

Abstract

This study explores consumer perceptions and preferences regarding organic milk compared to conventional milk, focusing on the factors that influence purchasing decisions, health considerations, and environmental concerns. The demand for organic milk has been steadily rising as consumers become more health-conscious and environmentally aware. Organic milk, produced without the use of synthetic pesticides, antibiotics, or hormones, is often perceived as a healthier and more sustainable option than conventional milk. However, despite the increasing popularity of organic products, many consumers still prefer conventional milk due to its lower cost and widespread availability.

The primary objective of this research is to understand the perception of consumers regarding both organic and conventional milk, focusing on aspects such as health benefits, taste, price sensitivity, and environmental impact. The study will also investigate the factors driving consumer behavior, including awareness, trust in labeling, and willingness to pay a premium for organic milk.

The findings from this study will help dairy producers, retailers, and policymakers understand consumer preferences and challenges in the organic milk market. The research will offer recommendations on how to improve the marketing of organic milk, educate consumers about its benefits, and potentially increase consumer adoption of organic dairy products.