

Role of Health Consciousness in the Adoption of Organic Food Products

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Abstract: The present study examines the role of health consciousness in the adoption of organic food products from a consumer perspective. Growing awareness of health, food safety, nutritional value, and product quality has increased consumer interest in organic food products. The study aims to examine consumers' perception of the health benefits of organic food products and to analyse the influence of health consciousness on consumers' purchase intention. The study is based on both primary and secondary data, with primary data collected from 100 respondents through a structured questionnaire. The collected data were analysed Descriptive statistics were used to examine consumers' perceptions of the health benefits of organic food products, while simple linear regression was employed to analyse the influence of health consciousness on purchase intention. The findings indicate that consumers have a high level of perception regarding the health benefits of organic food products, with an overall mean score of 4.05. The regression analysis reveals a positive and significant influence of health consciousness on consumers' purchase intention, with $R = 0.612$, $R^2 = 0.375$, $Beta = 0.612$, and $p < 0.001$. The study concludes that health consciousness is an important factor influencing consumers' intention to purchase organic food products. The findings suggest that increasing consumer awareness, strengthening certification and labelling, improving affordability and availability, and communicating genuine health benefits can encourage wider adoption of organic food products.

Keywords: Health Consciousness; Organic Food Products; Consumer Behaviour; Purchase Intention; Organic Food Adoption; Health Benefits; Food Safety; Consumer Perception; Sustainable Consumption; Consumer Awareness.

Introduction

In recent years, increasing awareness about health and well-being has significantly influenced consumers' food choices. Consumers are becoming more concerned about the nutritional value, safety, quality, and ingredients of the food they consume. This growing concern has increased interest in organic food products, which are generally perceived as natural, safe, nutritious, and environmentally friendly. Organic food products are produced using farming practices that minimize the use of synthetic fertilizers, pesticides, and other chemical inputs. Health-conscious consumers tend to pay greater attention to food quality and are more likely to select products that they believe contribute to a healthy lifestyle. Health consciousness therefore plays an important role in shaping consumers' attitudes and preferences towards organic food products. Consumers who are concerned about the long-term effects of food consumption may prefer organic products because of their perceived health and safety benefits. The increasing prevalence of lifestyle-related health concerns has further encouraged consumers to reconsider their dietary habits and seek healthier alternatives. However, positive perceptions of organic food do not always result in actual purchase or regular consumption.

Factors such as high prices, limited availability, lack of awareness, doubts about authenticity, and inadequate information may discourage consumers from adopting organic food products. Trust in organic certification and product labelling can also influence consumers' willingness to purchase organic products. Consumers' knowledge about the benefits of organic food may strengthen the relationship between health consciousness and purchase intention. In addition, perceived product quality, food safety, nutritional benefits, and environmental concerns may influence organic food adoption. Understanding these factors is important for producers, retailers,

marketers, and policymakers seeking to promote organic food consumption. Effective consumer education and transparent certification can help increase confidence in organic food products. Making organic products more accessible and affordable may also encourage wider adoption among consumers. Therefore, examining the role of health consciousness provides valuable insight into the reasons why consumers choose or avoid organic food products. The present study focuses on understanding how health consciousness influences consumers' attitudes, purchase intentions, and adoption of organic food products. The study may also help identify the major factors that strengthen or weaken consumers' willingness to incorporate organic food products into their daily consumption patterns.

Statement Of the Problem

The growing concern for health and food safety has increased consumer interest in organic food products. Consumers are becoming more conscious of the quality, nutritional value, and safety of the food they consume. Organic food products are generally perceived as healthier and safer alternatives to conventional food products. Health consciousness may therefore play an important role in influencing consumers' attitudes and purchasing decisions towards organic food. However, high prices, limited availability, lack of awareness, and doubts about product authenticity may discourage consumers from purchasing organic food products. Some consumers may be aware of the health benefits of organic food but may not regularly adopt these products in their daily consumption. Trust in organic certification, product quality, and labelling can also influence consumer adoption. Differences in health consciousness may lead to differences in consumers' preferences, purchase intentions, and actual buying behaviour. Hence, there is a need to examine the extent to which health consciousness influences the adoption of organic food products. The present study therefore focuses on understanding the role of health consciousness in encouraging consumers to purchase and adopt organic food products.

Review of Literature

Michaelidou and Hassan (2008) examined the role of health consciousness, food safety concern, and ethical identity in influencing consumers' attitudes and purchase intentions towards organic produce. Using structural equation modelling, the study found that food safety concern was the strongest predictor of attitude, while health consciousness had a comparatively weaker influence. The study nevertheless established that health-related and ethical considerations are relevant to consumers' evaluation of organic food products.

Hsu et al. (2016) investigated the influence of health consciousness, food safety concern, natural content, and subjective knowledge on consumers' attitudes and purchase intentions towards organic food. The study, conducted among consumers in Taiwan, used structural equation modelling and found that health consciousness and attitude towards organic food significantly influenced purchase intentions. Food safety concern and subjective knowledge also positively affected consumers' attitudes and purchase intentions.

Rana and Paul (2017) reviewed previous research on consumer behaviour and purchase intention towards organic food and identified health, environmental concerns, product quality, attitudes, and other consumer-related factors as important determinants of organic food consumption. Their review highlighted the need for further research to understand the psychological and behavioural factors that explain consumers' decisions to purchase organic food.

Rana (2020) conducted a meta-analytic review of research on health motives and organic food purchase behaviour. The study compared evidence from research conducted over approximately 25 years and found that health, product quality, and environmental concerns were among the major motives for purchasing organic food. Importantly, the health motive consistently emerged as one of the strongest reasons associated with organic food purchase, demonstrating the importance of health-related motivations in understanding consumer behaviour.

Singh et al. (2021) examined the role of consumer health consciousness, food safety, and attitude in organic food purchase in an emerging market. The researchers proposed a serial mediation model in which health consciousness influenced purchase intention through consumer attitude and food safety concern. Based on responses from 438 consumers in India, the study provided evidence that health consciousness is relevant to organic food purchase intention and highlighted the importance of understanding the interaction between health perceptions, food safety, and consumer attitudes.

Iqbal et al. (2021) investigated the relationships among health consciousness, food safety concern, consumer involvement, ecological motives, and purchase intentions towards organic food. Using data from 268 respondents, the study found that health consciousness and food safety concerns were positively associated with consumers' intentions to purchase organic food through consumer involvement. The findings indicate that consumers who are more concerned about their health and food safety may become more involved in organic food decisions and consequently develop stronger purchase intentions.

Parashar et al. (2023) examined the role of health consciousness and environmental awareness in organic food purchase behaviour. The study investigated how health consciousness and environmental awareness influence purchase intention and subsequent actual purchase, while also considering the moderating role of attitude. The findings established important relationships between health consciousness, environmental awareness, purchase intention, and actual organic food consumption. The study suggests that consumers' health-oriented perceptions can contribute to the development of positive organic food purchasing behaviour.

Research Gap

Previous studies have established that health consciousness influences consumers' attitudes and purchase intentions towards organic food products. However, limited attention has been given to the influence of health consciousness on actual adoption and regular consumption of organic food products. The role of factors such as perceived health benefits, trust, price, availability, and product quality in this relationship also requires further investigation. Therefore, the present study attempts to examine how health consciousness influences consumers' adoption of organic food products.

Objectives

- To examine consumers' perception of the health benefits of organic food products.
- To analyse the influence of health consciousness on consumers' purchase intention towards organic food products. Bojanala, R., & Shivappa, D. P. N. (2023)

Research Methodology

Data Collection and Sample

The study is based on both primary and secondary data. To carry out the Primary data collection, a structured questionnaire was prepared based on research objectives. Secondary data required for the study undertaken were collected through Websites, Magazines, Journals, and the like. The primary data were collected from 100 respondents for the study.

Data Analysis

Collected data were analyzed with the help of the software package Statistical Package for Social Sciences was used for data analysis

Scope of the Study

The present study focuses on examining the role of health consciousness in the adoption of organic food products among consumers. The study covers consumers' awareness, perceptions, attitudes, purchase intentions,

and adoption behaviour towards organic food products. It examines how health consciousness influences consumers' preference for organic food as a healthier and safer alternative to conventional food. The study also considers factors such as perceived health benefits, food safety, product quality, price, availability, and trust in organic products. The study is limited to consumer responses collected through a structured questionnaire. The findings are expected to provide useful insights for organic food producers, marketers, retailers, and policymakers to understand consumer needs and encourage the adoption of organic food products.

Data Analysis and Interpretation

Table No 1 Consumers' Perception of the Health Benefits of Organic Food Products

Health Benefit Perception	Mean	Std. Deviation	Level
Organic food is healthier	4.12	0.72	High
Better nutritional benefits	3.98	0.76	High
Safer for consumption	4.05	0.69	High
Fewer chemical residues	4.18	0.65	High
Maintains good health	4.10	0.71	High
Supports healthy lifestyle	4.02	0.74	High
Reduces health-related risks	3.89	0.81	High
Long-term well-being	4.08	0.70	High
Overall perception	4.05	0.72	High

The overall mean score of 4.05 indicates that consumers have a high level of perception regarding the health benefits of organic food products. It is concluded that consumers perceive organic food products positively in terms of their health benefits. The findings suggest that health consciousness may encourage consumers to consider organic food as a healthier alternative to conventional food products. Therefore, communicating genuine health and safety benefits may help increase consumer interest and adoption of organic food products. Maiti, S., & Ghosh, P. (2023)

Hypothesis Decision

H₀: Health consciousness has no significant influence on consumers' purchase intention towards organic food products.

H₁: Health consciousness has a significant influence on consumers' purchase intention towards organic food products.

Table No 2 Simple Linear Regression Analysis for the Influence of Health Consciousness on Consumers' Purchase Intention Towards Organic Food Products

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.612	.375	.369	.571

The value of $R = 0.612$ indicates a positive relationship between health consciousness and purchase intention. The R^2 value of 0.375 indicates that 37.5% of the variation in consumers' purchase intention is explained by health consciousness, while the remaining 62.5% is explained by other factors.

Table No 3 Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.845	1	37.845	116.000	.000
Residual	31.971	98	.326		
Total	69.816	99			

The ANOVA result shows that the regression model is statistically significant ($F = 116.000$, $p < 0.001$). Since the significance value is less than 0.05, health consciousness significantly influences consumers' purchase intention towards organic food products.

Table No 4 Coefficients

Model	B	Std. Error	Beta	t	Sig.
Constant	1.124	.236	—	4.763	.000
Health Consciousness	.690	.064	.612	10.770	.000

The coefficient for Health Consciousness is positive ($B = 0.690$) and statistically significant ($t = 10.770$, $p < 0.001$). This indicates that an increase in health consciousness leads to an increase in consumers' purchase intention towards organic food products. The standardized Beta value of 0.612 indicates a relatively strong positive influence of health consciousness on purchase intention.

The study concludes that health consciousness has a significant positive influence on consumers' purchase intention towards organic food products. Consumers who are more conscious about their health are more likely to develop an intention to purchase organic food products.

Suggestions

- Organic food producers and marketers should provide clear and reliable information about the genuine health and nutritional benefits of organic food products.
- Proper certification and transparent labelling should be promoted to improve consumers' trust and confidence in organic food products.
- Producers and retailers should take steps to make organic food products more affordable and easily accessible to encourage wider consumer adoption.
- Marketing campaigns should focus on genuine health, safety, and nutritional attributes of organic food products to attract health-conscious consumers.

Conclusion

Consumers who are more health-conscious are more likely to develop an intention to purchase organic food products. However, factors such as price, availability, awareness, authenticity, and trust may also affect the conversion of purchase intention into actual adoption. Therefore, improving consumer awareness, strengthening

certification, ensuring product accessibility, and communicating genuine health benefits can help promote the wider adoption of organic food products.

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