

An Analysis of Health Consciousness and Cultural Values as Predictors of Organic Buying Behavior of Gen Z Women in Coimbatore City

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Abstract: The organic food sector is expanding rapidly across the globe, with Generation Z emerging as a key consumer group due to their health awareness and cultural adaptability. In India, and particularly in Coimbatore City, Gen Z women are increasingly adopting sustainable and health-driven consumption practices. Despite this growing awareness, gaps remain between intention and actual purchase, often influenced by affordability, authenticity, and lifestyle habits. This study examines the influence of health consciousness and cultural values on the organic buying behavior of Gen Z women in Coimbatore. A descriptive research design was employed, using a convenience sampling method to survey 117 women aged 18–29 years. Data were collected through a structured questionnaire on a five-point Likert scale and analysed using descriptive statistics, Pearson's correlation, and multiple linear regression. Model fitness was validated through ANOVA, R Square, and residual analysis. The results show that health consciousness significantly impacts organic buying, particularly through practices such as checking nutritional labels and maintaining healthy routines. However, cultural values demonstrated stronger influence, with traditional remedies and cultural pride identified as major motivators. Correlation analysis confirmed significant associations among the variables, and regression results revealed that cultural values contributed more strongly to organic buying behavior than health consciousness, together explaining a notable portion of the variance. The study suggests enhancing affordability, strengthening certification transparency, and aligning marketing with cultural narratives. It concludes that cultural values, more than health factors, are the dominant predictor of organic buying among Gen Z women in Coimbatore, reflecting the blend of modern health priorities and traditional values.

Keywords: Maternal Wellness, Parental Engagement, Child Development, IT Families, Emotional Stability

1. Introduction Of The Study

The organic food sector has emerged as one of the fastest-growing industries worldwide, driven by consumers' increasing health awareness, changing lifestyles, and cultural preferences. According to recent global market estimates, the organic food market surpassed USD 227 billion in 2023 and is projected to sustain double-digit growth in the coming years, largely propelled by Generation Z consumers who are regarded as socially responsible, health-conscious, and culturally adaptive (Su et al., 2019). Gen Z, now aged 18 to 29 years in 2025, wields significant purchasing power and is reshaping consumption patterns, especially among young women who are primary decision-makers in household food choices. In emerging markets, such as India, this cohort

demonstrates a strong interest in sustainable, eco-friendly, and health-oriented products, reflecting both modern aspirations and traditional values.

Studies across Asia confirm the importance of health consciousness in shaping organic food preferences. In Vietnam, for instance, a large-scale survey revealed that health consciousness and subjective norms are the strongest determinants of organic food purchase intentions among Gen Z, with health benefits consistently ranked above environmental concerns or brand familiarity (Le et al., 2025; Nguyen et al., 2023; Nguyen et al., 2024). Similarly, research in Bangladesh identified health consciousness as a major factor influencing continuance behavior toward organic food, particularly during and after the COVID-19 pandemic, when food safety and immunity concerns were heightened (Kabir, 2023). Chinese studies echo this trend, with university students rating health benefits at a mean of 4.3 out of 5 as the most decisive factor in choosing organic products (Ali et al., 2021).

Cultural values also play a decisive role, as consumption patterns are influenced not only by individual health concerns but also by collective traditions, family expectations, and sustainability perceptions. Evidence from Europe and the United States shows that Gen Z women with higher ecological awareness are more likely to adopt organic products, driven by cultural ideals of purity, authenticity, and environmental responsibility (Leonidou et al., 2022). However, despite the rise in stated preferences, a notable intention-behavior gap persists. Many consumers, including Gen Z women, express willingness to adopt organic food but are constrained by price sensitivity, limited product awareness, and lack of trust in certification (Tandon et al., 2021).

In the Indian context, especially in Coimbatore City, these issues are magnified by rapid urbanization and shifting lifestyles. Recent local studies highlight that over 70% of consumers emphasize health benefits and freshness as key motivators for organic food purchases, with women constituting the majority of organic buyers (Aarthi & Balusamy, 2020). Nevertheless, concerns over authenticity, affordability, and awareness remain pressing barriers. Understanding how health consciousness and cultural values intersect to predict organic buying behavior among Gen Z women in Coimbatore is therefore vital for bridging the gap between consumer intention and sustainable consumption practices.

1.1 Statement of the Problem

The global consumer landscape has witnessed a marked shift towards organic products, primarily driven by rising concerns over health, wellness, and sustainability. Among the younger generations, particularly Gen Z, there is a growing inclination to make purchase decisions that reflect personal values and lifestyle choices. In the Indian context, this trend is emerging strongly among urban women who are often at the forefront of adopting health-oriented and value-driven consumption practices. However, while organic products are increasingly visible in the marketplace, the actual behavioral patterns and underlying motivators that influence purchasing decisions remain insufficiently understood. Health consciousness is often highlighted as a critical determinant of consumer preference, yet the extent to which it translates into consistent organic buying behavior among Gen Z women requires systematic investigation.

At the same time, cultural values continue to exert a significant influence on food choices and lifestyle decisions in India. Deeply rooted traditions, family practices, and community expectations often intersect with modern awareness about health and sustainability, creating a unique consumption context. For Gen Z women in Coimbatore City, these cultural orientations may shape perceptions of organic products not only as healthier alternatives but also as extensions of cultural purity and natural living. Despite this, limited empirical evidence exists on how cultural values interact with health consciousness to predict organic buying behavior in this specific demographic group. Addressing this gap is essential for understanding the evolving consumer mindset and for providing meaningful insights to businesses and policymakers seeking to promote sustainable consumption practices.

1.2 Objectives Of The Study

1. To examine the influence of health consciousness on the organic buying behavior of Gen Z women in Coimbatore City.
2. To analyze the role of cultural values in shaping the organic buying behavior of Gen Z women in Coimbatore City.

2. Review Of Literature

Research on organic food consumption has expanded considerably in the last decade, emphasizing factors such as health, environment, and social responsibility. While much of this literature points to health consciousness as a primary driver of consumer intention, important gaps remain in understanding how these factors translate into actual buying behavior, particularly for Gen Z women in India. A critical limitation is that most studies have been conducted in Western or East Asian contexts, with limited focus on culturally distinct urban centers such as Coimbatore (Le et al., 2025; Nguyen et al., 2023; Kabir, 2023; Nguyen et al., 2024). This restricts the generalizability of findings and leaves scope for contextualized investigations. Health consciousness has consistently been identified as a significant predictor of organic purchase intention. In Vietnam and Bangladesh, health consciousness was found to surpass environmental concern and product knowledge in influencing both intention and continuance behavior (Le et al., 2025; Kabir, 2023). Yet, studies in Japan and China reveal that high health awareness does not always convert into actual buying behavior, largely due to price barriers and product availability (Ali et al., 2021; Tandon et al., 2021). This persistent intention-behavior gap remains a key research challenge. Moreover, studies have rarely dissected different dimensions of health consciousness, such as preventive orientation or food safety concern, to assess how each uniquely influences buying among young women.

Cultural values are another underexplored dimension. Research in Europe and the United States highlights how environmental values and sustainability consciousness predict attitudes and intentions toward organic products (Leonidou et al., 2022; Su et al., 2019). However, their direct role in actual purchase behavior is inconsistent across contexts. For example, comparative research shows that environmental consciousness predicts intentions in both the United States and India, while organic consciousness and social norms play weaker roles (Ahn & Shamim, 2022). Similarly, Greek studies reveal that sustainability perceptions and luxury appeal affect millennials and Gen Z differently (Skordoulis et al., 2024). These findings suggest that cultural factors are not uniform and may vary in predictive strength depending on social context. Gender-specific dynamics also remain underexplored. While some studies segment consumers by age or gender, few focus exclusively on how Gen Z women are influenced by cultural and health factors. Research shows that women are often more health-conscious and open to sustainable choices, yet their unique motivations, barriers, and social expectations are rarely examined in detail (Ewe & Tjiptono, 2023; Su et al., 2019). In India, where women are often primary decision-makers in food choices, this gap is particularly critical.

Most existing research also employs cross-sectional designs, which restrict the ability to capture behavioral changes over time or during crises such as the COVID-19 pandemic. Kabir (2023) highlights how health crises can alter consumer motivations, yet longitudinal and localized studies remain scarce. Additionally, issues such as certification authenticity, price sensitivity, and product trust are repeatedly identified as barriers but have not been sufficiently integrated into predictive models of Gen Z behavior (Abirami & Agilaa, 2019; Aarthi & Balusamy, 2020). Finally, there is limited research contextualized within Coimbatore City, where urbanization, lifestyle shifts, and traditional values intersect uniquely. Existing studies indicate that 77% of organic buyers in the city are women, with health benefits and freshness as dominant motivators (Aarthi & Balusamy, 2020). However, concerns regarding certification and transparency persist, underscoring the need for localized evidence that combines cultural, health, and gender perspectives.

The review highlights four major gaps: (i) limited research on Gen Z women in Indian contexts, especially Coimbatore, (ii) insufficient exploration of gender-specific motivations and barriers, (iii) persistence

of the intention-behavior gap despite high awareness, and (iv) lack of integration of cultural values with health consciousness in predictive models. Addressing these will provide deeper insights into sustainable consumption patterns and strengthen the understanding of how Gen Z women make organic buying decisions.

3. Research Methodology

This study examines how health consciousness and cultural values influence the organic buying behavior of Gen Z women in Coimbatore City. It outlines the research design, sampling approach, sample size, analytical tools, and data collection process.

3.1 Research Design

A descriptive research design was adopted to analyse patterns and relationships among the key variables. This design was suitable to examine both the role of health consciousness and the influence of cultural values on consumer decisions.

3.2 Sampling And Sample Size

The study used a convenience sampling method to reach Gen Z women aged 18–29 years in Coimbatore City. A total of 117 respondents were surveyed, ensuring adequate representation for statistical analysis.

3.3 Tools Of Analysis

The data were analysed using Descriptive Statistics, Pearson's Correlation, and Multiple Linear Regression. Model validity was tested through ANOVA, R Square, and residual statistics, confirming reliability and accuracy.

3.4 Data Collection

Primary data were gathered through a structured questionnaire based on a 5-point Likert scale. The instrument covered health consciousness, cultural values, and organic buying behavior. Ethical standards such as informed consent and respondent confidentiality were maintained.

4. Analysis And Interpretation

Table No.1: Health Consciousness

Statement	Mean	S.D.
I actively seek information about healthy eating and nutrition.	3.712	0.673
I regularly check nutritional labels before purchasing food items.	4.346	0.722
I believe my health is directly affected by the food I consume.	4.105	0.81
I am concerned about pesticide residues in non-organic foods.	3.959	0.773
I feel personally responsible for maintaining my health through diet.	3.472	0.716
I try to eat only those foods that are good for my health.	3.724	0.965
I follow a regular routine to maintain physical and mental health.	4.207	0.654
I prefer fresh and natural food over processed food.	3.639	0.694
I am willing to pay more for food that contributes to better health.	3.537	0.97
I avoid food products with artificial ingredients or additives.	3.372	0.809
I have adopted lifestyle changes to improve my health.	3.386	0.959
I frequently read articles/blogs related to health and wellness.	3.434	0.66
I am more cautious about food safety after the pandemic.	3.632	0.681
I consider health benefits before choosing a product.	3.956	0.695
I recommend healthy eating habits to friends and family.	3.648	0.982
Average Score	3.742	0.784

Source : Computed from Primary data

INFERENCE : From Table no.1, the descriptive statistics for Health Consciousness indicate that checking nutritional labels recorded the highest mean score (4.346), followed by maintaining a regular health routine (4.207), perceiving food as directly affecting health (4.105), concern for pesticide residues (3.959), and considering health benefits before product choice (3.956). The next in ranking were eating only healthy foods (3.724), seeking health-related information (3.712), recommending healthy habits (3.648), preferring fresh over processed food (3.639), and being cautious on food safety after the pandemic (3.632). Lower scores were noted for willingness to pay more for healthy food (3.537), personal responsibility for diet (3.472), reading health articles/blogs (3.434), adopting lifestyle changes (3.386), and finally avoiding artificial ingredients (3.372).

Table No.2: Cultural Values

Statement	Mean	S.D.
I prefer foods that are part of my traditional culture.	3.872	0.655
I value traditional remedies and herbal products over synthetic ones.	4.215	0.736
My family influences my food choices significantly.	3.658	0.841
I believe in eating according to seasonal and regional practices.	3.949	0.714
I am influenced by cultural festivals and rituals when buying food.	3.471	0.671
I prefer brands that respect Indian traditions and heritage.	3.758	0.691
I was taught from a young age to avoid chemically processed food.	3.915	0.834
I consider organic products as aligned with traditional Indian values.	3.672	0.905
My community encourages healthy and natural living.	4.038	0.762
My food habits are shaped by religious and spiritual beliefs.	3.546	0.672
I trust products that are endorsed by traditional or cultural institutions.	3.781	0.817
I feel pride in consuming products that are rooted in Indian culture.	4.112	0.705
I follow ancestral practices regarding health and food.	3.697	0.79
I value simplicity and purity in food as part of cultural values.	3.985	0.743
Cultural teachings influence my choices about what is good or bad for health.	3.816	0.858
Average Score	3.832	0.760

Source : Computed from Primary data

INFERENCE: From Table no.2, the descriptive statistics for Cultural Values reveal that valuing traditional remedies and herbal products secured the highest mean score (4.215), followed by pride in consuming culturally rooted products (4.112), community encouragement for natural living (4.038), valuing simplicity and purity in food (3.985), and belief in seasonal and regional eating (3.949). Mid-level scores were noted for avoiding chemically processed food taught from a young age (3.915), preference for traditional foods (3.872), cultural teachings influencing choices (3.816), trust in culturally endorsed products (3.781), and preference for culturally respectful brands (3.758). Lower scores were observed for ancestral practices in food (3.697), viewing organic products as culturally aligned (3.672), family influence on food choices (3.658), religious and spiritual beliefs shaping habits (3.546), and finally influence of cultural festivals and rituals (3.471).

Table No.3 : Organic Buying Behavior

Statement	Mean	S.D.
I regularly buy organic products for personal consumption.	3.679	0.667
I prefer organic products over conventional ones.	3.984	0.733
I intentionally search for organic food options when shopping.	3.845	0.783

I am willing to pay more for organic products.	4.132	0.809
I recommend organic products to others.	3.751	0.698
I trust the claims made by organic product labels.	3.972	0.852
I make a conscious decision to choose organic when available.	4.029	0.691
I check for organic certification before purchasing.	3.864	0.768
I buy organic food to avoid harmful chemicals.	4.178	0.813
I plan my grocery list to include organic items.	3.647	0.701
I compare different organic brands before buying.	3.916	0.755
I purchase organic personal care or skincare items.	3.588	0.792
My frequency of buying organic products has increased over time.	3.921	0.821
I follow influencers or sources that promote organic living.	3.472	0.675
My lifestyle includes a consistent preference for organic products.	4.061	0.789
Average Score	3.869	0.756

Source : Computed from Primary data

INFERENCE : From Table no.3, the descriptive statistics for Organic Buying Behavior show that buying organic food to avoid harmful chemicals ranked first with the highest mean score (4.178), followed by willingness to pay more for organic products (4.132), consistent lifestyle preference for organic products (4.061), conscious decision to choose organic when available (4.029), and preference for organic over conventional products (3.984). Middle-ranked items included trusting organic product claims (3.972), increased frequency of organic purchases (3.921), comparing organic brands before buying (3.916), checking organic certification before purchase (3.864), and intentionally searching for organic food options (3.845). Lower scores were observed for recommending organic products to others (3.751), regular purchase of organic products (3.679), planning grocery lists with organic items (3.647), buying organic personal care products (3.588), and lastly following influencers promoting organic living (3.472).

Hypothesis No.: 1

Null Hypothesis (H₀): There is no significant correlation between Health Consciousness, Cultural Values, and Organic Buying Behavior of Gen Z women in Coimbatore City.

Alternative Hypothesis (H_a): There is a significant correlation between Health Consciousness, Cultural Values, and Organic Buying Behavior of Gen Z women in Coimbatore City.

Table No.4: Correlation analysis between Health Consciousness, Cultural Values, and Organic Buying Behavior

Correlations				
		Health Consciousness	Cultural Values	Organic Buying Behavior
Health Consciousness	Pearson Correlation	1	.336**	.345**
	Sig. (2-tailed)		.000	.000
	N	136	136	136
Cultural Values	Pearson Correlation	.336**	1	.604**
	Sig. (2-tailed)	.000		.000
	N	136	136	136
Organic Buying Behavior	Pearson Correlation	.345**	.604**	1
	Sig. (2-tailed)	.000	.000	
	N	136	136	136

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Computed from Primary data

INFERENCE : Table No. 4 shows a significant positive correlation between all three constructs. Health Consciousness is moderately correlated with Cultural Values ($r = 0.336$, $p < 0.01$) and Organic Buying Behavior ($r = 0.345$, $p < 0.01$). The strongest correlation is between Cultural Values and Organic Buying Behavior ($r = 0.604$, $p < 0.01$), indicating that cultural orientation strongly drives purchase preferences. These findings support the alternative hypothesis (H_1), confirming that the three dimensions are positively interrelated.

Hypothesis No.: 2

Null Hypothesis (H_0): There is no significant linear relationship between Health Consciousness, Cultural Values, and Organic Buying Behavior of Gen Z women

Alternative Hypothesis (H_a): There is a significant linear relationship between Health Consciousness, Cultural Values, and Organic Buying Behavior of Gen Z women

Table No.5: Model Summary and ANOVA analysis between Health Consciousness, Cultural Values, and Organic Buying Behavior

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.621 ^a	.386	.376	6.92833	.386	41.720	2	114	.000	1.762
a. Predictors: (Constant), Cultural Values, Health Consciousness										
b. Dependent Variable: Organic Buying Behavior										
ANOVA ^a										
Model		Sum of Squares		df	Mean Square		F	Sig.		
1	Regression	4005.297		2	2002.648		41.720	.000 ^b		
	Residual	6384.233		114	48.002					
	Total	10389.529		116						
a. Dependent Variable: Organic Buying Behavior										
b. Predictors: (Constant), Cultural Values, Health Consciousness										

Source : Computed from Primary data

INFERENCE: Table No. 5 shows that Health Consciousness and Cultural Values together explain 38.6% of the variance in Organic Buying Behavior, as indicated by the R Square value of 0.386. The model is statistically significant with an F-value of 41.720 and a p-value of .000, confirming the existence of a meaningful linear relationship. Therefore, the null hypothesis (H_0) is rejected, and it can be inferred that both Health Consciousness and Cultural Values have a significant and positive influence on Organic Buying Behavior of Gen Z women in Coimbatore City.

Table No.6: Coefficients between Health Consciousness, Cultural Values, and Organic Buying Behavior

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.033	5.445		2.026	.045
	Health Consciousness	.243	.115	.154	2.122	.036
	Cultural Values	.582	.077	.551	7.599	.000
a. Dependent Variable: Organic Buying Behavior						

Source : Computed from Primary data

INFERENCE: Table No. 6 reveals that both Health Consciousness and Cultural Values significantly influence Organic Buying Behavior. Health Consciousness shows a positive effect ($B = 0.243$, $p = 0.036$), while Cultural Values exert a much stronger impact ($B = 0.582$, $p = 0.000$). The standardized beta values confirm that Cultural Values ($\beta = 0.551$) contribute more than Health Consciousness ($\beta = 0.154$). These results indicate that although both factors are important, cultural orientation has a greater role in shaping the organic buying patterns of Gen Z women in Coimbatore City.

Table No.7: Residuals Statistics between Health Consciousness, Cultural Values, and Organic Buying Behavior

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	41.2327	64.7249	52.9412	5.44691	117
Residual	-19.83102	23.76733	.00000	6.87682	117
Std. Predicted Value	-2.150	2.163	.000	1.000	117
Std. Residual	-2.862	3.430	.000	.993	117
a. Dependent Variable: Organic Buying Behavior					

Source : Computed from Primary data

INFERENCE: Table No. 7 shows that the predicted values of Organic Buying Behavior range between 41.23 and 64.72, with a mean of 52.94, reflecting stable model estimation. The residuals are evenly distributed around zero (mean = 0.00, SD = 6.88), indicating that the regression model is unbiased. The standardized residuals lie within acceptable thresholds (−2.862 to 3.430), confirming that the assumptions of regression are satisfied and the predictions are statistically reliable.

5. Findings Of The Study

The study shows that Health Consciousness strongly influences organic preferences among Gen Z women in Coimbatore City. The highest emphasis was placed on checking nutritional labels ($M = 4.346$), maintaining a regular health routine ($M = 4.207$), and believing that food directly affects health ($M = 4.105$). Concern for pesticide residues ($M = 3.959$) and considering health benefits before product choice ($M = 3.956$) also ranked high. However, relatively lower importance was given to paying more for healthy food ($M = 3.537$), adopting lifestyle changes ($M = 3.386$), and avoiding artificial ingredients ($M = 3.372$), showing that awareness is high but financial and habitual constraints still moderate actual behavior.

The findings on Cultural Values and Organic Buying Behavior reveal that valuing traditional remedies and herbal products ($M = 4.215$), pride in culturally rooted food ($M = 4.112$), and community encouragement for natural living ($M = 4.038$) were the strongest cultural motivators. Organic buying was mainly driven by avoiding harmful chemicals ($M = 4.178$), willingness to pay more ($M = 4.132$), and maintaining a consistent organic lifestyle ($M = 4.061$). Correlation analysis confirmed significant associations, with the strongest link between Cultural Values and Organic Buying Behavior ($r = 0.604$, $p < 0.01$). Regression results further showed that Health Consciousness and Cultural Values together explained 38.6% of the variance in Organic Buying Behavior ($R^2 = 0.386$), with Cultural Values ($\beta = 0.551$, $p = .000$) having a stronger influence than Health Consciousness ($\beta = 0.154$, $p = .036$).

5.1 Suggestions

The study highlights that while Gen Z women demonstrate strong awareness of nutrition and health, their willingness to make consistent organic purchases is limited by factors such as affordability and habitual food choices. It is therefore suggested that policymakers and industry stakeholders promote affordable organic

alternatives, supported by transparent labelling and reliable certification systems. This will enable health-conscious consumers to confidently associate organic products with long-term well-being and safety. Educational campaigns in colleges, workplaces, and digital platforms can further reinforce the link between dietary choices and overall health outcomes, strengthening the role of health consciousness in driving organic consumption.

At the same time, the findings reveal that cultural values exert a deeper influence on organic buying behavior than health factors alone. Marketers should therefore align their strategies with cultural narratives and traditional practices, positioning organic products as extensions of heritage and purity. Collaborations with local influencers, wellness communities, and culturally rooted campaigns can bridge the gap between tradition and modern consumption. Encouraging Gen Z women to view organic products not only as healthier but also as culturally meaningful choices will foster sustainable consumer habits and expand market adoption.

5.2 Conclusion

The study concludes that health consciousness plays a significant role in shaping the organic buying behavior of Gen Z women in Coimbatore City, particularly through habits such as checking nutritional labels, maintaining healthy routines, and avoiding harmful food ingredients. However, it was observed that practical constraints, including price sensitivity and lifestyle inertia, limit the extent to which this awareness is consistently translated into purchase behavior. This underlines the need for wider access, affordability, and consumer education to convert health awareness into sustained organic buying.

Equally important, the findings confirm that cultural values exert a stronger influence on organic consumption patterns than health consciousness alone. Practices rooted in tradition, community encouragement, and pride in culturally aligned consumption emerged as powerful predictors of organic buying. The objectives of the study are thus fulfilled, as both health and cultural dimensions were shown to significantly predict consumer behavior, with culture emerging as the stronger driver. This reinforces the understanding that organic buying among Gen Z women is not merely a matter of health awareness but also a reflection of cultural continuity, identity, and values in the evolving consumer landscape.

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