Which Determinants Impact Consumer Purchase Behavior Toward Online Purchasing of Organic Food Products?

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Abstract

Organic food products are in higher demand among Indian consumers, although little is known about consumers' intentions to purchase organic foods online. The purposes of this paper are threefold. First, it attempted to identify and explore the influencing elements of organic food purchases online. Secondly, it assessed the relationship between customers' buying intention and attitudes concerning organic food; thirdly, it determined how purchase intention or consumption was linked to improved customer health and mental satisfaction. For this study, regular buyers of organic food in India were surveyed using standard structured questionnaires. The data were analyzed using CFA and SEM. Though all five factors positively impacted attitudes toward organic food, perception and health consciousness were identified as the most critical constructs influencing customer attitudes. On the other hand, attitude toward organic food did facilitate consumer buying behavior, which was again highly related to improved health and mental satisfaction of customers. This study contributed to the existing literature by offering theoretical inferences and also offered practical implications. The study's findings were critical for all organic food stakeholders, as choosing marketing tactics considering customers' concerns was an essential aspect of identifying a niche for organic food products.

Keywords : **online purchasing, buying intentions, organic food, attitude toward organic food, perception, health consciousness, consumer buying behavior**

JEL Classification : I1, M1

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People in the recent era have been attracted to organic food due to different issues like pollution, health, and safety. Pollution and environmental issues have increased the demand for organic products (Tong et al., 2020). Climate change, pandemics, and other challenges have made people fearful and immunity conscious. Traditional methods of agriculture that cause pollution are being replaced by sustainable agriculture to

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provide organic food. The trend is experienced worldwide. The organic food market rose from 17.9 billion USD in 2000 to 114 billion USD in 2018. North America and Europe have the largest market shares, with 45.2% and 38.5%, respectively. In 2018, the average per-person organic food spending was 12.8 USD (Dangi et al., 2020). More people are attracted to organic food since it is safe, healthy, and environmentally beneficial. However, a few factors regulate consumer behavior when discussing online organic food purchases. Health-conscious consumers want organic products but need accurate information (Nagaraj, 2021). E-commerce gifted online shopping experience when people have no time to go to the market to purchase; on the other hand, pandemics made it compulsory to keep social distancing. Quality of food, web design quality, logistics service quality, perceived value, and inclination to branding affect consumers' trust (Uzir et al., 2021). Organic food is a growing market with a holistic focus on health, safety, the environment, and animals. The study's main objective is to identify the most impactful factors influencing consumers while buying organic food online.

Though there are studies revealing buying activity of consumers toward organic food (Ngan & Khoi, 2022), and few of the literature discussed online buying behavior (Koch et al., 2020; Prasad & Ghosal, 2022), very few literature exist which discussed online buying behavior for organic foods (Eger et al., 2021). Existing researchers have mainly focused on specific theories or framework development, but the root of this aspect is not fully explored. Thus, it represents limited understanding which indicates a necessity for in-depth research. With the help of a unique conceptual framework, the study aims to address the unexplored area in this regard.

After a rigorous literature survey, we identified five antecedents of consumers' attitude toward organic food, namely perception toward organic food, health consciousness, product information and accessibility, value for money, and environmental friendliness and ethical consumerism. We further extended our investigation by examining the impact of these on attitude and further on consumer purchase behavior. In short, we intend to address three primary research questions.

- ***RQ1 :*** Which elements mostly influence online organic food purchases?
- ***RQ2 :*** How are customers' buying intentions and attitudes concerning organic food related?
- ***RQ3 :*** How purchase intention or consumption is linked to improved customer health and mental satisfaction?

To examine the hypothesized research model, we utilized data from 550 respondents who are regular buyers of organic foods. The outcomes advocate that perception toward organic food has the most substantial influence on attitude toward organic food, followed by health consciousness, environmental friendliness and ethical consumerism, and value for money.

Organic food consumers are heterogeneous; hence, they have varied purchase intentions and motivations depending on their region, awareness, literacy, knowledge, and income level (Ghosal et al., 2020; Pacho, 2020). However, our study contributes to the existing literature by offering theoretical inferences and practical implications. The study's findings are crucial for all parties involved in the organic food industry since creating a market for organic food products requires developing marketing strategies by understanding consumers' concerns.

Review of Literature

Consumer buying behavior has been studied extensively. The worrying food quality and safety concerns, as well as the amount of food-related ailments and scandals, have drawn people to organic food. Along with this, other factors influence consumers' online organic food purchases.

Perception of Consumers Toward Organic Food

Consumers are attracted to organic food by perceiving organic food to be safe, healthy, and environmentally friendly. Organic foods are more natural and eco-friendly based on production standards (He et al., 2019). Perception characteristics help predict buying intent (Tomar et al., 2018). Organic food is healthier, tastier, and uses fewer pesticides and chemicals; thus, consumers prefer it. According to users, organic food is less hazardous and more environmentally friendly (Petrescu et al., 2020). Most consumers believe organic products are safe, healthy, and eco-friendly. Prices and availability have encouraged buying organic food products (Aitken et al., 2020). Safer diet, concern for human health, and awareness of environmental sustainability impact organic food buyer choices. According to studies, inorganic food consumers are less satisfied (Li et al., 2019). Organic food is healthier than its counterparts; hence people prefer it. Consumers buy organic food for food assurance and health awareness. Quality of food, health concerns, lack of pesticides, nutrition security, and improved testing drive people to organic food (Yu et al., 2018). Previous experience and credibility can distinguish organic food as nutritious, safe, and nourishing (Ayyub et al., 2018). Hence, the first hypothesis is formulated as follows:

- **H1 :** Perception of consumers toward organic food positively influence customer attitude toward organic food.

Health Consciousness

Organic food is considered healthier in Asia and developing nations like India and China (Kapoor & Chaudhary, 2017). High nutrients food is seen as more nourishing and healthy, encouraging organic food purchases. Increased consciousness of the health and environmental benefits of organic foods helps to develop a favorable attitude of consumers toward it. According to studies, female consumers having a child are more health-conscious and aware of chemical remnants and preservatives (Santillán-Urquiza et al., 2017). Chemicals and pesticides pose health risks restricting health-conscious consumers from having inorganic foods (Balaji & Injodey, 2017). Regular buyers acknowledge organic food's high quality and nutrient content. Organic food is crucial for developing immunity and staying healthy (Domle et al., 2021). Nutritional, natural, and environmental benefits promote organic food. Food safety and health concerns induce consumers to develop a favorable attitude toward organic products (Sabari Shankar, 2022). Therefore, the second hypothesis is formulated as follows:

- **H2 :** Health consciousness positively influences customers' attitudes toward organic food.

Product Information and Accessibility

Organic consumers seek complete product information while making a purchase decision (Sivathanu, 2017). Authenticity and trustworthiness are critical to this concern. Organic food customers search for reliable information before purchasing (Fannani et al., 2020). Before buying, consumers read packaging and health information online (Aday & Yener, 2014). On the other hand, product accessibility is another key concern in developing consumer attitudes (Nguyen et al., 2019). Lack of market access and information hinders organic food purchasing in many emerging economies (Bruschi et al., 2015). Insufficient organic product availability hurts customer views (Lockie et al., 2002). Organic food availability, location, or store locations drive consumer attitude (Laheri, 2020). Organic food is not widely available, has less variety than conventional food, and lacks information that hinders consumption (Jose & Koshy, 2018). Eco-labels boost sustainability perception, increase information quality, and lower customer search costs. Hence, the third hypothesis is developed as follows:

- **H3 :** Product information and accessibility positively influence customers' attitudes toward organic food.

Value for Money

Studies explored a high relationship between value for money and consumer attitude. Consumers are delighted if they feel value for money while purchasing a product (Kumar & Kanchan, 2019). One expects excellent quality while paying more (Laksmidewi et al., 2017). Organic food costs more, so it applies even in a greater way. Consumers are willing to pay for improved health, stronger immunity, and less pesticide exposure. If consumers feel safe, they will develop a favorable attitude toward organic products, but if the price tag is high, it might neutralize the favorable attitude (Aschemann-Witzel & Zielke, 2017).

↳ **H4 :** Value for money positively impact customers' attitudes toward organic food.

Environmental Friendliness and Ethical Consumerism

Organic agriculture is typically considered a significantly more sustainable option in food production (Joji Alex & Menon, 2018). Pesticides are not used, and a wider variety of plants boosts bio-diversity and improves soil quality while reducing pollutants. Organic foods are produced naturally, without chemicals or pesticides (Baker et al., 2020). Consumers of natural foods experience a positive feeling when considering the environment (Qasim et al., 2019). Many customers buy organic food because of animal welfare, which is influenced by their geography, religion, culture, and beliefs (Nosi et al., 2020). Thus, the fourth hypothesis is formulated as follows:

↳ **H5 :** Environmental friendliness and ethical consumerism positively influence customers' attitudes toward organic food.

Attitude Toward Organic Food

The pandemic has boosted online purchasing (Sarker & Pahari, 2021). E-commerce provides new sales avenues (Yue et al., 2017). Organic food knowledge increases health consciousness, and marketers are trying to reach a wide spectrum of prospects through online presence (Mkhize & Ellis, 2020). In the era of growing online activities, consumers develop a favorable attitude toward organic products when they are amazed and attracted to websites that meet their demands through exceptional functionality (Zhao et al., 2019). With more people using the internet for information and shopping, consumer behavior, especially consumer attitudes, is dynamically changing (Quadree & Pahari, 2022). Website elements affect online purchasing attitudes (Akram et al., 2018). Informative websites help customers compare items (Busalim et al., 2021). When consumers develop a favorable attitude through consciousness and available information, their buying behavior gets favorably modified toward organic food products. Thus, the sixth hypothesis can be drawn as:

↳ **H6 :** Attitude toward organic food positively impact consumer purchase behavior.

Please refer to Figure 1 for the study's conceptual framework and Table 1 for descriptions of the constituents of online purchasing of organic food.

Research Methodology

Sample Selection and Data Collection

According to previous studies, the percentage of online activity is higher in young persons aged 20 to 40 (Kujur & Singh, 2020). Because young individuals are the most likely to utilize the internet, this study anticipated that this

Figure 1. ***Conceptual Framework***

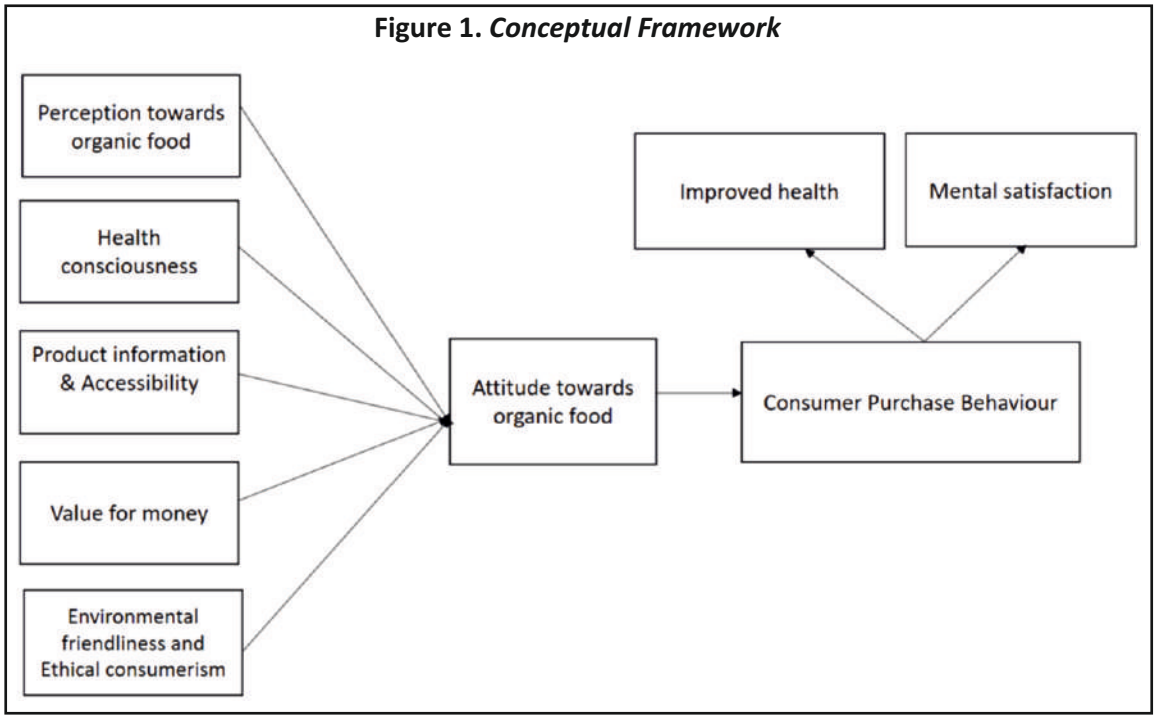


Table 1. ***Descriptions of the Constituents of Online Purchasing of Organic Food***

Components	Definition
Perception Toward Organic Food	The course of organizing, sensing, and construing sensory data to epitomize and comprehend the information or environment presented is perception.
Health Consciousness	Self-awareness of someone's health and readiness to indulge in healthy and well-being behaviors is termed as health consciousness.
Product Information & Accessibility	Accessibility refers to how well persons with a diverse spectrum can use a product.
Value for Money	This term refers to something well worth the money invested in it.
Environmental Friendliness and Ethical Consumerism	Purchasing things that have been sustainably sourced, manufactured, and disseminated is what ethical consumerism means.

demographic would also be the most likely to purchase organic food online. As a result, the current research focused on the young working classes as the main survey participants in India. Therefore, a standardized questionnaire was developed for data collection by referencing previous research, with the items carefully adjusted to meet the framework of the current study.

The questionnaires have been further split into two parts. The first part contained all demographic profiles, and the second part contained a survey relating to consumer attitude and consumer purchase behavior that has been considered on a 5-point Likert scale, starting from *"strongly disagree"* (1) to *"strongly agree"* (5). Individuals who use the internet to purchase organic food regularly were determined to be qualified for the study. The research was conducted online via a Google form owing to the COVID-19 scenario. Emails, Facebook, Whatsapp groups, and LinkedIn were used to distribute the questionnaire. The study used the snowball survey method to get additional responses, which required participants to share the questionnaire with relatives and colleagues. The data collection process took four months (February to May 2022). After four months, the data was examined, and all miscoded or dubious entries were eliminated, considering 550 responses for the current study.

Measures

The construct scales used in this investigation were all taken from previous research. The research framework was investigated using 29 elements. The constructs' scale has been explained in detail in Table 2. CFA and SEM have been used in this study to determine the outcome of the data collected.

Table 2. ***Constructs and Measurements***

Constructs	Statements	Codes
Perception Toward	The consumption of organic food ensures a healthy lifestyle.	*POF1*
Organic Food	Using organic foods in our diet indicates socially responsible consumption and environmental responsibility.	*POF2*
	The utilitarian value of organic food has enhanced the willingness to pay for organic food.	*POF3*
	The hedonic value of organic food has enhanced the willingness to buy.	*POF4*
Health Consciousness	Consuming organic food products provides good health as they are higher in nutrients.	*HC1*
	Eating organic food products provides good health as it is free from chemical fertilizers.	*HC2*
	Organic foods reduce our exposure to antibiotics, synthetic hormones, and drugs.	*HC3*
	Organic food products are free from neurotoxins.	*HC4*
Product Information	The information about organic food products is properly available in online shopping portals.	*PIA1*
& Accessibility	The information related to compliance, standards, and certifications is properly available on the websites.	*PIA2*
	The products are easily available through online shopping portals compared to brick-and-mortar stores.	*PIA3*
	The products are available at the desired locations and delivered timely.	*PIA4*
Value for Money	The quality of the organic food products available at the online shopping portals ensures value for money.	*VM1*
	The packaging of organic food products ensures value for money.	*VM2*
	Organic food products are available from the proper sources, ensuring they are worth the money.	*VM3*
	The organic food products' cost at the online shopping portals ensures value for money.	*VM4*
Environmental	The products available at the online shopping portals comply with environmental responsibility.	*EFEC1*
Friendliness	The products available at the online shopping portals comply with the public sphere behavior.	*EFEC2*
& Ethical	The products available at the online shopping portals conform to the private sphere behavior.	*EFEC3*
Consumerism	The products available at online shopping portals adhere to the value of the ecological worldview.	*EFEC4*
Attitude Toward	Purchasing organic foods rather than regular ones would make me happy.	*AOF1*
Organic Food	Purchasing organic foods rather than regular foods would appear to be the right choice.	*AOF2*
	Purchasing organic food instead of conventional food will make me feel like a better individual.	*AOF3*
	Buying organic food instead of conventional food will indeed feel like an ability to contribute to a worthy cause.	*AOF4*
Improved Health	The consumption of organic food products has improved my health.	*IH1*
	I am acquainted with relatively healthier people after consuming organic food products.	*IH2*
	The inclusion of organic food in my diet has improved my immune system.	*IH3*
	The inclusion of natural food items in the diet has aided in the overall improvement in health.	*IH4*
Mental Satisfaction	I am pleased with the organic food items I received from the online shopping portals.	*MS1*
	I am mitigated with the entire process of purchase of natural food products from online shopping portals.	*MS2*
	I will recommend others about online shopping portals which provide organic food products.	*MS3*
	The consumption of organic food products ensures our environmental and social responsibility.	*MS4*

The statistics revealed 420 male (56%) and 330 female (44%) participants. Most respondents fell under the age group of 31–35, while 19% were in the age group 20–25, 16% in 26–30, 32% in 31–35, and 23% in 36–40 age group.

Analysis and Results

The Cronbach's alpha values of the undertaken constructs: Perception toward organic food, health consciousness, product information and accessibility, value for money, and environmental friendliness and ethical consumerism are 0.78, 0.80, 0.93, 0.77, and 0.81, respectively. At the same time, Cronbach's alpha values of attitude toward organic food, improved health, and mental satisfaction are 0.78, 0.77, and 0.76, respectively.

Confirmatory Factor Analysis (CFA)

CFA is a method for deciding the correctness of construct indicators based on the investigator's grasp of the constructs (or factors). By referring to past literature, CFA first order analysis is used to justify indicator variables to respective relevant factors. In addition, both exogenous and endogenous variables are merged or pooled in CFA to simplify the measurement model and make it better than individual CFA, notably in terms of time savings.

CFA has been categorized as the first-order CFA and the second-order CFA. For construct validity and reliability and to verify the intensity of item indicators used and adapted by the investigator, the present research employed a measuring model based on first-order CFA. A pooled CFA first-order assessment was used to analyze a quantitative measure; second-level CFA was used to determine the theoretical construction load into a set of sub-constructs. For example, purchase intention is a theoretical or major construct in the current investigation. Improved health and mental satisfaction are two sub-constructs of purchase intention in this study.

CFA First - Order

The CFA first-order results reveal that the suggested factor composition has a robust measurement model fit (CMIN/*DF* = 2.069, GFI = 0.918, NFI = 0.912, IFI = 0.968, TLI = 0.961, CFI = 0.968, PCFI = 0.837, RMSEA = 0.048, RMR = 0.044). To evaluate the correlation of the constructs, analysis of convergent and discriminant was done by applying the stats-tools package. For analyzing convergent validity, an AVE value more than or equal to 0.5 was applied, whereas, for discriminant validity, AVE ≥ MSV was applied. The outcomes of Tables 3 and 4 demonstrate that there are no major complications with the validity and reliability of data sets. Each result demonstrates that inferences meet all the CFA first-order test indicators. As the study demands, the computing model may progress to the subsequent stage of the test, like the CFA second-order.

Table 3. ***Factor Loadings of the Constructs (EFA, First-Order CFA, Second-Order CFA)***

Second - Order Construct	First - Order Construct	Indicator Code	EFA	First Order CFA	Second Order CFA
	Perception Toward Organic Food	*POF1*	0.856	0.835	0.835
		POF2	0.842	0.801	0.801
		POF3	0.772	0.704	0.704
		POF4	0.752	0.738	0.738
	Health Consciousness	*HC1*	0.811	0.772	0.772
		HC2	0.809	0.729	0.729

		HC3	0.792	0.761	0.761
		HC4	0.733	0.690	0.690
	Product Information & Accessibility	*PIA1*	0.820	0.736	0.736
		PIA2	0.807	0.723	0.723
		PIA3	0.739	0.784	0.784
		PIA4	0.717	0.759	0.766
	Value for Money	*VM1*	0.817	0.786	0.786
		VM2	0.814	0.718	0.718
		VM3	0.802	0.751	0.751
		VM4	0.756	0.744	0.714
	Environmental Friendliness	*EFEC1*	0.958	0.997	0.997
	& Ethical Consumerism	*EFEC2*	0.947	0.979	0.979
		EFEC3	0.844	0.773	0.773
		EFEC4	0.837	0.758	0.766
	Attitude Toward Organic Food	*AOF1*	0.865	0.840	0.840
		AOF2	0.863	0.852	0.852
		AOF3	0.831	0.828	0.828
		AOF4	0.822	0.809	0.809
Consumer Purchase	Improved Health	*IH1*	0.881	0.878	0.611
Behavior		*IH2*	0.875	0.866	
		IH3	0.867	0.890	
		IH4	0.832	0.816	
	Mental Satisfaction	*MS1*	0.813	0.781	0.625
		MS2	0.802	0.796	
		MS3	0.799	0.811	
		MS4	0.790	0.802	

Table 4. ***Construct - Validity and Inter-Construct Correlations***

	CR	AVE	MSV	*VM*	*IH*	*AOF*	*MS*	*POF*	*EFEC*	*HC*	*PIA*
VM	0.790	0.557	0.176	**0.746**							
IH	0.916	0.733	0.310	0.235	**0.856**						
AOF	0.895	0.682	0.186	0.293	0.179	**0.825**					
MS	0.869	0.626	0.310	0.280	0.557	0.178	**0.791**				
POF	0.848	0.585	0.111	0.292	0.151	0.328	0.190	**0.764**			
EFEC	0.938	0.839	0.060	0.179	0.147	0.246	0.149	0.222	**0.915**		
HC	0.821	0.536	0.160	0.296	0.232	0.252	0.400	0.275	0.167	**0.732**	
PIA	0.785	0.550	0.186	0.420	0.166	0.431	0.312	0.333	0.238	0.281	**0.741**

Note. *POF:* Perception Toward Organic Food ; *HC:* Health Consciousness ; *PIA:* Product Information & Accessibility ; *VM:* Value for Money ; *EFEC:* Environmental Friendliness & Ethical Consumerism ; *AOF*: Attitude Toward Organic Food ; *IH*: Improved Health ; *MS*: Mental Satisfaction.

CFA Second-Order

The CFA second-order results in Table 5 show that the planned factor structure fits the model well. The findings match all the CFA second-order test measures, as evidenced by model fit, construct validity, factor loading, and reliability indexes. Inferences reveal that this study can be advanced further with extensive investigation, e.g., structural equation modeling (SEM), as required. The outcomes of CFA second-order reveal a decent model fit of the planned factor structure (CMIN/*DF* = 2.054, GFI = 0.923, NFI = 0.932, IFI = 0.962, TLI = 0.961, CFI = 0.950, PCFI = 0.842, RMSEA = 0.052, RMR = 0.045). Hence, model feasibility is attained in CFA second order.

Structural Model

In order to test the hypothesis, SEM was employed by applying a two-step latent-variable-modeling approach. As a result, the indicators reveal excellent model fitness (CMIN/*DF* = 2.241, GFI = 0.914, NFI = 0.924, IFI = 0.960, TLI = 0.954, CFI = 0.952, PCFI = 0.853, RMSEA = 0.035, RMR = 0.062).

Table 6 and Figure 2 show the synopsis of the hypotheses, besides the systematized t-value and statistical implicational proportion. Whole structural paths conceded significant and noteworthy results. The SEM outcomes show that perception toward organic food has the strongest influence on attitude toward organic food (β = 0.412), followed by health consciousness (β = 0.343), environmental friendliness and ethical consumerism (β = 0.242), value for money (β = 0.237) and product information and accessibility (β = 0.190), is the last element having lowest impact toward attitude for organic food.

Next, it was necessary to assess the impact of attitudes toward organic food on consumer purchase behavior. This study anticipates the positive and significant relationship between attitudes toward organic food and

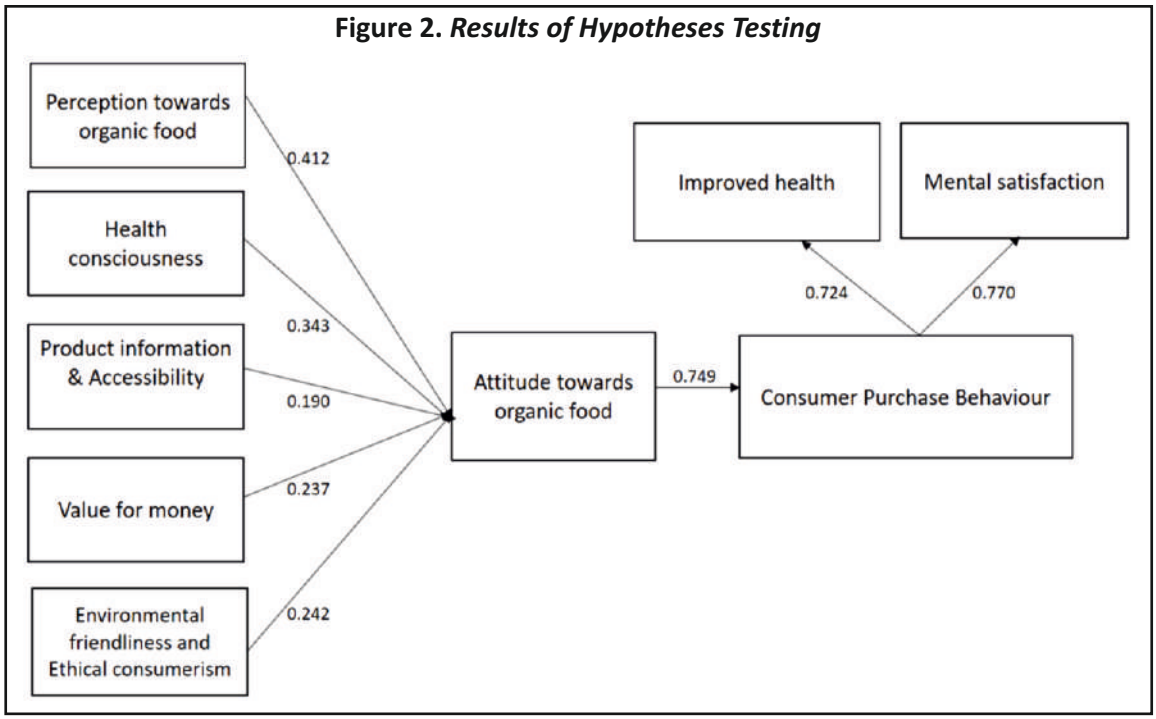
Table 5. ***Construct-Validity and Inter-Construct Correlations***

	CR	AVE	MSV	*PIA*	*AOF*	*POF*	*VM*	*HC*	*RC*	*EFEC*
SP	0.778	0.543	0.178	**0.734**						
AOF	0.888	0.675	0.178	0.423	**0.818**					
POF	0.841	0.578	0.104	0.327	0.321	**0.757**				
VM	0.931	0.831	0.053	0.231	0.239	0.215	**0.908**			
HC	0.814	0.529	0.175	0.273	0.245	0.268	0.16	**0.725**		
RC	0.782	0.549	0.17	0.414	0.287	0.285	0.172	0.289	**0.738**	
EFEC	0.739	0.599	0.175	0.322	0.203	0.206	0.169	0.42	0.31	**0.771**

Table 6. ***SEM Model Results***

Hypotheses	Path			Estimate	*p*-value	Support
H1	*POF*	→	*AOF*	0.412	< 0.001	Yes
H2	*HC*	→	*AOF*	0.343	< 0.001	Yes
H3	*PIA*	→	*AOF*	0.190	< 0.01	Yes
H4	*VM*	→	*AOF*	0.237	< 0.001	Yes
H5	*EFEC*	→	*AOF*	0.242	< 0.001	Yes
H6	*AOF*	→	*CPB*	0.749	< 0.001	Yes

Figure 2. ***Results of Hypotheses Testing***



consumer purchase behavior, and this supposition was encouraged through the result of SEM ($\beta = 0.749$). This indicates that attitude toward organic food aid in forming a strong and resilient relationship with a specific brand with regard to improved health and mental satisfaction.

Discussion

Sales of organic food products have risen substantially over the past decade. Specialty shops are operating in several developed and emerging nations worldwide because of the phenomenal increase that organic foods have experienced. A few researchers worked on the topic, but neither current nor former scholars have conducted a thorough analysis using the recommended dimensions. To go deeper, we investigated the associations of perception toward organic food, health consciousness, environmental friendliness & ethical consumerism, value for money, and product information and accessibility with attitude toward organic food and consumer purchase behavior. The findings demonstrate that every one of our hypotheses has been verified and is compatible with the pertinent theoretical underpinnings.

It has been demonstrated that perceptions toward organic food and attitudes toward them are positively associated (H1). Other researchers have made similar findings (Lee & Yun, 2015; Rodríguez-Bermúdez et al., 2020). Consumers tend to develop positive attitudes toward organic food if they perceive this positively. Evidence suggests a positive relationship between health consciousness and attitudes toward organic food (H2). Other researchers have made similar findings (Wang et al., 2019). Again, the study indicates a positive link between product information and accessibility and attitudes toward organic food (H3). Researchers like Ghali-Zinoubi and Toukabri (2019) have made similar findings. Our findings indicate a positive connection between attitude toward organic food and value for money (H4). Other investigators have made similar conclusions (Basha & Lal, 2019; Nguyen et al., 2019). If consumers can justify the utility they receive from every buy or every penny they spend, they are more likely to adopt a positive attitude. The findings suggest a positive link between

environmental friendliness and ethical consumerism and attitudes toward organic food (H5) supported by other studies (Wang et al., 2019). Further, it has been demonstrated that attitudes toward organic food and consumer purchase behavior are positively associated (H6), which is also supported by other researchers (Eger et al., 2021). This signifies that an optimistic attitude on the part of the consumers will influence how they see the product, boosting their propensity to purchase.

Theoretical and Practical Implications

This investigation adds to the body of knowledge in the field of consumer behavior, particularly the sub-domain of conventional product consumption as part of a nation's traditional culture. The contributions made by this study can be summed up in different ways. First, this study proposes a concrete methodology for forecasting consumer behavior in the context of organic foods that is both strong and accurate. Second, this study contributes to the existing body of literature eyeing traditional items through the lens of a novel framework. Third, as a result of this research undertaking, we can offer a variety of practical applications. Many professionals can adopt these findings to improve their tactical plans and consumer-centered policy decisions. The first implication is related to consumer health consciousness, which has become a significant motivator for consumers to choose healthy, natural, and environmentally friendly products. Policymakers can spread consciousness related to health cognizance among the prospects through different campaigns, which will help modify the prospects' behavior (Fleşeriu et al., 2020).

On the other hand, customer belief arises from the perception that organic food products are genuine, innocuous, and good to consume (Mesías et al., 2021). Building customer belief will be a significant step toward gaining consumer trust. Relevant product labeling is one of the most effective ways to increase consumer trust. The dimensions, such as perceptions toward organic food, health consciousness, product information and accessibility, value for money, environmental friendliness & ethical consumerism, have been identified as important influencers on consumers' attitudes, showing their rising relevance to marketers. The collective influence of these factors fundamentally builds and boosts the value of organic foods.

Conclusion

Over the previous decade, sales of organic food items have steadily increased. Organic products have seen tremendous growth, and specialty stores are now open in different developed and developing countries around the globe. Despite several researchers working on the subject, current and former consumer behavior scholarships have not investigated the suggested dimensions comprehensively. This study emphasized the necessity for a thorough investigation of the subject by using a comprehensive model to enlighten consumer behavior in the context of organic food products. In order to accomplish this, we created a model based on a conceptual outline to explain the complexity of customers buying organic food items. Our research mainly focused on the fast-growing FMCG segment with a sizable market share. We sought to determine the factors for which organic food items are a growing industry in India and worldwide. First, we framed three study questions, collected data from 550 respondents, and evaluated the data using CFA and SEM methods. The results show that perception toward organic food has the strongest influence on attitude toward organic food; health consciousness, environmental friendliness & ethical consumerism, and value for money are the significant factors in creating an impact on the attitude of consumers toward organic food. Product information and accessibility have the lowest impact to influence the same. On the other hand, attitude toward organic food is highly related to consumer purchase behavior, which is again greatly associated with improved health and mental satisfaction of the consumers.

Limitations of the Study and Scope for Future Research

During our research, we discovered some crucial findings that are both practical and theoretically relevant, but we also identified certain limitations. We want to highlight the following points and offer some impending research directions. First, we collected data during the pandemic, which was done purposely. As a result, the responses were subjective to environmental circumstances, necessitating caution before applying the findings of this study to the general population. Future research could be conducted in a controlled environment to assess the degree of divergence in the results. Additionally, our respondents were mostly from urban areas, so future studies may include a more diverse population to see if the results differ. Finally, other constructs may be added or modified in further studies to increase the model's explanatory capacity.

Authors' Contribution

Dr. Subhajit Pahari conceived the idea and developed qualitative and quantitative designs to undertake the empirical study. Dr. Indrajit Ghosal extracted research papers with high repute, filtered these based on keywords, and generated concepts and codes relevant to the study design. Dr. Subhajit Pahari verified the analytical methods and supervised the study. The interviews were conducted by Dr. Sayyad Mahejabin Dildar and Dr. Indrajit Ghosal, some in colloquial language and some in English. The same was further transcripted and translated into English by all the others. The numerical computations were done by Dr. Subhajit Pahari using SPSS 25.0 and AMOS 23. Bikram Prasad wrote the manuscript in consultation with the other authors.

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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