

Antecedent of Organic Food Purchase Intention among Youth: Evidence from an Emerging Market

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Abstract

The purpose of this paper is to examine the link between organic food consumption motives and attitudes in an emerging market. The study investigates the mediating role of attitude between consumption motives of organic products and their purchase intention. A total of 378 responses were collected for the study from a renowned deemed university. The demographic analysis was followed by factor analysis and structural equation modeling (SEM) for testing the proposed hypotheses. The results of the data analyses showed that organic product consumption motive is a strong predictor of youth attitude towards organic products, which in turn influences youth purchase intention towards organic products. The findings also demonstrate that youth attitudes towards organic food products mediate between the consumption motive and youth purchase intention. The present study would help the brand managers to devise a strategy based on organic food consumption motives to raise attitudes relative to an organic product purchase.

Keywords: Organic Food Product, Youth Attitude, Youth Consumption Motives, Youth Purchase Intention

1. Introduction

Increased health and environmental consciousness have increased the acceptance of environmentally friendly products (Paul and Rana, 2012). The increased urbanization, disposable income, lifestyle, health consciousness, etc., has changed the food habits of Indian youth and increase the demand for organic food products (Yadav and Pathak, 2016; Apaolaza et al., 2018). India produced around 1.35 million MT (2015-16) organic products which is projected to grow at a CAGR of over 23% by 2023, across varied food product categories (TechSci Research, 2018). Previous research focused on the consumption potential of organic food products among urban consumers (Sondhi, 2014; Yadav and Pathak, 2016) and green consumerism (Velnampy and Achchuthan, 2016). The organic food industry is very attractive, particularly in an emerging market like India. However, not much attention was given by the earlier researchers on consumption motives, consumer attitude, and purchase intention

towards these organic food products in the worlds' fastest-growing emerging economy, India.

Emerging Market well-defined based on three major factors as per International Finance Corporation(1981), Firstly, rapid economic growth based on global capital, technology, and talent. The GDP growth rates of these countries have overtaken those of developed economies by different economic schemes. Second, the level of competition it offers in comparison to dominant developed countries. Third, the financial situation and infrastructure of the country that indicates rapid growth and competitiveness in the global forum. India fulfilled all the characteristics and considered the fastest-growing emerging economy. Hence, the consumption pattern of India's consumers should be explored further. This market boasts of 8.4% GDP in 2018 and 65% of the population below the age of 35 years (ICCR Report,2018). Among all the organic food products, ice-cream is quite an attractive and growing industry for a marketer. First, Ice-cream is typically regarded as a seasonal product in India with estimated market demand of Rs 4,000 crores and with a growth rate of 15-20% per annum (Business Wire, 2017). Per capita consumption of ice-cream in India is quite low at 400 ml as compared to the global average of 2,300 ml., according to Sondhi (2014), Managing Director; GCMMF (Amul). This consumption is predicted to show massive growth in the future because of youth ice-cream consumption habits. In addition to that, a study was done by global ice-cream player Baskin-Robbins India, across six cities and 1200 respondents on the usage and attitude of the Indian consumer towards ice cream consumption. The study found that single males eat more ice cream than married men; 95 % of people do not like sharing their ice cream, vanilla, and butterscotch are more preferred flavor over chocolate flavor. This study concluded that the Indian market offers a high potential for ice-cream consumption and has been a growing industry as consumers use it as an instant hedonic consumption(Adgully report,2010). The above facts direct a considerable potential for ice-cream among youth in a young (65 percent of the population) emerging economy like India. Youth consumers' of ice-cream has a growth rate of nearly 17 percent CAGR (Techsciresearch,2016). Second, there is a growing demand for premium organic ice-creams. Changing youth consumer taste, their growing inclination towards eating outside, health consciousness, an increasing number of flavors, coupled with rising purchasing power and disposable income, especially among the youth, have resulted in the demand growth. Therefore this is one of the reasons behind considering organic ice cream for the present study context. The primary raw material for ice cream is milk, and India is the largest producer of milk and accounts for over 1/5th of global milk production.

The behavior of an individual is a reflection of his intentions or motivational factors. As per Ajzen(1991), the consumer's strong intentions drive his buying behavior. In other words, as per the theory of Reasoned Action(Ajzen and Fishbein,1980), the intention is influenced by consumer attitude and subjective norms (María-Eugenia

and Irene,2008). Therefore understanding the customer's organic product consumption motives and attitude is crucial as it affects the behavior towards natural food products (Velnampy and Achchuthan, 2016). Even though prior studies confirmed the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) importance in the field of organic food consumption and buying intention (Samarasinghe, 2012; Yadav and Pathak,2016), they have not focused on customer attitude. This gap is the main driving force for the researcher to extend this theory of planned behavior towards understanding the antecedents (consumption motive factors)and consequences(customer purchase intention) of customer attitude in the organic food category. The present study tries to bridge the gap and develops a conceptual model elaborating on the impact of organic food product consumption motives on youth purchase intention through youth attitude. The findings will enable the marketing and brand managers for a deeper understanding of the emerging organic food market industry in India and drive them on how to build better consumer engagement in the future.

The organization of the paper is as follows. Section 2 discusses the review of the literature, and conceptual model, followed by research methodology in section 3. Empirical results are presented in section 4. Discussion of the results and managerial implications are provided in section 5. Finally, limitations of the study and scope for future research have been summarised in section 6.

2.Literature Reviewand hypotheses Formulation

2.1Organic Food Consumption Motives

Organic food is defined as the food produced with the standards of organic farming and restricts the use of pesticides and fertilizers in farming methods. To design the actual food product image, the marketers have to focusbothon the intrinsic and extrinsic motive factors(Bryła,2017). The intrinsic organic attributes include sensory, structural, visual, nutritional, chemical, and confidential properties including in aroma, taste, flavor, viscosity, color, texture and it's content (Topcu and Uzundumlu, 2012). The extrinsic ones include hedonic quality attributes such as the price, country of origin, actual product image and quality, brand, labeling, packaging, promotion, advertising, etc. (Troy and Kerry, 2010). Except for these motives,consumers'socio-economic characteristics such as income, food expenditure, education, age and lifecycle, occupation, etc. play a vital role in organic consumption. (Topcu and Uzundumlu, 2012; Topcu, 2015). Few motive factors concerning organic food products are considered from the past literature. They are as follows:

Quality

According to past research, organic product choice was a matter of choosing quality products with more taste than conventional products(Hjelmer,2011). Organic labeling is typically the mean by which consumers distinguish organic food products from

conventional ones (Wier et al., 2008) and develop their brand trustworthiness (Tranter et al., 2009).

Health Concern

Past studies specify that health benefits are among the most important factors in the buying of organic food (Honkanen et al., 2006; Wier et al., 2008). It is healthier than conventional products, and pesticide and medicine residues are absent (Saba and Messina, 2003; Wier et al., 2008). It is scientifically proven that the additives in products we consume have a negative impact on fertility (Hjelmar, 2011). Young consumers' attitude toward organic food choice is an environmental benefit. However, old consumers are more influenced by health and quality benefits (Chen, 2007).

Convenience

Prior studies showed that consumers prefer to go shopping in a convenient nearby supermarket. If this supermarket does not have a vast collection of organic food, many consumers will end up buying non-organic food (Hjelmer, 2011). The availability of organic food products in supermarkets and food stores is also dependent upon the domestic production of organic food. The visibility and easy availability of organic products in supermarkets were of importance for consumer's trial who were not especially looking for organic food products.

Price

The organic olive oil is nearly four times as expensive as an average priced non-organic olive oil (Hjelmer, 2011). The value-oriented respondents expressed an understanding and acceptance of a higher price of organic foods. It was found that a higher price for organic food was necessary. However, most people found it unaffordable as it is too expensive (Hjelmer, 2011). Many authors point out that consumers seem to be willing to pay a little more, about 5-10 percent, for organic foods (Wandel and Bugge, 1997). It also shows that women tend to be more interested in organic foods than men (Wandel and Bugge, 1997) and that people with higher education seem willing to pay more for organic foods (Wandel and Bugge, 1997). The demand for organic foods appears positively correlated with income (Von Alvensleben, 1998). Thus, buying motives and interest in organic foods seem to be related to demographic factors such as age, gender, and level of education.

Social embeddedness

The selection of organic food, in this case, is not only an individual's decision but also based on family dynamics (Magnusson et al., 2003). For some of the respondents, the consumption of organic food was closely connected to a specific type of lifestyle (Hjelmar, 2011). Analyzing motives behind organic food items intrinsic motives for ethical issues did not just drive purchase, but can also be affected by extrinsic

social factors such as the concern for one's reputation among peers (Gurnert et al., 2014).

Taste

Kuhar and Juvancic (2005) stated that the taste aspects of a food product and consumers' environmental concerns explain the frequency of purchasing organic fruit and vegetables. Consumers usually believe that organic food tastes better than conventional food (Kihlberg and Risvik, 2007) and are perceived to be of superior quality (Wier et al., 2008) simply because of the usage of natural raw materials for organic production (Midmore et al., 2005). Kristina Nadricka et al., (2020) found that there is a positive association between taste and health in the context of organic foods consumption.

Environmental Benefits

The social media exposure has made people more environmentally sensitive. The environment is one of the most important factors that explain consumers' decision-making process for organic food products (De Magistris and Gracia, 2008). Durham and Andrade (2005) stated that the main reasons explaining organic food purchases are consumers' attitudes towards health and the environment. Moreover, they found that the attitude towards environmental protection was also a reason that explains organic food buying decisions (Sondhi, 2014).

Organic Knowledge

Yiridoe et al. (2005), in their literature review, stated that knowledge of organic food products could affect consumers' organic buying decision for two reasons. The first one, the lack of knowledge, why consumers do not buy organic food. The second reason is that consumers who do not consider that organic food products have enough detailed information cannot differentiate the unique attributes of organic from conventionally grown alternatives. Many organic food consumers identify organic products based on organic logos and labels attached to the product (De Magistris and Gracia, 2008). It allows the consumer to better assess the quality before deciding to buy the product.

2.2 Impact of organic food consumption motives on organic food purchase intention:

Consumer motive is defined as the driving force within an individual that impels him to action and fulfill the conscious and unconscious needs (Schiffman and Kanuk, 2010). The motives in the market place could rise due to intrinsic or extrinsic needs, rational or emotional buying, positive or negative buying motives. The intrinsic motives within an individual arise because of Psychological needs such as friendship, community, health, and so on, whereas extrinsic motives include monetary reward, social

recognition, praise, etc. Likewise, rational motives arise from price, quality, size, efficiency, and convenience, whereas emotional motives coming from happiness, envy, fashion, pride, and so on. Positive motives may occur because of rational and emotional motives, whereas negative motives arise from product quality, bad experience, the credibility of the product, etc. Motive plays a vital role in consuming a particular organic ice cream brand based on its quality, credibility, health, price, etc. or, in other words, the derived value from the brand.

Value is demarcated as the difference between the benefits achieved in exchange with the cost paid by the consumer (Heskett et al., 1994). consumer purchase intention influenced by the total utility derived out of that transaction (Kim et al., 2005) with reduced perceived risk in terms of quality, price, etc. in a food product purchase decision. Hence, It helps in avoiding different means of possible losses (Sozer, 2019).

The human motivation theory suggested by (Maslow, 1943) explains physiological needs include the various sensory pleasures (tastes, smells, tickling, stroking) and that become goals of motivated behavior for human consumption. These physiological needs are the most essential of all needs. In organic food consumption motives, these physiological needs played an active role as it influenced by taste, health, quality, convenience, etc. This individual-level involvement towards organic food consumption increases the individual's positive behavior towards organic products. It was confirmed, the more positive motives an individual has towards the object, the more likely it is the behavioral intention, such as his purchase intention (Li et al., 2017). Hence, It is important to understand whether the impact of motives is directly affecting behavioral intention (purchase intention). Therefore, we propose:

Hypothesis 1: organic food consumption motives have a direct positive effect on organic food purchase intention.

2.4 Mediating Role of Consumer Attitude

An attitude is defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken, 1993, p. 1). Customer attitude explains their global evaluation of a product or service offering (Bolton and Drew, 1991). The application of attitudinal theory in understanding the behavioural (usage) intentions of individuals is supported by previous literature. Past research confirmed that organic fruits and vegetables were healthy, environmentally friendly, and more tasty and nutritious than conventionally grown foods (Saba and Messina, 2003). The attitude was found to be a significant predictor of the intention of eating organic fruits and vegetables. Researches have shown that there is a positive relationship between attitude and their behavioral intention towards organic food consumption (Saba and Messina, 2003). At the same time, the physiological needs (health, quality, price, availability, etc.) of Human Motivational theory (Maslow, 1943) also determines the individuals' purchase intention (Prakash and Pathak, 2017; Prakash et al., 2018).

Based on the above argument, factors such as, environmental attitude, environmental concern, perceived consumer effectiveness, health consciousness, social influence, media influence and perceived government initiatives combinedly might predict the organic purchase attitude strongly (Prakash et al.,2018), which in turn enforce purchase behavior (Ohtomo and Hirose,2007). Thus it concluded that positive attitudes towards environmental issues are positively correlated to the buying of organic food and the frequency of purchase (De Magistris and Gracia,2008). Based on the above argument, the researcher wants to check whether there is a direct impact of consumption motive on purchase intention or mediated through attitude. Therefore, we hypothesize:

Hypothesis 2: Customer attitude mediates the relationship between organic food consumption motives and organic food purchase intention.

Figure 1 shows the hypothesized model of consumer organic product consumption motive

on customer purchase intention via customer attitude. In this model, the consumer organic

product motives is conceptualized as a second-order construct (consisting of eight first-order

dimensions) (Hjelmar,2011) and all other constructs (e.g.,customer attitude and purchase intention) are conceptualized as first-order dimensions.

2.5 Moderating Role: Gender and Flavour

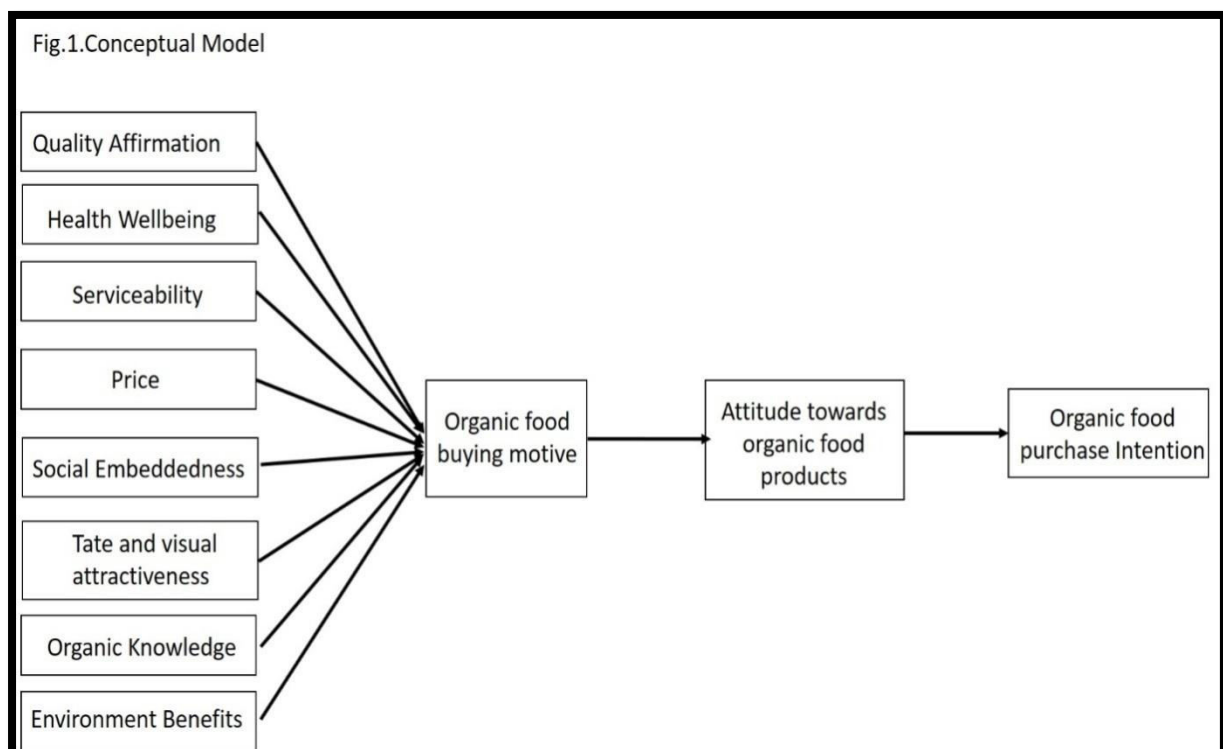
As per past research in organic studies context Gender used to play an active role in purchase decision of organic products (Li and Li,2019;Shin and Mattila,2019). Food choices that are organic are related with femininity. According to Gough (2007), guys are described as naive and disinterested about healthy eating in newspaper articles, whereas females are described as experts in good diets. The link between healthy eating (e.g., organic food consumption) and femininity is most likely due to messaging reflecting gender variations in healthy eating. Consumers are frequently exposed to situations demonstrating ladies' penchant for eating healthier foods. Females are more likely than males to advocate for good eating habits (e.g., placing greater importance on dietary recommendations, Fagerli and Wandel, 1999; making food choices more based on healthy food content, (Ree et al., 2008). Healthy foods (e.g., yoghurt, veggies) are associated with femininity, while bad foods (e.g., red meat) are associated with masculinity (Jensen and Holm, 1999; Sobal, 2005). Based on the above argument it was hypothesized that:

Hypothesis 3a: Gender moderates the association between attitudes towards organic food products and organic Food purchase Intentions such that Female would be more inclined to purchase organic food compared to male.

When customers believe that the purchase of organic food is justified in terms of its attributes, they are willing to pay a premium. Food look, scent, texture, and flavour are directly experienced by consumers' senses and have a significant impact on their buy intention (Akbar et al., 2019). It is critical to provide enough information about organic food items in order to raise market demand because such information can improve consumer trust and attitudes toward organic foods (Gracia and Magstris, 2008; Boegershausen et al., 2016). In Organic food context fruit flavor (Chiku, strawberry, Tender coconut, Mango flavor ice cream) attracted more by organic buyers compared to nonfruit flavor (such as vanilla, chocolate in ice cream) as per past experiences of food consumption pattern. Homegrown ice cream created more sales from its fruit flavours than nonfruits (lifestyleasia.com, 2020) So it hypothesized that:

Hypothesis 3b: Food flavour moderates the association between attitudes towards organic food products and organic Food purchase Intentions such that fruit flavor would be more preferred compared to nonfruit flavour in organic food choice.

Figure. 1



3. Research methodology

The data were collected through a formal questionnaire having scales adopted from existing literature. The participants in the survey were selected from a private Deemed university in India providing education to undergraduate, graduate, and

postgraduate students coming under the age group of 18 to 30 years representing the population from pan India. UN adopted the age group 15 to 24 for defining youth. Still, In the "Youth in India report 2017", 15-34 years was considered as a youth to show trends and changes over a long period (Youth in India,2017, Central Statistics Office, Government of India). The participants rewarded with a food coupon for their response as they more frequently hang out with their friends and food lovers. Based on the review, eight themes have been identified, cross verified with existing literature of organic food items motives (De Magistris and Gracia,2008; Hjelm,2011)and incorporated for developing a questionnaire. The items are measured using a 7-point scale anchored on (1) least important to (7) most important.

The organic consumption motivating factors for selecting organic icecream has been adopted construct wise from existing literature. Quality (3items),Convenience(3 items),Price(4 items), Social embodiment(4items) are adopted from Hjelm(2011) and modified as per the organic icecream context. Health(8items) adopted from McEachern and Willock, (2004) and De Magistris and Gracia, (2008) ;Taste (4items) , Organic Knowledge(4items);Environmental benefits(5 items) were adopted from De Magistris and Gracia(2008) .The measurement of customer attitude toward organic products is adopted from Curran and Meuter (2005), Dabholkar(1996), Harrison et al. (1997), and consist of three items along a bipolar adjectives scale ("bad" = -3 to "good" = +3).The measurement of Purchase intention towards organic icecream is adopted from Sozer(2019), consisting of four items.

The second part of the questionnaire constituted questions regarding how frequently they consume, what situation they prefer to consume most, What drives them to select one particular brand of ice cream etc. The main variables taken in the survey are like price, availability to customers, location, packaging, flavor,taste, consumption. The third part of the questionnaire is regarding demographic details like their age, profession, education, income, etc. A total of 550 questionnaires were distributed, of which 378subject to further analysis. The obtained sample constituted respondents within the age range of 18-30 years, moderately skewed toward the youth below 26 years. The sample used in this research is representative of the population as key demographic parameters of the sample resemble those in the population. Men (56.6%) outnumbered female (43.4%) in the sample(Table I).

Table I: Demographic profile of respondents in the sample

Demographic Group	Demographic Sub-Group	Count	Percentage
Gender	Male	214	56.6
	Female	164	43.4
Age	18- 25 years	251	66.2
	26 - 30 years	127	37.8

Marital Status	Single	304	88.42
	Married	55	14.55
	Widowed	15	3.96
	Divorced	4	1.05
Educational Qualification	Under-graduate and below	89	23.5
	Graduate	151	39.9
	Post-graduate and above	138	36.5
Occupation	Student	57	15.1
	Self Employed	83	22.0
	Government Employees	103	27.2
	Private Employees	109	28.8
	Quasi Govt. Employees	26	6.9
Annual Income Level	Below INR 400,000	126	33.3
	INR 400,000 - 800,000	132	34.9
	Greater than INR 800,000	120	31.7

The dimensions of the generic motives are identified using an exploratory factor analysis (EFA). Next the reliability and validity of the factors are established using SPSS 20.0.(Table II).

Table II: Factor Loadings of constructs

Dimensions	Loadings	CR	Cronbach's alpha	Scale Literature
1. Quality Affirmation		0.92	0.962	Hjelmar,2010
The organic icecreams are fresh compare to conventional	0.81			
The process of production in organic icecream is in natural way	0.91			
Natural raw material used for organic production	0.78			
2.Health well- being		0.89	0.82	Magistris& Gracia,2008 And McEachern
I avoid eating processed food	0.78			
I often eat fruits & vegetables.	0.76			
I rarely eat red meat	0.71			
I avoid eating food products with additives.	0.77			
I take regular health check up.	0.76			
I try to have an organized and methodical	0.75			

lifestyle				&Willock,2004
Organic icecream is perceived as being more ethical	0.64			
Chemicals used in conventional icecream are dangerous to us	0.66			
3.Serviceability		0.87	0.89	Hjelmar,2010
For me it is important that there is a regular selection of organic products so I can put it on my shopping list	0.77			
when I get into a supermarket and see the organic products first	0.81			
The organic products are now at eye level. You don't have to look for it, it is just there	0.87			
4.Price		0.78	0.73	Hjelmar,2010
When the organic products cost the same as non-organic products then I choose the organic.	0.87			
If the organic products are much more expensive then I won't buy them"	0.88			
If the price of the organic products is the double of traditional products it becomes too much luxury for me	0.76			
I don't think organic products are worth the double price	0.79			
5.Social embeddedness		0.81	0.78	Hjelmar,2010
I am inclined as my family are more towards natural product	0.89			
My friends influence me towards organic product	0.84			
I heard from my friends	0.81			
I saw in TV and social media Advertisements	0.79			
6.Taste And Visual Attractiveness		0.79	0.84	Magistris& Gracia,2008
The taste of organic icecream is more natural	0.73			
The looks of organic icecream is more appealing	0.77			
The flavour of organic icecream is fantastic	0.78			
The packaging and logo are very attractive	0.74			

7.Organic Knowledge		0.75	0.78	Magistris & Gracia, 2008
I can see a major difference between conventional and organic icecream.	0.75			
The information on benefits of organic products are very clear	0.73			
There is a clear label and logo mentioned on the packaging	0.69			
It is very convincing to purchase the organic ice cream	0.67			
8.Environmental Benefits		0.72	0.708	Magistris & Gracia, 2008
the current product use is destroying the environment	0.66			
unless we do something, environmental damage will be irreversible	0.68			
I practice environmental conservation tasks	0.65			
I prefer consuming recycled products	0.68			
I dispose of my garbage in different containers	0.62			
Youth Attitude towards organic icecream	0.81	0.73	0.765	Dabholkar, 1996; Harrison et al., 1997
How good or bad do you feel about using the organic ice-cream?	0.70			
How pleasant or unpleasant is it to use the organic ice-cream?	0.79			
How much would you say that you like or dislike using the organic ice-cream?	0.82			
Organic Food Purchase Intention		0.71	0.762	Sozer, 2019
How likely are you to buy organic icecream .	0.71			
How probable is it that you will purchase the organic icecream.	0.68			
How certain is it that you will purchase organic icecream.	0.65			
What chance is there that you will buy the organic icecream.	0.63			

4. Data Analysis and results

We tested the proposed set of hypotheses following Anderson and Gerbing (1988) two-step procedures. First, before the testing of hypotheses, we have carried out measurement model testing through confirmatory factor analysis (CFA) to confirm the psychometric properties of the constructs. After the measurement model confirmation, we have examined the structural model to examine the hypotheses. In this stage, the study also examined the mediating role of customers' attitude between organic purchase motives and active youth engagement.

4.1. Construct validation: measurement model analysis

The measurement model was tested using AMOS 21.0. From the analysis, it found that all standardized loadings on the latent constructs were significant ($p < 0.001$, ranges from 0.61 to 0.96), supporting the convergent validity of all scale dimensions. Further, for all the constructs, AVE values were higher than the preferred cut-of 0.50 (Hair et al., 2006), confirming convergent validity. Table III indicates that in all the cases, the square roots of AVE values were higher than their corresponding inter-construct correlations, confirming discriminant validity (Hair et al., 2006; Fornell and Larcker, 1981). In support of these findings, the composite reliability (CR) estimates of all hypothesized constructs were between 0.732 and 0.911, suggesting adequate scale reliability (Bagozzi and Yi, 1988). All these findings support the construct validity and reliability of the scale dimensions.

Table III: Descriptive statistics, AVE and correlations for the hypothesized constructs.

Constructs	1	2	3	4	5	6	7	8	9	10	11
Quality (1)	0.83										
Health(2)	0.49*	0.73									
Conveniently available(3)	0.51	0.67*	0.82								
Price (4)	0.39	0.41*	0.62	0.74							
Social embeddedness (5)	0.45*	0.55*	0.59	0.68	0.84						
Taste And Visual Attractiveness(6)	0.43*	0.35*	0.49	0.60	0.65	0.79					
Organic Knowledge (7)	0.41*	0.49	0.54	0.63*	0.65	0.69	0.78				
Environmental Benefits (8)	0.41*	0.39*	0.46	0.49*	0.42*	0.34*	0.69	0.75			

Organic Purchase motive(9)	0.47*	0.43*	0.35*	0.39	0.49*	0.42*	0.34*	0.69	0.87		
Attitude (10)	0.39*	0.49*	0.42*	0.34*	0.39	0.49*	0.42*	0.34*	0.59	0.81	
Purchase Intention (11)	0.59*	0.51*	0.43*	0.45*	0.38*	0.49	0.58	0.53	0.574	0.64	0.86

Notes: N = 378 * $p < 0.01$ level, diagonal elements show Average Variance Extracted (AVE).

4.2. Structural model analysis and hypotheses testing

After confirming the psychometric properties of the scale dimensions, the overall model fit was examined by conducting structural equation modelling (SEM). The considered model fit indices include ratio of the chi-square to the degree of freedom (X^2/df), Comparative Fit Index (CFI), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), and Root Mean Square Error of Approximation (RMSEA). A model is considered to be a good fit to the data when the values of CFI, NFI, and GFI are greater than 0.9, AGFI is greater than 0.8, RMSEA is smaller than 0.08, and X^2/df is smaller than 5 (Bagozzi and Yi, 1988). The examination of the model fit indices support the fact that the model fit very well to the data ($X^2/df = 2.266$; GFI = .970; AGFI = .951; NFI = .979; CFI = .947; RMSEA = .049). Then, the examination of the hypotheses shows that the relationship between consumer organic consumption motive on youths' Purchase Intention towards icecream is significant (Hypothesis 1: $\beta = .567$, $t = 10.417$, $p < .001$). This supports the fact that organic consumption motive positively influences Purchase Intention towards the same. The standardized path coefficient from youths' attitudes towards organic icecream to purchase intention is also found to be significant (Hypothesis 2: $\beta = 0.369$, $t = 6.45$, $p < .001$). This finding indicates that customers' attitude towards organic icecream is a significant and direct predictor of youth purchase intention. To examine the indirect relationship of consumer organic consumption motive on youth purchase intention, we have used Baron and Kenny's (1986) procedure. The result shows the fact that the indirect effect of consumer organic consumption motive on youth purchase intention has a significant effect (indirect effect = 0.216, $p < .001$). Moreover, the result also supports the fact that there is a significant direct effect from consumer organic consumption motive on youth's purchase intention (direct effect: 0.021, $p < 0.00$). Thus, the model suggests a partial mediation of customer attitude in between consumer organic consumption motive and youth purchase intention (Hypothesis 2). In total, the study results supported the fact that consuming organic consumption motive consist of eight dimensions, such as Organic Knowledge, Availability & convenience, Quality, Health Benefits, price, Taste & Visuals, social embodiment, and Environmental benefits. The total configuration of these dimensions influences youth

organic icecream purchase intention via the development of evaluation (both cognitive and affective) of customers towards organic products (Table IV).

Table IV: Standardized path coefficients.

Path	Estimates
Organic purchase Motive → Attitude towards organic purchase.	0.577 (0.10)*
Attitude towards organic purchase → Customer Purchase Intention.	0.369 (0.05)*
Indirect effect Organic purchase Motive → Attitude towards organic purchase → Customer purchase intention.	0.216 (0.08)*

Notes: N = 378 * $p < 0.01$, values in the parentheses shows standard error.

Model 1 in the SPSS process macro was used to estimate the moderating influence of gender and flavour. As seen in Tables V and VI, gender has no effect on the relationship between the two variables attitude toward organic products and intention to buy organic food. Flavor, on the other hand, acts as a buffer between attitude and buying intent. The conditional mechanism was discovered after further investigation of the interaction. The relationship between attitude toward organic products and intention to buy organic food is moderated by flavour. According to the findings. (Tables V and VI; Fig. 2), indicating that users prefer fruit flavour to nonfruit flavour in organic icecream. As a result, H3a can be concluded. H3b, on the other hand, is supported. As a result, organic icecream users identify the organic notion with fruits rather than nonfruits.

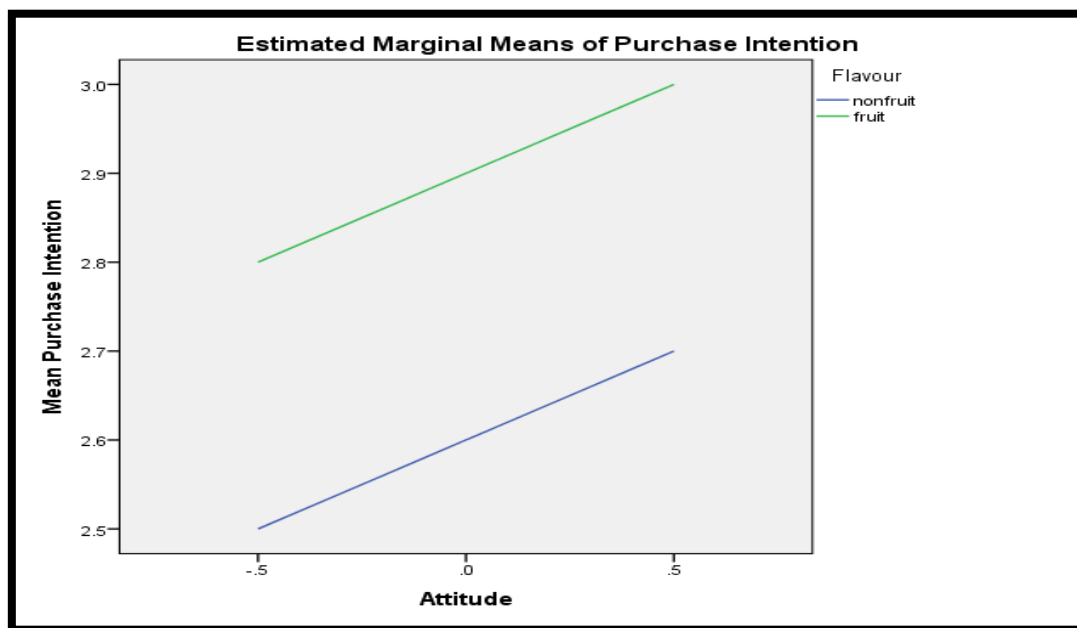
Table V: Results of Moderation Analysis

Gender						
	β	t	p	LLCI	ULCI	Moderation
ATT-->PI	0.03	0.53	0.6	-0.0705	0.122	No
Flavour						
ATT-->PI	0.13	2.67	0.01	0.0344	0.2316	Yes

Table VI: Conditional process Analysis at values of the moderator ATT-->PI having(Flavour as moderator)

	Effect	t	p	LLCI	ULCI
Fruit Flavour	0.22	2.87	0	0.069	0.3612
Nonfruit Flavour	.00	0.05	0.96	0.1231	0.1357

Figure 2



5. Discussion and Managerial Implications

The objective of the study was to achieve a proper understanding of consumption motive factors towards the purchase of organic food products such as ice cream among the Indian youth. The growing reach of media (TV and Radio advertisements, social media) has contributed to the growing demand in the organic ice cream industry. In India, where young adults are usually open to new ideas, curious to experiment with different food tastes in their school and colleges with their friends in restaurants, sweet shops, bakery to celebrate different occasions. Therefore understanding the youth attitude towards these organic ice creams is very crucial. The present study addresses this need. Even though the organic ice cream consumption motives directly influence their purchase intention towards the brand. The findings confirm that youth attitude results in a behavioral outcome such as purchase intention that proved through a partially mediated relationship. So youth attitude should be taken care of in the context of Indian organic ice-cream sector through a well-planned strategy. Brand

Managers should design new product launches and television campaigns for youth to affect their attitude and ultimately to enhance their engagement towards the brand. This may improve impulse purchases among youth. The majority of times, unplanned and unanticipated purchases are strongly influenced by pre-existing experiences (Hoyer and Brown, 1990), So marketers should focus on those previous experiences to facilitate an impulse purchase with the brand. Even though the organic product purchase intention and attitude have been studied interchangeably (Kumar and Chaurasia, 2016). The present study is unique as it links between organic consumption motives, attitude, and purchase intention among youths.

The findings enhance the human motivation theory (Maslow, 1943) that sensory pleasures (tastes, smells, visual attractiveness, etc.) motivated for human consumption. The study findings show that the availability of organic products in local supermarkets was essential for pragmatic consumers since one-stop-shopping and convenience behaviours were dominant among young consumers (Hjelmar, 2011). Modern retail formats like supermarkets, Hypermarkets, Malls would impact the visibility and availability of these products for youth consumers. It was confirmed that the environmentally-conscious Indian youth are more than likely to shift to a healthier alternative. So there is an organic potential for urban Indian youth (Sondhi, 2014). The findings confirmed that the urban Indian youth carry a global attitude towards environmental and health issues indeed, but to direct them towards an organic consumption intention requires substantial effort by the marketer. The motive factors, both direct and mediated attitude, impact the youths' consumption of organic food products like ice cream. It indicates that only focusing on motives would not be enough for managers; they should equally give importance to their attitude formation strategy for a long-term loyal customer base and to increase the customer lifetime value.

This present study supported the past research findings and advises the brand managers to focus on motive factors such as Organic Knowledge, Availability & convenience, Quality, Health Benefit, Price, Taste and Visuals, Social Embodiment, Environmental Benefit and prepare strategies for better market segmentation and positioning. New manufacturing processes with a better marketing strategy might make the brand more affordable with quality aspects (Chebat *et al.*, 2009).

Organic Ice cream marketer can establish a kiosk in the malls where there is maximum footfall, and it can have a variety of offerings by adding more flavors and offer different price points. As per the present study findings, companies should focus on convenience, pricing, and quality parameters. Appealing store, awareness, and likability also significant criteria for the youth segment. The youth preferences are unique compare to children and the high age segment, so the marketer should be focused on the youth changing preference consumption pattern and bring loyalty among the user.

6. Limitations and Scope for Future Research

Even though the study contributes to the existing brand preference literature by proposing an integrative perspective in the ice cream context, it was not wholly free from limitations. The focus of the study was limited to youth consumption and purchase intention for ice cream rather than the whole population. Therefore, the current study cannot be directly extended to different samples, especially customers in broader geographical areas. Small cities and rural areas are excluded from the scope. Second, people in different locations in the country show different attitudes toward ice cream consumption because of their climatic condition, availability of different brands, and their expectations also vary accordingly. Hence the results may differ, so the findings can further be tested across cultures and geographies. Future studies can also be explored by taking the moderating role of customers' prior experience, their expectation, and personality into consideration. We invite future researchers to investigate the role of other relevant moderators (such as demographics, customer mood) in this relationship.

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