

Customer Experiences in Mindful Consumption of Organic Food : Convergent Parallel Mixed Method

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Abstract

Purpose : This study examined the impact of mindful consumption on customer experiences in the organic food market. With health and sustainability becoming more important—especially after the COVID-19 pandemic—it was essential to understand how consumers viewed and interacted with organic food. The research examined how health orientation, sustainable attitudes, and mindful living impacted purchasing decisions.

Methodology : A convergent mixed-methods research approach was adopted to collect data from 850 respondents using a structured questionnaire. Structural equation modeling (SEM) was employed for the quantitative analysis, and customer journey mapping was used to capture qualitative insights. Such an approach enabled an extensive investigation of how different dimensions of mindful consumption [i.e., health orientation, sustainability, and conscious living] influenced customer experience and purchasing behavior.

Findings : The findings indicated that health orientation, sustainability, and shopping convenience had a significant impact on customer experience. Furthermore, store layout and features were important determinants of whether they would intend to make a purchase. These results highlighted the role of mindfulness in the experiences of consumers with organic food.

Practical Implications : These revelations could offer businesses and marketers a new way to refine their tactics in accordance with the growing demand from mindful consumers. Through advocacy for the health, environmental, and convenience benefits of organic food, the industry could drive growth in the organic food market.

Originality : This study developed a comprehensive theoretical model that links mindfulness consumption to customer experience. Filling the gaps of research led to the discovery of new aspects of (previously recognized aspects of) the relationship between mindful consumption and consumer decision-making in the organic food market, making both the academic investigation and practical marketing more useful.

Keywords : customer experience dimensions, organic food, emotional or affective experience, mindful consumption, cognitive experience, and conative experience

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There has been a shift over the past few years in the way people eat—they are highly conscious of their health, the world around them, and the ethical concerns associated with what they consume. This shift in attitude has sparked a revolution in the organic food market, driving its rapid growth. Today, it is not just a purchase of food; it is a decision. Regarding the environment, this target group favors products that fit into their health-oriented lifestyle and reflect concerns about the earth's health (Hjelmar, 2011). For many, mindful consumption is not just a trend—it is a way of life. Organic food, a sector that specializes in sustainability and health, is receiving increasing international attention, driven by growing concerns about food safety and traditional agricultural practices. However, even as it expands, the business world does not fully understand what drives the consumer experience. It is not about giving natural choices; it is about aligning with consumers' values to build trust and dependability. Companies must continually improve and adjust as the industry evolves to remain relevant in this changing landscape.

Showcasing within the natural nourishment division hinges on understanding how enthusiastic, cognitive, conative, and tangible experiences relate to careful consumption. Although well-being and natural concerns are well-studied, there is less clarity on how these components influence general consumer involvement and purchasing behavior. The enduring impacts of careful utilization on devotion and engagement are not yet fully understood. This research highlights the need to fill these gaps by building on past inquiries, emphasizing the importance of sustainability and awareness of well-being in consumer choices. The Shopper's philosophy toward the concept of natural nutrition items was identified as the most significant determinant of the variables influencing their inclination toward natural nutrition items. Noteworthy factors contributing to this calculation included a growing concern for the environment, accessibility of assortment, willingness to pay a premium, adjusted weight loss, and taste (Balaji & Injodey, 2017).

The connection between mindful consumption and customer experience has been overlooked, as most research focuses on consumer attitudes while neglecting emotional and sensory dimensions. This study addresses that gap using a mixed-methods approach—combining structural equation modeling and journey mapping—to explore how mindful consumption, centered on health, sustainability, and conscious living, influences satisfaction, behavior, and loyalty. By examining its effects on customer experience and purchase intentions, the research provides valuable insights and practical strategies for businesses looking to engage and retain mindful consumers.

Justification

Research on mindful consumption and customer experience within the organic food industry is becoming increasingly critical. Following the COVID-19 pandemic, health-conscious buyers have increased their demand for natural foods, aided by government incentives and sustainability initiatives. Careful utilization, driven by concerns for wellbeing, the environment, and ethics, is reshaping consumer expectations. In response, brands are embracing personalized marketing, ethical branding, and economic sustainability. This approach provides meaningful insights into how these components impact fulfillment and devotion, enabling businesses to interact more effectively with discerning customers and succeed in a growing market.

Theoretical Background

This paper utilizes cognitive theory and customer journey theory to explore mindful consumption. Cognitive theory addresses various aspects of customer experience, including sensory, emotional, intellectual, physical, and social elements. Early theorists, such as Abbott (1955) and Alderson (1957), prioritized fulfilling experiences over simple product delivery, laying the groundwork for experiential marketing (Holbrook & Hirschman, 1982).

Although customer experience is widely recognized as multidimensional, there is still no consensus on its specific dimensions or how it relates to other constructs.

Understanding Customer Experience

A recent study views customer experience as a lived phenomenon influenced by broader ecosystems beyond direct business interactions (Becker & Jaakkola, 2020; Bolton et al., 2018). This perspective highlights the customer's central role, especially as they increasingly customize their experience journeys (Heinonen et al., 2010). Experience management has emerged as a crucial research area due to its impact on customer satisfaction and competitive advantage.

Managing customer interactions effectively is essential for creating meaningful experiences across physical, sensory, and emotional dimensions, with outcomes evaluated through expectations versus actual perceptions. As a key marketing differentiator, customer experience (CX) fosters loyalty, satisfaction, and retention while minimizing complaints. Worlu et al. emphasized its strategic value and viewed CX as a lever for consumer behavior. Godovykh and Tasci (2020) proposed a holistic model that integrates emotional, cognitive, sensory, and conative dimensions to enhance understanding and support data-driven decisions.

Customer Experience Dimensions in the Organic Food Category

Choosing organic food is not just about health or nutrition but also about the experience it offers. Sensory experience, authenticity, emotional bond, quality perception, trust, and prior experience are key factors influencing consumer attitudes and purchase intentions regarding organic food. Product availability, attitude, health consciousness, and consumer trust have a significant influence on consumers' organic food purchase intentions and, in turn, their actual purchasing behavior (Shanta et al., 2025). When people have a change-seeking personality, they may exhibit a changing attitude toward products, deriving satisfaction from the variety in their choices (Saleem et al., 2017).

Drawing on the framework of Paul and Rana (2012) in a meta-analysis, this paper identifies consumers' intentions to buy organic food, examining how perceptions influence the significance of quality, sickness redemption, and overall experience. Finally, consumer-producer cooperation has been empirically demonstrated in the organic food sector to be a key driver of organic purchases, led by trust-based partnerships.

Conscious Consumption

According to Bahl et al. (2016), vanity is the root of many problems stemming from unconscious consumption, including habits, addictions, and biases. They estimated that as much as 95% of purchasing decisions occurred automatically in the lives of both the poor and the rich, regardless of education level or income. With the fast-paced society we live in, which is technology-driven, many find solace at a market square to rest their mind from consuming harmful goods like smoking. Studies indicate that although competition, environmental values, and economic goals often align with green marketing principles, consumers still hesitate to purchase green products primarily due to their higher prices. Despite this challenge, green marketing can lead to long-term growth, profitability, cost savings, and market expansion when applied with patience and persistence. Embracing these principles can ultimately benefit businesses and the environment, encouraging a more sustainable future. This is a natural tendency, one that often accompanies messages driven by marketing communications. The perception study of parents revealed that food marketing targeted at adolescents influenced their food choices and affected their health, leading to unhealthy food choices and making them vulnerable consumers (Sivathanu, 2017). On the

contrary, governments and non-governmental organizations are conducting research and initiatives aimed at modifying consumer behavior.

Mindful attention addresses unconscious consumption issues (Bahl et al., 2016; Kabat-Zinn & Hanh, 2013), defining mindfulness as a purposeful, non-judgmental awareness of the present moment. It has gained attention in various fields for its psychological and physiological benefits (Brown et al., 2007). Mindfulness may erode materialistic values, allowing brands to focus on “conscientious value” instead of “conspicuous value.” The results suggest that an individual's fear and concerns about food safety play a vital role in shaping a positive attitude toward organic food products. In consumer research, mindfulness impacts consumer awareness and behavior, promoting reflection on the consequences of actions (Haobin et al., 2021; Sousa & Freire, 2023).

Mindful Consumption—Concept and Origin

The term “consumption” comes from Latin and French, meaning “to use up or waste.” While essential for survival, Adam Smith noted the growing connection between consumption and happiness, indicating a shift toward a society driven by consumption (Trentmann, 2016). By the 20th century, consumption had become a marker of well-being. However, we presently consume resources equivalent to 1.7 Earths (Global Footprint Network, 2025), which is 70% more natural resources than our planet can regenerate in a year, exceeding sustainable limits.

Modern consumerism, fueled by unchecked growth, has not led to increased happiness (De Wet, 2008) and poses risks to both society and the environment. The UN has identified sustainable consumption as a key goal for the 2030 Agenda. The UN has identified sustainable consumption as a key goal for the 2030 Agenda and stated, “Mindful consumption is the way to help ourselves and the world.”

The concept of “mindful consumption” emerged in the 1970s as a call to curb excess. Sheth et al. (2011) described it as a balance between self-care, community, and nature, avoiding overuse. This idea aligns with the concept of responsible and ethical consumption (Mahmud et al., 2019). The term “mindfulness,” derived from the Pali word *Sati,* entered English through Davids (1881) and gained traction in the West during the 1960s, thanks to figures like the Dalai Lama and Thich Nhat Hanh.

☞ **H1** : There is a significant relationship between customer experience dimensions (emotional/affective, cognitive, conative, and sensorial) and mindful consumption of organic food among customers.

H1 proposes that a critical relationship exists between the measurements of customer experience and mindful consumption. This implies that careful utilization practices are anticipated to significantly impact the emotional, cognitive, conative, and physical aspects of the consumer's experience with natural foods. This investigation is grounded in the understanding that consumer encounters encompass different measures that appear to be associated with careful utilization behaviors.

☞ **H2** : Mindful consumption does have a significant impact on the dimensions of customer experience.

H2 proposes that mindful consumption impacts the measurements of customer experience. Notably, it suggests that careful utilization of nutrients can influence emotional reactions, cognitive assessments, conative behaviors, and tangible perceptions related to natural nutrition, thereby forming the overall consumer experience. This exploration aims to identify and quantify the extent of these influences, providing insights into how mindful consumption contributes to various aspects of the customer experience.

Research Methodology

This study employed a convergent parallel mixed-methods approach to explore customer experiences related to the mindful consumption of organic food, blending quantitative and qualitative data. We surveyed 850 consumers using a structured questionnaire and conducted 35 in-depth interviews, which were analyzed through journey mapping to gain richer insights. We used stratified random sampling to ensure diverse representation across urban, semi-urban, and rural areas. Within each group, we focused on consumers who purchased organic food weekly from stores, farmers' markets, or online. The questionnaire featured validated multi-item, 5-point Likert scales to evaluate demographics, health orientation, and sustainable attitudes.

We utilized Jamovi to employ descriptive statistics, exploratory and confirmatory factor analysis (EFA & CFA), structural equation modeling (SEM), and path analysis for the quantitative analysis. All scales demonstrated reliable internal consistency (Cronbach's Alpha ≥ 0.70). The research was conducted in India from January to June 2024, with participants aged 25 to 45, balanced in terms of gender and education, and primarily motivated by concerns for health and sustainability.

Analysis and Results

Qualitative Research Analysis

This study examines the emotional, cognitive, conative, and sensory aspects of the customer experience in the mindful consumption of healthier, organic food, particularly among transnational elites. It focuses on the patterns that influence their food-related choices, shedding light on how these dimensions influence their preferences and decisions.

Emotional Dimension

The enthusiastic component of consumer involvement is significant in the use of natural nutrition. Members detailed their experiences of fulfillment and delight in procuring and consuming natural products. This passionate association is often tied to individual values and convictions related to wellbeing and sustainability. Respondents expressed delight and pride when purchasing natural items, viewing them as a reflection of their commitment to self-care and wellbeing objectives.

Cognitive Dimension

Knowledge and belief about organic food are cognitive dimensions. They carefully consider whether or not the perceived benefits justify a higher price than conventional options. Buying Organic: "I know that buying organic costs more, but I feel it is better for me and the environment" (Interview 12). The latter reinforces the theory that knowledge and beliefs have a significant impact on purchasing processes.

Conative Dimension

The conative component reflects the consumer's intention and readiness to act. The choice of organic products is influenced by prior experience, satisfaction, and social factors. One interviewee said he always buys organic because that is what his friends prefer (Interviewee 4), which aligns with the theory of social influence and the fear of missing out (FOMO).

Sensorial Dimension

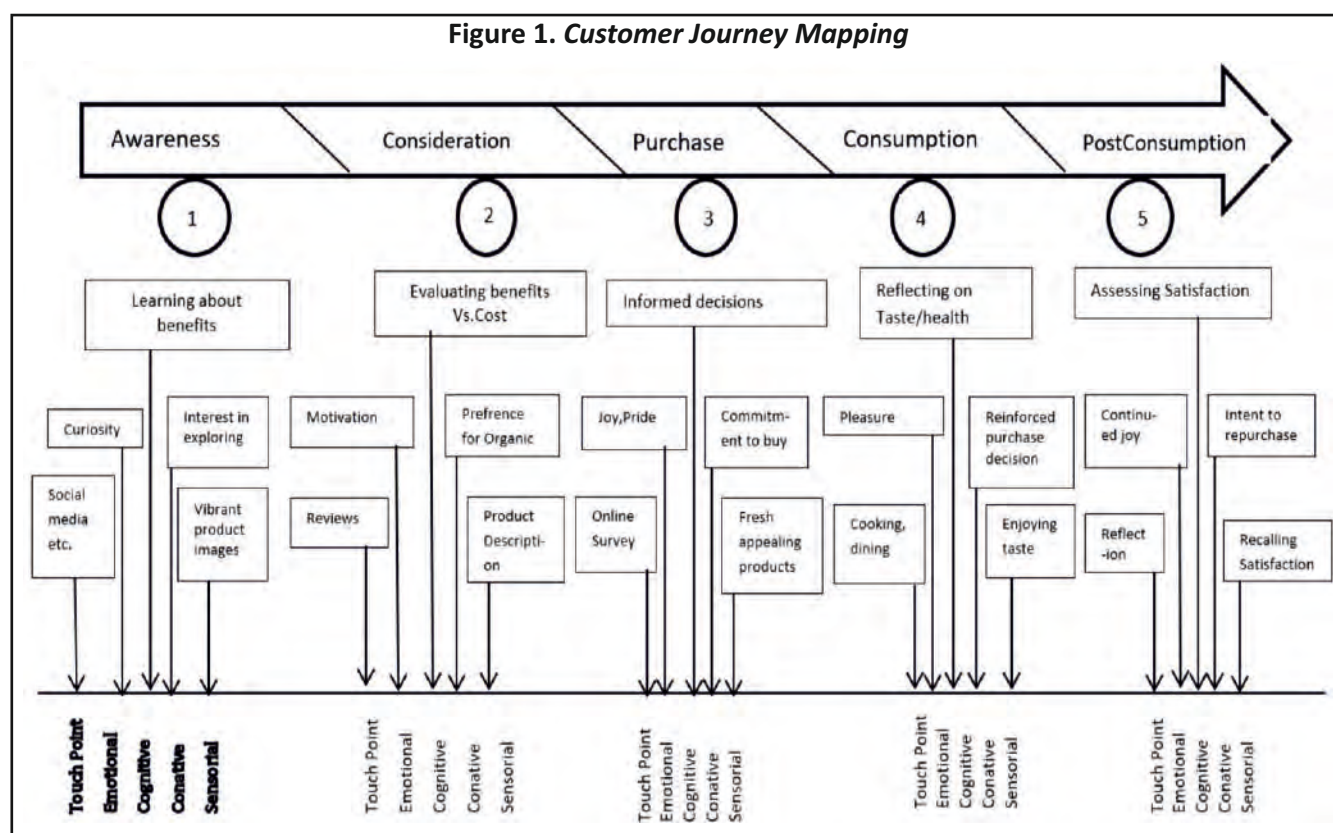
The sensorial dimension refers to the sensory experiences associated with organic food, including taste and smell. The sensory dimension of organic food engages multiple senses, making each experience vivid and memorable. From the rich aroma and vibrant colors to the satisfying crunch and fresh taste, these cues shape perceptions of quality and naturalness. They also evoke strong emotional responses, enhancing feelings of vitality and connection to nature. Ultimately, these sensory experiences turn simple eating into a deeply satisfying, almost therapeutic moment.

Integrated Experience

Our findings reveal that emotional, cognitive-conative, and sensory experiences all contribute to shaping mindful consumption of organic food. Rational beliefs spark emotional and sensory responses, influencing purchase intent and repeat buying. For example, believing in the health benefits of organic food brings emotional satisfaction, enhanced by sensory enjoyment, ultimately driving consumer behavior.

Journey Map

The customer journey map (Figure 1) for customer experience in the context of organic food consumption reveals several key insights across different stages of the customer journey. These insights emphasize the interconnectedness of emotional, cognitive, conative, and sensorial dimensions in shaping consumer behavior and preferences.



Quantitative Research Analysis

Structural equation modeling (SEM) can be a capable tool that analyzes relationships among factors and tests complex models through statistical analysis and regression (Bollen, 1989). In promoting, it is advantageous to investigate concepts such as careful utilization and consumer involvement (Hair et al., 2014).

This study employed SEM to investigate how careful consumption—focused on tangible encounters, wellbeing, sustainability, and social responsibility (Sheth et al., 2011)—affects consumer involvement across emotional, cognitive, and behavioral dimensions. By conducting interviews and studying 850 consumer responses, we inquired about key points required to formulate promotional techniques, boost consumer satisfaction, and advance sustainability, while gaining a competitive edge.

🔗 **H1a** : There is a significant relationship between customer experience dimensions (emotional/affective, cognitive, conative, and sensorial) and mindful consumption of organic food among customers.

H1a hypothesized a solid association between consumer involvement measurements and thoughtless utilization. This suggests that cognizant care affects feelings, cognition, conation, and sensation—echoing the natural judgment observed in consumer brand encounters (CBEs) for natural foods. The consideration acknowledges that consumers' experiences involve various measures, which may be associated with careful use behaviors.

🔗 **H2a** : Mindful consumption does have a significant impact on the dimensions of customer experience.

H2a suggests that the mindful consumption of organic food has a significant impact on customer experience dimensions, including emotional, cognitive, conative, and sensory aspects. This claim underscores the significant impact of consumption on the overall experience, aiming to quantify its influence and offer insights into enhancing customer satisfaction.

The correlation matrix reveals that the sensory dimension exhibits robust positive correlations ($r > 0.85$) with both the affective and conative dimensions (Figure 2).

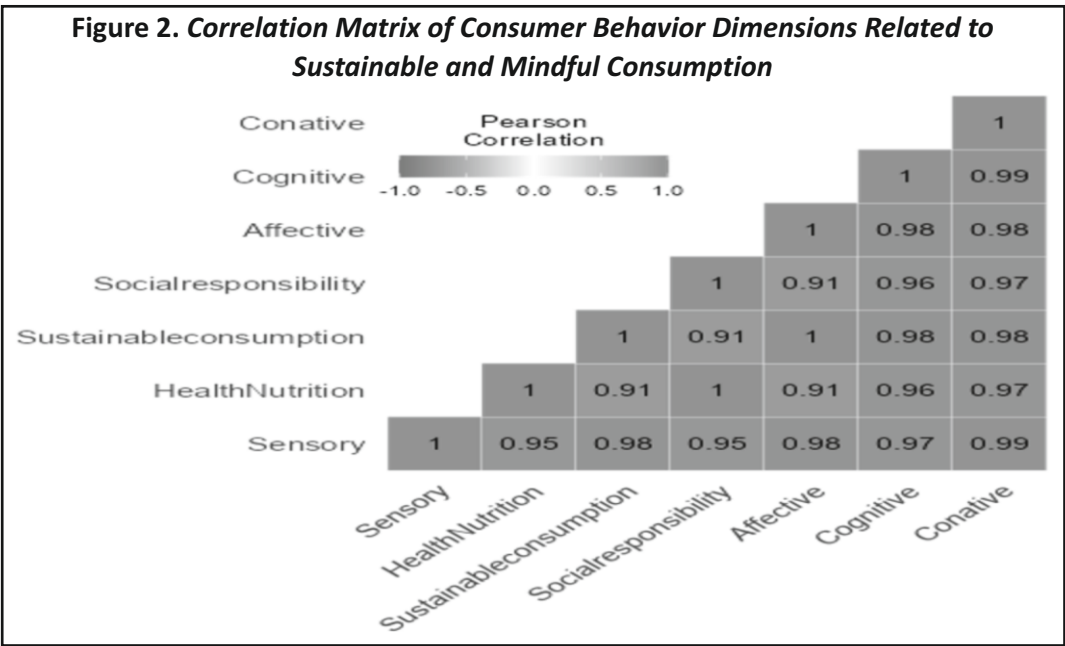


Table 1 shows a Cronbach's Alpha of 0.989, indicating high internal consistency of the overall scale. Confirmatory factor analysis (CFA) highlights statistically significant factor loadings, thereby supporting the validity of the measurement model (Table 2). Model fit indices, such as χ^2 , RMSEA, and CFI, indicate a good fit (Table 3). The results of the exploratory factor analysis (EFA) show high factor loadings and low uniqueness values (Table 4). Alternative model fit measures, including RMSEA, BIC, and χ^2 values, reinforce the model's adequacy (Table 5). Kaiser-Meyer-Olkin (KMO), the measure of sampling adequacy, is excellent (0.900) (Table 6).

Table 1. Scale Reliability Statistics

Scale Reliability Statistics	
Scale	Cronbach's α
	0.989

Table 2. Confirmatory Factor Analysis

		Factor Loadings			
Factor	Indicator	Estimate	SE	Z	p
Factor 1	Sensory	0.897	0.0451	19.9	< 0.001
	Health nutrition	0.661	0.0348	19.0	< 0.001
	Sustainable consumption	1.115	0.0574	19.4	< 0.001
	Social responsibility	0.661	0.0348	19.0	< 0.001
	Affective	1.116	0.0574	19.4	< 0.001
	Cognitive	0.884	0.0448	19.7	< 0.001
	Conative	0.910	0.0450	20.2	< 0.001

Table 3. Model Fit

Test for Exact Fit				
χ^2		<i>df</i>	<i>p</i>	
7649		14	< 0.001	
Fit Measures				
CFI	TAG	RMSEA	RMSEA 90% CI	
			Lower	Upper
0.952	0.943	0.05	0.05	0.07

Table 4. Exploratory Factor Analysis

Factor Loadings		
	Factor 1	Uniqueness
Sensory	0.987	0.02599
Health nutrition	0.966	0.06663
Sustainable consumption	0.978	0.04331
Social responsibility	0.966	0.06657
Affective	0.978	0.04320
Cognitive	0.995	0.00931
Conative	0.999	0.00180

Table 5. Model Fit Measures

RMSEA	RMSEA 90% CI		TAG	BIC	Model Test		
	Lower	Upper			χ^2	df	p
0.79	0.76	0.82	0.94	1350	9197	14	< 0.001

Table 6. KMO Measure of Sampling Adequacy

	MSA
Overall	0.900
Sensory	0.900
Health nutrition	0.900
Sustainable consumption	0.900
Social responsibility	0.900
Affective	0.900
Cognitive	0.900
Conative	0.900

Table 7. Structural Equation Modeling

Measurement Model								
Latent	Observed	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
Mindful Consumption	Sensory	0.7100	0.640	-0.630	2.030	0.5852	1.015	0.012
	Health	0.7080	0.689	-0.643	2.059	0.4193	1.0269	0.004
	Sustainable	0.0401	0.631	-1.196	1.277	0.0237	1.0636	0.049
	S. Respons	-1.193	0.813	-2.787	0.400	-0.6872	1.4685	0.042
Customer Experience	Affective	4.0140	7.134	-9.213	17.909	0.9157	1.632	0.032
	Cognitive	4.5942	7.152	-9.424	18.612	0.9861	1.6424	0.021
	Conative	3.4698	5.396	-7.106	14.046	0.7667	1.6430	0.020

The measurement model results (Table 7) reveal the connections between latent and observed variables. Sensory experiences strongly correlate with mindful consumption (estimate = 0.7100, $p = 0.012$, $\beta = 0.5852$), although the 95% CI (-0.630 to 2.030) includes zero, indicating some uncertainty. Health also shows a strong link (estimate = 0.7080, $p = 0.004$) with a similar CI (-0.643 to 2.059), suggesting meaningful effects despite the uncertainty.

Sustainability indicates a minimal positive effect (estimate = 0.0401), while social responsibility (s.responses) has a pessimistic estimate (-1.193, $p = 0.042$), with its confidence interval (CI) (-2.787 to 0.400) including zero, reflecting limited reliability.

For customer experience, the affective, cognitive, and conative dimensions show optimistic estimates (4.0140, 4.5942, and 3.4698, respectively) with p -values of 0.032, 0.021, and 0.020. These suggest low to moderate relationship strengths with varying degrees of certainty. Table 8 presents the estimated variances, covariances, and intercepts, along with their corresponding confidence intervals and significance levels.

Table 9 shows that both null hypotheses are rejected ($p = 0.001$), confirming a significant two-way relationship between customer experience and mindful consumption of organic food products.

Table 8. Variances and Covariances

Variable 1	Variable 2	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
Sensory	Sensory	0.7224	0.401	-0.0638	1.509	0.6575	2.1010	0.042
Health	Health	0.8841	0.442	0.0187	1.749	0.8242	2.0024	0.045
Sc	Sc	1.0803	0.509	0.0820	2.079	0.9994	2.1210	0.034
Sr	Sr	0.5994	0.400	-0.1855	1.384	0.5277	2.4967	0.034
Affective	Affective	0.9051	0.427	0.0674	1.743	0.9535	2.1178	0.034
Cognitive	Cognitive	0.0264	0.284	-0.5302	0.583	0.0275	2.0929	0.026
Conative	Conative	0.3727	0.239	-0.0957	0.841	0.4122	2.5594	0.019
Exogenous1	Exogenous1	0.3763	0.444	-0.4941	1.247	1.0000	2.8474	0.097
Endogenous1	Endogenous1	0.0442	0.137	-0.2246	0.313	1.0000	2.3220	0.047
Exogenous1	Endogenous1	-0.1100	0.190	-0.4815	0.262	-0.8531	-2.5801	0.062

Intercepts

Variable	Intercept	SE	95% Confidence Intervals		z	p
			Lower	Upper		
Sensory	3.111	0.349	2.426	3.796	8.904	< 0.001
Health	3.704	0.345	3.027	4.380	10.728	< 0.001
Sc	3.259	0.347	2.580	3.939	9.405	< 0.001
Sr	3.444	0.355	2.748	4.141	9.696	< 0.001
Affective	3.370	0.325	2.734	4.007	10.378	< 0.001
Cognitive	3.167	0.326	2.527	3.806	9.704	< 0.001
Conative	2.389	0.317	1.768	3.010	7.536	< 0.001
Exogenous1	0.000	0.000	0.000	0.000		

Measurement Model

	Latent	Observed	Estimate	SE	95% Confidence Intervals		β	z	p
					Lower	Upper			
Endogenous1	0.000	0.000	0.000	0.000					

Table 9. Hypothesis Testing Results on Customer Experience and Mindful Consumption

Hypothesis No.	Null Hypothesis (H_0)	Alternative Hypothesis (H_a)	p -value	Decision
H_1	There is no significant influence of customer experience dimensions on mindful consumption of organic food products.	H1a: Customer experience dimensions substantially influence mindful consumption of organic food products.	0.001	H_{01} is rejected
H_2	There is no significant influence of mindful consumption on customer experience dimensions.	H2a: There is a substantial influence of mindful consumption on customer experience dimensions.	0.001	H_{02} is rejected

Integration of Journey Mapping and SEM Findings

This study integrated journey mapping with structural equation modeling (SEM) to explore consumer experiences with organic food through five stages: awareness, consideration, purchase, consumption, and post-purchase. This approach helped uncover the motivations and challenges faced by consumers. We found that positive emotions such as trust and satisfaction were closely linked to product quality and ethical sourcing. Conversely, feelings of skepticism and frustration emerged from high prices, unclear certifications, and inconsistent quality. Major barriers included perceived overpricing, misleading claims, and limited product availability. Journey mapping enhanced our SEM findings—while SEM confirmed that sustainability is a key driver of consumer behavior, journey mapping highlighted that trust in certifications and eco-friendly packaging significantly encourages repeat purchases. Price sensitivity and shopping convenience, including issues like delivery delays and stock shortages, also emerged as critical factors influencing buying intent.

Path Diagram

The SEM path diagram visually represents the connections between observed variables (indicators) and latent constructs—specifically, mindful consumption and customer experience. Within mindful consumption, we find dimensions such as sensory (the use of organic food), health (appealing to health-conscious consumers), sustainability (concerns for the environment and society), and social responsibility (awareness of ethical practices).

Customer experience is broken down into three key components: Cognitive, cognitive, and affective. The affective component is crucial, as it captures emotional responses that significantly shape consumer experiences. Figure 3 outlines the potential ways between these markers and connections between them, shedding light on how different components impact both careful utilization and the general experience related to organic food consumption.

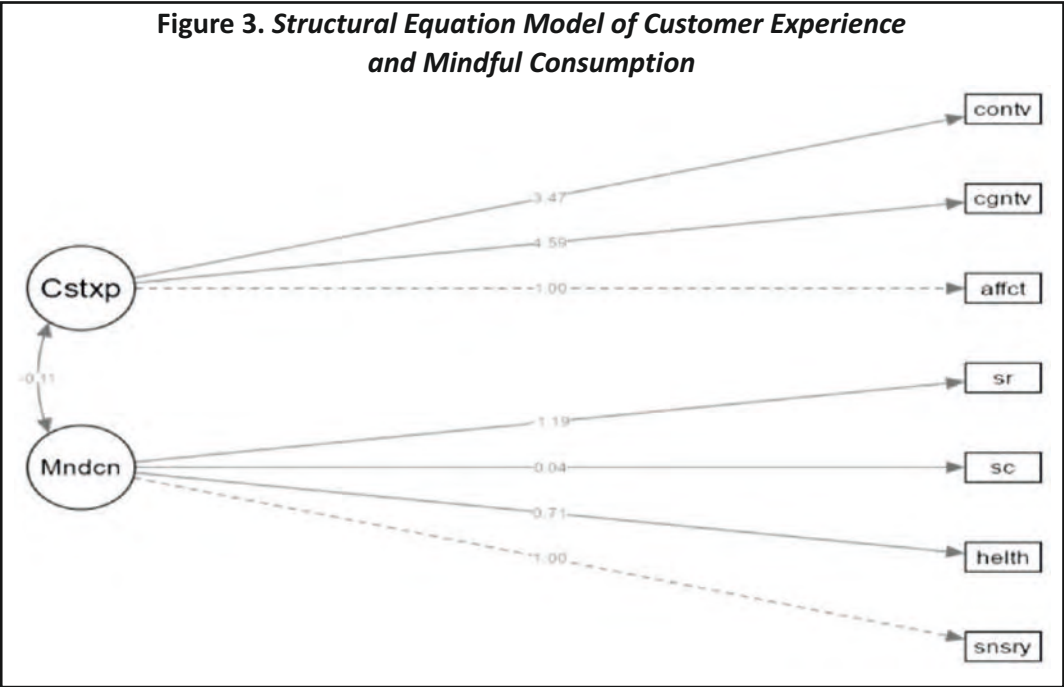


Table 10. Triangulation of Qualitative and Quantitative Results

Hypothesis No.	Null Hypothesis (H ₀)	Alternative Hypothesis (H _a)	p-value	Decision
H ₀₁	There is no significant influence of Customer experience dimensions on mindful consumption of organic food products.	There is a significant influence of Customer experience dimensions on mindful consumption of organic food products.	0.001	H ₀₁ is rejected
H ₀₂	There is no significant influence of mindful consumption on customer experience dimensions.	Mindful consumption has a significant influence on customer experience dimensions.	0.001	H ₀₂ is rejected

The hypothesis testing results (Table 10) indicate that both null hypotheses have been rejected. These results confirm a mutual and significant relationship between customer experience and mindful consumption in the context of organic food.

Managerial Implications/Theoretical Implications/ Policy Implications

Managerial Implications

This study extends the industry's understanding of how careful consumption influences vital measurements of customer experience—emotional, cognitive, conative, and sensory—ultimately impacting fulfillment, acquiring behavior, and dependability. These experiences are essential for developing effective branding, communication, and engagement strategies. Marketers should focus on personalizing experiences by creating messages that resonate with consumers' well-being and sustainability values. Strategies such as narrating, influencer showcasing, and intuitively suggested options can help fortify relationships with discerning shoppers. Furthermore, store estimates and tactile components play a crucial role in shaping buying expectations, demonstrating that conventional retailers should collaborate with trusted natural brands and enhance in-store displays.

Maintainability should be positioned as a central differentiator, supported by green marketing, eco-friendly packaging, and certifications such as USDA Organic or Fair Trade to build consumer trust. Post-purchase engagement methodologies such as loyalty programs, personalized follow-ups, feedback requests, and incentives for repeat purchases can help strengthen customer satisfaction and build long-term loyalty. Finally, as e-commerce continues to rise, brands should contribute to advanced transformation, utilizing AI experiences and virtual experiences to educate and engage loyal customers online.

Theoretical Implications

This study enhances our understanding of showcasing, maintainability, and customer behavior by integrating careful utilization with consumer involvement dimensions—cognitive, conative, tactile, and emotional—in the natural food segment. It supports the consumer involvement hypothesis by highlighting the aspects of mindfulness, morals, and sustainability in customer decisions. The inquiry experimentally demonstrates how mindful consumption influences purchasing behavior and customer loyalty. Moreover, it refines estimation scales for the natural setting and gives a system for future investigation in feasible businesses. By challenging conventional hedonic and utilitarian models, it proposes a mindfulness-based approach to understanding customer decision-making.

Policy Implications

This consideration provides critical direction for government bodies, controllers, and nonprofits advancing natural food and sustainability. It emphasizes the need for clearer certification forms and raising awareness about careful use. Supporting economic growth through tax breaks and appropriations can also offer assistance. Open wellbeing offices ought to incorporate careful eating into their wellness and school programs to educate buyers early on. Moreover, controllers should implement reasonable estimating and address misleading green claims to protect buyers and ensure market competitiveness. By following these recommendations, stakeholders can create a more sustainable and trustworthy organic food market.

Conclusion

This study examines how customer experience dimensions—emotional, cognitive, conative, and sensory—affect mindful consumption of organic food and how MC influences these experiences. Using a convergent parallel mixed-methods design, the research combined qualitative and quantitative data for thorough analysis. A survey of 850 customers offered meaningful insights, highlighting clear patterns in how people behave and experience products. The outcomes showed that higher levels of MC altogether improve all CE measurements, emphasizing MC's vital role in creating positive shopping experiences with natural food. Future inquiries may investigate additional influential variables and utilize longitudinal designs to track changes over time.

Limitations of the Study and Scope for Further Research

Limitations of the Study

This study has its own set of limitations. For one, the research was limited to a specific geographic area, so the results may not be fully applicable to other regions or diverse populations. Additionally, since the data were self-reported, there is always the chance that biases—such as a desire to appear favorable or forgetfulness—could have influenced responses. Furthermore, because the study was cross-sectional, it is hard to say whether mindful consumption directly causes better customer experiences or if other factors are at play. Lastly, the focus on particular variables meant that other important influences—such as cultural background, pricing, or marketing—were not explored, and the survey method might not fully capture the complex emotions or behaviors of consumers.

This study enhances our understanding of marketing, sustainability, and consumer behavior by connecting mindful consumption with customer experience dimensions—cognitive, conative, sensory, and emotional—in the organic food sector. It enriches the theory of customer experience by highlighting the roles of mindfulness, ethics, and sustainability in consumer choices. The research empirically shows how mindful consumption impacts purchase behavior and loyalty. Additionally, it refines measurement scales for the organic context and provides a framework for future research in sustainable industries. By challenging traditional hedonic and utilitarian models, it suggests a mindfulness-based approach to understanding consumer decision-making.

Scope for Further Research

Future research can build on this study by addressing its limitations and exploring new areas. Comparative studies across different regions and countries could shed light on how cultural, economic, and regulatory factors influence mindful consumption. Longitudinal research would also be valuable for tracking changes in customer experience

and purchasing behavior over time. Further investigations can focus on the impact of price sensitivity, brand trust, and product availability on mindful consumption. To improve accuracy, future research can employ experimental or observational methods instead of relying on self-reports. Additionally, incorporating psychological and neuromarketing tools, such as eye-tracking and biometrics, could provide deeper insights into the emotional and cognitive drivers behind mindful consumption.

Authors' Contribution

Dr. Madhavi Sripathi led the development of the research methodology and conducted the empirical study through structured data collection and initial analysis. Her central role in validating the findings ensured that the results were robust, and she dedicated herself to reviewing and editing the manuscript to guarantee clarity and coherence. Dr. U. Devi Prasad was instrumental in conceptualizing the study and designing its theoretical framework, drawing insights from an extensive literature review. He also played a vital role in data collection and provided essential supervision throughout the research process, guiding the team effectively. Dr. T. S. Leelavati focused on interpreting the results and contributed to advanced data analysis. She collaborated closely with the other authors during the review and editing process, helping to refine the final version of the paper to ensure it met the highest standards of quality.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter or materials discussed in this manuscript.

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