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Consumer Behavior and Purchase Intention Towards Organic Fruits and Vegetables in Andhra Pradesh

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Abstract
The present study investigates consumer behavior and purchase intention toward organic fruits and vegetables in the Rayalaseema region of Andhra Pradesh. Focusing on Kadapa, Anantapuram, Chittoor, and Kurnool districts, the study employs a quantitative research design, using a structured questionnaire on a five-point Likert scale. A total of 200 questionnaires were distributed, with 140 responses analyzed. The findings reveal that consumers are increasingly aware of organic food benefits, with practices such as planning meals and checking certifications being the most prominent. Ethical motivations, particularly supporting sustainable farming, emerge as the strongest driver of consumer behavior, while health and chemical avoidance contribute moderately. However, high prices, limited availability, and occasional doubts about authenticity constrain the frequency of purchases. Structural Equation Modeling (SEM) results indicate that attitude, social influence, perceived behavioral control, trust and knowledge, price–value perception, and availability significantly influence purchase intention. The study underscores the importance of both psychological and practical factors in shaping consumer decisions. Based on the findings, it is suggested that policymakers and marketers enhance product availability, ensure affordability, promote credible certifications, and conduct awareness campaigns to strengthen consumer confidence and increase the adoption of organic produce.

Keywords: Consumer behavior, Purchase intention, Organic fruits and vegetables, Rayalaseema, Andhra Pradesh, Structural Equation Modeling

Introduction

In recent years, people have become increasingly aware of the direct relationship between diet, health, and overall well-being. Consumers today are not only concerned with taste and availability but also with the quality, safety, and long-term health impact of their food choices. This awareness has led to a growing interest in organic foods, particularly fruits and vegetables, which are considered free from harmful chemical residues, genetically modified organisms, and synthetic fertilizers. Unlike conventional produce, organic fruits and vegetables are cultivated using natural methods that prioritize soil health, biodiversity, and ecological balance.

Organic consumption is often associated with a healthier lifestyle. Many individuals perceive organic fruits and vegetables as being richer in nutrients, antioxidants, and vitamins, which can strengthen immunity and reduce the risk of chronic diseases. As health-related concerns increase, consumers are gradually shifting from conventional products to organic alternatives. This shift is driven not only by personal health benefits but also by a desire to adopt environmentally sustainable consumption practices. Environmental awareness also plays a significant role in organic food consumption. Conventional farming practices can lead to soil degradation, water contamination, and biodiversity loss due to excessive chemical use. Organic farming, on the other hand, promotes natural agricultural practices such as composting, crop rotation, and biological pest control. By choosing organic produce, consumers contribute to a healthier ecosystem and support sustainable agricultural practices. This connection between personal choice and environmental responsibility motivates many consumers to purchase organic fruits and vegetables.

In the context of Andhra Pradesh, a state with rich agricultural resources, organic farming is gradually gaining momentum. Local initiatives and government programs aim to promote organic agriculture by providing farmers with technical support, subsidies, and better market access. Urban centers are witnessing the emergence of organic markets and retail stores, making safe and high-quality produce more accessible. However, challenges such as higher prices, limited availability, and lack of consumer awareness continue to influence demand for organic fruits and vegetables. Understanding consumer behavior in this context is essential. Consumer behavior studies help identify the psychological, social, cultural, and economic factors that influence purchase decisions. In particular, studying purchase intention the likelihood that a consumer will choose organic products over conventional alternatives provides insights for marketers, policymakers, and businesses seeking to promote organic consumption. Factors such as health consciousness, environmental awareness, social influence, economic constraints, and exposure to marketing efforts all play a significant role in shaping consumer choices.

Review of Literature

Mohanapriya, R., Kalpana, R., & Vijay Aravinth, K. (2022) reviewed the impact of organic cultivation on enhancing the quality of fruits and vegetables, with the purpose of comparing organic produce to conventional farming. Findings revealed that organic fruits and vegetables had higher levels of ascorbic acid, beta-carotene, polyphenols, fiber, dry matter, and total soluble solids, while mineral nutrients such as Ca, Mg, K, Cu, Fe, Zn, PO4, and SO4 showed no major differences between systems. Moreover, organic produce had lower residues of pesticides, heavy metals, ammonium, and nitrates, though it experienced higher polyphenol loss under high-temperature cooking. The authors concluded that organic crops, despite higher production costs and limited supply, are nutritionally superior and environmentally sustainable compared to conventional crops.

Barbu, Catană, Deselnicu, Cioca, and Ioanid (2022) conducted a systematic literature review to examine factors influencing consumer behavior toward green products. The review revealed multiple determinants, including social norms, environmental orientation, company's perceived green image, product characteristics, perceived risks and benefits, institutional trust, sociodemographic traits, and consumer confidence. The authors concluded that while motivations for purchasing green products are diverse, successful adoption depends on aligning green products with consumer needs, expectations, and perceptions.

De Mooij (2019) explored the intersection of consumer behavior and culture to understand its consequences for global marketing and advertising. The findings highlight how globalization leads to both convergence and divergence in consumer behavior, influenced by variables such as wealth, education, social class, and cultural values. The study concludes that successful global marketing strategies must balance universal branding approaches with local cultural adaptations to align with diverse consumer needs.

Do, Ton, and Huynh (2024) examined the growing role of influencer marketing in shaping consumer purchase intentions. The findings revealed that alignment between influencers and target audiences significantly enhances marketing effectiveness, providing both theoretical insights and practical guidance for marketers. The study concluded that influencer–consumer compatibility is central to successful campaigns, helping marketers select appropriate influencers while enabling influencers to strengthen audience relationships.

Baydaş, Yalman, and Bayat (2021) investigated the determinants influencing consumer attitudes toward organic food from the perspective of healthy behavior. Results revealed five key dimensions shaping consumer attitudes: consciousness, price, inaccessibility, negative attitude, and standardization. The authors concluded that increasing awareness of healthy living has heightened interest in organic products, with certification and trusted sources of information playing a critical role in purchase decisions.

Wang (2023) examined the impact of social media on consumer behavior, particularly how digital platforms shape purchasing decisions and influence traditional retail patterns. Employing a conceptual research approach, the study explored dimensions such as social influence, personalization, advertising, and the growth of social commerce. Findings indicated that social media plays a dual role: it positively facilitates information sharing and consumer interaction, while also presenting challenges such as overreliance on online reviews and potential negative influences. The study concluded that as online consumerism continues to evolve rapidly, businesses and consumers alike must adapt to both the opportunities and risks posed by social media.

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Ao, Bansal, Pruthi, and Khaskheli (2023) conducted a meta-analysis to examine the impact of social media influencers' characteristics on customer engagement and purchase intention. The findings indicated that all these characteristics had moderate to strong correlations with customer engagement and purchase intention, with entertainment value showing the strongest link to engagement and credibility exerting the greatest influence on purchase intention. The authors concluded that systematically identifying the relative effects of influencer attributes reduces heterogeneity in influencer marketing research and provides clearer insights for marketers.

Melnyk, Carrillat, and Melnyk (2021) conducted a meta-analysis to examine the role of social norms in shaping consumer behavior and to identify the conditions under which norms are more or less effective. The findings demonstrated that social norms significantly affect consumer behavior, though their strength varies depending on contextual and individual-level factors. The authors concluded that understanding these moderating conditions is critical for marketers and policymakers to effectively design strategies that leverage social norms to guide consumer choices.

Salhab, Al-Amarneh, Al-Jabaly, Al Zoubi, and Othman (2023) investigated the impact of social media marketing on purchase intention, with brand trust and brand image as mediating variables in the context of beauty centers in Jordan. The results showed that social media marketing significantly influences both brand trust and brand image, which in turn strongly affect purchase intention, jointly explaining a large proportion of variance. The authors concluded that enhancing brand trust and image through social media strategies is crucial for driving consumer purchase behavior.

Kim and Lee (2023) examined the relationship between environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products, with situational context as a moderating factor. Findings revealed that environmental knowledge and consumer effectiveness perception positively influenced purchase intention, which in turn significantly predicted actual purchase behavior, while environmental interest showed no significant effect. Moreover, eco-label credibility and ease of purchase moderated the intention–behavior relationship. The authors concluded that bridging the intention–behavior gap in eco-friendly consumption requires enhancing eco-label trust and reducing barriers to purchase.

Vukasović (2015) investigated European Union consumers' attitudes toward organic fruits and vegetables, aiming to understand the demographic and perceptual factors shaping their purchasing behavior. The study highlighted that organic buyers are typically younger and more highly educated compared to non-buyers, with trust in product authenticity and pricing emerging as key issues. Findings emphasized that consumer knowledge about what constitutes an organic product and its differentiation in the marketplace is limited. The author concluded that increasing consumer awareness and education is crucial for enhancing organic food consumption and sustaining market growth.

Gupta, Kumar, Mahajani, Kumar, and Wadhawan (2025) examined consumer behavior toward organic food products in Udaipur, India, with a focus on awareness, purchasing patterns, and influencing factors. Using a survey of 100 college respondents and analyzing data with descriptive statistics, the study found that 92% of participants were aware of organic food, and 86% reported purchasing items such as vegetables, grains, and fruits, primarily from local markets. Health benefits, environmental concerns, and quality assurance emerged as key motivators, while price sensitivity and limited availability acted as major barriers. The results also indicated that education, income, and family size positively influenced purchasing, whereas occupation had a negative effect. The authors concluded that although awareness and positive perceptions are strong, affordability and accessibility remain challenges, calling for awareness campaigns, supply chain improvements, and policy interventions to make organic food more accessible and affordable.

Radulescu, Cetină, Cruceru, and Goldbach (2021) investigated Romanian consumers' attitudes and intentions toward organic fruits and vegetables, given the country's low share of ecologically certified farmland despite its large agricultural capacity. Findings revealed that consumer attitudes were positively shaped by knowledge of organic product characteristics, personal needs, motivations, and external influences, while barriers such as price and availability did not significantly affect purchase intentions. The study concluded that informed and motivated consumers drive the future growth of organic farming in Romania, suggesting that increasing consumer awareness and education is critical for expanding the market.

Gomathi and Kalyani (2011) investigated awareness of organic food products among the general public in Erode City, Tamil Nadu, India, aiming to identify factors that influence knowledge and sources of information about organic foods. The study found that health consciousness, availability, and education significantly influenced awareness levels, while price and access remained barriers to adoption. The results highlighted that Indian consumers recognize the benefits of organic products, yet knowledge gaps persist, suggesting that awareness campaigns, education, and promotion of certification standards are essential to expand organic consumption.

Deaton and Muellbauer (1980) provided a comprehensive exploration of the economic theory of consumer behavior, aiming to explain how households make consumption choices under various constraints. Key insights include the impact of household characteristics on demand, aggregation problems, welfare comparisons, and choice under uncertainty. The authors concluded that understanding these economic principles is essential for modeling consumer behavior and informing policy, highlighting the importance of both theoretical rigor and practical application in analyzing consumption patterns.

Research Gap

Despite extensive global and national research on consumer behavior and purchase intentions toward organic food, the literature reveals notable gaps in the specific context of Andhra Pradesh. Prior studies emphasize nutritional superiority of organic produce (Mohanapriya et al., 2022), determinants of consumer attitudes such as health consciousness, price, and trust (Baydaş et al., 2021; Vukasović, 2015; Gupta et al., 2025), and the influence of social norms, social media, and influencer marketing on purchase intentions (Do et al., 2024; Ao et al., 2023; Salhab et al., 2023). However, these findings are predominantly drawn from global, European, or other Indian regional contexts, with limited focus on state-level dynamics in Andhra Pradesh. Moreover, existing studies often examine consumer awareness and motivations in isolation, without fully integrating behavioral, cultural, and socio-economic dimensions unique to the region. This creates a gap in understanding how consumer behavior and its determinants collectively shape purchase intentions toward organic fruits and vegetables in Andhra Pradesh. Addressing this gap is essential for developing targeted strategies to promote organic consumption and strengthen the organic food market in the state.

Objective of the study

1. To examine consumer behavior in the consumption of organic fruits and vegetables in Andhra Pradesh.
2. To identify the key factors influencing consumer purchase intention towards organic fruits and vegetables.

Hypothesis of the study

H_{01}: There is no significant difference in consumer behavior regarding the consumption of organic fruits and vegetables in Andhra Pradesh.

H_{02}: Factors of consumer behavior have no significant influence on consumer purchase intention towards organic fruits and vegetables.

Research Methodology : The present study adopts a quantitative research design as it aims to empirically examine consumer behavior and purchase intention toward organic fruits and vegetables using structured data collection and statistical analysis. Quantitative design is appropriate because it facilitates objective measurement, hypothesis testing, and generalization of findings.

The geographical scope of the study is limited to Andhra Pradesh, with a specific focus on the Rayalaseema region, which comprises Kadapa, Anantapuram, Chittoor, and Kurnool districts. This region has been selected due to its agricultural importance, emerging urban consumption patterns, and growing awareness of organic food products. Focusing on Rayalaseema also provides insights into both urban and semi-urban consumer segments, making it a suitable context for studying consumer behavior toward organic produce. For sampling, the study employs the

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convenient sampling technique, which is commonly used in consumer research where respondents are selected based on their accessibility and willingness to participate. Although it is a non-probability method, it is practical in exploratory studies and helps in capturing responses from actual consumers of organic fruits and vegetables. A total of 200 questionnaires were distributed across the four districts, out of which 140 were completely filled and usable for analysis, resulting in an effective response rate of 70%. To ensure equal representation, the final sample is distributed evenly among the four districts, with 35 responses from each district, as shown in Table 1.

The questionnaire was designed on a five-point Likert scale, covering two major constructs: consumer behavior and purchase intention toward organic fruits and vegetables. The Likert scale format allows respondents to express varying degrees of agreement or disagreement, ensuring the collection of reliable attitudinal data.

Table 1: Sample Distribution across Rayalaseema Region

District	Distributed Questionnaires	Completed Responses	Percentage (%)
Kadapa	50	35	25
Anantapuram	50	35	25
Chittoor	50	35	25
Kurnool	50	35	25
Total	200	140	100

Statistical tools

Discriminant Analysis: Discriminant analysis is a multivariate statistical technique used to classify individuals into predefined groups based on their characteristics. In the context of this study, discriminant analysis can be applied to examine consumer behavior in the consumption of organic fruits and vegetables in Andhra Pradesh. Thus, it is a useful tool for understanding the consumption patterns and profiling organic food consumers in the region.

Structural Equation Modeling (SEM): Structural Equation Modeling (SEM) is a powerful statistical technique that combines factor analysis and path analysis to examine complex relationships among observed and latent variables. In this study, SEM is employed to identify and test the key factors influencing consumer purchase intention toward organic fruits and vegetables. Factors related to consumer behvaiour can be modeled as latent constructs, while purchase intention serves as the dependent variable. SEM allows for simultaneous testing of multiple relationships, assessment of both direct and indirect effects, and evaluation of model fit. By applying SEM, the study can determine the relative strength of different behavioral and attitudinal factors in shaping purchase intention, thereby providing a comprehensive understanding of the determinants driving organic food consumption.

Reliability Test (Cronbach's Alpha)

- Purpose: To check the **internal consistency** of each construct (whether items under each factor measure the same underlying dimension).
- Threshold: **$\alpha \geq 0.70$** is acceptable, **≥ 0.80** is good, and **≥ 0.90** is excellent.

Table 2: Reliability test

Construct	No. of Items	Cronbach's Alpha	Reliability Level
Purchase & Use Patterns	5	0.82	Good
Motivations (Behavior Drivers)	5	0.86	Good
Barriers (Behavior Constraints)	5	0.78	Acceptable
Attitude toward Organic	3	0.81	Good
Social Influence (Subjective Norms)	3	0.77	Acceptable
Perceived Behavioral Control	3	0.8	Good
Trust & Knowledge	3	0.84	Good
Price–Value Perception	3	0.83	Good
Availability & Accessibility	3	0.79	Acceptable
Purchase Intention	2	0.76	Acceptable
Overall Scale	35	0.91	Excellent

Data Analysis & Discussion

Objective 1: To examine consumer behavior in the consumption of organic fruits and vegetables in Andhra Pradesh.

This objective made an attempt to examine consumer behavior in the consumption of organic fruits and vegetables in Andhra Pradesh. For this the study applied the discriminant analysis and following is the hypothesis

Null Hypothesis: There is no significant difference in consumer behavior regarding the consumption of organic fruits and vegetables in Andhra Pradesh.

Table 3: Discriminant Score of factors related to Purchase & Use Patterns

Structure Matrix	
	Function
	1
I plan meals to include organic items.	.626
I actively check labels/certification before buying.	.445
I store and handle organic produce carefully to retain quality.	.399
I prefer organic over conventional when both are available.	.388
I regularly purchase organic fruits and vegetables.	.148

The structured matrix provides insights into how different purchase and usage behaviors relate to consumer behavior in the consumption of organic fruits and vegetables in Andhra Pradesh. The results reveal that planning meals to include organic items is the strongest discriminating factor, with a correlation of 0.626, indicating that consumers who consciously incorporate organic products into their meal plans show a higher tendency toward organic consumption. The next significant behavior is actively checking labels and certifications before purchase (0.445), which emphasizes the role of authenticity and trust in influencing purchase decisions.Other contributing factors include careful storage and handling of organic produce to retain quality (0.399) and preference for organic over conventional when both options are available (0.388), suggesting that consumers prioritize maintaining quality and choose organic when convenient. However, regular purchase of organic fruits and vegetables shows the lowest correlation (0.148), indicating that mere purchase frequency is less effective in differentiating consumer behavior compared to conscious planning and verification practices. Overall, these findings highlight that intentional choices and quality assurance are key determinants of consumer behavior in organic product consumption.

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Table 4: Discriminant Score of factors related to Motivations (Behavior Drivers)

Structure Matrix	
	Function
	1
I buy organic to support farmers/sustainable practices.[a]	.780
I choose organic for better health and nutrition.	.340
I buy organic to avoid chemicals/pesticides.	.259
I buy organic for better taste and freshness.	.228
Environmental benefits motivate my purchases.	.222

The above structure matrix provides an understanding of how different motivational factors drive consumer behavior toward purchasing organic products. The results indicate that supporting farmers and sustainable practices is the most significant discriminating factor, with a high correlation of 0.780, suggesting that consumers who are motivated by social and environmental responsibility strongly prefer organic products. The next relevant motivation is choosing organic for better health and nutrition (0.340), which highlights the importance of perceived health benefits in influencing purchase decisions. Following this, avoiding chemicals and pesticides (0.259) emerges as another motivating factor, reflecting consumer concerns about safety and purity. Additionally, better taste and freshness (0.228) and environmental benefits (0.222) play a comparatively smaller role, indicating that while these factors contribute, they are not primary drivers.Overall, the findings suggest that ethical and sustainability-related motivations outweigh individual benefits such as taste or freshness. Consumers appear to prioritize supporting sustainable farming and environmental protection over personal preferences, making these values critical in shaping organic purchase decisions.

Table 5: Discriminant Score of factors related to Barriers (Behavior Constraints)

Structure Matrix	
	Function
	1
High price limits how often I buy organic.	.638
Limited availability/variety is a problem.	.531
I sometimes doubt if "organic" claims are genuine.	.423
Inconsistent quality stops me from buying more.	.248
Organic items are not available where I usually shop.	.196

The structure matrix indicates the strength of correlation between various barriers and the discriminant function. Among the identified barriers, **high price (.638)** emerges as the most significant constraint influencing consumer behavior toward organic products. This suggests that cost sensitivity is the primary factor limiting frequent purchases. The next major barrier is **limited availability or variety (.531)**, highlighting accessibility issues in the market. Additionally, **doubts about the genuineness of organic claims (.423)** play a notable role, indicating trust concerns among consumers. **Inconsistent quality (.248)** and **lack of availability in usual shopping locations (.196)** show weaker correlations, suggesting they have a comparatively lesser impact but still act as constraints in organic product adoption.

Objective 2: To identify the key factors influencing consumer purchase intention towards organic fruits and vegetables.

This objective made an attempt to key factors influencing consumer purchase intention towards organic fruits and vegetables. For this the study applied the Structural Equational Model and following is the hypothesis.

Null hypothesis: Factors of consumer behavior have no significant influence on consumer purchase intention towards organic fruits and vegetables.

Table 6: Goodness of Fit Index

Fit statistic	Recommended Value	Obtained Value
Chi square		420.387
Df		119
Chi square significance	p < = 0.05	0.000
Goodness Fit Index	>0.90	0.644
Adj. Goodness Fit Index	>0.90	0.543
Normed Fit indexes	>0.90	0.139
Relative Fit Index	>0.90	0.016
Comparative Fit Index	>0.90	0.144
Tucker Lewis Index	>0.90	0.022
RMSEA	<0.05	0.135

Goodness of fit index indicates the fitness of hypothesized model with respect to SEM model. The result indicates that GFI (Goodness Fit Index) is **0.644** and Adjusted Goodness of fit Index is **0.543** which are observed to be below the recommended level. Normed Fit Index seems to be **0.139** and Relative Fit Index is **0.016**, which are far below the acceptable level of 0.90. Goodness indices like Comparative Fit Index (**0.144**) and Tucker Lewis Index (**0.022**) are also observed to be lower than the cut-off level. Root Mean Square Error of Approximation (RMSEA) is **0.135**, which implies that the model fit is poor. Hence, goodness of fit index concluded that the model is not satisfactory.

Structural Equation Model

In the graph below, each variable is interlinked, and the study made an attempt to identify the key factors influencing **consumer purchase intention towards organic fruits and vegetables**. Here, six behavioral dimensions have been considered, namely **Attitude (A)**, **Subjective Norm (SN)**, **Perceived Behavioral Control (PBC)**, **Trust and Knowledge (TK)**, **Perceived Value of Product (PVP)**, and **Awareness and Availability (AA)**. These factors collectively form **Behavioral Factors**, which ultimately influence **Purchase Intention**. However, the goodness of fit indices was observed to be **not satisfactory**, indicating that the model needs further refinement for a better fit.

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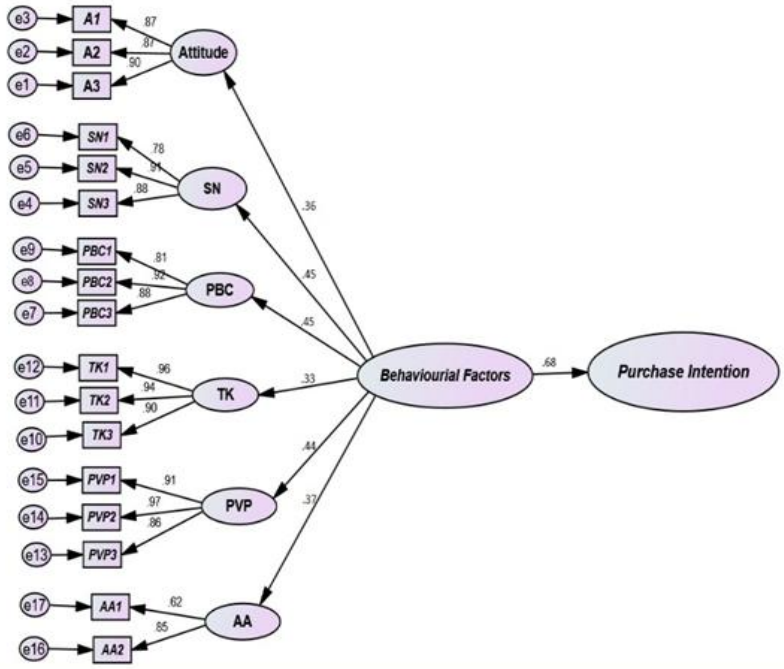
Figure 1: Behavioral Factors influencing consumer purchase intention towards organic fruits and vegetables



In today's competitive and health-conscious world, consumers are becoming increasingly aware of the importance of consuming safe, nutritious, and environmentally friendly products. Organic fruits and vegetables are perceived as a healthier and more sustainable choice, which has led to a growing interest among consumers. However, their purchase decision is influenced by multiple behavioral factors such as attitude, social norms, perceived control, trust, and awareness. For organizations and marketers, understanding these behavioral aspects is essential to design strategies that promote organic products effectively. Factors like positive attitudes toward health, influence from family and peers, and easy availability of organic produce play a significant role in shaping purchase intentions. Building consumer trust in product quality and authenticity, as well as increasing awareness about the benefits of organic food, can drive higher engagement and adoption. The current study made an attempt to determine the impact of these behavioral factors on consumer purchase intention using the SEM model, whose regression weights are as follows.

Table 7: Impact of Behavioral Factors on Purchase Intention

			Estimate	S. E	C.R	Sig.
Attitude	<---	Behavioural factors	0.362	0.087	4.16092	***
Social Influence	<---	Behavioural factors	0.447	0.073	6.123288	***
Perceived Behavioral Control	<---	Behavioural factors	0.453	0.065	6.969231	***
Trust & Knowledge	<---	Behavioural factors	0.328	0.076	4.315789	***
Price–Value Perception	<---	Behavioural factors	0.445	0.043	10.34884	***
Availability & Accessibility	<---	Behavioural factors	0.371	0.055	6.745455	***

The table represents the regression weights with respect to **Behavioral Factors and Purchase Intention**, where Behavioral Factors act as the independent variable and Purchase Intention as the dependent variable. The results indicate that behavioral factors have a positive and significant impact on purchase intention. This implies that individuals whose buying behavior is influenced by various social, psychological, and situational factors exhibit a higher tendency to purchase, while those less influenced show lower purchase intentions. Among the six dimensions, **Price–Value Perception** showed the highest significant impact (0.445), followed closely by **Perceived Behavioral Control** (0.453) and **Social Influence** (0.447), highlighting that fair pricing, ease of purchase, and peer influence play a crucial role in shaping purchase decisions. Dimensions such as **Availability & Accessibility** (0.371) and **Attitude** (0.362) had a moderate impact, suggesting that product availability and a positive attitude also contribute meaningfully to purchase intention. **Trust & Knowledge** (0.328) had the lowest, yet significant, impact, indicating that while trust and awareness are essential, they are less dominant compared to other behavioral factors. These findings demonstrate that all dimensions of behavioral factors significantly influence purchase intention, with price-value perception being the most influential. The regression weights shown in the table explain the influence of each behavioral factor dimension on purchase intention.

Table 8: Regression Weights with respect to Behavioural Factors

			Estimate	S. E	C.R	Sig.
Buying organic is a good choice for me	<---	Attitude	0.87	0.111	7.838	***
Benefits of organic outweigh the extra cost.	<---	Attitude	0.867	0.101	8.584	***
Choosing organic improves my family's well-being.	<---	Attitude	0.902	0.127	7.102	***
People important to me think I should buy organic.	<---	Social Influence	0.777	0.113	6.876	***
Family/friends encourage me to choose organic.	<---	Social Influence	0.907	0.133	6.820	***
I see more people around me purchasing organic.	<---	Social Influence	0.875	0.14	6.250	***
It is easy for me to find organic options when I shop.	<---	Perceived Behavioral Control	0.811	0.109	7.440	***
I can afford organic products regularly.	<---	Perceived Behavioral Control	0.916	0.093	9.849	***
I feel confident identifying genuine organic products.	<---	Perceived Behavioral Control	0.876	0.099	8.848	***
I trust organic labels/certifications in stores/online.	<---	Trust & Knowledge	0.956	0.113	8.460	***
Retailers/brands I buy from are reliable for organic.	<---	Trust & Knowledge	0.943	0.116	8.129	***
I know where to get information about organic products.	<---	Trust & Knowledge	0.899	0.135	6.659	***
Organic products offer good value for money.	<---	Price–Value Perception	0.915	0.093	9.839	***
I am willing to pay a reasonable premium for organic.	<---	Price–Value Perception	0.971	0.085	11.424	***
Discounts/promotions would increase my organic purchases.	<---	Price–Value Perception	0.856	0.121	7.074	***
Organic products are available near my home/work.	<---	Availability & Accessibility	0.616	0.132	4.667	***
The variety of organic fruits and vegetables meets my needs.	<---	Availability & Accessibility	0.851	0.129	6.597	***

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Table represents the regression weights indicate that Attitude has a strong influence on buying behavior toward organic products. Among the indicators, *choosing organic improves my family's well-being* (0.902) has the highest impact, indicating that consumers strongly associate organic purchases with health benefits. Similarly, the belief that *buying organic is a good choice* (0.870) and that *benefits of organic outweigh the extra cost* (0.867) also show high significance. This implies that positive attitudes and perceived benefits of organic products significantly enhance the intention to purchase.

Social Influence is another key determinant of consumer behavior. The statement *family/friends encourage me to choose organic* (0.907) has the strongest impact, suggesting that encouragement from close social circles highly influences purchasing decisions. Additionally, *I see more people around me purchasing organic* (0.875) and *people important to me think I should buy organic* (0.777) also show strong influence. This demonstrates that societal norms and peer recommendations are vital in shaping organic buying behavior.

Perceived Behavioral Control reflects a consumer's ability and confidence in making purchases. The ability to afford organic products regularly (0.916) shows the highest influence, emphasizing the role of financial capability. Confidence in identifying genuine organic products (0.876) and ease of finding organic options (0.811) also positively influence purchasing behavior. This indicates that affordability and convenience are crucial for increasing organic product consumption.

Trust and Knowledge are critical in influencing purchase decisions. Trust in organic labels and certifications (0.956) has the highest weight in this dimension, followed by the reliability of retailers/brands (0.943). Awareness of where to get information (0.899) also plays an important role. These results suggest that enhancing trust and consumer education can significantly boost organic product adoption.

Price–Value Perception significantly impacts buying behavior. *I am willing to pay a reasonable premium for organic* (0.971) shows the highest impact among all indicators, suggesting that consumers are ready to pay more for perceived quality and safety. *Organic products offer good value for money* (0.915) and the effect of *discounts/promotions* (0.856) further indicate that while consumers value premium quality, promotional offers can enhance their purchasing decisions.

Availability and Accessibility influence regular purchase behavior. *The variety of organic fruits and vegetables meets my needs* (0.851) shows higher significance compared to *organic products are available near my home/work* (0.616). This implies that product variety and diversity matter more than just physical proximity, highlighting the importance of expanding product options to satisfy consumer needs.

Findings

1. The analysis reveals that planning meals to include organic items (.626) and checking certification labels (.445) are the strongest behavioral practices, while regular purchasing (.148) is relatively weaker. This indicates that consumers in Andhra Pradesh are conscious about organic food choices but their actual purchase frequency remains limited.
2. It observes that Supporting farmers and sustainable practices (.780) emerges as the strongest motivator, while health (.340) and chemical avoidance (.259) follow at a moderate level. This suggests that beyond personal health, consumers' behavior is also shaped by ethical and social concerns related to sustainability.
3. It indicates that High prices (.638) and limited availability (.531) are the major constraints, while doubts about authenticity (.423) also play a role. It highlight that economic and accessibility challenges significantly restrict the extent of organic consumption in Andhra Pradesh, despite consumer interest.
4. It found that Attitude (.362) and social influence (.447) both have a significant positive impact on purchase intention, indicating that consumers' personal beliefs about organic products, as well as encouragement from family, friends, and social circles, strongly shape their intention to buy organic fruits and vegetables.
5. It observes that Perceived behavioral control (.453) and trust & knowledge (.328) significantly affect purchase intention, suggesting that consumers are more likely to purchase organic products when they feel confident in identifying genuine organic items and trust the labels, certifications, and information sources.
6. It reports that Price–value perception (.445) and availability & accessibility (.371) also significantly influence purchase intention, highlighting that consumers consider both the affordability and convenience of obtaining organic fruits and vegetables when deciding to buy, making economic and logistical factors crucial determinants.

Conclusion

The study concluded that consumers in the Rayalaseema region of Andhra Pradesh demonstrate a growing awareness and conscious behavior toward the consumption of organic fruits and vegetables, with practices such as meal planning and checking certifications being the most prevalent. Ethical and social motivations, particularly supporting sustainable farming practices, strongly influence consumer behavior alongside personal health and chemical avoidance considerations. However, economic and accessibility constraints, including high prices, limited availability, and occasional doubts about authenticity, continue to limit the frequency of organic purchases. Key factors such as attitude, social influence, perceived behavioral control, trust and knowledge, price–value perception, and product accessibility significantly shape consumers' purchase intentions, highlighting that both psychological and practical considerations play a crucial role in driving the adoption of organic produce. Based on these insights, it is suggested that policymakers and marketers focus on enhancing the availability and variety of organic products, implementing price-support measures or discounts to make organic items more affordable, promoting credible certifications to build consumer trust, and conducting awareness campaigns to emphasize both health and environmental benefits. Such initiatives can strengthen consumer confidence, increase purchase frequency, and foster sustainable consumption patterns for organic fruits and vegetables in Andhra Pradesh.

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