

Sustainable Consumption Patterns: Evaluating Consumer Preferences and Barriers in the Adoption of Organic Versus Conventional Agri-Food Products

Ana-Maria BADEA*

Bucharest University of Economic Studies, Bucharest, Romania¹

**Corresponding author, anamaria.badea@ase.ro*

Abstract. *This study delves into how consumers view and choose between conventional agri food items focusing on the factors that influence their purchasing decisions amidst growing concerns about climate change and sustainability. By gathering insights from a focus group of 21 individuals, the research uncovers a clear preference for products due to perceived health and environmental advantages. Consumers recognize the quality, taste and nutritional value of items, which justifies their higher price points. Nonetheless challenges like affordability, limited availability and lack of information pose obstacles to adoption. The paper underscores the importance of an approach to promote product consumption through government initiatives awareness efforts, education programs and cost saving production methods.*

Keywords: organic agri-food products, conventional agri-food products, consumer behavior, sustainability, organic farming

Introduction

This paper delves into the contrasting consumer perceptions and preferences regarding organic versus conventional agri-food products, elucidating the factors that shape their purchasing decisions. In light of climate change and the imperative for sustainable practices, this study scrutinizes prevailing consumption patterns and identifies barriers hindering consumers from embracing a more sustainable lifestyle. Through qualitative analysis via focus groups, it emerges that there is a pronounced preference for organic agri-food products attributed to their perceived health and environmental benefits; however, obstacles such as higher costs and limited availability pose significant challenges. The research emphasizes the need for a holistic strategy encompassing government policies, awareness initiatives, education programs, along with improvements in production processes to facilitate wider adoption of organic agri-food products.

Literature review

Ecological agricultural products (ecology) are products produced without the use of synthetic fertilizers and pesticides, without genetic modifications, but with natural methods that prioritize the well-being of the surrounding soil and ecosystem. These products are certified by an authorized entity to carry the “eco/organic” label, a certification that attests to the production method conforming to organic agriculture standards (Voinea and Schileru, 2013; Giampieri, F., et al. 2022).

Conventional agri-food products are manufactured using standard agricultural practices, which may include the use of chemical fertilizers, pesticides and genetically modified organisms designed to increase crop productivity and resistance (Giampieri et al., 2022).

Consumers of organic foods represent a significant trend in sustainable food consumption, as organic agriculture supports the health of soils, ecosystems, and people through

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ecological processes and biodiversity, without using inputs with adverse effects (Annunziata and Vecchio 2016). Organic foods are perceived as healthier due to the absence of pesticides and synthetic chemicals. Consumers are increasingly aware of the link between diet and health, opting for organic products to reduce exposure to chemical residues (Kumareswaran et al., 2024).

According to research carried out to date, organic food products have reduced negative effects on the environment, compared to conventional ones, due to agricultural practices that reduce the use of chemicals, affecting biodiversity and soil health (Coderoni and Perito, 2020).

Organic agri-food products contribute significantly to future sustainability by improving biodiversity and reducing the negative environmental consequences of conventional agriculture. Production from organic farming is better integrated into ecosystem processes and less reliant on market inputs. A multitude of benefits are registered at the environmental level. Among the benefits offered we can mention soil fertility, biodiversity and resource conservation. However, it is less productive compared to conventional agriculture, with yields varying between 75% and 80% of the latter (Niggli, 2015). Besides environmental benefits, organic farming can offer economic and social advantages, including strengthening social cohesion in rural areas and supporting local economies (Cvijanović, 2024).

Organic agriculture is increasingly recognized for its potential to address sustainability challenges. Among the consumers of agri-food products, the idea that the potential of sustainable agriculture meets the challenges and rigors of sustainability standards is increasingly known (Eyhorn et al., 2016). Sustainable agricultural systems depend on healthy soil and clean water, which are improved by organic farming methods that forgo synthetic fertilizers and pesticides (Singh, 2021). Research indicates that organic farming can produce economically viable and environmentally sustainable outcomes, supporting both local economies and global sustainability objectives (Pânzaru, et al., 2023).

Organic farming is acknowledged for its capacity to reduce adverse effects on the environment. In organic farming, artificial fertilizers and pesticides are not allowed. Thus, this time of practice combats important problems, including those related to soil erosion, water pollution or loss of biodiversity. A study by Li et al., (2024) demonstrates how organic farming contributes to maintaining soil health and water resources, promoting techniques such as crop rotation, agroforestry, and the use of organic compost, which improve soil structure and fertility, reduce erosion, and enrich underground biodiversity (Li et al., 2024). Without pesticides and synthetic fertilizers, soil and water pollution can be reduced and ecosystems protected. Poeplau and Don (2015) show how changing agricultural land to organic practices increases carbon sequestration in the soil and shows how organic agriculture can reduce the impact of climate change. This approach not only helps to store CO₂, but also promotes healthy and more productive soils. The healthy lifestyle is associated with a diet based on organic food products, due to the high content of nutrients and the absence of pesticides. According to Barański et al. (2014), there is a correlation between sustainable farming methods and physical well-being. Their research found that organic products reduce the risk of heavy metal contamination and increase the amount of antioxidants. The central pillar of organic agriculture is biodiversity, which increases crop resistance to pests and climate events. Crawler and Renold (2015) show that organic farms, including pollinators and predators of natural pests, contain more diverse species, thereby maintaining ecological equilibrium and reducing the need for external intervention. By promoting local markets and short supply chains, organic farming supports local economies and reduces the carbon footprint of food transportation. Seufert and Ramankutty (2017) examined how the organic system can provide

farmers with a better life through access to premium markets, emphasizing the importance of economic sustainability and ecological sustainability.

Biodiversity is conserved and enhanced through organic farming. Tuck et al., (2014) highlighted those organic farms harbor significantly greater biodiversity compared to conventional farms. By maintaining natural habitats and using agricultural practices that respect life cycles, organic farming contributes to protecting native species and ecosystems.

Therefore, the literature emphasizes how organic farming represents a central pillar in the transition towards a more sustainable future. Its practices benefit the environment, human health, local economies, and biodiversity, offering a holistic and integrated approach in the face of current ecological and social challenges.

Methodology

This research sought to look into the ways in which consumers view and the things that stop them from buying organic as opposed to regular agricultural products given the world's growing realization about global warming as well as the call for environment-consciousness. The research method was qualitative, and a focus group consisting of a total of 21 participants, 14 women and 7 men, was used as a research tool. The study included individuals aged between 21 and 59 each, with life experiences and viewpoints. Incomes of participants ranged from less than 2000 lei to over 5000 lei monthly offering insights into financial situations. Their educational backgrounds varied from high school graduates to those holding bachelors, masters and doctoral degrees.

Information was gathered through a set of 11 questions centered on topics like the perceived distinctions between conventional products, motivations, for selecting items challenges faced when purchasing them and potential methods for encouraging the consumption of organic products. These questions were crafted to spark conversations and enable participants to express their experiences and personal viewpoints. Responses were recorded, transcribed, and subsequently analyzed qualitatively to identify common themes and extract significant perceptions. The study used a method concentrating on recognizing and explaining response patterns in connection, to the research goals.

Results and discussions

Reviewing the feedback from survey participants shows an diverse grasp of the variances, between conventional agricultural products highlighting the environmental and health advantages of organic items. Regarding the differences between organic and conventional products, their answers state that organic products are grown in a way that has minimal impact on the environment, without the use of chemicals, pesticides, or growth additives, unlike conventional, containing such substances. The interviewees associate organic products with terms like "*natural*," "*free from E-numbers or preservatives*," and "*unprocessed*," contrasting with conventional products that are often perceived as being full of additives and harmful substances. There is a widespread perception that organic products are healthier.

Table 1. Differences between organic and conventional agri-food products in consumer opinion

How do you describe the difference between organic and conventional agri-food products?	
P1:	Organic products do not harm the environment during their production, use, or disposal.
P2:	Organic products are much healthier because they are natural.
P3:	Organic products come from a transparent environment from the source of production to the sales process in stores. These items are free, from any chemicals or synthetic ingredients.

How do you describe the difference between organic and conventional agri-food products?	
P4:	Organic products are those that contain natural ingredients, without additives or preservatives, significantly healthier than conventional ones.
P5:	Organic products are grown without chemical pesticides or synthetic fertilizers, unlike conventional ones.
P6:	Organic products are cultivated in a more natural way, while conventional ones use modern methods, including genetic modifications.
P7:	Organic products adhere to strict cultivation standards, without the use of harmful chemicals.
P8:	Organic products are cultivated without genetic modifications and environmentally harmful practices, unlike conventional ones.
P9:	The main differentiator is the use of chemicals in conventional agriculture.
P10:	Organic crops are more environmentally friendly, without the use of pesticides and chemical fertilizers.
P11:	Organic products involve a commitment to agricultural practices that do not harm the environment or the health of consumers.
P12:	Organic products are cultivated without synthetic pesticides.
P13:	Organic products are cultivated without the use of pesticides and chemical fertilizers, making them more environmentally friendly and potentially healthier. Conventional products, on the other hand, are often grown in a way that maximizes production through the use of toxic substances.
P14:	Bio or organic typically means fewer toxins and potential improved nutritional benefits.
P15:	For me, organic is synonymous with natural and unprocessed, while conventional ones often contain additives.
P16:	I believe the main difference lies in the cultivation and processing methods, with organic being closer to nature.
P17:	Organic products are cultivated without resorting to harmful chemicals, making them safer for consumption and the environment.
P18:	Organic products are cultivated without pesticides or synthetic fertilizers, while conventional ones may contain these substances.
P19:	The main contrast between organic and conventional lies in the methods of cultivation and processing, with organic being more aligned with natural and ecological principles.
P20:	Organic products are cultivated adhering to strict environmental and health standards, without synthetic pesticides or growth agents.
P21:	Organic products are cultivated without synthetic pesticides or chemical fertilizers.

Source: The author's own research.

When it comes to customer preferences for organic and conventional agri-food products, a mix of economic, health, environmental, and availability variables have been seen to affect their decisions. While some consumers highlight the health and environmental benefits of organic agri-food products, others are more motivated by cost and accessibility considerations, opting for conventional products due to their affordable price. The variety of values, preferences and financial limitations of consumers, in the food industry is thus showcased. A significant number of respondents prefer organic products due to the perception that they are healthier, containing fewer harmful substances and offering potential nutritional benefits. For customers this plays a role in their decision making process, especially those willing to invest more for health advantages. Certain individuals are driven by the intention to endorse farming methods and lessen environmental harm. These customers appreciate sustainability, are attracted to the eco growing techniques linked with organic farming. Additionally, some consumers prioritize top notch quality and superior flavor when opting for items showcasing an appreciation for a culinary journey. Consumers consider organic products to be fundamental to their everyday diet, especially fruits, honey, cereals, vegetables or dairy products. This preference is based on awareness and desire to avoid harmful products as pesticides and other chemicals and the natural need of more nutritious and qualitative products. This trend reflects an increased consumer awareness of the impact of diet

on their health and the environment. Many consumers studied choose organic fruits and vegetables, mostly because they want to minimize pesticide exposure. Consumers seek out organic options to benefit from superior quality and a reduction in health risks associated with chemicals used in conventional agriculture. Organic dairy products are also a common preference among consumers, who emphasize their superior quality and nutritional benefits. The interest in organic dairy products also includes concerns about animal welfare and the reduced use of antibiotics and growth hormones. A preference for organic cereals has been noted, highlighting the absence of additives and preservatives. People opt for products due to their perceived purity and potential health advantages in addition to endorsing agricultural methods. The preference for items mirrors an interest in well being, food excellence and sustainability. Consumers strive to reduce their contact with pesticides and other substances promote animal welfare and enjoy higher quality food. The examined consumer inclinations underscore an increasing desire for goods seen as secure beneficial and eco friendly.

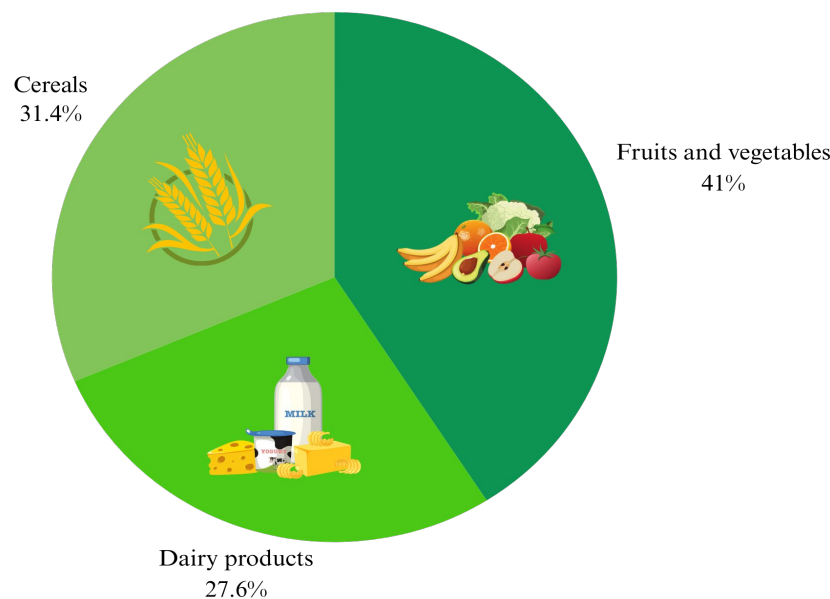


Figure 1. Specific Agri-Food Products that Consumers Prefer Exclusively in Organic Form

Source: The Author's Research.

The analysis of responses from interviewed consumers shows that there are several ways in which consumers inform themselves before purchasing organic products. Lots of people rely on the internet to find information, such as browsing through websites reading health focused blogs and watching videos on YouTube about living and checking out reviews online. They also look up product details verify sources and ingredients and compare prices. A very popular method is the careful reading of product labels in stores, aiming to verify ingredients, source, validity, and organic certifications. This shows an interest in gaining an understanding of the makeup of items and their natural authenticity.

Participation in local fairs and direct discussions with producers are mentioned as important methods of obtaining reliable information about organic products. This method enables individuals to gain insights into farming methods and form a bond with the origins of their goods. Certain individuals refer to research and scientific papers to grasp the advantages of items. This reflects a inclination towards proven details and a fact based strategy in determining what to buy. Following

nutrition blogs and influencers dedicated to natural health on social platforms is also a popular way for consumers to get informed. It appears that suggestions and content created by users have an impact on how people view things and decide what to buy.

People rely on ways to learn about products leaning towards sources that are open about their information backed by science and connected on a personal level with the creators. The diversity in methods used is important as it shows that consumers are now more aware of the excellence and safety of food sustainability and their being lifestyle. The consumers simultaneously consider the price they want to pay for organic or conventional products as well as the criteria such as products' quality and availability, their impact on health and the environment, brand trust, and peer recommendations in making a decision on which agri-food product to buy. Consumers choices are influenced by a variety of preferences and values along with their access to information about conventional food options.

Price plays a role in consumers decision making process as many consider it a crucial factor impacting their purchases. This highlights consumers sensitivity to costs. The potential barriers posed by the prices of organic products. Additionally product quality is a consideration for consumers encompassing factors, like nutritional value, taste and health benefits. Consumers who emphasize quality are often willing to pay a higher price for the organic agri-food products they consume, considering them to be qualitatively superior to conventional products. The availability of products in local or online stores is also an important factor. This shows how simple it is for consumers to discover and buy food items in comparison to conventional ones. A lot of feedback emphasized worries about the health effects and environmental sustainability. This involves the wish to decrease contact with pesticides and endorse farming methods that're kinder to the environment. Trust in the brand and positive reviews, whether online or recommendations from friends, also play a role in influencing decisions. Consumers look for trustworthy brands and products that have been well-reviewed by other consumers or experts. Official certifications attesting to organic quality and recommendations from the community or health professionals are also considered important by some consumers, providing them with greater confidence in their choice.

Table 2. What factors influence consumers when choosing between an organic and a conventional agri-food products

What factors influence your decision when choosing between an organic and a conventional product? (price, availability, packaging, etc.)	
P1:	Price and quality.
P2:	Price and shelf life.
P3:	Price, availability, aesthetic appearance.
P4:	Price, availability, packaging.
P5:	Quality is decisive.
P6:	Price is the most important factor for me.
P7:	Quality and origin of the products are decisiv.
P8:	Trust in the brand and positive reviews.
P9:	Cost and availability are the most important for me.
P10:	Nutritional quality and ethical origin of the products
P11:	Price and ease of purchase are my main considerations.
P12:	Quality, price, and availability.
P13:	Price is an important factor, but I'm willing to pay more for quality and the health and environmental benefits it brings. Availability and official certifications are also essential to me.
P14:	Studies on the impact of pesticides on health, product quality, and recommendations from medical colleagues.
P15:	Online reviews, recommendations from friends.

What factors influence your decision when choosing between an organic and a conventional product? (price, availability, packaging, etc.)	
P16:	Quality, taste, impact on health, and to some extent, price.
P17:	Availability in nearby stores and special promotions are decisive for me.
P18:	Price and accessibility are important, but quality and health impact take priority.
P19:	Taste, quality, environmental impact, and to some extent, price, are the factors that guide my choice.
P20:	Health impact, sustainability, trusted certifications, and recommendations from my community guide my choices.
P21:	My decision is mainly influenced by price and quality.

Source: The Author's Research.

Consumers display a variety of purchasing patterns, from weekly purchases to occasional or even rare acquisitions. This different version demonstrates flexibility tailored to requirements availability of goods understanding of their worth and financial limitations. Some consumers incorporate organic products into their regular shopping routine, making weekly or monthly purchases, indicating a priority given to organic products in their daily diet. Others opt for occasional or rare purchases, often motivated by special promotions or limited availability of funds, suggesting that economic factors play a significant role in the purchasing decision. Budgets vary significantly, from under 100 lei per month to over 1000 lei per month, reflecting a wide range of financial priorities and levels of commitment to consuming organic products. This variation indicates that some consumers see products as an investment in their well being and are willing to spend a significant amount on them. On the side financial constraints limit how often and how organic products other consumers can buy, showing that pricing plays a crucial role in the wider acceptance of organic items. The analysis underscores the diversity in consumer behavior towards food products underscoring the importance of factors perceived value and personal motivations in buying patterns. Understanding these dynamics can shape the strategies of food producers and sellers to overcome price barriers and make organic products more accessible and appealing to an audience. With increasing interest in sustainability and health there are opportunities to grow the market for products through innovative pricing, marketing approaches and educating consumers. Many participants in the study believe that organic food is more sustainable because it avoids using pesticides or chemical fertilizers in farming practices. Organic farming promotes biodiversity enhances soil quality and contributes to ecosystem well being compared to methods that can have negative impacts, on the environment. Some customers point out the importance of improved communication and education, on the advantages of goods proposing that a deeper comprehension could inspire more people to opt for organic options. A small number of respondents harbor doubts about the disparities in effects between traditional agricultural products suggesting a potential requirement for additional proof or clear details to underscore the ecological benefits of organic food items. There are consumers who are indifferent to the ecological impact of their consumption choices, placing a greater emphasis on economic aspects or other personal considerations.

Although organic goods are recognized for their environmental advantages, challenges to wider acceptance exist, including a need for more knowledge and education.



Figure 2. Environmental Benefits of Organic Agri-Food Production in Consumer Opinion

Source: The Author's Own Research.

People are growing increasingly worried about global environmental challenges such as climate change and poor animal variety. Some individuals feel inspired to opt for items due to this awareness as they believe these products have a reduced impact on the environment. Providing details about the advantages of organic agricultural products can significantly encourage interest. This includes communicating the benefits of organic farming such as methods that support biodiversity preservation and lower greenhouse gas emissions. While the benefits of organic goods are well recognized, excessive prices remain a significant barrier for many consumers. It is crucial to focus on creating and enforcing rules and programs that can lower the cost of goods and make them more attractive to a range of consumers. Making products easily accessible in both city and countryside areas is vital to meet the increasing demand. Enhancing supply chains and logistics plays a role, in ensuring these products are readily available. Interest in organic products may be influenced by social and economic divisions. Urban populations with better salaries and more access are likely to be the primary consumers of organic agri-food products, whilst others with limited money and access may avoid them. As awareness and accessibility increase, a multiplier effect may be observed, with more consumers adopting organic products, which in turn can lead to lower prices and greater adoption.

Acknowledgment of the connection between diet and health, in addition to understanding the effects of commonly applied agricultural methods on nature, can spike demand for organic products. Worries about pesticides the nutritional value and the potential health impacts of consuming goods are among the factors to consider. A successful approach to promoting items

includes educating and informing the public about the advantages of incorporating sustainability into their purchasing decisions.

A significant number of consumers interviewed report a general improvement in health and energy levels after switching to a predominantly organic diet. These advantages consist of a range of factors, such as digestion decreased issues and an overall feeling of wellness. The superior quality of organic agri-food products compared to conventional ones is frequently mentioned, with specific observations related to better taste and perceived health benefits. Several individuals have mentioned experiencing seasonal allergy symptoms after transitioning to items. There are participants who have not noticed major differences between organic and conventional agri-food products, either in terms of taste, quality, or health impact, questioning the justification for the price difference.

The most frequently mentioned obstacle to consuming organic agri-food products is their higher price compared to conventional ones. Consumers perceive these products as financially inaccessible, which limits their ability to purchase them regularly. For many consumers, the budget allocated for food is limited, and the higher prices of organic products represent a significant barrier, especially for households with lower incomes.

The limited availability of organic agri-food products in conventional stores or in certain geographic areas is a major obstacle. Consumers in rural areas or small towns may find it difficult to find a wide range of organic products. Even in areas where organic agri-food products are available, the limited variety can discourage consumers looking for specific options or wanting to follow a diverse and balanced diet.

Some individuals mention the aesthetic appearance of organic products as being less attractive than that of conventional products, which can generate reluctance to purchase. There are also doubts about the value or additional advantages of products particularly when there is a lack of clear details and transparent labeling.

Limited access to clear and reliable information about the benefits of organic agri-food products and the differences from conventional products can be an obstacle. People often lack awareness, about how organic foods and sustainable farming practices can affect health and the environment. It is important to educate individuals and highlight the advantages of products to eliminate the misconceptions of their quality and value. Social pressure or skepticism from family and friends can negatively influence consumers' decisions to choose organic agri-food products, especially in cultures or communities where there is resistance to changes in dietary behavior.

The challenges faced in buying agricultural food items emphasize the importance of solutions that tackle economic hurdles as well as issues related to knowledge and learning. Government policies, sustainability efforts by businesses and awareness drives play a role in lowering costs improving availability and educating consumers about goods. To boost accessibility and encourage people to embrace agricultural products, cooperation, among farmers, suppliers, governmental bodies, non profit organizations and continuous consumer education is essential.

Table 3. Obstacles encountered by consumers in choosing organic agri-food products

<i>What obstacles do you encounter when trying to buy organic products?</i>	
P1:	The very high price and limited variety.
P2:	The higher price.
P3:	Either excessively high costs, limited availability, or questionable aesthetic appearance.
P4:	Availability.
P5:	Price and accessibility are the main obstacles.
P6:	Price is the biggest obstacle.

<i>What obstacles do you encounter when trying to buy organic products?</i>	
P7:	Limited availability in some areas.
P8:	High prices and limited availability in regular stores.
P9:	Cost and lack of clear information about benefits.
P10:	Higher prices and limited accessibility in certain stores.
P11:	Limited availability and high prices.
P12:	High prices and limited availability.
P13:	The main obstacles are the high prices and limited accessibility in certain areas, which sometimes makes it difficult to maintain a completely organic diet.
P14:	Insufficient information and prices can be major barriers for many.
P15:	Limited variety in conventional stores and sometimes high prices.
P16:	Prices can be a hindrance, as well as limited accessibility in certain areas.
P17:	Limited budget and restricted access in my area are the main obstacles.
P18:	High prices and limited availability in some stores are the main obstacles.
P19:	Limited availability in conventional stores and sometimes prohibitive prices are the main challenges.
P20:	Higher prices and limited accessibility in certain areas are the challenges I face.
P21:	I often face skepticism from friends and family who consider organic products to be just a trend. This social skepticism sometimes makes it difficult to consistently choose organic products.

Source: The Author's Own Research.

One of the most frequently mentioned obstacles is the high price of organic products. Consumers suggest that lowering prices could significantly boost the demand, for products. This implies that implementing subsidy programs or measures to cut production costs might prove beneficial. Offering improved promotions and discounts could also encourage consumption highlighting the importance of tailored marketing approaches to enhance the appeal of agricultural products.

Providing the public with better account of what is truly worth in organic agri-food commodity, education campaigns and information will be helpful in building the confidence of the consumers to value these products. Highlighting research findings that showcase the health and environmental advantages could boost the desire to buy. Providing information on the perks of using agricultural products, such as their effects on well being and eco friendliness is essential to combat doubt and promote a knowledgeable decision. The limited availability of organic agri-food products in certain areas or stores is perceived as a major obstacle. Initiatives aimed at improving the distribution and presence of organic products in conventional stores could facilitate consumer access. Diversifying the range of agricultural food items offered in stores might appeal to a customer base meeting different tastes and nutritional requirements.

Conclusion

Consumers feedback indicates a preference for products recognizing their valuable health and environmental advantages.

Consumers recognize that organic products offer a sustainable alternative with a reduced environmental impact, free from pesticides, chemical fertilizers, or genetic modifications. Additionally, a preference for the superior quality, better taste, and perceived nutritional benefits of organic products is noted, which justifies their higher prices. Challenges like expenses restricted availability and the reliability of information pose hurdles to the acceptance of organic product consumption. Ensuring the dissemination of goods requires addressing the concerns outlined in this study with comprehensive strategies involving producers, distributors, governments organizations and consumers. Reducing costs should not only be an initiative of producers through

optimizing production processes but also a goal of governmental policies, by offering subsidies and incentives for both producers and consumers. A joint endeavor can assist in reducing the cost gap between conventional items thus making them accessible, to an audience.

Enhanced consumer awareness is crucial as well. Overcoming informational barriers through awareness campaigns and education that highlight the definite benefits of organic products is necessary. These initiatives should be grounded in research. Offer clear easy to understand details, on the health benefits and positive environmental effects. Leveraging communication channels, like platforms or community events can help reach a larger audience. Another crucial factor is the availability of goods. Broadening the distribution network to include a range of stores both online can make it easier for consumers to access these products. Moreover, advocating for and backing markets and organic farms can enhance accessibility and foster a sustainable food ecosystem. A further important aspect is to diversify the product range of organic things offered in market. Nowadays, customers search the goods-mix, allowing them to acquire products that perfectly meet their wants and preferences. Producers should feel motivated to explore and come up with product selections ranging from essential food items to more unique offerings. The small number of 21 participants in the study is a limitation of the research, not representing a broad consumer base. This limitation prevents us from drawing a universal conclusion about consumer behaviour on a large scale. In the future, more wide and diverse samples would be useful to provide a more complete picture of consumption trends. The analysis of the impact of government policies and marketing strategies on consumer choices is another important research field. Understanding how different political and commercial approaches influence consumer decisions can be a key indicator of the effective promotion of organic food products. Studying the supply chain and identifying cost reduction points could significantly contribute to increasing the availability of organic products. A detailed analysis of these aspects could reveal practical solutions to overcome price and availability barriers and promote the greater adoption of organic products. Finally, the role of consumers in the promotion of organic agriculture must not be underestimated. Consumers can influence the market through their purchasing decisions and support sustainable farming practices. By educating consumers on their consumption decisions and supporting local organic farmers, the environment and the local economy can have a major impact. To tackle complex challenges related to the consumption of organic products, it is necessary to work together with all stakeholders, from producers to consumers, and to implement a coherent policy that supports sustainability, accessibility and proper information. By combining efforts and well-thought-out strategies, the adoption of organic products will be greatly improved and a healthier and more sustainable future will be created for all.

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