Factors Influencing Sustainable Consumption: An Empirical Analysis of Consumer Behavior in Salcete

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by

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DECLARATION BY STUDENT

I hereby declare that the data presented in this project report entitled, "Factors Influencing Sustainable Consumption: An Empirical Analysis of Consumer Behaviour in Salcete" is based on the results of investigations carried out by me in the Department of Commerce at the Rosary College of Commerce and Arts, Navelim, under the supervision of Asst. Prof. Dr. Lorraine R. Gomes and to the best of our knowledge, it has not previously formed the basis for the award of any diploma or degree by this or any other University. Further, I understand that Rosary College of Commerce and Arts will not be responsible for the correctness of observations/experimental or other findings given in the project work. It is also declared that this document is our original work and free of any plagiarism.

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ABBREVAITIONS

Entity	Abbreviations
Genetically Modified Organisms	GMO
Ordinary Least Squares	OLS
Stimulus–Organism–Response	SOR
Structural Equation Modelling	SEM
Theory of Planned Behaviour	TPB
Young Consumers Sustainable Consumption Behaviour	YCSCB

ABSTRACT

Sustainable consumption has emerged as an important area of study due to rising environmental concerns, changing lifestyles, and increasing health awareness. The present study titled "Factors Influencing Sustainable Consumption: An Empirical Analysis of Consumer Behaviour in Salcete" examines consumer awareness, attitudes, and consumption patterns related to organic food products in Salcete taluka of Goa. The research primarily aims to analyse the impact of demographic factors on awareness and consumption of organic products, and to evaluate the influence of environmental awareness, health consciousness, cultural influences, and purchase and spending behaviour on consumption frequency.

The study is based on primary data collected from 165 respondents using a structured questionnaire designed on a Likert scale. Descriptive statistics, percentage analysis, correlation, and multiple regression techniques were employed for data analysis. The findings reveal a very high level of awareness of organic food products across demographic categories. However, consumption is predominantly occasional rather than regular. Correlation results indicate significant positive relationships between consumption frequency and factors such as health consciousness, environmental awareness, cultural influences, and purchase and spending behaviour. Regression analysis highlights purchase and spending behaviour and cultural influences as the most significant predictors of consumption frequency.

The study concludes that while awareness is widespread, regular adoption of organic consumption is shaped largely by behavioural and socio-cultural factors.

Keywords:

Sustainable Consumption, Organic food, Consumer Behaviour, Environmental concerns, Health, Cultural and Culinary Influence, Purchase Intention, Spending Behaviour

CHAPTER 1: INTRODUCTION

1.1 MEANING OF SUSTAINABLE CONSUMPTION

Sustainable consumption refers to the use of goods and services in ways that meet present needs while minimising harm to the environment and ensuring resources are available for the future generations. In simple terms it means shifting from over consumption of harmful products that affect the environment adversely to consuming more organic or sustainable products.

Organic products are goods, mostly food items, that are produced using agricultural practices which do not cause harm to the environment. The methods of production avoid the use of synthetic fertilizers, pesticides, chemicals, genetically modified organisms (GMOs), artificial growth hormone and antibiotics. Instead, organic production involves natural processes such as composting, crop rotation, biocontrol and soil enrichment.

1.2 BACKGROUND OF THE STUDY

In recent years, organic products have had a significant growth in demand majorly due to increasing awareness among the consumers about sustainability. There is a shift of preference of the consumers to consuming more organic fruits, vegetables, grains, dairy and even processed items like packaged organic foods as they are comparatively healthy and environmentally friendly. Consuming organic products not only improves personal well-being but in broader terms contributes to environmental and social benefits, which help them maintain a sustainable lifestyle.

Multiple factors influence the demand for organic products among different classes of consumers. Demographic factors such as age, gender, income, education, etc directly impact the purchase frequency. Younger consumers may be more aware about organic products and their benefits which may incline their consumption patterns towards organic products while higher income consumers may be willing to bear the high prices on organic consumption. Education on the other hand is also a factor that influences the consumption behaviour of individuals. Awareness about environmental issues encourages consumers to opt for eco-friendly Products. Similarly, health consciousness plays a vital role among consumers who prefer organic products as they are considered as healthy, safe and more nutritious. Health is the most immediate and personal reason for consuming organic products. Besides personal factors, product attributes such as quality, taste, packaging,

certification, labeling, price and availability play a crucial role in shaping consumer behaviour.

Given this background, the present study titled “Factors influencing sustainable consumption: An Empirical Analysis of Consumer Behaviour in Salcete” aims to explore the key factors causing organic product consumption. Notably, the purpose of the study is gaining insights into the influence of demographic factors, environmental awareness, health consciousness and product attributes on the consumption behaviour in Salcete taluka of Goa.

India is one of the world's fastest-growing economies, yet this rapid development is closely associated with consumption habits among its varied population. Due to urbanisation and rising incomes, there has been a drastic shift towards chemically produced goods and processed food products. This change is directly contributing to environmental degradation, depletion of natural resources, and significant health issues.

In response to these growing environmental and health related risks, the concept of sustainable consumption has gained major importance. Sustainable consumption refers to the responsible use of goods and services that meet present needs while lowering the adverse effect on environment and ensuring the availability of resources for future generations.

Sustainable consumption in India is a custom that has been practiced for generations. In the country, there is a long history of mindful living from using natural ingredients to following traditional food systems and practices. This cultural background provides the organic industry with a significant advantage. Organic products are highly regarded by people as being natural and healthy due to their trust in these attributes.

India’s potential in the organic sector is deeply rooted in its agricultural heritage, where traditional and natural farming methods have been practiced for centuries. Organic products mainly include food items such as vegetable, cereals, pulses, fruits, dairy products and all cultivated without the reliance on synthetic inputs like fertilisers, pesticides, harmful chemicals, genetically modified organisms (GMOs), artificial growth hormones or antibiotics. Organic farming encourages environment friendly practices such as composting, crop rotation, green manuring and biological pest control, which help in

sustaining soil fertility, protecting biodiversity and thereby ensuring long term ecological balance.

In recent years, India has seen a major spike in the demand for organic products, due to rise in health concerns, environmental awareness and cultural beliefs that are associated with traditional eating habits. People are now much more cautious about what they eat, focusing on food safety, nutritional value and the long-term effects of chemical-based farming on health.

Studies by Yadav and Pathak (2016) found that demographic factors like age, salary, and educational levels play a major role in how people prefer organic products, with higher income level and educated consumer being more willing to purchase organic products. Cultural beliefs related to purity, naturalness, and traditional food practices further build up positive impact on consumption of organic products. Similarly, a study by Anupriya and Singh (2018) pointed out that simple health consciousness and caring about the planet are the main reasons people intend to buy these products. Kapoor and Vij (2018) further noted that specific details like the quality of the item, clear labelling, certification and the price tag are the factors that really push a consumer to make a purchase.

Ultimately, demographic characteristics, cultural traditions, health consciousness, environmental awareness determines how people in India approach organic products. Factors like product quality and clear labelling also play a major role in these decisions. This understanding is essential to promote sustainable consumption and encouraging wider adoption of organic products.

Goa is well known for its rich heritage and its reliance on tourism and farming, both of which have kept the state closely tied to nature. Despite the growth and urbanisation, many people still value a traditional way to live a healthy life. Yet, we can't ignore the shifts happening right now. With increasing income levels and the influence of global markets, the way people in Goa choose to live and shop is changing. These evolving preferences are having significant impact on consumption patterns.

Lately, people in Goa have started paying much more attention to their choices that affect the environment as well as their health. Consumers are becoming more conscious of the

quality, safety and sustainability of the products that they consume, particularly food items. Organic products, which are considered as healthier and environmentally friendly, have gained attention among Goan consumers especially in urban and semi-urban regions.

Goa can get inspiration to the success of Sikkim for its shift towards sustainable and organic consumption. As India's first 100% organic state, Sikkim has proven that even a small region with limited land can achieve a total transition through government initiatives, community participation, awareness programmes and encouragement of organic farming practices which overall helped Sikkim to achieve its goal. Since Goa is similar in size and having favourable climatic conditions, rich biodiversity and a strong base of environmentally conscious citizens, has the potential to adopt a similar approach. By gathering motivation from Sikkim's model, Goa can strengthen policies, support local farmers, and promote organic products, thereby moving towards becoming a more sustainable and environmentally responsible state.

Salcete taluka is a key area in South Goa that shows the mix of traditional values and modern living. As education level rise and more people learn about sustainable lifestyles their attitude towards consumption is changing. Demographic factors such as age, income, education and occupation play a major role in shaping purchasing decisions. This empirical study aims to analyse how demographic characteristics, environmental awareness, health consciousness and product attributes shape consumer behaviour towards organic products.

1.3 OBJECTIVES OF THE STUDY

- To understand the impact of demographic factors on awareness regarding organic products.
- To understand the impact of demographic factors on consumption of organic products.
- To analyse the influence of environmental awareness, health consciousness, cultural factors and purchase and spending patterns on consumer behaviour towards organic products.

1.4 SCOPE AND IMPORTANCE

The present study examines consumer behaviour towards sustainable consumption, with special reference to organic and eco-friendly products. It focuses on identifying the

major factors influencing sustainable consumption such as environmental awareness, health consciousness, product attributes, cultural values, and culinary habits, and analyses consumers' awareness, attitudes, preferences, and purchasing behaviour related to sustainable products. The study is based on primary data collected through structured questionnaires and supported by secondary data from books, journals, research articles, and online sources. As the research is limited to a specific geographical area and a selected group of respondents, the findings may not be universally applicable; however, the study provides valuable insights into current trends and patterns of sustainable consumption.

The importance of the study lies in understanding the role of consumer behaviour in promoting sustainable development. With increasing environmental concerns, resource depletion, and health awareness, responsible consumption has become essential. Cultural values play a significant role in shaping sustainable consumption patterns, as traditional practices encourage the use of locally sourced, seasonal, and minimally processed products. For example, Indian food habits such as home-cooked meals and millet-based diets reflect sustainable culinary practices that support organic farming, reduce environmental impact, and promote better health. The study helps consumers recognise the benefits of sustainable products, assists businesses and marketers in understanding culturally influenced consumer preferences, and supports policymakers and environmental organisations in designing awareness programmes that encourage sustainable consumption. Overall, the study highlights the importance of informed consumer choices and cultural traditions in achieving environmental protection, public health improvement, and long-term economic sustainability.

1.5 CONCEPTUAL FRAMEWORK

1.5.1 Meaning of Sustainable Consumption

Sustainable consumption refers to the use of goods and services in a way that meets our present needs without causing harm to the environment or limiting the ability of future generations to meet their needs. It focuses on reducing the overuse of natural resources, minimizing waste and pollution, and making responsible choices while buying and using products. This includes saving water and energy, reducing plastic use, avoiding food waste, and supporting products that are environmentally and socially responsible.

1.5.2 Factors Affecting Sustainable Consumption

1. Environmental Factors

Environmental factors strongly influence sustainable consumption because people's choices often depend on their awareness of environmental problems. Issues such as climate change, air and water pollution, deforestation, and loss of biodiversity make individuals more conscious about how their consumption affects the planet. When people understand that excessive use of plastic, fossil fuels, and non-renewable resources harms the environment, they try to adopt eco-friendly habits. Government initiatives like bans on single-use plastics, promotion of renewable energy, and environmental awareness campaigns also guide consumers toward more sustainable behavior.

2. Health Factors

Health concerns are another major factor that affects sustainable consumption. Today, many consumers are more aware of the link between diet, lifestyle, and health. This awareness encourages them to choose organic foods, natural products, and items free from harmful chemicals, pesticides, and preservatives. People are also reducing their consumption of processed and junk food and shifting toward fresh, locally grown produce. Sustainable consumption is often seen as not only protecting the environment but also improving personal health and well-being.

3. Cultural and Culinary Influence

Culture and food habits play an important role in shaping consumption patterns. Traditional lifestyles often include practices that support sustainability, such as eating seasonal foods, cooking at home, and using locally available ingredients. Religious beliefs and cultural values may promote vegetarianism, simple living, and avoiding waste. Cultural and culinary influences shape sustainable consumption through food habits and traditions. Many cultures promote eating local and seasonal foods, and avoiding waste, which helps reduce environmental impact.

4. Consumer Behavior

Consumer behavior refers to the attitudes, knowledge, values, and habits that influence purchasing decisions. People who are educated about environmental issues and feel personally responsible for protecting nature are more likely to make sustainable choices. Habits such as reusing bags, repairing old items, recycling waste, and avoiding unnecessary purchases support sustainability. Social influence from family, friends, and media also

plays a role, as people often follow trends and behaviors they see around them. However, convenience and lack of awareness can sometimes prevent consumers from choosing sustainable options.

5. Availability and Affordability

Even when people are willing to consume sustainably, they may face practical challenges related to availability and affordability. Eco-friendly and organic products are not always easily available in all areas, especially in small towns or rural markets. In addition, sustainable products often cost more than regular alternatives, making them less accessible to low-income consumers. When green products become more widely available and reasonably priced, more people are encouraged to adopt sustainable consumption habits.

6. Product Attributes

The characteristics or features of a product also affect sustainable consumption. Products that are durable, reusable, recyclable, and made from natural or biodegradable materials are considered more sustainable. Energy-efficient appliances, minimal packaging, and eco-friendly labels attract environmentally conscious consumers. Certifications such as “organic,” “fair trade,” and “eco-friendly” help buyers identify products that meet sustainability standards. When products clearly show these positive attributes, consumers are more likely to choose them.

1.6 CHAPTERISATION

Chapter 1: Introduction

This chapter introduces the study and includes the background of sustainable consumption, conceptual framework, meaning of sustainable consumption, organic products, factors influencing sustainable consumption, objectives of the study, scope and importance of the study, and chapterisation.

Chapter 2: Review of Literature

This chapter presents a review of previous studies related to sustainable consumption and consumer behaviour. It helps in understanding existing research and identifying research gaps.

Chapter 3: Research Methodology

This chapter explains the research design, sources of data, sampling technique, sample size, tools used for data collection, and methods of data analysis.

Chapter 4: Data Analysis and Interpretation

This chapter focuses on the analysis and interpretation of data collected from respondents using tables, charts, and percentages.

Chapter 5: Findings, Suggestions, and Conclusion

This chapter presents the major findings of the study, provides suitable suggestions, and concludes the research work.

CHAPTER 2: LITERATURE REVIEW

The study by Arpita Khare (2015) highlighted and pointed out reasons for Indian consumers to buy eco-friendly or green products. The main objective of the study was to see how buying choices are influenced by factors such as past environmental attitudes, personal and social environmental norms, social influence and people's own perspective towards the environment. To find this out, data was collected by conducting a self-administered survey in six Indian cities. Mall intercept technique was used for the survey where questions were asked directly to the respondents. The findings showed that people who are environmental friendly, if they are influenced by people around them and if they have purchased green products in the past are more likely to purchase green products. The study showed how personal beliefs, social connections and self-identity form a major role in shaping consumer preference for green products. From the findings of the study, firms can try to understand consumer preference towards organic products and use the observations to market their products in ways that line up with consumer attitudes, beliefs and social factors. The study adds value by applying self-identity theory to explain green buying behaviour in India.

The study by Abdul Gaffar & Tahir Islam (2024) aims to identify factors that influence millennials to buy sustainable products. It focused on the impact of environmental risk perception, environmental awareness, peer pressure and health consciousness on sustainable consumption among millennials. A survey was conducted where a self-administered questionnaire was used to get data from 596 millennial consumers. This research used judgemental sampling and data was analysed with the help of Smart PLS 4.0. The results showed that sustainable consumption is increasing among millennials. It is also observed that awareness of environmental risks, environmental knowledge, social pressure and health consciousness significantly impact the buying habits of this generation. The research findings can help policymakers, industry professionals and brand managers to further frame plans and policies to promote and increase sustainable consumption. The study concludes that promoting ecological consumption and environmental awareness, developing countries can achieve environmental sustainability and ecological balance. It also found the perception of pricing for sustainable products and their availability as a factor that influenced sustainable consumption behaviour among millennials.

The study by Ali Kara & Maung K Min(2024) examines sustainable consumption behaviour of Generation Z (Gen Z) at a U.S University campus. It focused on the key factors that influence and moderate the consumption behaviour. A survey was conducted with the help of a structured questionnaire. The questionnaire was given to 279 college students that fall within the category of Genz. The answers were then analysed with the help of a structural equation model to find out the relationships between different factors. The study found out that the sustainable consumption behaviour of Gen Z's was positively influenced by factors such as social responsibility (feelings, engagement and expectations) and external incentives (material and social). It was also observed that cultural values, perceived barriers, awareness of the consequences of sustainability consumption actions did not have any effect on Gen z consumers buying behaviour. The research was limited to students majoring in business degrees and suggested that a broader study could include students of different streams and cultural environments which would provide deeper insights. The study highlights the need for consumer social responsibility education along with incentive programs to encourage Gen z consumers to participate in sustainable consumption. It provides valuable insights into understanding the significance of education and external incentives in shaping the consumption behaviour among Gen Z consumers.

This study Fischer, D., Böhme, T., & Geiger, S. M. (2017). aims at promoting sustainable consumption among young consumers as it is a key priority in areas like education, environmental psychology and consumer policy. The researchers found out that instruments available for measuring sustainable consumption behaviour were not capable enough for teenagers which created a gap in research. They presented a scale for Young Consumers Sustainable Consumption Behaviour (YCSCB) to address the research gap. The research concentrated in areas like consumption of food and clothing. They used a two - step mixed-method approach. Initially, a qualitative interview was conducted with selected young consumers to determine behaviours related to acquiring, using and disposing of goods in the areas of food and clothing. And then these findings were validated through a quantitative study. With 14 items for food and 13 for clothing, the results showed that the YCSCB scale was a valid and reliable instrument. The findings of this research are beneficial in two ways for advancing research on YCSCB. Firstly, it developed a scale that is particularly constructed for young consumer’s consumption patterns. Secondly, it encourages people to develop more instruments for measuring sustainable consumption

behaviour among young consumers that would allow them to compare between different studies in the future.

The study by Shanbhag, P., & Pereira, P. L. (n.d.). has been carried out in Margao, Goa. The core objective was to know the consumer attitude towards eco-friendly products and to ascertain the key factors that affect their buying decisions. The research of the factors such as consumer choices, satisfaction and adoption of green products has aimed to understand its growing environmental concerns and awareness. To achieve this, the researchers conducted surveys to analyse consumer responses to know their attitudes, opinions and reasons behind choosing eco-friendly products. The findings emphasized the growing importance of eco-friendly marketing and also the need for businesses to line up their policy with expectations of the consumer to gain success in today's environmentally conscious market for sustainability.

The study by Seyfang, G. (2007) aimed at how local organic food networks can promote sustainable consumption by changing conventional production or traditional production and consumption systems. The research was conducted in Norfolk, UK, where the focus was on a group of farmers working together to grow organic food. The aim was to see if such community-based initiative could reduce environmental impact and support local communities. To do this, the researcher used a mixed method approach comprising site visits, semi structured interviews and a customer survey, and measures to reduce waste using locally produced and encouraging collective action. The result showed that the initiative was successful in achieving sustainable consumption but it faced some challenges that stopped it from reaching its full potential.

The study by Vermeir, I., & Verbeke, W. (2008). aimed to understand the sustainable food consumption behaviour in Belgium. The objective of conducting is to know the attitudes, behaviour, social norms as well as the role of individual’s characteristics related to sustainable products, using the Theory of Planned Behaviour (TPB) as a framework. The research was conducted through a survey of 456 adults, where a questionnaire was filled by the participants and viewed as an advertisement for sustainable dairy products. The study showed that almost half of the reasons why young people wanted to choose sustainable dairy products was explained by their attitudes, the influence of

people around them, how easily available the products were, and how effective they felt their choices were, while confidence and value orientation also played an important role.

The study by Ahmad, N., Fahad, Zaki, M., Alam, Z., & Khalid, M. (2024) looks at what makes people form positive or negative opinions about organic food and how those opinions affect their intention to purchase. Using the Stimulus–Organism–Response (SOR) framework, the study created a model that links consumer concerns about environment, health, and food safety, along with product features such as nutrition, awareness, and fair pricing, to consumer attitudes and finally to their buying decisions. A survey of 382 people was analyzed using structural equation modeling. The results showed that environmental concern, health awareness, food safety concern, nutritional value, and awareness of organic food products all positively affect consumer attitudes, which then lead to a higher intention to purchase. However, price fairness showed no significant effect on attitude. The findings provide insights for marketers and policymakers to promote organic food consumption by emphasizing health, safety, and environmental benefits, while also highlighting product awareness and nutritional value.

This study by Massey, M., O'Cass, A., & Otahal, P. (2018) , conducts a comprehensive meta-analysis to identify the key factors influencing consumers' organic food purchasing decisions. Based on 150 studies with more than 124,000 consumers, the research looks at how attitudes, motivations, and context influence the choice of organic food. Results indicate that attitudes toward organic food and health concerns are the strongest and most consistent drivers, followed by environmental concern, perceptions of quality and safety, and trust in labelling and certification. On the other hand, high prices and limited availability stop many people from buying organic food. The study shows that building trust, focusing on health-based marketing, and making products easier to access can encourage more consumers to adopt organic food. It also adds value by combining evidence on what drives purchases, giving useful insights for marketers, policymakers, and researchers.

Yilmaz, B (2023) investigated consumer behaviour towards organic food using the Stimulus–Organism–Response (SOR) framework. The study, based on an online survey of 330 respondents in Turkey, highlighted that factors such as moral attitudes, health consciousness, and sustainable consumption values positively influenced understood

advantages of organic food. However, recognized values like health, environmental, and food safety did not directly turn into purchase behaviour. Socio-demographic factors such as age, education, marital status, and employment significantly shaped buying decisions, while income and gender were less influential. This finding suggests that the outcome of organic food alone does not lead to sustainable consumption; practical factors such as accessibility, affordability, and consumer awareness also play a crucial role in purchase decisions.

This study by Devi, K., Singh, G., Roy, S. K., & Cúg, J. (2023), explored the drivers of organic food purchase intention, with an emphasis on the moderating effect of health consciousness. The study used survey data from 701 New Zealand and Fiji consumers to test the influences of self-risk perception, beliefs, values, lifestyle, social networking, and attitudes on consumers' organic food purchase intention. The results showed that self-perceived risk and positive attitudes have a significant positive impact on purchase intention, whereas beliefs and values strengthen the purchase intention indirectly through their effects on attitudes and risk perceptions. Social networking was also shown to have impacts on consumers' attitudes and risk perceptions, but its direct impact on purchase intention was less pronounced. Surprisingly, health consciousness was found to play a significant moderating role: it strengthened the effects of self-risk perception, values, and beliefs in influencing purchase intention, but diminished the impact of social networking. These findings emphasize that very health-conscious consumers are more likely to depend on their internal health motives rather than social influences in making buying decisions. The research adds to the literature by showing how personal health orientation interacts with social and cultural influences to inform organic food choice, and referencing limitations in generalizability as a result of the cross-sectional study and data from merely two nations

Wojciechowska-Solis and Barska, (2021) explore the link between consumers' environmental awareness and their purchasing behaviour toward organic products in Poland. The paper is situated within the wider body of research on sustainable consumption, which often highlights the "attitude–behaviour gap": consumers express pro-environmental attitudes but do not always translate these into actual purchases. This study seeks to understand how awareness, motives, and product preferences shape organic food

consumption. Using a cross-sectional diagnostic survey conducted between October 2019 and February 2020, the authors collected data from 1,067 adult Polish consumers. The questionnaire measured socio-demographic factors, knowledge of organic products, frequency of consumption, and motives for purchase. Statistical analysis (including regression and discriminant analysis) revealed key insights into consumer behaviour. The findings show that health and safety concerns are the dominant drivers of organic food consumption. Respondents emphasized the absence of harmful substances (such as pesticides and antibiotics), nutritional benefits, and better taste as reasons for choosing organic products. Among specific items, eggs, fresh fruit and vegetables, honey, dairy, and cereals were the most frequently purchased organic goods. Importantly, the study confirmed a positive relationship between environmental awareness—such as caring for animal welfare and natural resource preservation—and the tendency to purchase organic food.

Tanner and Wölfing Kast (2003) aimed to examine the determinants of green food purchasing behaviour among Swiss consumers, with the objective of identifying both personal and contextual factors that drive or hinder sustainable consumption. Using a structured survey of about 554 respondents, the study collected data on attitudes, norms, knowledge, perceived barriers, socio-demographic variables, living conditions, and store characteristics. The survey responses were analyzed using a Rasch model to create a nuanced measure of "green purchases," which went beyond organic products to include dimensions like fair trade, local origin, seasonal availability, freshness, and reduced packaging. The findings showed that strong positive attitudes toward environmental protection, fair trade, and local products were the most significant predictors of green consumption. Action-related knowledge also contributed positively, though to a lesser degree, while perceived barriers such as time constraints and frequent supermarket shopping reduced the likelihood of green purchases.

Heena Thanki (2022),Sweety Shah ,Ankit Oza ,Petrica Vizureanu and Dumitru Doru Burduhos-Nergis, studied the factors that influence consumers' intention to repurchase organic food grains in India, addressing a gap in research that has mostly focused on first-time purchases. The objective of the study was to identify key drivers such as health consciousness, past experience, trust, attitude, and willingness to pay, and to examine how these variables interact to shape repeat buying behaviour. The authors drew

on the Theory of Planned Behaviour (TPB)and the Stimulus-Organism-Response (S-O-R) framework to build their model, emphasizing both psychological and experiential factors. A structured survey was conducted among 408 urban consumers who had previously purchased organic food grains, using a questionnaire to collect data. The responses were analyzed through Structural Equation Modeling (SEM) to test relationships and mediation effects. The findings highlight that past positive experience with organic products, such as good quality and satisfaction, strongly encouraged repurchase intention. Health consciousness also played an important role, as consumers concerned about nutrition and chemical-free food were more willing to continue buying organic grains. Trust in organic labels and producers further strengthened loyalty, while willingness to pay a price premium influenced outcomes only when consumers perceived tangible benefits. Among all factors, attitude acted as a central mediator, linking health, trust, and experience to repurchase behaviour.

The study by Ćirić, M., Jovanović, S., Kostić, M., & Tomašević, I. (2020), examined how marketing factors influence consumer acceptance of organic food in Montenegro, a developing market. Using an online survey of 1,051 buyers, mostly young females from lower-income groups, Structural Equation Modelling was applied. Findings showed that price and promotion had the strongest influence. Consumers were willing to pay more if they believed the product was of high quality. Social media and online platforms were more effective than traditional media, though women still responded to TV and print. Health benefits and trust in producers also mattered, while packaging and distribution were less important. The study highlights that in developing markets, digital promotion and price perception drive acceptance, but future research should also examine non-buyers across countries.

The study by Lazaroiu G, Andronie M, Uţă C and Hurloiu I (2019), shows that consumers often choose organic foods because they feel that the products are healthier, chemical-free, and environmentally friendly. While labeling on the organic product plays an important role in purchasing behavior, especially among health-conscious and eco-aware people, as it is also building trust and loyalty. Viewing the quality, confidence in organic labels, and its strong value influence buying decisions. Studies highlight that organic foods are valued for their health, green benefits, and better taste, and that the consumers are even willing to pay more for products that are natural and sustainable.it also

notes down the long-term impact of organic farming on soil, greenhouse gas emissions, crop adaptation to climate change, and the role of technology like big data and AI in sustainable farming. Future studies should explore the economic benefits of organic farming, nutritional values, energy efficiency, biodiversity regeneration, and farmers' decision-making factors.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter explains the exploration methodology espoused to study the factors impacting sustainable consumption with special reference to organic product preferences among consumers in Salcete, Goa. Exploration methodology refers to the methodical way in which the exploration was carried out in order to achieve the objects of the study. This chapter includes the exploration design, area and population of the study, sample size, sources of data, tools used for data collection and analysis, and the period of the study.

3.2 RESEARCH DESIGN

The present study is grounded on a descriptive research design. Descriptive research helps in describing the characteristics, opinions, and behaviour of consumers towards organic products. This design was used as the study aims to understand the position of mindfulness, preferences, and various factors impacting consumers to buy organic products. It also helps in analysing consumer attitudes towards sustainable consumption in a clear and systematic manner. The study also used correlation and regression to understand influencing factors.

3.3 MODEL SPECIFICATION AND ANALYTICAL TOOLS

The study utilised both Pearson's correlation analysis and multiple linear regression analysis to examine the determinants of consumption frequency of organic food products. Initially, correlation analysis was conducted to assess the strength and direction of the linear relationships among environmental factors, health factors, culture, purchase and spending, and consumption frequency. Pearson's 'r' helped identify whether significant associations existed at the bivariate level. Subsequently, multiple regression analysis using the Ordinary Least Squares (OLS) method was performed to evaluate the combined and individual influence of the independent variables on consumption frequency while controlling for the effects of the other predictors.

The estimated regression model is:

$$CB = \alpha + \beta_1 EF + \beta_2 HF + \beta_3 CF + \beta_4 PS + \varepsilon$$

Where:

CB = Consumer Behaviour measured by the consumption frequency of organic products

EF = environmental factors affecting organic food consumption

HF = health factors affecting organic food consumption

CF = cultural and culinary factors affecting organic food consumption

PS = Purchase and spending behaviour towards organic food

ε = error term

The dependent variable is Consumption Behaviour. It refers to how often consumers purchase and consume organic food products. It represents the behavioural outcome of the model, capturing the regularity and consistency of organic food usage.

The independent variables are as follows:

Environmental Factors – They reflect consumers' ecological concerns, such as environmental protection, sustainable farming, and reduction of chemical usage, which may influence organic food choices.

Health Factors – represent health consciousness and the belief that organic foods are safer, more nutritious, and free from harmful chemicals.

Cultural and Culinary factors – it captures the influence of traditional food habits, culinary practices, and cultural values on organic food consumption.

Purchase and Spending behaviour – it indicates the financial commitment toward organic products, including willingness to pay premium prices and allocation of grocery budget to organic food.

3.4 AREA, POPULATION AND SAMPLE SIZE OF THE STUDY

The study was conducted in Salcete Taluka of Goa, covering both rural and urban areas, with greater focus on rural areas. Salcete was selected as the area of study due to the increasing availability of organic products and growing awareness about sustainable consumption among consumers.

The population of the study consists of consumers residing in Salcete, Goa, who are aware of or purchase organic products. Consumers belonging to different age groups, income levels, and educational backgrounds were included in the study.

For the purpose of the study, a sample size of 165 respondents was selected. The respondents were chosen using the convenience sampling technique, as it helped in collecting data easily from respondents who were readily available and willing to participate in the survey. This method was considered suitable due to time limitations and ease of data collection.

3.5 SOURCES OF DATA

3.5.1 Primary Data

Primary data refers to data collected for the first time by the researcher for a specific purpose. In this study, primary data was collected directly from consumers through a structured questionnaire. The questionnaire was prepared in a simple and clear manner to ensure better understanding by the respondents. It included questions related to awareness of organic products, buying preferences, frequency of purchase, and factors influencing sustainable consumption such as health concerns, environmental awareness, price, and quality. Collecting primary data helped in obtaining accurate and first-hand information relevant to the objectives of the study.

3.5.2 Secondary Data

Secondary data refers to data that has already been collected and published by others. For this study, secondary data was collected from textbooks, research journals, published articles, newspapers, websites, government reports, and other online sources related to sustainable consumption and organic products. Secondary data helped in gaining theoretical knowledge and understanding previous research findings related to the topic.

3.6 TOOLS FOR DATA COLLECTION

The main tool used for data collection was a structured questionnaire based on the Likert Scale. The Likert scale was used to measure the level of agreement or disagreement of respondents with various statements related to organic product preferences and sustainable consumption. The scale helped in converting opinions and attitudes of respondents into measurable data, making analysis easier and more effective.

3.7 PERIOD OF THE STUDY

The data for the study was collected over a period of three months, from October 2025 to December 2025. This time period was considered sufficient for distributing the questionnaires, collecting responses, and ensuring accuracy in data collection.

3.8 TOOLS USED FOR DATA ANALYSIS

The data collected through the questionnaire was carefully organized and analyzed using Microsoft Excel and Jamovi. Simple statistical tools such as percentage analysis were used to understand the distribution of responses. The data was presented using bar graphs and pie charts, which helped in easy interpretation and clear visual representation of the findings.

CHAPTER 4: ANALYSIS AND DISCUSSION

4.1. INTRODUCTION

In this Chapter, the data collected from the respondents has been systematically processed, analysed and interpreted using suitable statistical tools. Jamovi was used to prepare frequency tables and to conduct correlation and regression analysis. The following analysis is based on the objectives of the study.

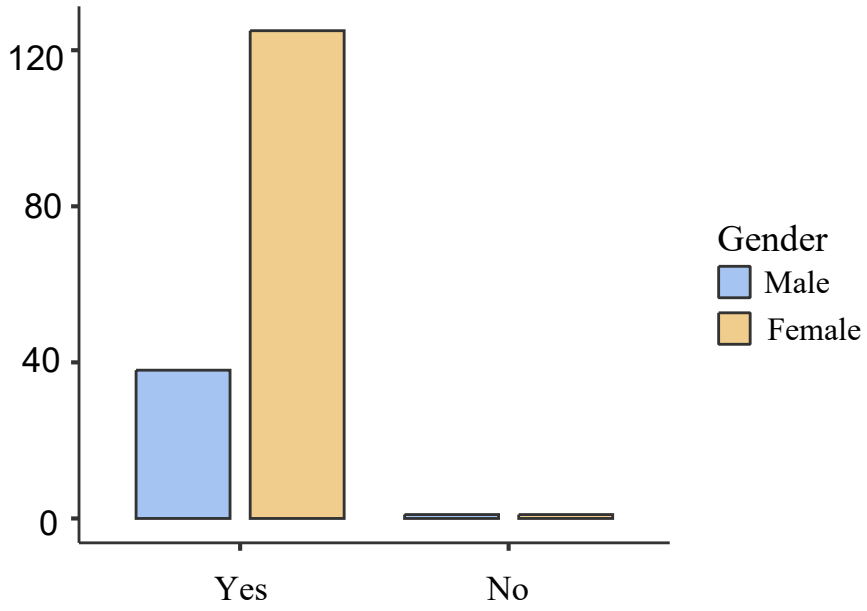
4.2. IMPACT OF DEMOGRAPHIC FACTORS ON AWARENESS OF ORGANIC PRODUCTS

Table 4.1. Awareness about organic products based on Gender

Are you aware of what organic food products are?	Gender	Counts	% of Total	Cumulative %
No	Male	1	0.6%	0.6%
	Female	1	0.6%	1.2%
Yes	Male	38	23.0%	24.2%
	Female	125	75.8%	100.0%

Source: Primary data

Figure 4.1. Awareness about organic products based on Gender



The table presents respondents' awareness of organic food products classified by gender. Out of the total 165 respondents, the majority demonstrated awareness, with 163 individuals indicating that they are aware of organic food products, while only 2 respondents reported lack of awareness.

Among those aware, female respondents constitute the larger proportion, accounting for 125 individuals (75.8%), compared to 38 males (23.0%). With regard to respondents who were not aware, one male and one female were recorded, each representing 0.6% of the total sample.

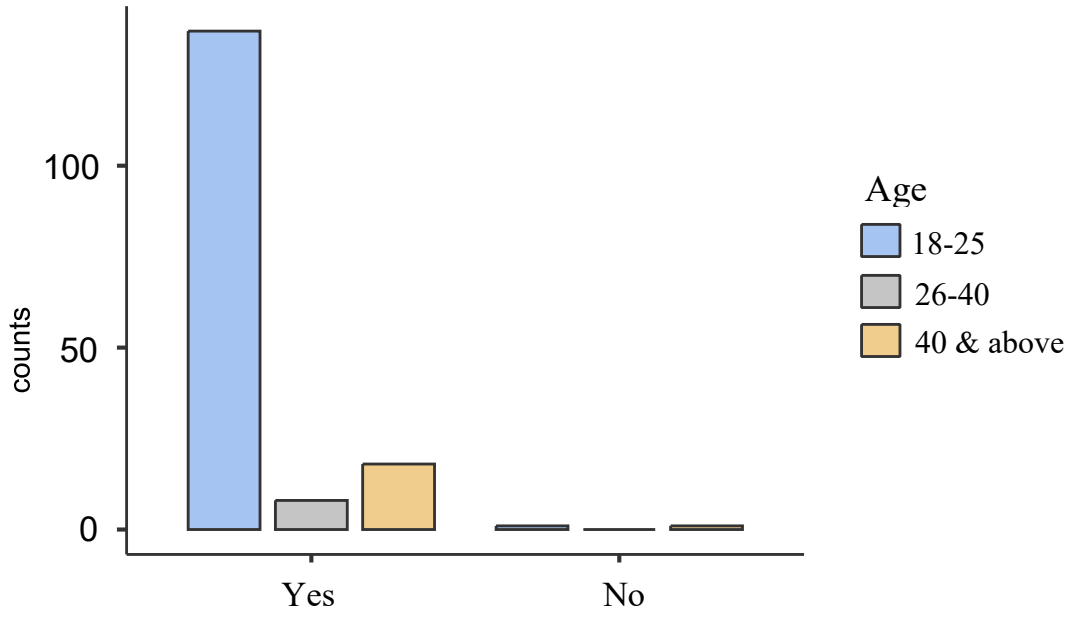
Overall, the findings indicate a high level of awareness across both genders, with females forming the dominant share of aware respondents. The minimal number of unaware respondents suggests that gender does not significantly influence awareness levels within the sample.

Table 4.2. Awareness about organic products based on Age

Are you aware of what organic food products are?	Age	Counts	% of Total	Cumulative %
No	18-25	1	0.6%	0.6%
	26-40	0	0.0%	0.6%
	40 & above	1	0.6%	1.2%
Yes	18-25	137	83.0%	84.2%
	26-40	8	4.8%	89.1%
	40 & above	18	10.9%	100.0%

Source: Primary data

Figure 4.2. Awareness about organic products based on Age



The table presents the distribution of respondents' awareness of organic food products across different age groups. Out of the total 165 respondents, an overwhelming majority demonstrated awareness of organic food products, while only a negligible proportion reported lack of awareness.

Specifically, 163 respondents indicated that they were aware of organic food products, representing 98.8% of the total sample. In contrast, only 2 respondents (1.2%) reported that they were not aware. Age-wise analysis shows that awareness is particularly prominent among respondents aged 18–25 years, who constitute the largest share with 137 individuals (83.0%). Respondents in the 26–40 age group account for 8 aware individuals (4.8%), while those aged 40 years and above account for 18 aware individuals (10.9%).

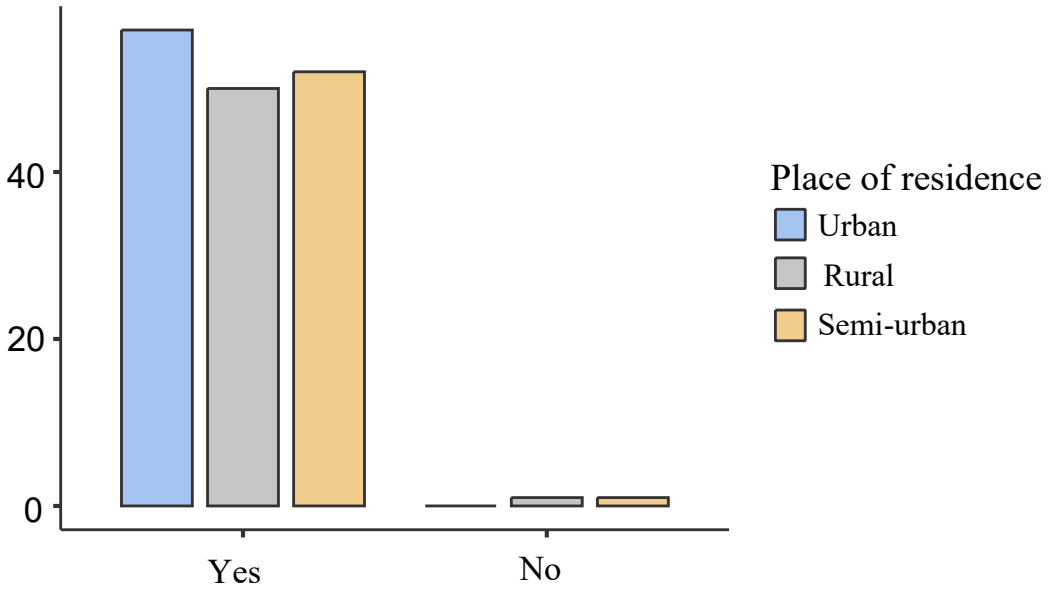
Among the respondents who were not aware, one individual belonged to the 18–25 age group and one to the 40 years and above category, while none from the 26–40 group reported lack of awareness. These findings suggest that awareness of organic food products is consistently high across all age categories, with variations largely reflecting the distribution of respondents rather than significant age-related differences in awareness.

Table 4.3. Awareness about organic products based on Place of residence

Are you aware of what organic food products are?	Place of residence	Counts	% of Total	Cumulative %
No	Urban	0	0.0%	0.0%
	Rural	1	0.6%	0.6%
	Semi-urban	1	0.6%	1.2%
Yes	Urban	57	35.4%	36.6%
	Rural	50	31.1%	67.7%
	Semi-urban	52	32.3%	100.0%

Source: Primary data

Figure 4.3. Awareness about organic products based on Place of residence



Out of the total 165 respondents, the findings reveal a very high level of awareness regarding organic food products. A majority of 159 respondents (approximately 96.4%) stated that they are aware of what organic food products are, while only 2 respondents (1.2%) reported that they are not aware. This clearly indicates that awareness about organic food products is widespread among the sample population.

When analyzed based on place of residence, the data shows consistently high awareness across all areas. In urban areas, all 57 respondents reported being aware, reflecting complete awareness among urban participants. In rural areas, 50 respondents are aware and only 1 respondent is unaware, indicating that awareness levels are also very strong in rural regions. Similarly, in semi-urban areas, 52 respondents are aware, with just 1 respondent lacking awareness.

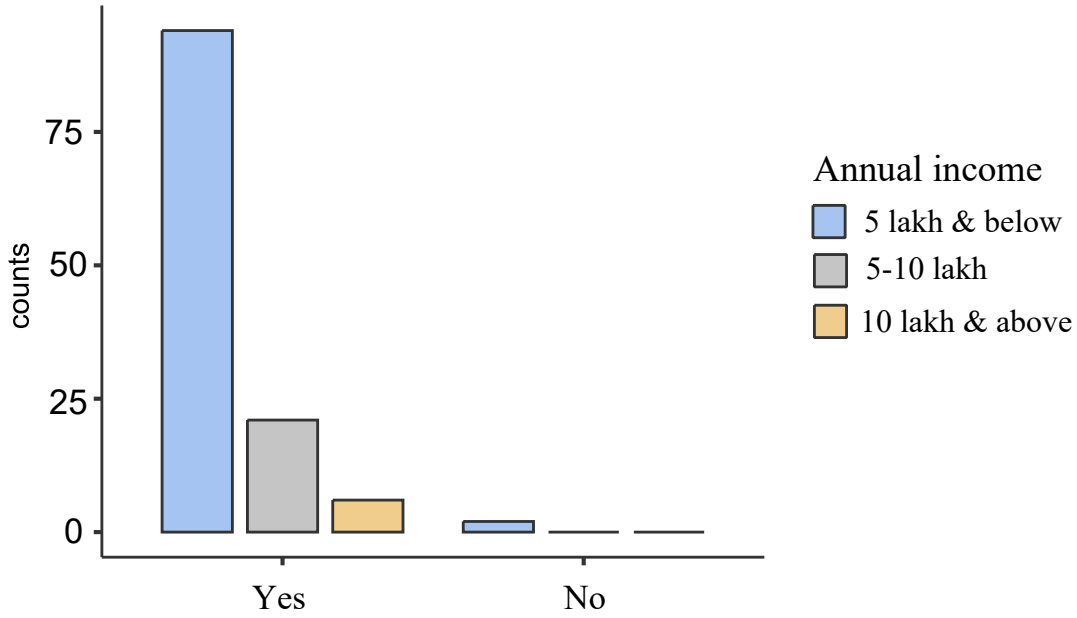
Overall, the data demonstrates that awareness of organic food products is extremely high irrespective of residential location. There is no significant variation between urban, rural, and semi-urban respondents, suggesting that information about organic food products has effectively reached people across different areas.

Table 4.4. Awareness about organic products based on Annual income

Are you aware of what organic food products are?	Annual income	Counts	% of Total	Cumulative %
No	5 lakh & below	2	1.6%	1.6%
	5-10 lakh	0	0.0%	1.6%
	10 lakh & above	0	0.0%	1.6%
Yes	5 lakh & below	94	76.4%	78.0%
	5-10 lakh	21	17.1%	95.1%
	10 lakh & above	6	4.9%	100.0%

Source: Primary data

Figure 4.4. Awareness about organic products based on Annual income



The table presents respondents' awareness of organic food products categorized by annual income, based on a total sample of 165 respondents. The results show a very high level of awareness across all income groups, with 163 respondents indicating awareness and only 2 respondents reporting lack of awareness.

Among those who were aware, the majority belonged to the ₹5 lakh and below income category, accounting for 94 respondents (76.4%). This was followed by respondents in the ₹5–10 lakh category with 21 individuals (17.1%), and those earning ₹10 lakh and above with 6 individuals (4.9%). In contrast, the only respondents who were unaware were from

the lowest income group (₹5 lakh and below), representing 1.6% of the total sample, while no cases of unawareness were observed in the higher income categories.

Overall, the findings suggest that awareness of organic food products is widespread across income levels, with observed differences largely reflecting the distribution of respondents across income groups rather than significant income-based disparities in awareness.

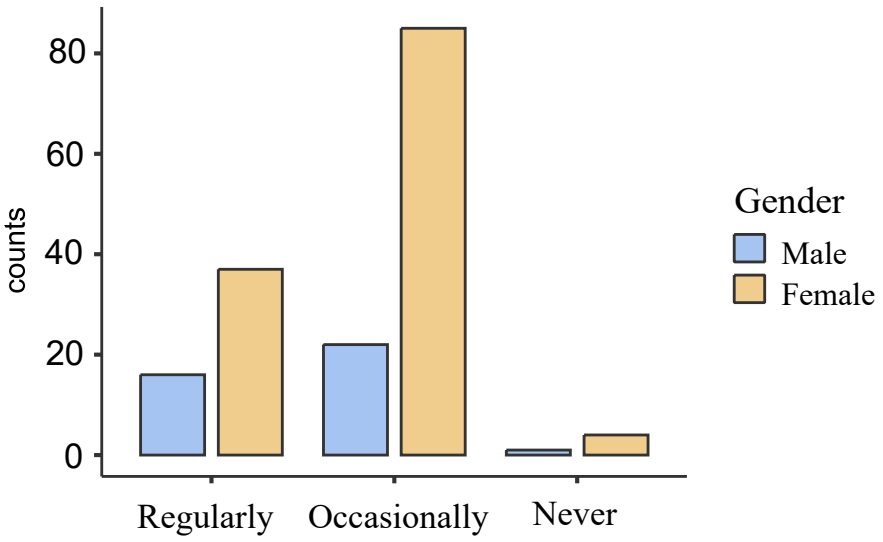
4.3. IMPACT OF DEMOGRAPHIC FACTORS ON CONSUMPTION OF ORGANIC PRODUCTS

Table 4.5. Consumption of organic products based on Gender

How often do you consume organic food products?	Gender	Counts	% of Total	Cumulative %
Regularly	Male	16	9.7%	9.7%
	Female	37	22.4%	32.1%
Occasionally	Male	22	13.3%	45.5%
	Female	85	51.5%	97.0%
Never	Male	1	0.6%	97.6%
	Female	4	2.4%	100.0%

Source: Primary data

Figure 4.5. Consumption of organic products based on Gender



Out of 165 respondents, the majority consume organic food products occasionally. Among regular consumers, 16 males (9.7%) and 37 females (22.4%) reported consuming organic food regularly, showing that females are more likely than males to consume organic products on a regular basis. In the occasional category, 22 males (13.3%) and 85 females (51.5%) fall under this group, indicating that occasional consumption is the most common

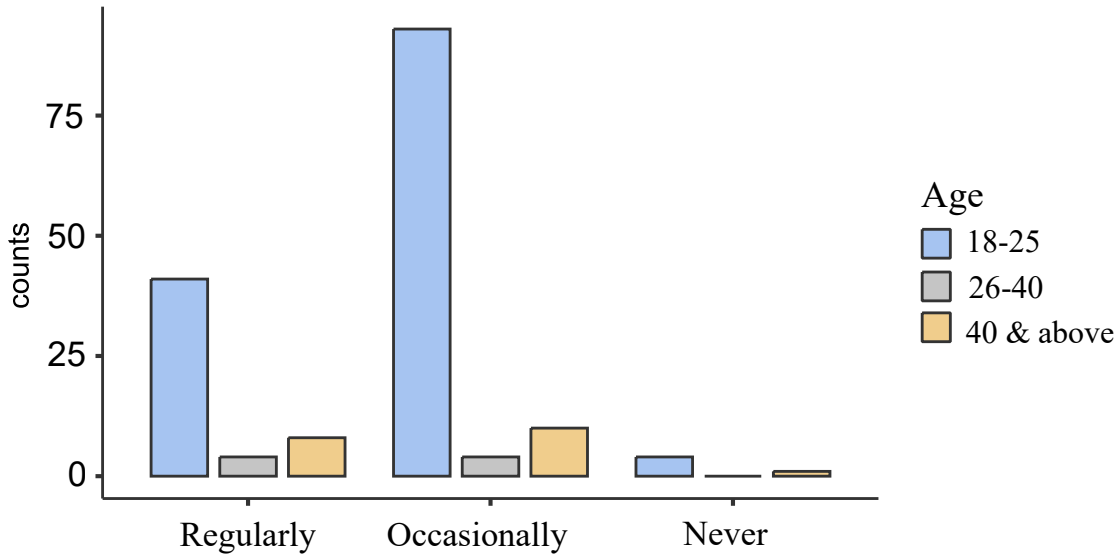
pattern, especially among women. Very few respondents reported never consuming organic food, with only 1 male (0.6%) and 4 females (2.4%). Overall, the findings suggest that female respondents dominate in all categories of organic food consumption, and occasional consumption is the most preferred pattern among both genders.

Table 4.6. Consumption of organic products based on Age

How often do you consume organic food products?	Age	Counts	% of Total	Cumulative %
Regularly	18-25	41	24.8%	24.8%
	26-40	4	2.4%	27.3%
	40 & above	8	4.8%	32.1%
Occasionally	18-25	93	56.4%	88.5%
	26-40	4	2.4%	90.9%
	40 & above	10	6.1%	97.0%
Never	18-25	4	2.4%	99.4%
	26-40	0	0.0%	99.4%
	40 & above	1	0.6%	100.0%

Source: Primary data

Figure 4.6. Consumption of organic products based on Age



Among the 165 respondents, the age group 18–25 years constitutes the largest proportion of organic food consumers. In the regular consumption category, 41 respondents (24.8%) belong to the 18–25 age group, compared to 4 respondents (2.4%) aged 26–40 and 8 respondents (4.8%) aged 40 and above. Similarly, in the occasional category, 93

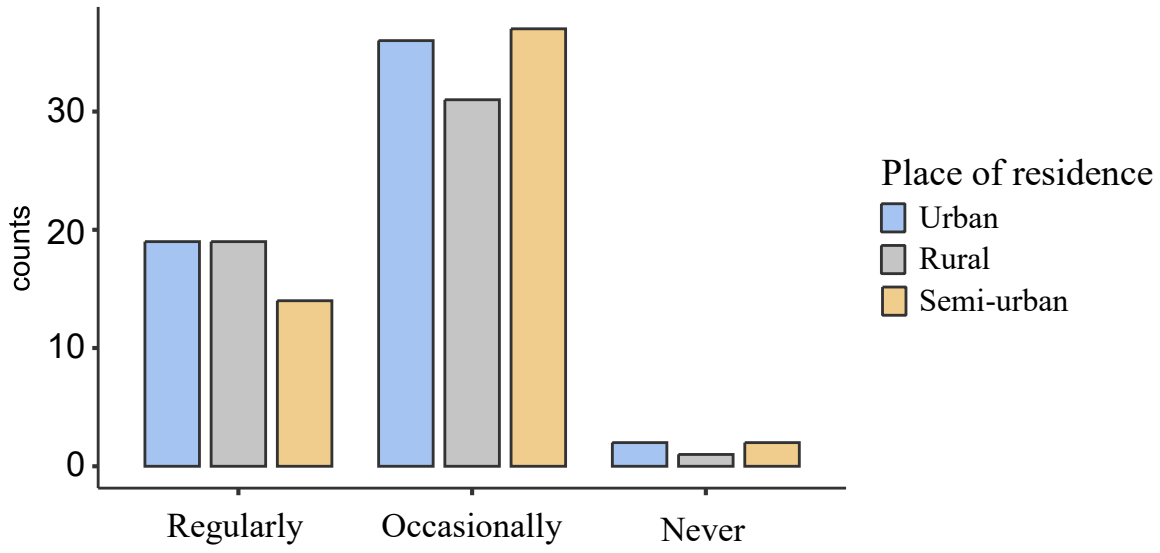
respondents (56.4%) are aged 18–25, which clearly shows that young adults are the primary consumers of organic food products. Very few respondents reported never consuming organic food, with 4 respondents (2.4%) from 18–25 and only 1 respondent (0.6%) from 40 and above. This indicates that younger individuals are more aware of or inclined toward organic food consumption compared to older age groups.

Table 4.7. Consumption of organic products based on Place of residence

How often do you consume organic food products?	Place of residence	Counts	% of Total	Cumulative %
Regularly	Urban	19	11.8%	11.8%
	Rural	19	11.8%	23.6%
	Semi-urban	14	8.7%	32.3%
Occasionally	Urban	36	22.4%	54.7%
	Rural	31	19.3%	73.9%
	Semi-urban	37	23.0%	96.9%
Never	Urban	2	1.2%	98.1%
	Rural	1	0.6%	98.8%
	Semi-urban	2	1.2%	100.0%

Source: Primary data

Figure 4.7. Consumption of organic products based on Place of residence



Out of the total respondents, the data shows varying levels of organic food consumption across urban, rural, and semi-urban areas. A total of 52 respondents consume organic food regularly, representing 32.3% of the total sample. Among them, 19 are from urban areas, 19 from rural areas, and 14 from semi-urban areas. This indicates that regular consumption is moderate but not very high.

The majority of respondents consume organic food occasionally. A total of 104 respondents (64.7%) fall under this category, with 36 urban, 31 rural, and 37 semi-urban respondents. This suggests that while many people are aware of organic food products, most prefer to consume them occasionally rather than on a regular basis.

Only 5 respondents (3.1%) reported that they never consume organic food products. This includes 2 urban, 1 rural, and 2 semi-urban respondents, showing that very few individuals completely avoid organic food.

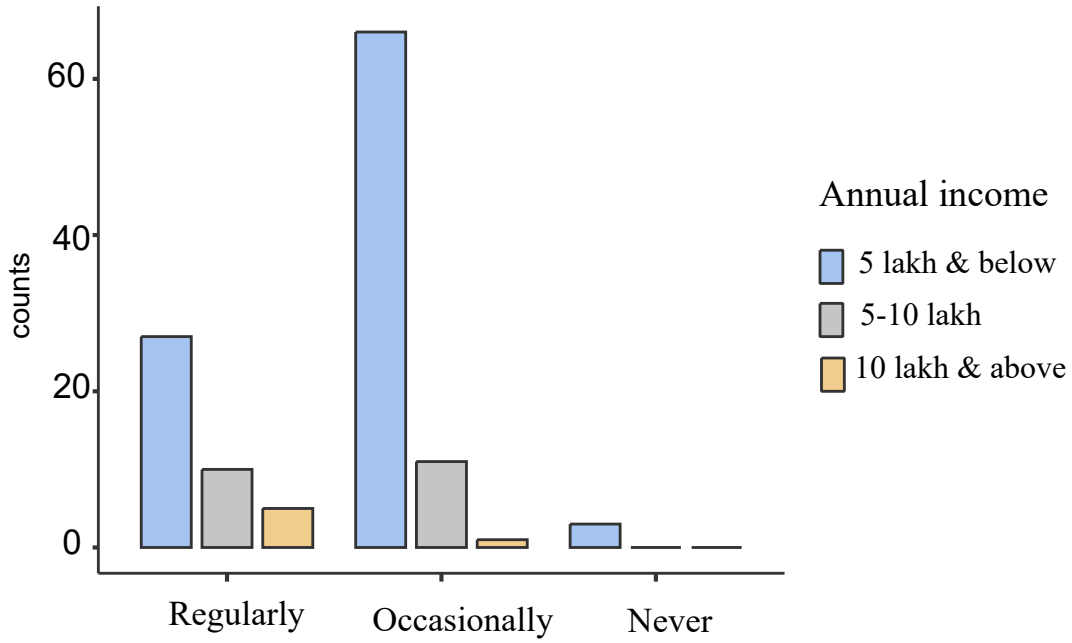
Overall, the findings indicate that occasional consumption of organic food is most common among respondents across all residential areas. Regular consumption is comparatively lower, and very few respondents never consume organic food. This suggests that although awareness is high, regular usage is still developing.

Table 4.8. Consumption of organic products based on Annual income

How often do you consume organic food products?	Annual income	Counts	% of Total	Cumulative %
Regularly	5 lakh & below	27	22.0%	22.0%
	5-10 lakh	10	8.1%	30.1%
	10 lakh & above	5	4.1%	34.1%
Occasionally	5 lakh & below	66	53.7%	87.8%
	5-10 lakh	11	8.9%	96.7%
	10 lakh & above	1	0.8%	97.6%
Never	5 lakh & below	3	2.4%	100.0%
	5-10 lakh	0	0.0%	100.0%
	10 lakh & above	0	0.0%	100.0%

Source: Primary data

Figure 4.8. Consumption of organic products based on Annual income



Based on the income distribution of 165 respondents, those earning ₹5 lakh and below represent the largest group of organic food consumers. Among regular consumers, 27 respondents (22.0%) fall under the ₹5 lakh and below category, followed by 10 respondents (8.1%) earning ₹5–10 lakh and 5 respondents (4.1%) earning ₹10 lakh and above. In the occasional consumption category, 66 respondents (53.7%) earning ₹5 lakh and below form the majority, while 11 respondents (8.9%) from ₹5–10 lakh and only 1 respondent (0.8%) from ₹10 lakh and above consume occasionally. Very few respondents reported never consuming organic food. The results suggest that although organic food is consumed across all income groups, it is more commonly purchased occasionally by respondents in the lower income group.

4.4. FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARDS ORGANIC PRODUCTS

Table 4.9. Correlation results

Correlation Matrix						
		CB	PS	EF	HF	CF
CB	Pearson's r	—				
	p-value	—				
PS	Pearson's r	0.767	—			
	p-value	<.001	—			
EF	Pearson's r	0.460	0.551	—		
	p-value	<.001	<.001	—		
HF	Pearson's r	0.506	0.562	0.775	—	
	p-value	<.001	<.001	<.001	—	
CF	Pearson's r	0.561	0.516	0.558	0.560	—
	p-value	<.001	<.001	<.001	<.001	—

Source: Primary data

The Pearson correlation analysis reveals statistically significant positive relationships among all the variables examined in the study ($p < .001$). This indicates that consumption behaviour toward organic food products in Goa is meaningfully associated with health, environmental, cultural, and spending-related factors.

The strongest relationship observed in the matrix is between consumption frequency and purchase and spending ($r = 0.767$). This strong positive correlation suggests that respondents who consume organic food more frequently also allocate a higher portion of their budget toward organic products. In other words, increased usage is closely tied to increased financial commitment, reflecting a consistent and habitual consumption pattern.

With regard to motivational factors, health factors show a moderate-to-strong positive correlation with consumption frequency ($r = 0.506$). This indicates that individuals who are more health-conscious tend to consume organic food more regularly. The findings suggest that personal and family health concerns are important determinants of organic food consumption. Similarly, cultural factors demonstrate a moderate-to-strong positive relationship with consumption frequency ($r = 0.561$), implying that traditional food habits,

cultural values, and culinary preferences play a meaningful role in influencing organic food consumption in the Goan context.

Environmental factors also show a positive association with consumption frequency (r = 0.460), though the strength of this relationship is comparatively moderate. This suggests that while environmental awareness contributes to organic food consumption, it may not be as strong a motivator as health or cultural influences.

Among the independent variables, a particularly strong correlation exists between environmental factors and health factors (r = 0.775). This indicates that respondents who are environmentally conscious are also likely to be highly health-conscious, reflecting overlapping value orientations. Moderate-to-strong positive relationships are also observed between purchase and spending and health factors (r = 0.562), environmental factors (r = 0.551), and cultural factors (r = 0.516), suggesting that these motivations are linked to greater financial willingness to invest in organic products.

Overall, the findings demonstrate that organic food consumption in Goa is multidimensional, driven by health consciousness, cultural influences, and environmental awareness, with health and cultural factors emerging as relatively stronger behavioural predictors of consumption frequency.

Table 4.10. Regression results

Model Fit Measures		
Model	R	R^2
1	0.793	0.629
Note. Models estimated using sample size of N=165		

Model Coefficients - Consumption Behaviour (CB)				
Predictor	Estimate	SE	t	p
Intercept	0.2690	0.2195	1.23	0.222
EF	-0.0840	0.0731	-1.15	0.252
HF	0.0778	0.0773	1.01	0.316
CF	0.2395	0.0644	3.72	<.001
PS	0.6891	0.0652	10.58	<.001

Source: Primary data

A multiple regression analysis was conducted to examine the influence of environmental factors, health factors, culture, and purchase and spending on consumption frequency of organic food products. The model was estimated using a sample size of N = 165.

The overall model in Table 4.10 demonstrates strong explanatory power. The multiple correlation coefficient is R = 0.793, indicating a strong relationship between the predictors and consumption frequency. The coefficient of determination, $R^2 = 0.629$, suggests that approximately 62.9% of the variance in consumption frequency is explained by the combined effects of environmental factors, health factors, culture, and purchase and spending. This reflects a substantial model fit, indicating that the selected predictors collectively provide meaningful explanatory value.

Among the independent variables, purchase and spending emerges as the strongest and most significant predictor of consumption frequency ($\beta = 0.6891$, $p < .001$). The large positive coefficient indicates that higher levels of spending and purchase commitment significantly increase the frequency of organic food consumption. This suggests that behavioural investment (financial commitment) plays a central role in driving regular consumption.

Culture is also a statistically significant predictor ($\beta = 0.2395$, $p < .001$). The positive coefficient implies that cultural and culinary influences meaningfully contribute to increased consumption frequency. In the Goan context, traditional food habits and cultural orientation appear to reinforce organic consumption behaviour.

In contrast, environmental factors ($\beta = –0.0840$, $p = .252$) and health factors ($\beta = 0.0778$, $p = .316$) are not statistically significant predictors in the presence of other variables. Although earlier correlation analysis showed positive associations, their effects are not significant when controlling for purchase and spending and cultural factors. This may indicate overlapping variance among predictors or that health and environmental concerns indirectly influence consumption through spending behaviour.

The intercept is not statistically significant ($p = .222$), which is not substantively important for interpretation.

The regression results indicate that while health and environmental concerns are associated with organic consumption at the bivariate level, actual consumption frequency is primarily driven by purchase/spending commitment and cultural influences. The model explains a substantial proportion of variance, highlighting that behavioural and socio-cultural factors are key determinants of organic food consumption in Goa.

CHAPTER 5: FINDINGS AND CONCLUSION

5.1. FINDINGS

5.1.2. Objective 1: To understand the impact of demographic factors on awareness regarding organic products.

1. The study found that awareness of organic food products is extremely high (98.8%) among respondents.

2. Only 1.2% of respondents reported that they were not aware of organic food products, indicating negligible unawareness.

3. Awareness of organic food products is widely prevalent across the sample, showing that information about organic products has effectively reached consumers.

4. The results indicate that demographic factors do not create significant differences in awareness, as awareness levels are uniformly high.

5.1.2. Objective 2: To understand the impact of demographic factors on consumption of organic products.

1. The study reveals that most respondents consume organic food products occasionally (approximately 64.8%).

2. Regular consumption accounts for about 32.1% of respondents, suggesting moderate habitual usage.

3. Only 3.1% of respondents reported never consuming organic food products, indicating minimal rejection.

4. The findings highlight an awareness–consumption gap, where 98.8% awareness does not translate into equally high regular consumption.

5. Organic food consumption is present among the majority of respondents (96.9%), but the intensity remains largely occasional.

5.1.3. Objective 3: To analyse the influence of environmental awareness, health consciousness, cultural factors and purchase and spending patterns on consumer behaviour towards organic products.

a) Correlation analysis

1. Correlation analysis shows that consumption frequency is positively related to environmental awareness, health consciousness, cultural factors, and purchase/spending behaviour ($p < .001$).

2. The strongest relationship exists between consumption frequency and purchase/spending behaviour ($r = 0.767$).

3. Health consciousness shows a moderate positive relationship with consumption frequency ($r = 0.506$).

4. Environmental awareness also shows a positive relationship ($r = 0.460$), though comparatively weaker.

5. Cultural factors demonstrate a moderate-to-strong positive relationship with consumption frequency ($r = 0.561$).
6. A strong association was observed between health consciousness and environmental awareness ($r = 0.775$).

b) Regression analysis

1. The regression model explains a substantial proportion of variation in consumption frequency ($R^2 = 0.629$ or 62.9%).

2. Purchase and spending behaviour emerges as the strongest predictor ($\beta = 0.689$, $p < .001$).

3. Cultural factors significantly influence consumption frequency ($\beta = 0.239$, $p < .001$).

4. Health and environmental factors are not statistically significant predictors ($p > 0.05$) when other variables are considered.

5. The findings suggest that actual consumption behaviour is driven more by spending commitment and cultural influences.

5.1.4. Overall Findings

1. Awareness of organic food products is very high (98.8%), but regular consumption remains moderate (32.1%).

2. Occasional consumption (64.8%) is the dominant pattern among respondents.

3. Spending commitment and cultural influences are the key drivers of organic food consumption.

4. The study confirms that high awareness and positive attitudes alone are insufficient to ensure regular sustainable consumption.

5.2. LIMITATIONS

- Hesitation to Disclose Income

  Many respondents were hesitant to disclose their exact annual income. This may have affected the accuracy of income-related analysis and its relationship with organic food consumption.

- Low Consumption of Organic Products in Goa

  Not a large proportion of people in Goa consume organic products regularly. This limited the ability to analyze strong behavioural patterns among regular consumers.

- Lack of Awareness About Organic Products

Some respondents lacked proper awareness regarding organic products, which may have influenced the reliability of responses related to attitudes and consumption behaviour.

- Limited Sample Size
  The study was conducted with only 165 respondents, which may not fully represent the entire population of Salcete or Goa.

- Convenience Sampling Method
  The use of convenience sampling may result in sampling bias, as respondents were selected based on availability rather than random selection.

- Dominance of Young Respondents (18–25 Age Group)
  A large proportion of respondents belonged to the younger age group, which may limit balanced comparison across different age categories.

- Self-Reported Data
  The data collected through questionnaires relied on self-reported responses, which may involve exaggeration, misunderstanding, or social desirability bias.

- Time Constraint
  The study was conducted within a limited time period (three months), which restricted wider data collection and deeper investigation.

- Geographical Limitation
  The study was confined to Salcete Taluka of Goa, and therefore the findings cannot be generalized to other regions.

- Limited Measurement of Consumption
  Consumption frequency was measured using broad categories (regularly, occasionally, never), which may not accurately capture actual purchasing behaviour.

5.3 CONCLUSION

The study highlights that while awareness regarding organic food products and sustainable consumption is significantly high among consumers in Salcete, regular consumption remains moderate. The major challenges include high prices, limited availability, certification concerns, and the gap between positive attitudes and actual purchasing behaviour. Cultural influences and spending commitment play a more significant role in determining consumption frequency than environmental and health awareness alone.

For sustainable consumption to expand, stakeholders must focus on improving affordability, strengthening certification systems, enhancing supply chains, and conducting effective awareness campaigns. Policymakers, marketers, and local authorities should collaborate to make organic products more accessible and trustworthy. Addressing these challenges can bridge the gap between awareness and action, thereby promoting long-term environmental sustainability and healthier consumption patterns.

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ANNEXURE I

Questionnaire

Section A] Demographic data

Gender

- o Female
- o Male
- o Others: _____

Age group

- o 18-25
- o 26-40
- o 40 & above

Educational qualification *

- o No formal education
- o High school/Higher secondary school
- o College/ University education/Doctorate
- o Other: _____

Place of residence

- o Rural
- o Urban
- o Semi-Urban

Occupation

- o Unemployed
- o Salaried employee
- o Self-employed
- o Homemaker
- o Retired
- o Student

Annual income

- o 5 lakh & below
- o 5-10 lakh
- o 10 lakh & above

Section B] Awareness and Consumption of Organic Food

Are you aware of what organic food products are? *

- o Yes
- o No

How did you first learn about organic food? *

- o Social media
- o Friends/Family
- o Advertisements
- o Retail stores
- o Local markets
- o Other: _____

How often do you consume organic food products? *

- o Regularly
- o Occasionally
- o Never

Which of the following types of organic products do you buy? (select all the options that apply)

- □ Organic fruits
- □ Organic vegetables
- □ Organic grains and pulses (rice, wheat, millet)
- □ Organic produce like dairy, eggs and meat
- □ Organic spices and other food items
- □ Organic beverages

Other: _____

Section C] Environmental Awareness

Please indicate your level of agreement:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
I prefer organic products as they are produced without chemicals which are harmful to the environment					
I prefer organic products because organic farming helps in preserving soil and water quantity.					
I prefer organic products because I feel responsible for protecting the environment through my food choices.					
I prefer organic products to support sustainable agriculture.					
I prefer organic products as their production does not involve ill-treatment of animals.					

Section D] Health Consciousness

Please indicate your level of agreement:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
I prefer organic food because it is healthier than conventionally grown food.					
I prefer organic foods because they are free from pesticides that are harmful for health.					
I prefer organic products because they have higher nutritional value.					
I buy organic products because they are not genetically modified (non-GMO).					
I prefer organic products because they are pure and more natural.					

Section E] Cultural and culinary influences

Please indicate your level of agreement:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
Family tradition around food influences my preference for organic food products.					
The use of organic ingredients in Goan cuisine influence my personal food preference.					
I prefer organic food products because they align with Goan cultural eating habits .					
Local Goan dishes are more appealing when made with organic ingredients.					
Cultural pride in Goan cuisine motivates me to select organic food options.					

Section F] Frequency and Habitual Consumption

Please indicate your level of agreement:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
I regularly include organic food products in my daily diet.					
I purchase organic food products frequently compared to conventional ones.					
Organic food consumption has become a part of my regular lifestyle.					
I make a conscious effort to buy organic food whenever it is available.					
I prefer eating organic food even when dining outside or ordering online.					

Section G] Purchase Intensity and Spending

Please indicate your level of agreement:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
A significant portion of my grocery budget is spent on organic food items.					
I am willing to spend more on organic products compared to regular food products.					
The amount of organic food I purchase has increased over time.					
I purchase organic food products in bulk or on regular basis.					
I plan to increase my purchase of organic food in the near future.					