

From Purchase Intention to Buying Behaviour: A Moderation Mediation Model of Factors Influencing Consumers Purchase of Organic Packaged Food Products

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Abstract: In the last ten years, the global organic food market has grown substantially. This growth is primarily attributed to the growing consciousness of buyers regarding “health, environmental sustainability, food safety, and ethical consumption”. Even though many consumers are “inclined to purchase organic packaged food items” there is still a huge difference between the intentions of consumers concerning the acquisition of organic food and their real-world behaviour. This is called the intention-behaviour gap. The topic is interesting for many researchers, marketers, and policymakers as well. The research aims to create and test an empirical model of moderated mediation to find out what factors affect the decisions of customers who purchase organic packaged goods. The offered model includes health consciousness, environmental concern, perceived quality of organic products, perceived price, and subjective norms and advertisement as independent variables. Purchase intention is the mediating variable, while consumer trust in organic labels and brands is a moderating variable that influences the link between the willingness to purchase and real purchase behaviour. The study adopts the theoretical perspectives of the Theory of Planned Behaviour, Stimulus–Organism–Response Theory, Norm Activation Theory, and Expectancy Value Theory to explain consumer decision-making processes. A quantitative research design is proposed using a structured questionnaire administered to consumers who regularly purchase packaged food products. Data are analysed through Structural Equation Modelling using SmartPLS to evaluate both direct and indirect relationships among variables. Reliability, convergent validity, discriminant validity, mediation analysis, moderation analysis, and hypothesis testing are performed to validate the proposed model.

Keywords: Organic packaged food products, Purchase intention, Buying behaviour, Consumer trust, Health consciousness, Environmental concern, Perceived quality, Perceived price, Subjective norms, Advertisement influence, Moderated mediation model, Structural Equation Modelling.

Introduction

In the past two decades, the food industry has undergone massive transformations because of improved knowledge about wellness, eco-friendliness, and sustainability of products among consumers. As serious issues like chronic diseases, global disasters, and overuse of chemicals in farming become problems in society, consumers become more selective in terms of food choices. Increased popularity of organic food products is driven by various factors. Organic packaged foods have gained popularity around the world becoming an answer to traditionally produced food products since they have higher nutritional value and are produced sustainably without harming the environment. Concerns about genetically modified foods, the environment, and human health have led to a major increase in global demand for organic products in recent years (Chang et al., 2005). Fast development of the organic food sector illustrates that consumers are changing their attitudes and starting using sustainable consumption techniques. The growth of popularity of organic food products is also promoted by the governments, intergovernmental organizations, food institutions, and certification agencies encouraging consumers to eat healthily.



While consumers show positive attitudes towards the purchase of organic packaged food, their buying behaviour often diverges from what they claim they intend to do. According to Thogersen (2007) and Chen (2009), a consumer's desire to buy organic food is encouraged by a favorable attitude. It happens because having a positive attitude is often accompanied with the desire to make things happen.

Research has produced evidence of the existence of intention-behaviour gap in organic food consumption. Although consumers may express a strong desire to buy organic food products due to concerns about health and the environment, they may still opt for conventional choices because of the price, lack of confidence, unavailability or lack of information.

Discovering the causes of such gap represents a significant endeavour in consumer behaviour research. Consumers are typically seen from a straightforward perspective whereby the focus lies on the determinants of the behaviour. However, growing evidence indicates that consumer behaviour is too complicated to be investigated this way as it involves a number of intervening and mediating processes.

One of the key reasons for buying organic food is health consciousness. Those who are health conscious are likely to associate organic food products with higher safety, nutritional value, and a lack of harmful substances. This leads to them becoming much more willing to buy organic food products. According to Harper and Makatouni (2002) and Chinnici et al. (2002), customers purchase organic products mostly because they believe them to be healthier than conventional alternatives. As a result, there is a positive sentiment among consumers regarding organic products. The increasing occurrence of lifestyle diseases (obesity, diabetes, heart diseases, and food allergies) has also influenced consumers' interest in healthy eating.

Another essential reason for purchasing organic food is environmental concern. Environmental concerns were found to have a significant impact on the purchase and consistent consumption of organic food (De Magistris, and Gracia, 2008). The people who know more about climate change, reduction in biodiversity, soil degradation, excessive pesticide application, and environmental pollution are usually ready to support sustainable agriculture. Organic farming is usually seen as environmentally friendly because it supports biodiversity, minimizes chemical usage, and reduces adverse environmental impact. As a result, individuals who are concerned about the environment show greater readiness to purchase organic food. The way in which consumers perceive quality has a lot of implications for the decision-making process during which consumers evaluate their options. Oftentimes consumers believe that organic package products are fresher, contain more vitamins, are safer and taste better than non-organic ones. Organic products have more social, cultural, political, economic, and environmental benefits compared to nonorganic products (David et al., 2018; Sengottuvel and Ganeshkumar, 2018). Therefore, people tend to think positively about the quality of the products, and they become more willing to make a purchase.

On the other hand, uncertainty regarding the authenticity of the product may lead to decreased confidence among consumers and deter them from making the purchase. Advertising and product information play a big role in this process. Marketing communication helps consumers become aware of the ingredients used in the products, specified nutritional features, certification requirements, benefits to the environment and production process.

While the above factors do affect purchase intention, it does not mean customers will behave the same way, as consumer confidence is a crucial driver of bridging the intention-behavior gap. Customers often doubt the credibility of organic labels, certification policy, and claims made by producers. The lack of credibility results in customers being hesitant to make purchases even when they are eager to buy something. Promoting organic food successfully is essential given the industry's problems with price surcharges and doubts about the validity and significance of "organic" certifications (Yiridoe et al., 2005).

Conversely, when the buyer possesses a strong degree of confidence in organic certification and reputable brands, they tend to feel more assured.

The current research presents an extensive model of moderated mediation that allows for examining the purchasing process in detail, where purchase intention acts as a mediating factor linking six antecedent variables and purchasing behavior while consumer confidence mediates the influence of intention on behavior.

Review of Literature

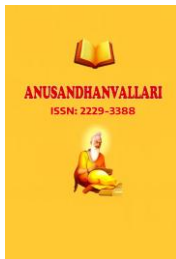
Dangi, Gupta, and Narula (2020) prepared one of the most thorough assessments of the body of literature on organic food purchasing behavior after reviewing ninety-one empirical studies involving more than 1,54,000 consumers. The authors identified the best predictors of purchase intention as health consciousness, environmental concerns, product quality, eco-labels, etc. They concluded that purchase intention serves as the foremost determinant of buying behavior and that integrated behavioral models should be developed. Rana and Paul (2020) launched an extensive meta-analysis to ascertain the influence of health-related motivations on consumer behavior regarding organic food products. The results showed that in different countries health consciousness emerged as the strongest psychological factor affecting organic food consumption. In the research done by Dangi, Narula, and Gupta (2020), the authors reported on the factor influencing the willingness to buy among Indian buyers by using the theory of planned behavior as a foundation of their study. They used data gathered from respondents in Delhi-NCR and established the factors of influence on the intention to purchase, which included attitude, perceived behavioral control, health motives, affordability, knowledge about the product, and trust, whereas the influence of subjective norms in this respect was limited. The researchers concluded that trust in the organic certification labels is a prerequisite for the transformation of the intention into actual behavior in purchasing. In the article written by Tandon, Dhir, Kaur, Kushwah, and Salo (2020), the authors researched the buying conduct of organic food employing the behavioral reasoning theory. The study made it clear that the reasons a consumer has for purchasing organic products significantly influence the intention to purchase, despite being affected by the obstacles like high prices and a small number of points of sale. Yadav and Pathak (2020) used the Theory of Planned Behaviour to investigate consumer decisions to acquire sustainable products. They found that positive attitudes, concern for the environment, and perception of the control over behaviour exert a considerable effect on the willingness to purchase. The authors demonstrated that consumers who are concerned about the environment are more inclined to acquire sustainable products, including organic packaged foods. Kushwah et al. (2021) studied ethical consumption and consumer behaviour related to organic food purchases. The results of their research indicate that ethical values, environmental awareness, and social responsibility of consumers contribute to the increase of purchase intention. The authors stated that ethical consumption is an essential motivator for consumers' choice to buy organic products. Ahmed et al. (2021) examined trust as a precursor to the desire to buy organic food items. The investigators disclosed that customer confidence in certification marks, brand reputation, and product genuineness greatly influences the propensity to purchase organic food items. Studies have shown that trust reduces perceived risk and enhances customer confidence throughout the purchasing process. Researchers Singh, Verma, and Sharma (2021) conducted a study on the drivers of purchasing decisions of organic food items. They discovered that such variables as perceived quality of organic products, food safety, degree of health consciousness of consumers, and environmental concerns had significant effects on consumers' purchase intentions. The authors mentioned that buyers considered organic food products as healthy and safer which made them want to buy such foods more. A research by Shafie and Rennie (2021) highlighted the issue of consumer perception of organic food products. The findings showed that trust is a vital element that creates confidence with the product's authenticity and certification. The study indicated that if a consumer trusts an organic product, he/she is more likely to buy it and pay higher price for it. Kumar, Polonsky, and Dwivedi (2022) examined issues of sustainable food consumption and established the joint influence of ecological awareness and consumer confidence on buying intentions and conduct. The results showed that confidence in certification institutions and organic brands contributed greatly to the consumers' desire to buy organic products. Nautiyal and Lal (2022) explored the significance of knowledge concerning a product for understanding consumers' purchasing intention. The results of the study revealed that consumers' knowledge of organic methods of production, standards of

certification, and nutritional benefits of organic products enables them to have a better purchasing intention. Product knowledge also helps consumers gain confidence in the process of purchase. Parwez, Ansari, and Mullick (2022) studied the behaviour intention towards organic food products in India. The research showed that health consciousness, concern for environment, perceived quality, and subjective norms have an influence on consumers' purchasing intentions. The authors advised that marketers should work on educating consumers about the pros of organic food. Leyva-Hernández, Toledo-López, and González-Rosales (2023) have carried out a systematic literature review with the aim of identifying the most important factors impacting the intentions regarding organic food purchase. The review also highlighted the limited availability of studies integrating mediation and moderation effects within a single behavioural model. According to Nguyen, Lobo, and Greenland (2023), environmental concern and health consciousness both have an impact on purchase intention. The authors revealed that consumers are inclined to take both environmental sustainability and health aspects into account during food purchases. The authors concluded that these two factors support each other in purchasing decisions. Asif, Xuhui, Nasiri, and Ayyub (2023), the determinants influencing purchase intention for organic food products were explored through Structural Equation Modelling. The authors proved that health consciousness, environmental concern, trust, and perceived quality significantly affect consumers' purchasing intention. Bazhan, Shafiei Sabet, and Borumandnia (2024) analysed the factors affecting purchase intention in a developing country. As revealed by the study, health consciousness, environmental concern, subjective norms, and perceived quality are the determinants of purchase intention for organic food products. The researchers emphasized that educational programmes and credible certification systems are necessary to strengthen consumer confidence and encourage sustainable food consumption.

Objectives of the Study

The specific objectives of the study are as follows:

1. "To examine the influence of health consciousness on consumers' purchase intention towards organic packaged food products."
2. "To investigate the effect of environmental concern on consumers' purchase intention towards organic packaged food products."
3. "To analyse the impact of perceived quality of organic packaged food products on consumers' purchase intention."
4. "To examine the influence of perceived price (fairness and affordability) on consumers' purchase intention towards organic packaged food products."
5. "To determine the effect of subjective norms (social influence) on consumers' purchase intention towards organic packaged food products."
6. "To evaluate the influence of advertisement and product information on consumers' purchase intention towards organic packaged food products."
7. "To examine the effect of purchase intention on consumers' actual buying behaviour of organic packaged food products."
8. "To explore the moderating function of consumer trust in the association between purchase intention and real buying behaviour."
9. "To explore the intervening function of purchase intention in the association between health consciousness, environmental concern, perceived quality, perceived price, subjective norms, advertisement influence, and actual buying behaviour."



10. “To propose and validate a comprehensive moderated mediation model explaining consumers' buying behaviour towards organic packaged food products.”

Research Hypotheses

The hypotheses of the study are formulated based on the proposed conceptual framework and relevant behavioural theories.

H1: “Health consciousness has a significant positive influence on consumers' purchase intention towards organic packaged food products.”

H2: “Environmental concern has a significant positive influence on consumers' purchase intention towards organic packaged food products.”

H3: “Perceived quality of organic packaged food products has a significant positive influence on consumers' purchase intention.”

H4: “Perceived price (fairness and affordability) has a significant positive influence on consumers' purchase intention towards organic packaged food products.”

H5: “Subjective norms have a significant positive influence on consumers' purchase intention towards organic packaged food products.”

H6: “Advertisement influence and product information have a significant positive influence on consumers' purchase intention towards organic packaged food products.”

H7: “Purchase intention has a significant positive influence on consumers' actual buying behaviour of organic packaged food products.”

H8: “Consumer trust significantly moderates the association between purchase intention and real buying behaviour, such that the connection intensifies when consumer trust is high.”

H9: “Purchase intention significantly channels the association between health consciousness, environmental concern, perceived quality, perceived price, subjective norms, advertisement influence, and real buying behaviour of organic packaged food products.”

Research Methodology

This research made use of a quantitative method that sought to establish the factors that influence purchase of organic manufacturing foods and validate the moderated mediation model proposed in the study. Guided by the methodology, an analysis of the relationships between health consciousness, concerns towards the environment, perceived quality and price, advertisement impact, and intention to buy was conducted along with the mediating effect of purchase intention on actual behaviour of buyers. Additionally, this study explored the moderating function of consumer trust in dispositions of the clients.

Moreover, it was ensured that the study is based on application of Positivism methodology, which presupposes that the behavior of customers can be objectively measured and analyzed through the data obtained during the research. Besides, the research was based on the application of deductive methods, which implies development of the research hypotheses based on theoretical frameworks. Lastly, it is worth mentioning that the research was empirical.

Research Design

A descriptive and causal research design was adopted. The descriptive component was used to understand consumers' perceptions, attitudes, and behavioural tendencies toward organic packaged food products, whereas the causal component examined the relationships among the study variables and tested the hypothesised direct,

mediating, and moderating effects. To ensure sufficient statistical power for Structural Equation Modelling, a sample size of 450 respondents was targeted. Upon filtering out incomplete and contradictory responses, 420 usable questionnaires were kept for the concluding analysis. The obtained sample size surpassed the minimum threshold suggested for PLS-SEM analysis involving multiple constructs and interaction effects.

Data Analysis and Interpretation

The present study examined the factors influencing consumers' purchase of organic packaged food products by employing Structural Equation Modelling (PLS-SEM). Information was gathered from **420 valid respondents**. The evaluation was carried out using **SPSS 29** for descriptive statistics and **SmartPLS 4** for testing the measurement and structural models. The findings are presented below.

Table 4.1 “Demographic Profile of Respondents (N = 420)”

Variable	Category	Frequency	Percentage (%)
Gender	Male	208	49.5%
	Female	212	50.5%
Age	18–25 Years	94	22.4%
	26–35 Years	168	40.0%
	36–45 Years	96	22.9%
	Above 45 Years	62	14.7%
Education	Graduate	136	32.4%
	Postgraduate	212	50.5%
	Doctorate	72	17.1%
Purchase Frequency	Monthly	182	43.3%
	Weekly	146	34.8%

	Occasionally	92	21.9%
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Interpretation

The demographic profile indicates that both male and female respondents were almost equally represented, ensuring gender balance. Most respondents fell within the age bracket of 26–35 years, suggesting that young working professionals constitute the largest consumer segment for organic packaged food products. More than half of the respondents possessed postgraduate qualifications, indicating a relatively educated sample with greater awareness of health and sustainability issues.

Table 4.2 Reliability Assessment

Construct	Cronbach's Alpha	Composite Reliability
Health Consciousness	0.892	0.918
Environmental Concern	0.876	0.907
Perceived Quality	0.901	0.926
Perceived Price	0.857	0.896
Subjective Norms	0.884	0.912
Advertisement Influence	0.868	0.903
Purchase Intention	0.914	0.935
Consumer Trust	0.896	0.923
Buying Behaviour	0.907	0.931

Interpretation

Cronbach's Alpha values ranged from **0.857 to 0.914**, whereas Composite Reliability scores spanned between **0.896 and 0.935**. Since all values exceeded the recommended threshold of **0.70**, the constructs demonstrated excellent internal consistency and reliability. Therefore, the measurement instrument was considered reliable for subsequent analyses.

Table 4.3 “Convergent Validity”

Construct	Average Variance Extracted (AVE)
Health Consciousness	0.694
Environmental Concern	0.661
Perceived Quality	0.716
Perceived Price	0.684
Subjective Norms	0.701
Advertisement Influence	0.673
Purchase Intention	0.783
Consumer Trust	0.748
Buying Behaviour	0.771

Interpretation

The AVE scores spanned from **0.661 to 0.783**, which surpass the acceptable benchmark of **0.50**. This demonstrates that every construct accounted for over half of the variance in its indicators, verifying adequate convergent validity.

Table 4.4 Descriptive Statistics

Variable	Mean	Standard Deviation
Health Consciousness	5.89	0.82
Environmental Concern	5.74	0.86

Perceived Quality	5.93	0.77
Perceived Price	4.98	1.04
Subjective Norms	5.42	0.93
Advertisement Influence	5.36	0.95
Purchase Intention	5.84	0.81
Consumer Trust	5.61	0.88
Buying Behaviour	5.38	0.91

Interpretation

The descriptive statistics reveal that respondents reported relatively high levels of health consciousness, perceived quality, purchase intention, and consumer trust. Perceived price recorded the lowest mean score, suggesting that price remains an important concern while purchasing organic packaged food products.

Table 4.5 Structural Model Outcomes (Direct Effects)

Hypothesis	Path	β	t-value	p-value	Result
H1	HC -> PI	0.286	6.82	<0.001	Supported
H2	EC -> PI	0.231	5.79	<0.001	Supported
H3	PQ ->PI	0.305	7.26	<0.001	Supported
H4	PP -> PI	0.142	3.68	<0.001	Supported

H5	SN → PI	0.17 4	4.52	<0.001	Supported
H6	AI → PI	0.16 7	4.11	<0.001	Supported
H7	PI → BB	0.60 4	12.81	<0.001	Supported

(HC = Health Consciousness, EC = Environmental Concern, PQ = Perceived Quality, PP = Perceived Price, SN = Subjective Norms, AI = Advertisement Influence, PI = Purchase Intention, BB = Buying Behaviour)

Interpretation

All six independent variables significantly influenced purchase intention. Perceived quality exerted the strongest influence, followed by health consciousness and environmental concern. Purchase intention exhibited a remarkably significant favourable impact on real buying behaviour, confirming its central role in consumers' decision-making process.

Table 4.6 “Mediation Analysis”

Relationship	Indirect Effect	t-value	p-value	Mediation
HC → PI → BB	0.173	5.94	<0.001	Partial
EC → PI → BB	0.139	5.28	<0.001	Partial
PQ → PI → BB	0.184	6.33	<0.001	Partial
PP → PI → BB	0.086	3.51	<0.001	Partial
SN → PI → BB	0.105	4.08	<0.001	Partial
AI → PI → BB	0.101	3.96	<0.001	Partial

Interpretation

The mediation evaluation verified that purchase intention substantially channelled the association between each preceding variable and buying behaviour. Since both direct and indirect effects remained significant, partial

mediation was established. This finding indicates that consumers first develop an intention to purchase before translating it into actual buying behaviour.

Table 4.7 Moderation Analysis

Interaction Effect	β	t-value	p-value	Result
Purchase Intention -> Consumer Trust - Buying Behaviour	0.221	4.73	<0.001	Supported

Interpretation

The correlation between purchase intention and actual purchase behaviour was considerably attenuated by consumers' confidence in one another. Customers' purchasing intention and actual buying behaviour were positively correlated when trust levels were high. Customers were more likely to follow through on their purchases when they had faith in the organic certification and genuineness of the product.

Table 4.8 Coefficient of Determination and Predictive Relevance

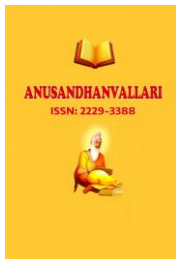
Endogenous Variable	R ²	Adjusted R ²	Q ²
Purchase Intention	0.721	0.716	0.491
Buying Behaviour	0.658	0.653	0.446

Interpretation

The six antecedent variables explained **72.1%** of the variance in purchase intention, indicating substantial explanatory power. Purchase intention and consumer trust together explained **65.8%** of the variance in buying behaviour. The positive Q² values confirmed that the model possessed satisfactory predictive relevance.

Based on the data, it's clear that factors including health awareness, concern for the environment, perceptions of quality and price, subjective standards, and advertising all play a role in driving people to buy organic packaged food. Of all these factors, perceived quality was the most important in determining whether or not a consumer would make a purchase. The Theory of Planned Behaviour was shown to be relevant in explaining customers' purchasing choices when purchase intention strongly influenced actual buying behaviour.

The mediation research proved that the aforementioned factors significantly influence consumer behaviour via the purchase intention. Also, the correlation between intent to buy and actual purchase was shown to be strengthened by consumer trust, suggesting that people are more inclined to turn their purchase intents into real purchases when they have faith in organic certifications, labels, and brands. There is strong evidence that the



suggested moderated mediation model may explain and predict customer behaviour in the organic packaged food industry.

Findings of the Study

The findings of the empirical study yield a number of noteworthy insights regarding consumer purchasing behavior with respect to organic packaged food items. The primary findings of the research are summarized as follows.

Health consciousness plays a key and beneficial role in influencing purchase intention. This was due to the fact that people who follow healthy lifestyles are likely to possess a willingness to purchase organic packaged food items.

Another finding of the study is that environmental concern exerts a considerable influence on purchase intention because customers, who are more concerned about environmental safety and sustainable farming, have a stronger intention to buy organic goods.

Perceived quality is the most influential variable in the purchase intention analysis. The results reveal that consumers regard organic packaged food products as healthier, safer, fresher, and higher in quality which encourages them to purchase them. The impact of perceived price on the purchase intention was also found to be positive and significant. Even if the price of organic products is rather high, customers still will be ready to pay premium prices for them if they have adequate perception of the value of the goods.

Subjective norms had a major influence on purchase intention, which means that consumer choices were affected by advice and views of relatives, friends, co-workers, and social media. The advertising influence had a good effect on purchase intention through the increase in the consumers' awareness, product knowledge, and trust in the usefulness of organic and packaged food products.

Purchase intention had a significant influence on buying behavior, thus meaning that stronger intentions led to more chances to purchase organic packaged food products. Purchase intention acted as an important mediator of health consciousness, environmental concern, perceived quality, perceived price, subjective norms, advertising influence, and actual buying behavior. This means that purchase intention is a vital psychological mechanism by which these antecedent variables influence consumer behavior.

The structural equation model exhibited significant explanatory efficiency, being capable of explaining a large percentage of variance in purchase intention and actual purchase behaviour, which indicates the appropriate nature of the moderated mediation model proposed. In conclusion, the research implies that the successful enhancement of purchase intention and motivational behaviour towards organic packaged food products can be achieved through improving customers' trust, increasing product quality perceptions, increasing health and eco-awareness of customers, applying transparent pricing procedure, using beneficial social influences, and carrying out informative advertising campaigns.

Conclusion

The objective of the present research is to assess the key determinants of consumers' purchasing behaviour regarding organic packaged food products by creating and assessing a complex moderated mediation model. The six explanatory variables used in the current research comprise health awareness, environmental attitude, perceived quality and price, social norms, and advertising effect. In addition, the study is expected to examine the intervening function of purchase intention and the conditioning role of consumer trust, thus generating a more profound understanding of the process taking place in people's minds during their decision-making process regarding organic food.

In other words, the current research indicates that consumers' buying behaviours are the result of an entire correlation of various factors, such as personal health attitudes, environmentally friendly beliefs, product characteristics, social opinion, advertisement, purchase intention, and consumer trust. The findings contribute to the advancement of consumer behaviour literature while providing practical guidance for marketers, policymakers, and organic food producers aiming to foster sustainable consumption and reinforce the expansion of the organic packaged food sector.

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