

Why do consumers choose organic food? A theory of planned behaviour and end chain theory perspective

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Abstract

The Indian organic food market is growing at a very high rate owing to increase in environmental concerns, health concerns as well as due to the shift towards sustainable consumption. This study explores the most crucial psychological and value driven motivation that influences the intention of the consumers to purchase the organic food. The study is appropriate to posit and empirically verify that the model comprises of the perceived quality, the implications and personal worth and green trust as an aspect of consumer attitude which conversely affects consumer buying intention. Both the Theory of planned behaviour and end chain theory are the foundation of this model. Data has been gathered using a structured questionnaire built around 5-point Likert and entailed acquiring the responses of 190 people who can be described as organic food customers, and it was conducted using convenience and snowball sampling. The data analyses were confirmatory factor analyses using structural equation modeling. In the results, we see that all the variables have an impact on the customer attitude in which the effects seem to be the best predictor, then perceived qualities then personal values. Purchase intention is then highly influenced by attitude. These results highlighted the role of trust and values as a critical factor in determining the purchase decision of the consumers to consume organic food. This research can provide them with hints to the marketers and to the policymakers to develop the campaign founded on the principles of trust and value-oriented to motivate people to consume organic food.

Subject Classification: 91C99.

Keywords: *Organic food, Green trust, Consumer attitude, Perceived attributes, Purchase intention etc.*

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1. Introduction

The consumption of organic food has increased, especially in the last several years, which are reflected in the increased demand of sustainable living, health concern, and environmental responsibility [1]. Consumers have more incentive to demand a food that is perceived as chemical free, ethically grown and environmentally responsible [2]. The buying of organic food is not all about the people are changing their habits it is also a switch in what consumers care about, they are increasingly valuing how the organic food tastes, how safe they are to eat and how healthy they are [3] and [4]. These perceived attributes play the critical role of impacting the markets attitudes towards organic food and this makes the customers to relate better to the brand and eventually purchase [5]. However, a positive attitude alone cannot affect a purchasing behaviour, although scholars offered that the green trust, which refers to the consumers trust in the credibility and performance on green materials, is a major mediator between the relationship between intention and behaviour [6]. The green trust is also highly sensitive to the element of product transparency, green credibility in greens advertising as well as eco labeling among others that play a role in giving a strengthen to consumer confidence. [7]. Investigations have shown an overall beneficial effect of certification systems, product traceability and social influence mechanism including endorsement by influencers on generation of both trust and purchase intentions [8]. Along with that the green trust often arises as a process with a past, overtime brand experience, knowledge sharing, and constant communication sustainability principles [6].

Although much has been said about the consumption of organic foods, there still exist numerous questions as to the connection between attitude, perceived attributes and green trust in terms of the relationship between the disparate consumer groups and geographical areas [9] Most of the earlier studies have investigated particular constructs by neglecting to incorporate them into a large scale model that represents the current decision making behaviour [3]. The current research study will fill this gap by suggesting and testing an integrated model using which the researchers investigate the various relationships in determining intention upon purchase of organic food based on the features of specific products (sustainability and health), consumer attitudes and trust toward organic food [10].

Review of literature

Perceived attributes

The particular characteristics of a product upon which the consumers subjectively believe when weighing the usefulness, value and quality of a product are referred to as the perceived attributes [11]. Such attributes are frequently part of freshness, nutritional content, taste and environmental sustainability (excluding artificial chemicals) in organic food, since they are used to distinguish organic food with the traditional one, and to defend the higher price level of organic food, more consumers are becoming aware of such attributes [4]. Environment-friendly packaging or free of pesticide cultivation, etc. are other such features that are closely related to expectations of environmental and health perceived [12]. On the basis of research supported by End Chain Theory, perceived properties that lead to consumer opinion of consequences and match individual values thus the beginning of a cognitive chain that culminates behavior is also based on this study [2]. When customers see attributes that indicate quality and moral worth there is a high chance of them being emotional and ethically gratified with the purchase [13]. In addition, the perceived quality extends to provisions that instill credibility and trust, such as green labeling and transparent product information, to enhance the impression [2]. Perceived features are therefore influential in defining organic food preferences and thereafter attitudes and intentions since they entail actual product characteristics alongside symbolic signs that carry the foundation of higher principles and consumer identity [14].

Consequences

According to the End Chain Theory consequences are the results created by the consumer who regards the products perceived attributes. Such outcomes, which are critical in bridging the divide between perception and value, may be functional such as health advantage, psychological or emotional [15]. The most popular benefits of eating organic food are related to personal health, food safety, environmental protection and ethical consumption [2]. When consumers are aware of the features of an organic product such as this product not being exposed to pesticides then they are likely to develop a favorable attitude towards it [13]. The said findings verify the conviction that the consumption of organic food leads to the improvement of not only the individual, but also society [16]. It has been empirically revealed that the consumption of organic food infers potential results which results in favorability in the

motivations of the consumers and also promotes the value-based judgements [3]. Similar to the case [13], also reported on social influence, along with eco labelling, contributing to customers thinking about the likelihood that their purchasing decision would have a positive outcome in the environment which is mainly perceived to be a desired moral need [17]. These results propose that the customers are more likely to make a behavioural commitment to the consumption of the organic food when the relation between the attributes of the product and positive results are more apparent and convincing [4]. The motivational linkage of what a product is and what makes it significant to the consumer is thus the perceived consequences and therefore it is important to understand them as it will go a long way in predicting and influencing buying behaviour [9].

Personal values

Personal values are such firmly held beliefs that are used in guiding long term commitments, ethical dilemmas and personal choice [15]. Individual considerations e.g. sustainability, animal compassion, ecological responsibility and health consciousness play a paramount role in grooming the behavioural intentions and motifs of the consumers towards the intake of organic foods [18]. The Personal values act as the last stage in the processor of reasoning that starts with perceived traits and leads to the value based behaviour as expected in the End Chain Theory via perceived outcomes [17]. The customers become more psychologically committed to the ownership of the product when they believe that the benefits that emanate to it such as health improvements or less destruction to the environment are in line with their own ideologies [2]. Organic food therefore happens to be highly compatible to well being value systems as it is recurrently linked to purity, ethical production, and ecological sustainability [19]. Organic food is therefore much induced to values of wellbeing and responsible consumption oriented value systems as it is most of the time linked to purity, ethical and friendly production and environmental responsibility [20]. As numerous studies demonstrate, value congruence is one of the mediating variables that influence the perception of the behaviour [3], robustly environment and ethics-oriented consumers have a higher likelihood of internalizing organic consumption to their identity that conversely leads to increased indulgence in attitudinal commitment and purchase intent [21]. In the same direction [13], found out that consumers attach importance to organic food due to health based

values, particularly where the consumers presuppose its contribution to fulfilling personal objectives like burning health or disease prevention.

Attitudes

An integral component of the Theory of Planned Behaviour, attitudes represent an individual's positive or negative evaluation of performing a given behaviour, in this instance, purchasing organic food [15]. Perception among customers regarding the benefits of organic food, including improved health, sustainability of the environment, and moral production, shape attitudes within this market [13]. Customers' perceptions are enhanced when they perceive that organic products mirror their values and offer valuable advantages, such as safety or the protection of the environment [17]. Research indicates that positive attitudes are a strong predictor of purchase intention, especially when the attitudes are justified by credible product information and continuous marketing communications [6]. In addition emotional and psychological aspects like moral fulfillment, pride and self-concept also reinforce pro organic mindsets [13]. Green benefits based advertising strategies, health communications and traceability have been found to strengthen consumers' attitudes by giving them higher perceived control and confidence in the products [22]. Therefore, attitudes play the crucial mediator role between cognitive evaluation of attributes and values and the ultimate behavioural intention and final behaviour and hence are key to understanding organic food purchasing behaviour [23].

Green trust

Green trust is the assurance held by the consumers that a product, brand or label is trustworthy in relation to reliability and environmental sincerity that claims to be environmental friendly or sustainable [24]. The role of green trust plays in organic food is that of mediating the process of shifting favourable attitude and perceptions into purchase intentions [20]. The decision to buy organic food depends mostly on trust of the message and this is major relevant concern as consumer awareness of greenwashing and misrepresentation is on the rise [22]. The creation of trust is dependent on the use of certified eco labels, transparent sourcing, traceability provided by blockchain and green advertising with consistent approach [13]. Customers are likely to repeat purchase and generate long-term loyalty in case they consider organic food to be safer, healthier, and

ecologically responsible, which has been proved during research [4]. Therefore, it means that green trust forms a pillar in sustainable buying as a way to providing assurance to the consumer in the organic market and as an attitude towards behaviour relationship [25].

Buying intention

The intentional plan or the willingness of the consumer to buy a particular item is the purchase intention which has long been the immediate antecedent of buying behaviour [17]. Some of the factors that influence intention in the case of organic food include perceived attributes, values that an individual holds, positive attitudes, and green trust [13]. Research conducted based on the Theory of Planned Behaviour has continuously exposed that the positive attitude toward organic food has a positive impact on buying intentions depending upon the concern related to health and environment [13]. The notion of value going with customers and their ethical and lifestyle values and customers as well as believing in the organic product claim can be very important in achieving this end [22]. Hence, the concept of buying intention is a key variable in the comprehension of sustainable consumer behaviour.

Conceptual framework

The conceptual framework of the study is presented in Figure 1

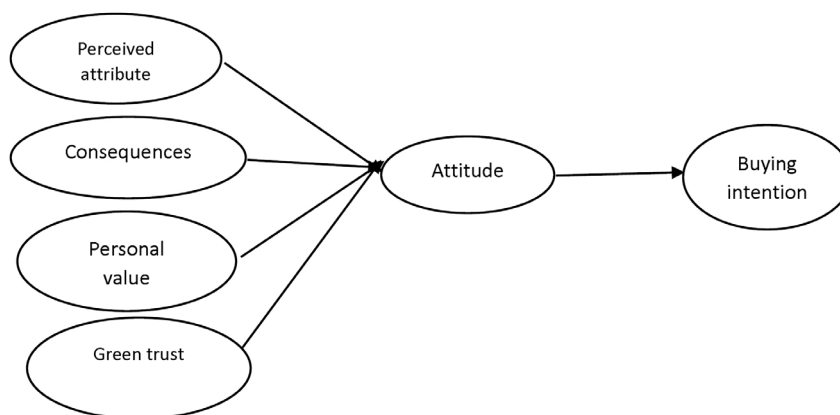


Figure 1
Conceptual framework

Method and Data Collection

The data has been collected through the use of both primary and secondary data since the study used a survey on the consumers of the organic food who are also the users. Sample design was done by identifying 200 consumers through snowball and convenience sampling technique method, whereby, a questionnaire was sent to the identified consumers, of which 190 responses were obtained after excluding the outliers. The research tool that was used to conduct the current analysis was a scale that had already been tested by other researchers. The instrument was comprised of 28 items and there were six constructs in the study. The score of each item was completed on a scale of 5 point Likert scale 1- strongly disagree, 2- disagree, 3- neutral, 4- agree, and 5- strongly agree. The constructs of the study which are independent include green trust, perceived attributes, consequence and personal values, mediating variable is attitude and dependent variable is buying intention. This instrument was subdivided into the following sections: the first section collected the personal characteristics of the respondents, whereas the second section spoke about the factors influencing the intention of buying organic food products. The construct items were adapted from previous literature. The items of perceived attributes was adapted from [26], the items of consequences was adapted from [27], the items of personal values was adapted from [27], the items of green trust was adapted from [28], the attitude and buying intention items was adapted from [6], [7], [29]. The test KMO and Bartlett was indicated, and the correlation and the regression were done using SS and AMOS the questionnaire was analysed.

Constructs and Definitions

Table 1
Study constructs and definition

Table 1 presents the key constructs and their corresponding definitions used in the study.

Sr. No	Variable	Definition	Source
1	Green trust	Green trust is the belief that a product, brand or company will fulfill its environmental claims reliably and genuinely especially regarding sustainability, safety and transparency.	[22]

2	Perceived attributes	Perceived attributes refer to the subjective evaluation of a product's specific characteristics, such as health benefits, safety, taste, naturalness and environmental friendliness, which differentiates organic food from conventional alternatives.	[4]
3	Consequences	Consequences are the expected benefits such as health improvements, environmental protection, or ethical satisfaction that consumers believe will result from using a product like organic food. These outcomes influence how people evaluate and choose products based on what matters most to them.	[13]
4	Personal values	Personal values are deeply held guiding principles such as health consciousness, environmentalism, or ethical concern that influence a consumer's preferences, beliefs and behaviour.	[2]
5	Attitude	Attitudes refer to a consumer's overall evaluation favorable or unfavorable toward purchasing organic food, based on beliefs about its outcomes and value alignment.	[13]
6	Buying Intention	Buying intention represents a consumer's planned or deliberate readiness to purchase organic food, influenced by cognitive, emotional, and trust-based factors.	[7]

Conceptual Model and Hypothesis

The conceptual model and hypothesis of the study is presented in Figure 2.

Hypothesis

H1:- Perceived attributes positively influences attitude

H2:- Consequences positively influences attitude

H3:- Personal value positively influences attitude

H4:- Green trust positively influences attitude

H5:- Attitude positively influences buying intention

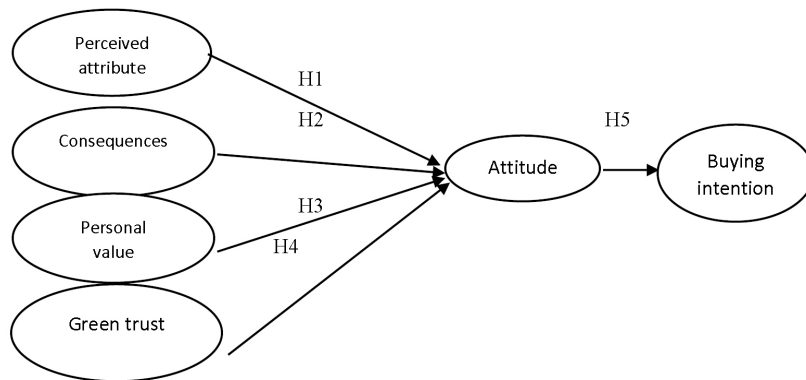


Figure 2
Conceptual model and hypothesis

Data Analyses

Demographic Analysis

Table 2
Demographic Analysis

Table 2 presents the demographic characteristics of the respondents.

Constructs	Items	Frequency	Percentage
Gender	Male	43	22.6
	Female	147	77.4
Age	20-30	161	84
	30-40	19	10.0
	40-50	8	4.2
	Above 50	2	1.1
Education	Below PUC	0	0.0
	PUC	2	1.1
	Undergraduate	33	17.4
	Postgraduate	154	81.1
	Other	1	0.5
Income	10,000-20,000	56	29.5
	20,000-30,000	29	15.3
	30,000-40,000	18	9.5
	40,000-50,000	9	4.7
	Above 50,000	78	41.1

Source: Field survey

Table 3 reflects the demographic of the respondents. The woman responded to the study in greater number than the men; the percentages of the women versus the men respondents were 147 (77.4%) of a total respondents of 190 as compared to the 43 (22.6%) men responders. The age bracket of the respondents showed that the younger generation Y consumers were concentrated largely since 161 (84%), or majority respondents fell in the age bracket 20-30 years of age. Smaller proportions were in age categories 30-40 (10.0%), 40-50 (4.2%) and over 50 years (1.1%). The percentage of graduates who possessed education qualification 154 (81.1) were postgraduate and this constituted a significant number of the respondents. The rest (33 respondents or 17.4 percent) were undergraduates. None of the respondents would fall in the category called Below PUC and only two (1.1 percent) had passed PUC. One (0.5%) of the respondents quoted that his education qualification was other. It demonstrates that the majority of the sample represented the people who were well educated. The monthly income of respondents ranged between 78 (41.1) who earned above Rs.50,000 and the total earning between 10,000 and 20,000 being a total of 56 (29.5). Although Rs 40,000 -50,000 categories experienced the lowest response of 9 (4.7%) respondents, there were 29 (15.3%) and 18 (9.5%) respondents in the Rs 20,000 -30,000 and Rs 30,000-40,000 profiles respectively. With a large dose of well educated middle class and top end respondent this distribution represents a moderately non homogeneous income base.

Reliability Test

The reliability of the items is assessed using Cronbach's alpha, which is 0.963 for this study, indicating excellent reliability; hence, all factors are now deemed suitable for further investigation.

Pearson's correlation matrix

The linear relationships between the six important constructs such as Attitude, buying intention, consequences, green trust, personal value and perceived value are expressed in Pearson correlation matrix. The positive ogive to all constructs suggests the reference relationships between them, which confirms their close relations with the intended theory of the given model. Perceived value and consequences have the strongest correlation ($r + 0.787$), and this can mean that customers perceive organic food as valuable when they feel that it will have better consequences also, have

Table 3**Correlation of constructs**

The Pearson's correlation matrix of the constructs is presented in table 3.

Constructs	ATT	BI	CO	GT	PA	PV
ATT	1.000	0.714	0.744	0.691	0.673	0.748
BI	0.714	1.000	0.686	0.755	0.642	0.683
CO	0.744	0.686	1.000	0.715	0.757	0.787
GT	0.691	0.755	0.715	1.000	0.688	0.688
PA	0.673	0.642	0.757	0.688	1.000	0.685
PV	0.748	0.683	0.787	0.688	0.685	1.000

Source: The authors

similar strong correlations with attitude ($r = 0.744$), personal value ($r = 0.757$) and green trust ($r = 0.715$) and this indicates that the participation of consequences is one of the most powerful drivers among many behavioural and psychological aspects. The high relationship between intention to purchase and the level of green confidence ($r = 0.755$) and attitude ($r = 0.714$) reveals that there is a high dependence on this behavior of customers to buy organic products due to good attitudes and high confidence on them. Having established a connection between buying intention and consequences ($r = 0.686$), it can also be concluded on behalf of the idea that the expectations of benefits determine customer intent. Some moderate to strong correlations include but are not limited to attitude to personal value ($r = 0.748$), perceived attributes to personal value ($r = 0.685$) and green trust to personal value ($r = 0.688$) which explain how the cognitive and affective measures are significant in identifying value perception. Since the values of all the correlation are less than 0.90, discriminant validity is proven among the construct and there is no evidence of multicollinearity. These results contribute to additional structural equation modeling.

Measurement model

The confirmatory factor analysis was preferred to establish the quality of the measurement model and was carried out primarily relying on four major criteria as follows: internal consistency, convergent validity, discriminant validity, and indicator reliability. The findings in table 5 revealed that all the constructs achieved the necessary level of reliability and validity. Firstly, the loading of all the measurement items exceeded the permissible value of 0.60, and the majority were at a significantly

greater value than 0.70. This is a testament that everything describes the underlying construct in the correct way. The internal consistency of all the constructs was of high quality with Cronbach alpha values, rho A and Composite Reliability exceeding the recommended level of 0.70. This means that actions in one of the builds take action in both almost all the time. Indeed, the level of consistency in all latent variables is high as Composite Reliability of perceived attributes were 0.855 and Green trust was 0.925. The fact that the Average variance extracted values of each construct were also over and above 0.50 also validated convergent validity defined as the measure that any given construct should have over half its indicators explicated. The smallest AVE (0.541) when it was perceived attributes was greater than the minimum AVE and perceived buying intention had the highest AVE (0.753). The discriminant validity was administered with Fornell- Larcker guidelines. As observed in Table 6, the square root of AVE of each construct had positive correlations with all the other constructs in the model. It is true that AVE and Attitude (0.910) had a greater correlation than any other construct (including the correlation between AVE and buying intention 0.777), thus, each construct was distinct and not closely related to the other. It follows given this that the constructs evidence adequate discriminant validity as first postulated by [30].

Table 4
Results for the assessment of reliability, loadings and validity of the constructs

The results of reliability, factor loadings and validity of the constructs are presented in Table 4.

Constructs	Loadings	(a)	rho A	Composite Reliability	Average variance extracted (AVE)
Perceived attributes (PA)		0.789	0.800	0.855	0.541
PA1	0.744				
PA2	0.798				
PA3	0.700				
PA4	0.761				
PA5	0.669				

Contd...

Consequences (CO)		0.845	0.848	0.890	0.617
CO1	0.822				
CO2	0.732				
CO3	0.801				
CO4	0.791				
CO5	0.780				
Personal value (PV)		0.874	0.879	0.909	0.666
PV1	0.818				
PV2	0.780				
PV3	0.762				
PV4	0.854				
PV5	0.863				
Green trust (GT)		0.898	0.900	0.925	0.710
GT1	0.825				
GT2	0.828				
GT3	0.853				
GT4	0.854				
GT5	0.853				
Attitude (ATT)		0.878	0.882	0.917	0.734
ATT1	0.844				
ATT2	0.879				
ATT3	0.903				
ATT4	0.796				
Buying Intention (BI)		0.890	0.892	0.924	0.753
BI1	0.829				
BI2	0.879				
BI3	0.885				
BI4	0.877				

Source: The authors

Table 5**Discriminant Validity Assessment Using Fornell–Larcker Criterion**

The discriminant validity of the constructs assessed using the Frönnel-Lacker criterion is presented in table 5.

Constructs	ATT	BI	CO	GT	PA	PV
ATT	0.910					
BI	0.777	0.893				
CO	0.850	0.777	0.854			
GT	0.804	0.866	0.811	0.940		
PA	0.878	0.798	0.803	0.813	0.992	
PV	0.765	0.742	0.854	0.828	0.923	0.700

Source: The authors

Table 6**Results for path coefficients**

The results of the structural model presented in Table 6.

Hypothesis	Path	β (Beta)	t-value	p-value	Decision
H1	PA - ATT	0.236	5.019	0.000	Supported
H2	CO – ATT	0.306	6.309	0.000	Supported
H3	PV – ATT	0.273	5.362	0.000	Supported
H4	GT – ATT	0.155	3.319	0.001	Supported
H5	ATT - BI	0.174	20.964	0.000	Supported

Source: The authors

Structural model

The structural model results are illustrated in Figure 3 showing the strength of relationship of the constructs with each other. Before getting into examining the route coefficients, the value of the Variance inflation factor was utilised to confirm whether the pattern of multicollinearity existed between the predictor constructs or not. The [31] study established all the VIF values to be less than 3.0, and the study indicated the good model estimation, and evident absence of multicollinearity. All of the hypotheses of the study were substantiated by the statistically significant t and p values. Specifically, the postulated effect of the perceived attributes on attitude was confirmed in that its significance was positive and large (H1 above). The high value of confidence that attitude is predicted by the

consequences (References to the literature) ($\beta = 0.306$, $t = 6.309$, $p < 0.001$) supported H2. On the same note, the perceived value had great impact on attitude ($B = 0.273$, $t = 5.362$, $p < 0.001$) making Hypothesis 3 correct. To justify H4, authorship realized that green trust greatly affected attitude (0.155 , $t = 3.319$, $p = 0.001$). Lastly, H5 was corroborated with the exceptionally high positive effect of attitude against buying intention ($b = 0.714$, $t = 20.964$, $p < 0.001$). The level of predictive strength of the model was very high regarding the explanatory power. The R^2 value of the attitude was 0.693 , thus showing the PA, CO, PV, and GT contributed more than 69.3 percent of the total variance in attitude. Also, attitude only accounted to 51% of the variation in the buying intention. Lastly, model fit was determined using standardized root mean square residual and Normed fit index. The SRMR value 0.081 represents an adequate model fit because it is less than 0.10 . The overall suitability of the model can be strengthened by the NFI of 0.674 despite its moderate value.

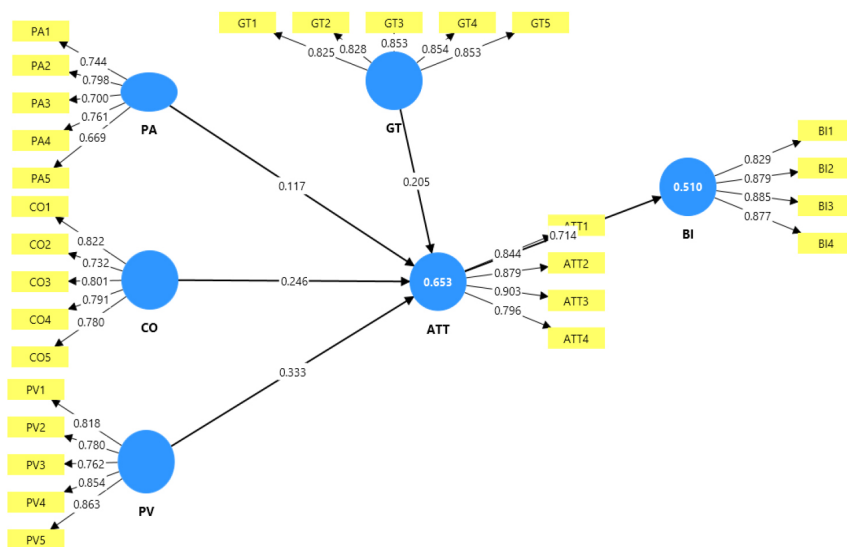


Figure 3
Results of structural model

Discussion

The research results provide valuable novelty of knowledge in terms of behavioural processes that affect “the propensity of consumers to purchase organic food”. According to the results, the difference between

cognitive assessment and trust variables on emotional trust is significant on the attitude and intention of a consumer which aligns with the theoretical foundation of end chain theory and theory on planned behaviour. Attitude had the richest antecedent consequences (0.306), thus, validating a total consumer tendency to adopt positive attitude towards organic food when they perceive that they will get extreme utility out of their purchase in terms of enhanced health, food safety, or environmental sustainability. This holds steady against the results of prior studies that underscore the relevance of anticipated product outcomes to consumer evaluation and behaviour [3] and . The role of perceived value ($s = 0.273$) also deserves to be mentioned as it is more likely that the consumers will show positive sentiments in cases when they perceive that organic food can be higher in functional, hedonic, or ethical worth [7]. The perceived attributes also positively influenced attitude (0.236), meaning that the customers evaluate the organic food based on specific product attributes, which include its use of natural ingredients, non-chemical nature of foods, freshness and eco-labeling [4]. All these attributes are the basis of early belief and facilitate trust and consumers indeed respond well to environmental promises and sustainable branding but trust is not the most powerful construct one can look at as evident by the statistically significant but relatively small effects of green trust (0.155) on attitude. Nevertheless the significance of green trust validates findings of previous studies that established that it played a role in enhancing green buying trust levels [22]. As one of the direct consequences, the positive attitude gives way to increased behavioural intentions [7], and this confidence was confirmed by the fact that the attitude towards organic food was the strongest predictor of the purchase aimed intention ($b = 0.714$). This reinstates the importance of the role of attitude as mediating construct and indicates that the marketing approach should emphasize on the acute cousinship of organic things through believable messages and benefit instruction. That the model has shown to be acceptable with established SRMR (0.081) and R^2 (69.3 percent attitude and 51 percent buying intention) shows a good explanatory and predictive power. These results make the model qualify to describe the key contributing factors in cases where the customers get necessitated to take decisions enabling them to buy organic food. A combination of the two outcomes gives an indication of the importance of creating value added, gain oriented message concerning the organic food that would appeal to the beliefs, emotions and morals of the consumers.

Theoretical Implications

Although the topical areas covered by the End chain theory and the Theory of planned behaviour are not new in the existing literature on the subject of organic food consumption, another notable aspect that makes this study very important is the fact that the two theories merged into a structurally unified research artefact that unearths the cognitive, emotional, and value-related motives of consumer behaviour. This research develops a more in depth understanding of the modes used by consumers to arrive at decisions regarding organic food by emphasizing the key roles considered based on the perceived attributes, consequences, personal values and green trust in formulating the attitudes which consequently helps in purchasing intention [26]. The model does not lose sight of the gap between consumer psychology and the value driven consumption, unlike in prior studies, which are more often focused on discrete constructs [7]. The results buttress the notion that the fundamental concept of the TPB, which demonstrates that the attitude to purchase organic food is highly determinant in the intention of an individual to do the same [27]. Other factors such as green trust, individual values that assist in interpreting the reason why individuals develop such attitudes are minimal in the priority list in this study.

Managerial Implications

This research reveals something helpful to the marketers as far as his or her optimism to promote organic food consumption in India. The findings will furnish that besides the product itself, consumers are also influenced by what the item stands in, i.e., the responsibility of being ethical, environmental protection, and health. The marketers must bring out such benefits by citing the social and individual benefits of going organic, like better health and furthering sustainable farming [28]. Indicating trustworthiness that is manifested in green trust and the individual values, showing transparency by listing eco certifications, stories of farmers, or traceable technologies such as QR codes should also be used to create confidence. Marketers ought to attempt to create meaningful experiences around organic foods since the attitude powerfully influences a buying intention. It may be done through the collaboration with influencers, online marketing that emphasizes on organic not only as a healthy option but also being making a conscious and responsible lifestyle [29]. Therefore, to conclude, this research recommends that

companies must stop advertising the features but seek to establish an emotional and moral bond with the consumer to foster confidence.

Limitations and future scope of research

There are only limited limitations of the study which points out the direction of further studies. First, Indian consumers who were within a specific range only formed the sample, thus, would curtail the applicability of its findings, future studies can test the cultural factors, influencing the organic purchasing behaviour by generalising this model to different generations or cross-national variations [30]. Second, the research captured data at a single time through use of a cross sectional approach, longitudinal research would demonstrate the way the Attitude, trust and intentions shifted with a modification of market conditions or heightened awareness. Third, although the psychological and sets of values-related matters were the main aspects of the conducted analysis, external factors like prices, marketing strategies, accessibility of the products, and social media role were not considered, and they may be considered as the options of further research with regard to inclusion. Finally, to enhance such results we may consider qualitative research.

Conclusion

In conclusion, this paper equips us more with the factors that drive consumers to buy organic food. It points out the enhanced perceptions of people towards organic products when they get to know of the benefits associated with organic products like better health, conservation of the environment, and moral value. These sentiments highly condition their purchasing decisions, which are fortified by their own beliefs. The paper points out the fact that besides rational thinking consumers react based on emotions, values, and trust. By combining two powerful theories (Theory of planned behavior and End chain theory), the study creates a complete belief concerning the interrelation between beliefs, feelings, and intentions. The research proposed an in-depth outlook on the interaction between the intentions, the feelings, and the beliefs. Overall, the findings are informative to scholars and marketers who have anticipated to influence the modern, value-driven consumers to purchase more environmentally friendly and thoughtful in their food selection.

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