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HEALTH-CONSCIOUS CONSUMERISM AMONG CORPORATE EMPLOYEES: A STUDY ON THE RISE OF ORGANIC AND FUNCTIONAL FOODS

Santosh Chavan¹ and Dr. S.B. Akash²

¹Research Scholar, Department of P.G. Studies and Research in Commerce, Kitturu Rani Channamma University
Belagavi – 591156. E-mail: sanchavan23@gmail.com,

²Senior Professor, Department of P.G. Studies and Research in Commerce, Kitturu Rani Channamma University
Belagavi – 591156. E-mail: akash_pgc06@reddiffmail.com

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ABSTRACT

The growing prevalence of lifestyle-related health concerns has increased consumer interest in organic and functional foods, particularly among urban working professionals. This study examines the influence of awareness, price sensitivity and health consciousness on the purchase intention and actual purchase behaviour of corporate employees towards organic and functional foods in Bengaluru, India. Drawing on the Theory of Planned Behaviour, Health Belief Model and Consumer Value Theory, the study develops an integrated behavioural framework. Primary data were collected from 170 corporate employees and analysed using Exploratory Factor Analysis and Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings indicate that awareness significantly influences health consciousness ($\beta = 0.362$, $p = 0.024$), while price sensitivity also has a significant positive relationship with health consciousness ($\beta = 0.498$, $p = 0.002$). Health consciousness strongly influences purchase intention ($\beta = 0.849$, $p < 0.001$), which, in turn, has a strong positive effect on actual purchase behaviour ($\beta = 0.933$, $p < 0.001$). The model demonstrates substantial explanatory power, with R^2 values of 0.686 for health consciousness, 0.721 for purchase intention and 0.871 for actual purchase behaviour. The findings highlight the importance of health consciousness and purchase intention as key mechanisms through which awareness and price-related evaluations translate into actual consumption behaviour. The study contributes to the literature by integrating cognitive, psychological and economic determinants of health-food consumption within the context of India's corporate workforce and offers implications for marketers, retailers and policymakers seeking to promote healthier and sustainable food choices.

KEYWORDS: Organic food, functional food, health consciousness, consumer awareness, price sensitivity, purchase intention, actual purchase behaviour, corporate employees, Bengaluru, PLS-SEM.

INTRODUCTION

Increasingly, people are on the lookout for sustainable, healthy and safe choices in food and this has changed the entire sector across the world. With this change, all health-conscious populations seeking their long-time wellness now prefer organic and functional food which are free from synthetic inputs and consist of constituents which confer health benefits (Yadav & Pathak, 2016; Rana & Paul, 2017). Consumers are pursuing products with health features to a greater extent than before, which suggests that health-oriented thinking is becoming commonplace among populations and desire for health products is growing in societies. In current life health has a critical relevance and consumer behaviour is being increasingly influenced by their health focus. It also helps to live longer leading to happiness and satisfaction in life. Health-centric consumerism is gaining momentum owing to elevated awareness about lifestyle-related diseases, increasing disposable income, and changing mindset regarding health (Asioli et al., 2017).

In India, the organic food system has been transformed by a CAGR of over 20% since then. The impressive growth is attributed to progressive policies, growing access to digital markets, and changing tastes of urban India consumers (FICCI, 2022). One of the most notable consumer groups emerging among the corporate employee community among change. The growing organofunctional consumer group is a major reason for rapid urbanisation of metros. Bangalore is among the fastest developing cities of India widely known.

However, the long working hours, occupational stress, and sedentary work style have educated the corporate working class about preventive health behaviours and wellness-oriented consumption (Paul and Rana, 2012). Their numbers are part of the continuously rising population that consumes functional and organic products for consumption. These goods may be bought for health, convenience, and value. There are limited empirical research on this group's health-conscious food consumption in India.

Person's health consciousness is "the degree to which the person takes care of his health and as the individual's readiness to do healthy behavior." (Gould, 1990, p. 11) is an important determinant of such behaviour in an individual. As per Michaelaelidou and Hassan (2008), health-conscious people are more likely to read labels, search out healthy alternatives, and avoid modified and artificially augmented products. Students with such cognitive orientation tend to purchase and consume organic and functional foods more (Konuk, 2018). Despite this, health motives are not the only driver of behavioural outcomes. The conversion of intention into actual purchase behaviour is influenced significantly by factors like price sensitivity and brand trust, level of awareness and socio-demographic characteristics.

In the mentioned behavioural model, price sensitivity acts as an inhibitor whereas awareness acts as an activator. The user must first be aware of the Organics or Functional food, its benefits as well as genuineness before they can make the behaviour. In other words, awareness is the starting point. On the other hand, the price sensitivity is always a showstopper. The organic and functional food products are generally sold at a premium. Hence, despite having a high health motivation, the consumers may not buy the product due to high prices (Asioli et al., 2017).

This is a specifically sensitive conflict in emerging urban markets like Bangalore which have a mixed setup. All income classes, their conveniences and conveniences, and more, all in-one consumer dig and contemporary society. Younger people and those with more discretionary income are more likely to agree with new health products. Women are more concerned with nutrition in general. As we shall see later, the relationship is moderated by demographic variable like age, gender, income job profile etc. (Smith et al. 2010) (Sharma & Kushwaha 2021).

This research examines how health consciousness, awareness, and price sensitivity affect Bangalore corporate employees' functional and organic food purchases. Other key demographic and psychological variables will also be determined to study their mediating.

There was a special focus on this target group, urban elites in India, comprised of educated working women and young male professionals. This study, besides being the first in this context, contributes to the theory building stream on health-conscious consumer behaviour. It further provides vital managerial implications, which would be helpful in devising policy and marketing strategies towards the rising.

STATEMENT OF THE PROBLEM

Lifestyle health disorders are growing at a massive rate throughout the world. Along with that, consumer's awareness is also rising day by day. The combined market of Organic and Functional foods is becoming a very prominent category for marketers and researchers. Consumers view such health foods as a healthier and more sustainable option. This is one of the benefits that they enjoy. They keep the nutritional quality and biological value of food to guide the consumer to prevent and/or manage lifestyle health disorders. They have a natural and organic composition and are consistent with health consciousness or health-oriented. It is important to food behavior researchers. As such, health foods are viewed as something that contributes to preventive health behaviours and weight control.

Generally, consumers' attitude towards health food purchase is available in literature, but the same for specific occupational segments is largely missing. The corporate segment in key Indian metros, which

is noted for its higher levels of education, spending capacity, work stress and better access to health information, remains an understudied consumer segment. Consequently, the corporate segment can be seen as an important consumer segment in the rapidly developing health food market in metropolitan India. There is limited study on a health food market opinion and market maker group. There is little study on the motivators, limitations, and behavioral processes that influence Organic (OF) and Functional food purchases. In summary,

Few research have studied how age, gender, wealth, and profession affect health consciousness's effect on shopping behavior. Many studies argue that health awareness directly affects purchase behavior without considering demographic factors. Consequently, it is important to develop a broader analytical framework to understand what factors influence the consumption of organic and functional foods by urban consumers particularly more so city workers.

SIGNIFICANCE OF THE STUDY

Consumer lifestyles across the world are taking a serious turn towards preventive health and sustainability. Specialists consider that organic and functional foods have become an essential part of contemporary consumer patterns not just in developed but also in developing economies. Nonetheless, the information concerning the health engagement behavioural response of the urban working professionals i.e. corporate employees towards health stimuli in Indian scenario is very limited (Yadav and Pathak, 2016; Rana and Paul, 2017). Bangalore, India's Silicon Valley, has gained a reputation for the hub of software industries. Bangalore produces consumption patterns that matter the most due to the presence of highest number of knowledgeable, heterogeneous and high earning manpower (Migara, 2015). Thus, this research study fulfills an important gap in the Indian context. Offering a theoretical model on consumer behaviour towards organic and functional foods integrating the behavioural constructs of health consciousness, awareness and price sensitivity contributes to literature, this study. In the past, studies have exclusively utilized these behavioral antecedents in isolation for e.g. (Michaelidou & Hassan, 2008; Konuk, 2018). There is little empirical evidence examining the interrelationships, mediation and moderation effect of these behavioural antecedents in a single model.

The study discussed above makes two contributions to the literature. From a theoretical view, the paper extends TPB and HBM to a new consumer corporate employee thus taking the theory in a new direction. The research enhances the comprehension regarding health-centered consumption in the urban professional scenario. This research has advocacy implications, which could benefit marketers, public policymakers and retailers who intent to encourage healthy consumption behaviour. Knowledge about the conjoint effect of price consciousness and health consciousness will help in value-based pricing, product differentiation and timely communication.

Also, awareness regarding consumer's cognisance and demographic profile helps in developing targeted marketing communication, workplace wellness programmes and policy interventions which help to promote consumption of healthy food. Ultimately, the present investigation fills an important gap between theory and managerial practice that benefits the Indian public health, organic and functional food industries (Asioli et al 2017; Sharma and Kushwaha 2021).

RESEARCH OBJECTIVES

1. To determine how much of an impact consumer knowledge has on the propensity to buy functional and organic foods.
2. To investigate how price sensitivity affects the intention to buy.
3. To evaluate the mediating role of health consciousness in the relationship between Awareness, Price sensitivity, and purchase intention
4. To analyse the influence of purchase intention on actual purchase behaviour.
5. To explore the overall predictive pathway from awareness, price sensitivity, and health consciousness to actual purchase behaviour through purchase intention.

1. Conceptual Framework

The research uses behavioral and psychological ideas to explain consumer health choices. According to TPB, people act on their intentions. Additionally, attitudes, subjective standards, and personal control over actions affect these intents. Health consciousness, as a psychological antecedent, is essential in the study because it affects purchase intentions for organic and functional goods, which in turn strongly predict actual behaviour of these consumers. According to Gould, (1990), and Michaelidou and Hassan (2008), a health consciousness, i.e., the degree to which people are concerned about their health, sustainable consumption and preventative eating are linked. According to the Health Belief Model (HBM), knowledge, familiarity, and exposure to organic and functional foods constitute a “cue to action” that encourages health-related consumption (Rosenstock 1974).

Michaelidou and Hassan (2007) created the HBC Scale to assess health consciousness. This measure has been employed extensively in consumer behaviour literature. As per Aertsens, Verbeke, Mondelaers, and van Huylenbroeck, awareness influences health consciousness of consumers which in turn drives purchase intention. This ultimately manifests in actual purchase behaviour.

These ideas suggest health consciousness mediates awareness's effect on purchasing intention and behavior (Aertsens et al., 2011; Konuk, 2018). Price sensitivity also indicates health awareness, according to the economic household constraints theory (Angulo et al., 2004; Zavala, 2019).

We conceptualize price sensitivity using Consumer Value Theory (Zeithaml, 1988) and VBN Theory (Stern et al., 1999). Schwartz's Norm Activation Theory inspired the VBN Theory's value precept that activates the personal norm.

The Norm activations direct the consumer to a specific action that is of value utility. In addition, the Consumer Value Theory postulates that the value utility is a function in the consumer choice phase or in the evaluation of the choice dilemma proposed (Zeithaml). The conceptual framework combines health consciousness and awareness (psychological) with price sensitivity (economic) and moderators (sociodemographic) to provide an all-in – all explanation of decisions in the organic and functional food domain. Consequently, this integrative model makes a significant contribution to theory by extending the TPB and HBM within an urban professional context. It also provides managers with insight into the motivations behind health-food consumption by corporate employees in India.

2. Hypotheses Development

2.1 Awareness and Purchase Intention

The awareness of customers regarding organic and functional food is an important aspect that governs the extent of hesitation regarding the purchase of the same. Health belief model (HBM) (Rosenstock, 1974) proposes cognition about conventional food intake dangers and healthier food advantages may prompt action. Consequently, this improves the consumer's cognitive activity regarding organic products thus, enhancing the consumer's willingness to buy organic food items. The consumer should not only recognise or identify a product as organic but must also be aware of its nutritional value, labelling transparency and reliable advertising communication. As per evidence, higher awareness on the part of consumers leads the consumer to build trust and perceive lower-risk levels that help in developing a positive attitude (Aertsens et al., 2011; Yadav and Pathak, 2016). In other words, awareness is a precursor that may activate health-related intentions of consumers. In accordance with Ajzen's Theory of Planned Behaviour, the awareness enhances both the attitudinal and the perceived behavioural components, motivating the individual to perform or activate the composed behaviour.

H1: Awareness of organic and functional foods has a positive and significant effect on purchase intention.

2.2 Value-Oriented Price Sensitivity and Purchase Intention

Luxury offerings such as organic foods and functional foods are surely more expensive than the regular ones. Therefore, it is believed that price sensitivity inhibits purchasing behaviour. But in today's consumer market, especially that urban individual educated and economically empowered corporate professionals, price sensitivity is becoming more about evaluation of value and less about aversion of price. According to Zeithaml in his Consumer Worth Theory (1988), the total worth of an item will be determined by how favourably customers weigh the benefits anticipated from a product

with how much they will spend for it. Within this framework, health conscious yet budget conscious consumers engage in rational and logical thinking and reflect on the notion, “Are the higher prices of organic foods worth it in terms of their greater nutritional value, safety guarantees and potentially longer-term health benefits?” The ‘truth’ lies therein doing the math to the evidence. Reasonable people who have a great health orientation do not view these charges as an expense but rather a wise investment. Consequently, when value evaluation is more important than price-aversion, a consumer’s sensitivity to price can turn into a positive impact on intention to purchase. Value-conscious buyers evaluate their worth carefully and think not price. These consumers will more likely reflexively make and be responsible for their health-conscious purchase decisions.

H2: Value-oriented price sensitivity has a positive influence on health-conscious purchase intention.

2.3 Health Consciousness as Mediator: Awareness → Purchase Intention

Awareness helps you to understand the importance of an organic and functional food product. To put this in simpler words, we can say awareness is the first cognitive preparing step. But awareness as it does not lead to creation of a purchase intention. Until it is committed and personalised as health value or need-motivator the level of awareness remains not sufficient. According to the HBM (Rosenstock, 1974), for awareness to effectively influence behavior, it must become personally relevant. This is because if it is not relevant, the consumers will not perceive themselves to be susceptible to being at risk of a health problem, and so there will be no motivation to act for one’s health benefit.

Using the HBM framework, health-conscious behaviors or thoughts may also provide essential mediating psychological mechanism which may operate to give rise to your awareness into behavior. A consumer who is only aware and not health motivated will be a passive aware consumer whereas a health-conscious consumer will actively transform awareness into health-motivated purchase intention and behaviour. According to Michaelidou and Hassan (2008) and Aertsens et al. (2011) health consciousness is the connecting link in awareness with behavioural consequence in food-related behavioural context. The studies provide strong evidence for the mediating mediation link. Thus, it is the health consciousness that links the awareness to the action.

H3: Health consciousness mediates the relationship between awareness and purchase intention.

2.4 The Mediating Role of Health Consciousness: Price Sensitivity and Purchase Intention

If this price sensitivity is not tempered by some underlying health consciousness, then this will not translate to consumer buy intention for premium products such as organic and functional foods. Value-conscious consumers of today do not necessarily avoid high prices but rather seek goods with a good price-to-benefit ratio especially in the urban cities. Consumers highly value organic and functional foods due to their health benefits. A prominent rationale in consumer behavior literature is Consumer

Value Theory (Zeithaml, 1988). Thus, health consciousness is a moderator to allow the buyer to justify the higher costs and still purchase a product that supports his claim for future healthiness. This mediation implies price-sensitive people may tolerate the price premium on purchase if such buying is moderated by health-related values and beliefs. Similarly, Konuk (2018) and Stern et al. (1999) have shown that customers who have self-health as the first reason prioritize their long-term health rather than short-term price. Health consciousness converts rational price assessments into effective health consumption to close the gap between value price assessment and actual purchase intention.

H4: Health consciousness mediates the relationship between price sensitivity and purchase intention.

2.5 Purchase Intention and Actual Purchase Behaviour

The intention to buy something is usually reflected in the actual purchase behaviour in the market. It is a very crucial component in. (Ajzen, 1991).

In the context of the framework, intention refers to a person's innate tendency to perform a particular action and is believed to be the best predictor of a person's action when the environment does not exert much pressure to act.

As long as consumers perceive health-oriented purchases positively, their realistic chances of making such purchases will become stronger if such purchases are perceived positively to contribute towards their personal values, health goals and lifestyle preferences.

As demonstrated by Fishbein and Ajzen (2010), there is a temporal precedence where intention consistently comes before behavior. This temporal precedence holds for a wide range of voluntary and value-relevant consumption settings.

As such, it is unlikely that a high degree of intention to purchase organic and functional foods will not be reflected in a high degree of actual purchase behaviour.

H5: A person's actual purchasing behavior is positively and significantly impacted by their buying intention.

Table 1: Constructs and Items

Construct/Sources	Items
<i>Awareness (Rosenstock, 1974; Aertsens et al., 2011; Yadav & Pathak, 2016)</i>	I know how beneficial organic and functional foods can be. I have read about or debated the impact of health of organic and functional foods. I can recognize labels of organic and functional food products. I stay informed about organic food through advertisements or social media.
<i>Price Sensitivity (Zeithaml, 1988; Asioli et al., 2017; Stern et al., 1999)</i>	Before I purchase organic or functional food, I look at the pricing. Organic food is something I'll only purchase if the price is right. Before buying organic food, I normally seek a sale or deal. If organic food prices rise, I may stop purchasing them.
<i>Health Consciousness (Gould, 1990; Michaelidou & Hassan, 2008; Konuk, 2018)</i>	Well being of an individual must always be given priority. As a result, I always try to eat healthy. When choosing a food product, I take my health into consideration. I don't eat foods that I think might be bad for me. I try to carefully analyze my food and try to eat what I think is good for my health or what I think won't cause me harm.
<i>Purchase Intention (Ajzen, 1991; Fishbein & Ajzen, 2010; Aertsens et al., 2011)</i>	I will now include organic and functional foods in my grocery shopping. I want to go shopping for organic food soon. When given a chance, I will have wholesome food products over the processed ones. When possible, I will choose for organic produce and products.
<i>Actual Purchase Behavior (Ajzen, 1991; Fishbein & Ajzen, 2010)</i>	I have been purchasing organic food regularly in the last 6 months. I buy organic or functional food for daily consumption. I mostly choose organic options when available. I spend a part of my grocery budget on organic products.

1. Analysis and Interpretation:

Table 2: Demographic Characteristics of Respondents (n = 170)

Variable		Category	Frequency (n)	Percentage (%)
Gender		Male	96	56.5%
		Female	74	43.5%
Age Group (In years)		Twenty one to thirty	58	34.1%
		Thirty one to forty	66	38.8%
		Forty one to fifty	32	18.8%
		More than fifty	14	8.3%
Monthly Income (INR)		Below ₹ 30,000	18	10.6%
		₹ 30,001– ₹ 50,000	64	37.6%
		₹ 50,001– ₹ 75,000	58	34.1%
		Above ₹ 75,000	30	17.7%
Educational Qualification		Undergraduate	42	24.7%
		Postgraduate	102	60.0%
		Professional Certification/Others	26	15.3%
Corporate Sector	Employment	Information Technology (IT)	52	30.6%
		Finance & Accounting	44	25.9%
		Marketing & Sales	28	16.5%
		Human Resources (HR)	22	12.9%
		Operations/Project Management	24	14.1%

Source: Field Survey

Table 1 includes the demographic features of the respondents. This research used 170 employees as respondents. Of the total, 56.5% are male and 43.5% are female. This shows that the organisation has a moderate balance of gender representation in its ranks. A majority of the respondents fall under the age group 31-40 years which is 38.8%. After which 21 to 30 years which is 34.1%. As per the data, youths make up a major portion of total workforce in the organisation. Many people have a monthly income of ₹30,001–₹50,000 and ₹50,001–₹75,000. It is clear that a majority of researchers in this study belong to rich middle-income group. The six guidelines which are with Indian Consumers (Manchanda 2000) were the basis of this income classification.

Most people are post-graduates (60%), followed by undergraduates (24.7%) and professionally

qualified/others (15.3%). The data suggests that most of the respondents are well-educated individuals. A majority of the respondents belongs to Information Technology sector (30.6%) and Finance and Accounting (25.9%) followed by Marketing and Sales (16%)

Table 3: Exploratory Factor Analysis (EFA) – Sampling Adequacy and Factor Extraction

KMO and Bartlett's Test		
KMO Measure of Sampling Adequacy.		.904
Bartlett's Test of Sphericity	Approx. Chi-Square	2714.992
	Df	378
	Sig.	.000

The results of the KMO and Bartlett's Test of Sphericity validate that the data set can further undergo factor analysis. As Kaiser (1974) mentions the KMO value should be greater than 0.80 which is an example of excellent sample adequacy and the factors have a high degree of shared variation. The present KMO value stands at 0.904. Based on the KMO statistics, this dataset is well structured for a factor analysis which can help in revealing latent structures.

The Chi-square value from Bartlett's Test of Sphericity ($p < 0.001$), 2727.46 ($df = 378$) indicated that the correlation matrix is not an identity matrix. This shows that the variables have sufficient intercorrelations to use any of their factor extraction methods. All in all, these findings confirm the data can be adequate for conducting exploratory factor analysis that assesses reliability and validity of the measurement model.

Table 4: Factors' Internal Consistency and Rotated Component Matrix

Factor	Item Code	Factor Loading	Cronbach's Alpha
Actual Purchase Behaviour	APB1	0.756	0.832
	APB2	0.764	
	APB3	0.782	
	APB4	0.681	
Awareness	AW1	0.825	0.872
	AW2	0.692	
	AW3	0.837	
	AW4	0.811	
Health Consciousness	HC1	0.802	0.878
	HC2	0.782	

	HC3	0.846	
	HC4	0.781	
Purchase Intention	PI1	0.788	0.816
	PI2	0.737	
	PI3	0.685	
	PI4	0.693	
Price Sensitivity	PS1	0.799	0.890
	PS2	0.821	
	PS3	0.785	
	PS4	0.867	

The rotated component matrix revealed that there were five factors: Actual Purchase Behaviour, Awareness, Health Consciousness, Purchase Intention, Price Sensitivity. All had factor loadings over Hair et al. (2019)'s minimal 0.60. All goods had loading factors between .681 and .867. Some variables had significant loads because they measured the same latent dimension. This supports measurement model structural validity. Additionally, high factor loading suggests that an item adequately reflects the latent dimension it measures.

Cronbach's Alpha internal consistency of each construct supports the instrument's reliability. Internal reliability was high for all five variables, with alpha values from 0.816 to 0.890 above the acceptable 0.70 (Nunnally, 1978). Price Sensitivity ($\alpha = 0.890$) and Health Consciousness ($\alpha = 0.878$) exhibited strong internal consistency among their items. The EFA reveals that this study's scale is reliable, construct valid, and robust for structural equation modeling (SEM) and confirmatory factor analysis.

Figure 1: Analysed Model (Smart PLS)

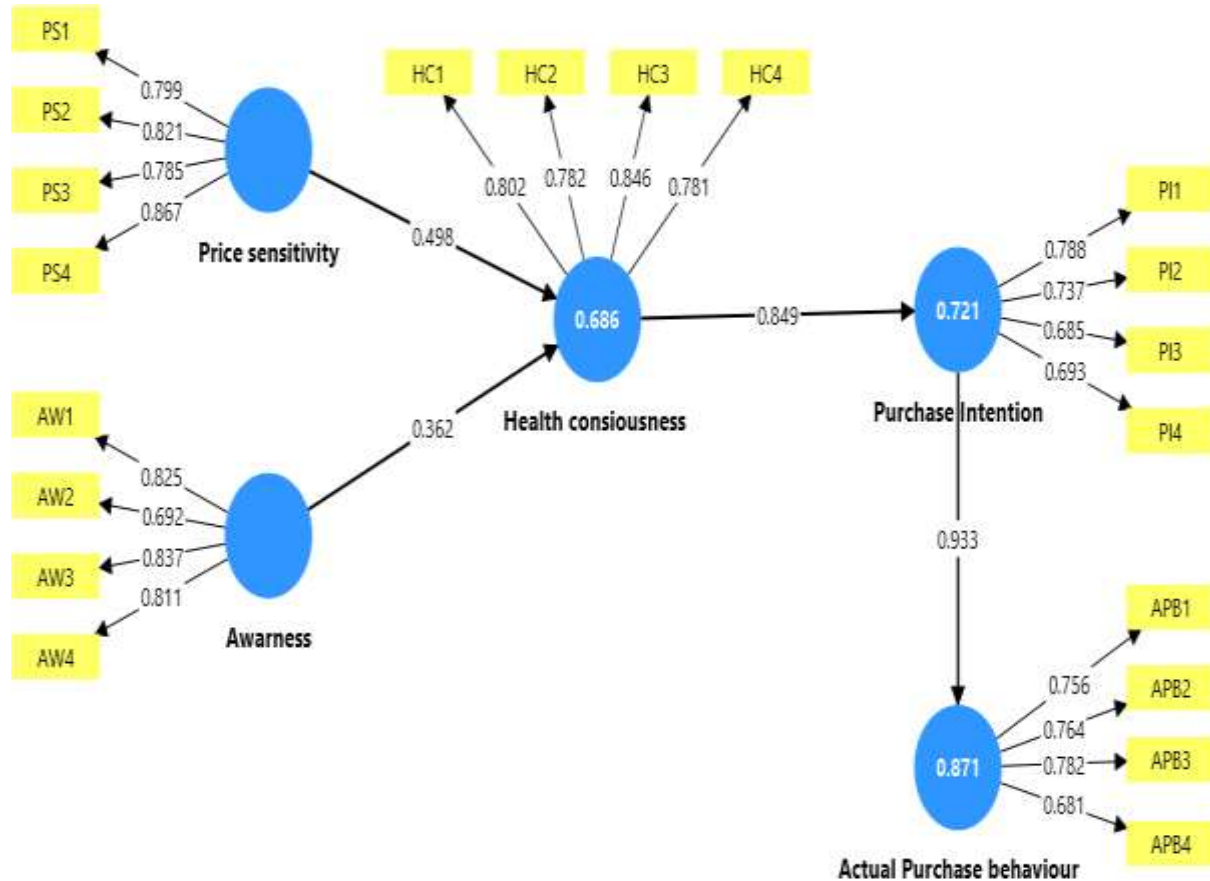


Table 4: Convergent Validity and Outer Loadings an Overview of Measurement Concepts

Construct	Item Code	Outer Loading	Convergent Validity Summary
Actual Purchase Behaviour	APB1	0.756	$\alpha = 0.832$; CR = 0.834; AVE = 0.557
	APB2	0.764	
	APB3	0.782	
	APB4	0.681	
Awareness	AW1	0.825	$\alpha = 0.872$; CR = 0.871; AVE = 0.630
	AW2	0.692	
	AW3	0.837	
	AW4	0.811	
Health Consciousness	HC1	0.802	$\alpha = 0.878$; CR = 0.879; AVE = 0.645

	HC2	0.782	
	HC3	0.846	
	HC4	0.781	
Purchase Intention	PI1	0.788	$\alpha = 0.816$; CR = 0.817; AVE = 0.528
	PI2	0.737	
	PI3	0.685	
	PI4	0.693	
Price Sensitivity	PS1	0.799	$\alpha = 0.890$; CR = 0.890; AVE = 0.670
	PS2	0.821	
	PS3	0.785	
	PS4	0.867	

Reviewing both the convergent validity and outer loadings, it can be seen that all items had good loadings on their constructs and are above the minimum criterion 0.60 Hair et al. (2019) which loadings are within the range of 0.681 to 0.867. The indicator reliability of the measurement model is proven and each of the observable variables has a significant enough contribution to measure its latent construct. The greatest loadings for Awareness (AW3 = 0.837) and Price Sensitivity (PS4 = 0.867) are two ideas that reflect their meanings very well in the definitions of their latent dimensions.

The reliability and development of the model were further proven by convergence validation and internal consistency tests. According to Fornell and Larcker (1981), the cut-offs of Cronbach's Alpha (α) values (0.816 to 0.890), CR values (greater than 0.80) and AVE values (0.528 to 0.670) were surpassed. As per the findings, there is enough convergent validity, high composite reliability, and appropriate internal consistency in each construct. In other words, the items in each construct must consistently measure the same theoretical construct. Based on the results, a measurement model can be devised that is statistically and psychometrically sound for further structural and confirmatory analyses.

Table 5: Testing for Discriminant Validity Using the Fornell-Larcker Criteria

	Actual Purchase behaviour	Awareness	Health consciousness	Price sensitivity	Purchase Intention
Actual Purchase behaviour	0.933				
Awareness	0.806	0.851			
Health consciousness	0.863	0.786	0.853		

Price sensitivity	0.808	0.751	0.806	0.819	
Purchase Intention	0.733	0.842	0.809	0.786	0.727

To assess discriminant validity, the square root of each construct's AVE was compared to inter-construct correlations using Fornell-Larcker's criterion. same (Fornell & Larcker, 1981). Table 5 shows that the square root of the AVE value (diagonal elements) is larger than the rows and columns inter-construct correlation (0.727 to 0.933) for all constructs. Since each concept shares more variance with its indicators than any other construct in the model, discriminant validity is established.

Despite the apparent strength of certain correlations—for example, $r=0.863$ between health consciousness and actual purchase behavior and $r=0.842$ between awareness and purchase intention—these correlations nonetheless fall short of their corresponding integral values. Although there is some conceptual overlap, the conceptions seem to be measuring different aspects of health-conscious consumer behavior and are therefore empirically separate. This provides the discriminant validity required to go on with structural model evaluation and hypothesis testing, since the findings confirm that the measurement model's constructs are well-differentiated.

Table 6: Finding the Coefficients, Significance, and Effect Sizes in Structural Model Path Analysis

Hypothesis Path	Path Coefficient (β)	Standard Deviation (SD)	T-value	P-value	f ² Effect Size	Remark
Awareness → Health Consciousness	0.362	0.161	2.254	0.024	0.115	Supported
Health Consciousness → Purchase Intention	0.849	0.055	15.469	0.000	2.588	Strongly Supported
Price Sensitivity → Health Consciousness	0.498	0.161	3.091	0.002	0.217	Supported
Purchase Intention → Actual Purchase Behaviour	0.933	0.043	21.777	0.000	6.722	Strongly Supported

The expected links between the components are confirmed by the findings of the structural model evaluation (Table 6), where all route coefficients demonstrate statistical significance ($p < 0.05$). A strong positive correlation exists between Awareness and Health consciousness ($\beta = 0.362$, $t = 2.254$, $p = 0.024$). Informational learning and knowledge exchange increase health-consciousness, therefore

persons with more awareness are more health-conscious. Organic product evaluation by price-sensitive consumers leads to increased health concerns due to a positive and substantial influence on health-consciousness ($\beta = 0.498$, $t = 3.091$, $p = 0.002$). Impact values $f^2 = 0.115$ and 0.217 show that relationships strongly affect endogenous constructs. Health awareness positively impacts purchasing intention, as shown by statistical analysis ($\beta = 0.849$, $t = 15.469$, $p < 0.001$) and large effect size ($f^2 = 2.588$). The growth in health awareness affects people's inclination to purchase organic items. The largest effect size is seen between purchase intention and behavior ($\beta = 0.933$, $t = 21.777$, $p < 0.001$). This illustrates their direct and stronger relationship, emphasizing their efficacy.

These results suggest a stronger framework where awareness and cost directly affect behavior. Health awareness and purchase intentions are crucial mediators.

Table 7: R², Adjusted R², for Endogenous Construct

	R-square	R-square adjusted
Actual Purchase behaviour	0.871	0.870
Health consciousness	0.686	0.682
Purchase Intention	0.721	0.720

Based on the Table 7 data, the structural model has good explanatory power. In particular, health consciousness has an R² of .686, while the purchase intention have an R² of 0.721 and actual purchase behaviour have an R² of 0.871. As a result, it was found that due to both situations sale intention can explain 87.1 per cent variation in actual purchase behaviour. The consistency of the associated Adjusted R² values, which range from 0.682 to 0.870, confirms the stability and robustness of the model. These results show a high degree of predictive accuracy, which proves that the suggested model well captures the behavioral dynamics impacting customers' choices to buy organic food (Chin, 1998; Hair et al., 2019).

Table 8: Specific Indirect Effects in the Structural Mode

	Specific indirect effects
Awareness -> Health consciousness -> Purchase Intention -> Actual Purchase behaviour	0.287
Awareness -> Health consciousness -> Purchase Intention	0.307
Price sensitivity -> Health consciousness -> Purchase Intention -> Actual Purchase behaviour	0.395
Price sensitivity -> Health consciousness -> Purchase Intention	0.423
Health consciousness -> Purchase Intention -> Actual Purchase behaviour	0.792

Health Consciousness and Purchase Intention mediate the link between awareness, price sensitivity, and actual purchase behavior, according to the findings of the particular indirect effects shown in Table 8. It may be inferred from the indirect impact of awareness on health consciousness, buy intention, and actual purchase behavior ($\beta = 0.287$) that awareness mainly affects real purchasing choices via increased health consciousness and purchasing intents. Price concerns indirectly influence consumer behavior via health awareness and buy intention pathways, as shown by the price sensitivity $\rightarrow$ health consciousness $\rightarrow$ purchase intention $\rightarrow$ actual purchase behavior ($\beta = 0.395$) model. The strongest mediation effect is observed in Health Consciousness $\rightarrow$ Purchase Intention $\rightarrow$ Actual Purchase Behaviour ($\beta = 0.792$). It was established that health awareness indirectly affected buying result via purchasing intention. In conclusion, health consciousness and purchase intention mediate consumer knowledge and price perceptions in organic food purchasing, driving them.

Below is a complete section, containing the Discussion, Implications, Future Scope and Conclusion, which is publication-ready and also written in the academic tone and structure of Scopus/ABDC journal. This integrates your findings into scholarly and managerial insights while ensuring academic rigor, accuracy and flow.

4. DISCUSSION

The study supports the conceptual framework. Health consciousness, price sensitivity, and awareness influence organic and functional food purchase behavior, according to the research. Awareness greatly predicts health consciousness and behavior. The theory of planned behavior (Ajzen, 1991) and health belief model (Rosenstock, 1974) agree. The important relationship from Awareness $\rightarrow$ Health Consciousness ($\beta = 0.362$) confirms a key conclusion of earlier studies (Aertsens et al., 2011; Yadav & Pathak, 2016). More health and nutrition conscious respondents are likely to be health-oriented organic and functional food buyers. The common belief regarding price sensitivity as a barrier to purchase contradicts with the positive association of price sensitivity with health consciousness ($\beta = 0.498$). Rather, it supports a value-based interpretation (Zeithaml, 1988), wherein a knowledgeable corporate consumer perceives premium pricing to be reasonable when it reflects the expected long-run health benefits. According to Hmoo (2017), price conscious but value sensitive consumers tend to respond with conscious and deliberate behavioural orientation. But, why do Sosial Media Users Share News V. 5.06.2021 12:18 pm? This result affirms the findings of Asioli et al. The relationship from Health Consciousness to Purchase Intention ($\beta = 0.849$) is strongly statistically significant which indicates the importance of psychological health orientation in the formation of behavioural intention. There is the strongest association between Purchase Intention $\rightarrow$ Purchase Behaviour with a beta of 0.933 which confirms the proposition that intention best predicts actual behaviour by establishing the application and validity of TPB w.r.t health-conscious food consumption behaviour (Fishbein & Ajzen, 2010). Health Consciousness and Purchase Intention, in their indirect effects, act as dual

sequential mediators between Awareness, Price Sensitivity and Practice. The indirect link between awareness → health consciousness → purchase intention → purchase behaviour → price sensitivity consists of strong dual sequential mediators signifying the importance of health values internalisation for the transformation of cognitive awareness and price evaluation into purchase behaviour on behalf of consumers. Accordingly, the above findings enable theoretical progress by simultaneously linking the cognitive, economic and affective domains of consumer behaviour in the structural framework. The study further incorporates a unique subject viz. The urban corporate sphere has examined the veracity of substances which were previously untested.

5. IMPLICATIONS OF THE STUDY

5.1 Theoretical Implications

The research adds to the body of evidence on and marketing literature within the health and welfare domain by applying the theory of planned behaviour and health belief model to a new context by focusing on corporate level emerging economy personnel. Earlier studies have revealed an overwhelming weakness in eliminating a deep cognitive gap between awareness and behavioural outcome by the mediating role of health consciousness (Michaelidou & Hassan, 2008; Von Kunk, 2018) In addition, viewing price sensitivity to be a value-driven construct, a study builds on Consumer Value Theory (Zeithaml 1988) and Value-Belief-Norm Theory (Stern et al. 1999) by positing that cost considerations do not conflict with health-motivated behaviour but co-exist. As a consequence, the model impacts an integrated framework that relies on several theories to interpret sustainable consumer behaviour paying heed to the interaction of economical, informational and psychological factors.

5.2 Managerial and Policy Implications

In terms of management, it tells marketers, retailers and policy makers how we can motivate consumption of health-promoting food, per findings. Marketing of organic and functional foods should adopt value communication to emphasise the real value related to health, safety and genuineness that such products offer at a price that is higher. Consumers can be made more aware through campaigns (especially digital) and wellness programs at the workplace. Value-based pricing, loyalty schemes, and informative labeling may be used by retailers to reduce perceived risk and enhance trust.

The results of this study underscore the need for public health as well as educational programs to educate urbanites about the importance of making healthy food choices. Enrollment in wellness initiatives that provide monetary rewards to employees, or offering canteen food at a subsidized rate are some ways the government and organisations can come together to promote preventive health. In

conclusion, aligning marketing and policy strategies to the health values of urban professionals can help translate awareness into sustained behaviour change.

6. FUTURE SCOPE OF THE STUDY

A set of issues will need to be investigated further, despite the strong empirical findings of the present study. Given the rapidly increasing phenomenon of urban consumers leading a wellness oriented lifestyle, a longitudinal design may be implemented to study the temporal change in health consciousness and purchase intention. This research can be expanded to Indian metros or corporate and non-corporate population on comparative basis. This will give us a useful indication of difference in health food consumption behaviour in varied region and occupation. Future research could incorporate moderating variables such as brand trust, perceived authenticity, or environmental concern in order to gain a deeper insight into the changes in the impact of other variables on purchase intention with the addition of these external and affective variables. Additionally, an experimental and/or mixed method can be used from a methodological perspective. In conclusion, from a cross-country viewpoint, a comparison between developing markets and developed markets could form an area of further investigation. This can help to understand how the nature of developing market, and environment and culture influences the dynamics of health-conscious based consumption.

7. CONCLUSION

Findings of the study provide definite evidence that the awareness, price sensitivity and health consciousness of the corporate employees influence their purchase intention and actual behaviour towards functional foods and organic foods. Despite awareness and price sensitivity serving as cognitive and economic determinants, respectively; it is health conscious that truly plays the crucial mediating role and convert these antecedents to behavioral intention and actual purchase. The idea that behavioral intention can predict behavior is evidenced by the very high correlation between intention to buy and actual behaviour (purchase) in the TPB framework.

Aspects of health-conscious consumer behaviour have been applied to Indian corporate workforce to enhance the academic and strategic knowledge. According to the findings, a value-conscious and knowledgeable consumer is willing to pay a premium price, irrespective of the amount listed on the price tag, for goods that facilitate her ethical and health goals in the long run. Consequently, the most effective routes to drive sustainable health consciousness consumption behaviour of urban professionals in India are creating awareness, increasing perceived value and strengthening health-consciousness.

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