**Food Research 3 (4) : 351 - 364 (August 2024)**
Journal homepage: https://www.myfoodresearch.com

FOOD RESEARCH

RESEARCH PAPER

# Young customers' intention to purchase organic food in South Africa: extending the theory of planned behaviour

Marokhu, M.K. and *Fatoki, O.O.

*Department of Business Management, University of Limpopo, Private Bag X1314, Sovenga 0727, Limpopo Province, South Africa*

***Article history:***
Received: 2 July 2022
Received in revised form: 30 August 2022
Accepted: 15 June 2023
Available Online: 20 August 2024

***Keywords:***
Theory of planned behaviour,
Moral norms,
Ethical self-identity,
Young consumers

***DOI:***
https://doi.org/10.26656/fr.2017.8(4).353

**Abstract**

Ethical consumption has become an increasing trend as young customers get increasingly aware of their environmental and ethical responsibilities. The study aimed to examine the determinants of organic food purchase intention and behaviour of young customers in South Africa by extending the Theory of Planned Behaviour (TPB). The main objective of the study was to determine the effects of TPB constructs (attitude, subjective norms and perceived behavioural control) on young consumers' intention to purchase organic food. Also, the study investigated whether the extended TPB model would improve the predictive validity of the model. The TPB was modified by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude and intention and two personal factors (moral norms and ethical self-identity) as predictors of purchase intention. In addition, the study examined the mediating effects of attitude towards organic food in the relationship between value and purchase intention. Furthermore, the study determined the effect of intention on actual organic food purchase behaviour of young consumers. The study adopted a quantitative research approach and data was collected through the cross-sectional survey method using self-administered questionnaires from four hundred and three respondents. The questionnaires were distributed to the respondents through mall intercept and the Partial Least Square Structural Equation Modelling (PLS SEM) was used to test the hypotheses of the study. The findings confirmed that two constructs of the TPB (attitude towards organic food and perceived behavioural control) are predictors of purchase intention. In addition, health and environmental consciousness are antecedents of attitude and intention. Attitude mediates the relationship between health, environmental consciousness and intention. Furthermore, intention is a predictor of behaviour. Recommendations to improve the purchase of organic food focus on communication by marketers to consumers about the benefits of organic food. The study concludes that the extended TPB is an applicable theoretical framework to explain the purchase of organic food by young consumers

## 1. Introduction

Ethical consumption has become an important trend as young customers become increasingly aware of their environmental and ethical responsibilities (Biswas and Roy, 2015; Yadav and Pathak, 2016). The concept of ethical consumerism is becoming important among business enterprises and consumers worldwide because of air and noise pollution, poor quality of water and other environmental and ethical challenges (Gottschalk and Leistner, 2013; Hwang, 2016). An ethical consumer can be defined as an individual who considers environmental, social, spiritual, political, religious or other motives when choosing one product over another product (Sangkumchaliang and Huang, 2012). According to Maichum *et al*. (2016), there are many benefits associated with ethical consumerism. These include the opportunity to contribute to environmental and social sustainability. Ethical products in most cases are labelled as organic products because they are measured by features that have small or no usage of hurtful components and are considered for health, well-being, environment, and human privileges (Kavaliauske and Ubartaite, 2014). Ethical products include organic food, organic personal care products and organic clothing (Kavaliauske and Ubartaite, 2014). Suh *et al.* (2012) and Liang (2016) define organic food as products that are from the farming system and tend to avoid the use of

*Corresponding author.
Email: *Olawale.fatoki@ul.ac.za*

eISSN: 2550-2166 
Published by Rynnye Lyan Resources

growth regulators and other livestock feed activities as well as pesticides and the use of man-made fertilisers. South Africa has a growing organic food market, and the products are sold at home as deliveries, in specialised stores, supermarket chains, large restaurants, and in special organic markets. However, demand for organic products is limited in South Africa because they are considered more expensive than traditional products (Lee and Yun, 2015; Erasmus *et al.,* 2020).

The National Youth Policy of South Africa defines youth as individuals between the ages of 15 and 34 years (South African Government, 2019). Young consumers are considered as important to ethical consumption in the future and therefore should be considered as an appropriate target population for the promotion of ethical food (Suh *et al.,* 2012; Hwang, 2016). Because of the relative newness of organic food compared to traditional food and the low level of consumption of organic products by young consumers particularly in developing countries such as South Africa, it is important to understand the determinants of intention to purchase organic food by young consumers (Lee and Yun, 2015; Mohd Suki, 2017).

Numerous theories have been used by researchers to understand ethical consumption behaviour such as the value belief norm theory and the norm activation model, however, the Theory of Planned Behaviour (TPB) is the most widely used theory to predict green and ethical purchase intention and behaviour (Ajzen, 1991). The TPB by Ajzen (1991) claims that the purchasing intentions of customers are determined by attitude, subjective norms, and perceived behavioural control. The TPB can be expanded by adding other constructs and moving the pathway of the current constructs if this will improve the explanatory power of the theory (Yadav and Pathak, 2016). The TPB will be extended by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude towards organic food and as predictors of purchase intention. In addition, the factors that can influence sustainable and ethical consumption behaviour include personal elements such as ethical self-identity and moral norms (Basha *et al.,* 2015; Misra and Singh, 2016). The TPB will also be extended by moral norms and ethical self-identity. The additions of these highlighted constructs will lead to the development of a new unique model to predict young consumers' intention to purchase organic food based on the TPB.

The TPB by Ajzen (1991) extends the Theory of Reasoned Action (TRA). The TRA argues that the behaviour of an individual determined by their intention to perform the behaviour. The intention is dependent on the attitude toward the behaviour and subjective norms (Ajzen and Fishbein, 1980). The TRA was obtained from various previous studies in research in the areas of social psychology, persuasion models, and attitudes theories (Ajzen and Fisgbein, 1980). The TRA was expanded by Ajzen (1991) to include one more predictor known as perceived behavioural control. According to the TPB, intention also determines the individual performance of a specific behaviour. The TPB is made up of three independent constructs namely attitude, subjective norms, and perceived behavioural control (Ajzen, 1991). Attitude towards a behaviour is the extent to which an individual positively or negatively evaluates a behaviour. Subjective norms describe the possibility that an important individual, who is valued by an individual, will approve, or disapprove a behaviour. Perceived behavioural control describes the perceived difficulty or ease that an individual has in the performance of a behaviour (Ajzen, 1991). The TPB also proposes some antecedents of the three constructs. Behavioural beliefs are the antecedents of attitude, while normative beliefs and control beliefs are the antecedents of subjective norms and perceived behavioural control respectively (Ajzen, 1991). Investigating the antecedents of each TPB construct can help in understanding the process through which the constructs are associated with intention (Ajzen, 1991).

Attitude is an evaluation of having favorable or unfavorable behaviour that has been measured (Ajzen, 1991). According to Hagger *et al.* (2016), attitude is the most important predictor of intention. There are two types of attitudes which are general attitude and specific attitude. General attitude stimulates the general tendency to engage in a certain behaviour and specific attitude is a relatively strong way of predicting a single behaviour. The TPB remarks that an individual with a positive attitude towards any behaviour, means that the chances of conducting that behaviour are very high. This suggests that customers with environmental attitude are anticipated to be more eco-friendly in their consumption and behavioural pattern (Ajzen, 1991). Hagger *et al*. (2016), provide empirical evidence of the positive relationship between attitude towards organic food and the intention to purchase organic food. The findings reveal that attitude towards the purchase of organic food is positively associated with the intention to purchase organic food. Based on theoretical persuasion and empirical evidence of past studies on the effect of attitude on the purchase intention of organic food, it is hypothesised that: Hypothesis 1: There is a significant positive relationship between attitude towards organic food and intention to purchase organic food.

Subjective norms towards a behaviour explain the possibility that groups or significant individuals such as

https://doi.org/10.26656/fr.2017.8(4).353 

family and friends approve or disapprove the performance of a behaviour (Ajzen, 1991). According to Jiang and Kim (2015), subjective norms meaningfully affect consumer purchase intention of organic food. This implies that other people's approval and disapproval can affect the behaviour of individuals. When consumers are not sure about specific behaviours, they look for help and support from other people or individuals. "Other people" refers to family members, peer group, reference group, friends, and relatives (Yadav and Pathak, 2016). The findings of empirical studies are inconclusive about the effect of subjective norms on consumer purchase intention of environmentally friendly products or organic food. Nuttavuthisit and Thøgersen (2017) find that subjective norms are positively related to the purchase intention of organic food, while Ritter *et al.* (2015), find an insignificant relationship between the two. However, the expectation is that people who are important to young consumers can influence their decisions to purchase organic food. Based on this argument, the study hypothesises that: Hypothesis 2: There is a significant positive relationship between subjective norms and purchase intention of organic food.

Perceived behavioural control is described as the ease or difficulty of conducting an action or a behaviour (Ajzen, 1991). de Medeiros *et al*. (2016), indicate that there are internal and external types of perceived behavioural control. Internal perceived behavioural control includes (opportunity, knowledge, skills, planning, confidence, and ability) and external behavioural control includes external limitations such as (time and money). According to Romani *et al.* (2016), the difficulties that individuals encounter when purchasing organic food include high cost and inadequate availability. Factors such as time, cost, lack of knowledge and obtainability affect consumers' purchase intention of organic food (Byrka *et al.*, 2016). Consumers must use their knowledge and skills to be more creative on how to purchase organic food (Jang *et al.,* 2015). Ghazali *et al*. (2017) found that perceived behavioural control is a key factor in explaining the relationship between organic food and consumer purchase intention of organic food. Perceived behavioural control applies a stronger effect (in contrast to subjective norm) on green purchase intention. This suggests that young customers have sophisticated stages of volitional control over themselves when making decisions concerning organic food (de Medeiros *et al.,* 2016). It is hypothesised that: Hypothesis 3: There is a significant positive relationship between perceived behavioural control and purchase intention of organic food.

Moral norms refer explicitly to behaviours that have positive or negative outcomes for both the self and others (Kumar and Ghodeswar, 2015). The main criticism of the TPB is that it does not take the effect of moral influence into consideration. Paul *et al.* (2016) remark that moral norms represent an individual's commitment to values that they feel as obligations to perform a certain behaviour. Joshi and Rahman (2015) state that the moral values of most individuals play a significant role in predicting their intentions in a situation where an individual's self-centeredness does not concur with that of others. According to Yadav and Pathak (2016), moral norms play a significant part in the purchase of organic food since buying organic food displays the responsibility and concern individuals have not only for themselves but for the society and environment. Saleki *et al.* (2012) claim that moral norms are related to pro-environmental actions. When an individual morally feels that their actions can negatively affect other individuals and the biosphere, they are unlikely to engage in such actions. That is one of the reasons why the concept of moral norms was added to the TPB. According to Saraiva *et al.* (2020), in the context of pro-environmental behaviour, the purchase of organic food can be considered moral behaviour. It is hypothesised that: Hypothesis 4: There is a significant positive relationship between moral norms and purchase intention of organic food.

Grosglik (2017) explains self-identity as how one observes oneself. The concept of self-identity initially originates from the distinctiveness theory presented by Pearson *et al*. (2013). Petrescu and Petrescu-Mag (2015) emphasise that for every role position people occupy in life, they have proposed different components of self-identity. Psychological central identity theory is a theory that has been used for understanding action or predicting behaviour where it is essential to regard the self and wider social construction as being inseparably related. According to Petrescu *et al*. (2017), self-identity is therefore generalised and interpreted as something that has an important influence on intention. Consumers purchase products that meet and satisfy their individuality, morals, and societal status. Sabaghi *et al.* (2016) suggest that self-identity may impact consumer attitude and intention to participate in pro-environmental behaviour. According to Kröger and Schäfer (2014), in the context of organic food, it is probable that self-identification of oneself as an organic customer would influence his/her behaviour towards the product. Consumers may be influenced by their self-identity to buy organic food to demonstrate their identity (Kautonen *et al.,* 2015). Therefore, it is hypothesised that: Hypothesis 5: There is a significant positive relationship between ethical self-identity and purchase intention of organic food.

https://doi.org/10.26656/fr.2017.8(4).353 

One of the factors that can affect consumers' beliefs and attitudes regarding ethical products is perceived values. This can be defined as a customer's total evaluation of the effectiveness of a product based on the observations of its benefits and costs (Beldad and Hegner, 2018). Values are desirable end-state that can guide the evaluation of a behaviour by an individual and are a significant criterion used by individuals to make preference judgments (Schwartz, 2012). Consumers with different value systems will behave differently regarding organic products because values are an important principle in the lives of individuals (Ghazali *et al.,* 2017). Wei and Jung (2017) used functional, emotional, and social values as three essential measures of perceived values for the intention to purchase ethical products. Ghazali *et al*. (2017) used health, environmental and appearance consciousness to measure perceived values with respect to ethical products. This study will use three consumer values (health consciousness, environmental consciousness, and appearance consciousness) to extend the TPB as antecedents of attitude.

Many consumers live a demanding and competitive life and do not have the time for physical activities that keep them good and healthy from diseases (Kushwah *et al.,* 2019). Kröger and Schäfer (2014), explain that the major motivator for the purchase of organic food is health consciousness. Kushwah *et al.* (2019) found that health consciousness and value proposition are the key factors in the purchase of organic food by consumers. This is because organic food is healthier compared to conventional food. Empirical findings are inconclusive about the impact of health consciousness on attitude towards organic products. Romani *et al.* (2016) find a significant positive association between health consciousness and attitude towards ethical products by young female customers. Matic and Puh (2015) and Nguyen *et al.* (2019) found an insignificant relationship between health consciousness and attitude towards organic food. It is hypothesised that:

Hypothesis 6: Health consciousness is positively related to attitude towards organic food.

Hypothesis 7: Health consciousness is positively related to intention to purchase organic food.

Hypothesis 8: Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food.

Irianto (2015) points out that environmental consciousness is a guide to how individuals make green purchase decisions because naturally sensible individuals are interested in using their procuring behaviour to advance the environment. Organic products are environmentally friendlier than traditional products due to the limited use of chemicals and other harmful substances (Van Loo *et al.,* 2013). Consumers' environmental consciousness encourages a positive attitude towards organic products because environmental aspects are engaged in the development and production of organic products (Irianto, 2015). Van Loo *et al.* (2013) and Irianto (2015) discover a significant association between environmental consciousness and attitude towards organic food. Ghazali *et al.* (2017) reported that attitude towards organic products are positively related to environmental value. The production of organic products causes less harm to the environment and consumers in the society. According to Lee and Yun (2015), consumers are willing to contribute to protecting the environment through the purchase of organic food. Due to ethical concerns towards the environment, consumer attitudes have evolved over the past years (Liang, 2016). According to Jonathan and Tjokrosaputro (2021), environmental consciousness and attitude play a major role in defining the intention to purchase organic food. Consumers explain that buying of organic food is a pro-environmental behaviour. Misra and Singh (2016) remark that consumers have different preferences in respect of the purchase intention of organic food and those who favor organic foods are more likely to participate in an eco-friendly activity as well as develop concerns for the environment. The more people have concerns about the environment the more the consumption of organic food increases. Following these arguments, it is hypothesised that:

Hypothesis 9: Environmental consciousness and attitude towards organic food are significantly positively related.

Hypothesis 10: Environmental consciousness and intention to purchase organic food are significantly positively related.

Hypothesis 11: Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

Kim and Chung (2011) remark that appearance consciousness encourages individuals to be interested in organic food because such product is made with the smallest amount of biochemical materials and may be less harsh on the body compared to conventional products. The study by Kim and Chung (2011) finds that appearance consciousness is a predictor of customers' attitudes towards the purchase of organic products. Consumption of organic food can help to satisfy consumers' needs for improvement in general appearance because they are less harsh on the body (Paul and Rana, 2012). Appearance consciousness is identified as one of the strongest factors influencing the intention

https://doi.org/10.26656/fr.2017.8(4).353 

to purchase organic food. There is a need to create awareness among consumers by labelling organic food products with green certification and environmental claims that may positively influence their attitude and intentions (Niggli, 2015). The communication of the environmental and appearance advantages associated with organic products from producers can meaningfully influence customer attitudes as well as the intention to purchase organic food. The marketers of green products may need to target individuals who are more concerned with nature and appearance as this can improve the attitude and intention to purchase organic products (Paul and Rana, 2012). It is hypothesised that:

Hypothesis 12: Appearance consciousness is positively related to attitude towards organic food.

Hypothesis 13: Appearance consciousness is positively related to intention to purchase organic food.

Hypothesis 14: Attitude towards organic food mediates the relationship between appearance consciousness and purchase intention of organic food.

Intention is one of the major factors in the TPB and depicts an individual's commitment to perform a certain behaviour. Intention is the immediate antecedent of behaviour. The TPB expects intention to have a positive influence on behaviour (Ajzen, 1991). This suggests that the main predictor of pro-environmental and ethical behaviour by an individual is the intention to behave in a pro-environmental and ethical manner. Ethical purchase behaviour refers to the buying of ethical products that are safe for the environment and society at large. De Leeuw *et al*. (2015) find a significant positive relationship between ethical purchase intention and ethical purchase behaviour. This is consistent with the TPB that when a behaviour is voluntary in nature, ethical products and purchase intention are the key indicators of actual purchase (Seegebarth *et al.,* 2016). The TPB has been widely used by studies on intention and purchase of organic food and researchers have found that the two constructs have a significant positive relationship (Van Loo *et al*., 2013). Based on theoretical argument and the findings of previous empirical studies, it is hypothesised that: Hypothesis 15: There is a significant positive relationship between intention to purchase organic food and the actual purchase of organic food

Figure 1 depicts the conceptual framework of the study. The figure depicts health, environmental and appearance consciousness as antecedents of attitude towards organic food and intention to purchase organic food. Also, the figure shows moral norms and ethical self -identity as antecedents of intention to purchase organic food. In addition, the figure depicts intention as a predictor of the purchase of organic food.

Hence, the study is premised on the following research objectives: to determine the relationship between value constructs (health, environmental and appearance consciousness) and attitude towards organic food; to investigate the relationship between value constructs and intention to purchase organic food; to examine if the attitude towards organic food mediates the relationship between value constructs and intention to purchase organic food; to investigate if the extended TPB that includes moral norms and ethical self-identity affects the intention to purchase organic food; to examine the relationship between intention and purchase of organic food.

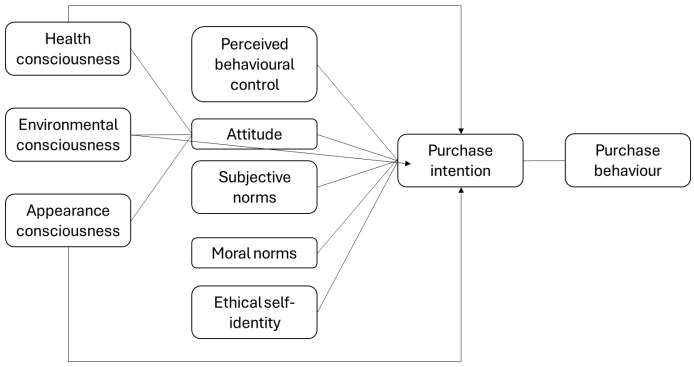


Figure 1. The conceptual model.

## 2. Materials and methods

### *2.1 Study area*

The study areas of the research were Polokwane and Mankweng in the Limpopo Province of South Africa and the respondents were intercepted at large shopping malls. The study was conducted at three shopping malls (Limpopo Mall and Mall of the North in Polokwane and Paledi Mall in Mankweng). These malls from observation by the researcher always have many young shoppers.

### *2.2 Data collection*

The study used a quantitative research design and data was collected from the respondents through the cross-sectional survey method using a self-administered questionnaire. Ethical clearance was obtained from the authors 'university and permission was obtained from the managers of the malls to conduct the study. The study focused on young consumers (35 years and below). The researcher conducted a pilot study with thirty respondents who did not participate in the main survey. The pilot study was conducted at the three selected malls (Mall of the North, Limpopo Mall and Paledi Mall. The pilot study helped to improve face and content validity and ensured that the respondents could complete the questionnaire. The questionnaire was divided into five

https://doi.org/10.26656/fr.2017.8(4).353 

sections namely demographic details, TPB constructs, value constructs, moral norms and ethical self-identity. The items to measure the constructs in the questionnaire were adapted from previous studies and depicted in Table 1. All the items were anchored on the five-point Likert scale ranging from "1"' strongly disagree to "'5" strongly agree.

*2.3 Sampling technique and sample size*

The study used the ten times rule to determine the sample size (Hair *et al*., 2019). The study adopted the non-probability sampling technique due to the absence of a sample frame of young consumers. The study used the convenience sampling method. According to Cooper and Schindler (2014), convenience sampling is a non-probability method of collecting samples by taking samples that are conveniently located around a location. The key advantages of convenience sampling are that it is efficient and simple to implement Respondents are intercepted at the malls (mall intercept), screened for appropriateness in terms of age, and a survey instrument is administered on the spot. According to Hair *et al.* (2019), the minimum sample size when using PLS-SEM is the maximum number of arrowheads pointing at a latent variable anywhere in the PLS path model. The constructs of the study were measured by forty items and the minimum sample size is 400.

*2.4 Data analysis method*

The study used the Partial Least Square Structural Equation Modelling (PLS SEM) for data analysis. The advantages of PLS SEM include lower sample size requirements, easier testing of moderating relationships, and built-in capability to handle formative indicators. The PLS SEM is made up of two models. These are the measurement and structural models (Hair *et al.,* 2019).

## 3. Results

*3.1 Response rate and biographical details*

Seven hundred young consumers were contacted at the three malls to participate in the survey. A total of 432 agreed to participate in the survey and were given questionnaires to complete. However, 403 questionnaires were found usable. Approximately twenty-nine questionnaires were found unusable and discarded from further analysis because the respondents did not complete vital parts of the research instrument. The "10 times rule" was applied to find the suitable minimum sample size to test the model.

*3.2 Measurement model*

The measurement model is the part of the model that examines the relationship between the latent variables and their measures. The factors to be taken into consideration in the measurement model are the factor loading, the Cronbach's alpha, the composite reliability and the Average Variance Extracted. (Hair *et al.,* 2019). Table 2 depicts the measurement model. The following factors should be considered in the evaluation of the measurement model: factor loadings (>0.708), average variance explained (>0.500), Cronbach's alpha (>0.700), and composite reliability. Table 2 shows that all these requirements are met, and convergent validity is established.

*3.3 Discriminant validity*

To assess discriminant validity the reflective measurement model was used. Fornell and Larcker (1981) recommend that the AVE of each must be related to the squared inter-construct correlation. The results as depicted by Table 2 show that the diagonals are bold indicate the square roots of AVEs and other figures signify the correlations. The findings as depicted by Table 3 show that all the square roots of AVEs are greater than the correlations among the latent variables. This suggests an adequate level of discriminant validity. All these tests confirm that the measurement model is satisfactory.

*3.4 Structural model*

In the structural assessment model, we describe the common method bias (CNB), the $R^2$, the $Q^2$ and the evaluation of the path coefficients (Hair *et al.,* 2019). The probability or possibility of CMB was determined since the data was self-reported. When analysing the CMB, variance inflation factors (VIFs) are used. The coefficient of determination also known as $R^2$ shows the amount of variance by which the dependent variable is described by the independent variable. The goodness of fit is used in the study to determine if the empirical data adequately fits the model. In addition to the size of the R square, a recommended test is the predictive relevance of the model ($Q^2$) and two methods namely the cross-validated commonality and cross-validated redundancy can be used. Henseler *et al.* (2016) suggest that in estimating the predictive relevance of the model, cross-validated redundancy should be used. A cross-validated redundancy $Q^2 > 0.5$ is regarded as a predictive model. The effect size ($f^2$) demonstrates the result of one construct on another construct and how the $R^2$ changes if one construct is deleted from the path model.

The results of the testing of the hypotheses are depicted in Tables 4 and 5. Table 4 depicts the direct effects while Table 5 depicts the indirect effects. The results ($\beta = 0.147$, $t = 5.933$ $p<0.05$) indicate that there is a significant positive relationship between attitude

https://doi.org/10.26656/fr.2017.8(4).353 

Table 1. Measures of the constructs of the study.

| Constructs | Questions | Adopted from |
|---|---|---|
| Attitude towards organic food | 1. I think that purchasing organic food would be a good idea<br>2. I think that purchasing organic food would be desirable<br>3. I think that purchasing organic food would be beneficial<br>4. I think that purchasing organic food would be wise | Hsu *et al*. (2017), Ghazali *et al*. (2017) Wang *et al*. (2018) |
| Subjective Norms | 1. Most people that I value would buy organic food<br>2. My family thinks that I should buy organic food<br>3. Most friends whose opinions regarding personal care<br>4. products are important to me think that I should buy organic food<br>5. If I buy organic food, this can influence other people to buy organic food | Hsu *et al*. (2017), Ghazali *et al*. (2017) Wang *et al*. (2018) |
| Perceived Behavioural control | 1. If I wanted to, I could buy organic food<br>2. It is mostly up to me whether to buy organic food<br>3. I have resources and time to buy organic food | Hsu *et al*. (2017), Wang *et al*. (2018) |
| Health Consciousness | 1. I reflect about my health a lot.<br>2. I am very self-conscious about my health<br>3. I consider myself a health-conscious consumer<br>4. I really think often about whether everything that I do is healthy<br>5. I believe that organic food contains more natural ingredients than conventional food and this can improve my health. | Kim and Seock (2009) Matić and Puh (2016), Hoque *et al*. (2018), Wang *et al*. (2018) |
| Environmental Consciousness | 1. I often discuss environmental issues with my friends<br>2. I become incensed when I think about the harm being done to plant and animal life by pollution<br>3. Humans must strive for harmonic coexistence with nature for survival<br>4. Production of organic products is environmentally friendly | Kim and Seock (2009), Ting *et al*. (2019) |
| Appearance Consciousness | 1. I have the impression that purchasing organic food can improve my appearance<br>2. What I look like is an important part of who I am<br>3. I'm usually aware of my appearance<br>4. I think about how I look in everyday life | Kim and Chung (2011), Ting *et al*. (2019) |
| Ethical Self Identity | 1. I think of myself as an ethical consumer<br>2. I think of myself as someone who is concerned about ethical issues<br>3. I think of myself as a person who is interested in ethical consumption | Yadav and Pathak (2016), Beldad and Hegner (2018) |
| Moral Norms | Purchasing organic food rather than conventional food would make me:<br>1. Feel like making a personal contribution to something better<br>2. The purchase of organic food instead of conventional one makes me a better person<br>3. I believe that choosing organic food is a right decision<br>4. I have a good conscience about myself if I choose organic food | Yadav and Pathak (2015), Beldad and Hegner (2018) |
| Purchase Intention | 1. I am willing to buy organic food<br>2. I plan to buy organic food.<br>3. I intend to buy organic food<br>4. I intend to consume organic foods in the future | Wang *et al*. (2018) |
| Purchase Behaviour | 1. I have been purchasing organic food on a regular basis<br>2. I have been purchasing organic food to fulfill my daily needs<br>3. I often purchase organic food products | Wang *et al*. (2018) |

towards organic food and intention to purchase organic food by young consumers. Hypothesis one is accepted. The results ($\beta$ = 0.057, t = 0.074 p>0.05) indicate that there is an insignificant positive relationship between subjective norms and the intention to purchase organic food by young consumers. Hypothesis two is rejected. The results ($\beta$ = 0.151, t = 3.389 p<0.05) indicate that there is a significant positive relationship between perceived behavioural control and intention to purchase organic food by young consumers. Hypothesis three is accepted. The results ($\beta$ = 0.108, t = 7.479 p<0.05) indicate that there is a significant positive relationship between moral norms and the intention to purchase organic food by young consumers. Hypothesis four is accepted. The results ($\beta$ = 0.122, t = 2.941 p<0.05) indicate that there is a significant positive relationship between ethical self-identity and the intention to purchase organic food by young consumers. Hypothesis five is accepted. The results ($\beta$ = 0.095, t = 5.726 p<0.05) and $\beta$ = 0.177, t = 3.516 p<0.05) indicate that there is a significant positive relationship between health consciousness and attitude towards organic food and health consciousness and purchase intention of organic food. Hypotheses six and seven are accepted. The results as indicated by Table 4 show that the direct effect (0.174<0.05) and indirect effect (0.344<0.05) are significant. Also, the variance accounted (VAF) value bigger than 80% represents full mediation, a VAF value

https://doi.org/10.26656/fr.2017.8(4).353 

Table 2. Measurement model.

| Construct | Measurement items | Loadings | Cronbach's Alpha | Composite reliability | AVE |
|---|---|---|---|---|---|
| | | | 0.866 | 0.862 | 0.614 |
| Attitude | A1 | 0.772 | | | |
| | A2 | 0.729 | | | |
| | A3 | 0.808 | | | |
| | A4 | 0.813 | | | |
| | | | 0.853 | 0.855 | 0.597 |
| Subjective Norms | SN1 | 0.822 | | | |
| | SN2 | 0.724 | | | |
| | SN3 | 0.736 | | | |
| | SN4 | 0.803 | | | |
| | | | 0.783 | 0.874 | 0.697 |
| Perceived behavioural control | PBC1 | 0.844 | | | |
| | PBC2 | 0.868 | | | |
| | PBC3 | 0.792 | | | |
| | | | 0.837 | 0.885 | 0.614 |
| Health Consciousness | HC1 | 0.807 | | | |
| | HC1 | 0.84 | | | |
| | HC3 | 0.794 | | | |
| | HC4 | 0.746 | | | |
| | HC5 | 0.724 | | | |
| | | | 0.795 | 0.867 | 0.597 |
| Environmental Consciousness | EC1 | 0.791 | | | |
| | EC2 | 0.734 | | | |
| | EC3 | 0.805 | | | |
| | EC4 | 0.759 | | | |
| | | | 0.884 | 0.872 | 0.631 |
| Appearance Consciousness | AC1 | 0.796 | | | |
| | AC2 | 0.789 | | | |
| | AC3 | 0.782 | | | |
| | AC4 | 0.809 | | | |
| | | | 0.860 | 0.865 | 0.616 |
| Moral Norms | MN1 | 0.775 | | | |
| | MN2 | 0.727 | | | |
| | MN3 | 0.809 | | | |
| | MN4 | 0.823 | | | |
| | | | 0.741 | 0.799 | 0.707 |
| Ethical self-identity | ESI1 | 0.724 | | | |
| | ESI2 | 0.738 | | | |
| | ESI3 | 0.812 | | | |
| | | | 0.803 | 0.868 | 0.623 |
| Purchase Intention | PI1 | 0.802 | | | |
| | PI2 | 0.738 | | | |
| | PI3 | 0.804 | | | |
| | PI4 | 0.811 | | | |
| | | | 0.902 | 0.828 | 0.614 |
| Purchase Behaviour | PB1 | 0.731 | | | |
| | PB2 | 0.819 | | | |
| | PB3 | 0.803 | | | |

https://doi.org/10.26656/fr.2017.8(4).353

Table 3. Discriminant validity.

| Construct | A | AC | EC | ESI | HC | MN | PB | PBC | PI | SN |
|---|---|---|---|---|---|---|---|---|---|---|
| A | 0.784 | | | | | | | | | |
| SN | 0.609 | 0.773 | | | | | | | | |
| PBC | 0.570 | 0.666 | 0.835 | | | | | | | |
| HC | 0.604 | 0.584 | 0.628 | 0.783 | | | | | | |
| EC | 0.650 | 0.521 | 0.682 | 0.422 | 0.773 | | | | | |
| AC | 0.650 | 0.437 | 0.670 | 0.596 | 0.623 | 0.794 | | | | |
| MN | 0.536 | 0.611 | 0.589 | 0.686 | 0.650 | 0.528 | 0.785 | | | |
| ESI | 0.463 | 0.657 | 0.589 | 0.636 | 0.706 | 0.666 | 0.641 | 0.840 | | |
| PI | 0.601 | 0.477 | 0.575 | 0.696 | 0.584 | 0.677 | 0.419 | 0.624 | 0.789 | |
| SN | 0.590 | 0.693 | 0.674 | 0.595 | 0.723 | 0.529 | 0.666 | 0.439 | 0.637 | 0.784 |

Diagonals in bold signify the square root of the AVE while the other figures depict the correlations.

Table 4. Path coefficient and T-Statistics.

| Hypothesis | Standard Beta | T-statistics | P value | Decision |
|---|---|---|---|---|
| H1: A→PI | 0.147 | 4.933 | 0.037 | Accepted |
| H2: SN→PI | 0.057 | 0.074 | 0.141 | Rejected |
| H3: PBC→PI | 0.151 | 3.389 | 0.017 | Accepted |
| H4: MN→PI | 0.108 | 7.479 | 0.000 | Accepted |
| H5: ESI→PI | 0.122 | 2.941 | 0.003 | Accepted |
| H6: HC→A | 0.095 | 5.726 | 0.000 | Accepted |
| H7: HC→PI | 0.177 | 3.516 | 0.002 | Accepted |
| H9: EC→A | 0.068 | 2.782 | 0.018 | Accepted |
| H10: EC→PI | 0.118 | 3.704 | 0.000 | Accepted |
| H12: AC→A | 0.026 | 0.085 | 0.115 | Rejected |
| H13: AC→PI | 0.069 | 0.081 | 0.121 | Rejected |
| H15: PI→PB | 0.116 | 3.490 | 0.000 | Accepted |

*P<0.05

of between 20% and 80% means partial mediation, while a value below 20% means no mediation. In addition, for complementary mediation, the indirect effect and the direct effect are significant and point in the same direction. For competitive mediation, the indirect effect and the direct effect are significant but point in opposite directions while for indirect-only mediation, the indirect effect is significant, but not the direct effect (Hair et al., 2021). Table 5 depicts the results of mediation. The VAF value is 50.58% and a complimentary partial mediation is confirmed. Hypothesis eight is accepted. The results ($\beta$ = 0.068, t = 2.782 p<0.05) and $\beta$ = 0.118, t = 3.704 p<0.05) indicate that there is a significant positive relationship between environmental consciousness and attitude towards organic food and environmental consciousness and purchase intention of organic food. Hypotheses nine and ten are accepted. The results show that the direct effect (0.107<0.05) and indirect effect (0.129<0.05) are insignificant. Hypothesis eleven is accepted. The results ($\beta$ = 0.026, t = 0.085 p>0.05) and $\beta$ = 0.069, t = 0.081 p>0.05) indicate that there is an insignificant relationship between appearance consciousness and attitude towards organic food and appearance consciousness and purchase intention of organic food. Hypotheses twelve and thirteen are rejected. In addition, Hair *et al.* (2019) identifies two types of non-mediation. (1) direct-only non-mediation: the direct effect is significant, but the indirect effect is

Table 5. Mediation results.

| Mediation path | Indirect effect | Total effect and T-statistics | Confidence interval bias (corrected) | | Decision | VAF |
|---|---|---|---|---|---|---|
| | | | LL | UL | | |
| H8 HC→A→PI | 0.174 (0.002) | 0.344 (0.000) (1.398) | 0.06 | 0.224 | Accepted (partial mediation) | 50.58% |
| H11 EC→A→PI | 0.129 (0.000) | 0.299 (0.003) (1.116) | 0.053 | 0.171 | Accepted (partial mediation) | 43.14% |
| H14 AC→A→PI | 0.107 (0.138) | 0.406 (0.129) | 0.037 | 0.126 | Rejected (no mediation) | 26.35% |

*P<0.05

https://doi.org/10.26656/fr.2017.8(4).353 

not significant (2) No-effect non-mediation: both the direct effect and the indirect effect are not significant. Therefore, hypothesis fourteen is rejected. The results ($\beta$ = 0.116, t = 3.490 $p<0.05$) indicate that there is a significant positive relationship between the intention to purchase organic food and the actual purchase of organic food by young consumers. Hypothesis fifteen is accepted.

## 4. Discussion

The findings indicated that there is a significant positive relationship between attitude towards organic food and the intention to purchase organic food by young consumers. The findings suggest that attitude towards organic food can positively influence the intention to purchase organic food by young consumers. The findings are consistent with previous empirical studies. The findings indicated that there is an insignificant positive relationship between subjective norms and the intention to purchase organic food by young consumers. The results suggest that subjective norms do not significantly affect the intention to purchase organic food for young consumers. Ritter *et al*. (2015) also find an insignificant relationship between subjective norms and intention to purchase organic food. The findings indicated that there is a significant positive relationship between perceived behavioural control and intention to purchase organic food by young consumers. The findings suggest that perceived behavioural control significantly affects the intention to purchase organic food by young consumers. The findings are consistent with previous empirical studies. Ghazali *et al.* (2017) find that perceived behavioural control is a key factor in explaining the relationship between organic food and consumer purchase intention of organic food. The results indicated that there is a significant positive relationship between moral norms and the intention to purchase organic food by young consumers. The findings suggest that moral norms significantly affect the intention to purchase organic food by young consumers. The findings indicated that there is a significant positive relationship between ethical self-identity and the intention to purchase organic food for young consumers. The findings suggest that ethical self-identity significantly affects the intention to purchase organic food by young consumers. The findings are consistent with the results of previous empirical studies. Carfora *et al*. (2017) find that ethical self-identity is a predictor of the purchase intention of organic food. The findings indicated that there is a significant positive relationship between health consciousness and attitude towards organic food. Also, the findings indicated that health consciousness and purchase intention of organic food are significantly positively related. In addition, attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food. The results indicated that there is a significant positive relationship between environmental consciousness and attitude towards organic food and environmental consciousness and purchase intention of organic food. The results indicated that there is an insignificant relationship between appearance consciousness and attitude towards organic food and appearance consciousness and purchase intention of organic food. The results indicated that there is a significant positive relationship between the intention to purchase organic food and the actual purchase of organic food by young consumers. The findings suggest that intention to purchase organic food positively affects actual purchase behaviour. The findings are consistent with the results of previous empirical studies. De Leeuw *et al*. (2015) find a significant positive relationship between ethical purchase intention and ethical purchase behaviour.

The study has some limitations and suggested areas for future research. First, the study collected data from three malls in Polokwane and Mankweng in the Limpopo Province of South Africa. This may limit the generalisability of the results. Other studies can be done in other provinces of South Africa. An international comparative study that is done in other countries, especially with young consumers in both developing and developed countries will help to improve the generalizability of the findings. The study used the quantitative research approach and self-reported data from young consumers. Quantitative research has the limitation of focusing on concrete, statistical relationships. This may not enable the researcher to understand broader themes and relationships. Also, self-reports are subject to these biases and limitations such as honesty as the respondents may make the more socially acceptable answer rather than being truthful. Therefore, a mixed research approach that uses both self-administered questionnaires and interviews will enable the researcher to obtain more information from young consumers. The study used the cross-sectional research approach and data was collected once from the respondents. Cross-sectional surveys are limited by their ability to make causal inferences. Other studies can use the longitudinal approach to improve cause and effect. The study did not consider the antecedents of subjective norms and perceived behavioural control. Other studies should consider the antecedents of subjective norms and perceived behavioural control to get a full picture of how TPB constructs, and their antecedents can affect the intention to purchase organic food by young consumers. The study only examined mediating variables but did not include moderating variables. Other studies can examine the moderating effects of gender and environmental

https://doi.org/10.26656/fr.2017.8(4).353 

concerns of young consumers in the relationship between intention and actual purchase behaviour.

## 5. Conclusion

The study focused on the determinants of young consumers' intention to purchase organic food by extending the TPB. The findings of the study confirmed the mediating effect of attitude in the relationship between three value constructs and intention. In addition, the findings of the study showed that intention is a predictor of behaviour in line with the TPB. To improve attitude towards organic food, subjective norms and perceived behavioural control, manufacturers and marketers of organic food should advertise the benefits of the product to consumers. This should be done through social media advertisements. To improve subjective norms, the marketers of organic food can use well-known celebrities to promote the sale of organic food. To improve perceived behaviour control, organic food should not be made too expensive and information about their positive effects should be made widely available to young consumers. In addition, to improve environmental and health consciousness the environmental contribution of organic food especially in the area of low use of pesticides that can harm the environment should be made available to young consumers. In addition, information about the health benefits of organic food should be made available to consumers. Discounts should be offered for the purchase of organic food by marketers. Consumers' desire to buy organic foods in South Africa can be strengthened by the right inspiration to eat healthy foods through effective advertising and marketing strategies.

## Conflict of interest

There is no conflict of interest.

## References


Ajzen, I. and Fishbein, M. (1980). Understanding Attitudes and Predicting Social Behaviour. New Jersey, USA. Prentice-Hall.

Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes,* 50(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

Basha, M., Mason, C., Shamsudin, M.F., Hussain, H.I. and Abdelnabi, M. (2015). Consumers attitude towards organic food. *Procedia Economics and Finance,* 31, 444–452. https://doi.org/10.1016/S2212-5671(15)01219-8

Beldad, A. and Hegner, S. (2018) Determinants of fair trade product purchase intention of Dutch consumers according to the extended theory of planned behaviour: the moderating role of gender. *Journal of Consumer Policy,* 41(6), 191–210. https://doi.org/10.1007/s10603-018-9384-1

Biswas, A. and Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production,* 87, 463-468. https://doi.org/10.1016/j.jclepro.2014.09.075

Byrka, K., Jędrzejewski, A., Sznajd-Weron, K. and Weron, R. (2016). Difficulty is critical: The importance of social factors in modeling diffusion of green products and practices. *Renewable and Sustainable Energy Reviews*, 62(C), 723-735. https://doi.org/10.1016/j.rser.2016.04.063

Carfora, V., Cavallo, C., Caso, D., Giudice, T., Devitiis, B., Viscecchia, R., Nardone, G. and Cicia, G. (2019). Explaining consumer purchase behaviour for organic milk: Including trust and green self-identity within the theory of planned behaviour. *Food Quality and Preference*, 76*,* 1–9. https://doi.org/10.1016/j.foodqual.2019.03.006

Cooper, D.R. and Schindler, P.S. (2014). Business Research methods. 8th ed. New York, USA: McGraw Hill.

De Leeuw, A., Valois, P., Ajzen, I. and Schmidt, P. (2015). Using the theory of planned behaviour to identify key beliefs underlying pro-environmental behaviour in high-school students: Implications for educational interventions. *Journal of Environmental Psychology,* 42, 128-138. https://doi.org/10.1016/j.jenvp.2015.03.005

de Medeiros, J.F., Ribeiro, J.L.D. and Cortimiglia, M.N. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal of Cleaner Production,* 110, 158-169. https://doi.org/10.1016/j.jclepro.2015.07.100

Erasmus, N., Smit, Y., Nel, D. and Koen, N. (2020). Consumer knowledge, perceptions, practices and the barriers relating to organic foods - Johannesburg, Gauteng Province, South Africa. *Journal of Consumer Sciences*, 5, 78-97.

Fornell, C. and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research,* 18(1), 39–50. https://doi.org/10.1177/002224378101800104

Ghazali, E., Chen, P., Dilip, S. and Nguyen, B. (2017). Health and cosmetics: investigating consumers' values for buying organic personal care products, *Journal of Retailing and Consumer Services*, 39, 154-163. https://doi.org/10.1016/


 

j.jretconser.2017.08.002

Gottschalk, I. and Leistner, T. (2013). Consumer reactions to the availability of organic food in discount supermarkets. *International Journal of Consumer Studies*, 37(2), 136-142. https://doi.org/10.1111/j.1470-6431.2012.01101.x

Grosglik, R. (2017) Citizen-consumer revisited: The cultural meanings of organic food consumption in Israel. *Journal of Consumer Culture*, 17(3), 732-751. https://doi.org/10.1177/1469540515623609

Hagger, M.S., Chan, D.K., Protogerou, C. and Chatzisarantis, N.L. (2016). Using meta-analytic path analysis to test theoretical predictions in health behaviour: An illustration based on meta-analyses of the theory of planned behaviour. *Preventive Medicine,* 89, 154-161. https://doi.org/10.1016/j.ypmed.2016.05.020

Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203

Henseler, J., Hubona, G. and Ray, P.A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management and Data Systems*, 16(1), 2-20. https://doi.org/10.1108/IMDS-09-2015-0382

Hoque, M.Z., Kulsuma, A. and Nahid, A. (2018). Health Consciousness and Its Effect on Perceived Knowledge, and Belief in the Purchase Intent of Liquid Milk: Consumer Insights from an Emerging Market. *Foods*, 7, 150. https://doi.org/10.3390/foods7090150

Hsu, S.-Y., Chang, C.-C. and Lin, T.T. (2017). An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modeling. *British Food Journal*, 118(1), 200-216. https://doi.org/10.1108/BFJ-11-2014-0376

Hwang, J. (2016). Organic food as self-presentation: The role of psychological motivation in older consumers' purchase intention of organic food. *Journal of Retailing and Consumer Services*, 28(C), 281-287. https://doi.org/10.1016/j.jretconser.2015.01.007

Irianto, H. (2015). Consumers' attitude and intention towards organic food purchase: An extension of theory of planned behaviour in gender perspective. *International Journal of Management, Economics and Social Sciences,* 4(1), 17-31.

Jang, Y.J., Kim, W.G. and Lee, H.Y. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management,* 44, 146-156. https://doi.org/10.1016/j.ijhm.2014.10.001

Jiang, Y. and Kim, Y. (2015). Developing multi-dimensional green value. *International Journal of Contemporary Hospitality Management*, 27(2*),* 308-334. https://doi.org/10.1108/IJCHM-08-2013-0383

Jonathan, S. and Tjokrosaputro, M. (2021). The effect of attitude, health consciousness, and environmental concern on the purchase intention of organic food in Jakarta. *Advances in Economics, Business and Management Research*, 653(1), 567-574.

Joshi, Y. and Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review,* 3(1-2), 128-143. https://doi.org/10.1016/j.ism.2015.04.001

Kautonen, T., Van Gelderen, M. and Fink, M. (2015). Robustness of the theory of planned behaviour in predicting entrepreneurial intentions and actions. *Entrepreneurship Theory and Practice,* 39(3), 655-674. https://doi.org/10.1111/etap.12056

Kavaliauske, M. and Ubartaite, S. (2014). Ethical behaviour: factors influencing intention to buy organic products in Lithuania, *Economics and Management*, 19(1), 72-83. https://doi.org/10.5755/j01.em.19.1.4991

Kim, S. and Soeck, Y.K. (2009). Impacts of health and environmental consciousness on young female consumers' attitude towards and purchase of natural beauty products. *International Journal of Consumer Studies*, 33(6), 627-638. https://doi.org/10.1111/j.1470-6431.2009.00817.x

Kim, H.Y. and Chung, J.E. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40-47. https://doi.org/10.1108/07363761111101930

Kröger, M. and Schäfer, M. (2014). Between ideals and reality: Development and implementation of fairness standards in the organic food sector. *Journal of Agricultural and Environmental Ethics*, 27(1), 43-63. https://doi.org/10.1007/s10806-013-9444-0

Kumar, P. and Ghodeswar, B.M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33 (3), 330-347. https://doi.org/10.1108/MIP-03-2014-0068

Kushwah, S., Dhir, A. and Sagar, M. (2019). Ethical consumption intentions and choice behaviour towards organic food. Moderation role of buying and environmental concerns. *Journal of Cleaner Production*, 236, 117519. https://doi.org/10.1016/j.jclepro.2019.06.350

Lee, H.J. and Yun, Z.S. (2015). Consumers' perceptions

 

of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259-267. https://doi.org/10.1016/j.foodqual.2014.06.002

Liang, R.D. (2016). Predicting intentions to purchase organic food: the moderating effects of organic food prices. *British Food Journal*, 118(1), 183-199. https://doi.org/10.1108/BFJ-06-2015-0215

Maichum, K., Parichatnon, S. and Peng, K.C. (2016). Application of the extended theory of planned behaviour model to investigate purchase intention of green products among Thai consumers. *Sustainability,* 8(10), 1077. https://doi.org/10.3390/su8101077

Matić, M. and Puh, B. (2016). Consumers' purchase intentions towards natural cosmetics. *Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), 53–64

Misra, R. and Singh, D. (2016). An analysis of factors affecting growth of organic food. *British Food Journal*, 118(9), 2308-2325. https://doi.org/10.1108/BFJ-02-2016-0080

Mohd Suki, N. (2017). Green products usage: structural relationships on customer satisfaction and loyalty. *International Journal of Sustainable Development and World Ecology,* 24(1), 88-95. https://doi.org/10.1080/13504509.2016.1169563

Nguyen, T., T. Nguyen, Z.Y. and Thanh. C. (2019). Theory of planned behaviour approach to understand the influence of green perceived risk on consumers' green product purchase intentions in an emerging country. *International Review of Management and Marketing,* 9(3), 138–147. https://doi.org/10.32479/irmm.7877

Niggli, U. (2015). Sustainability of organic food production: challenges and innovations. *Proceedings of the Nutrition Society*, 74(1), 83-88. https://doi.org/10.1017/S0029665114001438

Nuttavuthisit, K. and Thøgersen, J. (2017). The importance of consumer trust for the emergence of a market for green products: The case of organic food. *Journal of Business Ethics*, 140(2), 323-337. https://doi.org/10.1007/s10551-015-2690-5

Paul, J. and Rana, J. (2012). Consumer behaviour and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412-422. https://doi.org/10.1108/07363761211259223

Paul, J., Modi, A. and Patel, J. (2016). Predicting green product consumption using theory of planned behaviour and reasoned action. *Journal of Retailing and Consumer Services,* 29, 123-134. https://doi.org/10.1016/j.jretconser.2015.11.006

Pearson, D., Henryks, J., Sultan, P. and Anisimova, T. (2013). Organic food: exploring purchase frequency to explain consumer behaviour. *Journal of Organic Systems*, 8(2), 50-63.

Petrescu, D.C. and Petrescu-Mag, R.M. (2015). Organic food perception: fad, or healthy and environmentally friendly? A case on Romanian consumers. *Sustainability*, 7(9), 12017-12031. https://doi.org/10.3390/su70912017

Petrescu, D.C., Petrescu-Mag, R.M., Burny, P. and Azadi, H. (2017). A new wave in Romania: organic food. consumers' motivations, perceptions, and habits. *Agroecology and Sustainable Food Systems*, 41(1), 46–75. https://doi.org/10.1080/21683565.2016.1243602

Ritter, Á.M., Borchardt, M., Vaccaro, G.L., Pereira, G.M. and Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production,* 106, 507-520. https://doi.org/10.1016/j.jclepro.2014.11.066

Romani, S., Grappi, S. and Bagozzi, R.P. (2016). Corporate socially responsible initiatives and their effects on consumption of green products. *Journal of Business Ethics,* 135(2), 253-264. https://doi.org/10.1007/s10551-014-2485-0

Sabaghi, M., Mascle, C., Baptiste, P. and Rostamzadeh, R. (2016). Sustainability assessment using fuzzy-inference technique (SAFT): A methodology toward green products. *Expert Systems with Applications,* 56, 69-79. https://doi.org/10.1016/j.eswa.2016.02.038

Saleki, Z.S., Seyedeh, M.S. and Rahimi, M.R. (2012). Organic food purchasing behaviour in Iran. *International Journal of Business and Social Science*, 3(13), 278-285.

Sangkumchaliang, P. and Huang, W (2012). Consumers' perceptions and attitudes of organic Food products in Northern Thailand. *International Food and Agribusiness Management Review*, 15(1), 87-102.

Saraiva, A., Fernandes, E. and von Schwedler, M. (2020). The pro-environmental consumer discourse: A political perspective on organic food consumption. *International Journal of Consumer Studies*. 45(2), 188-204. https://doi.org/10.1111/ijcs.12611

Schwartz, S.H. (2012). An Overview of the Schwartz Theory of Basic Values. Retrieved on August 22, 2021 from https://scholarworks.gvsu.edu/orpc/vol2/iss1/11/

Seegebarth, B., Behrens, S.H., Klarmann, C., Hennigs, N. and Scribner, L.L. (2016). Customer value

 

perception of organic food: cultural differences and cross-national segments. *British Food Journal*, 118 (2), 396-411. https://doi.org/10.1108/BFJ-07-2015-0235

South African Government. (2019). National Youth Policy, 2020-2030. Retrieved on May 26, from https://www.gov.za/sites/default/files/gcis_document/202103/nationalyouthpolicy.pdf

Suh, B.W., Eves, A. and Lumbers, M. (2012). Consumer's attitudes and understanding of organic food: the case of South Korea. *Journal of Foodservice Business Research*, 15(1), 49-63. https://doi.org/10.1080/15378020.2012.650524

Ting, C.T., Hsieh, C.M., Chang, H.P. and Chen, H.S. (2019). Environmental Consciousness and Green Customer Behaviour: The Moderating Roles of Incentive Mechanisms. *Sustainability,* 11(3), 819. https://doi.org/10.3390/su11030819

Van Loo, A.F., Fedorov, A., Lalumiere, K., Sanders, B.C., Blais, A. and Wallraff, A. (2013). Photon-mediated interactions between distant artificial atoms. *Science,* 342(6165), 1494-1496. https://doi.org/10.1126/science.1244324

Wang, C., Zhang, J., Yu, P. and Hu, H. (2018). The theory of planned behaviour as a model for understanding tourists' responsible environmental behaviours: The moderating role of environmental interpretations. *Journal of Cleaner Production*, 194, 425-434. https://doi.org/10.1016/j.jclepro.2018.05.171

Wei, X. and Jung, S. (2017). Understanding Chinese consumers' intention to purchase sustainable fashion products: the moderating role of face-saving orientation. *Sustainability*, 9(9), 1570. https://doi.org/10.3390/su9091570

Yadav, R. and Pathak, G.S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behaviour. *Journal of Cleaner Production,* 135, 732-739. https://doi.org/10.1016/j.jclepro.2016.06.120

 