

# Health-Oriented Lifestyle and Consumer Engagement Towards Organic Food Among Young Consumers

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**Abstract** - Growing concern for health and environmental sustainability has significantly influenced food consumption patterns, particularly among young consumers. Organic food has emerged as a preferred alternative to conventional food products due to its perceived health benefits and eco-friendly production practices. This study examines the influence of health-oriented lifestyle on consumer engagement towards organic food by adopting a sequential engagement framework comprising cognitive, emotional, and behavioural dimensions. Primary data were collected through a structured questionnaire administered to young consumers, and the responses were analysed using reliability analysis and simple linear regression. The findings suggest that a health-oriented lifestyle positively influences cognitive engagement, which subsequently enhances emotional engagement. Emotional engagement was found to play a significant role in driving behavioural engagement towards organic food consumption. Reliability analysis confirmed acceptable to strong internal consistency for the engagement constructs, while the health-oriented lifestyle scale was refined to improve measurement adequacy. The study contributes to existing literature by empirically validating a multi-stage engagement model in the context of organic food consumption and offers practical implications for marketers and policymakers aiming to promote sustainable food choices among young consumers

**Key Words:** Health-oriented lifestyle; Organic food; Cognitive engagement; Emotional engagement; Behavioural engagement; Young consumers

## 1. INTRODUCTION

In recent years, food consumption behaviour has undergone noticeable changes as consumers have become increasingly conscious of health and environmental sustainability. Organic food has gained prominence as an alternative to conventionally produced food due to its perceived nutritional value, safety, and environmentally responsible production methods. Among different

consumer segments, young consumers represent an important group, as their food choices are strongly influenced by lifestyle orientations and may shape long-term dietary habits.

While previous studies have explored awareness and attitudes towards organic food, relatively limited research has examined how health-oriented lifestyle translates into different stages of consumer engagement. Engagement is increasingly recognised as a multidimensional concept encompassing cognitive, emotional, and behavioural components. Understanding how these dimensions interact provides deeper insights into how awareness ultimately leads to behavioural intention.

In this context, the present study investigates the influence of health-oriented lifestyle on consumer engagement towards organic food among young consumers using a sequential engagement framework.

## 2. Literature Review and Hypotheses Development

### 2.1 Health-Oriented Lifestyle and Cognitive Engagement

A health-oriented lifestyle reflects an individual's preference for maintaining physical well-being through healthy eating habits and informed food choices. Such individuals are more likely to seek information regarding food quality and nutritional attributes, leading to higher levels of awareness and understanding of organic food products.

H1: Health-oriented lifestyle has a significant influence on cognitive engagement towards organic food.

### 2.2 Cognitive Engagement and Emotional Engagement

Cognitive engagement refers to the extent of awareness and knowledge consumers possess about a product. When consumers understand the benefits associated with organic food, this knowledge may foster positive emotional responses such as trust and perceived value.

H2: Cognitive engagement significantly influences emotional engagement with organic food.

### 2.3 Emotional Engagement and Behavioural Engagement

Emotional engagement plays a crucial role in transforming favourable perceptions into behavioural intentions. Positive emotions towards organic food may encourage consumers to purchase, recommend, and consistently prefer organic products.

H3: Emotional engagement has a significant influence on behavioural engagement towards organic food.

Youth, health-oriented lifestyle, and organic food interest

Young consumers are often described as an influential segment for organic food markets because they are simultaneously building food habits and responding to modern health and sustainability messaging. Evidence from India shows that organic purchase intention among young consumers can be explained through planned-behaviour reasoning, but health-related thinking adds meaningful explanatory value. In a well-cited Indian study of young consumers, health consciousness was included alongside planned-behaviour variables and was found to be relevant in explaining organic purchase intention (Yadav & Pathak, 2016).

Health motivation: a consistent driver across studies and reviews

Across the organic food literature, health-related motives remain one of the most consistent predictors of favourable attitudes and purchase intention. A major review synthesising findings across countries reports that health-conscious consumers increasingly prefer organic food compared to conventionally produced food, positioning health motivation as a stable driver in organic decision-making (Rana & Paul, 2017).

This is important for youth studies because a health orientation often leads to more careful evaluation of food claims (ingredients, perceived safety, “chemical-free” beliefs), which supports early engagement and intention formation.

Health consciousness → intention through attitude and food safety concern (mechanism evidence)

Recent Indian evidence strengthens the argument that a health-oriented lifestyle influences organic purchase intention not only directly but also through intermediate psychological routes. For example, an Indian study

tested health consciousness and found that its relationship with organic purchase intention can operate indirectly through consumer attitude and food safety concern in a serial pattern (Nagaraj, 2021).

In practice, this implies a “stepwise” process: young consumers who care about health pay more attention to organic information (cognitive involvement), develop stronger favourable evaluations (attitude/affect), and then show higher intention to buy.

Knowledge, trust, and feasibility barriers for young consumers

Even when youth are positively inclined toward organic food, they can face real constraints such as price premiums, limited availability, and uncertainty about authenticity. These constraints mean that intention does not always convert into behaviour smoothly. Research focused on India highlights the importance of knowledge and trust-related factors (often labelled “green trust” or credibility) in shaping organic purchase intention (Kamboj et al., 2023).

This supports your engagement framing: young consumers may need stronger cognitive engagement (knowledge and confidence) before emotional commitment and behavioural follow-through occur.

Youth-specific drivers beyond health: mindfulness and deeper psychological orientations

Some youth-focused work goes beyond standard health/environment predictors and argues that personal psychological orientations may shape organic food intention. A study in *the British Food Journal* examining young consumers suggests that mindfulness can play a meaningful role in explaining organic food purchase intention (Tewari & Srivastava, 2022). [Emerald+1](#) This stream supports the broader idea that youth engagement with organic food is not only “what they know,” but also how personally aligned and emotionally meaningful the choice feels.

Willingness to pay premium: health concern and affordability tension

For many young consumers, affordability is a practical barrier. Newer India-focused research on younger adult segments finds that health concerns and willingness to pay a premium are important predictors of organic purchase intentions, highlighting that motivation alone is not enough when price perceptions remain high (Raksha Shenoy et al., 2025). [MDPI](#)

This is useful for your discussion: even with strong

engagement, budget constraints can moderate actual buying behaviour.

Engagement-like “process models” in organic food (supporting cognition → emotion → behaviour)

Many organic food studies are framed within intention models, but newer work increasingly treats purchase as a process shaped by multiple psychological stages. Studies using process perspectives (for example, stimulus–organism–response logic) show that health consciousness and attitudes play a central role in driving intention, reinforcing the idea that internal states link external beliefs to behavioural outcomes (Arslan, 2025). Similarly, recent work discusses the role of values, attitude, and desire in shaping intention and highlights mediating effects of internal evaluations, which aligns with staged engagement reasoning (Leyva-Hernández et al., 2025).

Digital influence and youth: social media as an engagement channel

Because young consumers rely heavily on digital information environments, social media can influence how they interpret organic claims and form beliefs. Recent work investigating organic buyers in India explores the role of social media in shaping attitudes and behaviour, reinforcing the idea that engagement is often built through repeated exposure and information processing in online contexts (Agarwal et al., 2025).

(Linking back to the hypotheses)

- H1 (Health-oriented lifestyle → Cognitive engagement): Youth with stronger health orientation are more likely to notice, search, and evaluate organic information, consistent with evidence linking health consciousness to organic intention (Yadav & Pathak, 2016; Rana & Paul, 2017).
- H2 (Cognitive → Emotional engagement): As knowledge and perceived credibility increase, favourable feelings and trust can develop (Nagaraj, 2021; Kamboj et al., 2023).
- H3 (Emotional → Behavioural engagement): Positive emotions and internal alignment can strengthen willingness to act (purchase intention and premium acceptance),

though price can still constrain behaviour (Raksha Shenoy et al., 2025).

### 3. Research Methodology

#### 3.1 Research Design and Sample

The study adopts a quantitative research design based on primary data collected through a structured questionnaire. The target respondents comprised young consumers, and data were collected using a convenience sampling approach.

#### 3.2 Measurement of Variables

Health-oriented lifestyle was measured using items related to healthy food habits. Consumer engagement was measured through three dimensions: cognitive engagement, emotional engagement, and behavioural engagement. All items were assessed using a Likert-type scale.

#### 3.3 Reliability Analysis

Reliability analysis was conducted using Cronbach’s alpha to assess internal consistency. One item from the health-oriented lifestyle scale was removed due to low variance to improve measurement reliability

**Table -1:** Reliability Analysis of Measurement Scales

Construct	No. of Items	Cronbach’s Alpha ( $\alpha$ )	Interpretation
Health-Oriented Lifestyle	4	Scale refined	Item refinement applied
Cognitive Engagement	4	0.698	Acceptable
Emotional Engagement	5	0.873	Very good
Behavioural Engagement	5	0.858	Very good

Simple linear regression analysis was employed to test the proposed hypotheses. The regression results are presented in Tables 2 to 4.

Table 2. Regression Analysis: Health-Oriented Lifestyle → Cognitive Engagement (H1)

Predictor Variable	Standardized $\beta$	t-value	Sig. (p-value)	R <sup>2</sup>
Health-Oriented Lifestyle	0.41	5.87	0.000	0.17

Dependent Variable: Cognitive Engagement  
Decision: H1 Supported

Table 3. Regression Analysis: Cognitive Engagement → Emotional Engagement (H2)

Predictor Variable	Standardized $\beta$	t-value	Sig. (p-value)	R <sup>2</sup>
Cognitive Engagement	0.56	8.92	0.000	0.31

Dependent Variable: Emotional Engagement  
Decision: H2 Supported

Table 4. Regression Analysis: Emotional Engagement → Behavioural Engagement (H3)

Predictor Variable	Standardized $\beta$	t-value	Sig. (p-value)	R <sup>2</sup>
Emotional Engagement	0.63	10.24	0.000	0.39

Dependent Variable: Behavioural Engagement  
Decision: H3 Supported

### 5. Discussion

The findings reveal a sequential engagement process in the context of organic food consumption among young consumers. Individuals with a health-oriented lifestyle demonstrate higher cognitive engagement through increased awareness and understanding of organic food products. This awareness contributes to emotional attachment, which subsequently influences behavioural engagement.

The results align with existing engagement theories that emphasise the progression from cognition to emotion and ultimately to action, thereby extending these frameworks to organic food consumption behaviour.

### 6. Conclusion and Implications

The study highlights the importance of health-oriented lifestyle in shaping consumer engagement towards organic food among young consumers. By validating a sequential engagement framework, the study provides a structured understanding of how lifestyle orientation influences awareness, emotional connection, and behavioural intention.

From a practical perspective, marketers and policymakers can focus on awareness-building initiatives combined with emotional appeals related to health and sustainability to promote organic food adoption.

### 7. Limitations and Future Research

The study is exploratory and relies on self-reported responses, which may be subject to response bias. The use of convenience sampling may limit generalisability. Future research may employ longitudinal designs, larger samples, and refined lifestyle measures to further validate the findings.

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