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Understanding the actual buying behaviour of organic food users in India: a PLS-SEM approach

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Abstract: Indian consumers have become more conscious these days for their consumption patterns, as they are becoming more informed with times. Economies have become more connected in today's era of information. Consumerism is found replicated from the developed to the emerging economies. Organisations are forced to move towards sustainable development as pressure from consumers is growing day by day. Consumers are looking for products that take care of human health without negatively impacting the environment. As a result, health conscious consumers have started showing their keen interest in organic food. This study has explored the important antecedents of actual buying behaviour towards organic food. The study has proposed a conceptual model which is checked empirically and established in the results. Researchers have used the survey method to collect data from 295 respondents. Only organic food users are approached as respondents for data collection. The data is then analysed using Smart PLS 2.0. The findings of this paper have established the relationship among the antecedents with the actual buying behaviour of organic food users.

Keywords: sustainability; organic food; perceived behavioural control; actual buying behaviour; subjective norms; PLS-SEM; India.

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1 Introduction

Indian farmers were involved in natural farming for centuries, but the green revolution had changed the way of agriculture in India. Farmers had seen an increase in yield after the use of fertilisers and pesticides (Willer and Lernoud, 2017). Indian farmers were not that educated in the 1960s hence, without thinking of the side effect of chemicals, they started using these chemicals in their farms. Not just farmers used these chemicals but it was used more than the permissible limits. Punjab, a northern state of India, is a land of agriculture. The farmers of Punjab had shown their capabilities on farms when the green revolution happened in India (Misra and Singh, 2016). Punjab has contributed the highest in terms of grain production in India without considering the bad effects of chemicals. The usage of these excessive chemicals on the soils has started showing their effects and the people who are involved in conventional farming have started getting various kinds of diseases (Paul and Rana, 2012). There are some parts of India where the entire village has suffered from skin borne diseases. Cancer is a very common disease in those affected areas. It is not like that only farmers are getting affected due to the usage of chemicals in farms but all the consumers who are using those foods have started experiencing some kind of bad effect on their health (Pandey et al., 2019a).

People started visiting doctors for the treatment. Doctors started making them aware of the reason for these diseases. On one hand, people started reading about the causes of illness, and on the other hand, awareness was also getting created by the government bodies in the society. These things helped consumers and they started looking for alternate food variants. Most of the consumers know the effect of slow poison that is being spread by these conventional foods in the society and that becomes the entry point of organic foods in India. Consumers started evaluating the alternatives of conventional foods and they realised that their old way of farming was best (Singh and Verma, 2017). In some parts of India, farmers have started zero budget natural farming (ZBNF) wherein they have replaced chemicals with biological pesticides like cow dung, cow urine, jaggery and pulse flour (Jayanthi, 2015).

The food and beverage industry are growing leaps and bounds. Consumerism is increasing day by day as the population is increasing worldwide. Innovations can be easily seen in this sector as consumers have become very demanding, but with this pace of consumerism, waste management is becoming challenging at the level of consumer, industry and government (Shafie and Rennie, 2012).

Environmental education to the organisation and consumer is becoming helpful. Consumers are facing lots of challenges regarding health due to an unhealthy lifestyle. Buying and consuming natural products are becoming a trend in urban areas. Consumers these days are moving towards buying green products as it is perceived to be better than the conventional products (Chakrabarti, 2010).

American Marketing Association defines green marketing as "the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns." Adopting green or organic food in our day to day life can be an option to move towards better food alternatives. Developed countries have already started shifting toward organic food. Some of the main reasons behind this shift are their eating patterns, awareness, and health concerns (Chekima et al., 2018).

Organic farming and production of organic food items is an old concept in India, but there has always been a lack of efforts towards marketing of the organic products. At the same time, food consumption practice is changing worldwide among the consumers and hence, they prefer food that is completely free from synthetic chemicals, fertilisers and pesticides. This simply implies that consumers today have not only become health conscious but somewhere wants to turn environment friendly too (Farhan et al., 2019).

Non-usage of pesticides and fertilisers decreases yield and lower yield in production lead to higher cost of organic food. The industry has given alternatives to chemicals in the form of green fertilisers like compost. The farmers have started seeing the difference brought by green fertilisers through their agro-output (Mazid and Khan, 2015). Hence, as this new food variant helps almost all the stakeholders of the farming sector so, it can be treated as a win-win proposition. Adopting organic food helps the soil from becoming unfertile, it does not contaminate the water table, and is less risky for human health as it does not use harmful chemicals. These reasons have benefited the society in large and have given a chance to study this area and look for reasons behind buying organic food by the Indian customers (Michaelidou and Hassan, 2008).

Changing patterns in consumerism and lifestyle has fuelled the growth of the organic food industry. Developed countries have started consuming organic food long back and hence, there exists a market (De Maya et al., 2011). European countries and the USA are a good example of witnessing a new food market. Pestek et al. (2018) explained that the absolute value of the organic food market has grown more than double in a decade. It has reached to a level of 24 billion euros in 2014 where the main contributors were Germany with 7.9 billion euros, France with 4.8 billion euros, the UK with 2.3 billion euros and Italy with 2.1 billion euros. In terms of per capita consumption of organic food, the three countries which topped the chart were Switzerland with 221 euros, Luxembourg with 164 euro and Denmark with 163 euros.

It is the need of the hour to create a sense of awareness among the people to buy organic food and encourage its use in their lives (Zanoli and Naspetti, 2002). Consumers associate organic food with natural processes. The current food and beverage market of India is worth $400 billion and out of which food processing sector amounts for $130 billion which makes up 10% of the agricultural GDP and 12% of manufacturing GDP and if we see the statistic for the organic food market in India, it is very less, it is not even 0.1% of the $300 billion annual food consumption. The Indian organic market is valued at the US$563 million but is expected to reach up to US$1.7 billion within the next two years (Teng and Wang, 2015). India accounts for 5.2 million hectares of organic land. It is share in the $100 billion global organic food market is less than 0.2% and if the global organic food market trends are to be followed, it is projected to register a CAGR of over 16% during 2015–2020. Indian organic industry is valued at US$77.4 billion in 2015. The fruits and vegetables are the largest segment in the organic food products and the same is estimated to generate revenue of over US$110 billion by 2025 (Kapuge, 2016).

It is always an organisation or group of companies that have changed the shape of any industry, be it technology, e-commerce, capital goods, FMCG or food and beverages (Willer and Lernoud, 2017). In this study, researchers have focused on processed and packaged organic foods only. There are lots of companies available that have tried to change the shape of the organic food industry in India. Sresta (24 Mantra Organic), Organic India, Farm2Kitchen, Organic Tattwa, Pride of Cows, Organic Garden, and

Fresh Manta Organic are some of the main organic brands in India. These organisations are contributing to healthy India (Voon et al., 2011).

Hence, the purpose of the study is to look for the reasons and motivations behind the growth of this new food variant in India. Developed economies have already experienced a significant level of growth in this category of the food market (Smith and Paladino, 2010), so is it the time for the emerging economies like India to replicate the same consumer behaviour. Every culture has its own reasons for consumerism. Hence, Indian consumers have their behaviour towards buying organic foods. In this study, the researchers have tried to understand the antecedents behind actual buying behaviour shown by the developed and developing nations through review of the literature. The present study will bring in light the factors that will be responsible for the purchase intention of organic products in the Indian context and will also help the marketers to develop the marketing strategies that will lead to the customers to go for the actual purchase of the organic products.

2 Review of literature

Understanding consumer behaviour is always being an attractive thing for marketers. The attitude of consumers toward organic food plays an important role while studying behaviour. In many cases, it has been found that people are becoming more health conscious these days and so the role of health consciousness in creating demand for organic food has also become one of the areas to study. Research involves a detailed understanding of the dimension of health consciousness and its relationship with consumer attitude and consumer behaviour. Thus, the market should spread awareness about the health benefits of organic foods (Singhal, 2017).

To understand the Indian customer's perspective, it is important to study leading organic food producers in India, the organic food market size and its growth, and the areas under cultivation for organic crop. The status of organic food consumption in India is described by consumer's behaviour towards organic food in the Indian domestic market. The growth in the organic food market can be examined by looking at its trends, potential to grow further, and a sudden surge in organic food consumption. Analysing the key challenges and opportunities of the organic food sector is also important. All these aspects help in understanding consumer's attitudes towards organic food products. The studies have shown that a positive attitude of customers generally gets reflected in positive intention towards purchase (Aertsens et al., 2009). Thogersen (2009) studied customer's attitude which leads to customer's decision making regarding organic food and revealed that if people feel uncertain about organic food, they are less likely to decide buying it, despite the favourable attitudes and subjective norms, and the same is true, if they believe that the organic foods are difficult to obtain.

Tarkiainen and Sundqvist (2005) have studied subjective norms and attitudes and it was found that intention to buy organic food was driven by five forces: health consciousness, attitude, subjective norms, pricing and perception of availability. Customers from the age group of 18–80 were 55% but the frequent buyers were only a small part of the group, whereas the majority of respondents were just aware or had tried organic food only once. This study says subjective norms and attitude plays an important

role in the actual buying behaviour of organic foods through purchase intention. In light of the above works, we propose the following hypotheses:

H1 Positive attitude towards organic food will positively influence intention to buy organic food.

H2 Subjective norms towards organic food will positively influence intention to buy organic food.

Lee and Yun (2015) opined that the organic food industry should understand the demand of consumers. They also found that subjective norms, food safety, and health consciousness also impacted the purchase intention of organic food.

Organic food does not have any common definition as the standards of the different countries are different. This research paper mainly focuses on the factors supporting the purchase of organic food. Researchers have tried to look for potential markets for organic foods, the perception of the consumers, and the limitations in promoting organic products. Mysore City from India got selected as a place of data collection where researchers collected data from the customers of organic food at various retail outlets (Chandrashekar, 2014). Studies based on attitude and subjective norms of customers towards organic food have shown a strong relationship, later on adding perceived behavioural control formed a better relationship towards the purchase intention of organic foods. The survey has witnessed tier 1 and tier 2 cities in India and found huge acceptance among the masses. It also provides insights into identifying the factors influencing towards attitude and behaviour of the consumers for organic food, which is currently gaining momentum in tier 2 cities in India. The study has discussed six components including perception towards organic food, health consciousness, labels, value for money, accessibility and trust. The results had shown that women and younger consumers possess a positive attitude towards organic food. Shopper's perceived behavioural control has shown a significant impact on the consumption of organic food. The respondents in this study were keen on getting product information. They also compared labels while selecting nutritious food (Mehra and Ratna, 2014). This has shown that revealed information has a significant role in building trust among customers. In light of the above works, we propose the following hypotheses:

H3 Perceived behavioural control towards organic food will positively influence intention to buy organic food.

Consumers perceive organic foods safe and that is the reason for the growth of organic food. As, neither chemicals nor foreign bodies are added in these types of foods, the consumers treat them as safe bet for consumption. The families' health is becoming one of the important aspects of our lives. These days' people are ready to spend more on healthier things. The current lifestyle has changed the way we used to think about food products (Wee et al., 2014). The respondents consider the food products to be safe and healthy that neither has chemicals nor have preservatives. Hence, the studies have found the significant role of perceived information in building the intention of purchase.

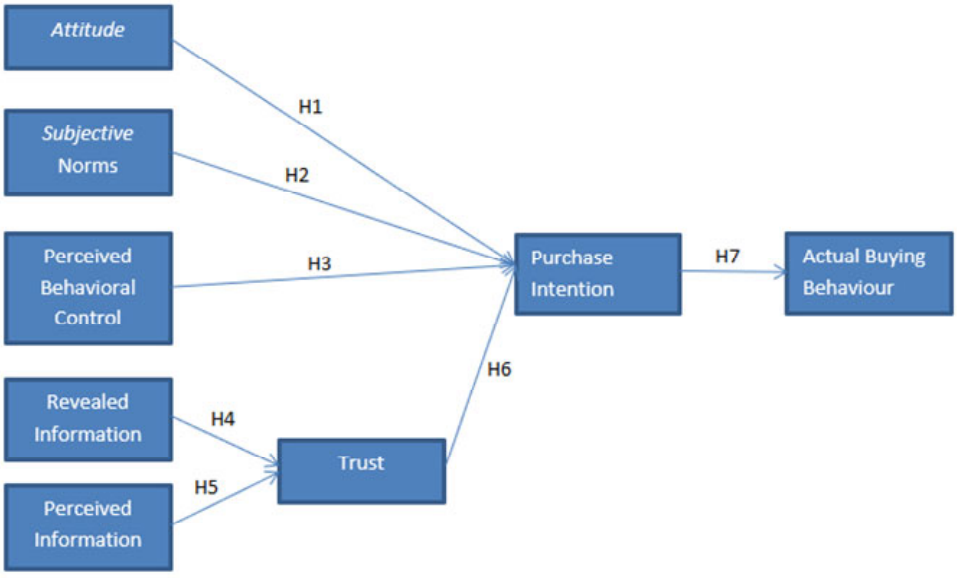
Food safety has also added an aspect of quality. The consumers now perceive that the quality of organic food is better than the conventional foods. The yield of the crop decreases once the farmer starts producing organic food but consumers know that the quality will be better. The customer understands the fact that if the overall cost of production increases so they might have to spend more money on organic food but that is

worth spending. Not just quality, regular users of organic foods find the same to be tastier than the conventional foods and hence, the same motivates for their repeat purchase. Although the taste preference varies from consumer to consumer, some customers have not found any significant difference between the tastes of both types of food (Wandel and Bugge, 1997).

Availability of organic food is a major challenge in developing countries. Presently, there is few organic food producers in India but with the government's motivation and understanding of the shift in the taste and preferences of consumers, producers are shifting towards organic foods. The major problem lies in the availability of these foods only in the modern food outlets, the local grocery stores in Indian colonies or community stores are still not keeping it in good quantities. A lot of work is still to be done on the awareness of the organic food and trust of the local grocery stores on the local customers. The customer buys organic foods from the supermarket but they do not buy the same from the local grocery store. Willingness to pay more for organic food is increasing everywhere. The consumers of organic food in Bangalore (India) have shown their willingness to pay 20%–30% more for organic food as they believe it to be safe and healthier. The premium pricing of organic food sometimes restricts new customers to try it (Farhan et al., 2019).

The various factors discussed for buying organic food finally develop trust towards it. Trust building is important; once customers develop trust then they do not test it again and keep on buying the same product again and again. The revealed information through labelling on the packaging develops further trust in the eyes of the customer. The information perceived by the customer also helps in building trust by considering it safe, healthy and tasty. Developing trust among Indian customers is always challenging but once it is established then it gets reflected in their purchase intention and finally in buying behaviour.

Figure 1 Conceptual model (see online version for colours)



On one side, the customer's attitude towards organic food along with subjective norms and perceived behavioural control affects purchase intention. On the other side, trust plays an important role in forming the intention towards purchase (Al-Swidi et al., 2014). The study has shown that role of revealed information and perceived information is significant in the formation of trust towards the purchase intention of organic foods (Pandey et al., 2019b). Going forward understanding actual buying behaviour is very important for organic food marketers. Theory of reasoned action (TRA) and theory of planned behaviour (TPB) has established the key antecedents of buying behaviour but these theories are open to add more factors responsible for actual buying behaviour. The current study has tried exploring more constructs as with times, customers have become more informed and they are being influenced by a lot of other factors too before taking buying decisions (Misra and Singh, 2016). In light of the above works, we propose the following hypotheses:

H4 Revealed information by organic food will positively affect the trust towards organic food.

H5 Perceived information towards organic food will positively affect the trust towards organic food.

H6 Trust will positively influence intention to buy organic food.

H7 Intention to buy organic food will positively influence the actual buying behaviour of organic food.

2.1 Research objectives

1 To study the decisional factors affecting the buying behaviour of organic foods.

2 To check the relationship among the decisional factors towards buying behaviour of organic foods.

3 Analysis and results

Information about the gender, age, level of education, and monthly income of the respondents was collected at the end of the questionnaire. The anonymity about the information collected from the respondent was also promised. The sample size for the present study comprised of 295 respondents with 54.9% males and 45.1% females. 61.7% of the respondents had age below 30 years whereas the age of 29.5% of respondents ranged from 30 years to 39 years and 8% of respondents had aged from 40 to 49 years wherein the rest of the respondents had aged more than 50 years. This highlights that the respondents were matured enough to respond and more so, understand the present study. 32.54% of the respondents were graduates wherein the educational level of 51.86% of respondents was PG or above establishing a high level of understanding of the respondents. 45.76% of the respondents were having the income ranging from 30 K to 60 K wherein 27.11% had income less than 30 K and 22.71% of the respondents had income more than 60 K.

The technique of PLS-SEM was used to test the proposed hypotheses in the present study. Thus, different steps were followed while undergoing the technique of PLS-SEM

which involved the development of the conceptual model (both inner and outer models) followed by an examination of the data collected, the model estimation, and the conclusion/managerial implications of the results. The steps like model specification; outer model evaluation; and inner model evaluation were followed while undergoing the technique of PLS-SEM. The mentioned steps were used to confirm the construct validity of the scale which involved the confirmation of convergent validity among the individual construct (the relationship between indicators/items and construct) and discriminant validity among the constructs. The above steps were also used to confirm the internal reliability of the scale (Cronbach alpha) and the overall significance of the relationships between indicators and their constructs and between different constructs were also established. The internal reliability, construct validity (convergent validity and discriminant validity), and relationship establishment between items and construct and between different constructs were confirmed using Smart PLS 2. Hair et al. (2014) provided an in-depth introduction to each of the stages of PLS-SEM use.

3.1 Model specification

At the stage of model specification, inner as well as outer models were developed. The inner model also called as the structural model, underlines the relationships between the constructs that were conceptualised based on the theory or the logic whereas, the outer models, or the measurement models, studies the relationships between the items/indicator variables and their corresponding construct (Hair et al., 2014). Once the inner model establishing the relationship between constructs was designed, the outer models were conceptualised, establishing the relationship between indicators/items and their respective constructs by either using a multi-item scale or single-item scale (Diamantopoulos et al., 2012; Sarstedt and Wilczynski, 2009).

3.2 Outer model specification (measurement model)

After developing the inner and outer models in the first step, for analysing the measurement model, running the PLS-SEM algorithm was the next step (Henseler et al., 2012). The reliability and validity of the constructs were established through this step:

a While assessing the validity and reliability of the different constructs, the first step was to check the composite reliability of all the constructs. Table 1 showcased the composite reliability as well as the internal consistency measured through Cronbach alpha of all the constructs. As the values of composite reliability, as well as Cronbach's alpha (internal reliability) for all the constructs, were more than 0.7, the internal reliability for all the constructs was being established through both the reliability measurements.

b Once the internal reliability of the constructs was established, the second step involved the establishment of constructs' validity. To examine the validity of all the constructs, the constructs' convergent validity and discriminant validity were to be established. Average variance extracted (AVE) of any construct is the measurement of convergent validity and if the value of AVE for any construct is more than 0.5, the convergent validity of that construct is established (Hair et al., 2014). The value of convergent validity (AVE) for all the constructs is given in Table 1. As per Table 1,

the convergent validity (AVE more than 0.5) of all the constructs is established (Fornell and Larcker, 1981).

Discriminant validity showcases that how much one construct is empirically distinct from other constructs. One method for assessing the discriminant validity is the Fornell and Larcker (1981) criterion. The value of discriminant validity for all the constructs is given in Table 2. As per Table 2, the discriminant validity of all the constructs is established since the SQRT of AVE of each construct is higher than the highest squared correlation with any other construct (Fornell and Larcker, 1981).

Table 1 Measurement model: composite and internal reliability and convergent validity

	Items	*Outer loadings*	*AVE*	*Composite reliability*	*Cronbach's alpha*
ABB	ABB1	0.8435	0.6676	0.8575	0.7529
	ABB2	0.8366			
	ABB3	0.7691			
ATT	Att1	0.8076	0.6089	0.861	0.7837
	Att2	0.8039			
	Att3	0.8216			
	Att8	0.6797			
PBC	PBC1	0.8638	0.6705	0.8584	0.7601
	PBC2	0.866			
	PBC3	0.7178			
PINFO	PInfo1	0.7313	0.5357	0.8218	0.7157
	PInfo16	0.7552			
	PInfo17	0.7103			
	PInfo7	0.7303			
PINT	PInt2	0.7798	0.5594	0.8632	0.8006
	PInt3	0.8165			
	PInt4	0.6933			
	PInt5	0.7774			
	PInt6	0.6614			
RINFO	RInfo1	0.8521	0.6765	0.893	0.8405
	RInfo2	0.8515			
	RInfo3	0.8212			
	RInfo4	0.762			
SBNM	SbNm2	0.718	0.6135	0.8257	0.6868
	SbNm3	0.852			
	SbNm4	0.7738			
TRST	Trst1	0.7506	0.6398	0.8765	0.8122
	Trst2	0.8165			
	Trst3	0.812			
	Trst4	0.8185			

Note: ABB: actual buying behaviour, ATT: attitude, PBC: perceived behaviour control, PINFO: perceived information, PINT: purchase intention, RINFO: revealed information, SBNM: subjective norm and TRST: trust.

c *Inner model evaluation:* Once the reliability and validity of the outer models are established, several steps need to be taken to evaluate the hypothesised relationships within the inner model. For facilitating the assessment of the model, assessment of path coefficients, coefficient of determination (R^2) and cross-validated redundancy (Q^2) was done. But before the above-mentioned steps, the potential collinearity issues among the constructs of the inner models were also tested. Since the value of tolerance was greater than 0.2 and the value of VIF was less than 5, there was no issue of collinearity among the constructs in the inner model (Table 3).

d *Coefficient of determination (R^2):* R^2 is the degree of the model's predictive accuracy. R^2 also represents the combined effect of the exogenous variable(s) on the endogenous variable(s). Since R^2 is embraced by a variety of disciplines, we relied on a 'rough' rule of thumb regarding an acceptable R^2, with 0.75, 0.50 and 0.25, respectively, describing substantial, moderate, or weak levels of predictive accuracy (Hair et al., 2011). Table 4 provides the R^2 value of the combined effect of exogenous variables on endogenous variables. Since the value of R^2 is all three cases are more than 0.4, we can substantiate that the predictive accuracy for all the three relations is between weak and moderate.

e *Cross-validated redundancy (Q^2):* The value of Q^2 represents the predictive relevance of the inner model. The value of Q^2 builds on the technique of sample reuse. The smaller difference between predicted and original values indicates the more value of Q^2 which represents the high predictive accuracy of the model. Specifically, a Q^2 value larger than zero for an endogenous construct indicates the path model's predictive relevance for that construct. As the value of Q^2 (Table 4) is more than zero for all the endogenous variables, the predictive relevance of the inner model is proved (Ringle et al., 2012).

f *Path coefficients:* After running a PLS model, estimates (T-stats) were studied for the path coefficients. The value of the T-stats (estimates) determines the significance of the relationship between the exogenous and endogenous constructs or the hypothesis proposed for the different relationships. The estimate value more than 1.96 signifies that the relationship between the constructs is significant at a 95% level of confidence and estimate value of more than 1.645 signifies that the relationship is significant at 90%. Table 5 illustrates the path-coefficients of all the relationships of the conceptual model.

Table 2 Discriminant validity

	ABB	*ATT*	*PBC*	*PINFO*	*PINT*	*RINFO*	*SBNM*	*TRST*
ABB	*0.8171*							
ATT	0.3988	*0.7803*						
PBC	0.3183	0.3033	*0.8188*					
PINFO	0.5643	0.4923	0.4392	*0.7319*				
PINT	0.4962	0.5933	0.3622	0.5793	*0.7479*			
RINFO	0.3342	0.2836	0.3272	0.4716	0.4063	*0.8225*		
SBNM	0.4754	0.3049	0.3669	0.3697	0.4407	0.3646	*0.7833*	
TRST	0.4257	0.4205	0.3767	0.5114	0.5761	0.4902	0.3202	*0.7999*

Table 3 Tolerance and VIF values for collinearity

Independent variable	*Dependent variables*	*Unstandardised coefficients*	*T-stats*	*P value*	*Collinearity statistics*	
		Beta value			*Tolerance*	*Variance inflation factor (VIF)*
(a)						
PINT	ATT	0.375	8.154	0.000	0.777	1.286
	PBC	0.056	1.215	0.013	0.776	1.289
	SBNM	0.198	4.376	0.000	0.801	1.248
	TRST	0.334	7.100	0.000	0.742	1.347
(b)						
TRST	PINFO	0.360	6.689	0.000	0.778	1.286
	RINFO	0.320	5.947	0.000	0.778	1.286

Note: PINT: purchase intention and TRST: trust.

Table 4 Values of R^2 (coefficient of determination) and Q^2 (predictive relevance)

	R-square	*Relationship*	*Total*	*SSO*	*SSE*	*1 – SSE / SSO*
ABB	0.2462	Weak to moderate	ABB	885	763.1744	0.1377
PINT	0.5225	Weak to moderate	PINT	1,475	1,052.9129	0.2862
TRST	0.3413	Weak to moderate	TRST	1,180	923.1734	0.2176

Table 5 Path coefficient (path model)

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*Standard error (STERR)*	*T-statistics (|O/STERR|)*	*Relationship*
ATT -> PINT	0.375	0.3745	0.055	0.055	6.8136	Significant
PBC -> PINT	0.129	0.0609	0.0493	0.0531	2.4293	Significant
PINFO -> TRST	0.3603	0.3622	0.0653	0.0653	5.5163	Significant
PINT -> ABB	0.4962	0.5007	0.0613	0.0613	8.0984	Significant
RINFO -> TRST	0.3203	0.3233	0.0639	0.0639	5.0145	Significant
SBNM -> PINT	0.1983	0.1995	0.0544	0.0544	3.6451	Significant
TRST -> PINT	0.3342	0.3331	0.0546	0.0546	6.1253	Significant

Note: ATT: attitude, PINT: purchase intention, PBC: perceived behaviour control, TRST: trust, PINFO: perceived information, ABB: actual buying behaviour, RINFO: revealed information and SBNM: subjective norm.

4 Findings and discussion

The study extended the existing TPB model by adding new construct ‘trust’. The extended model was tested empirically with the help of Smart PLS-SEM 2.0. The results indicated that all the variables tested were significant and the model was adequate internally as well as externally (Scalco et al., 2017).

The results of the study found that there was a significant relationship between attitude, subjective norms, perceived behavioural control and trust (Table 5). Paul et al. (2016) also established the significant effect of attitude, subjective norms, perceived behavioural control on purchase intention of green products which supported the Hypotheses H1, H2 and H3. Yadav and Pathak (2017) also found similar results when they did a research to study the determinants of consumers' green purchase behaviour in a developing nation and found that attitude, perceived behavioural control and subjective norms as the determinants of green products supporting Hypotheses H1, H2 and H3.

The present research work also studied the effect of trust on purchase intention of green products and found the relationship to be significant thus, accepting Hypothesis H6. The study also found that revealed information and perceived information had a positive and significant effect on trust. Pandey et al. (2019a) also found that trust had a positive and significant effect on purchase intention. Liang (2016) found that labelling on the organic food items was instilling trust in the minds of the customers that was positively influencing the purchase intention of such products. Pandey et al. (2019b) also found the positive influence of revealed information and perceived information on trust and the positive effect of trust on purchase intention of green products, thus, supporting Hypotheses H4, H5 and H6. Mehra and Ratna (2014) also found revealed information to be an important determinant of building trust.

Hypothesis H7 was accepted stating that purchase intention positively influenced the actual buying behaviour of the organic food customers.

Further, Table 3(a) revealed that attitude and trust had bigger coefficient values (0.375 and 0.334) as compared to subjective norms and perceived behavioural control (0.198 and 0.056). Hence, it was established without doubt that attitude and trust were found more significant for purchase intention than subjective norms and perceived behavioural control, hence paving a way for the marketers to think about marketing strategies of organic products from newer dimensions. Paul et al. (2016) also found that the direct effect of attitude on PI was more significant than PBC and SBNM.

As per Table 3(b), both perceived information and revealed information had approximately equal coefficient values (0.360 and 0.320) and hence, it was proved beyond doubt that both the factors were significant for building the trust of the organic food customers.

5 Managerial implications

The results of the research work clearly established that the influence of attitude and trust on the purchase intention to buy green products is more than that of subjective norms and perceived behavioural control. The study highlights the importance of attitude and trust in building the purchase intention towards organic products. Thus, the marketers of organic products shall focus more on building trust in the potential customers. The attitude and trust help in building the purchase intention of the customer which in turn leads to actual buying behaviour.

Information about the product is very much important for instilling trust in customers. The trust of organic food customers can be built up with the help of revealed information (details that are known to customers) and perceived information (information that the customers perceives). The revealed information can reach the customers through product

labels and packaging whereas perceived information can be comprehended by the customers through advertisements, promotions and word-of-mouth. As the organic product manufacturers, true and complete information shall be provided on the SKU of each and every organic product and the availability and importance of such information should be communicated to the target customers through proper channels. The main aim of the marketers should be to properly communicate the benefits of the products to the customers as the communication is considered as one of the most important tools of instilling trust in the customers minds leading to purchase intention (Picket et al., 1995). Providing information is the very crucial for building trust towards any product in customers' mind.

As the attitude is also one of most important aspect of influencing purchase intention, the marketers need to focus on the customer's attitude. The attitude among the organic products can be built and enhanced by creating awareness in the society about the benefits of the organic products to the consumers, environment and society at large. This in turn, will help in creating a favourable image of organic products among the customers. The attitude can be built up with the help of proper marketing communication which includes advertisements and promotions and various ways of connecting to the customers. Schiffman and Kanuk (2010) stated that attitude of an individual can be changed by creating a favourable image of that act among the people. The marketers should target the consumers those are highly concerned towards environment as they already have positive attitude towards organic products. Thus, environmental concern and consciousness about clean environment shall be one of the bases of segmentation for the marketers. Health conscious people also hold positive attitude towards organic products, once, the benefits of the organic product consumption are communicated through different mediums to them.

Hence, it can be clearly said that organic food manufacturers and marketers must focus on these decisional factors which can influence the customers. Knowing these decisional factors, the managers must take required steps that can build more trust towards organic food. This developed trust among customers may lead to showing better buying behaviour. These organisations along with customers can contribute to building a better ecosystem for the organic food market in India.

6 Conclusions and limitations

This study has tried looking for the importance of organic food in Indian culture. It has also touched upon the growth of this alternate food variant in various countries. Marketers will always look for the customer's reason for buying, then only, they will come forward and invest money in a niche food category. The study has explored that some countries have ultimately created an ecosystem for organic food. The researchers wanted to investigate the reasons behind the growth of the organic food market. Farmers and food processing companies also want to work upon those food categories which can save the environment, farm soil quality, human health and economically viable. While doing this study, the researchers had found seven major constructs that were considered to be decisional factors for buying organic food. While in other cultures, mainly developed economies some of the constructs might change. Attitude and trust are found more significant for purchase intention than subjective norms and perceived behavioural control. While at the same time, trust building was developed by revealed and perceived

information. The researchers have successfully extended the existing TPB by adding more constructs in the Indian buying scenario. Hence, this theory says that attitude, subjective norms, and perceived behavioural control form purchase intention (Basha et al., 2015). It was found that revealed and perceived information form trust, and trust builds purchase intention. Going forward, purchase intention leads to the actual buying behaviour. The researchers have also established a relationship by giving a conceptual model. This model was formed by exploring the antecedents of actual buying behaviour.

The study has certain limitations that should be addressed in the future studies. The self-selection biases of the respondents may be one of the limitations as the respondents who are comparatively pro-environmentalists may have been motivated to participate in the research. This biasness towards the respondents who are more inclined towards clean environment may result in the over-representation of such people in the sample may bias the result and hence, the results may not have the true representation of the respondents (Hage et al., 2009). The study is also limited to the respondents who are more educated that may result in biased findings (Kaiser et al., 2008). Since, most of the respondents have high income levels, this also make the responses biased as the affordability to afford higher priced organic products is not an issue for them. Considering this, the future studies may adopt random sampling approach among population to have a more generalised reporting of consumer's organic product purchase behaviour.

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