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## THE MODERATING ROLE OF ENVIRONMENTAL CONCERNS AND TRUST TOWARDS AN ORGANIC PRODUCT

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### **ABSTRACT:**

Now a days consumers are preferred to consumes an organic has risen over an time, it may shows an positive attitude towards these organic product, but in an research suggest comparatively low volume of an Consumption in the markets. This has resulted to study motivation to enhance a consumer tendency to choose to purchase organic foods. This research attempt to understand a potential association between Motivation, buying behaviour and attitude towards on organic products. To develop a theoretically framework by using an SDT (Self - Determination Theory) which is used to evaluate an organic Consumers. The data was analyzed through a Structural Equational Model (SEM), attitude and consumer behaviors are used to find out an consumer motivation to purchase an organic foods. According to an SDT there are various kinds of a motivational factors influencean consumer like intrinsic motivation, Integrated regulation, Integrated regulation and Extrinsic motivation. Researcher find out a there is an association between Introjection Motivation and Identified motivation are mostly influence them to purchase am organic foods.

**Keywords:** Self - Determination Theory, Organic products, Motivation, Consumer.

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### **1. INTRODUCTION**

A gradual, yet, extensive growth has been witnessed in India. The demand for organic food turnover is increasing about 25% annually and it will be expected to reach USD1.36 billion in 2020 from USD 0.36 billion in 2014(Willer and Lernoud, 2017). Researchers have suggested that most of consumers are concerns about Environment sustainability in order to get a healthy community. Most of consumers are based on their own ethical Consideration. Assumes that such concern may be attributed to motivations to purchase an organic food that reflect Healthy lifestyle.In an existing literature has witnessed to develop various motives behind a consumer behavior and also reasons to find out consuming organic product (Birch et al., 2018; Kareklas et al., 2014; Tandon et al., 2020). Yet consumption of an organic food which will influence a consumer in multiple factors such as subjective norms, Moral norms, Social pressure, cultural

and Geographical distances. To explain a complexities involved while they are preferred purchase organic foods. According to the researcher have utilized theory based on Human psychology like self-construal theory (Kareklas et al., 2014), behavioral reasoning theory (Tandon et al., 2020), social desirability theory (Wheeler et al., 2019) and social comparison theory (Hansen et al., 2018). While these studies increasing advancement in consumption of organic product. There is a knowledge gap between consumers that's motivated to consume an organic food. Many of the studies they can concentrate only on attitude and intension to purchase an organic food, which may not translate in to actual consumption (Fleseriu et al., 2020). Researchers have to find out and explain this gap among consumer's consumption, intension and attitude; through various factors that affect an organic consumption Shamsi et al., 2020). In this study we aim to address the self-determination theory (SDT) to observe a consumer motivation towards organic foods. SDT includes both in intrinsic and extrinsic motivators. In this study they rendered three fold improvements, first we examine motivational factors to enhance a buying behavior of organic food using SDT, other frame work such as Theory of Planned Behaviour (and Theory of Reasoned Action .SDT theory has been used to different context to analyzing consumer awareness, attitude or intension and buying behaviour of organic product, it has been focused in earlier research. This addresses existing need for reducing continuing gaps among attitude, intention and actual behaviour exhibited by organic consumers. Third, this study focused on emerging economies which have seen limited research (Molinillo et al., 2020). Only few studies concentrated in Emerging economics in India. Giving direct attention to consumer's tendency to be motivated by individual self-identity, personal values & belief and external/social pressures. The study concludes with the presentation of relevant consequences for academicians, marketers, and policymakers.

Existing literature suggested consumption of organic products to be important to an individual ideology and its reflects in personal concerns like moral norms, health consciousness, environment and ethical consumption. The consumers concerns significantly influence the decision making of consumers they can also impact on motivation and emotional. It has been categories as intrinsic and extrinsic. Environmental concerns may be termed as extrinsic. Health consciousness and ethical consumerism may be referred to as intrinsic concern. In this study researcher identified intrinsic and extrinsic dimension may influences consumers buying behavior, attitude and motives. It has been conceptualized with four independent variables, namely IM (Intrinsic Motivation) initiating an activity for its own sake because it's interesting and satisfying in itself .INR (Introjected regulation) is an form of an internalized , pressuring voice. ER(External regulation) it is often used to encourage consumer to take part in it but they not be genuinely interested in buying an product and IR(Integrated regulation) when a person has fully integrated regulation when he under goes an self-examination (personal believes and values). Researcher has hypothesized the moderating variables as Environmental concern (EC) and Trust (T) on the associations between different motivations, attitude and buying behavior.

## 2. LITERATURE REVIEW

Safvenbom et al., (2014) mentioned that attitude is an interaction with an activity or environment. In organic foods attitude is a one of the strongest impact factor for consumption of organic foods for intentions to purchase (Zhang et al., 2018) and can intensely affect consumption or buying behaviour towards organic food (Persaud and Schillo, 2017). Attitude is an complex variable its effects multiple variable including personal variable, environment and also product attribute. Feil et al. (2020), (Shamsi et al., 2020), (Aitken et al., 2020).It has acknowledged that organic product are highly influenced on consumption motives, those motives are extraordinary in self-determination or internal in nature. Prior research indicates that positive attitude strongly relates to better organic food buying behaviour (Ham et al., 2018) and buying intention which is considered to be the precedent of actual behaviour (Fleseriu et al., 2020). Behavioral intention is a mediator for attitude and behavior. We concluded that is highly correlated with increased buying behaviour for organic food and propose the following hypothesis (Kim and Drumwright, 2016) Researcher explains the behavioral outcome is greatly engage with an activity as a concentrated and persistent effort towards its enactment. Consumers are particularly engaged in an activity for their satisfaction because due to nature of act itself (Gilal et al., 2019; Kim and Drumwright, 2016).It is stated that consumers are rapidly increased due to an organically produced food for their resultant pleasure and enjoyment arising from its consumption (Janssen, 2018).Consumption of organic food may be increased due to enjoyment of an ecologically friendly attributes like good feelings, self interest etc., The consumers are self-motivated to buy the products due to their intrinsic need to safeguard personal health as well as the environmental well-being. Wang and Hou (2015) this attributes of an activity may leads to the development of external indicators like self-esteem. Literatures suggest that adult rarely undertake an activity related to pleasure or intrinsic motivation. Majority of the consumers are attained only for external rewards, such as an enhanced social image or monetary benefits. Organic food adoption may be higher for consumers who observe a need to reach a social status among their peers (Kim et al., 2018).EM, is in the form of social value, and could promulgate higher frequencies of organic food consumption. Further found that social value creates a positive intension to consumers' organic foods. Hwang (2016) it is evidence that it has a positive relationship between consumers' acceptance and their need for improved self-presentation among society by consuming organic food. Gillison et al., (2009) This IR contributes to building a sense of self and provided that a sense of independence to the individual who agrees to adopt a particular behaviour. It reflect an individual desire involved in an particular activity it enhanced personal sense of self (Ryan and Deci, 2000).Consumers personal value induce their personal choices. Consumers must try to enhance their self-identities by inducing their behavior in daily life it perceived to create a higher level of personal values. Consumer higher positively influenced due to amplified health consciousness or social consciousness. In both cases, organic food items afford individuals with substantial alternative motives to make such products an integral part of their life. It has both nutritional and environmental benefits it's highly integrated with their personal values. Consumer are higher form of IR may be motivated to show an increased proclivity to consume organic food due to engagement of their congruent personal

values and goals (Ng et al., 2012). Wang and Hou, (2015) describes as motivation with a low degree of internalization that prompts individual to consider the hidden values of demonstrating a particular behavior. This induce positive outcome such as rewards or ego and negative consequences are avoided such as guilt or shame (Haivas et al., 2012).The growth of organic food consumption may be recognized to a perceived gain of positive social consents (Lin and Hsu, 2015), by observing social standards of acceptable pro-environmental behaviour (Khare and Pandey, 2017). Social or external enforcements for an individual to demonstrate or avoid particular behaviors are acceptable standards. Such external influences may be argued to establish a form of motivation that becomes adopted among individuals engaged with organically produced food items. Such as social pressures, or subjective norms (Boobalan and Nachimuthu, 2020; Shamsi et al., 2020).Individual belief induce others on their subjective norms and potentially influence greater purchase of organic food items. Hansen et al. (2018) and Molinillo et al. (2020) additionally, established that consumers' motive of social consciousness, i.e., concern for society and social surroundings, significantly influenced them to show greater levels of positive intentional behaviour toward organic food.

### **3. STATEMENT OF THE PROBLEM**

Awareness of an organic food grown day by day. Adaption of traditional way of cultivation without using a harmful fertilizer may leads to consumption of organic food increased rapidly. Researcher find out on problem in the past literature, in SDT they will outline only intrinsic & Extrinsic motivation factors, but in our study will consider all motivational factors it may induce an consumer to purchase an product or not. Instead they find out a two dependent factors like attitude and behaviours influence a consumer to make a decision. Here an attitude is an important factor that decided a consumer to consume an organic product or not, that will impact on consumer behavior.

### **4. RESEARCH OBJECTIVES**

1. Framed an theoretical frame work (SDT) used to analysis an motivational behavior of an consumer.
2. To find out a relationship between attitude and behavior that induced consumer towards motivation.

### **5. METHODOLOGY OF THE STUDY**

The research design for the present study is exploratory, as it aims to analyse the motivational behavior of a consumer that leads to consume an organic foods. Data needed for the study was collected from primary source using self-structured questionnaires. The data has been collected within a certain limits. The study was conducted in Coimbatore district, one of the more affluent and industrially advanced districts of the state of Tamil Nadu in India and is known as the Manchester of South India holding the highest GDP among the districts of Tamil Nadu and highest revenue yielding district in the state. Area sampling was adopted wherein the entire

Coimbatore District was divided into east, west, north and south to get a representative sample and from each segment the sample units were selected on the basis of convenience.

Variables	Estimate	S.E.	C.R.	P
Consumer Behaviour	-1.414	.501	-2.825	.005
ATTITUDE	1.902	.263	7.231	***

**Table.1**

**Regression Weights**

**6. LIMITATIONS OF THE STUDY**

The present study has certain inevitable limitations including Respondents may be biased in answering the questions. The study has been limited to a sample of 84 respondents in the Coimbatore District

**7. DATA ANALYSIS AND DISCUSSION**

**Table.2**

**Regression Weights**

Variables		Estimate	S.E.	C.R.	P	
Consumer Behaviour	<---	Intrinsic motivation	1.282	.294	4.362	***
Consumer Behaviour	<---	Extrinsic Motivation	.275	.081	3.382	***
Consumer Behaviour	<---	Introjection Motivation	.894	.220	4.068	***
Consumer Behaviour	<---	Identified motivation	-.945	.260	-3.626	***
ATTITUDE	<---	Consumer Behaviour	-.078	.132	-.593	.553

P value is greater than 0.05 in not significant an attitude but there is a significance relation between intrinsic motivations, Extrinsic Motivation, Introjections Motivation, Identified motivation.

**Table.3**

**Standardized Regression Weights**

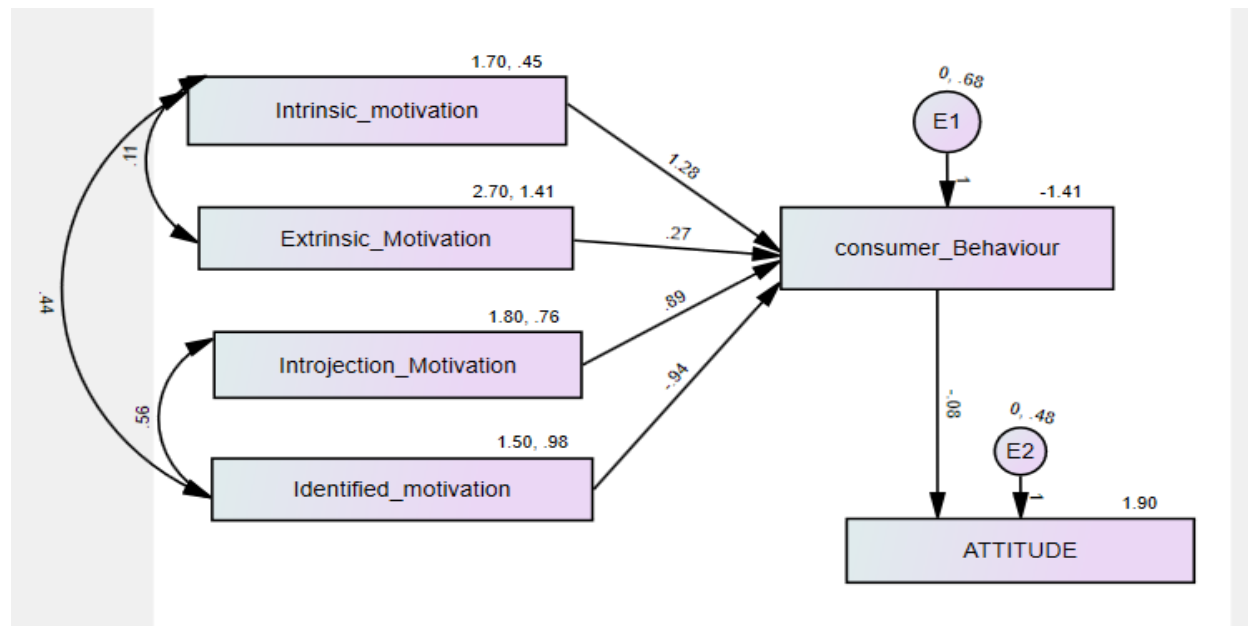
Variables			Estimate
Consumer Behaviour	<---	Intrinsic Motivation	.836
Consumer Behaviour	<---	Extrinsic Motivation	.315
Consumer Behaviour	<---	Introjection Motivation	.754
Consumer Behaviour	<---	Identified Motivation	-.906
ATTITUDE	<---	Consumer Behaviour	-.116

Critical ration is always same as P value. If we calculate a CR means we use a formula estimates divided by Standard error but it will shows a same P value. It must be greater than +or -1.96 then only it will be significant. In this study we find out attitude may have significance with a motivation? Consumer behaviour is not a significant value.

**Table.4**  
**Covariance**

Variables		Estimate	S.E.	C.R.	P	
Introjection Motivation	<-->	Identified Motivation	.561	.096	5.853	***
Intrinsic Motivation	<-->	Extrinsic Motivation	.106	.045	2.344	.019
Intrinsic Motivation	<-->	Identified Motivation	.444	.076	5.878	***

In a covariance's shows an here a p value shows it's a significance or not significant value. In this model all variables are considered as an significance variable. It has close relationship each other.



**Fig 1: Results of the structural model**

**Table.5**  
**Correlations**

Variables		Estimate	
Introjection Motivation	<-->	Identified Motivation	.649
Intrinsic Motivation	<-->	Extrinsic Motivation	.133
Intrinsic Motivation	<-->	Identified Motivation	.665

**Table.6**  
**Variiances**

<b>Variables</b>	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
Intrinsic Motivation	.455	.071	6.371	***
Extrinsic Motivation	1.410	.224	6.285	***
Introjection Motivation	.760	.121	6.285	***
Identified Motivation	.983	.123	7.975	***
E1	.680	.108	6.285	***
E2	.480	.134	3.583	***

In SEM models can be identified by just identified, unidentified and over identified. In the above model should be identified and over identified but not in unidentified. Computation of degree of freedom must be indented. Mean of error is always being a zero. We have estimated a distinct parameter model. Difference between number of sample movements and number of parameters to be estimated we will find out a degree of freedom must be identified one.it will in positive model means over identified model. Measurement model fit we have to consider Absolute model fit, Incremental model Fit and parsimonious model fit. If we choosing an absolute model fit if chi-square and probability value  $p > 0.05$ ,  $RMSE < 0.08$ , goodness fit (GIF)  $> 0.09$ . Hereanprobability value is less than 0.05,

**Table.7**  
**RMSEA**

<b>Model</b>	<b>RMSEA</b>	<b>LO 90</b>	<b>HI 90</b>	<b>PCLOSE</b>
Default model	.335	.265	.409	.000
Independence model	.323	.282	.365	.000

In RMSEA value is .355 but its actual value is  $RMSE < 0.08$  but in this analysis we found a result .335 but we does not consider model is unfit we have taken other meter for consideration. RMSEA is .335 we have to consider but an exact value is  $< 0.08$  value.

## 8. CONCLUSION

This study investigated the associations among attitude, motivational dynamics, and behaviour of consumers in buying organic food. The study utilized the self-determination theory (SDT) to build a research model and evaluated through structural equation modelling (SEM). Effectssuggest to the possibility that, with respect to organic food items, consumer attitude is determined by intrinsic motivation (IM), and extrinsic motivations of integrated regulation (IR), and external regulation (ER). Introjected regulation (INR) is suggested to have no association with either attitude or buying behaviour. The results further indicate that internal motives and autonomous regulators of conduct are positively associated with consumers' favourable attitude towards buying and consuming organic food .The developing significance of these motives implies the need to promulgate consumer actions that induce ethical consumerism. Such

promotion would be more useful if endorsed by social, familial, and peer group members as specific extrinsic forms of motives were found to significantly influence potentially increased buying of organic food. The understanding of such associations between motivations, attitude, and buying behaviour increase significant theoretical and practical suggestions for marketers and policymakers who handle the promotion of organic food products.

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