

Determinants of Organic Food Purchase Intentions: A Multi-Factor Approach Integrating Trust and Value-Based Drivers

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Abstract

The demand for organic food is growing rapidly worldwide, as consumers are more aware of its health and environmental benefits compared to conventional food. This study attempted to briefly examine and determine the preferences and behavioral tendencies exhibited by consumers when purchasing food products. A descriptive research design was appropriately adopted to analyze the influence of specific attributes on organic food purchasing behavior. Mall intercept survey technique was used with purposive sampling method for reasonable selection of target respondents. This survey included a total of 479 participants, who regularly purchasing organic food for its consumption. The findings indicate that awareness of organic food and its easy availability, combined with health consciousness and environmental concerns, play an important role in forming positive consumer attitudes; This attitude in turn influences their intention to purchase organic food. Moreover, the results show that consumer trust strengthens the existing relationship between consumer attitudes and purchase behavior, as the relationship between these two develops more strongly with the increase in trust. This study enriches a deeper understanding of consumer behavior towards organic foods in emerging economies like India, and provides a comprehensive and consistent insight into Asian perspectives.

Keywords: Organic foods, Consumer behavior, Environmental and health concern, Sustainable consumption.

1. Introduction

Increasing health risks, such as diseases caused by consumption of chemical residues, and continuing environmental degradation—soil degradation, water contamination, and biodiversity decline—have intensified the demand for organic foods globally (Nechaev *et al.*, 2018). Consumers have a strong perception that organic products offer more sustainable benefits in health care, safety, and environmental protection than conventional foods; As a result, they choose these products more often (Durbul *et al.*, 2021). With increasing awareness of health and environmental issues, and driven by global efforts for sustainable development, the organic food market is projected to expand to about US\$559.59 billion by 2029, illustrating the rapid development of this sector (The Business Research Company, 2025). This trend not only captures the attention of the business sector, but also opens up new strategic opportunities for policy makers, marketing experts and consumer awareness campaigns. However, factors such as high price, limited availability, and questions of certification and trust make a difference in consumers' decision-making process. Therefore, an in-depth analysis of what are the key factors influencing consumers' choices and buying decisions, and why they show behavioral differences, is essential, which can contribute significantly to effective policy formulation and targeted marketing strategies.

Various researches have indicated that the factors capable of influencing consumer behavior do not apply equally everywhere, but change considerably depending on the situation, cultural context and socio-economic perspective (Nguyen *et al.*, 2019; Pang *et al.*, 2021; Devi *et al.*, 2023). Among the key factors shaping consumer attitudes, awareness and availability play a particularly crucial role. When consumers thoroughly understand the health benefits, environmental impact and quality of organic products, a positive attitude towards them is strongly developed, which in turn encourages purchase intention (Su *et al.*, 2022). Similarly, the easy availability of the product has been able to directly influence consumers' purchasing decisions, as even limited availability can discourage the behavior of aware consumers. In addition, environmental concern and health consciousness also decisively govern consumers' choices (Eberle *et al.*, 2023). Environmentally conscious consumers prefer products that are consistent with their values and beliefs, promoting sustainability; Whereas health-conscious consumers

prefer more food products rich in nutritional value, safe and with less chemical contamination (Kusumaningsih *et al.*, 2019). The interaction of all these factors indicates the complexity of consumer behaviour, the proper analysis of which is essential for the formulation of effective marketing policies.

However, consumer attitudes do not always follow directly into purchase decisions, as many moderating factors carry influence between attitudes and purchase intentions (Asif *et al.*, 2018). Therefore, there are other potential factors that are able to strengthen the relationship between attitude and purchase intention. In this view, this study proposes “trust” as a key moderating factor, which stands at the center of the consumer decision-making process (Zheng *et al.*, 2021). Consumers plan their purchases only when they trust the authenticity, quality and brand credibility of the product; Otherwise, even their positive attitude is not going to translate into actual buying behavior. This aspect seems particularly important in developing markets like India, where there is often a lack of confidence in the quality of organic foods and the certification process among consumers. Lack of trust may make consumers less likely to buy, even if they are aware of health and environmental issues (Munaqib *et al.*, 2025). While the importance of these factors is acknowledged, existing research shows several important gaps in this area. In most studies, the impact of health benefits and environmental awareness has been examined separately (Lodhi & Singh, 2026), but the overall impact of awareness, availability, environmental concern, and health consciousness has seldom been analyzed comparatively. Furthermore, the effect of trust as a moderating factor and its contribution to actual purchase intention have not been thoroughly examined, especially when all these factors are dealt with in an integrated composite model. This existing research gap thus suggests that a holistic, multifactor integrated model is needed to gain a deeper understanding of consumer preferences and behavioral changes regarding organic food, which may be able to provide more lucid direction for policy making.

Taking a thorough look at these research gaps, this study presents a detailed and coordinated analysis of four key factors able to influence consumer attitudes to more clearly understand their impact on buying decisions and purchase intentions. Furthermore, this research analyses the process of translating the consumer attitude into purchase intention, specifically elaborating how trust acts as a moderating factor in this context. Thus, the presented model provides a holistic and streamlined view of the consumer decision-making process and the underlying reasons behind it, leading to a deeper understanding of the behavioral dynamics. The findings of this study will not only enhance nuanced understanding of consumer behavior, but also provide important guidance in developing effective policy measures for strategy makers, marketing agencies and distribution management organizations to encourage acceptance of organic products, strengthen consumer confidence and cultivate sustainable consumption.

2. Theoretical perspectives

Extent literature indicates that growing concerns about health protection, sustainability and food safety have remarkably increased consumer interest in organic food. In this context, researchers have widely adopted a key theoretical model called Theory of Planned Behavior (TPB), which is composed of three core components: attitude, social pressure (i.e. subjective norms), and perceived control behavior, to properly explain and predict consumer behavior (Ajzen, 1991). The TPB theory implies that consumers' purchase decisions develop as a result of a rational, well-thought-out and well-organized cognitive process in which they gather information about the product concerned, analyze and evaluate them (Ustadi & Mat, 2023). This theory also asserts that consumer behavior is structured not only by emotional motives, but also by logic-based evaluations, pre-proven beliefs, attitudes, and expected outcome concerns (Panjaitan & Cahya, 2025). Therefore, the theory of TPB has been widely and effectively used in marketing research to analyze consumer behavior in depth and make strategic decisions in a more consistent manner, which is recognized as capable of providing a nuanced understanding of behavioral dynamics.

In the context of organic food purchase intention, the consumer's evaluation towards organic products, the influence of social pressures, and his confidence in regular purchase of such products, all these determinants are recognized as important under the TPB framework (Canova *et al.*, 2020). However, the traditional TPB model does not fully encompass the deeper internal psychological motivations and value-based reasons that motivate consumers to adopt organic food. Teixeira *et al.* (2021) also asserts that, although the TPB provides a strong

theoretical foundation for understanding consumer behaviour, it is not sufficient by itself for an overall explanation of behavior related to organic food consumption. Therefore, it becomes clear that the inclusion of additional explanatory factors is essential for a deeper understanding of consumer attitudes and purchase behavior. To circumvent this limitation, this study extends the theoretical framework of TPB to include additional explanatory factors viz. awareness, availability, environmental concern, and health consciousness. These factors are not only key motivators for health promotion and environmentally friendly behavior, but also reflect the underlying values in organic purchasing behavior. The major determinants influencing the purchase behavior of consumers towards organic food are dealt with as below.

2.1. Availability

Availability means how easy or difficult it is for consumers to buy or use a product. This includes breadth of distribution network, product scale, marketing reach, proximity to sales sites, adequate stock, and timely delivery arrangements to customers (Nguyen et al., 2023). Carrión Bósquez *et al.* (2023) assert that consumers regard the easy availability of that product as important in their purchase decisions; Because easily available product increases their buying interest. This rule also applies well in the case of organic food, because if these products are not readily available in regular outlets, then consumers are reluctant to spend their money on them (Yean *et al.*, 2019). It is interesting to note that while consumers are aware of environmental and health issues, they do not always show corresponding purchasing behavior. The main reason for this seems to be lack of easy availability, which prevents awareness from converting into actual purchase behavior (Sharma *et al.*, 2025). Previous research has also pointed out that low availability of organic food leads to a decrease in consumers' purchasing interest (Lin *et al.*, 2025). Kamboj *et al.* (2023) also asserts that adequate availability of organic products is essential to cultivate socially responsible behavior among consumers. Therefore, based on the above considerations, the following hypothesis is formulated:

H1: Availability positively affects the purchase intention towards organic foods.

2.2. Awareness

Consumers' awareness about organic food products plays a very crucial role in influencing their purchasing behavior (Asif *et al.*, 2018). Consumers who correctly understand the importance of organic foods in the context of human health, environmental protection and ecological equity increase their propensity to buy organic food in a remarkable way (Demirtas, 2018). Specifically, more educated individuals are more decorated about health and nutrition, and therefore seem more likely to choose organic products (Hariyanto, 2018). Well-informed consumers exhibit a more positive attitude towards the adoption of organic food, as they are well aware of its attributes, benefits and long-term effects. This awareness is not only able to influence their attitude, but also directly directs their actual purchase decisions (Ahmed *et al.*, 2021). Similarly, Devi *et al.* (2023) assert that consumers are able to make reasonable decisions with more confidence by gaining reasonable information about products. The awareness of organic products gives consumers knowledge of their clear differences from other conventional products, encourages the development of positive attitudes, and helps them make more informed and sensible purchasing decisions. Therefore, based on the above discussion, Hypothesis 2 is incorporated:

H2: Awareness positively affects the purchase intention towards organic foods.

2.3. Environment concern

The concept of environmental concern reflects how well consumers understand environmental problems and how actively they are prepared to contribute to their solutions (Saleki *et al.*, 2019). In emerging economies like India, where environmental pollution, resource depletion and food safety issues are seriously present, environmental concern plays a special role in creating a positive attitude towards organic foods among consumers (Prakash *et al.*, 2023). Consumers generally believe that organic products are less environmentally harmful than conventional products, as their production process is mostly natural based and there is little or no use of harmful chemicals. This perception reinforces consumers' concern for environmental interests, which is also reflected in their purchasing decisions (Leblebici *et al.*, 2025). Basha *et al.* (2015) also showed that environmental concerns carry a significant impact on consumer behavior, especially in the context of purchasing organic food. Similarly, Al

Falah *et al.* (2024) assert that environmentally conscious consumers show greater attraction towards organic products, clearly indicating a positive correlation between environmental concern and organic food purchases. Hypothesis 3 was therefore formulated based on the above discussion:

H3: Environment concern positively affects the purchase intention towards organic foods.

2.4. Health consciousness

The concept of health consciousness reflects the tendency of people who are conscious about their health towards healthier choices (Hong, 2009). Health-conscious consumers generally have a favorable attitude towards organic food, and seem even more likely to incorporate it into their diet plan (Madureira *et al.*, 2025). Individuals who care more about their health, especially prefer the high quality, safety and nutritional value of organic food (Arcese *et al.*, 2024). Several studies like Suci *et al.* (2019) and Moroşan *et al.* (2025) have also asserted that consumers perceive organic food as more nutritious, safer and healthier than conventional foods, as there is less use of chemical agents and pesticides. Li and Shan (2025) showed that health consciousness is closely related to consumers' food choices and purchasing decisions. Similarly, Li *et al.* (2025) also acknowledge that health consciousness carries a significant impact on organic food purchasing decisions in both developed and developing countries. Therefore, based on the above discussion, Hypothesis 4 was included:

H4: Health consciousness positively affects the purchase intention towards organic foods.

2.5. Consumer purchase intention

An attitude is a composite of the cognitive, affective and behavioral aspects of an individual, all of which together form his or her attitude towards a particular product or behavior (Ajzen, 1991). Various factors such as health benefits, environmental safety concerns, and food safety considerations play an important role in creating a positive attitude among consumers, which also increases their purchase intention (Li & Shan, 2025). Organic products are produced with less use of harmful chemicals, pesticides and fertilizers and strong beliefs that they contribute to the cultivation of human health drive consumers to buy these products (Khan *et al.*, 2023). Bazhan *et al.* (2024) and Munaqib *et al.* (2025) also asserted that consumers who have favorable attitude towards organic foods are more likely to buy them. However, some studies also indicate that low-income level, high price anxiety, and economic limitations may adversely affect consumers' purchase intentions, even if their attitudes towards organic products remain positive (Andika *et al.*, 2023). Despite this, most research asserts that the impact of positive attitudes towards organic products is clearly visible in consumers' purchasing decisions, especially when health benefits, taste qualities, and environmental benefits are key deciding factors (Rajagopal, 2021; Munaqib *et al.*, 2025). Therefore, based on the above discussion, Hypothesis 5 is formulated:

H5: Consumer attitude positively affects the purchase intention towards organic foods.

2.6. Trust

Lack of expertise often makes it difficult for consumers to know the difference between organic foods and conventional foods (Nuttavuthisit & Thøgersen, 2017). In this context, trust is considered a central element, which helps promote the expectation of favorable outcomes, strengthen certainty on the part of the trustworthy, and reduce the uncertainty of perceived behavior (Gefen, 2004). Hart and Saunders (1997) also asserted that trust in supplier-manufacturer relationships is able to take away consumers' doubts and make their decision-making process smoother. Several studies such as Teng & Wang, 2015, Patel *et al.*, 2022 and Canova *et al.*, 2020 have also shown that trust in organic food products plays an important role in consumers' purchasing decisions. In particular, trust in purchasing decisions for organic products, such as organic coffee, has been identified as a key motivating factor that can strongly influence consumers' purchasing attitudes (Lee *et al.* (2015). Similarly, Patel *et al.* (2022) asserted a positive relationship between attitude and trust, making it clear that trust carries a profound influence on consumer decision-making and facilitates the transformation of positive attitude into purchase intention. Therefore, based on the above discussion, Hypothesis 6 is proposed:

H6: Consumer trust moderates the relationship between consumer attitude and purchase intention.

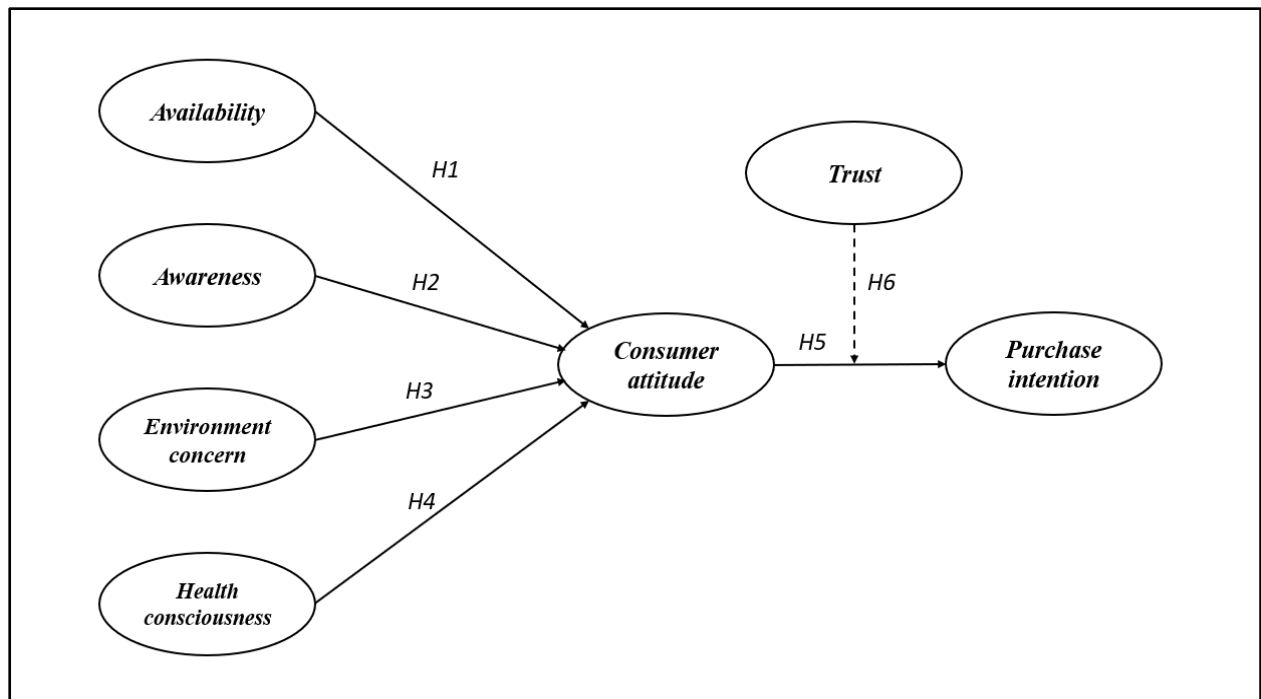


Figure 1: Purposed model

3. Methodology

3.1. Research design

This study has thoroughly adopted the causal research design to achieve the research objective. The causal research design is used to analyze the existing relationship between a particular phenomenon and its possible causes, so that the cause-effect relationship can be clearly assigned (Malhotra & Birks, 2006). This process used structural equation modeling, in which many variables are interrelated, and some independent variables show effects on other dependent variables. Such an approach helps to better understand the underlying relationships between variables and their direct and indirect effects.

3.2. Target population and survey method

In this study, survey was carried out in supermarkets, exclusive stores and hypermarkets located in Kapurthala, Jalandhar, SBS-Nagar, Hoshiarpur, Roop Nagar, SAS-Nagar (Mohali), Ludhiana and Fatehgarh-Sahib districts of Punjab. In each district, those outlets were specifically targeted, where organic food products are readily available, so that suitable respondents could be selected in a consistent manner. This approach aligns with studies of Dimitri & Dettmann (2012) and Wang *et al.* (2019) who indicate that higher income and higher education level have a positive relationship with consumption intention of organic and health-oriented products. Non-probability sampling method, especially purposive sampling, was used to ensure the relevance and objectivity of the findings of this study (Kobayashi, 2011). Only individuals who were regular buyers or consumers of organic food products were included in the survey. To select the target respondents, every potential person at the mall entrance was screened through a predetermined questionnaire, and only those consumers, who regularly purchased and consumed organic food, were accepted as finalists. Moreover, the study was confined to consumers who bought certified organic products such as organic cereals, fruits, vegetables, and beverages for their daily use. Out of the 633 completed questionnaires distributed in the survey, only 479 questionnaires were accepted as suitable for analysis, yielding a response rate of 72.42%. Ding *et al.* (1995) indicated that a minimum sample size of between 100-150 is adequate for the use of structural equation models (SEM). According to the standards of the maximum likelihood method, the sample size should be ten times the number of items used (Jackson, 2003). In this study, 27 items were included in seven major constructs, and the effective sample size was 479 respondents, which is more than the specified standard limit. Therefore, the sample size in this study was appropriate and adequate for

the statistical analysis, especially the SEM model, which strengthened both the reliability and the generalizability of the results obtained.

3.3. Data collection tool

A well-designed and structured questionnaire was used to collect responses from organic food consumers. This questionnaire was well divided into two major sections, which made the data collection more consistent and organized. In the first section, personal demographic information of the respondents was collected, such as age, education level, income and buying habits, which helps in constructing the consumer profile. The second section included various statements related to key constructs related to consumer behavior such as awareness, availability, environmental concern, health consciousness, trust, attitude, and purchase intention, measured with a 5-point Likert scale. Such a structure not only helped to systematically evaluate consumer perspectives, but also facilitated comparative analysis between different constructs.

3.4. Sampling profile

A detailed survey was conducted among 479 respondents to obtain information regarding consumer purchasing behavior towards organic foods. According to Table I, it can be observed that the participation of females in the survey was higher than that of males, where 65.55% of the respondents were females compared to 34.45% of males. In the age category, predominantly 35–44 years group (34.86%) occupies the majority position, followed by 25–34 years category (34.24%) and above 45 years (18.79%), while only 12.11% of the respondents up to 24 years of age.

Table I. Sampling Profile of the Respondents

Variables	Frequency	Percentage
Gender		
Male	165	34.45%
Female	314	65.55%
Age		
Up to 24 Years	58	12.11%
From 25 to 34 Years	164	34.24%
From 35 to 44 Years	167	34.86%
45 Years and above	90	18.79%
Marital Status		
Unmarried	266	55.53%
Married	192	40.08%
Widow/Divorce	21	4.38%
Education		
Primary Education	22	4.59%
Secondary Education	211	44.05%
Graduate	196	40.92%
Post Graduate	50	10.44%
Monthly Family Income		
Up to INR 10,000	94	19.62%

From INR 10,001 to 20,000	178	37.16%
From INR 20,001 to 30,000	124	25.89%
From INR 30,001 to 40,000	50	10.44%
More than INR 50,000	33	6.89%
Purchasing Motivation		
Tasty	96	20.04%
Nutritious	232	48.43%
Environment Friendly	151	31.52%
Purchasing Frequency		
Seldom	166	34.66%
Sometimes	210	43.84%
Often	103	21.50%

Source: Authors own work

In terms of marital status, 55.53% of the respondents were unmarried and 40.08% were married. In terms of educational qualifications, most of the respondents were secondary educated (44.05%) and graduate level educated (40.92%), while 4.59% were primary educated and 10.44% were post graduate level educated. Analysis of monthly family income showed that 37.16% of the respondents earned income between Rs 10,001–20,000; 25.89% between 20,001–30,000, 19.62% up to 10,000, 10.44% between 30,001–40,000, while only 6.89% earned a monthly income of more than Rs 50,000.

In terms of purchase motivation factors, it was found that 48.43% of respondents considered nutritional value as the major reason for purchasing organic food, 31.52% preferred environmental friendliness, and 20.04% preferred taste attributes. In terms of purchase frequency, 43.84% of the respondents purchased sometimes, 34.66% seldom, and 21.50% purchased organic food regularly or frequently. Thus, it is clear from the overall profile of the respondents that the study included consumers with various ages, education levels, income groups and purchasing behaviours, making the findings of the study more comprehensive and representative.

3.5. Data analysis tools and techniques

Structural equation modeling was used to examine the purposed hypothesized path model. The Smart-PLS 3 software package, which is considered to be the most prevalent and effective tool in digital data analysis, was used to execute this modeling. The Smart-PLS software simplifies the data analysis process, and is also able to display the visualization of the results smoothly. It is characterized by the fact that it provides reliable and consistent results even on both small and large types of data sets, which easily achieves the microanalysis of structural relationships (Hair *et al.*, 2013).

4. Results

4.1. Structural Equation Modeling

SEM is an advanced multivariate data analysis technique widely used in behavioral science related research. This method is capable of a holistic examination of the complex relationships among variables, and is particularly suited to the simultaneous understanding of direct and indirect effects. SEM is generally divided into two major parts (a) confirmatory factor analysis, which tests the measurement model, and (b) Structural Model, which analyses the causal relationships among various constructs. In combination with both of these, SEM provides in-depth and consistent analysis of complex data.

4.1.1. Measurement model

The measurement model thoroughly analyses the reliability and validity of the latent constructs (Hair *et al.*, 2012). Three major criteria such as factor loadings, internal consistency, and convergent validity are used to evaluate the reliability and validity of the constructs (Fornell & Larcker, 1981; Hair *et al.*, 2020).

Table II. Evaluation of the outer or measurement model

Constructs	Loadings	VIF	Alpha	CR	AVE
Availability					
AV1	0.855	1.648	0.775	0.869	0.689
AV2	0.808	1.487			
AV3	0.826	1.714			
Awareness					
AW1	0.839	1.669	0.780	0.872	0.694
AW2	0.847	1.581			
AW3	0.813	2.103			
Environmental Concern					
EC1	0.825	1.712	0.830	0.887	0.661
EC2	0.829	1.789			
EC3	0.805	1.706			
EC4	0.795	1.927			
Health Consciousness					
HC1	0.789	1.787	0.849	0.892	0.623
HC2	0.798	1.943			
HC3	0.798	1.720			
HC4	0.781	1.668			
HC5	0.781	2.094			
Trust					
TRT1	0.786	1.930	0.830	0.886	0.661
TRT2	0.832	1.798			
TRT3	0.830	1.824			
TRT4	0.805	1.601			
Consumer Attitude					
CA1	0.843	2.263	0.874	0.913	0.725
CA2	0.871	2.004			
CA3	0.829	2.268			
CA4	0.862	1.893			

Purchase Intention					
PI1	0.836	2.291	0.849	0.898	0.688
PI2	0.866	1.738			
PI3	0.807	1.757			
PI4	0.808	1.618			

Source: Authors own work

Table II deals with the obtained results of the measurement model. Looking into the above table it can be seen that all items have factor loading values greater than 0.7, indicating that each item measures its construct well (Ali *et al.*, 2018). Such a high factor loading value reinforces the effectiveness of the indicators in construct representation. Cronbach-alpha (α) and Composite Reliability (CR) are key indicators of internal consistency; Both measures found values above 0.7 in each construct, illustrating high internal consistency (Hair *et al.*, 2020). Average Variance Extracted (AVE) is used to evaluate convergent validity. The AVE values of all the constructs in this study are above 0.50, ensuring the convergent validity of the model (Henseler *et al.*, 2015).

Table III. Discriminant validity (Fornell and Larcker criterion, 1981)

<i>Variables</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>1. Availability</i>	0.830						
<i>2. Awareness</i>	0.336	0.833					
<i>3. Consumer Attitude</i>	0.420	0.488	0.852				
<i>4. Environmental Concern</i>	0.239	0.404	0.519	0.813			
<i>5. Health Consciousness</i>	0.458	0.575	0.571	0.499	0.789		
<i>6. Purchase Intention</i>	0.331	0.428	0.617	0.503	0.469	0.830	
<i>7. Trust</i>	0.231	0.438	0.476	0.413	0.395	0.391	0.813

Source: Authors own work

The Fornell-Larker scale was used to test the discriminant validity of the measurement model. This criterion ensures that each construct accurately measures a unique and separate concept on its own, rather than showing overlap with other constructs (Henseler *et al.*, 2015). Table III provided a comparative analysis of the correlations among all the constructs, which shows that the own value of each construct is higher than the correlation values of the other constructs. This affirms that each production independently deals with its theme lucidly and remains sufficiently distinct from other productions. Therefore, it can be concluded from this analysis that discriminant validity is well present in the measurement model, further strengthening the theoretical robustness and reliability of the overall model.

4.1.2. Structural model

The structural model was created to analyze the interrelationships of health consciousness, environmental concern, trust, awareness, availability and purchase intention of organic food. This model uses the technique of bootstrapping, which is a statistical method based on resampling. The hypotheses were tested based on 5000 resamples at the 5% significance level, which ensures the stability and reliability of the results. Through the results obtained by bootstrapping analysis, it is determined how the various determinants are related to each other, and whether those relationships are statistically significant.

Table IV. Hypothesis testing

<i>Hypothesis</i>	<i>Path</i>	<i>Coefficient</i>	<i>SD</i>	<i>t-value</i>	<i>p-value</i>	<i>decision</i>
H ₁	Availability → Consumer Attitude	0.181	0.035	5.186	0.000	Supported
H ₂	Awareness → Consumer Attitude	0.170	0.042	4.043	0.000	Supported
H ₃	Environmental Conscious → Consumer Attitude	0.282	0.041	6.808	0.000	Supported
H ₄	Health Consciousness → Consumer Attitude	0.249	0.046	5.387	0.000	Supported
H ₅	Consumer Attitude → Purchase Intention	0.617	0.030	20.408	0.000	Supported

Source: Authors own work

The results presented in Table IV confirms the hypothesized relationships between factors influencing consumer behavior towards organic food products. The analysis showed that the availability of organic foods shows a positive and statistically significant effect on consumer attitude ($\beta = 0.181$, t -value = 5.186, p -value = $0.000 < 0.05$). This implies that when organic products are readily available in markets, consumers develop more favorable attitudes towards them, which also increases their purchase intention. Similarly, consumers' awareness regarding organic food products also significantly influences their attitude ($\beta = 0.170$, t -value = 4.043, p -value = $0.000 < 0.05$). When consumers thoroughly understand the benefits, quality and health-related attributes of organic products, their attitudes towards these products are more reinforced and positive. Environmental concern was also found to have a strong and positive effect on consumers' attitude ($\beta = 0.282$, t -value = 6.808, p -value = $0.039 < 0.05$). This finding indicates that consumers who are conscious of environmental protection and sustainability are more inclined to purchase organic products considering them to be an environmentally friendly option.

Additionally, the effect of consumers' health consciousness was also found to be significant ($\beta = 0.249$, t -value = 5.387, p -value = $0.000 < 0.05$). Consumers who are more health-conscious consider organic food products to be a safer and nutrient-rich option; therefore, they have a greater desire to purchase them. The combined analysis of all these results shows that all hypotheses H1 to H4 received statistical support, clearly illustrating that availability, awareness, environmental concern, and health consciousness strengthen consumers' positive attitudes towards organic foods. Finally, a strong positive relationship was also found between consumer attitude and their purchase intention ($\beta = 0.617$, t -value = 20.408, p -value = $0.000 < 0.05$). This means that positive attitude acts as a major motivator for consumers' actual purchase intention. Therefore, hypothesis H5 also received empirical support, which strengthens the theoretical framework of the study.

4.2. Evaluating effect sizes (f^2) and predictive relevance Q^2

The effect size and predictive relevance of the overall model were assessed based on the R^2 value the endogenous variable. The effect size (f^2) represents the relative influence of exogenous variables on endogenous variables, so that the contribution of each factor to the model can be clearly understood (Cohen, 1988). Three classes are specified based on the magnitude of the f^2 values—0.35 (high effect), 0.15 (medium effect), and 0.02 (small effect). Table V shows that in the case of consumer attitude, the effect of all exogenous variables was of small magnitude, indicating that each factor carries a small effect separately, but as a whole their effect is significant. A blindfolding procedure was used to test the predictive relevance of the conceptual framework. Chin (1998b) defined the blindfolding sample as “a technique that omits every d^{th} data point in the endogenous construct's indicators and estimates the parameters with the remaining data points”. Cohen (1988) also indicated that if the Q^2 value of the proposed model is greater than zero, then it is considered to have predictive relevance. According to Table V, the Q^2 values of consumer attitude and purchase intention are 0.318 and 0.128, respectively, both of which are greater than zero. Therefore, this clearly indicates that the model used in this study is predictively consistent, suitable and relevant (Cohen, 1988).

Table V. Computing Effect Size Analysis (f^2) and Predictive Relevance (Q^2)

Purchase intention towards organic foods					
Construct	R^2	R^2 adjusted	Q^2	(f^2)	Decision
Consumer attitude	0.448	0.444	0.318		
Availability				0.047	Small
Awareness				0.034	Small
Environmental concern				0.106	Small
Health consciousness				0.059	Small
Purchase intention	0.380	0.379	0.128		
Consumer attitude				0.259	Medium

Note(s): f^2 : 0.02, Small; 0.15, Medium; 0.35, Substantial

Source: Authors own work

4.3. Moderation effect

This study has hypothesized that the positive relationship consumer attitude and purchase intention changes strengthen with change in the consumer trust in organic food. Product indicator approach with the help of Smart-PLS software was used to examine this moderating effect (Henseler & Fassott, 2010).

Table VI. Hypothesized Path Diagram for moderating variables

Hypothesis	Relationship	Direct effect (β)	SE	t-statistics	p-values	ΔR^2	ΔQ^2	Results
H_6	Interaction (CA*TRT) \rightarrow PI	0.098	0.037	2.615	0.009	0.022	0.013	Hypothesis Supported

Source: Authors own work

Looking at the Table VI, it is clear that the interaction effect of trust and consumer attitude is positive ($\beta = 0.098$) and also proved to be statistically significant ($t = 2.615$, $p = 0.009 < 0.05$). This result illustrates that trust acts as a strong moderating factor in the relationship between consumer attitude and purchase intention, making the relationship more robust. Therefore, hypothesis H_6 received empirical support. Additionally, when trust is included in the model as a moderating variable, there is also an increase in the variance explained in purchase intention. Specifically, the R^2 value increased by up to 2.2 percent, indicating that trust makes an additional explanatory contribution to the consumer decision-making process. Overall, the model explains about 47% of the variance in consumers' purchase intentions, which is considered an important and robust explanation in a social science research perspective, and also strengthens the practical relevance of the model.

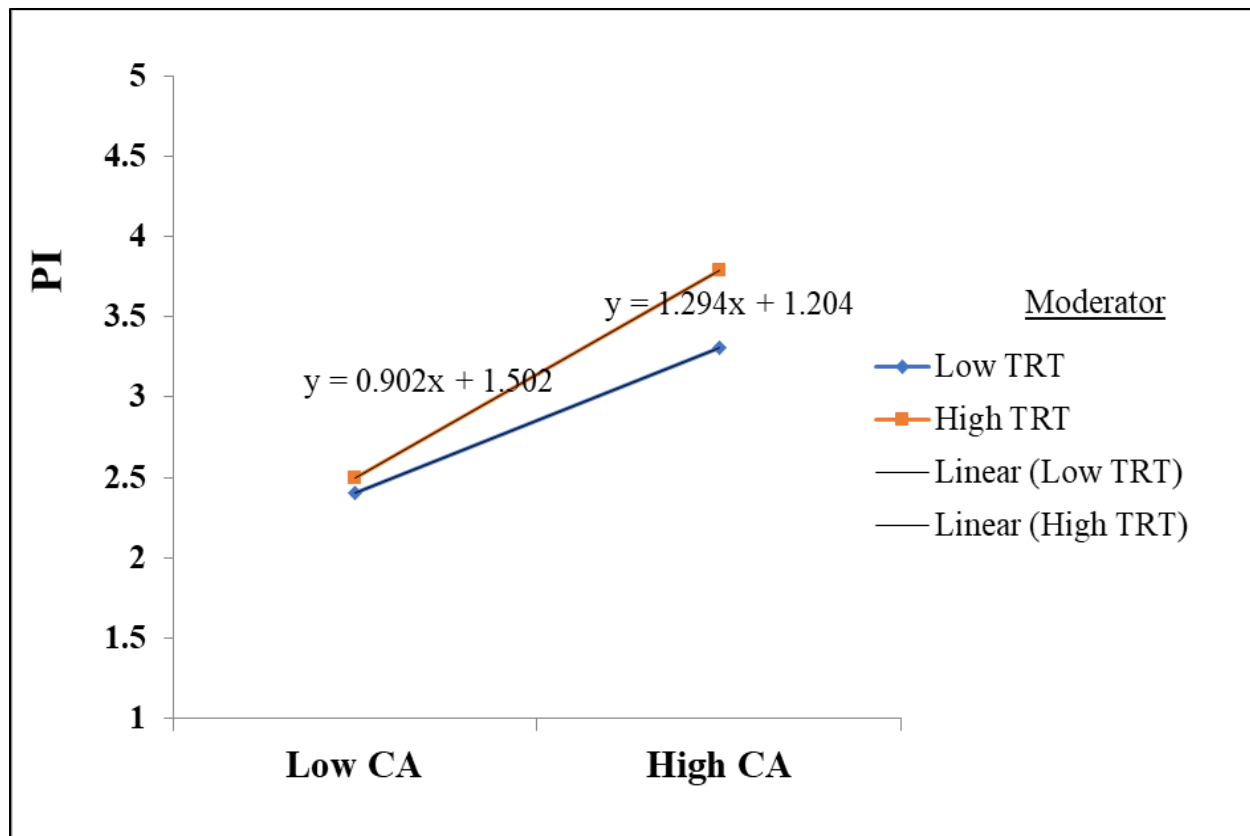


Figure 2: Moderating effect of trust

5. Discussion and conclusions

5.1. Conclusions

This study attempted to gain a deeper understanding of the key determinants that shape consumers' purchasing behavior towards organic food products. To accomplish this objective, it is hypothesized that consumer awareness, availability, environmental concern, and health consciousness are all factors that are closely associated with consumer attitude, which can subsequently influence their purchase intention decisively. In addition, the moderating effect of trust on the relationship between consumer attitude and purchase intention was also examined as a specific contribution of the study. Thus, this study is providing a more nuanced and comprehensive understanding of the consumer decision-making process, as it not only examines direct relationships but also analyses the role of trust in strengthening them.

The study concluded that the availability of organic foods is a very important determining factor in the formation of consumer attitude. When these products are readily available in the markets, consumers have a more favorable attitude towards them and are more likely to purchase them. The interesting aspect of this relationship is that easy availability, whether through retail stores, online platforms, or local markets, it enhances the product's credibility and utility in the minds of consumers. When a product appears to be consistently available, consumer confidence in it is automatically reinforced, which also raises their perceived value, resulting in stronger purchase intentions (Carrión Bósquez *et al.*, 2023). However, low availability of organic food products is having an adverse effect on consumer purchasing behavior. When these products are not easily found in stores or markets, consumers feel uncertain and hesitant in buying them, which makes them less inclined to spend money (Yean *et al.*, 2019). The availability not only facilitates purchasing, but also decisively influences purchasing decisions by strengthening consumer confidence and attitude.

The study also identified that consumer awareness about organic food products carries a remarkable positive impact on their attitude. Consumers who thoroughly understand the health, environmental and ecological benefits of organic products develop more favorable attitudes towards these products. This finding is also

supported by previous research. Asif *et al.* (2018) pointed out that consumer awareness plays a decisive role in buying behavior. Similarly, Ahmed *et al.* (2021) and Demirtas (2018) also indicate that consumers who are more aware of organic products have positive attitudes towards them. Awareness is not only a means of providing information, but also a basic motivating factor in forming consumer attitudes and capable of increasing the organic food acceptance.

The findings of the study clearly show that environmental concerns positively influence consumers' attitudes. Consumers who are more conscious of environmental problems consider organic products as a responsible choice, as they perceive that these products have comparatively less negative impact on the environment (Al Falah *et al.*, 2024). The impact of environmental concerns seems to be very important in consumer behavior, especially in the purchase decision of organic food products (Jonathan & Tjokrosaputro, 2022). Organic products are produced by natural methods and they use less chemicals, making these considered safer for the environment (Lelebici *et al.*, 2025). Environmental consciousness is a major driving force in consumers' decision-making process, guiding their behavior from a long-term sustainability perspective.

The results of the study clearly demonstrated that consumers' health consciousness has a significantly positive impact on their attitude towards organic food products. Consumers who are more health conscious consider organic foods to be more nutritious, safe and health-enhancing than conventional food alternatives, which leads them to develop a favorable and strong attitude towards these products (Li & Shan, 2025). This finding is fully consistent with the study of Madureira *et al.*, (2025), which also recognized the crucial influence of health consciousness on consumer attitude. In fact, health-conscious consumers tend to make their lifestyle health-focused, so they consider choosing organic food as a safer and quality option (Suciu *et al.*, 2019; Moroşan *et al.*, 2025). Health consciousness is not only a facilitating factor, but acts as a major driving force in the formation of positive attitude towards organic food products.

The findings of the study indicate that consumers' positive attitudes towards organic foods influence their purchase intentions very significantly. When consumers perceive these products as providing health benefits, safe and environmentally friendly, they develop strong trust in them, which strengthens their perceptions of product quality and value (Andika *et al.*, 2023). This improved trust forms the basis for positive evaluations, leading consumers to perceive organic products as more valuable than conventional alternatives. Consequently, such a favorable attitude not only increases their purchase intentions, but also pays off in actual purchase behavior (Rajagopal, 2021). This result is consistent with Li & Shan (2025) and Khan *et al.*, (2023), who showed that positive attitude is a major determinant of consumers' purchase intention. Therefore, the strengthening of consumer attitude plays a decisive role in the marketing and acceptance of organic food products (Munaqib *et al.*, 2025).

The results of the study clearly demonstrated that consumer trust significantly strengthens the existing relationship between consumer attitude and purchase intention. When consumer confidence exists at a high level, the impact of their positive attitudes reflects more intensely on their willingness to purchase (Patel *et al.*, 2022). Trust serves as an effective tool for consumers to reduce uncertainty, as it provides clarity and assurance about product quality, usefulness and expected outcomes (Kramer, 1999; Gefen, 2004). This makes the decision-making process of consumers more straightforward, faster and more confident, which ultimately helps in increasing purchase intention. In addition, trust builds consumers' long-term and stable relationships with suppliers and manufacturers, which in turn is able to strongly influence their purchasing decisions (Teng & Wang, 2015). The trust is not only a facilitating factor, but further strengthens the relationship between attitude and purchase intention by acting as a central motivator of the consumer decision-making process.

6. Theoretical and Practical Implication

The findings of this study are significant not only from a theoretical perspective but also from a practical one. These results help in understanding consumer behavior, such as which factors influence their purchasing habits and decisions. Furthermore, these findings are also useful in designing more effective marketing strategies, enabling companies to present their products appropriately and boost consumer trust and purchase intent.

6.1. Theoretical Implications

This study provides an important theoretical contribution through an in-depth analysis of the interrelationships between consumer attitudes, beliefs and purchase intentions towards organic food products. The results of the study show that availability, consumer awareness, environmental concern, and health consciousness are interrelated key determining factors, which as a whole form consumer attitude and influence their purchase intention. This multifactor-integrated approach overcomes the limitations of traditional unilinear models and presents a more realistic, holistic picture of consumer behavior.

Specifically, the theory of planned behavior is theoretically extended by the inclusion of value-based factors viz. awareness, environmental concern, and health consciousness, in this study. These factors suggest that consumer attitudes are not formed solely by social pressure or perceived behavioral control, but are rooted in individualized values, knowledge, and consciousness. Therefore, this study offers a deeper psychological elucidation of consumer behavior.

Another major theoretical contribution of this study is the assertion of trust as a moderating factor. This research has shown that trust strengthens the relationship between consumer attitude and purchase intention, so that positive attitudes translate into actual purchase behaviour. Therefore, it is clear that trust is a central element of removing uncertainty, minimizing risk and strengthening the decision-making process.

Thus, this study contributes to the clarification of the gap known as the “attitude–intention gap”, as lack of trust, short availability and insufficient awareness are specified as its causes. Ultimately, this research makes an important contribution to the theoretical literature by presenting a contextualized model of consumer behavior in developing economies, particularly in the Indian context, and extending and refining existing theories.

6.2. Practical implications

This study offers an actionable and practical contribution to the marketing strategies of organic food products, which is also supported by recent research results. The study results indicate that availability, awareness, health consciousness, environmental concern, and trust are key factors that directly influence not only consumer attitudes, but also their actual buying behavior. Therefore, marketers should use these factors as a coordinated strategy.

In the case of product availability, research shows that accessibility is a key determinant of consumer purchase intention. Companies should therefore adopt multi-channel distribution strategies—such as online sales platforms, supermarket chains, and local markets—that ensure easy access to consumers everywhere. Strengthening the supply chain is essential, especially in developing markets, as lack of availability can adversely affect purchasing decisions. Increasing awareness is also considered essential, as research shows that product knowledge is a key motivating element of consumer behavior. Companies should therefore clearly communicate health and environmental benefits to consumers through digital marketing, social media campaigns, educational promotional programs and clear label information. This strengthens the positive attitude of the consumers and increases their purchase intention.

Green-marketing strategies are of particular importance in the context of environmental concerns. Consumers perceive organic products as an environmentally friendly alternative, so brand communication should clearly demonstrate chemical-free production processes, sustainability orientation and contribution to environmental protection. Such an approach not only enhances brand value, but also strengthens consumer trust.

Given the growing trend towards health consciousness, marketing messages should particularly highlight nutritional value, safety levels and chemical reductions. Health-conscious consumers are more sensitive to these aspects, so accurate presentation of these strengthens the purchase decision.

Building trust is the most crucial element. Product certification system, clear-labelling, supply chain transparency and quality control boost consumer confidence. When consumers trust the authenticity of a product, their decision-making process becomes simpler and stronger, making the relationship between attitude and purchase intention more effective. A data-driven marketing strategy created by the coordinated application of all these factors can not only influence consumer attitudes, but is also able to convert their purchase intentions into

actual purchase behavior. Thus, companies are ensured to build long-term trust, develop brand loyalty and promote sustainable consumption, which is essential for the sustainable development of organic products.

7. Limitations

This study has several limitations that offer opportunities for improvement in future research. The first limitation is that the study focused on a specific region or population, which may limit the generalizability of its findings; the results would be more comprehensive and reliable if the study were applied to different geographical areas and diverse population groups. Furthermore, the reliance on self-reporting through surveys and questionnaires for data collection means that respondents' personal experiences and biases could influence the results, and there might also be a tendency towards socially desirable responses.

The study focused solely on consumer attitudes and purchasing decisions, while other important factors such as price, income levels, and cultural differences, which can also influence the purchase of organic products, were not adequately considered. Additionally, this study was conducted at a single point in time, whereas consumer attitudes and purchasing intentions change over time; therefore, longitudinal research is necessary to understand these changes. By addressing these limitations and incorporating a wider range of factors, future research can provide more accurate and comprehensive conclusions.

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Ethical Approval and Informed Consent Statements

This study was conducted in accordance with ethical research standards. Participation in the survey was entirely voluntary, and informed consent was obtained from all respondents prior to data collection. Respondents were assured of confidentiality and anonymity, and no personal identifying information was recorded or disclosed.

Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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