

Consumer Willingness To Pay High Price for Consumption of Organic Food Products: A Study of Indian Consumer

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Pay High Price for
Consumption of Organic
Food Products
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Abstract

Purpose: Organic food is a sustainable, healthier alternative to normal food items. A positive inclination of consumers is observed around the globe towards these products, owing to the benefits it provides not only to human health but also to the environment. The present study is based on the extended version of Theory of Planned Behaviour. The study aims at measuring the mediating effect of Willingness To Pay a Premium on the relationship of Attitude, Subjective Norms, Perceived Behavioral Control and Environmental Concern with consumers' organic food Purchase Intention.

Methodology: The study was conducted using a structured questionnaire framed on 5-point Likert Scale, ranging from Strongly Disagree to Strongly Agree. The respondents were asked to rate the items of the constructs adapted from the extant literature and provide their respective demographic information (age, gender, education, occupation and income category). The sample size of the study was calculated on the basis of formula proposed by Cochran (1963). The questionnaire was distributed physically and through google forms to more than 500 respondents. For the final analysis, data collected from 425 respondents of Uttarakhand was considered which was analysed using Structural Equation Modelling (SEM) with the help of Smart PLS 4 software.

Findings: The findings revealed that consumers showed a positive intent toward organic food purchase. Purchase Intention was observed to be significantly influenced by Environmental Concern, Attitude and Willingness To Pay a premium. Further, Consumers' Willingness To Pay a premium significantly mediated the relationship of Perceived Behavioural Control and Subjective Norms with Purchase Intention that was insignificant when observed directly.

Practical Implications: The study on the grounds of the findings, encourages consumers to increase the intake of organic food in their daily diet and also provides valuable suggestions to the policymakers and marketers of such products. Marketers and policymakers should work towards converting consumers' positive intent towards organic food into actual demand. This would help them to have an extensive understanding of consumer behaviour towards the subject focusing on increasing the production and promotion of such goods.

Originality: The study is a genuine piece of research and will help to create awareness among consumers regarding the benefits of organic food products.

Keywords: Purchase Intention, Organic Food, Willingness To Pay a Premium, Mediation

1. Introduction

The National Programme for Organic Production (NPOP) describes organic food as products produced utilising an agricultural system that avoids synthetic fertilisers and pesticides in favour of a moral, socially conscious approach. Organic farming functions at the elementary level, preserving soil's ability to reproduce, regenerate, provide adequate nourishment alongwith sound soil management, resulting in nutritious food that is high in vitality and disease resistance. In the Indian context, the total area undergoing organic certification as of 2021, is 4339184.93 hectares (2020-21), including 1681295.61 hectares of land for wild harvest and 2657889.33 hectares of land for cultivation purposes. The majority of land in Madhya Pradesh has been approved for organic farming, with the next highest numbers in Rajasthan, Maharashtra, Chhattisgarh, Himachal Pradesh, Jammu & Kashmir, and Karnataka. Sikkim achieved the incredible feat of converting its total arable land (>75000 acres) to certified organic cultivation land. In 2020-21, India produced approximately 3496800.34 metric



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tons certified organic products, including all varieties of food products such as oil seeds, fibre, sugar cane, cereals and millets, cotton, pulses, aromatic and medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, processed foods etc. Besides the edible sector; organic cotton fibre, functional food items, are also produced. Madhya Pradesh is the greatest producer among the states, followed by Maharashtra, Karnataka, Rajasthan, and Uttar Pradesh, (<https://apeda.gov.in>). The study will contribute to a better understanding of customer opinions and intentions about organic food purchases. When compared to non-organic alternatives, organic food items are more expensive, which deters price-conscious customers from buying them. As a result, non-organic products are consumed in large quantities, which is bad for both the environment and human civilization. The study will help make the public aware of the advantages of organic food items, which will have an impact on how they will behave when consuming organic goods. The results of the study would be helpful to business houses in developing and manufacturing their products for the target markets.

2. Review of Literature

Extended Theory of Planned Behaviour
The present study is based on the Theory of Planned Behaviour proposed by Ajzen (1991). Ajzen (1991) proposed the Theory of Planned Behaviour (TPB) as an extension of the Theory of Reasoned Action (TRA). TPB highlighted the significance of attitude, subjective norm and perceived behavioural control towards formation of behavioural intention, which has a significant role in predicting actual behaviour. The willingness to carry out a certain action, like making a green product purchase, is known as intention. Green purchasing intention is the term used to describe when consumers give environmental problems some regard. In recent years, the perception of environmentally friendly behaviours and consumption patterns of green goods have gained prominence (Yang, 2017). Attitude is a person's propensity to constantly respond favourably or unfavourably to a certain object (Ajzen, 1991). It is impacted by the appraisal of outcomes and behavioural assumptions. Those who have a green mentality are more likely to buy green items than consumers who don't. People who care about the environment often alter their behaviour and aid in moving other people's behaviour toward green items. The behaviour that is expected of a person(s) by society as a whole and is impacted by normative belief and motivation is described as a subjective norm. The consumer's consumption habits are influenced by their subjective norm. Therefore, as a member of society, the consumer's identity and behaviour for making green purchases are inspired by the behaviour of reference groups (Fishbein and Ajzen, 1975). Two crucial components, Control Belief and Control Strength, substantially affects Perceived Behavioural Control (PBC). Perceived Consumer Effectiveness (PCE), which is also a PBC variation, is discussed in the TRA (Ajzen, 1991). PCE is about a consumer's confidence in his or her ability to make a good impact on the environment. These elements combine to create a comprehensive theoretical framework for forecasting human behaviour. The TPB model focuses on understanding customers' real behaviour; however, it can be more useful if the elements of consumers' Willingness to Pay a Premium (WTP) and Environmental Concern (EC) are examined alongside purchasing decisions. As a basic term, environmental concern involves thoughts concerning several environmental concerns (Zimmer et al., 1994). Willingness to Pay a Premium (WTP) describes how much money people are willing to spend on purchasing or eating organic products. Pahari et al., (2023) investigated elements which guide online organic food purchase. The study examined the association between customer purchase intentions and attitudes towards organic food. Despite the fact, all components positively influenced customer attitudes towards organic food, the constructs of perception and health consciousness stood as the most important constructs impacting customer attitudes. Attitudes towards organic food facilitated consumer purchasing behaviour, which was again strongly associated with increased customer health and mental pleasure. The findings were significant for all organic food stakeholders, as creating a niche for organic food items required understanding customer concerns when adopting marketing approaches.

According to Patel et al., (2021), consumers remain inclined towards buying organic items if they have a favourable view toward them. It was also noted that customers' increased awareness of environmental concerns and their strong perception of the sensory qualities of an organic product may develop favourable attitudes toward organic food. Consumers' willingness for paying a higher price favourably influences their desire of buying organic food. The study suggests that customers' WTP towards organic food also translates into high purchasing intent.

Young Indian customers' intentions about green products were examined by Varah et al., (2021). WTP and EC were included in the authors' expanded Theory of Planned Behaviour model. Data analysis results demonstrated the expanded model's capacity to anticipate customer intention. The predictors were shown to have an interesting association both with purchase intention and among themselves. Customers' purchase intentions are highly influenced by the predictors, which is consistent with their impact on the dependent variable. According to the authors, Indian youth's awareness of green items and their favourable effects on the environment is the cause of these remarkable associations. As it was noted that Indian young were involved, emphasis was also placed on the necessity to properly craft the price approach.

In a comprehensive literature review-based analysis, Katt and Meixner, (2020) identified the characteristics shaping consumers' willingness to pay for organic food. While demographic impact was irregular, factors like consumer values and attitudes, particularly those regarding the environment and their health, consistently have a positive impact on WTP. It may be necessary to investigate the mediating or moderating effects of attitude regarding WTP for organic food. The place of origin, quality, and labelling are other characteristics that consistently and naturally generate a rise in WTP for organic food due to their communicational capabilities. The study concentrated on the need for more research into characteristics depending on the purchase venue because they are frequently disregarded but can prove to be substantial. The overall findings thus report consumers' WTP towards organic food despite the variation in premium.

Given that price acts as a barrier in organic food purchase, Molinillo et al., (2020) highlighted the significance of studying consumer WTP and their frequency of doing so. To study the problem, a structural model comprising the constructs of food safety concern, natural content, environmental concern, sensorial appeal, health and social consciousness was suggested and tested. Both components of consciousness were observed to influence the exogenous variables significantly and positively - social consciousness sharing stronger relationship with WTP and health consciousness sharing stronger relationship with purchase frequency. Vapa-Tankosi? et al., (2020) in their research observed Serbian consumers for their preferences and readiness to pay more for various types of honey (organic and local honey). In comparison to the local honey (10-20% more expensive), Serbian customers demonstrated a willingness or ability to spend 20-30% more for the organic kind. Additionally, it was shown that the majority of honey users were women with just a high school degree and a monthly income of under 500 euros. The results made it clear that higher income has a favourable impact on the WTP for organic honey. Additional elements that significantly benefit, like food safety and support for the local community, are widely acknowledged to have a favourable impact on WTP for organic honey.

Basha and Lal, (2019) examined the variables influencing consumers' organic food purchase intentions in Chennai and Bengaluru. Environmentally conscious consumers showed a readiness towards paying more for organic food items. The prominence of agricultural activities among Indian households may have contributed to the genesis of this conclusion. Given the high levels of environmental pollution in India, particularly in major cities like Bengaluru and Chennai, the conclusion is equally remarkable. Consumers' subjective norms and purchase intentions towards organic food goods showed a similar interesting link. Consumers' inclinations to purchase organic goods were significantly impacted negatively by the factors of price and convenience. Respondents believed that organic goods were more expensive than non-organic items, they were nevertheless eager to buy them if stores selling them were conveniently located. Additionally, they were prepared to spend an

additional 20% on organic food.

In the study of Carfora et al., (2019), organic milk purchase intentions of consumers in Italy were reportedly best described by their perceived behavioural control over such purchases. The significant impact of PBC (with a particular emphasis on lack of availability as the primary consumption barrier for organic food) on intentions shows that boosting the availability of organic milk can increase the consumption of the product. It was claimed that intents might be inferred by a favourable attitude toward organic milk. The idea that, although having a favourable view toward organic food, consumers do not choose the same because their ideological beliefs do not support it is backed by the fact that, for Italian consumers, purchasing organic milk in low quantities was associated with their habit. The desire of Italian consumers to purchase organic milk was also found to be influenced by subjective norms, suggesting that in the case of purchasing organic milk, the opinions of "significant others" may prove useful in helping to turn these ideas into a group norm.

James et al., (2019), reported that persons who are aware that no synthetic substances were utilised in the creation of organic tea may view it as advantageous. According to the authors, the advertising of organic products may be considerably impacted by this high correlation between the impression of organic foods and purchase intentions. The study's findings also confirmed the idea that purchasing intentions for organic tea would be favourably correlated with its standing as a status symbol. This is the study's most significant and intriguing discovery. The study's participants thought that a higher price for organic tea was a sign of greater societal standing and product quality. The study looked at the influencing role of consumers' demography on their organic tea purchase intentions. The findings reveal that education favourably effect consumers' inclinations to buy organic tea. It was shown that respondents' inclinations to buy organic tea were not significantly influenced by their income. It also investigated how gender functions as a demographic variable influencing buying intention. Compared to female respondents, men expressed a stronger desire to purchase organic tea. The intention of respondents to purchase organic tea was observed to have an inverse connection with their age. When compared to their younger counterparts, respondents on the older end of the age spectrum were shown to have relatively lower organic tea purchase intentions.

In their study, Nguyen et al., (2019) found that the value of a consumer organic food purchasing model is made up of significant components from the existing literature. Consumers' attitudes about eating organic food do not always translate into real purchasing behaviour. This highlights the attitude-Behaviour divide among Vietnamese consumers and can be linked to consumers' perceptions of organic food's high price, which serves as a deterrent to purchase. It was shown that environmental concern was the best indicator of attitudes. Vietnamese customers are becoming more concerned about the environment, as seen by their selections to buy eco-friendly goods.

Pham et al., (2019) explored the elements that can influence customers' views about and intents to buy organic food. Youth perceive the elements like flavour or environmental concern as insignificant in attitude formation toward purchasing organic food items. Other variables examined had an impact on consumers' opinions and intentions to buy organic food.

Qi and Ploeger, (2019), reported that attitude, perceived behavioural control, and subjective norms considerably influence consumers' eco-friendly purchase intentions. The findings suggested that among the TPB constructs, attitude proved to be the most significant component of the desire to purchase green foods, indicating that a favourable attitude toward green food is necessary to start sustained green consumption.

According to Konuk (2018), environmental concern is significant in exposing customers' buying intentions and their willingness to pay more towards organic food. Due to rising manufacturing activity, waste and consumption, people are more concerned about environmental damage. The study focused on pregnant women and their consumption habits, paying particular attention to how environmental concerns affected their plans of purchasing as well as their willingness to pay more towards organic food at this time. Pregnant women's consumption patterns are more environmentally conscious.

In their study, Schäufele and Hamm (2018), observed the attitude-behaviour gap among German consumers when it came to buying organic wine. German families demonstrated consistency in their attitudes and behaviours towards the purchase of organic wine, as such households were seen to spend significantly on its consumption. They also showed a high level of environmental responsibility.

Yadav and Pathak (2017) investigated Indian customers' green purchasing patterns while incorporating into original TPB model, the variables of perceived value and WTP. TPB predictors had a critical role in predicting Indian customers' behaviour and buying intentions when it came to green items. Among the factors that indicate whether someone would make a purchase, attitude, perceived behavioural control and subjective norms were shown significant starting with first factor. Furthermore, it was claimed that the additional factors of perceived value and WTP a premium influenced consumers' intentions to make green purchases substantially and insignificantly, respectively.

Maichum et al., (2016) examined the impact of the expanded TPB model on Thai consumers' intentions to purchase by using environmental concern as an additional variable. It was found that the core tenets of TPB significantly influenced consumers' purchase intentions. Except for the subjective norm, it was discovered that environmental concern had a considerable beneficial impact on purchasing intention, attitude, and behavioural control. According to the findings, all factors, except for subjective norms, effectively predict Thai consumers' desire to make green purchases.

According to Moser (2015), customers who are concerned about the environment show their concern in their purchasing decisions. WTP emerged as the most important predictor of environmentally friendly buying behaviour among the tested components, followed by consumer personal norms. A gap between attitudes and behaviours was also observed since attitudes had only a little impact on consumer green consumption.

Maloney et al., (2014), utilised TPB for examining customers' purchase intentions towards organic products. Participants' attitudes were shown to be the most important predictor of their desire to purchase among the tested components; perceived expensiveness and awareness also had an impact. Also, the notion of the subjective norm appeared to have a large influence on customers' desire to buy organic clothes goods, while the effect of perceived behavioural control was partially substantial.

Kai et al., (2013) observed that customers are more likely to favour organic goods. Customers feel that all the factors of the study acts as a driving force to choose organic products, excluding the high price, which they perceive as the lone deterrent.

Paul and Rana (2012) discovered that consumers were quite happy with their choice to eat organic food for several different reasons. They understood that buying organic food comes at a considerable cost, but they also thought that it was worth it given the advantages it offers to both customers and the environment.

The following hypotheses are put out in light of the literature review related to Attitude towards Organic Food (AO), Subjective Norms (SN), Perceived Behavioural Control (PBC), Purchaser Intention (PI), Environmental Concern (EC) and Willingness To Pay a Premium (WTP) as discussed above:

H01: AO has an insignificant relationship with PI.

Ha1: AO has a significant relationship with PI.

H02: AO has an insignificant relationship with WTP.

Ha2: AO has a significant relationship with WTP.

H03: SN has an insignificant relationship with PI.

Ha3: SN has a significant relationship with PI.

H04: SN has an insignificant relationship with WTP.

Ha4: SN has a significant relationship with WTP.

H05: PBC has an insignificant relationship with PI.

Ha5: PBC has a significant relationship with PI.

H06: PBC has an insignificant relationship with WTP.

Ha6: PBC has a significant relationship with WTP.

H07: EC has an insignificant relationship with AO.

- Ha7: EC has a significant relationship with AO.
- H08: EC has an insignificant relationship with PI.
- Ha8: EC has a significant relationship with PI.
- H09: EC has an insignificant relationship with WTP.
- Ha9: EC has a significant relationship with WTP.
- H010: WTP has an insignificant relationship with PI.
- Ha10: WTP has a significant relationship with PI.

Mediating Hypotheses

- H011: WTP does not mediate the relationship between AO and PI.
- Ha11: WTP mediates the relationship between AO and PI.
- H012: WTP does not mediate the relationship between SN and PI.
- Ha12: WTP mediates the relationship between SN and PI.
- H013: WTP does not mediate the relationship between PBC and PI.
- Ha13: WTP mediates the relationship between PBC and PI.
- H014: WTP does not mediate the relationship between EC and PI.
- Ha14: WTP mediates the relationship between EC and PI.

3. Research Methodology

Given that it anticipates respondents' intake of organic food, this study is descriptive in nature. A structured questionnaire based on a 5-point Likert Scale, with a range of 1 (Strongly Disagree) to 5 (Strongly Agree), was used as a part of the survey to collect the data. Statements of Attitude were adapted from the previous studies of Taylor and Todd (1995), Subjective Norms from Vermeir and Verbeke (2008), Perceived Behavioural Control from Al-Swidi et al., (2014), Purchase Intention from Al-Swidi et al., (2014), Environmental Concern from Kilbourne and Pickett (2008), Willingness To Pay a Premium from Kai et al., (2013). More than 500 questionnaires were distributed out of which responses from 425 respondents were considered in the final data analysis. The formula suggested by Cochran (1963) was used to determine the sample size which suggested a minimum sample size of 385 respondents. Structural Equation Modelling was applied to analyse the data using the SmartPLS 4 software. Basic statistical indices analysis and advanced analysis are discussed in detail in the results section.

Respondents' Demography

Male respondents made up the majority of the sample (52.24%). Most of the respondents were of the young age group, i.e., up to 30 years (57.88%), followed by respondents in the 31-50 years age category (34.12%). Almost 90% of the respondents were highly qualified with 6% having a PhD. Around 50% of the respondents were from the service sector background with 25% in government service and 26% in private service. More than half of the respondents (53.18%) were in the lower-income category of up to Rs. 40,000 followed by 37.15% of respondents in the middle-income category of Rs.40001-Rs. 100000, (Table 1).

Demography (n=425)		Frequency	%age
Gender	Female	203	47.76
	Male	222	52.24
Age	Up to 30 Years	246	57.88
	31-50 Years	145	34.12
	Above 50 Years	34	8.00
Education	School Level	43	10.12
	UG	149	35.06
	PG	208	48.94
	PhD and above	25	5.88
Occupation	Government Job	110	25.88
	Private Job	111	26.12
	Others	204	48.00
Income	Upto Rs. 40000	226	53.18
	Rs. 40001- Rs. 100000	160	37.65
	Above Rs. 100000	39	9.18

Table 1.
Respondents'
Demography

Constructs	Indicators	Loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AO	AO1	0.844	0.889	0.892	0.890	0.729
	AO2	0.903				
	AO3	0.813				
EC	EC1	0.793	0.839	0.844	0.839	0.512
	EC2	0.626				
	EC3	0.696				
	EC5	0.685				
	EC6	0.766				
PBC	PBC1	0.565	0.871	0.878	0.870	0.531
	PBC2	0.786				
	PBC3	0.790				
	PBC4	0.755				
	PBC5	0.657				
	PBC6	0.789				
PI	PI1	0.791	0.884	0.885	0.884	0.657
	PI2	0.784				
	PI3	0.839				
	PI4	0.827				
SN	SN1	0.795	0.917	0.918	0.917	0.689
	SN2	0.834				
	SN3	0.855				
	SN4	0.821				
	SN5	0.846				
WTP	WTP1	0.783	0.912	0.917	0.912	0.566
	WTP2	0.791				
	WTP3	0.651				
	WTP4	0.769				
	WTP5	0.573				
	WTP6	0.777				
	WTP7	0.833				
	WTP8	0.806				

*EC4 was removed to improve the value of Average Variance Extracted.

Table 2.
Construct Internal
Consistency Reliability
and Convergent Validity

Heterotrait-Monotrait Ratio (HTMT ratio), (Henseler et al., 2015) was used to evaluate constructs' discriminant validity. All values of HTMT ratios were well below the maximum accepted value of 0.85 (Kline, 2015; Henseler et al., 2015), (Table 3).

Table 3.
Discriminant Validity
(HTMT Ratio)

	AO	EC	PBC	PI	SN	WTP
AO						
EC	0.641					
PBC	0.537	0.384				
PI	0.686	0.514	0.697			
SN	0.579	0.355	0.636	0.642		
WTP	0.531	0.359	0.780	0.779	0.677	

Structural Model Assessment
Initially, the structural model was examined for multicollinearity issues. For this purpose, inner variance inflation factor (VIF) values were checked and no issues of collinearity were observed as all VIF values were below the maximum acceptable values of 3.33 and 5, (Diamantopoulos, and Siguaw, 2006) and (Hair et al., 2019), (Table 4).

Table 4.
Collinearity Investigation
(VIF values)

	AO	EC	PBC	PI	SN	WTP
AO				2.322		2.306
EC	1.000			1.716		1.716
PBC				2.831		1.835
PI						
SN				2.180		1.956
WTP				3.053		

Following the corroboration of non-collinearity, the structural model was evaluated on the aspects of path coefficient significance, R-square, f^2 , and Q^2 predict. Results of path coefficients reflected a noteworthy relationship between AO and PI (β =0.276, p=0.000) but not between AO and WTP (β =0.070, p=0.269). EC shared a significant relationship with AO (β =0.643, p=0.000) and an insignificant relationship with WTP (β =0.006, p=0.912) and purchase intention (β =0.102, p=0.085). PBC had a significant relationship with WTP (β =0.571, p=0.000) but not with PI (β =0.098, p=0.237). Similar results were seen between SN and PI (β =0.054, p=0.450), SN and WTP (β =0.271, p=0.000). WTP had a considerable influence over PI (β =0.486, p=0.000). Further, bootstrapping analysis was done to test the mediating effect of WTP. The construct of WTP was observed to mediate the relationship of PBC and PI (β =0.278, p=0.000, LL=0.160, UL=0.418), SN and PI (β =0.132, p=0.001, LL=0.065, UL=0.226). However, the same mediating effect was not observed between AO and PI (β =0.034, p=0.284, LL= -0.024, UL=0.104) and EC and PI (β =0.003, p=0.914, LL=-0.047, UL=0.057), (Table 5, Figure 1). The findings are consistent with the studies of Varah et al., (2021), Patel et al., (2021), Carfora et al., (2019), Nguyen et al., (2019), Chaudhary & Bisai, (2018).

Consumer Willingness To Pay High Price for Consumption of Organic Food Products							
Path	B	Stdev.	T	p	Confidence Intervals		Decision
					2.5%	97.5%	
Ha1: AO -> PI	0.276	0.068	4.040	0.000	0.139	0.408	Supported
Ha2: AO -> WTP	0.070	0.064	1.106	0.269	-0.050	0.198	Not Supported
Ha3: EC -> AO	0.643	0.062	10.438	0.000	0.505	0.744	Supported
Ha4: EC -> PI	0.102	0.059	1.721	0.085	-0.016	0.224	Not Supported
Ha5: EC -> WTP	0.006	0.052	0.111	0.912	-0.098	0.106	Not Supported
Ha6: PBC -> PI	0.098	0.083	1.181	0.237	-0.059	0.265	Not Supported
Ha7: PBC -> WTP	0.571	0.051	11.190	0.000	0.468	0.669	Supported
Ha8: SN -> PI	0.054	0.071	0.756	0.450	-0.088	0.193	Not Supported
Ha9: SN -> WTP	0.271	0.058	4.649	0.000	0.142	0.375	Supported
Ha10: WTP -> PI	0.486	0.099	4.927	0.000	0.298	0.688	Supported
Mediation							
Ha11: AO -> WTP->PI	0.034	0.032	1.072	0.284	-0.024	0.104	Not Supported
Ha12: EC -> WTP-> PI	0.003	0.026	0.109	0.914	-0.047	0.057	Not Supported
Ha13: PBC -> WTP-> PI	0.278	0.067	4.172	0.000	0.160	0.418	Supported
Ha14: SN -> WTP-> PI	0.132	0.041	3.207	0.001	0.065	0.226	Supported

Table 5.
Path Coefficients

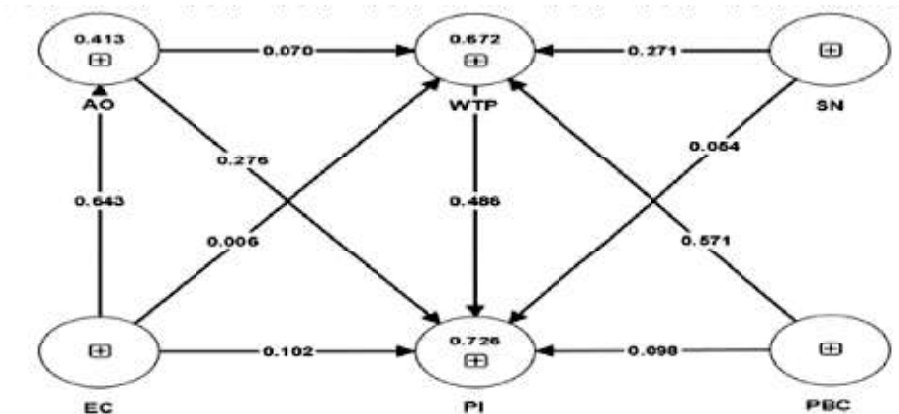


Figure 1.
Structural Model

Assessment of R², f² and Q² predict was done after measuring the path coefficients. The independent variables together explained around 73% variance of PI, demonstrating the model's strong explanatory power. Moreover, it was observed that as a predictor of PI, WTP (f²=0.283) was most significant, followed by AO (f²=0.120) and EC (f²=0.022), (Cohen, 1988). The values of Q² predict for PI (0.480) indicates proposed model's predictive validity (Chin et al., 2020). The model fitness was checked using Standardized Root Mean Square Residual (SRMR) indicator. Hu and Bentler, (1999), suggests the value of SRMR should be below 0.085, which was achieved by the model of the study, (Table 6).

	f ²						R ²	Adj. R ²	Q ² predict
	AO	EC	PBC	PI	SN	WTP			
AO				0.120		0.007	0.413	0.412	0.307
EC	0.704			0.022		0.000			
PBC				0.012		0.543			
PI				0.000		0.000	0.726	0.723	0.480
SN				0.005		0.115			
WTP				0.283		0.000	0.672	0.669	0.560

Table 6.
f², R², Q² predict Values

5. Conclusion

The study was undertaken to test mediating effect of WTP on the organic food purchase intention and its predictors. The organic food purchase intention was directly affected by consumers' attitude alone and not by opinions of the people significant to them, stating their strong belief towards organic food. Further, they also felt that undertaking organic food purchases was not under their control. A significant role of consumers' concern for environment was also witnessed only towards attitude formation and neither in motivating them to pay an extra price for organic food nor in strengthening their intentions to purchase these products. Consumers' WTP seems to be an important predictor of their purchase intentions reflecting that they show a readiness to pay an extra amount of money while purchasing organic food. The mediating role of consumer WTP on the relationship of subjective norm and perceived behavioural control with purchase intention was found significant. Consumers will undertake organic food purchase decision when their readiness to pay a premium price supports their subjective norms and the ability to undertake such behaviour.

6. Managerial and Theoretical Implications

Organic food, a healthy and sustainable version of food, benefits human and environmental health in various ways from the stage of production to its consumption. It helps the soil to retain its beneficial properties which are otherwise sacrificed with the usage of chemicals and pesticides. It also gives consumers a proper nutritional diet without any negative effects on their health as well as the environment and natural resources. The findings of the study propose that consumers show an affirmative inclination toward organic food products. This inclination needs to be further strengthened so that an awareness is created alongwith a positive word of mouth about the benefits of organic consumption. This would result in generating more demand which would go to the producers and the producer would be motivated to produce more organic food to cater market needs. Consumers do not see high prices as a barrier to purchasing organic food, therefore giving a window to the marketers to spend more on the manufacturing and promotion of these products.

The study contributes to the extant literature by incorporating the constructs of Willingness To Pay a Premium and Environmental Concern in the original TPB model to measure consumers' organic food purchase intention. The extended model provides insight into the strong concern for the environment and willingness to pay a higher price of respondents from Uttarakhand. The comprehensive model can be used to measure consumers' organic food purchase intention of the other hill states in the Himalayan region. Therefore, the model and findings of the study aid marketers and government policymakers to understand consumer organic food buying behaviour and frame policies accordingly to promote the consumption of organic food products.

7. Limitations and Future Research Scope

The study presents the opinions of the respondents from Uttarakhand. The findings therefore can be generalized only to the population of hill states of India. There is a need to look into the opinions of respondents from other parts of the nation as well, by incorporating more independent variables in the study. It would help to create an all-inclusive model to study organic food consumption. This would also provide an overview of the opinions of the Indian economy as a whole towards organic food consumption. These opinions would aid the policymakers at the central government level to frame a robust organic food policy that would take the Indian economy sustainably ahead at the global level.

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