Understanding the Health and Cultural Challenges in Organic Product Adoption: A Consumer Perspective from Chittoor District, Andhra Pradesh

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Abstract: *As the organic product market is increasing worldwide, certain challenges are observed all across, impacting the purchase of such products. Although its emergence is observed, there are certain areas where modifications are required, and researchers over the period have attempted to shed light on it. This study uses the Health Belief model (HBM) and Consumer Culture Theory (CCT) to navigate the purchasing aspect of the organic product market. A total of 402 consumers from Chittoor District in Andhra Pradesh were considered for this study. The organic product purchase behavior of Indian consumers is challenged by the issue of prices, which must be resolved to motivate them to purchase. Another critical issue observed here is the low level of community support for learning and purchasing organic products. This study suggests various measures to overcome these challenges.*

Keywords*: Organic; Product; Health; Culture; Purchase*

Introduction

At present, organic products are promoted and bought frequently. Increasing awareness of its health benefits has generated many loyal consumers towards this category of products (Basha and Lal 2019; Tandon et al. 2021b). However, it is important to mention that as the organic product market is increasing across the globe, certain challenges are observed all across, impacting the purchase of such products (Ayub, Nik Muhammad Naziman, and Samat 2020; Munshi et al. 2020; Schrank and Running 2018). Although its emergence is observed, there are certain areas where modifications are required, and researchers over the period have attempted to shed light on it. The integration of the two theoretical models to examine the crucial factors and challenges has not yet been undertaken. This study uses the Health Belief model (HBM) and Consumer Culture Theory (CCT) to navigate this aspect of the organic product market.

According to (Kibler et al. 2018) is used to understand the likelihood of an individual engaging in preventing diseases or increasing health risk reduction. This reflects the fact that the inclination of an individual to be healthy is induced by their perceptions of susceptibility, benefits of taking action or seriousness of the disease, and existing barriers to undergoing behavioral changes. The higher the risk of the associated disease, the more likely a person is to undergo the changes required to maintain a healthy lifestyle. The actions taken from this analogy also depend on the demographic variables and psychological characteristics of each individual. The severity, benefits, and barriers work together to achieve the required health-associated behavioral action in an individual.

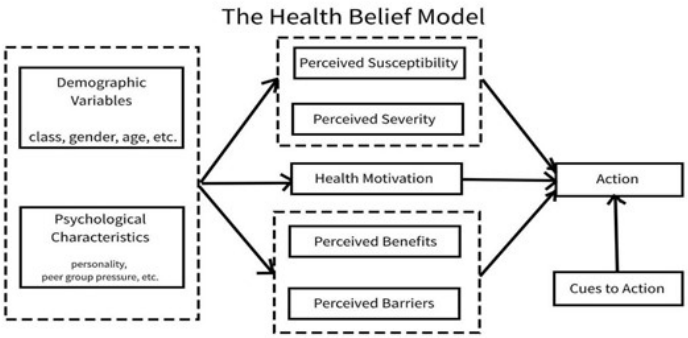

Figure 1: Health Belief Model

The literature shows investigations made using this model, where the use of organic products as a part of the generation of health consciousness is seen.

Consumer Culture Theory is an interesting theory in the literature that relates the constructs of changing relationships between consumer actions, the marketplace, and the cultural meanings surrounding them (Arnould and Thompson 2005). Cultural complexity that exists in any consumer behavior scenario is suggested through this theory. It does not focus on the homogenous beliefs existing around a particular culture, but rather explores the heterogeneous considerations that are essential from the globalization and market capitalism perspective. In the case of a market such as organic products, global-level cultural complexities can overpower business developments. Hence, an understanding of existing cultural considerations is addressed using this theory.

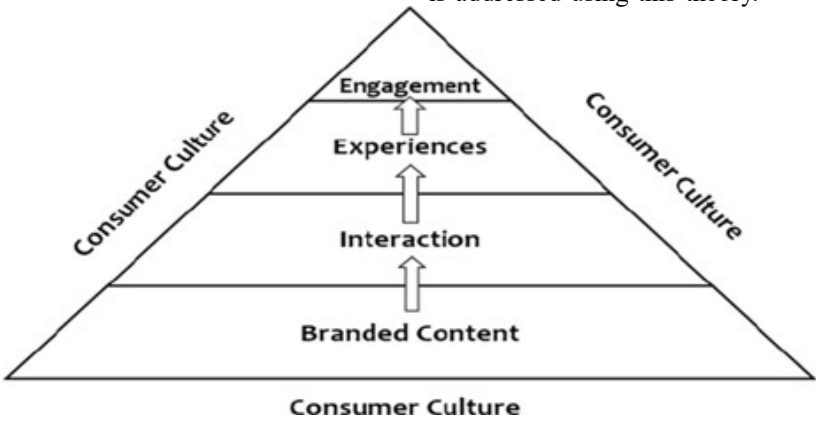

Figure 2: Consumer Culture Theory

The combination of cultural, consumer, and marketplace dynamics using this model has also been applied to the organic product market. Table 1 showing relevant studies on the concept of organic consumption using the models.

Table 1.1: Conceptual Studies

Author	The rationale of the Study	Model used for Investigation	Purpose of using the Model in the Study	Findings
(Hartwell et al. 2024)	To determine factors influencing vegetable intake by young consumers	Health Belief Model	Theoretical Framework	Health concerns and self-efficacy measures are seen to be critical
(Wang et al. 2024)	To determine the health-driven approach to organic consumption	Health Belief Model	Theoretical Framework	The willingness to purchase such products is highly dependent on the health concerns generated by the individual consumers.
(Alagarsamy et al. 2023)	To determine the intention for organic purchases during Covid-19	Health Belief Model	Theoretical Model	The perceived benefits are most important in driving the intentions towards organic purchase.
(Jung et al. 2023)	To identify college students' motivation to consume local food items	Health Belief Model	Theoretical Framework	Perceived benefits, cues to action, self-efficacy, social influence, and self-identity showed a significant impact on the willingness levels.
(Yazdanpanah et al. 2022)	To identify the factors impacting the conversion to organic farming	Health Belief Model	Theoretical Model	The willingness towards organic farming can be significantly measured using this model.
(Ataei et al. 2021)	To understand farmers' intention to use pesticides	Health Belief Model	Theoretical Framework	The susceptibility, cues to action, motivation and perceived benefits can be considered highly effective.
(Febian, Syed Annuar, and Memon 2021)	To understand the consumption of functional food among older consumers	Health Belief Model	Theoretical Framework	The perceived barriers and cues to action cause a high level of impact
(Feil et al. 2020)	To understand consumer behaviour towards organic food consumption in Brazil	Consumer Culture Theory	Theoretical Framework	The attitude and motivation towards following this culture are essential
(Halder et al. 2020)	To see the role of culture and ethics in green consumption	Consumer Culture Theory	Theoretical Framework	There is an impact of planning a collectivism in this consumption pattern.
(Leggett 2020)	To see how culture associates green food consumption in China	Consumer Culture Theory	Theoretical Framework	The engagement levels with green food and its recreation are dependent on the cultural aspects.
(Urbanovich and Bevan 2020)	To use the model for understanding perceptions about consumers' diet change	Health Belief Model	Theoretical Framework	Perceived benefits are the highest motivator while breaking the eating habit is the most difficult barrier.
(Schrank and Running 2018)	To look into consumer motivations in organic food markets	Consumer Culture Theory	Theoretical Framework	Local organic food consumptions are derived from a homogenous yet multidimensional framework.
(Grosglik 2017)	To understand the cultural meanings of food consumption in Israel	Consumer Culture Theory	Theoretical Framework	The cultural logic related to globalisation is found to impact organic food consumption in the country.

The table 1.1 shows that the two models discussed in this study have been widely used in the literature on organic buying behavior. The consumer culture theory is essential to be incorporated in this literature, as the consumption of organic products is associated with the traditional cultural beliefs of individuals, especially in a country like India, where there is resistance to the changes occurring around. This shows that the use of culture in understanding the adoption of a novel way of life can generate additional insights into the future adoption

process. The health belief model is related to the health-conscious levels that surround an individual when making decisions, such as switching to organic products. Understanding factors such as the severity of the help issue or the psychographic and demographic variables surrounding the decision can help generate interesting results. All theories have their own contributions that can help researchers research organic products.

In this case, it would be used to answer the following research questions:

RQ1: What are the key factors related to health beliefs and consumer culture that play significant roles in the purchase of organic products?

RQ2: Are there any prime challenges observed in the organic product purchase market in the Chittoor District?

Review of Literature

Organic products (OP) have found relevance in the market in recent times, which has led to immense growth in the market. This study has been designed to understand how organic consumption is developing in India by looking into the consumer behavior perspectives involved. In this section, a detailed review of the literature was conducted, and the existing studies in the concerned field were investigated in detail.

(Hameed et al. 2021) examine the perspective of green purchases while understanding the buying behavior of consumers. Greenwash negatively affects consumers' purchase of green products. On the other hand, factors such as green brand loyalty, love, and image positively impact purchasing behavior. The brands involved in green products need to generate a sense of trust among consumers and develop a green brand image that would promote brand love and loyalty in the long term. This can lead to competition in the green marketing era and promote a more sustainable way to develop and sell products. The stimulus of health consciousness acts positively on the facilitators of natural and nutritional content and the ecological welfare involved (Tandon et al. 2021a). It also impacts the facilitators of the value, usage, and risk of organic products. The buying intentions generated by consumers are associated with the facilitator of nutritional aspects as well as the inhibitor of risk. The role of sex was found to be very significant when identifying the association between established inhibitors and facilitators. (Talwar et al. 2021) examined the purchase of organic products using stimulus-organism-response theory as the theoretical framework. The safety concerns associated with food determine openness to change and generate ethical self-identity. These two factors are directly associated with purchasing behavior or willingness to pay for organic products. The frequency of purchase by each consumer has an impact on their relationship and willingness to be exhibited by them. (Wang, Wong, and Narayanan Alagas 2020) determined the behavior of organic food consumption by understanding green purchase behavior concerning environmental knowledge. This study is undertaken concerning the preference of a consumer for at green hotel instead of a traditional hotel with the knowledge that they possess about the environment. Consumers' green attitude has a positive impact on their intention to buy such products. The set of biospheric, altruistic, and collectivistic values combined with objective and subjective knowledge about the environment can lead to the generation of positive buying intention. The responses generated can be associated with attitudes towards the green aspects of a hotel.

(Siddiqui, Chakraborty, and Siddiqui 2023) used a mixed method to investigate the factors leading to the consumption of agri-food products among Indian consumers. The country is known for its agricultural produce, and understanding the market starts by investigating Indian consumers' intentions to purchase it. A total of 891 responses were collected, and the results showed that the factors that acted as stimuli included food safety concerns and health consciousness levels. The agri-food image, the label or benefit from it, acts as the organism in the situation. Ethnocentrism and trust are important factors in this regard. This can have a highly influential impact on agri-food

purchasing behavior. (Amit Kumar 2021) constructed a model to determine green product purchases among Indian consumers. The study used the theory of planned behavior as the conceptual base and included MBA students across different universities as samples. The green buying behavior of the respondents was found to be highly impacted by the perceived behavioral control of Indian consumers. In addition, the importance of environmental knowledge and attitudes towards environmental concerns and consumers' health consciousness play an important role in the process of enhancing this behavior. These factors must be implemented in the marketing process to obtain the maximum number of organic product buyers in the market.

Buying behavior is mostly seen to be motivated by consumers' personal perspectives on the benefits in terms of either health or the environment. These two factors primarily drive the intentions across different groups of consumers.

Research Methodology

It is of utmost importance to lay the foundation of such a framework so that the results of this study are highly reliable and applicable. The study is based on understanding consumer behavior regarding the consumption of organic products and undertakes a quantitative approach. The two models used as theoretical frameworks were used for preparing the questionnaire, and a set of 20 items in a 5 Point Likert Type Scale were used to collect the responses. For the objectives, the HBM includes the factors of Perceived Susceptibility, Perceived Benefits, Perceived Barriers, Cues to Action and Self-Efficacy. For the CCT model, the factors included were cultural influences, symbolic consumption, and social dynamics. In identifying the challenges, however, a merged set of 10 questions was taken, which comprised representations from each of the components of HBM, and CCT. In some of the questions, the aspects of the two different factors from the models were observed. For example, the question "I find it difficult to afford organic products despite understanding their health benefits due to my current income" from the objective represents Perceived Barriers from HBM and Social Dynamics.

The current study involved several preconditions that require it to be fairly full when selecting a sampling unit. Owing to this requirement, the application of the non-probabilistic sampling method suits the situation. The study used method of judgment sampling, and the following inclusion criteria were fulfilled:

- Consumers must be aware of the difference between traditional and organic products
- The consumers must strictly reside in the Chittoor District of Andhra Pradesh.

As research in the area of organic product usage is limited, and the use of such products is increasing, a detailed investigation of the population in the area is required. A total of 402 consumers were surveyed using the questionnaire used in this study.

Data Analysis and Interpretation

The state of Andhra Pradesh is one of the largest in India, as per the Government of India Census 2011 with around 3,79,08,471 residents located across its 26 districts. The state is undergoing several transformations in the modern technological era and is an apt representation of the developing nation. Studies that focus on this part of the country, especially in terms of organic product purchase behavior, are limited. The consideration of the Chittoor district in the state would ensure the representation of consumers and gather a diverse set of respondents; it is the largest of the four revenue circles in the state. Previous studies have not included a comprehensive study in which the representation of consumers of organic products from rural, semi-urban, and urban areas are considered together to understand their purchase decision-making process.

The demographic representation of the collected samples revealed the presence of a diverse group of respondents. 38.3% of the respondents, 38.3%

were rural areas. This was followed by 33.3% of consumers from semi-urban areas and 28.4% from urban areas. Considering the 99 females per 100 males' ratio of the state, 57% of male consumers and 43% of female consumers are included in the dataset.

The respondents were asked a screening question about their status of organic product purchase in general before asking other questions. Interestingly, the highest voted frequency of purchasing organic products 33.3% is rare. It is followed by 18.4% who occasionally buy organic products, 19.9% who are frequent buyers, and 18.4% who never buy such products. It is interesting to note that the purchase of organic products, even if rare, is quite high, instead of never buying such products. This indicates a positive indication suggesting that consumers in Chittoor District have a high chance of further purchasing organic products in the future. However, it is through the results of this study that the areas of challenges can be identified and ways of strategizing for further purchases can be suggested.

The objective, of this study was to identify the factors that are critical to consumers' intention to buy organic products. For this purpose, two models are merged: The Health Belief Model (HBM) and Consumer Culture Theory (CCT). While HBM adheres to the health aspect of organic products, CCT focuses on the influence of local cultural aspects on such behavior. These two are widely effective in the process of consumers considering organic products for purchase. There are 10 items for this objective, and using PCA, the underlying factors were extracted first.

Table 4.1: Component Loadings – HBM and CCT

Item	Component					
	1	2	3	4	5	6
I believe that organic products can help me avoid health problems.	0.711					
I perceive the health benefits of organic products to be significant.		0.833				
Local cultural practices influence my decision to purchase organic products.			0.925			
I see organic products as a symbol of health and wellness in my community.				0.858		
I believe that my community's attitudes towards organic products impact my purchasing behaviour.					0.606	
The presence of organic products in local markets influences my decision to buy them.			0.954			
I find it difficult to afford organic products due to my current income level.			0.961			
I am motivated to buy organic products when I see them being promoted by trusted figures in my community.				0.889		
My understanding of the benefits of organic products is shaped by cultural norms and values.						0.637

Note: 'varimax' rotation was used

There is a total of six factors extracted that show an eigenvalue of more than 1. These three factors correspond to the HBM model. Factor 1 included one item representing perceived susceptibility, factor 2 with one item representing perceived benefits, factor 4 with two items representing perceived barriers, and factor 6 with one item representing Cues to Action. Similarly, for CCT, there are two factors were observed. Factor 3 represents Cultural Influences with four items and Factor 5 with one item representing Symbolic Consumption. As all the items generated factor loadings of more than 0.4, they should be considered for further investigation.

Bartlett's test generated a p-value of less than 0.05, and an overall KMO of 0.814 showed the achievement of sampling adequacy, thereby confirming the statistical rigor of these factors.

Table 4.2 : Bartlett's Test of Sphericity – HBM and CCT

χ^2	df	p
8579	45	< .001

Table 4.3: KMO Measure of Sampling Adequacy - HBM and CCT

Item	MSA
Overall	0.814
I believe that organic products can help me avoid health problems.	0.692
I perceive the health benefits of organic products to be significant.	0.872
Local cultural practices influence my decision to purchase organic products.	0.814
I see organic products as a symbol of health and wellness in my community.	0.699
I believe that my community's attitudes towards organic products impact my purchasing behaviour.	0.751
The presence of organic products in local markets influences my decision to buy them.	0.632
I find it difficult to afford organic products due to my current income level.	0.825
I am motivated to buy organic products when I see them being promoted by trusted figures in my community.	0.618
My understanding of the benefits of organic products is shaped by cultural norms and values.	0.785

The mean score analysis of the items in the objective, based on the extracted factors, is provided in Table 4.4.

Table 4.4: Descriptives - HBM and CCT

Item	N	Mean	Median	SD	Minimum	Maximum
I believe that organic products can help me avoid health problems.	402	2.90	3.00	1.136	1	4
I perceive the health benefits of organic products to be significant.	402	2.40	2.00	1.019	1	4
I see organic products as a symbol of health and wellness in my community	402	3.00	3.00	0.774	2	4
I find it difficult to afford organic products due to my current income level	402	3.11	3.00	0.830	2	4
I am motivated to buy organic products when I see them being promoted by trusted figures in my community	402	2.50	3.00	1.117	1	4
Local cultural practices influence my decision to purchase organic products	402	2.70	3.00	1.006	1	4
I see organic products as a symbol of health and wellness in my community	402	2.70	3.00	1.101	1	4
I believe that my community's attitudes towards organic products impact my purchasing behaviour	402	2.40	2.00	1.115	1	4
The presence of organic products in local markets influences my decision to buy them.	402	2.81	3.00	1.079	1	4
My understanding of the benefits of organic products is shaped by cultural norms and values.	402	2.50	2.00	1.026	1	4

The mean score generated in Table 4.4 was the highest at 3.11, for the item belonging to perceived barriers, where it is difficult for the majority of consumers to afford organic products with their current income levels. This is followed by a score of 3 for the second item in the same factor of perceived barriers, which is price being a cause of difficulty in buying organic products. The lowest mean score stands at 2.40 for the two items, the first one presenting low levels of perceived benefits from using organic products and the second one showing low agreement about the community's attitudes towards organic products impacting their purchasing behavior. The mean scores for the cultural influence factors are relatively lower, which shows that the use of organic products is not embedded into the cultural norms and values of consumers residing in the Chittoor district in Andhra Pradesh.

In objective, the factors identified as critical to consumer purchase decisions and buying behavior patterns regarding organic products are the perceived barrier caused by the high price of such products and the lower relationship with the local culture and norms, which makes it difficult for consumers to trust and use such organic products.

The objective highlighted the presence of different challenges in the consumer purchase of organic products, one of which is the price of such products. For this purpose, ten items were used to investigate the combination of the HBM and CCT models. The 10 statements depict different types of challenges exhibited by consumers and are in the form of Cultural Influences, Self-efficacy, Social Dynamics, Symbolic Consumption, Cues to Action or Subjective Norms.

Here is a descriptive understanding of the 10 types of barriers exhibited.

Table 4.5: Descriptives - Challenges

Item	N	Mean	Median	SD	Minimum	Maximum
The high cost of organic products is a significant barrier for me, influenced by my income level. *(Perceived Barriers - HBM / Social Dynamics - CCT)*	402	3.40	3.50	0.919	2	5
I struggle to find organic products in local stores due to limited availability in my area. *(Perceived Barriers - HBM / Cultural Influences - CCT)*	402	3.00	3.00	1.095	1	5
Cultural beliefs about organic products impact my willingness to spend more on them. *(Cultural Influences - CCT / Perceived Barriers - HBM)*	402	2.90	3.00	0.701	2	4
I feel that my educational background helps me understand the benefits of organic products, but I still face challenges in purchasing them. *(Self-Efficacy - HBM / Cultural Influences - CCT)*	402	2.41	3.00	0.914	1	4
The lack of promotional activities and information about organic products in my community affects my purchasing decisions. *(Cues to Action - HBM / Cultural Influences - CCT)*	402	3.01	3.00	1.089	1	5
My peers and family influence my perception of organic products as either worth the cost or not. *(Subjective Norms - HBM / Social Dynamics - CCT)*	402	3.10	3.00	0.701	2	4
I find it difficult to afford organic products despite understanding their health benefits due to my current income. *(Perceived Barriers - HBM / Social Dynamics - CCT)*	402	2.90	3.00	0.701	2	4

Educational resources and community support could help me overcome the barriers to purchasing organic products. *(Cues to Action - HBM / Cultural Influences - CCT)*	402	2.40	2.50	0.919	1	4
My community's perception of organic products affects how I view their accessibility and affordability. *(Cultural Influences - CCT / Perceived Barriers - HBM)*	402	3.00	3.00	1.092	1	5
I feel that increased awareness about the benefits of organic products could reduce the challenges I face in purchasing them. *(Cues to Action - HBM / Symbolic Consumption - CCT)*	402	3.40	3.50	0.919	2	5

The mean scores were comparatively higher for items representing the challenges in purchasing organic products. This shows that the level of challenges compared to benefits, despite moderate levels of awareness, was quite high. The highest mean score is 3.40, where the majority of consumers agree that increased levels of awareness about organic products can help them overcome purchasing challenges. This is followed by a score of 3.40 for the high cost of the products acting as the prime challenge in the purchase process. A mean score of 3.10 found in terms of peer influence on organic product purchases based on the cost and worth of such products. The next mean score is 3.01, where again a high level of agreement is observed in terms of the lack of promotional activities and information about organic products in the consumer community affecting purchasing decisions. This shows that there are very low levels of awareness about organic products in the communities of Chittoor district as a whole. The strong influence of peers in such a case can alter the levels of organic product purchases, as no proper source of information flows among the communities about the possible benefits of organic product usage. The lowest score is 2.40, where respondents do not strongly agree that educational resources and community support could help them overcome barriers to purchasing organic products. It is, however, the awareness about such products through marketing or word-of-mouth and price reduction of products that can help overcome the challenges of organic product purchase.

The presence of barriers in the consumer purchase process for organic products is quite prevalent based on the statistical results generated. The implications and further discussion are presented in the next section.

Discussion

The process of identifying the factors included a detailed factor reduction method using principal component analysis for the 10 items measuring consumer responses. Varimax rotation suggested that all items had factor loadings of more than 0.4, thereby being considered for the preceding analyses. There is a total of six factors extracted, where the factors of Perceived Susceptibility, Perceived Benefits, Perceived Barriers and Cues to Action correspond to HBM. Cultural Influences and Symbolic Consumption correspond to the CCT model.

Perceived Susceptibility refers to the assessment of an individual's development of a health condition. Perceived benefits show possible positive aspects of the use of organic products. Perceived barriers are potential threats in the process of purchasing organic products, whereas cues to action represent events based on health that can encourage a consumer to opt for organic products. These four factors are related to the health aspects of consumers that can draw them to make purchase decisions about organic products. Of these four factors, the two highest-scoring items represented perceived barriers. This implies a difficult situation for the majority of consumers to afford organic products with their current income levels, and the price being a cause of difficulty in buying organic products. The lowest score was for perceived levels of benefits from organic product usage. Both these aspects can be quite challenging for increasing organic product purchases among respondents.

Many consumers, particularly those with limited disposable income, may find it difficult to justify the expense of organic products, even when they acknowledge potential health benefits. This financial barrier can generate a lost opportunity for the organic product market, especially in areas such as Chittoor district. Taking up possible interventions, such as price reductions, to make organic products more accessible to a broader demographic can be beneficial. Moreover, addressing perceived barriers by enhancing availability in local stores or providing incentives for organic purchases could reduce resistance among cost-conscious consumers.

Cultural Influences in CCT refers to the level of support and beliefs about organic product purchases shared in their community. It is one of the lowest scoring items and states that the culture of organic product purchase and usage is not highly acknowledged in the communities of Chittoor District in Andhra Pradesh. Symbolic consumption is the aspect of consumer behavior in which certain products are used by consumers to express themselves and create their identity in the minds of others. The mean score of three generated for this factor shows a relatively high agreement for using organic products to depict a symbol of health and wellness in their community.

The results generated here are in concordance with the studies by (Hansmann, Baur, and Binder 2020; Roh, Seok, and Kim 2022; Witek and Kuźniar 2020) where the role of high price in organic product purchase is seen to be very significant. Lower levels of cultural influences on organic product purchases have been observed in studies such as (Shimul, Cheah, and Khan 2022; Tandon et al. 2020) and are similar to the results generated here.

The findings of this study highlight a set of opportunities and challenges for promoting organic product consumption in Chittoor District. The health-related factors of the HBM show the requirement for targeted pricing strategies to reduce financial barriers and increase awareness of the perceived benefits that are currently limited in its widespread adoption. Consumers' awareness of health benefits exists but is insufficient to overcome concerns about cost, emphasizing the need for strategies that can cater to both awareness and accessibility. Meanwhile, the cultural and symbolic factors from the CCT model reveal the untapped potential for organic products to gain acceptance as part of a lifestyle associated with health and social identity. Although cultural support for organic products is low, the relatively high score for Symbolic Consumption suggests that organic products have the potential to become culturally valued symbols of wellness, if marketed in a way that appeals to consumers.

Considering the levels of challenges exhibited in the purchase of organic products, the objective was dedicated specifically to understanding highly significant challenges. Challenges in the purchase of organic products are observed to be specifically in the price domain. The objectives highlight the price points that often restrict consumers from purchasing such products, in addition to knowing their health benefits. To investigate this further, it is important to consider the demographic variables, especially the education level and income levels of consumers. These two demographics are highly related to one another and can be deciding factors in the purchase process of organic products. Awareness levels are often associated with the education level of consumers, which determines eventual purchase decisions. In the case of organic products, it is important to collect information to generate a positive attitude towards them. In such a case, it is essential to consider the demographics of consumers, especially their education and income.

The results of the mean score analysis reveal that, with a score of 3.40, the high cost of the products is a major challenge in the purchase process. However, it was observed that the majority of respondents agreed that increased levels of awareness about organic products can help them overcome purchasing challenges. The list of challenges coincides with the ones provided by (Hasan et al. 2023; Mkhize and Ellis 2020; Tandon et al. 2021b) where the high price point and lack

of community support emerge as problematic areas for organic product purchase.

Conclusion

The organic product purchase behavior of Indian consumers is challenged by the issue of prices, which must be resolved to motivate them to purchase. Another critical issue observed here is the low levels of community support for learning and purchasing organic products. To overcome the issue of limited organic product purchases in Chittoor District, community support must be built where an inclusive awareness program is generated. The community, if together, proceeds towards the development of knowledge about organic product benefits, there can be a cumulative effect, and faster adoption can take place. Awareness programs must be through strategic marketing and community engagement that can address the existing information gaps and help build trust in organic products. To develop holistic peer influence, there can be community-based initiatives based on organic products. It can include aspects such as constructing local organic markets where known persons in the community are promoting organic products or creating group-buying programs that can amplify positive perceptions and increase organic product purchases.

Future research can focus on these points of challenges reflected statistically and conduct studies to generate further information. Qualitative analysis can generate more information on the reasons for the lack of community culture for promoting organic products. Moreover, a comparative analysis of organic product purchases with Chittoor among consumers of other geographical regions would be interesting.

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