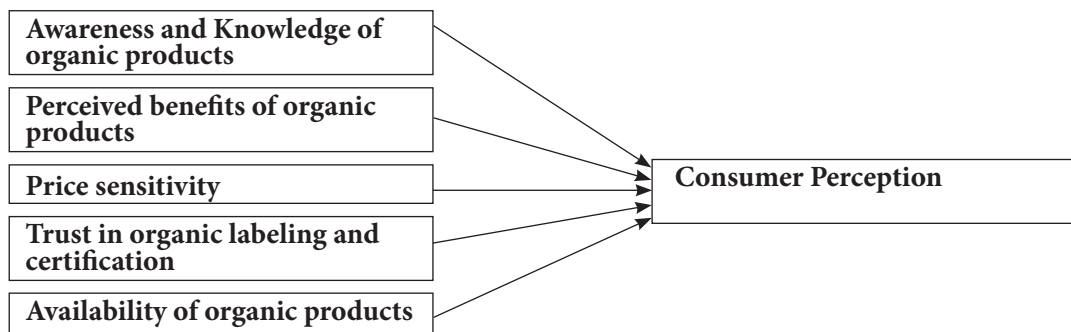


Figure 1: Conceptual Framework of the Study

Result and Findings

Demographic Profiles

Table 1: Demographic Profiles of the Respondents

		No. of respondents	Percentage (%)
Age	Below 25	10	5.00
	26-35	45	22.50
	36-45	90	45.00
	Above 45	55	27.50
Marital Status	Married	140	70.00
	Single	60	30.00
Gender	Male	85	42.50
	Female	115	57.50
Qualification	Primary or below	65	32.50
	Secondary	47	23.50
	Graduation	33	16.50
	Post-Graduation	44	22.00
Occupation	Above post-graduation	11	5.50
	Government service holder	73	36.50
	Private service holder	105	52.50
Income level	Unemployed	22	11.00
	Less than 10,000	18	9.00
	10,000-20,000	62	31.00
	20,001-40,000	65	32.50
	Above 40,000	55	27.50

Source: Field Survey, 2023

The Table 1 depicts the distribution of respondents in terms of their age which has been categorized in to four groups. The majority 45.00 percent respondents fall under the 36-45 which is accounted for 90 respondents out of 200 respondents. In terms of respondent's marital status out of 200 samples 140 are married while 60 are single. It is observed that 57.50 percent were females and the rest 42.50 percent were males. The level of qualification of majority 32.50 percent which is accounted 65 respondents were primary or below. The study has been conducted on respondents with different occupations and majority portions of them are private service holder. Consumer's income has been classified into four categories in which majority 65 respondents fall under 20,001- 40,000.

Descriptive Statistics

The descriptive data describes the overall information obtained. The survey was conducted using Likert scale as a measuring mechanism. This Shows the level of agreement in the statement by ticking in an appropriate box to indicate consent as 5) Strongly agree, 4) Agree, 3) Neutral, 2) Disagree and 1) Strongly Disagree. Five statements were presented for every independent and dependent variable to know the views of respondents. The tables show the rating scale of respondents in five statements as well as its descriptive characteristics.

Table 2: *Descriptive Analysis of Awareness and Knowledge of organic products*

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
AK1	I am familiar with the term "organic products".	3.67	0.858	22	116	37	23	2		
AK2	I recommend organic products to others.	4.18	0.485	44	147	9	-	-		
AK3	I believe that organic products are healthier.	4.28	0.532	63	131	5	1	-		
AK4	Organic products are more eco-friendly than non-organic products.	3.65	0.624	13	107	77	3	-		
AK5	I regularly purchase organic products.	3.55	0.624	12	110	74	4	-		
	Overall Mean		3.866		6.00%	55.00%	37.00%	2.00%	-	

Source: Field Survey, 2023

The Table 2 shows that the items have a mean value ranging from 3.55 to 4.28 whereas the standard deviation ranged from 0.485 to 0.858. Among the five statements, the statement with code AK5 "I regularly purchase organic products" has scored the lowest mean of 3.55 with a standard deviation of 0.624 which shows that on an average individuals agree to the idea that regularly purchase of organic products similarly the statement with code AK3 "I believe that organic products are healthier" has scored the highest mean of 4.28 with standard deviation of 0.532 which shows that the respondents believed that organic products are healthier than non- organic products. Similarly, here, the statement coded AK1 has the highest standard deviation among all other five statements. It means that there is high fluctuation in the mean value from respondents' response. Similarly, statement coded AK2 has the lowest standard deviation indicating low fluctuation on the response from the mean response. Therefore, Table 2 also provides detail about the views and idea of people to the statements related to awareness and knowledge of organic products. Here, majority of respondents agreed with the five statements about awareness and knowledge of organic products. Very few respondents are neutral and disagreed with these statements.

Table 3: Descriptive Analysis of Perceived benefits of organic products

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
PB1	I choose organic products over non-organic products based on their perceived benefits.		3.64	0.651	11	113	68	8	-	
PB2	Organic products are free from harmful chemicals and pesticides.		3.64	0.627	11	6.50% 110	56.50% 74	34.00% 5	4.00% -	-
PB3	I believe organic products have more nutrition than non-organic products.		4.20	0.504	84	6.50% 115	55.00% 1	37.00% -	2.50% -	-
PB4	Organic products are more effective in promoting healthy living and preventing diseases.		2.41	0.491	47	42.00% 147	57.50% 5	0.50% -	- 1	-
PB5	Organic products contribute to local economies positively.		4.14	0.797	1	23.50% 13	73.50% 76	2.50% 87	0.50% 23	-
Overall Mean			3.606		0.50%	6.50%	38.00%	43.50%	11.5%	

Source: Field Survey, 2023

According to the Table 3, among the five statements, the statement with code PB3 has scored the highest mean of 4.20 and code PB4 has the lowest mean 2.41. Similarly, the statement coded PB5 has the highest standard deviation among all other five statements. It means that there is high fluctuation in the mean value from respondents' response. The statement coded PB4 has the lowest standard deviation indicating low fluctuation on the response from the mean response. Table 3, also provides detail about the views and idea of people to the statements related to perceived benefits of organic products. Here, majority of respondents agree with the statements PB1, PB2, PB3, PB4 but with PB5 statement there are nearly equal percentage of agreed and neutral of respondents.

Table 4: Descriptive Analysis of Price sensitivity

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
Ps1	My decision is affected by the price of organic products.		3.96	0.485	16	165	15	4	-	
Ps2	I am willing to pay a premium for organic products than non-organic products.		4.02	0.394	16	8.00% 175	82.50% 7	7.50% 2	2.00% -	-
Ps3	I believe that the higher price of organic products is justified by their benefits.		2.63	1.02	3	8.00% 85	87.50% 63	3.50% 43	1.00% 6	-
PS4	Availability of cheaper non-organic products influence my decision to buy organic products.		3.99	0.454	17	1.50% 168	42.50% 12	31.50% 3	21.50% 3.00%	-
PS5	Value the health and environmental benefits of organic products over their price.		4.29	0.519	65	8.50% 129	84.00% 6	6.00% -	1.50% -	-
Overall Mean			3.778		32.50%	64.50%	3.00%	-	-	

Source: Field Survey, 2023

In Table 4, among the statement coded PS5 has the highest mean of 4.29 which indicates that respondents agreed with value the health and environmental benefits of organic products over their price and coded PS3 has the lowest mean 2.63. It indicates that average respondents believed that the statement coded PS5 has the highest standard deviation among all other five statements. It means that there is high fluctuation in the mean value from respondents' response. The statement coded PS3 has the lowest standard deviation indicating low fluctuation on the response from the mean response. Table 4, also provides detail about the views and idea of people to the statements related to price sensitivity of organic products. Here, majority of respondents agreed with all the five statements.

Table 5: Descriptive Analysis of Trust in Organic Labeling and Certification

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
LC1	I trust on organic labeling and certification.		4.28	0.510	62	131	7	-	-	
LC2	Organic labeling effects on the consumers purchasing decisions.		4.28	0.520	62	131	7	-	-	
LC3	I read the label of organic products before purchasing them.		4.24	0.560	61	126	13	-	-	
LC4	Important to know the source of the organic products.		4.32	0.528	70	124	6	-	-	
LC5	Organic labeling system is reliable.		4.21	0.527	52	139	8	1	-	
	Overall Mean		4.266							

Source: Field Survey, 2023

The Table 5 described about the labeling and certification of organic products. Among five statements, the statement coded LC4 has the highest mean and coded LC5 has the lowest mean. Similarly, the statement coded LC3 has the highest standard deviation among all other five statements. The statement coded LC1 has the lowest standard deviation. Here, majority of the respondents highly agreed with all five statements related with labeling and certification of organic products and nominal percentage of respondents are disagreed with these statements.

Table6: Descriptive Analysis of Availability of organic products

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
AO1	Organic products are easily found in Birendranagar, Surkhhet.		4.16	0.611	52	130	15	3	-	
AO2	Availability of organic products impacts my decision to purchase them.		4.22	0.482	49	147	3	1	-	
AO3	I travel outside Birendranagar, Surkhhet to purchase organic products.		4.00	0.540	9	12	49	55	75	
AO4	Satisfied with the current availability of organic products in Birendranagar, Surkhhet.		4.07	0.496	32	150	18	-	-	
AO5	Easily availability locally sourced organic products.		4.12	0.425	32	161	7	-	-	
	Overall Mean		4.114							

Source: Field Survey, 2023

According to the Table 6, most of the respondents believed that organic products are easily available in Birendranagar, Surkhet market. Similarly, statement coded AO2 has highest mean and statement coded AO1 has highest standard deviation.

Table No. 7: *Descriptive Analysis of Consumer perception*

Code	Descriptive Statements	Statistics	Mean	SD	SA	A	N	DA	SDA	Remarks
CP1	Organic product meets my expectations.		4.10	0.631	52	130	15	3	-	
					26.00%	65.00%	7.50%	1.50%	-	
CP2	I am satisfied with the quality of the organic product.		4.22	0.472	49	147	3	1	-	
					24.50%	73.50%	1.50%	0.50%	-	
CP3	The organic product is reliable.		4.00	0.540	29	142	29	-	-	
					14.50%	71.00%	14.50%	-	-	
CP4	I am satisfied with my overall experience with products.		4.07	0.496	32	150	18	-	-	
					16.00%	75.00%	9.00%	-	-	
CP5	Product is a good value for the price.		4.32	0.325	32	161	7	-	-	
					16.00%	80.50%	3.50%	-	-	
	Overall Mean		4.142							

Source: Field Survey, 2023

According to the Table 7, except few, majority of the respondents of Birendranagar, Surkhet have positive perception towards organic products. CP5 statement has the highest mean value 4.32 and CP3 has the lowest mean 4.00. The statement CP1 has the highest standard deviation and CP5 has the lowest standard deviation.

Discussions and Conclusions

Discussions

The survey conducted in Birendranagar, Surkhet, reveals a nuanced perspective among consumers regarding organic products. While the majority of respondents are familiar with the term 'organic products', there exists a spectrum of awareness levels. Encouragingly, the recommendation of organic products to others is notably high, indicating a prevailing positive attitude towards these items. A prevalent belief among respondents is that organic products are not only healthier but also more environmentally friendly. Despite this positive sentiment, the regular purchase of organic products exhibits a moderate level of agreement, suggesting that while there is interest, consistent adoption may not be universal.

Interestingly, respondents generally exhibit a positive perception of organic products, expressing a strong belief that they are free from harmful chemicals and pesticides. The idea of organic products contributing to a more nutritious and healthier lifestyle is widely accepted. An important recognition of the beneficial socio-economic effects of organic products on regional economies may be seen in the study. The respondents exhibit a modest degree of price sensitivity, suggesting that economic factors play a role in the decision to purchase organic products. However, a significant percentage indicates that they would be prepared to pay more for organic items, highlighting the advantages that they believe come with making these decisions. The study reveals a strong level of confidence in organic labeling and certification, since most participants carefully read labels before making a purchase. It is acknowledged how important it is to determine the provenance of organic food, highlighting how important supply

chain openness is. Customers in Birendranagar, Surkhet, are generally quite satisfied with the organic products that are currently available. Customers show a preference for locally available items and a favorable opinion of the quality, satisfaction of expectations, and affordability of organic products.

Conclusions

An impressive degree of awareness and a favourable opinion of organic products were found among respondents to the survey that was carried out in Birendranagar, Surkhet. Decision-making is greatly influenced by the availability of less expensive non-organic alternatives, even when there is a shown willingness to pay a premium for such items. The study emphasizes the need of trustworthy certification systems by highlighting the strong faith that consumers have in organic labeling. There is a noticeable increase in demand for organic products, according to the report, indicating that producers and merchants need to provide consistent availability and a variety of items.

These results suggest that marketing campaigns should strategically emphasize the health and environmental benefits, that supply chain logistics should be closely monitored, and that ongoing consumer education efforts should be made to improve understanding. Although positive trends are evident, there are still observable areas for improvement, especially in terms of raising awareness, reducing price sensitivity, and improving product accessibility. For producers, marketers, and policymakers, these results provide priceless region-specific insights that direct efforts towards the organic market's sustainable growth in Birendranagar, Surkhet, and beyond.

Managerial Implications

The findings of the survey carried out in Birendranagar, Surkhet, have important managerial implications for suppliers, retailers, and policymakers involved in the organic product industry. Above all, a strategic need arises for the development of marketing campaigns intended to inform consumers about the health advantages of choosing organic products. It is recommended that suppliers and retailers take advantage of the positive consumer impression surrounding organic products by emphasizing their nutritional worth through tailored marketing initiatives. Furthermore, efforts to reduce price sensitivity, such marketing campaigns and discounts, are crucial in making organic products more competitive when compared to non-organic ones, which promotes steady customer uptake.

The study emphasizes how vital it is to foster and maintain trust within the organic labelling system. Managers in the organic sector are recommended to devote resources to establishing transparent and accountable certification processes that guarantee clear disclosure of the origins of organic products. Establishing trust and credibility in the organic market requires putting a high priority on transparency and ongoing improvements to the quality control procedures for organic products. In order to meet the growing demand for organic products in marketplaces similar to Birendranagar, Surkhet, the study indicates that management techniques should focus on affordability, transparency, education, and quality control.

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