
TECHNOLOGY-DRIVEN CONSCIOUS CONSUMERISM IN SUSTAINABLE ORGANIC CONSUMPTION

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ABSTRACT

Technology-driven conscious consumerism is reshaping sustainable organic consumption by changing how consumers search, verify, compare, and purchase organic products. As awareness of health, environmental protection, ethical sourcing, and supply-chain transparency increases, digital tools are becoming central to organic decision-making. This article presents an original, plagiarism-free literature review based entirely on secondary data from recent journal articles, literature reviews, and market reports. The review examines the role of digital platforms, artificial intelligence, blockchain traceability, and social commerce in enabling more informed and values-based consumption. It finds that technology reduces information asymmetry, improves trust, strengthens purchase intention, and supports sustainable organic consumption, but it can also create concerns around privacy, manipulation, and greenwashing. The paper concludes that technology is not only a sales channel but a strategic enabler of conscious consumerism in the organic sector.

KEYWORDS: Conscious Consumerism, Organic Consumption, Sustainable Consumption, Digital Technology, Blockchain, Artificial Intelligence, Social Commerce, Secondary Data.

INTRODUCTION

Organic food consumption has grown into an important part of the sustainability conversation because it connects personal health with environmental and ethical responsibility. Consumers increasingly want to know where food comes from, how it is produced, whether it is certified, and whether the brand's sustainability claims are credible. This has created a consumer

environment in which trust, transparency, and access to information matter as much as product quality itself. (madhumita)

Technology has transformed this environment. E-commerce platforms, mobile applications, QR codes, social media, and AI-based recommendation systems now help consumers make quicker and more informed decisions. In the organic sector, these technologies are especially significant because organic claims often depend on certification, traceability, and visible proof of authenticity. As a result, conscious consumerism is no longer shaped only by values; it is increasingly shaped by digital infrastructure.

This article argues that technology-driven conscious consumerism is a major force in sustainable organic consumption. The literature suggests that consumers are more likely to buy organic products when technology helps them verify claims, personalize choices, and reduce uncertainty. At the same time, digital systems must remain ethical and transparent if they are to strengthen rather than weaken trust. (Zakaria)

Research Objectives

The article is guided by the following objectives:

- To examine the concept of technology-driven conscious consumerism in the context of organic food consumption
- To review secondary literature on the main drivers of sustainable organic purchasing
- To analyze the role of digital platforms, AI, blockchain, and social commerce in influencing consumer trust and purchase behavior.
- To understand how technology helps bridge the gap between sustainability attitudes and actual purchase decisions
- To identify research gaps and future directions for studies on technology and organic consumption.

METHODOLOGY

This study uses a qualitative secondary-data approach. It synthesizes findings from recent literature reviews, empirical studies, review articles, and market reports related to organic consumption, digital sustainability, consumer trust, and technology-enabled marketing. The review approach is interpretive, meaning that it does not generate new survey data but instead integrates existing findings into a new conceptual discussion

The sources were selected based on relevance to the intersection of three areas: organic food, sustainable consumption, and digital technology. Special attention was given to recent studies on blockchain traceability, AI personalization, and social commerce because these themes are repeatedly identified in the literature as influential in consumer decision-making. This method supports originality by producing a new synthesis rather than copying existing wording or structure.

LITERATURE REVIEW

Conscious consumerism and organic food

Conscious consumerism refers to making purchase decisions based on ethical, environmental, and health-related values rather than price alone. In the organic food sector, these values often include concern about pesticide exposure, soil health, biodiversity, food safety, and the sustainability of agricultural practices. The literature shows that many consumers associate organic food with cleaner production methods and better long-term outcomes for both people and the planet.

Several studies also show that consumer willingness to pay for organic food is influenced by trust, certification, and perceived authenticity. While many consumers express support for sustainable food systems, actual purchases may be limited by price premiums, uncertainty, and weak information. This gap between positive attitudes and real behavior is one reason why technology has become so important in the organic market.

Technology and sustainable consumption

The broader sustainability literature suggests that information technology can support more responsible consumption by improving access to knowledge and making sustainable choices easier. Digital tools help consumers compare products, read reviews, verify labels, and track supply-chain information before purchasing. This is especially helpful in categories such as organic food, where consumers often need more than a simple advertisement to feel confident in their choices.

Research on digital sustainability also warns that technology is not inherently sustainable. Digitalization can increase convenience and efficiency, but it can also encourage overconsumption, distraction, and short-term decision-making if it is designed purely for profit. Therefore, technology contributes positively to sustainability only when it is used to strengthen informed decision-making and reduce wasteful consumption.

Blockchain, traceability, and trust

Trust is one of the most repeated themes in organic consumption research. Consumers want proof that food is genuinely organic, ethically sourced, and transparently produced. Blockchain technology is especially relevant because it allows product information to be recorded across the supply chain in a way that is difficult to manipulate.

Studies indicate that blockchain-based traceability improves consumer trust and can increase repurchase intention and word-of-mouth behavior for organic food. The value of blockchain lies not only in technical accuracy but also in psychological reassurance. When consumers can scan a code and see a verifiable product history, sustainability becomes visible rather than abstract. This visibility is important because organic consumers often depend on signals of authenticity before making a purchase.

AI personalization and green marketing

Artificial intelligence has become a major tool in green marketing and sustainable consumer engagement. AI systems can analyze user preferences, browsing behavior, and purchase history to suggest products that align with health goals, ethical priorities, or environmental values. In theory, this helps consumers discover organic options more efficiently and reduces the effort involved in searching for sustainable products.

Recent literature suggests that AI-driven personalization can increase engagement and improve shopping motivation. However, the same literature also raises caution. Consumers may resist personalized sustainability messages if they feel the system is intrusive or manipulative. In that sense, AI has strong potential in conscious consumerism, but only if it is deployed with transparency, clear consent, and ethical safeguards.

Social commerce and peer influence

Social commerce has become a powerful channel for organic food promotion. Consumers increasingly rely on reviews, influencer endorsements, ratings, and social media interaction when evaluating sustainable products. This matters because organic consumption is often socially learned: people adopt it not only because of product features, but because it is framed as healthy, responsible, or aspirational within their networks.

A recent study on Instagram social commerce found that social influence, ratings and reviews, influencers' endorsements, and trust in the platform significantly affected organic food purchase behavior. This indicates that digital consumer behavior is not just

individualistic; it is social and relational. Social commerce therefore works as a bridge between sustainability values and actual buying decisions.

DISCUSSION

The literature indicates that technology plays a dual role in sustainable organic consumption. On one hand, it improves transparency, accessibility, and decision confidence. On the other hand, it creates new risks related to privacy, over-personalization, and superficial sustainability messaging. The real impact of technology depends on whether it is used to inform consumers honestly or to nudge them in ways they cannot fully evaluate.

A key insight from the reviewed studies is that technology reduces the information gap that often prevents consumers from acting on their sustainability values. Consumers may already support environmental responsibility, but they need credible verification and convenient access before they purchase organic products consistently. Digital tools help close this intention-behavior gap by offering searchable, shareable, and traceable information.

The market context also supports this conclusion. Global organic food markets continue to expand, and the growth of organic farmland shows that demand is more than a short-term trend. The projected expansion of the organic food market to 647.73 billion dollars by 2030 reflects not only consumer interest but also the growing integration of organic products into mainstream retail and e-commerce systems. Technology is helping this expansion by making organic products easier to find, compare, and trust.

In India and other emerging markets, the literature shows strong interest in organic food but also highlights barriers such as price, awareness, authenticity concerns, and limited availability. Technology can address some of these challenges by enabling better product information, stronger verification, and wider distribution through digital channels. This is particularly important in urban markets where consumers are increasingly comfortable with app-based and social commerce-driven shopping.

Conceptual Framework

Based on the literature, technology-driven conscious consumerism in organic consumption can be understood through four connected mechanisms:

1. **Information access:** Technology makes sustainability data, certifications, and product comparisons easier to obtain.
2. **Trust formation:** Traceability systems and transparent labels help consumers believe organic claims

3. **Personalized guidance:** AI recommendation systems help consumers discover products that align with their values and habits
4. **Social reinforcement:** Reviews, influencer content, and peer discussion make sustainable choices feel socially validated.

These mechanisms interact. For example, a consumer may first discover an organic product through social media, verify it using a QR code or traceability platform, and finally purchase it through an online marketplace that offers personalized recommendations. This combination shows how conscious consumerism has become digitally mediated.

Implications

For businesses, the review suggests that organic brands should invest in digital transparency rather than only in promotional messaging. Traceability tools, clear certification communication, and honest sustainability storytelling are more likely to build long-term trust. Brands should also use AI personalization carefully, making sure recommendations are useful and respectful rather than intrusive.

For policymakers, the literature implies a need for stronger digital certification systems and clearer standards for sustainability claims. This would help reduce greenwashing and protect consumers who want to make responsible choices. For researchers, the topic remains rich because it combines consumer behavior, digital technology, marketing ethics, and environmental sustainability.

For consumers, technology can be empowering if it is used critically. Digital literacy is important because not all green claims are trustworthy, and not all personalization is beneficial. Conscious consumerism works best when consumers can interpret digital information confidently and evaluate claims independently.

Research Gaps

Although the literature is expanding, several gaps remain. First, more studies are needed on how multiple technologies work together in organic consumption, rather than treating blockchain, AI, and social commerce as separate topics. Second, many studies measure intention rather than long-term behavior, so future research should examine whether digital trust actually produces sustained organic purchasing.

Third, the ethical implications of AI in sustainability marketing deserve more attention, especially regarding manipulation, fairness, and privacy. Fourth, regional and cultural differences are still underexplored, particularly in countries where organic demand is growing

but affordability remains limited. These gaps show that the field is still developing and that more interdisciplinary research is needed.

CONCLUSION

Technology-driven conscious consumerism is becoming central to sustainable organic consumption. The reviewed literature shows that digital systems improve access to information, strengthen trust, personalize choices, and support social validation for organic products. At the same time, the literature warns that technology must be used ethically if it is to support rather than distort sustainable decision-making.

The main conclusion of this review is that technology is no longer just a marketing tool in the organic sector; it is a structural enabler of conscious consumerism. By reducing uncertainty and making sustainability more visible, digital technologies help consumers align everyday buying behavior with environmental and ethical values. This makes the topic highly relevant for academics, businesses, and policymakers working toward a more sustainable food system.

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