

## Introduction

Consumer resistance to organic food consumption is a significant phenomenon that requires understanding. Despite the increasing popularity of organic food, some consumers resist its consumption. The aim of this literature review is to provide an overview of consumer resistance to organic food consumption, including its reasons. The review will cover factors such as perceptions of organic food, sociocultural, psychological, and situational influences, and variables. However, the review may not be exhaustive due to limitations in scope, reliance on existing literature, and lack of empirical research. Nevertheless, it will provide valuable insights into consumer resistance to organic food consumption and its implications for marketers, policymakers, and future research.

## Literature Review

As we know, consumers are getting used to purchasing organic food. However, resistance to organic food consumption can manifest in various forms, such as lack of interest, skepticism, and reluctance to pay premium prices for organic products. This resistance poses challenges for the organic food industry, which has overgrown due to increased awareness about health, sustainability, and environmental concerns. However, despite the perceived benefits of organic food, consumers may exhibit resistance due to various factors, including misconceptions, lack of knowledge, perceived inconvenience, and economic considerations.

In addition, Kushwah et al., (2019) explored the study to understand consumer resistance to the consumption of organic food, specifically in the context of ethical consumption, purchasing, and choice behavior. The study explores the reasons behind consumer reluctance or resistance towards consuming organic food and provides insights into the factors that influence consumer behavior in this context. The authors effectively condensed their findings into a concise summary of the reason behind consumer resistance toward organic food, including ethical considerations, and purchase behavior.

### *Ethical consumption intentions toward organic food*

In my opinion, the research gives valuable perspectives into determining consumer opposition to consuming food that is organic. The major finding explored by Guido (2009) was to examine consumer attitudes regarding the moral consumption of natural products. The study sought to explore the impact of purchase and selection activities on ethical consumption intentions, and it discovered myriad factors that affected these intentions, including concerns about the environment, awareness of health, and moral concerns. Additionally, Long and Murray (2013) observed that ethical consumption behavior can be influenced by product attributes and labeling, highlighting the importance of such characteristics in driving consumer decisions toward ethical consumption.

### *Purchase intentions in context to organic food and choice behavior*

From my point of view, purchase intentions and choice behavior in the context of organic food and numerous studies explored these. For instance, Arvola et al., (2008) revealed that consumers with a favorable attitude towards organic food tend to exhibit higher purchase intentions. This positive attitude was found to be influenced by various factors, such as environmental concerns, health considerations, and trust in organic labeling. Similarly, de Magistris and Gracia (2008) conducted a similar study and found that consumers who perceive health benefits in organic food are more likely to have stronger purchase intentions.

### *Theoretical perspectives on consumer resistance to the consumption of organic food.*

As we already know, several theoretical perspectives have been proposed to explain consumer resistance to the consumption of organic food. One prominent perspective is the cognitive dissonance theory, consumers may experience discomfort when their attitudes or behaviors are inconsistent with their values or beliefs about organic food (Bray et al., 2011). Consumers may resist consuming organic food if it conflicts with their existing attitudes or beliefs about food, such as concerns about taste, price, or perceived inconvenience. Similarly, another theoretical perspective is the risk perception theory, which posits that consumers may resist organic food consumption due to perceived risks, such as concerns about food safety, lack of information, or skepticism about the credibility of organic certification (Magnusson et al., 2001). As a result, consumers may resist consuming organic food if they perceive it as uncertain or risky, despite its potential benefits.

### *Consumer resistance to organic food consumption: Price and taste resistance.*

As I see it, consumer resistance to organic food consumption can manifest in various ways and may involve different variables. One is price resistance, where consumers may resist purchasing organic food due to perceived higher prices compared to conventional food (Bray et al., 2011). Studies have found that price is a significant barrier to organic food consumption, as consumers may prioritize price over other perceived benefits of organic food. Moreover, taste resistance, where consumers may resist organic food consumption due to concerns about taste and sensory attributes (Sultan et al., 2019). Taste preferences and sensory experiences are important factors influencing food choices, and some consumers may perceive organic food as inferior in taste or unfamiliar in flavor, leading to resistance.

## **Conclusion**

To understand the consumer resistance to the consumption of organic food is a complex and multifaceted area of research. Theoretical perspectives such as cognitive dissonance theory and risk perception provide insights into the psychological processes that may influence consumer resistance. Additionally, sub-topics such as price resistance and taste resistance highlight specific barriers that consumers may encounter in adopting organic food consumption. Further research, especially in this area is needed to deepen our understanding of consumer resistance and develop effective strategies to promote sustainable food consumption behaviors. By addressing consumer resistance, we can promote the adoption of organic food consumption, which may have positive implications for health, sustainability, and the environment.

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