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Impact Of Motivational Factors On Organic Foods Consumption With Attitude As A Mediator

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Abstract

The study focus on motivational factors on organic food consumption with the work is to observe the attitudes' mediation effect in relationship among environ concerns, Health perception and price conscious towards buying organic food and its direct effect between the hypothesised variables are also observed. The collected data is based on convenience sampling from the consumers at different organic food stores by using a structured questionnaire. SEM by AMOS 21 is utilized to evaluate the proposed relationship, the findings confirmed that the motivational factors towards organic food (Price conscious, environmental concern and health perception) impacts the buy intent of organic food indirectly through attitude. The novelty of the examination is for revealing the mediation effect (in terms of negative) under the relationship among the price conscious as well as purchase intention among Indian consumers.

Keywords : organic food, Purchase intention, Price conscious, Health consciousness, Environmental concern.

Introduction

Nowadays, attention on the production of organic food and purchasing has maximized between consumers due to operational variation in the consumer's choice. Also, the segments of organic are estimated for significant growth in the forthcoming days. Buyers crossways the ecosphere is flattering progressively environ conscious and growth of economic on the environs. Consequently, consumer demand has been increasing for products which are produced by means of process having

very low impact on eco system. Upcoming market trends have given choice to consumers to buy environmental organic products and sustainable (Onwezen and Bartels, 2014; Leistner and Gottschalk, 2013). It is commonly believed that extra natural and socially viable production of food is desired to deal with forthcoming global issues like exhaustion of natural resources, the damage of biodiversity (De HaenandRequillart, 2014; Verain et al., 2012). The uniqueness towards buying of food among Indian consumers have been identified and it links to their traditions (Kapoor, 1985). As per the regarded statistics in the improvement of worldwide food market (organic), it is revealed that the market in 2000 is US$17.9 billion, which is enlarged to US$ 62.9 billion in the year 2011. Further in Europe, the worth of market has also enhanced in it range from €10.8 billion (2004) to €21.5 billion (2011). This is evident from (Willer et al., 2013), and the production of organic food has also been maximized from 1.2% to 4% in between (2000 to 2010) in USA (Schyndel, 2012). Further, this was clearly shown the abundant growth of organic food market. Still, the study has been continuing to review the upto date information related to the food market. More studies have also shown the greatest impact of organic food as healthiest (Hamzaoui and Zahaf, 2008, McEachern and McClean, 2002; Lockie and Lyons, 2002; Zanoli and Naspetti, 2002;) food safety are the predominant basic motivators. Dietary picks form a significant part of total consumption of sustainable, along with day by day food option. Consumer worries in unoriginal food production resulting in increasing demand for organic food (Van Look et al., 2013). Since customers are getting different data and awareness of unsafe use of pesticide and insecticide used in food production (Teng, P. K et al., 2011). Subsequently, consumers are now concerned about healthiness and safetyin food which they take regularly (Shawn, 2004). These disquiets bring certain Indian consumers seems for sufficient and healthy food without having any chemicals. Hence, the organic food market is presently expanding in India. Many researchers identified scholars that organic food consumption is a growing trend among urban consumers around the world, they consume more than consumers in rural areas (Radman, M. 2005). Many of the consumers thinks that food which grown organically are very healthy, quality and tasty, so they perceived it is more expensive. Some research conclusions specify that Indians are among the food consumers having health additions commonly but they deficient in evaluates to organic food. It shows that Indians are mainly focussing on buying organic food however they bear from

poor accessibility and superior price awareness. Based on the perception only consumers judge about the quality of organic food. Yet, one of another hindrances stopping consumers from buying organic food is an absence of trust in organic food tags (Worner& Meier-Ploeger, 1999). Hence, the organic market was highly influenced by way of life and Attitudinal variables. Also demand of market has ignited researcher to find the possible organic factors of consumerism of organic (Aertsens et al., 2009)

Theoretical background and hypothesis development

Scandals in food increases concern regarding harmful enduring biotechnological applications' impact in agricultural science on healthiness and surroundings (Rimal et al., 2006). The consumers attitude on purchasing the product (Ajzen, 1991). Product purchase intention could be concerned as the finest predictor of real performance (Ajzen, 1991). Outlook to the certain behaviour stimulates consumer's goal to purchase a certain product. Further, the perceived attitude about a product affects the behavioural intention towards a certain product. The final decision of the consumer is affected by the attitude (Ajzen, 1991). Hence, the conceptual framework was evolved is based on the consumer buying decision that relates to attitude. This proposed model is extended by three independent variables which is strongly affecting the attitude namely Environmental Concern, Health concern and Price. The conceptual model is shown in Figure 1.

Health consciousness

Environmental Concern is Ecological attention and is a major motivational influence on procuring organic product. Many studies revealed that there has no harm in organic food for the environment. Since consumers are triumph Health conscious and eager to contribute in order to defence their wellbeing and the outcomes of such researches directed that consumers supposed food (organic) as healthiest than conventional food that influence them to purchase (Dennis and Lodorfos, 2008; Hamzaoui as well as Zahaf, 2008; Hoefkens et al., 2009). Combined concerns under the literature work have also witnessed the same that relates to human well-being. This has further declared the statement that even though the consciousness in health impacts the outlook on organic food, there has negative influence on consumer's purchase intent (Hassan and Michaelidou, 2008). Consumers believed that they has not include any dangerous chemicals and it also enhance the consumer's health and their life quality and hence the study

conclude that there is a positive opinion on buying organic food because of their health consciousness, the given hypotheses was developed on the basis of aforementioned literature evidence.

H1: Consciousness in health might have a positive impact on the outlook on organic food

Environmental concern

Buyers with ecological worries have obsessive environmentally responsive goods like organic food. In compare to some other food, the mentioned organic food is obtained to be the most environmentally friendly aspect (Zahaf and Hamzaoui, 2008) and are believed to be minimal harmful and extra valuable to the atmosphere (Worsley and Lea, 2005; Ölander and Gronhoj, 2007; Ay and Nardalı, 2008). Past studies stated that consumers habitually buying organic food think that they have conscious about the environ, which are well-suited with ecosystem (Zanoli and Naspetti, 2002). Hence the study concluded that attitude towards purchase intention of organic food is highly affected by the environmental concern, and consumers who having greatest consideration of environment might likely to buy organic food (Honkanen et al., 2006). This study reveals that consumers are highly conscious about the environment and creates a positive opinion in purchasing the organic food as per the literature and following hypothesis is raised.

H2: Concerning of environ might have the positive sway on the attitude over organic food

Price conscious

The perception about the organic food consumers is very expensive when compared to the other conventional food (Radman, 2005, Lea and Worsley, 2005). Studies suggest that price is an important factor that affecting purchase so the rate of organic food should not be more than other food items (Magnusson, 2001). Due to environmental uncertainty the cost of operational process has been increased, that leads to affect the purchase intention negatively (e.g. Tesfom, 2008). In line with the above literature support this study posits a hypothesis which is elevated below.

H3: Price conscious might have an opposite incorporation on the outlook to buying of organic food

Attitude

Past researches concluded that, general intention towards certain behaviour is forecasted via the outlook towards the certain performance (Fishbein and Ajzen, 1980). Latest studies have also reviewed that the outlook concerning organic food mirrors consumers' purchase intention towards organic food buying deeds. Further, the proof of the investigation discloses that the consumers' target to buy these foods is forecasted through the attitude (Lodorfos and Dennis, 2008; Gracia and de Magistris, 2007). According to the literature a relationship has been found between outlook to food (organic) and aims to purchase (Sparks and Shepherd, 1992) and the positive relation between these two constructs is also there in (Tarkiainen and Sundqvist, 2005; Michaelidou and Hassan, 2008). In such studies it has been noted that though the consumers showing better opinion towards organic food only few have an aim to buy the organic food (Magnusson et al., 2001). Besides the past results, in order to extent the understanding of the association among purchase aim of organic food and consciousness in health, environ concerns and Price conscious should be examined with attitude as a mediator. As per aforementioned literature declare that the attitude regarding organic food is the good predictor of organic food buying intention and it also determined health consciousness, Environmental concern and Price conscious. In this study, the attitude is used as a mediator among the aforesaid independent and dependent variables. According to the above discussion, the following hypothesis were raised.

H4: Attitude to organic food might have positive impact on the Purchase goal towards food (organic).

H5: Attitude on organic food might mediate the association among health consciousness and Purchase goal to organic food.

H6: Attitude on organic food might mediate the association among environ consideration and Purchase intention towards organic food.

H7: Attitude on organic food might intercede the relationship among Price conscious and the intension of purchasing the organic food.

Methodology

Initially 50 consumers were requested to fill the questionnaire to ensure that the contestants understand the questions, no measurement issues occurred. The results of pre-test clearly denote that the contributors could answer the questions properly. Convenience sample of 231 were collected at various

organic stores in and around Chennai for 2 months, each respondent take approximately 20 minutes to register their responses. Chennai is the capital of Tamil Nadu, people with different demographical features and immigrants reside in Chennai for working and education purpose, so reliable information regarding this study can be expected from Chennai residents. The data collected from consumer are subjected to Structural Equation Modelling analysis for checking the pattern among the consumers. 103 of overall respondents were female (44.59%) and 128 were male (55.41%). Average age was between 27 and 38 years; 55.32% of participants were married, 48.62% of the participants had a bachelor's degree and 53.78% of the participants having the income between 50000 to 60000 rupees per month. The goal of the research is to assess the scope of; motivational factors on organic foods consumption with attitude as a mediator

Questionnaire and scale

The items of Environmental concern, Health consciousness, Price conscious opinion to organic food as well as its purchasing were included to meet the objective of the study. The respondents were requested to give their degree of agreeableness on 21 items by 5- point Likert scale with agree (strong) to disagree (strong) and 5 demographical questions were also asked, such as gender, age and education. Hence, the study variables were taken from earlier research. The scale of consciousness in health were from Squires et al. (2001)); environ consideration scale was measured by scales that is in Chryssohoidis and Krystallis (2005). Price conscious was calculated by scales from Indrajit Sinha as well as Rajeev Batra (1999), Finally, Purchase target towards organic food scales were drawn from the goal to purchase organic food was evaluated by scales in Michaelidou and Hassan (2008).

Data analysis

We have used covariance based SEM technique, which is used to test complex models with indirect relationships(Hair, Black et al. 2009) using AMOS 21 in this study in order and to test the proposed hypotheses, SPSS 21 is used for preliminary analysis. SEM is mainly used to test the complex models with indirect or mediation relationships. The model justification is done using the following criteria's: χ^2 goodness-of-fit statistic, the GFI, the CFI, the RMSEA and SRMR. The approach is said to be better if the χ^2 statistic is insignificant, the GFI, as well as CFI are larger

than .90, and SRMR and RMSEA is below 0.08 as per (Hair, Black et al. 2009).

The reliability of every scale was measured by Cronbach's α's in order confirm the internal consistency of all variables. The Cronbach's α's value of every scale deployed in the study surpass the norm of 0.70 normally umpire as satisfactory (Nunnally, 1983), and inter correlation among the constructs were shown, as given in

Figure 1 Conceptual model

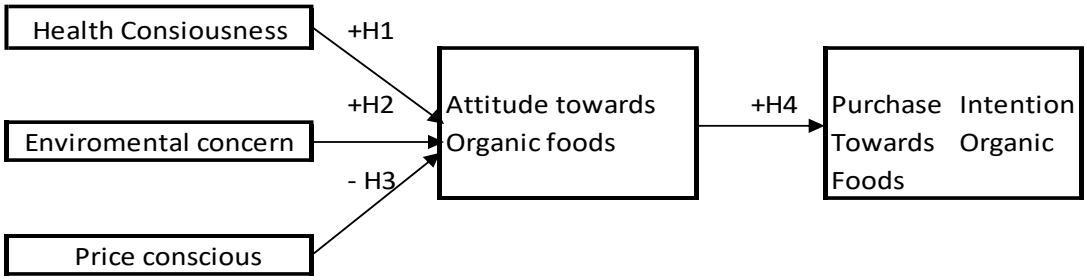

Table 1 Reliability and Descriptive statistics

variables	A	μ	σ	1	2	3	4	5
1. HC	0.666	4.9336	1.03365	1				
2. EC	0.885	5.5496	1.07983	.380***	1			
3. PC	0.850	2.5772	1.29576	-.177***	-.303***	1		
4.ATOF	0.951	5.0379	1.43313	.418***	.593***	-.400***	1	
5. PI	0.837	6.0934	.86385	.340***	.437***	-.257***	.465***	1

HC- Health conscious, **EC**- Environmental concern, **PC**- Price conscious, **ATOF**- Attitude towards organic food, **PI**- Purchase intention.

α- Cronbach alpha, **σ**-Standard deviation, **μ**- Mean

Note: ******* denotes Correlation is important at the 0.01 level (two-tailed).

Table 1. The outcomes under standard deviations, means, and reliability analysis for total variables presents in the examination was also shown in Table 1, From this, variables means of Health consciousness, Environ concern, outlook towards the organic food as well as Purchase goal towards organic food ranged from 4.9336 to 6.0934. It was confirmed that the respondents had the perception above the average level for all the study variables

viz., interest to purchase organic food, Environ consideration, Health conscious, and attitude towards the organic food during the evaluation of variables' averages. Also, it showed a constructive attitude towards organic food. Reliability and Descriptive statistics is shown in Table 1.

Table 2: Standardized loadings, AVE and Composite reliability

Constructs	**Loadings**	**AVE**
Environmental concern		0.642
ENV1	.648***	
ENV2	.782***	
ENV3	.748***	
ENV4	.909***	
ENV5	.891***	
Attitude towards organic food		0.810
Att1	.889***	
Att2	.867***	
Att3	.907***	
Att4	.889***	
Att5	.946***	
Health conscious		0.447
HL1	.700***	
HL2	.547***	
HL3	.665***	
HL4	.396***	
Price conscious		0.595
PC1	.771***	
PC1	.720***	
PC1	.888***	
Purchase intention towards organic food		0.641
PI1	.676***	
PI2	.828***	
PI3	.884***	

Note: ***p< .001, AVE- Average Variance Extracted.

The two step approach (measurement and structural model) is used to measure the proposed model in this study followed by Anderson and Garbing (1988). In order to test the measurement properties of items in this study we used confirmatory factor analysis. The following results were obtained when the confirmatory factor analysis was executed: $\chi 2$ = 266.505, df = 179, p value=.000, $\chi 2$ /df = 1.489, NFI= .837. CFI = .900. RMSEA = .064. And also, the Table 2 shows the value of

Average Variance Extracted by each construct, standardized loadings on each items on their respective constructs and composite reliability of each construct. Standardized loadings, AVE and Composite reliability is shown in Table 2.

The validity of convergent of all the constructs is evaluated by AVE value in the model. In this study all the constructs having AVE values above 0.5 except Health conscious but the value is very close to 0.5 i.e.0.447(Straub, Boudreau et al. 2004, Hair, Black et al. 2009). According to Table 2, the factor loadings were important at .001 level. The Harman's single factor test using SPSS is used to assess the presence of general method bias, since the initial factor describes the 41.342 percent of variance. Hence we conclude that there is non-existence of general model bias because the initial factor explained variance below 50 percent(Podsakoff MacKenzie et al.2003).

Table 3: Discriminant validity

Constructs	**1**	**2**	**3**	**4**	**5**
1. Price conscious	**0.771**				
2. Environmental Concern	-0.368	**0.801**			
3. Attitude towards organic food	-0.432	0.655	**0.900**		
4. Health consciousness	-0.251	0.472	0.521	**0.589**	
5. Purchase intention towards organic food	-0.322	0.498	0.512	0.438	**0.801**

Note: Diagonal values are demonstrating the AVE's square root

The discriminant validity of the proposed model is assessed. According to Table 3 it shows that the AVE's square root is greater than inter correlation between the constructs. Hence it is showed that the entire constructs by the investigation are dissimilar and theoretically associated (Straub, Boudreau et al. 2004, Hair, Black et al. 2009). Discriminant validity is shown in Table 3.

Table 4: Standardized regression weights

s.no	Hypothesis(Direct path)	Regression coefficients (Direct effect)	S.E.	t value	Decision

H1	Consciousness of health to Attitude towards organic food	0.255***	0.094	3.406	Accepted
H2	Price conscious to outlook on organic food	-0.198***	0.062	3.343	Accepted
H3	Environ concerns to outlook to organic food	0.466***	0.091	6.110	Accepted
H4	Outlook to organic food for purchasing purpose	0.523***	0.051	7.690	Accepted

Note: *** p<.001, S.E.-Standard Error, β- Beta

The structural model was tested by bootstrap estimation. It is nothing but a resampling method used to estimate indirect effects along with 5000 subsamples. This estimation is well suited for mediated model (Hair, Black et al. 2009).The P value along with standardized regression coefficients is shown in Table.

According to Table 4, all the direct relationship was accepted based on the t value. The association among consciousness in health and Attitude to organic food is very important and positive (β=. 0.255, t= 3.406), thus H1 is accepted. The path between price conscious and attitude to organic food is significant and negative (β= -0.198, t= 3.343) hence the H2 is accepted, it shows that if the rate of the organic food is too high the attitude towards organic food becomes very low. Similarly the path among the concern of environ and attitude on organic food is also important and positive (β= 0.466 p< 6.110), thus H3 is supported. Then relationship among outlook on organic food on Purchasing of organic food (β= 0.523 t= 7.690) is also significant and positive. So H4 is supported. In order to check the effect of mediation the bootstrap estimation with 5000 subsamples is used to estimate the indirect effect.

Figure 5: Mediations and Indirect effects

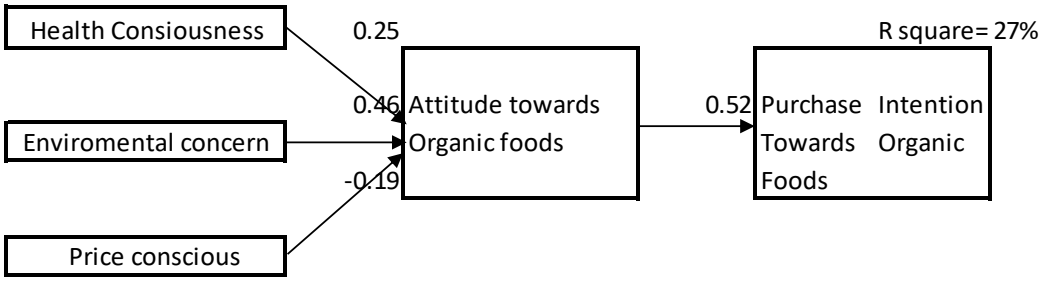

Table 5: Indirect effects and bootstrap estimates

S. No	Hypothesis (Indirect paths)	Regression coefficients (Indirect effect)	Bias corrected percentile method		Decision
			Confidence Interval	p value	
H5	Health consciousness to Purchase intention towards organic food	.134	[.047, .229]	.004	Accepted
H6	Environmental concern to Purchase intention towards organic food	.244	[.148, .350]	.000	Accepted
H7	Price conscious to Purchase intention towards organic food	-.104	[-.180, -.037]	.004	Accepted

The standardized indirect effect values are given in table 5. The model fit outputs for full mediation model are: χ^2 =282.858, df= 182, p value = .000, χ^2 /df= 1.554, NFI = .914, CFI = .967, GFI= .897, RMSEA =.049. In this study we tested three mediation paths, the results of each mediations along with indirect effect and bootstrap estimates are shown in table 5.

According to the results shown in Table 5, all the three proposed hypotheses were supported. This shows that attitude is a good mediator which mediates the associations among the mentioned concerns, Price conscious and Purchase aim to organic food, and the overall model explain 27 percent of variance on dependent variable purchase intention towards organic food.

Discussion

This study tests whether the mediation effect works among the goal to buy organic food and Health awareness, environ consideration, Price conscious with attitude as a mediator, also evident that these above findings are consistent with studies done before. Hence it is proved that Health perception, Environ concern and Price conscious has greatest impact on attitude to the food (organic) that is having influence to buy organic food. Also this study explores that the environ consideration positively affects the buyer's attitude to purchase the organic food, because consumers think that the organic food are food which produced without affecting the environment (Magnusson et al., 2003). Nowadays the consumers are really aware about their

health status, due to their health consciousness the consumers prefer organic food because they are having hope that organic food never harm their health (Paladino and Smith, 2010). Even though the environ concern and Health consciousness are touching the attitude of consumers in a positively to purchase the organic food but the rate affects attitude of consumers towards buying the organic food negatively, consumers' willing attitude towards buying organic food decreases when seeing premium price of organic food (Indrajit Sinha and Rajeev Batra 1999). In continuation to the above findings, this study also proven that the positive outlook towards these kind of food increases the purchase intention towards organic food (Lodorfos and Dennis, 2008; de Magistris and Gracia, 2007). The above hypothesis which we posits are supported according to empirical results, hence it indicates that the outlook over the organic food is working as intermediary perfectly. The results regarding the mediational impact of this attitude on organic food confirmed that the relationship among meaning to purchase organic food and health consciousness, environ concern and Price conscious was fully arbitrated as per the attitude. The environ concern, health perception, and Price conscious might persuade the consumer's intention on buying the food. This study findings also prove that the significance of attitude towards purchase intention. In continuation with this, the marketers should make the consumer to think positive about organic food by incorporating promotional activities based on the above study variables in order to increase the intention of buying organic food.

Conclusion

This study reveals the pattern of purchase intention among the consumers of India, which is useful in understanding the consumer consumption towards organic food. In India, one can find the food produced with some chemical substances commonly in the place of market. The purpose to purchase organic food among consumers has evolved when the consumer have a good attitude about organic food. Further this study reveals the working mediation impact of outlook in the connection among intention to purchase and price conscious, this indirect path is the novelty of this study which has enough support in literatures. Though these results of this study coincide with the preceding studies it has some limitations about sampling methods which have taken for the analysis. Because samples size is restricted only inside India, therefore the future studies should use random sampling methods and increase the

sample size in order to sustain the generalization of results. In continuation to that, the variables health awareness and environ concern are proved as strong motivating factors of consumption of organic food, so that the future studies should include some another motivating factors which are not accounted yet to explain the purchasing intention. And this study only checked the effect of indirect paths but the future researches working on this area with these variables should check the change in effect of indirect path when including the direct path between the variables.

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