

Health-conscious Gen-Z consumers' perceptions and willingness to pay for organic food products: the mediating role of lifestyle and awareness

Ashish Raitani and Vijay Prakash Gupta
Institute of Business Management, GLA University, Mathura, India

Received 6 July 2026
Revised 6 September 2026
13 September 2026
20 September 2026
Accepted 21 September 2026

Abstract

Purpose – Previous studies have examined consumer perceptions of organic food and willingness to pay, but limited research has explored how lifestyle and awareness influence Gen Z's purchasing decisions. As organic food remains a developing market in India, with affordability posing a challenge, a deeper understanding of consumer behaviour is needed. This empirical study addresses this gap by investigating the relationships among health consciousness, lifestyle factors, awareness, attitude and willingness to pay for organic foods. Focusing on Gen Z consumers in Agra, India, the study aims to provide a comprehensive framework explaining how these variables shape purchase intentions and willingness to pay for organic products.

Design/methodology/approach – This study assessed the perceptions of Generation Z consumers (18–28 years) in Agra towards organic food and their willingness to purchase it. A descriptive research design was adopted, and primary data were collected using a structured questionnaire containing closed-ended Likert-scale items to evaluate the proposed relationships. Convenience sampling, a non-probability technique, was used to recruit respondents through colleges, workplaces and social media platforms, ensuring a diverse participant pool. The survey was administered online through an open-access platform. Following the structural equation modelling (SEM) recommendations of 10–20 responses per indicator (Hair *et al.*, 2019), 300 valid responses were obtained for partial least squares structural equation modelling (PLS-SEM) analysis.

Findings – The structural model supported all proposed hypotheses. Awareness significantly increased consumers' willingness to pay for organic products ($\beta = 0.437, p < 0.001$). Health consciousness positively influenced both awareness ($\beta = 0.881, p < 0.001$) and lifestyle ($\beta = 0.916, p < 0.001$), suggesting that health-conscious individuals are more aware and adopt healthier lifestyles. Lifestyle also had a significant positive effect on willingness to pay ($\beta = 0.284, p = 0.008$). Additionally, health consciousness directly enhanced willingness to pay for organic products ($\beta = 0.256, p = 0.011$), emphasising its key role in consumer purchase decisions.

Research limitations/implications – The research is conducted with the Gen Z consumers of urban areas of Agra, India, which can restrict the generalisability of the study as the research could be conducted with different sets of consumers or different geographical locations. Secondly, the study takes health consciousness, lifestyle and awareness as main determinants in why consumers will be purchasing organic goods. However, other factors haven't been taken into account, such as income and price sensitivity.

Practical implications – From the results, it was suggested that Gen Z should be marketed to with a focus on the health, lifestyle and sustainability benefits. To increase willingness to pay, appropriate labelling, education and communication are used to raise awareness. Government agencies can assist in the consumption of organics by promoting healthy and sustainable consumption of food, public awareness and certification.

Originality/value – This study represents an original empirical investigation conducted by the author. The research framework was independently conceptualised based on an extensive review of the relevant literature, while the survey instrument was self-developed and adapted to the study objectives. All primary data were collected directly from respondents through a structured questionnaire, and the dataset was generated exclusively for this research. The analysis, interpretation and conclusions are the author's own work. No previously published datasets, proprietary material or third-party research findings were used as a substitute for the primary data employed in this study.

Keywords Health consciousness, Lifestyle, Awareness, Generation Z, Organic food, Willingness to pay, Consumer behaviour, Sustainable consumption

Paper type Research article



Rajagiri Management Journal
Emerald Publishing Limited
e-ISSN: 2633-0091
p-ISSN: 0972-9968
DOI 10.1108/RMJ-06-2026-0164

© Ashish Raitani and Vijay Prakash Gupta. Published in *Rajagiri Management Journal*. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licences/by/4.0/>

1. Introduction

The market of organic food has grown substantially throughout the world; this rapid growth rate is driven by rapidly rising consumer concern for personal health, food safety and ecological sustainability. Consumers increasingly look at what they eat and how it will affect both their own health and the environment over time. As a result of these factors, organic foods have earned a reputation among many consumers as safer and healthier than conventionally grown foods (Willett *et al.*, 2019; Tzoulas *et al.*, 2007). The Gen-Z target market consists primarily of today's young adults, with most being born between 1997 and 2012; they are expected to be a major part of this growing marketplace in the future. Gen Z tends to have higher levels of engagement in digital environments, greater exposure to health-related information and higher sensitivity to ethical and environmental issues. Prior research has shown that food choices among Gen Z are often connected to larger values (i.e. sustainability, authenticity, well-being), and for this reason, Thus, the consumption of organic food by Gen Z consumers has shifted from a utilitarian perspective to an identity-based one that is rooted in values (Goh and Lee, 2024; Wu *et al.*, 2025; Pais *et al.*, 2023). Gen Z's purchasing habits and preferences are heavily influenced by online sources of information, their peers and social media, and all of these factors are combined to create more informed and value-driven purchasing patterns. Health consciousness is considered a critical psychological factor influencing food-related behaviour. It refers to the extent to which individuals are concerned about their health and actively engage in behaviours aimed at maintaining or improving their physical well-being (Gould, 1988). Health-conscious consumers tend to monitor their dietary intake, seek nutritional information and prefer products perceived as safe and beneficial. Several studies have consistently demonstrated a positive relationship between health consciousness and favourable attitudes toward organic food products across different cultural contexts (Michaelidou and Hassan, 2008; Kushwah *et al.*, 2019; Chetioui *et al.*, 2023).

Increasing consumers' understanding of organic certification, product manufacturing and nutritional values influences the consumers' perception of organic products by enhancing their trust through higher levels of awareness, thereby lowering uncertainties and creating an environment where they are likely to purchase organic products (Lea and Worsley, 2005; Hughner *et al.*, 2007). Also, how lifestyle relates to individuals' daily behaviours, interests and values, health and fitness in the environment and sustainability influence the degree to which Generation Z, as consumers, use their choice of lifestyle as an avenue to express their identity as well as to take part in healthy and sustainable lifestyles (Smith and Paladino, 2010; Kamenidou *et al.*, 2020).

In view of the gap noted, this research will examine the relationship between "health consciousness and Generation Z consumers' willingness to pay" for organic food, in relation to their awareness and lifestyle mediating the relationship between these two variables, through primary data collection from generation Z respondents situated in Agra; and using partial least squares structural equation modelling (PLS-SEM) to provide a deeper understanding of how Generation Z consumers acquiesce to the additional cost of purchasing premium organic produce. The findings aim to offer practical insights for "marketers, policymakers and organic food producers" seeking to promote healthier and more sustainable consumption patterns among India's urban youth.

- (1) How does health consciousness affect Gen Z consumers' opinions on organic food?
- (2) How does lifestyle influence the relationship between the desire to pay for organic items and health consciousness?
- (3) How does awareness influence consumer choices and improve attitudes toward organic food?
- (4) How might market and policy activities that promote sustainable food consumption among Gen Z in urban India be supported by these findings?

2. Review of literature

The literature supporting this study is reviewed and analysed in the section of the report that follows. Because the literature review focuses on current literature that is closely connected to health consciousness, awareness, lifestyle and Gen Z consumers' willingness to pay for organic foods, this part expands upon the previously provided studies and the context surrounding the research topic. The literature has been categorized according to four major themes that developed in order to facilitate cross-reference to research variables: consumer behaviour and health consciousness, awareness and views of organic food, lifestyle aspects related to organic consumption and willingness to pay for premium products. This section lays out the conclusions and outcomes of the earlier study and provides the theoretical framework for the current investigation.

2.1 Health consciousness and consumer behaviour

The concept of health consciousness has become a main focus of study within the area of consumer behaviour research, especially with regard to food selection behaviour. Health consciousness can be understood as an individual's commitment to proactively and intentionally be concerned about his/her own physical health and the prevention of future chronic health problems through informed decision-making regarding food consumption (Gould, 1988). Moreover, recent findings show that digital engagement increases the impact of health consciousness on young consumers' preferences for organic food products (Goh and Lee, 2024).

The prevalence of chronic diseases associated with lifestyle choices, many highly publicised food safety-related incidents and the rising access to nutrition-related information about food products in the media have all contributed to the development of health consciousness as a large part of the development of consumers' food choice preferences (Willett *et al.*, 2019). Various empirical studies show that health-conscious people have a strong preference for foods that they see as (natural, safe and less processed). People who have health awareness will find organic food to be very appealing (Michaelidou and Hassan, 2008) Chetioui *et al.* (2023) stated that these consumers will engage in active methods of information processing, such as reading labels and confirming the production method, which has been shown to enhance the perceived value of the product as well as reduce the perceived risk of consumption. Health awareness has a greater influence on the behaviour of younger buyers due to their access to information through digital channels. Consumers of Generation Z are very engaged online, giving them continual access to health-related information, peer opinions and professional recommendations regarding health. By seeing this information, Generation Z experiences the development of belief systems about preventive healthcare and nutritional responsibility (Yadav and Pathak, 2016; Pais *et al.*, 2023), which further amplify the effect that health awareness has on food selection (Yadav and Pathak, 2016). For these reasons, health awareness for Generation Z is both an individual concern and one that is established through the behaviour of their social network members. Research has also shown that being health-conscious not only affects attitudes but also affects the way you make decisions related to your finances. For example, a consumer who is health-centred will have more motivation to spend money on health-based goods that they think will increase their future health (Kushwah *et al.*, 2019; Ferreira *et al.*, 2023). Gen Z's lifestyle is intrinsically tied to green consumption values and continuous digital exposure (Panday and Kumar, 2024; Wu *et al.*, 2025). There are intervening psychological states that are more closely associated with health consciousness, instead of acting directly. Health concern is seldom the initial motivating factor to purchase; it goes along with identity, attitude and associated cognitive trip routes. The mediated structure tested is based on this rationale: health consciousness affects first lifestyle (H1) and then awareness (H2), which respectively influence willingness to pay.

The recent academic studies have demonstrated the fast-changing nature of the Gen Z organic food consumption patterns. The existing literature on the topic from the years of 2024

and 2025 shows that digital activities make an important contribution to increased health awareness among young people (Goh and Lee, 2024), whereas green perceived values and preventive healthcare after the pandemic become specific factors that determine the acceptance of the high prices (Sharma and Kushwah, 2025; Wu *et al.*, 2025). Additionally, the current literature pays special attention to the role of the value-driven lifestyles and socio-psychological factors in sustainable decisions in urban areas (Panday and Kumar, 2024).

2.2 Role of lifestyle in organic food consumption

The study of consumer behaviour is becoming increasingly focused on “lifestyle.” This includes daily routine activities, health-related behaviour and various value systems that impact purchases from a consumer perspective. While demographic factors may shape consumer behaviours, “lifestyle” is more reflective of how people actively convert their individual beliefs, values and health motivations into everyday behaviours and routines. Consequently, this, “lifestyle” is an important variable when it comes to making food choices (Kotler and Armstrong, 2017). The “lifestyle” pattern of purchasing from health-oriented viewpoints will dictate how consumers integrate their beliefs about health into their daily diets and health-related functional behaviours. Recent literature suggests that organic food is frequently consumed as part of a broader lifestyle centred on health, sustainability and self-care rather than as an isolated purchasing decision. Consumers who engage in regular physical activity, balanced dietary planning and environmentally responsible behaviours are more likely to incorporate organic food into their consumption patterns (Smith and Paladino, 2010; Teng and Lu, 2016). Generation Z consumes organic food as part of their self-identity and self-expression, emphasising health and sustainability in their daily lives as digital natives (Kamenidou *et al.*, 2020). Tan *et al.* (2022) found that health motivations, particularly among young adults, had a significant impact on their intentions to buy organic food, confirming earlier findings that those who want to lead healthy lifestyles tend to buy organic food (Li *et al.*, 2025). They also reported that future-oriented dimensions and perceived behavioural control (representing the health and environmental/sustainability connections associated with the user’s life) among Gen-Z lifestyle is critical in shaping an individual’s identity or self-image, as these aspects are linked to an individual’s values and beliefs. The consumption of organic foods is typically viewed symbolically as a representative of an individual’s health-conscious or environmentally-aware lifestyle (Kamenidou *et al.*, 2020). The role of lifestyle has again been supported through post-pandemic research Sharma and Kushwah (2025) as a behavioural driver; therefore, recent changes in daily routines, heightened awareness of health and increased emphasis on preventive care continue to support the adoption of health-focused lifestyles, including continued interest in organic foods (Hu *et al.*, 2023). In addition, future-oriented lifestyle variables like sustainability consciousness and self-regulation have also demonstrated a positive influence on the organic food purchasing behaviour of younger consumers (Li *et al.*, 2025). This is even clear in the case of urban youths, where social and psychological factors alongside value-driven lifestyles have a strong bearing on sustainable consumption practices (Panday and Kumar, 2024).

The presence of lifestyle as a mediator is supported by the previous studies which have been conducted. With reference to Taiwan, Chen (2009), based on a survey of consumers throughout the nation, also found health care and environmental concerns as the primary causes of the positive attitude found towards organic foods, with health care concerns being more prominent than concerns for environmental concerns, and both correlations were mediated by a healthy lifestyle. The same thing was observed by Tan *et al.* (2022) who found the same pattern by adopting PLS-SEM on 300 consumers in Klang Valley, Malaysia: healthy lifestyle acted as a mediator between health consciousness and attitudes towards eating “green”, and a lifestyle based on physical health activities became a mediator to strengthen the influence of health consciousness. These data indicate that it is daily habits that allow health concerns to become ingrained in consumers’ lifestyles, which is why most people are likely

choosing organic food over non-organic options. The present study further explores this logic of attitude to willingness to pay when applied to Gen Z (H1 and H3).

2.3 Awareness and information in shaping purchase intentions

Building consumer confidence and influencing purchase decisions requires knowledge of organic food certifications, production processes and health advantages. Since increased familiarity with brands and commodities is directly linked to the likelihood of buying or considering a particular brand or service, advertising that raises awareness is a crucial driver of consumer decisions (Soti, 2022). Exposure raises brand awareness and somewhat facilitates brand identification. Consumers also make further suggestions to aid with memory. Furthermore, brand awareness is crucial since it influences customer intentions and purchasing decisions (Haron *et al.*, 2023). Consumers often choose to buy from firms with whom they are familiar and have strong brand awareness. Brand awareness in the digital era entails more than simply recognition; it represents the planting of seeds of desire. Sharma *et al.* (2021) discovered that brand awareness increases the chance of consumers evaluating and ultimately purchasing a product. When presented with a plethora of alternatives in crowded marketplaces, consumers tend to select companies they know well, trust and can easily recall (Srivastava *et al.*, 2023). Onofrei *et al.* (2022) identified the linkages between social media participation and the quality of online content as significant drivers of consumer behaviour as digital technologies evolve fast. Awareness-focused advertising is thought to improve brand image and create and reinforce brand associations in addition to influencing customers' perceptions of a brand. Maintaining a continuous and meaningful top of mind is a crucial first step for any business hoping to forge closer ties with its consumers. Customers are thus more inclined to purchase products from brands they already know and are aware of (Khan, 2019). There is some understanding and ideas around what organic means, and what they offer, that helps turn concerns into payment. A total of 534 university students from the Generation Z in the Vietnam capital (Nguyen and Vo, 2023) determined that the strongest predictor of the willingness to purchase organic food (WAPOF) was awareness ($\beta = 0.319$). It also mediated the influence of health consciousness (indirect $\beta = 0.098$), and fully mediated the indirect influence of environmental concern, which did not have a significant direct influence. Agustina *et al.* (2024) found in a related study of students in the age of 18–42 (Generation Z and Millennials from Indonesia) that both the health awareness and lifestyle behaviour significantly affect healthy food choice with a higher direct effect of lifestyle ($\beta = 0.394$) compared to health awareness ($\beta = 0.134$) and that trust was mediated between both variables. The two sets of results add to the evidence that regards awareness as an information processing pathway (H2, H4) that exists alongside lifestyle, which is consistent with the strong effects found here on willingness to pay and awareness.

2.4 Conceptualising organic food and consumer perceptions

For a long time, food labelled as “organic has been thought of as food that was grown without synthetics like pesticides or chemicals and without GMOs (genetically modified organisms). Research has routinely concluded that this type of farming and food has healthier, friendlier-to-environmental-and-more-ethical properties; these include better nutrients for you than conventionally grown food, and it is also better in comparison to conventional when it comes to contaminants (Willer and Lernoud, 2019; Reganold and Wachter, 2016; Nuttavuthisit and Thøgersen, 2017; Yadav and Pathak, 2016). The perception of most customers today is that organic products are regarded as having more nutritional value and contain less of harmful chemicals than equivalent non-organic ones, and that when choosing how they purchase food, purchasing organic foods is also the responsible environmental choice, meaning that organic practices contribute to an increase in biodiversity, decrease degradation of soil and help in developing people's ecological footprint below (Thøgersen, 2010). Even though most people think positively about purchasing organic foods, major barriers to buying organic foods are

price and trust in the label (Magnusson *et al.*, 2003; Rana and Paul, 2017; Verain *et al.*, 2012). In fact, likely due to these barriers, important information and credible certification of organic foods are vital for people who want to buy them. Theoretical models that define how personal emotion, other people's opinions and how much control someone feels over their behaviour can help to predict someone's intention to buy organic foods (Ajzen, 1991; Nasir *et al.*, 2019; Jayachandran *et al.*, 2020). Overall, consumer perception of organic food is multidimensional, encompassing health, ecological, ethical and economic considerations, yet gaps remain in understanding how these factors interact across diverse populations, particularly in emerging markets (Singh and Verma, 2022; Yu *et al.*, 2020). Very recent evidence also indicates that perceptions are influenced only by health and environmental beliefs. Nguyen and Vo (2023) found that trust was the most important factor that influenced the organic purchase behaviour of 426 Gen Z consumers in the three most populated capital cities in Vietnam in a PLS-SEM study. Interestingly, perceived barriers showed a positive correlation with a trust attitude. Eberle *et al.* (2023) conducted a study to estimate the extent to which ecological aspects, healthy consumption and awareness of the consumer's attitude regarding organic food contribute to consumers' intention on purchasing the product among 382 Brazilian consumers. The results found that the intention of buying organic food was influenced by ecological aspects, healthy consumption and consumer attitude, which together explained 79.1% of the variance, and that gender and family income were statistically related to the intention to purchase organic food, strengthening the influence of the price aspect on the intention of purchasing organic food. These studies highlight the multidimensional perception of organic food that includes health, ecology, trust and price. This further emphasises the importance of studying the interaction between health motives, awareness and lifestyle among Indian Gen Z consumers.

2.5 Willing to pay (WTP) for organic food

"Willingness to pay (WTP)" refers to the highest amount of money that a customer is typically willing to spend on a specific item. About organic produce, not only is there a monetary value attributed to it by the customer, but it reflects how much they value what the product has to offer them personally, based on health/health, environment/ethics, etc. (Rana and Paul, 2017; Magnusson *et al.*, 2003). Research has shown on many occasions that people are willing to pay more for organic products mainly because they perceive themselves as gaining certain health benefits from them (examples would be getting less pesticide exposure and/or having more nutritionally dense food) (Yadav and Pathak, 2016; Nuttavuthisit and Thøgersen, 2017). The concern over the environment has a big effect on WTP. Organic farms are thought to have less impact on the environment, such as preserving biodiversity, not using so much chemical runoff and preserving the soil (Thøgersen, 2010). However, price sensitivity also plays an important role in reducing the acceptance of organic foods by consumers, as several studies have shown that even when there is a positive perception towards organic foods, a high premium price will hinder the acceptance (Magnusson *et al.*, 2003; Rana and Paul, 2017). This indicates evidence of the degree of trust consumers have in the labelling, brand reputation and certification of products. Research has examined that trust and the degree of information accessibility and quality of certification can act as moderating variables on consumer's willingness to purchase (WTP) (Verain *et al.*, 2012; Yu *et al.*, 2020). The study also touches on socio-demographic factors such as income, education and urban dwelling, which influence a consumer's WTP for organic products. The correlation is that, generally, a person who makes a higher income has more formal education and subsequently a higher WTP for an organic option (Singh and Verma, 2022; Nasir *et al.*, 2019). In recent research comparing generations, it has been found that green perceived value and health utility play an important role in making the generation Z pay premium prices for organic food (Sharma and Kushwah, 2025; Wu *et al.*, 2025). After reviewing 20 years of WTP research (1999–2019), Katt and Meixner (2020) categorised the drivers into three groups: consumer-related, product-related and purchasing-venue factors.

Their research revealed that environmental concerns, health awareness, quality and locality tend to increase WTP, whereas the evidence on the socio-demographic effects is inconclusive. Two recent studies on consumer attitudes towards the price of organic food suggest that a large price premium is a major obstacle to the disconnect between attitudes and actuals in organic food consumption (Aschemann-Witzel and Zielke, 2017). The link between psychological pathways and WTP is defensible, as the effects of demographics vary in their actions on WTP, and price is a persistent barrier. Overall, studies support the idea that WTP is a complex construct that is influenced not only by physical product characteristics but also by psychological, environmental and sociocultural influences; thus, integrated methods of improving consumer interaction with organic food markets need to be developed (Jayachandran *et al.*, 2020; Belgian *et al.*, 2021).

2.5.1 Identified research gap. While earlier studies explored the perception of organic food by customers and the price they would pay for organic food, few have investigated the effects of lifestyle and awareness on Gen Z's purchase decision-making process (in reference to organic food). Given that organic foods are relatively new to India, combined with affordability issues, the organic food industry continues to develop, and researchers need comprehensive frameworks that demonstrate how different variables (e.g. health consciousness, lifestyle factors, awareness and attitude) ultimately affect their willingness to pay. Thus, this empirical study is designed to fill this void by providing an empirical assessment of the relationship between the above variables of health consciousness, lifestyle factors, awareness, attitude and Gen Z's willingness to pay for organic foods among consumers living in Agra, India.

- H1. Health consciousness positively influences lifestyle among Gen Z consumers.
- H2. Health consciousness positively influences awareness of organic food products.
- H3. Lifestyle positively influences willingness to pay for organic food products.
- H4. Awareness positively influences willingness to pay for organic food products.
- H5. Health consciousness has a direct positive effect on willingness to pay for organic food products.

The research framework highlighting the relationships that exist between health consciousness, lifestyle, awareness and willingness to pay for organic food items is presented in Figure 1 below.

3. Research methodology

The procedure outlined by the researcher represents a systematic and purposeful approach to defining and investigating the research problem. The research process contains clearly defined stages with a logical basis for each activity to collect data, examine hypotheses and assess your conclusions; this includes sampling method(s), methods for collecting and analysing the data and keeping ethical principles to maintain the integrity of the research. Through this comprehensive method, the research is conducted in an organised way using a systematic approach to carry out research and evaluate results. The use of a quantitative, cross-sectional survey design was considered extremely appropriate for this study since this type of design provides an opportunity to test empirically the hypothesised relationship between well-known latent variables at a certain point in time. The combination of two theoretical frameworks (both the health belief model and the theory of planned behaviour), on the other hand, made it necessary to apply a statistical technique that would be able to evaluate multi-mediation models. This led to the choice of the most appropriate empirical model called PLS-SEM. This method was found extremely appropriate for exploring a predictive theory (e.g. willingness to pay). Moreover, PLS-SEM is very suitable for dealing with non-normal distributions of variables that are common in consumer behaviour surveys based on the Likert scale.

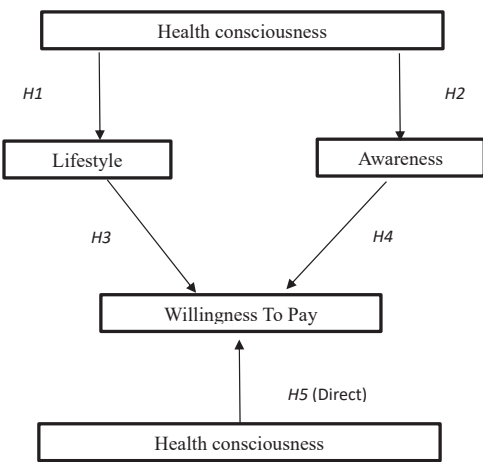


Figure 1. Research model

3.1 Population and sample size

As in Table 1 shown, the study aimed to evaluate the views of Generation Z participants (aged 18 to 28) in Agra, regarding organic food, as well as their willingness to buy it. The researcher employed a descriptive approach for collecting primary data, utilising closed-ended items on a Likert scale in the survey to measure how much each respondent agreed with the hypothesised relationships. A non-probability convenience sampling method was chosen, and participants were recruited through college campuses, workplaces and social media groups in order to obtain a diverse sample and minimise sampling bias. The online survey was distributed using an open-access platform in order to enable all interested respondents to participate. The researcher adheres to the SEM guidelines of collecting 10 to 20 cases per indicator (Hair et al., 2019) and received 300 useable surveys for a sufficient sample size to conduct a robust analysis using PLS-SEM.

3.2 Data collection method

Due to the target generation’s high level of digital engagement, a structured questionnaire was used to gather primary data, and it was conducted online using Google Forms. All respondents gave their informed consent, and participation was completely voluntary. No personally identifiable information was collected, and all responses were used solely for academic purposes. The questionnaire comprised closed-ended items designed to measure the study’s key constructs:

- (1) Health consciousness
- (2) Lifestyle
- (3) Awareness of organic food
- (4) Willingness to pay for organic food (WTP)

3.3 Measurement scale and item

The questionnaire’s 25 questions, all of which were adapted from established and validated measures, were designed to measure the latent constructs of the research. Four questions from Jayanti and Burns (1998) and Gould (1990) were used to assess health consciousness. Brunsø

Table 1. Demographic profile

Demographic variable	Categories	Frequency (N)	Percentage (%)
Gender	Male	178	59.3%
	Female	122	40.7%
	Total	300	100%
Age (Gen Z)	18–20 years	121	40.3%
	21–23 years	104	34.7%
	24–26 years	75	25.0%
	Total	300	100%
Education Level	Undergraduate (UG)	241	80.3%
	Postgraduate (PG)	59	19.7%
	Total	300	100%
Monthly Income	₹5,000–10,000	88	29.3%
	₹10,000–20,000	97	32.3%
	₹20,000–30,000	64	21.3%
	₹30,000 and above	51	17.0%
	Total	300	100%
Area (Agra)	Tajganj	72	24.0%
	Shahganj	58	19.3%
	Lohamandi	49	16.3%
	Dayal Bagh	66	22.0%
	Kamla Nagar	55	18.3%
	Total	300	100%
Marital Status	Unmarried	283	94.3%
	Married	17	5.7%
	Total	300	100%

and Grunert's (1995) four assertions on healthy routines and food-related behaviours were used to evaluate lifestyle habits. Four questions from Lea and Worsley (2005) and Hughner *et al.* (2007) were used to assess awareness of organic food, including familiarity with organic labelling, production procedures and information-seeking behaviours. According to Loureiro and Hine (2002) and Krystallis and Chrysoschoidis (2005), four factors indicating respondents' willingness to pay extra for organic products were used to gauge "WTP." A five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree), was employed to gauge each of the constructions of the device. To ensure the questionnaire's clarity, relevance and ease of understanding, a small sample of respondents participated in a pre-test. It was created based on earlier studies that discovered dependability coefficients higher than 0.70.

4. Data analysis

The demographic profiles of the 300 respondents are shown in Table 1 below. From the figure below, there is an almost equal representation of males (59.3%) and females (40.7%), and the gender distribution is fairly balanced. All of the participants belonged to Generation Z. The age group with the largest percentage (40.3%) was 18–20, followed by 21–23 (34.7%) and 24–26 (25%). The sample consisted of 19.7% postgraduate students and 80.3% undergraduate students. The participants reported varying monthly earnings or personal allowances. About 29.3% earned between ₹5,000 and ₹10,000, 32.3% between ₹10,000 and ₹20,000, 21.3% between ₹20,000 and ₹30,000, and 17% more than ₹30,000. Agra's contributing areas were "Tajganj (24%), Shahganj (19.3%), Lohamandi (16.3%), Dayal Bagh (22%) and Kamla Nagar (18.3%)". As is common for the Gen Z age group, the majority of respondents (94.3%) were single, with only 5.7% being married.

The reliability and convergent validity findings of the study constructs are as shown in Table 2. All of the study constructs show strong internal consistency after reliability and



convergent validity are examined. The Cronbach’s alpha values for the variables awareness (0.903), health consciousness (0.924), lifestyle (0.895) and willingness to pay (0.896) are much higher than the acceptable threshold of 0.70, indicating that the variables are good representations of the constructs. Regarding the measurement model, the composite reliability values (as well as the statistical values for average rho_A and rho_C in the measurement model) ranged from 0.897 to 0.946. The fact that all of the measured values were higher than the benchmark of 0.70 demonstrated the reliability of each variable in assessing the corresponding constructs. Convergent validity is supported by the average variance extracted (AVE). In our study, the AVEs for awareness, health consciousness, lifestyle and willingness to pay were 0.775, 0.814, 0.761 and 0.764, respectively. These values are all far higher than the recommended minimum of 0.50. This demonstrates that each construct is what we want it to be and that the indicators do a great job of capturing the intended meaning of the model.

The results of the measurement model evaluation are shown in Table 3. The measurement model’s results show the reliability and convergent validity of each component. Each item’s outside loadings are more than the recommended minimum of 0.70, indicating a strong relationship between each indicator and its construct. The health consciousness components’ loadings range from 0.883 to 0.927, whereas the awareness construct’s loadings range from 0.844 to 0.896. Lifestyle products have loadings between 0.855 and 0.880, whereas willingness-to-pay commodities have loadings between 0.801 and 0.897. Each item effectively captures the essence of the notion it is founded on, as seen by these consistently high loading numbers. The measuring model is safe since the composite reliability (CR) values for the various constructs are higher than the suggested cutoff of 0.70. For instance, the CRs for

Table 2. Reliability and validity

	Cronbach’s alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Awareness	0.903	0.903	0.932	0.775
Health consciousness	0.924	0.924	0.946	0.814
Lifestyle	0.895	0.897	0.927	0.761
Willingness to pay	0.896	0.902	0.928	0.764

Table 3. Measurement model evaluation

Variable	Item	Loading	CR	AVE
Awareness	A1	0.844	0.932	0.775
	A2	0.886		
	A3	0.896		
	A4	0.894		
Health consciousness	HC1	0.927	0.946	0.814
	HC2	0.883		
	HC3	0.890		
	HC4	0.916		
Lifestyle	L1	0.878	0.927	0.761
	L2	0.855		
	L3	0.877		
	L4	0.880		
Willingness to pay	WTP1	0.801	0.928	0.764
	WTP2	0.856		
	WTP3	0.885		
	WTP4	0.897		

awareness, health consciousness, lifestyle and willingness to pay were 0.932, 0.946, 0.927 and 0.928, respectively. Significant internal consistency was shown by each of these structures. This indicates that each construct's elements measured the same theoretical construct with a high degree of consistency. Convergent validity is shown by the AVE, since every attribute met the 0.50 criteria. The average "AVE was 0.775 for awareness, 0.814 for health consciousness, 0.761 for lifestyle and 0.764 for willingness to pay". Consequently, these AVE values confirm that the measurement model has significant explanatory power and imply that each of the four traits accounts for more than 50% of the overall variation of the corresponding indicators.

The discriminant validity of the constructs has been checked through the Fornell–Larcker criterion. As shown in Table 4, the square root of AVE of each construct is higher than the correlation with other constructs, proving the uniqueness of each construct. The square root of AVE for awareness (0.880) is higher than its correlations with "health consciousness (0.72), lifestyle (0.68) and willingness to pay (0.70)". Given that its AVE square root (0.902) is greater than its correlations with "awareness (0.72), lifestyle (0.75) and willingness to pay (0.71)", health consciousness has sufficient discriminant validity. Lifestyle also meets the criteria since the AVE square root (0.872) is greater than its associations with "awareness (0.68), health consciousness (0.75) and willingness to pay (0.66)". Lastly, the willingness-to-pay construct exhibits discriminant validity as the AVE square root (0.874) is greater than the correlations with "awareness (0.70), health consciousness (0.71) and lifestyle (0.66)". Overall, these findings validate the validity of the measurement model by demonstrating that each of these model constructs is empirically unique and assesses a separate theoretical idea.

4.1 Hypothesis testing

The findings obtained through structural model analysis reported in Table 5 indicate that all the hypothesised relationships were proved. The awareness of customers positively influences their readiness to pay for organic products ($\beta = 0.437, p < 0.001$). Health conscious individuals tend to choose a healthier lifestyle and become aware, which is revealed by the positive influence of health consciousness on awareness ($\beta = 0.881, p < 0.001$) and lifestyle ($\beta = 0.916, p < 0.001$). Furthermore, lifestyle has a significant impact on willingness to pay ($\beta = 0.284, p = 0.008$). Finally, health consciousness positively affects willingness to pay directly ($\beta = 0.256; p = 0.011$). Lifestyle has a strong positive effect on willingness to pay ($\beta = 0.284, p = 0.008$). Additionally, health consciousness had a positive direct effect on "willingness to pay ($\beta = 0.256; p = 0.011$)". The findings demonstrate the validity of every hypothesis and the statistical significance of the relationships between the constructs.

The structural equation model and the relationships between health consciousness, lifestyle, awareness and willingness to pay for organic foods are shown in Figure 2 below.

5. Discussion

The present study examined how health-consciousness impacts generation Z consumers' willingness to purchase organic food in Agra, India, through the mediation of lifestyle and

Table 4. Discriminant validity

Construct	Health consciousness	Awareness	Lifestyle	Willingness to pay
Health consciousness	0.902			
Awareness	0.72	0.880		
Lifestyle	0.68	0.70	0.872	
Willingness to pay	0.52	0.57	0.49	0.874

Table 5. Structural model results

Hypothesis	Path	B	t-value	p-value	Result
H1	Health consciousness → Lifestyle	0.916	67.520	0.000	Supported
H2	Health consciousness → Awareness	0.881	37.232	0.000	Supported
H3	Lifestyle → Willingness to pay	0.284	2.637	0.008	Supported
H4	Awareness → Willingness to pay	0.437	5.579	0.000	Supported
H5	Health consciousness → Willingness to pay	0.256	2.528	0.011	Supported

awareness. The results showed that health-consciousness enhances both lifestyle and awareness, indicating that those who view health as a priority are more likely to engage in wellness-oriented behaviours (with an increased amount of information-seeking about organic products). This is consistent with past research showing health-consciousness effects on food-related behaviour and informed consumption (Michaelidou and Hassan, 2008; Kushwah *et al.*, 2019; Chetioui *et al.*, 2023). Health consciousness is positively mediated by lifestyle in its relationship with WTP; thus, organic foods are consumed for health reasons; however, they are also influenced by lifestyle choices related to health, wellness and sustainability. Kamenidou *et al.* (2020) and Li *et al.* (2025) reached similar conclusions, suggesting that health motivations can be better translated into purchase behaviour when consumers share similar lifestyles – especially among younger, digitally-connected consumers. The data indicates that consumer awareness has a substantial positive impact on WTP for organic foods, supporting previous research on the relationship between consumer knowledge about organic certification, production method and the health benefits of organic foods, and the influences of trust and perceived risk for consumers (Lea and Worsley, 2005; Sharma *et al.*, 2021). Previous research has supported the findings of this study from more developed and developing countries in terms of consumer knowledge impacting WTP (Yadav and Pathak, 2016; Verain *et al.*, 2012).

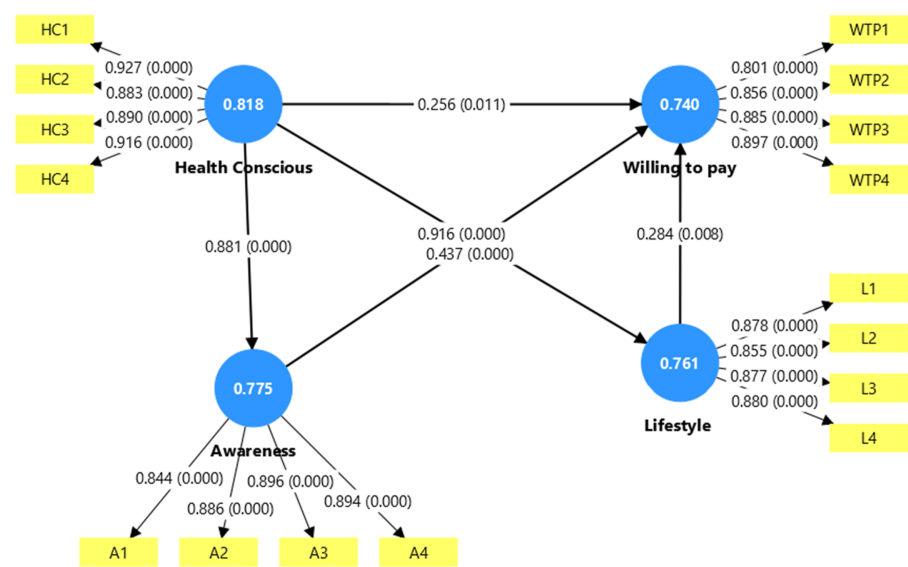


Figure 2. Structural equation model (SEM)

Furthermore, health consciousness was demonstrated to have a direct positive impact on consumers' WTP for organic foods, and Generation Z considers organic foods to be a long-term health investment, after considering the effects of lifestyle and consumer awareness on WTP for organic foods. The findings reveal that health motivation continues to be an important contributor to young consumers' premium food purchases (Ferreira *et al.*, 2023). According to the findings of this study, marketers and public policymakers can use this information to guide the promotion of organic food as a healthy food option, educate consumers about organics and target consumers who consume organic products with marketing messages consistent with their healthy lifestyle. The contribution of this research is to develop a mediating framework that integrates health consciousness, lifestyle and awareness, and subsequently use that framework to provide context-specific information regarding how to market organic foods to consumers in Generation Z from India.

6. Conclusion

Health consciousness, or how much you care about your personal health, is a trend that many young people face today. Their level of achievement regarding their health-consciousness affects all facets of their lives, including their level of knowledge about foods and food issues, as well as their lifestyle and willingness to purchase products that are good for their health. If someone is health-conscious, it would seem that this same person cares about issues that pertain to the quality of the foods they purchase, such as whether the food has any natural value or any chemicals within it, or has been properly processed or not. Therefore, through educating themselves about food and food issues, this individual will develop a food-conscious state of being, which can lead them to live a healthier lifestyle. The researchers in this study found that the health consciousness of Gen Z significantly influenced their awareness and lifestyle in purchasing organic foods. Therefore, if Gen Z believes that organic food is accessible, wholesome and good for them, they also have the knowledge to purchase it. In addition to that, the data from this research pointed to the fact that Gen Z as a whole has three central characteristics that influenced their decision to purchase premium priced organic products – health-consciousness, awareness and lifestyle. Therefore, the organic food industry should focus on marketing the safety, purity and health benefits of organic products. Customers will become more aware of the value of the products due to the emphasis placed on these essential details. As a result, they will build trust in organic products. Customers in this demographic will become increasingly concerned about their health and will be more likely to support marketing/advertising that emphasises sustainability, wellness, health and individuality. In addition, consumers can use community outreach through schools, community influencers, digital avenues and social media networks to help create awareness about maintaining a healthy way of life. Future research should encourage additional cities as well as additional varieties of organically grown produce. Consumer education fosters a higher level of trust, familiarity and perceived benefits of purchasing organic goods in consumers; therefore, the use of a marketing approach and a method to provide educational opportunities for Generation Z will be necessary to ultimately boost the organic market for years to come. Consequently, it is evident that market and public policy efforts, based on awareness of healthy living and its associated benefits, must take place. However, the high cost and limited availability continue to present significant barriers to future growth.

7. Implications of the study

7.1 Theoretical implications

The study expands on existing literature about organic food purchases by integrating health consciousness, lifestyle and awareness as constructs into one mediating framework and focusing on one group of consumers (Generation Z) in India. Previous research has treated

these three constructs as discrete, whereas the current research demonstrated that lifestyle and awareness would provide a behavioural pathway through which health consciousness leads to WTP for organic products. The findings of this research also reveal important information for previously unexamined locations, therefore demonstrating that models of health behaviour such as the health belief model (HBM) and the theory of planned behaviour (TPB) can be applied to young, city-dwelling Indian consumers (Ajzen, 1991; Gould, 1988).

Through the integration of HBM and TPB within PLS-SEM, this research clarifies the two-pronged pathway process whereby health orientation transforms into WTP behaviour in the Gen-Z population. In addition to the HBM's recognition of the role of personal health orientation and perceived health susceptibility, the TPB connects these inner drives to behaviour through cognitive evaluation and environmental factors. Based on the findings of the study, health orientation does not occur in a vacuum; instead, it results in premium price acceptance through two separate pathways, namely a cognitive pathway that is facilitated by organic food awareness (knowledge, belief and labelling), as well as a behavioral/identity pathway that is facilitated by consumer lifestyle (health behaviour and congruency).

7.2 Practical implications

From a managerial and policy perspective, the results offer actionable guidance:

- (1) **Marketing strategies:** Generation Z should be marketed to; marketers should highlight the health benefits and long-term benefits that come with consuming organic food and how it promotes a healthy lifestyle.
- (2) **Awareness campaigns:** Organic-food educational campaigns, credible labelling and honest descriptions of the organic-production process will build consumer knowledge and trust; therefore, consumers will have a WTP for these products.
- (3) **Product positioning:** By aligning organic products with sustainability, self-care and digital native lifestyles, consumers will develop a stronger identity with organic products and possess a preference towards these types of foods.
- (4) **Policy initiatives:** policymakers can support organic-agriculture consumption by implementing organic-certification standards, developing public awareness campaigns and establishing incentive programs to encourage healthy and sustainable food practices.

In order for Gen-Z health awareness to result in purchases, organic businesses and marketers need to expand their marketing strategies from a conventional approach, which includes the promotion of healthy diets, to an approach based on organic products being an improvement to people's whole lives. It is important for retailers to use digital labels, which would allow consumers to scan a QR code and get information about the origin of the product, its organic status and nutritional benefits. In addition, marketing campaigns need to use social proof through working together with relatable wellness influencers on social media and demonstrating the usage of organic products in everyday life.

The study bridges the divide between health awareness, lifestyle choices and health consciousness in order to provide theoretical contributions for researchers and practical strategies for marketers and policymakers to assist with the promotion of sustainable organic food consumption in India's Generation Z.

8. Limitations and future research

Although the research contributes to our understanding of how "health consciousness affects Generation Z's willingness to pay for organic food in Agra", the other limitations are: (1) The

study was cross-sectional in nature, making it inappropriate for determining any causal relationships between independent/dependent variables; (2) The sample consists of only those individuals within the ages of 18–35; (3) Due to reliance on survey data collected through self-reports, there is a common occurrence of “social desirability” style response bias present within respondents’ answers concerning personal health behaviours and lifestyle. The limitations of the current research could be addressed in future studies by employing longitudinal or experimental methodologies to assess the development of consumer attitudes and WTP over time.

With respect to the generalisability of the results, the sample consists only of Gen-Z consumers from Agra, so the results are highly relevant to similar Tier-2 urban consumers in emerging markets where digital connectivity and health awareness are on the upswing. The social and economic nature, buying power and retail facilities of Tier-1 metros or rural areas, however, could produce entirely different behaviours. Therefore, the findings of this study should be interpreted with caution when extrapolating to other demographic groups and/or different cultural settings. Future studies will involve the inclusion of urban and rural regions across multiple regions of India for cross-regional generalisability and to capture the variability in market maturity.

In addition, we can gain more insight into how consumers choose whether or not to buy organic foods by conducting qualitative research (interviews and focus groups). We will be able to look for common motivations, barriers and cultural influences for choosing or not choosing to purchase organic foods. Finally, we will evaluate whether Generation Z consumers are influenced by mediators and moderators (e.g. how price-sensitive consumers are, how environmentally conscious consumers are and how much peer pressure consumers feel) that might affect their willingness to pay a premium for organic foods.

References

- Agustina, T., Susanti, E. and Rana, J.A.S. (2024), “Sustainable consumption in Indonesia: health awareness, lifestyle, and trust among Gen Z and Millennials”, *Environmental Economics*, Vol. 15 No. 1, pp. 82-96, doi: [10.21511/ee.15\(1\).2024.07](https://doi.org/10.21511/ee.15(1).2024.07).
- Ajzen, I. (1991), “The theory of planned behavior”, *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211, doi: [10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
- Aschemann-Witzel, J. and Zielke, S. (2017), “Can’t buy me green? A review of consumer perceptions of and behavior toward the price of organic food”, *Journal of Consumer Affairs*, Vol. 51 No. 1, pp. 211-251, doi: [10.1111/joca.12092](https://doi.org/10.1111/joca.12092).
- Belgian, A., Vermeir, I. and Verbeke, W. (2021), “Consumer responses to organic food pricing and trust”, *Journal of Retailing and Consumer Services*, Vol. 61, 102550, doi: [10.1016/j.jretconser.2021.102550](https://doi.org/10.1016/j.jretconser.2021.102550).
- Brunso, K. and Grunert, K.G. (1995), “Development and testing of a cross-culturally valid instrument”, *Food Quality and Preference*, Vol. 6 No. 4, pp. 241-247.
- Chen, M.-F. (2009), “Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle”, *British Food Journal*, Vol. 111 No. 2, pp. 165-178, doi: [10.1108/00070700910931986](https://doi.org/10.1108/00070700910931986).
- Chetioui, Y., Lebdaoui, H. and Chetioui, A. (2023), “Factors influencing organic food consumption: health consciousness perspective”, *British Food Journal*, Vol. 125 No. 2, pp. 634-652, doi: [10.1108/BJFJ-03-2022-0245](https://doi.org/10.1108/BJFJ-03-2022-0245).
- Eberle, L., Milan, G.S., Graciola, A.P., Borchardt, M. and Pereira, G.M. (2023), “Purchase intention of organic foods from the perspective of consumers”, *Management of Environmental Quality*, Vol. 34 No. 5, pp. 1406-1423, doi: [10.1108/MEQ-10-2022-0277](https://doi.org/10.1108/MEQ-10-2022-0277).
- Ferreira, M., Fernandes, C.I. and Ferreira, J.J. (2023), “Health motivation and sustainable food consumption”, *Sustainability*, Vol. 15 No. 3, p. 1874, doi: [10.3390/su15031874](https://doi.org/10.3390/su15031874).

- Goh, S.K. and Lee, M.S. (2024), "Understanding young consumers' organic food choices through health consciousness and digital engagement", *Journal of Consumer Behaviour*, Vol. 23 No. 2, pp. 345-359, doi: [10.1002/cb.2140](https://doi.org/10.1002/cb.2140).
- Gould, S.J. (1988), "Consumer attitudes toward health and health care", *Journal of Consumer Affairs*, Vol. 22 No. 1, pp. 96-118, doi: [10.1111/j.1745-6606.1988.tb00215.x](https://doi.org/10.1111/j.1745-6606.1988.tb00215.x).
- Gould, S.J. (1990), "Health consciousness and health behavior", *Journal of Consumer Affairs*, Vol. 24 No. 1, pp. 96-118.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2019), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2nd ed., Sage Publications.
- Haron, R., Said, S. and Jayaraman, K. (2023), "Brand awareness and consumer purchase intention", *Journal of Retailing and Consumer Services*, Vol. 71, 103196.
- Hu, X., Zhang, Y. and Zhang, Y. (2023), "Post-pandemic lifestyle changes and organic food consumption", *Food Quality and Preference*, Vol. 103, 104687.
- Hughner, R.S., McDonagh, P., Prothero, A., Shultz, C.J. and Stanton, J. (2007), "Who are organic food consumers?", *Journal of Consumer Behaviour*, Vol. 6 Nos 2-3, pp. 94-110.
- Jayachandran, S., Sharma, S., Kaufman, P. and Raman, P. (2020), "The role of trust in organic food purchasing", *Journal of Marketing*, Vol. 84 No. 4, pp. 112-130.
- Jayanti, R.K. and Burns, A.C. (1998), "The antecedents of preventive health care behavior", *Journal of the Academy of Marketing Science*, Vol. 26 No. 1, pp. 6-15, doi: [10.1177/0092070398261002](https://doi.org/10.1177/0092070398261002).
- Kamenidou, I., Mamalis, S., Pavlidis, S. and Bara, E.Z. (2020), "Segmenting the generation Z consumer", *Sustainability*, Vol. 12 No. 10, p. 4170.
- Katt, F. and Meixner, O. (2020), "A systematic review of drivers influencing consumer willingness to pay for organic food", *Trends in Food Science and Technology*, Vol. 100, pp. 374-388, doi: [10.1016/j.tifs.2020.04.029](https://doi.org/10.1016/j.tifs.2020.04.029).
- Khan, M.A. (2019), "Impact of brand awareness on consumer purchase intention", *Journal of Marketing Research and Case Studies*, Vol. 2019, pp. 1-10.
- Kotler, P. and Armstrong, G. (2017), *Principles of Marketing*, 17th ed., Pearson Education.
- Krystallis, A. and Chrysosoidis, G. (2005), "Consumers' willingness to pay for organic food", *British Food Journal*, Vol. 107 No. 5, pp. 320-343, doi: [10.1108/00070700510596901](https://doi.org/10.1108/00070700510596901).
- Kushwah, S., Dhir, A. and Sagar, M. (2019), "Ethical consumption intentions", *Journal of Retailing and Consumer Services*, Vol. 48, pp. 196-203.
- Lea, E. and Worsley, T. (2005), "Australians' organic food beliefs", *British Food Journal*, Vol. 107 No. 11, pp. 855-869.
- Li, X., Wang, Y. and Zhang, L. (2025), "Sustainable lifestyle and organic food intention", *Journal of Cleaner Production*, Vol. 402, 136800.
- Loureiro, M.L. and Hine, S. (2002), "Discovering niche markets", *Journal of Agricultural and Applied Economics*, Vol. 34 No. 3, pp. 477-487.
- Magnusson, M.K., Arvola, A., Hursti, U.K., Åberg, L. and Sjöden, P.O. (2003), "Choice of organic foods", *Journal of Consumer Policy*, Vol. 26 No. 1, pp. 1-25.
- Michaelidou, N. and Hassan, L.M. (2008), "The role of health consciousness", *International Journal of Consumer Studies*, Vol. 32 No. 2, pp. 163-170.
- Nasir, V.A., Karakaya, F. and Barnes, L. (2019), "Organic food purchase behavior", *Journal of Consumer Marketing*, Vol. 36 No. 5, pp. 640-650.
- Nguyen, P.M. and Vo, N.D. (2023), "Exploring organic food purchase behaviors of Gen Z: an application of TPB and MOA model in a transition country", *Foundations of Management*, Vol. 15 No. 1, pp. 35-50, doi: [10.2478/fman-2023-0003](https://doi.org/10.2478/fman-2023-0003).
- Nuttavuthisit, K. and Thøgersen, J. (2017), "Trust in organic labels", *Journal of Consumer Behaviour*, Vol. 16 No. 3, pp. 243-255.
- Onofrei, G., Filieri, R. and Kennedy, L. (2022), "Social media engagement", *Journal of Business Research*, Vol. 141, pp. 85-97.

- Pais, S., Correia, A. and Gouveia, T. (2023), "Gen Z food values", *Young Consumers*, Vol. 24 No. 1, pp. 44-60.
- Panday, R. and Kumar, S. (2024), "Identifying the socio-psychological determinants driving organic food consumption among urban youth", *International Journal of Consumer Studies*, Vol. 48 No. 3, e12988, doi: [10.1111/ijcs.12988](https://doi.org/10.1111/ijcs.12988).
- Rana, J. and Paul, J. (2017), "Consumer behavior and organic food", *Journal of Consumer Behaviour*, Vol. 16 No. 3, pp. 218-230.
- Reganold, J.P. and Wachter, J.M. (2016), "Organic agriculture", *Nature Plants*, Vol. 2, 15221.
- Sharma, A. and Kushwah, S. (2025), "Green perceived values, willingness to pay, and premium price acceptance in emerging organic markets", *Journal of Retailing and Consumer Services*, Vol. 82, 103980, doi: [10.1016/j.jretconser.2024.103980](https://doi.org/10.1016/j.jretconser.2024.103980).
- Sharma, R., Singh, G. and Banerjee, S. (2021), "Brand awareness and purchase intention", *Journal of Consumer Behaviour*, Vol. 20 No. 5, pp. 1232-1246.
- Singh, A. and Verma, P. (2022), "Factors influencing organic food purchase in India", *Journal of Retailing and Consumer Services*, Vol. 64, 102809.
- Smith, S. and Paladino, A. (2010), "Eating clean and green?", *Journal of Consumer Marketing*, Vol. 27 No. 1, pp. 15-26.
- Soti, P. (2022), "Advertising awareness and buying behavior", *International Journal of Advertising*, Vol. 41 No. 3, pp. 456-475.
- Srivastava, A., Sharma, N. and Singh, R. (2023), "Digital branding and recall", *Journal of Interactive Marketing*, Vol. 61, pp. 50-63.
- Tan, B.C., Lau, T.C., Sarwar, A. and Khan, N. (2022), "The effects of consumer consciousness, food safety concern and healthy lifestyle on attitudes toward eating 'green'", *British Food Journal*, Vol. 124 No. 4, pp. 1187-1203, doi: [10.1108/BFJ-01-2021-0005](https://doi.org/10.1108/BFJ-01-2021-0005).
- Tan, L.P., Pang, B.C. and Lau, T.C. (2022), "Health motives and organic food purchase", *Sustainability*, Vol. 14 No. 3, p. 1442.
- Teng, C.C. and Lu, C.H. (2016), "Organic food consumption intention", *British Food Journal*, Vol. 118 No. 1, pp. 212-227.
- Thøgersen, J. (2010), "Country differences in organic food consumption", *Journal of Consumer Policy*, Vol. 33 No. 2, pp. 171-185.
- Tzoulas, K., Korpela, K., Venn, S., Yli-Pelkonen, V., Kaźmierczak, A., Niemela, J. and James, P. (2007), "Promoting ecosystem and human health in urban areas using green infrastructure: a literature review", *Landscape and Urban Planning*, Vol. 81 No. 3, pp. 167-178.
- Verain, M.C.D., Bartels, J. and Dagevos, H. (2012), "Sustainable food consumption", *Journal of Consumer Behaviour*, Vol. 11 No. 3, pp. 233-246.
- Willer, H. and Lernoud, J. (2019), *The World of Organic Agriculture*, FiBL & IFOAM.
- Willett, W., Rockström, J. and Loken, B. (2019), "Food in the Anthropocene", *The Lancet*, Vol. 393, 10170, pp. 447-492.
- Wu, Z., Zhang, L. and Liu, Y. (2025), "Factors influencing consumers' willingness to pay a price premium for organic food: a generational comparison", *British Food Journal*, Vol. 127 No. 4, pp. 1187-1212, doi: [10.1108/BFJ-08-2024-0712](https://doi.org/10.1108/BFJ-08-2024-0712).
- Yadav, R. and Pathak, G.S. (2016), "Young consumers' intention", *Journal of Cleaner Production*, Vol. 135, pp. 732-739.
- Yu, W., Han, X. and Hu, Y. (2020), "Consumer trust and organic food", *Food Quality and Preference*, Vol. 86, 104009.

Corresponding author

Ashish Raitani can be contacted at: dr.ashish.raitani@gmail.com