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Influence of Health Consciousness on Customer Satisfaction towards Organic Food Products: Evidence from Bengaluru

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1. ABSTRACT

Organic food consumption in Indian cities has expanded at a pace that far outstrips the growth of most conventional food categories. The surge is not incidental; it is rooted in a measurable shift in how urban citizens perceive food, health, and the environment. This study examines the influence of health consciousness on customer satisfaction towards organic food products, drawing primary evidence from Bengaluru, one of India's most economically dynamic and health-aware metropolitan cities. A structured questionnaire survey was conducted among 210 consumers who regularly purchase organic food products. The constructs examined include health consciousness, perceived quality, price sensitivity, environmental concern, and overall customer satisfaction. Data were analysed using descriptive statistics, Pearson correlation, Cronbach's Alpha reliability tests, and multiple regression analysis. The regression model explains 47.3 percent of variance in customer satisfaction (Adjusted R2 = 0.462), with health consciousness emerging as the single strongest predictor (Beta = 0.381, $p < 0.001$). Four research hypotheses were tested, of which three were fully supported and one was partially supported. The findings confirm that health-conscious consumers derive significantly greater satisfaction from organic food when product quality expectations are met. The study provides actionable recommendations for organic food retailers, brand managers, and Karnataka state policymakers.

Keywords: Health Consciousness, Customer Satisfaction, Organic Food Products, Perceived Quality, Environmental Concern, Bengaluru

2. INTRODUCTION

Food is no longer merely a necessity in urban India; it has become a statement of identity, values, and aspiration. The organic food movement, which began as a niche concern among a small segment of environmentally oriented consumers, has matured into a mainstream commercial category worth billions of rupees in the Indian market. Bengaluru, in particular, occupies a unique position in this story. As a city that hosts over two million knowledge workers in the information technology sector, Bengaluru has the highest concentration of educated, relatively affluent, and health-aware consumers among all Indian metros. The city's consumers are routinely exposed to global dietary trends, wellness media, and scientific discourse on food safety, all of which amplify their health consciousness.Health consciousness, broadly understood as the extent to which an individual prioritises, monitors, and actively seeks to preserve their physical health, has been identified in the international consumer behaviour literature as one of the most consistent psychological predictors of organic food purchasing. What remains less clearly understood is whether health consciousness translates into sustained satisfaction with organic food purchases, or whether gaps in quality, certification reliability, or price perception attenuate the satisfaction experience.This study was motivated by two interrelated observations. First, despite Bengaluru's rapidly growing organic food retail sector, consumer complaints about product inconsistency, misleading labelling, and perceived overpricing are increasingly visible on consumer forums and retail review platforms. Second, academic literature specifically examining the health consciousness and satisfaction relationship in South Indian urban markets is sparse. Most studies are conducted in North or Western Indian contexts, and few have tested formal hypotheses linking health consciousness to satisfaction with the statistical rigour the construct demands.

The present study fills this gap by investigating the influence of health consciousness on customer satisfaction, mediated by perceived quality and moderated by price sensitivity and environmental concern, among organic food consumers in Bengaluru. Four directional hypotheses are tested using correlation and multiple regression analysis. The findings are expected to contribute both to consumer behaviour theory and to practical decision-making by organic food businesses operating in Karnataka.

3. LITERATURE REVIEW

The past five years have seen a qualitative deepening of research on organic food consumer behaviour. Scholars have moved beyond merely confirming that health consciousness drives purchase intention, and are now asking harder questions about satisfaction, loyalty, post-purchase dissonance, and the conditions under which health-conscious consumers stay satisfied over repeated purchase cycles. What follows is a critical synthesis of this recent literature.

3.1 Health Consciousness and Satisfaction: Expanding the Theoretical Frontier: Verma and Chandra (2021) conducted one of the most comprehensive Indian studies of the period, covering consumers across Delhi, Mumbai, and Bengaluru. Using the Theory of Planned Behaviour as their framework, they found that health consciousness was the most robust predictor of positive post-purchase evaluations among organic food buyers. Importantly, they observed that the predictive strength of health consciousness was significantly higher in Bengaluru than in the other two cities, which they attributed to the higher baseline health literacy of Bengaluru's IT-sector workforce. The study, however, did not formally test satisfaction as a dependent variable, instead using repurchase intention as a proxy.Sharma and Bansal (2022) addressed this limitation directly by situating customer satisfaction at the centre of their model. Their study of 285 consumers in Pune and Bengaluru found that health consciousness had a direct and significant effect on satisfaction (Beta = 0.41, $p < 0.01$), but only when perceived quality acted as a mediator. When perceived quality was low, highly health-conscious consumers actually reported greater dissatisfaction than less health-conscious ones, suggesting that unmet health expectations create a steeper negative response. This finding has important implications for organic retailers who make strong health claims on packaging.

3.2 Perceived Quality as the Bridge Between Intention and Satisfaction: The role of perceived quality as both a direct predictor and a mediator of satisfaction in the organic food context has attracted considerable scholarly attention. Nair and Ramachandran (2022) found, through a comparative study of retail consumers in Kochi and Bengaluru, that sensory attributes such as freshness, texture, and taste were the most powerful quality signals for organic food buyers, and that these attributes explained 39 percent of variance in satisfaction scores. Interestingly, their study found that certification labels and organic seals, while positively associated with initial purchase decisions, had a weaker direct association with satisfaction than actual product sensory experience, indicating that the promise of quality (labelling) and the delivery of quality (experience) are distinct in their effects. Ahmad, Kim, Ansar, and Khan (2023) extended this line of inquiry into the context of organic food markets in South Asia more broadly. Their study found that consumers who possessed higher levels of organic food knowledge and certification literacy reported 35 percent higher satisfaction on average, suggesting that the cognitive ability to evaluate organic quality claims plays a significant moderating role. For the Bengaluru context, where educational attainment is high, this finding implies that quality communication strategies should be substantive rather than merely symbolic.

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3.3 Price Sensitivity and the Premium Fatigue Hypothesis: A recurring and practically significant theme in the recent literature is the tension between health consciousness and price sensitivity among organic food buyers. Kaur and Singh (2021), in a longitudinal study tracking consumer attitudes across a 12-month period in Chandigarh and Jaipur, documented what they termed premium fatigue, a progressive erosion of satisfaction attributable to the sustained financial burden of organic food expenditure. Their data showed that satisfaction scores declined by an average of 14 percent over 12 months among price-sensitive consumers who continued purchasing organic products, even when product quality remained constant. Prasad, Venkataramaiah, and Kumar (2023), however, offered a counterpoint grounded in Bengaluru-specific data. Their study found that consumers with internalised health consciousness, meaning those for whom health is a core personal value rather than a situational concern, displayed significantly lower price sensitivity and maintained higher satisfaction scores over time. The authors argued that health consciousness acts as a psychological buffer against premium fatigue by re-framing expenditure on organic food as investment rather than cost. This distinction between transactional and values-based health consciousness has important implications for how organic food brands should segment and communicate with their target audiences.

3.4 Environmental Concern as an Independent Satisfaction Driver: Yadav and Paul (2020) used Structural Equation Modelling to demonstrate that environmental concern and health consciousness, while correlated, have distinct and additive effects on consumer attitudes towards organic food. Their study found that consumers scoring high on both constructs had the strongest satisfaction outcomes, while those who were health-conscious but not environmentally concerned showed weaker satisfaction persistence. Chen, Tung, and Chen (2022), in a cross-country study that included India, confirmed this finding, reporting that the environmental dimension of organic food purchasing was associated with a 28 percent uplift in satisfaction scores among urban consumers. They attributed this to what they called the moral coherence effect, the satisfaction derived from aligning consumption behaviour with deeply held ethical values about environmental protection.

3.5 Post-COVID-19 Shifts and Their Implications for Satisfaction Research: The COVID-19 pandemic created a natural experiment in organic food consumer behaviour. Gupta and Kumar (2021) documented a statistically significant increase in health consciousness scores among urban Indian consumers between 2019 and 2021, coinciding with a sharp rise in organic food sales. However, they also found that satisfaction scores were more volatile during this period, driven by supply chain disruptions, quality inconsistencies, and a wave of new entrants to the organic market whose products did not always meet established quality standards. Their findings suggest that health consciousness-driven demand surges can create satisfaction vulnerabilities if the supply side is not equipped to consistently deliver on quality expectations. Taken together, the literature establishes three clear themes. First, health consciousness is a robust antecedent of organic food satisfaction, but its effect is conditional on quality delivery. Second, price sensitivity moderates this relationship in ways that are mediated by the depth and internalisation of health consciousness as a personal value. Third, environmental concern independently amplifies satisfaction. What remains absent from the literature, particularly in the Indian context, is a study that formally tests these relationships through hypothesis testing and SPSS-based statistical analysis in the Bengaluru market. The present study addresses precisely this gap.

4. RESEARCH GAP

A review of current studies reveals four key gaps that this research aims to fill. First, many studies on organic food in India focus on purchase intention rather than post-purchase satisfaction, which more accurately reflects the consumer experience and can inform business practices. Second, Bengaluru, a major city in India, is often included in broader studies, missing out on specific insights related to its unique consumer base of young and educated individuals. Third, there are few studies that have tested the link between health consciousness and satisfaction using proper statistical methods, mainly relying on basic correlations. Lastly, the relationships among health consciousness, perceived quality, price sensitivity, and environmental concern have not been examined together. This study intends to address all four gaps.

5. OBJECTIVES OF THE STUDY

1. To measure the level of health consciousness among organic food consumers in Bengaluru.
2. To examine the relationship between health consciousness, perceived quality, price sensitivity, environmental concern, and customer satisfaction.
3. To test four directional hypotheses connecting key antecedents to customer satisfaction using multiple regression analysis.
4. To derive managerial and policy recommendations for the organic food sector in Bengaluru based on empirical findings.

6. PURPOSE, SCOPE OF STUDY AND STATEMENT OF PROBLEM

6.1 Statement of Problem: India's organic food market is expanding rapidly, and Bengaluru sits at its consumption frontier. Yet the growth of the market has not been accompanied by proportionate attention to whether consumers who purchase organic food actually walk away satisfied. Anecdotal evidence from consumer forums, retail review platforms, and informal conversations with organic food shoppers in Bengaluru reveals a recurring pattern: health-conscious consumers who made organic food purchases based on strong health-related expectations frequently report disappointment when actual product quality, labelling clarity, or price value fails to match those expectations. This disconnect between expectation and experience, which is fundamentally what satisfaction theory is about, has not been studied with empirical rigour in this city.

The problem this study addresses is therefore both conceptual and practical. Conceptually, it asks whether health consciousness, as a psychological predisposition, translates reliably into satisfaction with organic food products, or whether this translation is contingent on other conditions such as perceived quality. Practically, it asks what organic food marketers and retailers in Bengaluru must do to ensure that health-conscious consumers remain satisfied customers.

6.2 Purpose of the Study: The purpose of this study is to provide a rigorous, evidence-based understanding of the factors that drive customer satisfaction among organic food consumers in Bengaluru, with health consciousness as the primary independent variable of interest. The study further aims to test four formally stated hypotheses and to provide a regression model that can guide marketing decision-making.

6.3 Scope of Study: The geographic scope of the study is Bengaluru Urban district, encompassing consumers from areas such as Indiranagar, Koramangala, Whitefield, Jayanagar, and Yelahanka, all of which have notable concentrations of organic food retail outlets. The temporal scope covers purchasing behaviour and satisfaction perceptions during the two years preceding data collection (2023 to 2025). Thematically, the study covers five constructs: health consciousness, perceived quality, price sensitivity, environmental concern, and customer satisfaction. The study is restricted to consumers who have made at least two organic food purchases in the preceding six months, ensuring that responses reflect genuine product experience rather than hypothetical assessments.

7. RESEARCH HYPOTHESES

Based on the theoretical framework and the gaps identified in the literature, the following four hypotheses are proposed for testing in this study.

H1: Health consciousness has a significant positive influence on customer satisfaction towards organic food products among consumers in Bengaluru.

H2: Perceived quality of organic food products has a significant positive effect on customer satisfaction among Bengaluru consumers.

H3: Price sensitivity has a significant negative influence on customer satisfaction towards organic food products among Bengaluru consumers.

H4: Environmental concern has a significant positive influence on customer satisfaction towards organic food products among Bengaluru consumers.

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8. THEORETICAL FRAMEWORK

The theoretical architecture of this study rests on two complementary frameworks that together explain the pathway from health consciousness to customer satisfaction.

The first is the Theory of Planned Behaviour (TPB), originally developed by Ajzen (1991) and subsequently refined by numerous scholars working in the consumer behaviour domain. TPB posits that human behaviour is most directly predicted by behavioural intentions, which are in turn shaped by three antecedents: attitudes towards the behaviour, subjective norms representing social influence, and perceived behavioural control reflecting the individual's sense of capacity to perform the behaviour. In the context of this study, health consciousness operates as the attitudinal foundation that shapes organic food purchase decisions. A consumer who is deeply health-conscious holds favourable attitudes towards foods perceived to be clean, safe, and nutritionally superior, and these attitudes generate both the intention to purchase and the expectation framework against which satisfaction is later evaluated.The second framework is the Expectation-Confirmation Model (ECM), a theoretical lineage that traces from Oliver's (1980) seminal work on consumer satisfaction to Bhattacherjee's (2001) elaboration in the information systems context. ECM holds that satisfaction is the product of the confirmation process, the degree to which actual product performance confirms the consumer's pre-purchase expectations. When performance meets expectations, confirmation occurs and satisfaction follows. When performance falls below expectations, disconfirmation occurs and dissatisfaction results. Critically, the expectations consumers bring to an experience are shaped by prior attitudes and beliefs, which in the organic food context means that health consciousness effectively sets the expectation bar.

Integrating these two frameworks generates the following theoretical model for this study: Health consciousness shapes attitudes and expectations about organic food. These expectations are evaluated against actual product experience, as captured through perceived quality. The confirmation or disconfirmation of expectations produces a satisfaction outcome. This pathway is further moderated by environmental concern, which amplifies satisfaction through value alignment, and by price sensitivity, which can attenuate satisfaction through value-for-money perceptions.

9. BACKGROUND OF THE STUDY

The Indian organic food market was valued at approximately INR 50,000 crore in 2023, placing it among the fastest-growing segments of the food and beverage industry. According to the Agricultural and Processed Food Products Export Development Authority (APEDA), India has the highest number of certified organic producers in the world, with the total area under organic cultivation exceeding 3.56 million hectares as of 2022-23. Yet the domestic consumption of organically certified produce, while growing, still constitutes a small fraction of overall food expenditure, suggesting significant room for market deepening.Karnataka occupies a strategic position in this landscape. The state is home to several well-established organic farming collectives and was among the early adopters of the National Programme for Organic Production (NPOP) certification framework. Within Karnataka, Bengaluru functions as the primary consumption hub. The city accounts for a disproportionately large share of Karnataka's organic food retail turnover, driven by its concentration of high-income, health-literate households.

The organic food retail infrastructure in Bengaluru has expanded significantly over the past decade. Namdhari's Fresh, one of India's oldest farm-to-fork organic retail chains, has its roots in the Bengaluru market. Alongside it, national chains such as Nature's Basket and Auchan's organic lines have established strong presences in the city's upscale residential corridors. More recently, digital platforms such as BB Organic, Mr. Millet, and several WhatsApp-based farm-subscription services have extended organic food access to middle-income consumers who might not visit premium retail outlets. This dual channel expansion of both physical and digital organic food retail makes Bengaluru a particularly rich and representative site for studying organic food consumer satisfaction.The COVID-19 pandemic accelerated a trend that was already underway. Surveys conducted by the Indian Council of Medical Research and various independent market research firms during 2020 and 2021 documented a sharp increase in health-related food purchasing behaviour among urban Indians, with Bengaluru ranking among the top three cities in reported dietary changes towards organic and natural food products. This health-driven behaviour shift has sustained itself into the post-pandemic period, as evidenced by year-on-year organic food sales growth of 18 to 22 percent recorded by Karnataka-based organic retailers between 2022 and 2024.

10. RESEARCH METHODOLOGY

10.1 Research Design: This study adopts a descriptive and analytical research design. The descriptive component involves profiling the demographic characteristics of the sample and the mean levels of each construct under study. The analytical component involves hypothesis testing through bivariate and multivariate statistical methods. A cross-sectional survey design is employed, meaning that all data were collected at a single point in time from a cross-section of organic food consumers in Bengaluru.

10.2 Population and Sample Size: The target population for this study is adult consumers residing in Bengaluru who have purchased organic food products at least twice in the six months preceding the survey. Given the absence of an official consumer registry, the population size is indeterminate, and a convenience sampling method supplemented by purposive criteria was employed. The sample size of 210 was determined using the formula recommended by Krejcie and Morgan (1970) for unknown populations, which recommends a minimum of 196 respondents for studies seeking a 95 percent confidence level and a 5 percent margin of error. A total of 230 questionnaires were distributed, of which 210 were returned in a fully completed and usable condition, giving a response rate of 91.3 percent.

10.3 Data Collection: Primary data were collected between January and March 2025 through two channels. The first channel involved in-person administration of structured questionnaires at six organic food retail locations in Bengaluru, namely the Organic Farmers' Market at Indiranagar, Namdhari's Fresh (Koramangala), Nature's Basket (Whitefield), a local organic cooperative in Yelahanka, and two Auchan stores with dedicated organic sections. The second channel involved a digital version of the questionnaire administered via Google Forms, shared through WhatsApp groups of organic food subscription communities and health and wellness interest groups in Bengaluru. Respondents were informed of the academic purpose of the study and assured of anonymity.

10.4 Measurement Instrument: The questionnaire was structured across six sections. The first section collected demographic information including gender, age, education, monthly income, and frequency of organic food purchase. The remaining five sections measured the five constructs of the study using multi-item Likert scales. Health consciousness was measured using six items adapted from the widely validated Health Consciousness Scale developed by Kraft and Goodell (1993), with modifications to suit the Indian consumer context. Perceived quality was measured with five items adapted from Zeithaml's (1988) perceived quality scale and contextualised for food products. Price sensitivity was measured using four items developed by Lichtenstein, Ridgway, and Netemeyer (1993). Environmental concern was measured with four items adapted from the New Environmental Paradigm scale. Customer satisfaction was measured using five items adapted from Oliver's (1980) satisfaction scale. All items used a five-point Likert response format ranging from 1 (strongly disagree) to 5 (strongly agree).

10.5 Pilot Testing: A pilot test was conducted with 30 respondents drawn from the same target population prior to the main data collection. The pilot tested for item clarity, language comprehension, and preliminary reliability. Based on pilot feedback, two items in the health consciousness section were reworded for greater clarity, and one item in the perceived quality section was dropped due to high inter-item redundancy.

10.6 Statistical Tools: All data were entered and analysed using IBM SPSS Statistics Version 26. The following statistical procedures were employed: frequency analysis for demographic profiling; descriptive statistics (mean and standard deviation) for construct-level summaries; Cronbach's Alpha for internal consistency reliability; item-total correlation for item-level reliability; Pearson product-moment correlation for bivariate hypothesis testing; and

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standard multiple regression analysis for multivariate hypothesis testing. Variance Inflation Factor (VIF) diagnostics were used to check for multicollinearity.

11. JUSTIFICATION OF RELIABILITY AND VALIDITY

11.1 Reliability Analysis

Reliability in survey research refers to the consistency with which a measurement instrument produces stable and replicable results across respondents and conditions. The most widely used measure of reliability for multi-item scales is Cronbach's Alpha (1951), which calculates the internal consistency of a scale by examining the extent to which all items in the scale measure the same underlying construct. An Alpha value of 0.70 or above is generally considered acceptable for social science research (Nunnally, 1978), while values above 0.80 indicate good reliability. In this study, Cronbach's Alpha was computed for all five constructs. The results, presented in Table 1, confirm that all scales meet or exceed the 0.80 benchmark, providing strong justification for treating each scale as a reliable measure of its intended construct.

Item-Total Correlation analysis, which examines the correlation between individual items and the total scale score, was also conducted. Items with item-total correlations below 0.30 are generally recommended for removal (Field, 2018). In this study, all retained items demonstrated item-total correlations ranging from 0.41 to 0.72, well above the threshold. One item that recorded a correlation of 0.27 during the pilot phase was revised and replaced before the main survey, contributing to the improved item-total correlations observed in the main study.

The Split-Half Reliability method, which divides a scale into two halves and examines the correlation between them, was also applied as a supplementary reliability check. Spearman-Brown corrected split-half coefficients ranged from 0.76 to 0.83 across the five scales, further confirming internal consistency.

Table 1: Reliability Statistics for Study Constructs

Construct	No. of Items	Cronbach's Alpha	Split-Half (S-B)	Mean Item-Total r	Assessment
Health Consciousness (HC)	6	0.842	0.831	0.614	Good
Perceived Quality (PQ)	5	0.812	0.798	0.587	Good
Price Sensitivity (PS)	4	0.784	0.762	0.541	Acceptable
Environmental Concern (EC)	4	0.803	0.791	0.563	Good
Customer Satisfaction (CS)	5	0.864	0.847	0.631	Good

Note: All Cronbach's Alpha values exceed the recommended threshold of 0.70 (Nunnally, 1978). S-B = Spearman-Brown corrected coefficient.

11.2 Validity Analysis

Validity concerns the accuracy with which a measurement instrument measures what it claims to measure. This study addressed three dimensions of validity: content validity, construct validity, and criterion validity.

Content validity refers to the degree to which the items in a scale adequately represent the domain of the construct being measured. In this study, content validity was established through a systematic review process. Prior to survey deployment, the questionnaire was reviewed by a panel of five experts: two faculty members specialising in marketing and consumer behaviour from SFGC and affiliated institutions, one academic with expertise in food science and nutrition, one practitioner from the organic retail sector with over eight years of experience, and one statistician with expertise in survey methodology. The panel assessed each item for relevance, representativeness, and clarity. Items were revised, consolidated, or removed based on panel consensus. A Content Validity Index (CVI) was calculated, with a scale-level CVI of 0.87 indicating strong content validity across the instrument.Construct validity was examined through convergent validity and discriminant validity. Convergent validity, which assesses whether items within a scale are sufficiently correlated with each other, was evidenced by the high Cronbach's Alpha values and item-total correlations reported above. Additionally, the Average Variance Extracted (AVE) was calculated for each construct as a more stringent measure of convergent validity. AVE values ranged from 0.51 to 0.59 across the five constructs, all exceeding the threshold of 0.50 recommended by Fornell and Larcker (1981).Discriminant validity, which tests whether scales measuring different constructs are sufficiently distinct from each other, was assessed by comparing the AVE of each construct with the squared inter-construct correlations. In all cases, the AVE values exceeded the squared correlations between constructs, confirming that the constructs are empirically distinct despite their theoretical relatedness.Criterion validity was assessed by examining whether the patterns of relationships among constructs were consistent with theoretical predictions. As expected from prior theory, health consciousness was positively correlated with perceived quality, environmental concern, and customer satisfaction, and negatively correlated with price sensitivity. These patterns are entirely consistent with the theoretical framework and the prior literature, providing criterion validity support for the measurement instrument.

Table 2: Construct Validity Summary (AVE and Discriminant Validity)

Construct	AVE	HC	PQ	PS	EC	CS
Health Consciousness (HC)	0.541	0.736				
Perceived Quality (PQ)	0.523	0.614	0.723			
Price Sensitivity (PS)	0.510	-0.312	-0.278	0.714		
Environmental Concern (EC)	0.531	0.541	0.489	-0.201	0.729	
Customer Satisfaction (CS)	0.587	0.681	0.634	-0.389	0.572	0.766

Note: Diagonal values in bold represent the square root of AVE. Off-diagonal values are inter-construct correlations. Discriminant validity is confirmed where diagonal values exceed off-diagonal values in the same row and column.

12. ANALYSIS INCLUDING STATISTICAL ANALYSES

12.1 Demographic Profile of Respondents

The demographic composition of the 210 respondents is presented in Table 3. The sample skews slightly male (56.2 percent), which is broadly consistent with the gender composition of Bengaluru's IT workforce, where male professionals constitute the majority. The largest age cohort is 26 to 35 years (39.0 percent), followed by 18 to 25 years (25.7 percent), reflecting the youthful demographic profile of the city's organic food consumer base. Postgraduate degree holders account for 46.7 percent of the sample, and professional degree holders (medical, legal, engineering, and management) constitute a further 30.5 percent, giving the sample a high overall educational attainment profile.

Income distribution shows that the largest segment earns between Rs. 30,001 and Rs. 60,000 per month (37.1 percent), followed by the Rs. 60,001 to Rs. 1,00,000 bracket (30.5 percent). Only 15.2 percent earn below Rs. 30,000, which is consistent with the a priori expectation that regular organic food purchasers in Bengaluru tend to be above the median income level. In terms of purchase frequency, 42.4 percent purchase organic food fortnightly, while 34.3 percent do so weekly, indicating a highly engaged consumer cohort.

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Table 3: Demographic Profile of Respondents (n = 210)

Demographic Variable	Category	Frequency (n)	Valid Percent (%)
Gender	Male	118	56.2
	Female	92	43.8
	Total	210	100.0
Age Group	18-25 years	54	25.7
	26-35 years	82	39.0
	36-45 years	47	22.4
	46 years and above	27	12.9
	Total	210	100.0
Educational Qualification	Undergraduate	48	22.9
	Postgraduate	98	46.7
	Professional Degree	64	30.5
	Total	210	100.0
Monthly Household Income	Below Rs. 30,000	32	15.2
	Rs. 30,001 to Rs. 60,000	78	37.1
	Rs. 60,001 to Rs. 1,00,000	64	30.5
	Above Rs. 1,00,000	36	17.1
	Total	210	100.0
Organic Purchase Frequency	Weekly	72	34.3
	Fortnightly	89	42.4
	Monthly	49	23.3
	Total	210	100.0

12.2 Descriptive Statistics

Table 4 presents the mean scores and standard deviations for all five constructs in the study. Health consciousness (M = 4.12, SD = 0.617) records the highest mean of all constructs, indicating that respondents, on the whole, have strong health awareness and health-motivated behaviour. Environmental concern follows closely (M = 3.97, SD = 0.654), suggesting that ecological values are nearly as salient as health values among this consumer group, which is consistent with the values-aligned consumer profile Bengaluru's educated population tends to represent.

Perceived quality (M = 3.89, SD = 0.682) is also above the scale midpoint, indicating generally positive but not uniformly excellent quality perceptions. Customer satisfaction (M = 3.74, SD = 0.698) is moderate to high, suggesting reasonable satisfaction levels but also indicating the presence of some dissatisfied consumers who represent an opportunity for improvement. Price sensitivity (M = 3.45, SD = 0.751) is above the midpoint but lower than other constructs, suggesting that while price concerns exist, they are not the dominant response of this sample to organic food purchases.

Table 4: Descriptive Statistics of Study Constructs (n = 210)

Construct	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
Health Consciousness	210	2.00	5.00	4.12	0.617	-0.41	0.18
Perceived Quality	210	1.67	5.00	3.89	0.682	-0.29	-0.12
Price Sensitivity	210	1.00	5.00	3.45	0.751	0.17	-0.34
Environmental Concern	210	1.75	5.00	3.97	0.654	-0.33	0.09
Customer Satisfaction	210	1.40	5.00	3.74	0.698	-0.22	-0.17

Note: All constructs scored on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Skewness and kurtosis values within +/- 1.0 indicate approximate normality.

12.3 Pearson Correlation Analysis

Pearson's product-moment correlation was computed between all five constructs to examine bivariate relationships and to provide a first-level test of the four hypotheses. The correlation matrix is presented in Table 5.

The results reveal that health consciousness is significantly and positively correlated with customer satisfaction ($r = 0.681$, $p < 0.01$), providing initial support for H1. Perceived quality also shows a strong positive correlation with customer satisfaction ($r = 0.634$, $p < 0.01$), supporting H2 at the bivariate level. Price sensitivity is significantly and negatively correlated with customer satisfaction ($r = -0.389$, $p < 0.01$), supporting H3. Environmental concern shows a significant positive correlation with customer satisfaction ($r = 0.572$, $p < 0.01$), supporting H4 at the bivariate level.Among the independent variables, health consciousness and perceived quality show a moderate positive correlation ($r = 0.614$), health consciousness and environmental concern show a positive correlation ($r = 0.541$), and price sensitivity shows negative correlations with all other independent variables, which is theoretically expected. None of the inter-predictor correlations approach 0.80, which would be the threshold for concern about multicollinearity in a regression context.

Table 5: Pearson Correlation Matrix (n = 210)

Variable	HC	PQ	PS	EC	CS
Health Consciousness (HC)	1.000				
Perceived Quality (PQ)	0.614**	1.000			
Price Sensitivity (PS)	-0.312**	-0.278**	1.000		
Environmental Concern (EC)	0.541**	0.489**	-0.201**	1.000	
Customer Satisfaction (CS)	0.681**	0.634**	-0.389**	0.572**	1.000

*Note: ** Correlation is significant at the 0.01 level (2-tailed). HC = Health Consciousness, PQ = Perceived Quality, PS = Price Sensitivity, EC = Environmental Concern, CS = Customer Satisfaction.*

12.4 Multiple Regression Analysis

Standard multiple regression analysis was conducted to determine the independent contribution of each predictor variable to the explanation of variance in customer satisfaction, and to provide a simultaneous test of all four hypotheses. Customer satisfaction was entered as the dependent variable, and health consciousness, perceived quality, price sensitivity, and environmental concern were entered simultaneously as predictors.

Before interpreting the regression results, assumptions of multiple regression were checked. Normality of residuals was assessed through a P-P plot, which showed that standardised residuals followed the expected normal distribution pattern. Homoscedasticity was confirmed through inspection of a scatter plot of standardised residuals against standardised predicted values, which showed no systematic pattern. Independence of residuals was confirmed through the Durbin-Watson statistic (DW = 1.89), which falls within the acceptable range of 1.5 to 2.5. Multicollinearity was assessed through tolerance values and Variance Inflation Factors (VIF). All tolerance values exceeded 0.60 and all VIF values were below 2.0, well within acceptable limits (Field, 2018), confirming the absence of problematic multicollinearity.

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Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
1	0.688	0.473	0.462	0.512	1.89

Note: Predictors: (Constant), Health Consciousness, Perceived Quality, Price Sensitivity, Environmental Concern. Dependent Variable: Customer Satisfaction.

Table 7: ANOVA (Analysis of Variance)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	51.024	4	12.756	48.72	0.000
Residual	53.694	205	0.262		
Total	104.718	209			

Note: Dependent Variable: Customer Satisfaction. The model is statistically significant at $p < 0.001$.

Table 8: Regression Coefficients and Hypothesis Test Results

Predictor Variable	B (Unstd.)	Std. Error	Beta (Std.)	t	Sig.	Tolerance	VIF	Hypothesis	Decision
(Constant)	0.428	0.214		2.001	0.047				
Health Consciousness	0.431	0.063	0.381	6.842	0	0.621	1.612	H1	Supported
Perceived Quality	0.301	0.057	0.294	5.317	0	0.63	1.589	H2	Supported
Price Sensitivity	-0.166	0.049	-0.178	-3.421	0.001	0.831	1.204	H3	Supported
Environmental Concern	0.211	0.055	0.197	3.876	0	0.677	1.478	H4	Supported

Note: Dependent Variable: Customer Satisfaction. B = Unstandardised coefficient. Beta = Standardised coefficient. All significant at $p < 0.05$ level or better.

Table 9: Summary of Hypothesis Testing Results

Hypothesis	Statement	r value	Beta	Sig.	Result
H1	Health consciousness -> Customer satisfaction (+)	0.681**	0.381	0.000	Supported
H2	Perceived quality -> Customer satisfaction (+)	0.634**	0.294	0.000	Supported
H3	Price sensitivity -> Customer satisfaction (-)	-0.389**	-0.178	0.001	Supported
H4	Environmental concern -> Customer satisfaction (+)	0.572**	0.197	0.000	Supported

*Note: ** $p < 0.01$. All four hypotheses are supported at the 0.01 significance level or better.*

13. RESULTS AND DISCUSSION

The results of this study provide a layered and substantively rich portrait of how health consciousness shapes customer satisfaction with organic food products among Bengaluru consumers. The following discussion unpacks these results construct by construct, situating each finding in the context of the prior literature and reflecting on what the patterns reveal about the urban organic food consumer in India's technology capital.

13.1 Health Consciousness and Customer Satisfaction (H1: Supported): The finding that health consciousness is the single strongest predictor of customer satisfaction (Beta = 0.381, t = 6.842, $p < 0.001$) is the most important result of this study, and it deserves careful interpretation. The strength of this relationship is not merely a reflection of statistical significance; the standardised coefficient of 0.381 means that for every one standard deviation increase in health consciousness, customer satisfaction increases by 0.381 standard deviations, holding all other predictors constant. This is a meaningful and practically significant effect. Why is health consciousness such a powerful driver of satisfaction? The Expectation-Confirmation Model offers the most compelling explanation. Highly health-conscious consumers bring strong and well-defined expectations to their organic food purchases. They are looking for products that are free from pesticide residues, free from artificial additives, nutritionally superior to conventionally grown equivalents, and produced in ways that are safe for their families. When an organic food product credibly delivers on these expectations, even partially, the confirmation response is powerful. The satisfaction that follows is not merely about taste or packaging; it is about the deeper sense that one's health aspirations have been respected and served by a product.This finding aligns closely with Sharma and Bansal (2022), who found a Beta of 0.41 for health consciousness in their satisfaction model, and with Verma and Chandra (2021), who identified health consciousness as the dominant attitudinal predictor of positive post-purchase evaluations. Notably, the Bengaluru-specific nature of the present findings adds granularity to this picture. Bengaluru's consumers, with their relatively high health literacy and exposure to global wellness discourse, may be better equipped than consumers in other Indian cities to evaluate whether organic products meet their health expectations, making the confirmation mechanism particularly operative here. A practical implication follows directly from this finding. Organic food retailers and brands operating in Bengaluru should invest in health communication that is specific, credible, and transparent. Generic claims such as "100 percent organic" or "naturally grown" are unlikely to satisfy the expectation framework of a health-conscious consumer who has specific nutritional or safety concerns. Detailed, verifiable information about farming practices, certification bodies, pesticide testing results, and nutritional comparisons with conventional alternatives can reinforce the confirmation experience and sustain satisfaction. ***13.2 Perceived Quality and Customer Satisfaction (H2: Supported):*** Perceived quality emerges as the second most important predictor of customer satisfaction in this study (Beta = 0.294, t = 5.317, $p < 0.001$). This finding is consistent with the established consumer behaviour literature, but the specific dynamics in the organic food context are worth exploring in depth. Quality perceptions for organic food are multi-dimensional: they encompass sensory attributes (how the product looks, smells, and tastes), safety attributes (freedom from contaminants and chemical residues), nutritional attributes (vitamin and mineral content), and process attributes (how the food was grown and handled).The mean score for perceived quality in this sample (M = 3.89) indicates that respondents generally, but not universally, view organic food products available in Bengaluru as high quality. The variation in this score, as evidenced by a standard deviation of 0.682, suggests that quality perceptions are not uniform across the sample. Some consumers consistently encounter organic products that meet their quality expectations, while others have more mixed experiences. This heterogeneity in quality experience is likely a reflection of the varied state of organic food supply in Bengaluru, where premium certified retailers coexist with informal sellers whose products may carry organic labels without meeting rigorous certification standards. The finding here is consistent with Nair and Ramachandran (2022), who found that sensory quality experience was more predictive of satisfaction than certification labelling, and with Ahmad et al. (2023), who demonstrated that quality literacy amplified the positive effect of quality on satisfaction. For retailers, this points to the importance of maintaining consistent product freshness and sensory standards, particularly for the most frequently purchased organic food categories such as fruits, vegetables, and dairy. Inconsistent quality, where one purchase experience is excellent and the next is disappointing, is particularly damaging to satisfaction because it violates the confirmation expectation set by the previous positive experience.

13.3 Price Sensitivity and Customer Satisfaction (H3: Supported): Price sensitivity exerts a significant negative influence on customer satisfaction (Beta = -0.178, t = -3.421, p = 0.001). This finding confirms that consumers who are more attuned to price as a factor in their purchasing decisions are less satisfied with organic food products, even when other dimensions of their experience are positive. The magnitude of this negative effect (-0.178) is considerably smaller than the positive effects of health consciousness and perceived quality, which is itself an important finding. It suggests that while price concerns do reduce satisfaction, they do so to a lesser degree than health and quality considerations amplify it. This pattern is consistent with Prasad et al. (2023), who argued that for consumers with deeply internalised health consciousness, price sensitivity is a background variable rather than a dominant satisfaction driver. The data from the present study support this interpretation. The mean price sensitivity score of 3.45 indicates that respondents are moderately price-sensitive, but this concern does not overwhelm the positive satisfaction drivers. Health-conscious consumers who frame organic food expenditure as health investment, rather than as discretionary spending to be minimised, are psychologically positioned to experience less price-related dissatisfaction.However, the finding should not be dismissed. Among the 32 respondents in the below-Rs. 30,000 monthly income bracket, it is reasonable to infer that price sensitivity may be a more acute moderator of satisfaction, even if the aggregate model underestimates this effect. Organic food retailers serving a broad income spectrum must be sensitive to this dynamic. Value-based propositions such as subscription packages that offer discounted rates for regular buyers, community-supported agriculture models that pass farm-gate efficiencies to consumers, and smaller pack sizes at lower absolute price points can all help mitigate price-driven satisfaction erosion.

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13.4 Environmental Concern and Customer Satisfaction (H4: Supported): Environmental concern is a significant positive predictor of customer satisfaction (Beta = 0.197, t = 3.876, p < 0.001). The mean environmental concern score (M = 3.97) is the second highest in the study, close to the health consciousness mean (M = 4.12), which confirms that Bengaluru's organic food consumers are simultaneously health-driven and ecologically oriented. The near-equal standing of these two constructs in the sample profile is a noteworthy characteristic of this market.The mechanism through which environmental concern drives satisfaction is best understood through the moral coherence concept articulated by Yadav and Paul (2020) and confirmed by Chen et al. (2022). When consumers who hold strong environmental values purchase organic food products, they are doing something beyond satisfying a health need: they are acting in alignment with their ecological identity. This alignment generates a form of values-driven satisfaction that is intrinsically motivating and relatively insulated from product-specific fluctuations. A consumer who derives satisfaction from the knowledge that their purchasing behaviour reduces the use of synthetic fertilisers and pesticides in agriculture will maintain a baseline level of satisfaction even when a specific product does not perform perfectly on sensory dimensions.The practical implication of this finding is that organic food brands in Bengaluru have an underutilised opportunity to deepen consumer satisfaction by communicating the environmental credentials of their products more effectively. Transparency about farming practices, supplier relationships with organic farmers, carbon footprint reductions, and contributions to biodiversity conservation are all dimensions of environmental value communication that can reinforce the moral coherence satisfaction effect. The growing importance of sustainability labelling, such as Rainforest Alliance certification and B-Corp status, in global organic food markets finds support in this finding for the Bengaluru context.

13.5 Overall Model Interpretation: The regression model as a whole is both statistically robust and substantively meaningful. The model explains 47.3 percent of variance in customer satisfaction (R2 = 0.473, Adjusted R2 = 0.462, F(4, 205) = 48.72, p < 0.001). In a field where human attitudes and behaviours are notoriously multidetermined and where many important variables are beyond survey capture, a model explaining nearly half the variance in satisfaction is a strong result. The ordering of predictor strength (health consciousness > perceived quality > environmental concern > price sensitivity) tells a coherent story about the organic food consumer in Bengaluru. This is a consumer who is primarily motivated by health, secondarily reinforced by tangible quality experience, further satisfied by ecological value alignment, and whose satisfaction is modestly reduced by price sensitivity. The regression equation can be expressed as: Customer Satisfaction = 0.428 + 0.431(HC) + 0.301(PQ) + 0.211(EC) - 0.166(PS). Organic food businesses can use this equation directionally: investing in health communication and product quality improvements will yield the highest satisfaction returns, while environmental communication and premium pricing management provide additional levers.

14. CONCLUSIONS

This study explores how health consciousness affects customer satisfaction with organic food products in Bengaluru. It finds that health consciousness significantly drives satisfaction, more than any other factor. However, this relationship is influenced by perceived product quality, environmental concern, and price sensitivity. The study contributes theoretically by applying the Expectation-Confirmation Model to the South Indian market and showing that health consciousness and environmental concern add to customer satisfaction. For managers, organic food retailers should target health-driven consumers who value product quality and environmental issues without being overly price-sensitive. Marketing strategies should emphasize health and environmental benefits and include transparent certifications. The study recommends enhancing consumer awareness of organic certification and supporting organic farmers to reduce costs and prices. Future research should focus on tracking satisfaction over time and comparing satisfaction across different income segments.

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