

# The Role of Health Consciousness and Environmental Awareness in Millennials' Organic Product Choices.

**Dr. Rajesh Raut**

Head of Marketing Management

Ness Wadia College of Commerce, Pune

[Rajesh.raut@nesswadiacollege.edu.in](mailto:Rajesh.raut@nesswadiacollege.edu.in)

**Akshara Katrapwar**

Department of Business Administration

Ness Wadia College of Commerce, Pune.

[Akshara@nesswadiacollege.edu.in](mailto:Akshara@nesswadiacollege.edu.in)

**Grow What You Eat ... Eat What You Grow... “What kind of food you eat should depend not on what you think about it, or on your values and ethics, but on what the body wants, food is about the body” - Sadhguru.**



<https://doi.org/10.55041/ijst.v2i7.111>

**Cite this Article:** Katrapwar, A. (2026). The Role of Health Consciousness and Environmental Awareness in Millennials' Organic Product Choices.. International Journal of Science, Strategic Management and Technology, 02(8), 1-9. <https://doi.org/10.55041/ijst.v2i7.111>



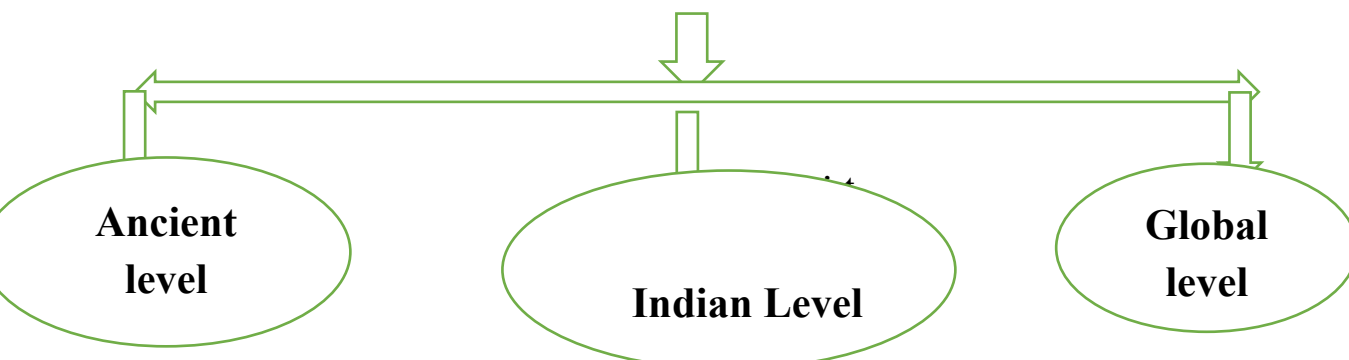
**License:** This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

## **Abstract:**

The term organic is derived from the Greek word Bios which means way of living life. Naturally grown food products which are pesticides, herbicides, fertilizers, artificially produced chemicals, fungicides, growth regulator hormones, generic modification free. Naturally grown fruits, vegetables, fish, chicken, meat, cereals, pulses are not processed. The are not refined like refined oil used while cooking into hotel industries. Preservation of biodiversity, reusing the resource helps to advance one step towards environmental conservation. Human breaks the natural cycle by producing chemically treated crops, vegetables, fruits, eggs, chicken and fish which leads degradation of the environment. Human is knowingly or unknowingly doing this with the nature and putting the upcoming generation into the danger. If the situation keeps ongoing it will Detroit the environment and spreading knowledge to the citizens will be the priority. Targeting the millennials and who are the middle generation of the total population in assessing how health conscious they are by giving preference to consume environmental friendly products. Sir Albert Howard is known as the "father of organic agriculture" for his work in the early 1900s. He is agricultural farmer studies Indian organic techniques. Ancient Indian Vedic, the Rig Veda, Mahabharata, and Kautilya's Arthashastra says using cow dung for fertilization, employing green manure and other animal byproducts, practicing crop rotation and intercropping to enhance soil fertility. Research in plant breeding led to the commercialization of hybrid seed, which is going to be replaced by organic breeding of seeds and fertilizers. The researcher talks about how human health is impacted by consumption of organic food products. The research discusses a brief explanation of the research's limitations, results, and recommendations, and how health consciousness and environmental awareness functions in the context of a buying online food products. The use of organic food products has the potential to improve health of the citizen and how a person behaves while purchasing organic food products. While study market and consumption of a particular category of the product through digital channels or offline survey method, consumer behaviour is crucial. The study's objective was to ascertain how specific organic food products might affect customer choices, particularly those who buy organic products with special aim to secure better health. Another objective of the study to identify the consumer's healthy practices positively affects the environment. The study is conducted in the district of Pune. In the sample, respondents of both genders participate. ed

## **Introduction:**

### **Evolution story of Organic Food and FMCG products from ancient India to current scenario:**



Health is the more important than any priorities today and it starts with food. Food plays a very important role. Healthy living has to be imparted into the child since from his childhood through his parents, teachers and mentors. According to researchers, young generation is curious about their food intake and the ingredients which are used into the preparation of the food item. Young generation is more inclined towards following all healthy practices which our ancestors used to follow in traditional way. The main challenge which they are facing is traditional food is not available in hotels, canteens, restaurants. Junk food, sugary liquids and chemically infused food packets are available everywhere. Therefore, the life expectancy, hypertension, high blood pressure, diabetes, depression are also linked to the food. Diet-related non-communicable diseases are obesity, hormonal imbalance, cyst in ovaries, Hypo Thyroid, Cancer, cardiovascular diseases are affecting millennials and taken their lives from them. As a result, millennials and youngsters are becoming health-conscious and shifted towards consuming organic food products. Indian organic market is growing by 25% to 30% and expected to grow double in future (Sai and Sivkumar, 2012). This research brings a new prospect to the development of organic agricultural as on part of sustainable system is able to respond fully by the millennials.

### **Need and Importance of the study:**

The organic food market is growing in India by 20 to 30 percent but the awareness towards organic food farming is still low in India. The consumption of organic food products have been exceeded over that last few years. As per the statistical data, The total percentage of food market of organic food product is 2 percent. In this study which projected that the domestic organic food consumption should reach up to 80% by creating awareness into millennials and Gen Z generations. Today, Indian Agriculture will boost if it takes help of millennials and Gen Z generation towards spreading awareness related to health and environment. At a one point both aspects can be targeted that is Health and Environment conservation. As a result, this research has contributed worth towards the advantage to the society as well as future generation.

### **Review of Literature:**

1. Sravani Chari. Vangipuram, says in her study that 'Assessing the Moderating Role of Eco\_Label Awareness in Determining the Green Purchase Intentions\_ An Empirical Analysis among the Food and Grocery Retail Customers', 2022. The objective tells the consumer is focusing on purchasing organic food products because it provides lots of health benefits along with it provides environmental maintenance as well. The study is based on primary data as well as secondary data collected from different journals, books, articles etc. The finding of the study tells that organic food products are safe to human and environment for healthy living and lifestyle.
2. S Shobh says in her study on 'Consumer Buying Behaviour Towards Organic Food Products Among Urban Population an Empirical Analysis of Bangalore', 2021. The objective of the study is to understand the consumer perspective towards Organic Food products specifically in demographic products and understanding various influencing factors towards purchase of organic food and fmCG products. . These products have wide range of variety and consumers.

These products cause minimum damage or no damage to the environment. The study is based on primary data as well as secondary data collected from different journals, books, articles etc. The finding of the study tells that eco friendly organic food products are safe to human and environment.

3. Srivastava, Preeti tells in her study “A Study of Factors Affecting Environment Friendly Behaviour, 2015” says in her research that has objective which tells that environmental friendliness, environmental attitude, environmental awareness how it affects on the environment and consumer preferences. This study is based on survey method of data collection. The finding implies the need for strategic awareness campaigns, improvement in supply chain and policies related to organic food so that organic food become more affordable and accessible.

4. Kaur, Harinder tells in his study that “Socio-cultural factors related to environmental degradation: a study of Patiala District of Punjab” tells in his study that, 2012, says that The objective is that every individual should purchase organic food products in India and organic food should be into great demand and it should highly promoted. It helps to assess the level of understanding of organic food products among youth, as well as the factors that influence customer purchasing behaviour for organic food products and to classify the identified factors as motives and deterrents while buying organic food products among youth. Primary research is involved into it such as news papers, journals, articles etc. The finding tells that it is always useful for the betterment of India to use organic food products.

5. Monika Rani tells in his study that “Role of environmental awareness in green purchasing behaviour”, 2021 say I her study that human behaviour is the prime source to do irreparable damage to the planet and environment. The objective of the study says that the environmental awareness is to be created by promoting the consumer to purchase green products which are moreover similar to organic food products. The method of data collection is used here is questionnaire method. Findings of the study tells that consumer awareness is important for the between development of country. The objective of this research paper is how much awareness is being created towards purchase of organic food products and also describes the motivational factors for purchase of organic food product.

### **Research Gap :**

Growing rapidly along with tremendous health benefits organic food has spread worldwide and got famous amongst youngsters. Major confusion between organic products as well as agricultural products. Millennials, youngsters and gen Z generation generally able to link between organic food products and agricultural products. Challenges faced by Indian market is underrated quality assessment and evaluation of organic products. Getting organic products for healthy lifestyle is not so easy for the millennials and gen Z generation. They have to depend on retail organic branded shops which are only available in urban areas. In this study, procuring organic food products with effective market structure to train mind of the millennials and gen Z generations to preserve environment along with self health care. Targeting two major aspects a time can be a biggest saving technique for effective outcome.

### **Objectives of the study:**

- Understanding the socioeconomic transformation of Millennials and gen Z
- To identify the level of health consciousness by consuming organic food products among millennials and gen Z generation
- To understand the factors influencing the awareness level of environmental preservation.

### **Research Methodology:**

The data is collected from primary and secondary data available through questionnaire, observation, books, journal, articles, newspaper etc. It is based on Secondary data. I have chosen secondary data collection method. The study is of Qualitative research as it involves the information gathered through various diagrams, role models, charts, graphs. To understand the concept deeply, references are inserted.

Secondary data collection method is used here. Data is collected on the basis of reference books, journals, information technology etc. It is a mixture of philosophical thought and examines aspects of human life, including their preferences, choices, influencing factors, socio economic background, effects on health and benefits to the society and environment. Assessment of the millennials preference specially to the organic food whether they truly want to switch from

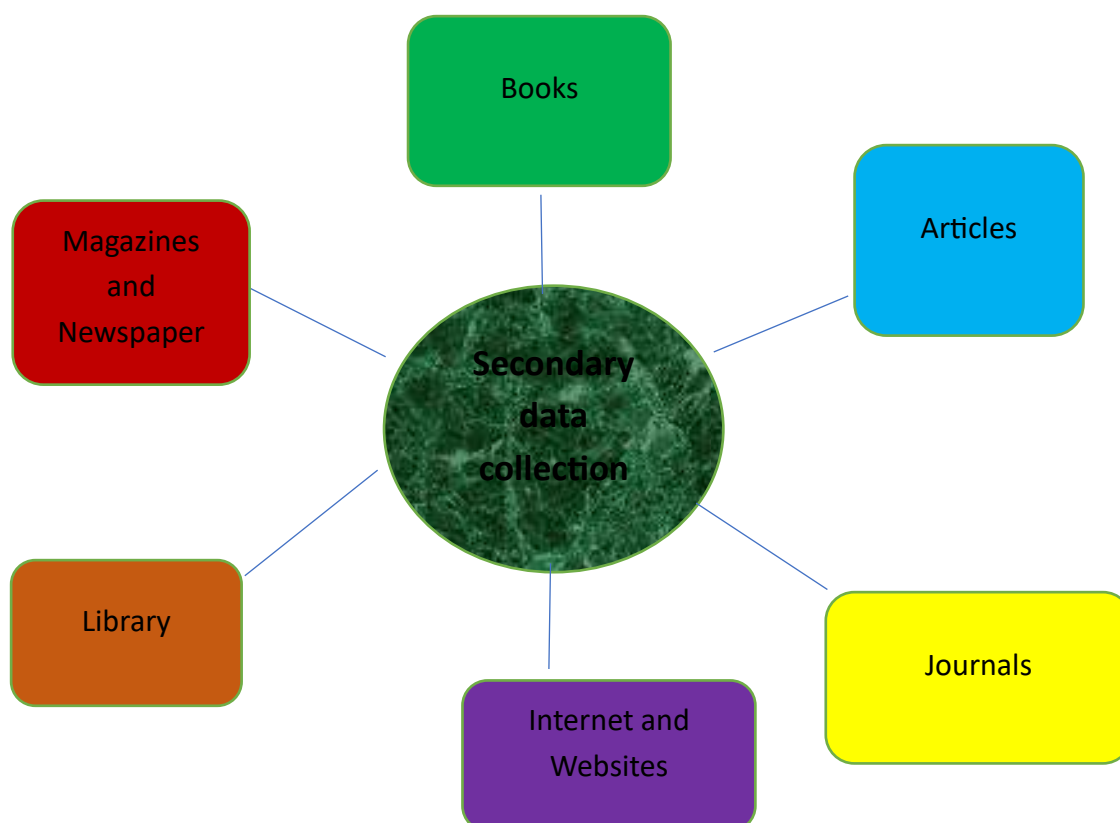
conventional food to organic food or just it's a hype. Organic farming plays important role to produce the crops which are pesticide free but these are generally high at price, hence evaluation can be done how many millennials age group from 30 -40 are ready to consume organic food and products.

Qualitative research has been used for studying the various levels of health consciousness and environment friendly evolution of organic food products by millennials generation. Various references have been used to cover the theoretical part of the research such as books, periodicals, journals, research papers that are related to the research. It is observed in the year 2018 maximum data is published.

### **Data Collection :**

Secondary data collection method is used here. Data is collected on the basis of reference books, journals, information technology etc. It is a mixture of philosophical thought and examines aspects of human life, including their preferences, choices, influencing factors, socio economic background, effects on health and benefits to the society and environment. Assessment of the millennials preference specially to the organic food whether they truly want to switch from conventional food to organic food or just it's a hype. Organic farming plays important role to produce the crops which are pesticide free but these are generally high at price, hence evaluation can be done how many millennials age group from 30 -40 are ready to consume organic food and products.

### **Secondary Data Model**



### **Purpose of the study :**

The research paper more care about the health of millennials and gen Z generations and youngsters. This study want to provide the basic usefulness of the organic food products consumption to them. This study can frame healthy nation and healthy citizens along with preservation of the environment. This can lead to improvement in the business of organic food products among millennials and gen Z generation. Everyone should use pesticide free and chemical free organic

food products. Convincing farmers to switch over on organic farming. Youngsters, gen Z generation should focus on terrace gardening by growing mint, chillies, baby spinach, coriander, curry leaves etc.

### **Limitation Of The Study :**

- The universe is big hence the data is gathered and related to Pune district only.
- Health consciousness is not conditioned into the millennials and youngsters and hence it can be only a hype.
- Environmental awareness leads to only few group of people who are aware about it, rest public shows casual attitude.

### **Findings of the study:**

- Indian citizens have very casual attitude towards organic food products.
- The organic food products are not available everywhere, it is only available to certain urban branded shops.
- Organic food products cultivating cost is very high , it is not affordable to everyone.
- Environmental awareness among certain group of people is very high and vice-versa

### **Conclusion**

Health consciousness is related to the individual level of attention towards health, Every human being want to achieve good health and now a days it is very difficult to maintain it. On the other hand environment awareness is another important factor. Health and environment both are important factors now a days youngsters and millennials are getting are aware due to social media, marketing techniques and mouth to mouth publicity towards particular products which creates hype among the students specially gen z and millennials and youngsters. The study focuses on the environmental benefits and health benefits can be fix into one knot millennials , gen Z generation focuses on consuming green products and organic products to secure their health and contribute to the environment as a healthy group of resource person. Future generation will be protected if only when the conservation of the environment will take place through proper channel and at a right time.

### **References:**

1. Musick, Mark. "WA Tilth Association History". Washington Tilth. Retrieved 18 February 2015.
2. 65 FR 80548 (December 21, 2000)
3. "U.S. organic sales post new record of \$43.3 billion in 2015". OTA. 2016.
4. Willer, Helga; Lernoud, Julia (2016). "The World of Organic Agriculture. Statistics and Emerging Trends 2016". Bonn: Research Institute of Organic Agriculture (FiBL), Frick, and IFOAM – Organics International.
5. Willer, Helga; Trávníček, Jan; Schlatter, Bernhard (February 2024). the World of rganic griculture STATISTICS & EMERGING TRENDS 2024 (PDF). Switzerland: FiBL & IFOAM. p. 287. Retrieved 17 January 2025.
6. <https://apeda.gov.in/national-programme-for-organic-production-npop>
7. Baker, B. P., Benbrook, C. M., Groth, E. & Benbrook, K. L. (2002) Pesticide residues in conventional, IPM-grown and organic foods: Insights from three U.S. data sets, Food Additives and Contaminants, 19, 427-446.
8. Becker, M. H. (1974). The health belief model and personal health behavior. Health Education Monographs, 2, 324-473.
9. Chen, M.F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. Food Quality and preference, 18(7), 1008-1021.



10. 6. Chen, Y. & Wang, T “AI and Marketing Analytics in Food Retail” Chen and Wang discussed how AI helps food retailers understand customer behaviour, 2022,
11. 7. Rana, S. & Paul, V “Predicting Organic Product Demand Using AI Models” This study explains how machine learning models can predict consumer demand for organic products, 2023
12. 8. Singh, R. “Urban Consumer Lifestyle and Organic Food Demand” Singh’s study focused on how lifestyle changes and health concerns increase organic food demand in cities, 2021