YOUNG CUSTOMERS' INTENTION TO PURCHASE ORGANIC FOOD IN SOUTH AFRICA: EXTENDING THE THEORY OF PLANNED BEHAVIOUR

by

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DECLARATION

I declare that this dissertation entitled, ***"YOUNG CUSTOMERS' INTENTION TO PURCHASE ORGANIC FOOD IN SOUTH AFRICA: EXTENDING THE THEORY OF PLANNED BEHAVIOUR"*** as submitted for the degree of Master of Commerce in Business Management at the University of Limpopo (UL), is my own work and has not been previously submitted by me for a degree in another university.

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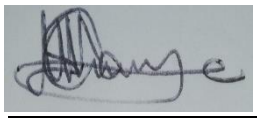
Signature: 

Date: 25/05/2022

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DEDICATION

Every challenging work needs self-efforts as well as guidance of elders especially those who are very close to your heart. My humble effort I dedicate to my sweet and loving parents, whose affection, love, encouragement and prays of day and night make me able to get such success and honour.

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ABSTRACT

Ethical consumption has become an increasing trend as young customers are getting increasingly aware of their environmental and ethical responsibilities. The aim of the study was to examine the determinants of organic food purchase intention and behavior of young customers by extending the Theory of Planned Behavior (TPB). The study had the following objectives (1) to determine the effects of TPB constructs (attitude, subjective norms, and perceived behavioral control) on young consumers' intention to purchase organic food. (2) to investigate 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. (3) to investigate if attitude towards organic food will mediate the relationship between health, appearance and environmental consciousness and purchase intention (4) to determine the effect of intention on actual purchasing behavior of young consumers and (5) to develop and test a unique multi-dimensional model of young consumers' intention to purchase organic food. The study adopted a quantitative research approach and data was collected through the cross sectional survey method using self-administered questionnaires. 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 a behaviour and perceived behavioural control) are predictors of purchase intention. In addition, health and environmental conciousness are antecedents of attitude and intention. Attitude mediates the relationship between health and environmental conciousness 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 limitations and areas for further studies are suggested.

Keywords – Theory of Planned Behaviour, moral norm, ethical self-identity, health consciousness, environmental consciousness, appearance consciousness, young customers.

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INTRODUCTION AND BACKGROUND

1.1. INTRODUCTION AND BACKGROUND OF THE STUDY

Ethical consumption has become an important trend as young customers get increasingly aware of their environmental and ethical responsibilities (Biswas & Roy, 2015). The upsurge in environmental challenges takes a substantial effect on young customers' purchase of organic food as they are worried about the effect of their consumption on the environment (Yadav & Pathak, 2016). The concept of ethical consumerism is becoming important among business enterprises and consumers in South Africa because of air and noise pollution, poor quality of water and high and high level of solid waste (Hwang, 2016; Gottschalk & Leistner, 2013).

An ethical consumer can be defined as an individual that considers environmental, social, spiritual, political, and religious or other motives when choosing one product over another product (Parichard, 2012). According to Maichum, Parichatnon and Peng (2016), there are many benefits when an individual engages in 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 considered for health, wellbeing, environment, and human privileges. Ethical products include organic food, organic personal care products and organic clothing (Kavaliauske & Ubartait, 2014). Suh, Eves and Lumbers (2012) define organic food as products that are from the farming system and tend to avoid the use of 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, large supermarket chains, large restaurants, and in special organic markets (Thøgersen & Zhou, 2012).

Young consumers are defined as individuals with a low level of disposable incomes and are also disposed to be alert to ethical and sustainable issues (Suh, Eves and Lumbers, 2012; Hwang, 2016). 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. Understanding the factors that drive young consumers' intention and purchase behaviour of purchase organic food is of significance to academia, industry, society and environment. However, many young consumers are unaware of organic products, and the general purchase of organic food is weak in South Africa (Shafie & Rennie, 2012). This can be attributed to the price premium placed on organic products which make them more expensive than conventional food (Zhou, Thøgersen, Ruan & Huang, 2013). Researchers have found that young customers who prefer organic products, like to do nature-friendly activities, and show their concern for the environment. Therefore, young customers engage in ethical consumption and the engagement provides dual benefits of health, as well as the opportunity to contribute to environmental sustainability (Ritter, Borchardt, Vaccaro, Pereira & Almeida, 2015; Maichum, Parichatnon & Peng, 2016). Because of the newness of organic food and the small 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 products.

There are numerous theories that 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 Behavior (TPB) is the most used theory to predict green and ethical purchase intention and behavior (Ajzen, 1991). The TPB by Ajzen (1991) claims that the purchasing intentions of customers are determined by attitude, subjective norms, and perceived behavioral control. The TPB can be expanded by adding innovative constructs and moving the pathway of the current constructs if this will improve the explanatory power of the theory (Yadav & Pathak, 2016). This research will explore young customers' intention to purchase organic food in South Africa by using the TPB. Also, 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. Matic and Puh (2015) point out that health-conscious consumers try to live a healthy life and care about their anticipated state of welfare. Balaji and Bhama (2012) remark that environmental consciousness is a guide of how individuals make green purchase decisions because

environmentally conscious consumers are interested in using their purchasing behaviour to improve the environment. Zhou, Thøgersen, Ruan & Huang (2013), note that appearance consciousness encourages individuals to be interested in organic food because such product is made with a minimum number of chemical substances and may have a lesser negative effect on the body compared to conventional products.

Additional predictors have led to improvement in the predictive ability of the TPB model across various domains (Yadav & Pathak, 2016). Studies on the purchase intention of organic products (Ghazali *et al.,* 2017; Beldad and Hegner, 2018) have added constructs to advance the analytical value of the TPB. The factors that can influence sustainable and ethical consumption behaviour include personal elements. Personal factors in this study include ethical self-identity and moral norms. Moral norms refer to the morals that individuals must follow. In other words, it is an individual's acceptance towards what is correct and what is incorrect (Basha, Bilal, Mason, Cordelia, Shamsudin, Mohd Farid, Hussain,Salem & Abdelnabi, 2015). Ethical self-identity describes the totality of thoughts as well as feelings a person has towards him or herself (Misra & 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 model based on the TPB.

1.2. PROBLEM STATEMENT

Ethical consumerism is slowly catching up in South Africa and other developing countries because of the increase in damages on the environment caused by rapid industrialsation which have resulted in health problems (Yadav & Pathak, 2016). Therefore, it is vital to understand the intention of young consumers to purchase organic food. According to Ritter, Borchardt, Vaccaro, Pereira and Almeida (2015) and Maichum, Parichatnon and Peng (2016), there are benefits to individual health and environmental sustainability when engaging in ethical consumption.Consumption ethics has become important in emerging markets of the global South and this rising importance is influenced, though not completely determined, by consumer ethics moving from the North and intertwining with localised and moralities of consumption in

the South. In addition, although young consumers can be individualistic with a low level of disposable income, they are also disposed to be alert to ethical and sustainable issues (Carfora et al., 2019). Brands that establish a reputation for ethical and environmental responsibility amongst young consumers can grow market share and build loyalty into the future (Hwang, 2016).

Young consumers are drivers of ethical consumption in the future and should be considered as an appropriate target population for the promotion of ethical products (Hwang, 2016). However, many young consumers are unaware, and the general purchase of organic food is weak in South Africa (Chiciudean et al. 2019). Extant research on the determinants of ethical consumption in South Africa is very sparse. Hughes and Sharrock (2016) remark that research on ethical consumption has prioritised the global North while studies focusing on the global South including South Africa have been scarce. In addition, a hypothetically determined model that can be used to explore young customers' purchase behavior of ethical food from the perspective of developing countries appears to be sparse in the literature. Consequently, a systematic, theoretically driven approach to explain the likelihood of purchasing ethical products is required (Yadak & Pathak, 2016).

1.3. AIM OF THE STUDY

The aim of the study is to examine the predictors of organic food purchase intention and behavior of young customers through an extension of the TPB.

1.4. OBJECTIVES OF THE STUDY

- To determine the effects of TPB constructs (attitude, subjective norms, and perceived behavioral control) on young consumers' intention to purchase organic food.

- To investigate whether the extended TPB model will improve the predictive validity of the model. The TPB will be 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.

- To investigate if attitude towards organic food will mediate the relationship between health, appearance and environmental consciousness and purchase intention
- To determine the effect of intention on actual purchasing behavior of young consumers.
- To develop and test a unique multi-dimensional model of young consumers' intention to purchase organic food.

1.5 HYPOTHESES

H1: There is a significant positive relationship between attitude towards organic food and intention to purchase organic food

H2: There is a significant positive relationship between subjective norms and purchase intention of organic food.

H3: There is a significant positive relationship between perceived behavioural control and purchase intention of organic food.

H4: There is a significant positive relationship between moral norms and purchase intention of organic food.

H5: There is a significant positive relationship between ethical self-identity and purchase intention of organic food.

H6: Health consciousness is positively related to attitude towards organic food.

H7: Health consciousness is positively related to the intention to purchase organic food.

H8: Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food

H9: Environmental consciousness and attitude towards organic food are significantly positively related.

H10: Environmental consciousness and intention to purchase organic food are significantly positively related.

H11: Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

H12: Appearance consciousness is positively related to attitude towards organic food.

H13: Appearance consciousness is positively related to intention to purchase organic food.

H14: Attitude toward organic food mediates the relationship between appearance consciousness and purchase intention of organic food

H15: There is a significant positive relationship between intention to purchase organic food and actual purchase of organic food.

1.6. DEFINITION OF CONCEPTS

1.1.6. Ethical consumerism

Ethical consumerism is defined as activism of consumers focused on the production and consumption of goods and services created with an environmental and social concern. Ethical consumption includes the use of fair trade, social justice, fair wages, human rights, environmental issues, and self-interested health issues (Manchiraju & Sadachar, 2014).

1.6.2. Ethical products

Ethical products are products that exhibit one or several social or environmental principles that can affect consumer purchase decision (Sabaghi, Mascle, Baptiste & Rostamzadeh, 2016).

1.6.3. Organic food

Organic food is defined as the products in the system of farming that avoid the use of pesticides, growth regulator, man-made fertilizers, and livestock feed activities (Liu, Weiss, Duan, Cheng, Huang & Duan, 2016).

1.6.4. TPB constructs (attitude, subjective norms, and perceived behavioral control)

Ajzen (1991) refers attitudes as a favourable or unfavourable evaluation of the behavior that is been measured. Subjective norms towards behavior are explained as a possibility that groups or significant individuals such as family and friends approve or disapprove the performance on a certain behavior (Yazdanpanah & Forouzani, 2015). Perceived behavioral control is described and an ease or difficulty of conducting an action (Ajzen, 1991).

1.6.5. Health, environmental and appearance consciousness

Health-conscious consumers try to live in a good physical shape and care about their anticipated state of well-being. According to Beldad and Hegner, (2018) when a consumer has a high level of health consciousness, he/she will engage in activities that support their healthy lifestyle. Krishnakumare and Niranjan, (2017) point out that environmental consciousness is a guide of how individuals make green purchase decisions because environmentally conscious consumers are interested in using their purchasing behavior to improve the environment. Henseler and Sarstedt, (2014) remark that appearance consciousness encourages individuals to be more fascinated by products that improve their image

1.6.6. Moral norms

Moral norms refer to the rules of morality that individuals ought to follow. Moral norms are a subset of social norms in that they clearly direct behaviors that have positive or negative outcomes for both the self and others (Cheng & Tung, 2014).

1.6.7. Ethical self-identity

Ethical self-identity describes individuals' concept and perception of oneself (Tung, Koenig & Chen, 2017).

1.6.8. Purchase Intention

According to Ajzen (1991), purchase intention refers to the likelihood on whether consumer purchases the product or use the service in future.

1.6.9. Purchase Behavior

Purchase behavior refers to the sum of beliefs, attitudes, preference, and decision regarding consumer behavior when purchasing a certain product or providing service in a market (Romani, Grappi & Bagozzi, 2016).

1.6.10. Young customers

Young customers are customers who are below a certain age (in South Africa, 35 years) who purchase of a product, service from a vendor, retailer, or seller by the means of financial transaction and other valuable considerations (Romani, Grappi & Bagozzi, 2016).

1.7. PRELIMINARY LITERATURE REVIEW

The literature review of the study will be separated into the theoretical framework and empirical literature. The survey of existing literature will serve as a great reference upon which careful and unbiased conclusion will be pinched. The theory that will be analysed and used in this study is the Theory of Planned Behavior (TPB).

1.7.1. THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior (TPB) is one of the core-expectancy value model theory that has extensively and successfully served in the investigation into consumer behavioral intention and actual behaviour (Yadav & Pathak, 2016). The TPB is an extension of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein 1980; Ajzen, 1991) The TRA argues that intention is the basis for actual behaviour. Intention depends on two factors namely attitude and subjective norms (Ajzen & Fishbein 1980). According to the TRA, intention also determines 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 of 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 core constructs and behavioural beliefs are at the antecedents of attitude (Ajzen, 1991).

1.7.2. PREDICTORS OF INTENTION TO PURCHASE ORGANIC FOOD

1.7.2.1. Attitude and organic food purchase intention

Ajzen (1991) refers to attitude as an evaluation of having favorable or unfavorable opinion of the behavior that is been measured. According to TPB a person with a positive attitude towards a behavior means that the chances of conducting that behavior are very high. Hagger, Chan, Protogerou and Chatzisarantis (2016), provide empirical evidence of the positive impact of attitude to organic food products and ethical purchasing intention. The expectation is that an optimistic attitude to organic food purchase will lead to the intention to obtain organic food (Mehla and Ghalawat, 2018).

1.7.2.2. Subjective norms and organic food purchase intention

Subjective norms describe the possibility that groups or significant individuals such as family and friends will approve or disapprove the performance on a certain behavior (Ajzen, 1991). This implies that other people's approval and disapproval can affect the behavior of individuals. When consumers are not sure about specific behaviors, they look for help and support from other peoples or individuals. "Other people" refers to family members, peer group, reference group, friends, and relatives (Yadav, & Pathak, 2016). The findings of previous studies on subjective norms and the purchase of organic products or organic food are inconclusive. Nuttavuthisit, and Thøgersen (2017) find that subjective norms positively affect the intention to purchase organic food. However, Ritter, Borchardt, Vaccaro, Pereira, and Almeida (2015) find an insignificant relationship between subjective norms and organic food purchase intention. The expectation is that people that are important to young consumers can influence their decision to purchase organic food.

1.7.2.3. Perceived behavioral control and organic food purchase intention

Perceived behavioral control is described and the ease or difficulty of conducting a certain action (Ajzen, 1991). Perceived behavioral control is the evolution of individuals'

behavior on how difficult or easy one can perform or the confidence or potential to carry out a certain behavior. De Medeiros, Ribeiro, and Cortimiglia (2016) indicate that there are internal and external forms of perceived behavioral control. Internal perceived behavioral control includes (opportunity, knowledge, skills, planning, confidence, and ability) and external behavioral control includes external limitations such as time and money. According to Romani, Grappi, and Bagozzi (2016), the difficulties that individuals encounter when purchasing organic food is that products are of higher prices and inadequate availability. Factors such as time, cost, and availability affect consumers purchase intention of organic food (Byrka, Jędrzejewski, Sznajd-Weron & Weron, 2016).

1.7.3. EXTENDING THE TPB

Ajzen (1991) remarks that TPB can be exposed to additional predictors if this can improve the explanatory power of the theory. Many studies have extended the TPB in the context of consumer intention to purchase organic food products (Yadav & Pathak, 2016; Ghazali et al., 2017). This research will extend TPB by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude and intention and two individual factors (moral norms and ethical self-identity) as predictors of intention.

1.7.3.1. Consumers' values as antecedents of attitude and intention

One of the factors that can affect consumers' beliefs and attitudes regarding ethical products is perceived values which can be described as the perception of benefits and costs of the products (Davies & Gutsche, 2016). Values are desirable end-state that can guide the evaluation of a behavior by an individual and are a significant criterion used by individuals to make preference judgement (Schwartz, 2012). Consumers with different value systems will behave differently regarding organic food because values are an important principle in the lives of individuals (Ghazali et al., 2017). The study by Wei and Jung (2017) used emotional, functional, and social values as three essential measures of perceived values for the intention to purchase ethical products. Padiya and Vala (2012); Fauzi and Hashim (2015); and Nor et al., (2016) used health, environmental and appearance consciousness to measure perceived values in respect

of ethical products. The current study uses three consumer values (health, environmental and appearance consciousness) to extend the TPB as antecedents of attitude and intention.

1.7.3.2. Health consciousness, attitude and intention

Matic and Puh (2015) point out that health-conscious consumers try to live a healthy life and care about their anticipated state of well-being. The support of a healthier way of living can affect consumers' interest in natural products. A consumer with a high level of health consciousness will engage in activities that support a healthy life. Empirical results are inconclusive with respect to the impact of health consciousness on attitude towards organic foodstuffs. Raghavan and Mageh (2013) find a positive association between health consciousness and attitude towards ethical foodstuffs by young female consumers. Matic and Puh (2015) and Nguyen, Nguyen, Yang and Thanh (2019), find a significant relationship between health consciousness and attitude towards organic products. Ghazali et al. (2017) remark that health improvement and preservation are major drivers of organic consumption because the reduction of exposure to pesticide residues can improve individual health.

1.7.3.3. Environmental consciousness, attitude and intention

Raghavan and Mageh (2013) point out that environmental consciousness is a guide of how individuals make green purchase decisions because environmentally concerned customers are interested in using their buying behavior to advance the environment. Organic products are environmentally friendlier than traditional products because of 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 taken into consideration in the production process (Irianto, 2015). Raghavan and Mageh (2013) find that environmental consciousness influences attitude organic products. Ghazali et al. (2017) report that the repurchasing of organic food is positively related to attitudes. Consumers' environmental consciousness encourages a positive attitude towards organic products because environmental aspects are taken into consideration in the production process.

1.7.3.4. Appearance consciousness, attitude and intention

Kim and Chung (2011) remark that appearance consciousness encourages individuals to be interested in organic food because such product is completed with a little number of artificial substances. Sakthirama and Venkatram (2012) report that that university students as consumers are concerned about their physical appearance when buying fashion clothes and luxury apparel. The study by Kim and Chung (2011) find that appearance consciousness is a predictor of consumers' attitudes toward the purchase of organic products. Consumption of organic food can help to satisfy consumers' needs for improvement in general appearance because they ae less harsh on the body.

1.7.3.5. Ethical self-identity and intention to purchase organic food

Ethical self-identity is described as an association of meaning that has a specific role of individuals and community in a distinctive way and how they perceive their roles in the society (Lemon and Verhoef, 2016). Ethical self-identity positively affects consumers purchase intention and behavior. According to Aman, Harun, and Hussein (2012), the individual choices depend on the extent to which an intention or behavior of consumers agrees with their sense of their self-identity. The impact that consumers have on consumption choices and pattern is influenced by the perception and assessment they have for themselves. Consumers purchase products that meet and satisfy their individuality, values, and societal status. In the area of organic food, self-identification of individual on oneself can have an impact on behavior towards products. Consumers may be influenced by their self-identity to buy organic food to demonstrate their identity (Kautonen, Van Gelderen & Fink, 2015).

1.7.3.6. Moral norms and intention to purchase organic food

Moral norm refers to a person's belief or conviction of either his or her action are right or wrong. The main criticism of the TPB is that it does not take into consideration the effect of moral norms. Paul, Modi and Patel (2016) emphasise that moral norms signify an individual's obligation to standards that they feel as obligations to perform certain behavior. According to Yadav and Pathak (2016), moral norms play a significant part

into the circumstances of biological food since procuring organic food displays the responsibility and apprehension individuals have not only for themselves but for the society and environment. Kapuge (2016) also finds that moral norms positively affect the intention of customers to buy organic food.

1.7.3.7. Mediating effect of attitude in the relationship between health, appearance, and environmental consciousness and intention.

According to MacKinnon (2011) and Namazi and Namazi (2015), including mediating and moderating variables in outcome studies has the potential to expand the quantity of information obtained from outcome studies by creating useful information regarding interventions and testing ideas. Because health, environmental and appearance consciousness are linked to attitude and attitude is linked to intention, these suggests that the attitude may mediate the relationship between the three consciousness constructs and intention.

1.7.3.8. Relationship between purchase intention and purchase behavior

Purchase intention refers to the likelihood of whether a consumer buys a product or use a service in the future (Mohd & Suki, 2017). According to Montano and Kasprzyk (2015), the inclination to accomplish and intensity of determination are the main motivators that capture intention to accomplish a behavior when consumer is ready to exert. Ethical purchase behavior refers to the buying of ethical products that are protect the environment and to the society at large. De Leeuw, Valois, Ajzen, and Schmidt (2015) find a significant positive relationship between purchase intention and actual purchase of ethical products. This is consistent with the TPB that when a behavior is voluntary in nature, purchase intention is the key indicator of actual purchase.

1.8. SIGNIFICANCE OF THE STUDY

The study will have theoretical, empirical and policy significance. Theoretically, the study will test the validity of TPB framework in the context of the purchase of organic food. Secondly, the study will extend the TPB by incorporating ethical self-identity, moral norms, health consciousness, environmental consciousness, and appearance

consciousness. Thirdly, the study will examine if purchase intention affects purchase behavior. Theoretically, the study will develop a new unique model of the antecedents of attitude towards organic food and the predictors of intention to purchase organic food. Empirically, the study will contribute to the literature on the factors that can affect the purchase of organic food especially in the context of a developing country. For policy contribution, the study focuses on young customers who are expected to be the major consumers of organic food in South Africa in the future. They will enable producers and marketers of organic food in understanding the factors that can affect the purchase behaviour of young consumers and boost the purchase of organic food. In addition, South Africa is a signatory to many international agreements on climate change and participated in the recent COP26. Organic products are products that are less harmful to the environment. Therefore, understanding the determinants of the purchase of organic food by consumers can help to manage environmental challenges and climate change.

1.9. CHAPTER LAYOUT

CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

The research focuses mainly on the introduction and background of organic food purchase intention. The problem statement, objectives, and hypotheses are highlighted. The preliminary literature review, research methodology and significance of the study are discussed.

CHAPTER 2: ETHICAL CONSUMERISM

This section delivers an overview of ethical consumerism and health related issues of organic food production and consumption. Sustainable development and consumption are discussed. The importance of young customers to sustainable and organic consumption are also outlined. Definitions and explanation of organic food, benefits of organic food to young consumers as well at the types of organic food are also discussed.

CHAPTER 3: THEORY OF PLANNED BEHAVIOUR

This section describes the theoretical foundation of the study. In addition, the empirical literature is discussed. The Theory of Planned Behaviour and predictors are discussed.

CHAPTER 4: RESEARCH METHODOLOGY

This chapter outlines a detailed research methodology. The focus is on the research design, population, sample, and data collection methods. Additionally, reliability and validity of the research instrument will be fully described.

CHAPTER 5: RESEARCH RESULTS

This chapter presents the data analysis and the empirical findings of the study. The hypotheses will be tested in this chapter.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

Based on the finding of the study, conclusions will be made and presented. The implications of the study are discussed based on theoretical and empirical contributions. Limitations and recommendations are outlined for future research purposes.

1.11. SUMMARY

This chapter provided the introduction and background of the research. In addition, the problem statement, research aim, and objectives and hypotheses were indicated. The chapter identified the gaps in literature together with the theory related to the study. This chapter also deliberated on the significance and contribution of the research and the outline of chapters. The next chapter will focus on ethical consumerism. In the chapter the literature on organic products and organic food will be reviewed.

CHAPTER TWO

LITERTURE REVIEW: ETHICAL CONSUMERISM

2.1. INTRODUCTION

Ethical consumerism refers to the practice of purchasing products and services that are produced to minimise social and environmental damages Ethical consumption takes into consideration social justice, human rights, fair trade, fair wages, self-interested health concerns and environmental issues and at times boycott of goods and companies (Manchiraju & Sadachar, 2014). This chapter will discuss sustainable development and consumption as well at its goals and types. The importance of young customers to sustainable and organic consumption will also be outlined. Furthermore, ethical production, types, and challenges will be discussed. The definitions of organic food, types, and the benefits of organic food to young consumers will also be discussed.

2.2. ETHICAL CONSUMPTION

Ethical consumerism refers to the consumption of goods that are constructed on social and conservational concerns (Hwang, 2016). There are many reasons for consumers' perception of organic food, their attitudes towards organic food and purchase intention as well as issues that prevent or enable them from purchasing organic food (Manuela, Manuel, Eva & José, 2013). Manchiraju and Sadachar, (2014) remark that some of reasons to purchase organic food is being healthier for children, lesser pesticides, and better taste. For many consumers, health is undoubtedly a key motivator.

In 1980s the "green consumer" movement emerged, and ethical consumer was launched to provide information and advice to people who are unable or avoid buying unethical products or services (Hurtado-Barroso, Tresserra-Rimbau, Vallverdú-Queralt & Lamuela-Raventós, 2019). Ethical consumers are consumers that avoid buying products that are not damaging to humanity as well as the environment. These include buying free-range product such as eggs or a composite and prohibiting goods produced by child labor (Beldad & Hegner, 2018). Niggli (2015) mentions that there are products that falls under ethical category such as fair-trade goods, secondhand paper and timber

products, energy efficient light bulb, electricity from renewable energy and organic produce.

2.2.1. Advantages of ethical consumption

2.2.1.1. Stimulate economic growth

Ethical consumption allows the economy to grow by creating a never-ending cycle to increase production level which leads to more job creation (Rana & Paul, 2017). The standard of living as well as cycle of purchasing organic food grows through ethical consumption (Pino, Peluso & Guido, 2012).

2.2.1.2. Boosts creativity and innovation

Businesses continue to offer organic food to consumers to encourage sales and investing in research and development (Summers, 2016). According to Ellis, McCracken and Skuza (2012), consumers in most cases look for ethical products that are cheap and the cycle of economic growth continues effectively.

2.2.1.3. Leads to cost reduction

The goal of creating the best organic food standards in the society for consumerism is to encourage customers to purchase good and quality products (Lee and Yun, 2015). For companies to keep their manufacturing cost as low as possible they must ensure that their production techniques are innovative (Lekakis, 2013).

2.2.1.4. Creates safer goods for consumers

In most cases purchasers become more familiar with their rights and responsibility when ethical consumerism drives a society (Khan, Rodrigues & Balasubramanian, 2016). Lee and Yun (2015) explain that management practice of organic farming is aimed at minimising damages to the environmental

2.2.1.5. Consumer are given more choices in the society

For consumerism to improve in the society, consumers must have the options of what they want to buy and how are they willing to pay for those products (Boobalan & Nachimuthu, 2020). According to Jensen, Denver and Zanoli (2011), organic food can make use of modern biotechnology by providing alternatives to what may be produced by the conventional method.

2.2.2. Disadvantages of ethical consumption

2.2.2.1 The economy takes precedence over the environment

In most cases, the environment is the initial component to see the deprivation that occurs when society puts focus on consumerisms (Petrescu & Petrescu-Mag, 2015).

2.2.2.2. It changes the moral fabric of society

It the duty of consumerism to secure the best possible organic food when required. In this transaction, there are no ethics involved (Yadav, 2016).

2.2.2.3. Consumerism encourages debts

In most cases people take short-term loans to meet a need for consumerism that occurs daily (Shafie & Rennie, 2012).

Ethical consumption is linked to sustainable development. The next section will provide the definition of sustainable development, the sustainable development goals and the types of sustainability.

2.3. SUSTAINABLE DEVELOPMENT

Hain (2017) explains sustainable development as the way that the current desires must be met without bargaining the capability of the upcoming generation. The concept of need refers to material needs that include values, relationship, freedom of speech and

moral and spiritually living. The main goal of sustainable development is to provide encouragement for industries and other organisations to guarantee sustainability procedures beyond the standard legislative conditions (Bergleiter & Meisch, 2015). Sustainable development must guarantee that development must be comprehensive and environmentally sound to decrease scarcity in the society and build collective prosperity for current and future generations.

The Brundtland Commission has the aim of uniting countries in the pursuit of sustainable development (Hain, 2017). The underlying problem is to reduce poverty in low-income countries without increasing local and global environmental burdens. The commission was aimed at creating a united international community with shared sustainable goals by identifying sustainability problems worldwide, as well as raising awareness about them and suggesting solutions (Ducket, 2018). The Brundtland commission mandate was to formulate innovative, concrete, and realistic action plan as well as re-examining the serious matters of the environment and the development. It also aims at assessing and proposing innovative methods of collaboration to break out prevailing patterns and influence policies that are needed for change and strengthen the environment and development of international cooperation (Irianto, 2015).

Ducket (2018) explains that sustainable consumption is a significant part of sustainable development and includes the use of products and services that have minimal negative effects on the environment so that future generations can meet their needs. Waste products and pollution are minimised when sustainable consumption is practiced. Bergleiter and Meisch (2015) mention that sustainable development is related to sustainable consumption and lifestyle. Sustainable development as well as sustainable consumption depend on the use of renewable resources that have the capacity for renewal.

2.3.1. Sustainable Development Goals

Sustainable development goals were created by the United Nations General Assembly in 2015 and contain 17 goals, each addressing a diverse characteristic that is important

in resolving sustainable development challenges. The 17 sustainable development goals are presented in the table below.

Table 2.1: Sustainable Development Goals

Goals Numbers	Description
1	No poverty
2	Zero hunger
3	Good health and well-being for people
4	Quality education
5	Gender equality
6	Clean water and sanitation
7	Affordable and clean energy
8	Decent work and economic growth
9	Industry, Innovation, and Infrastructure
10	Reducing inequalities
11	Sustainable cities and communities
12	sustainable consumption and production
13	Climate action
14	Life below water
15	Life on land
16	Peace, justice, and strong institutions
17	Partnerships for the goals

Source: United Nations (2015)

Table 2.1 shows the Sustainable Development Goals. As indicated, there are 17 sustainable development goals. Meanwhile this study puts emphasis on consumerism, prominence is made on selected sustainable development goals that address this area. These are goals, 1, 2, 3, 4, 5, 11 and 13. Each is discussed in the following section.

- ***No poverty***

Economic development must guarantee that it delivers sustainable occupations and provide equality so that people can be able to afford their basic needs.

- ***Zero Hunger***

The number of individuals who suffer from starvation has increased. However, hunger must be completed eliminated in all the countries in the world by 2030.

- ***Good health and well being***

Sustainable development is essential in ensuring healthy living and promoting the well-being of all people. The lives of millions can be saved by providing more efficient funding, increasing access to physicians, and improving sanitation and hygiene.

- ***Quality education***

The best way to maintain sustainable development is for individuals to obtain quality education. This will help individuals to escape and ensure upward socio-economic mobility.

- ***Gender equality***

The goal of gender equivalence is not only an essential human right, but a necessity. Recently the gender equality goal has been achieved in some countries because more women are in leadership positions,

- ***Sustainable consumption and production***

This is ensured by producing and consuming goods and services that do not damage the environment.

- ***Sustainable cities and communities***

There must be an upcoming future in cities and communities which offers chances for all, with admission to elementary facilities, energy, housing, transport and more. Nowadays the biosphere is increasingly becoming an urbanized. Half of the population in the world are living in the urban cities.

2.3.2. Sustainability

Kautonen, Van Gelderen and Fink (2015) describe sustainability as meeting our own need without bargaining the skill of upcoming groups to encounter their own desires.

There are three pillars of sustainability, and these are environmental, social, and economic. Sustainability is not just about environmentalism but also focuses on social equity and economic development (Kröger & Schäfer, 2014). Sustainability describes how resources if a particular project or program can be perceived through implementations. Some business maintains sustainability by encouraging cost reduction and stakeholder's engagement at all levels (Kautonen, Van Gelderen & Fink (2015).

2.3.2.1. Types of sustainability

- **Economic Sustainability**

Kröger and Schäfer (2014) state that economic sustainability deals with issues of monetary capital and focuses on economic ability where the gross domestic product is utilised as a measure to analyze the economy. In a business perspective, sustainability helps in maintaining or rather sustaining profitability (Kröger & Schäfer, 2014).

- **Environmental Sustainability**

Kumar and Ghodeswar (2015) state that environmental sustainability occurs when ecological integrity is maintained, all of earth's environmental systems are kept in balance while natural resources within them are consumed by humans at a rate where they can replenish themselves. Many businesses have introduced policies, processes, procedures, as well as governance to drive environmental sustainability. In addition, government has introduced policies in support to environmental sustainability. (Kumar & Ghodeswar, 2015).

- **Social Sustainability**

Gottschalk and Leistner (2013) mention that social sustainability includes accommodating communities, cultures, and concept such as globalisation. Social sustainability introduces the principle of mutual dependence between the society and the environment.

The last section focused on sustainable development and sustainable production and consumption as one of the sustainable development goals. The next section will focus on organic products including organic food. These products are related to the sustainable production and consumption goal.

2.4. ORGANIC PRODUCTS

An organic product is made from resources which are formed by organic farming. There are several forms of organic product, but most are food items such as organic vegetables, organic grocery, and organic certified food (Gottschalk & Leistner, 2013). According to Pearson, Henryks, Sultan and Anisimova (2013), some counties have introduced policies and procedures for organic products to protect the consumers. The types of organic products are discussed below.

2.4.1. Organic clothing products

Organic clothing products refers to products in which their raw materials have been formed using organic approaches and the invention has been formed using environmentally friendly techniques including the equipment (Gottschalk & Leistner, 2013). This product is made from raw materials which have been produced using organic method. There are also products that have been produced from organic cotton which is grown using organic fertilizer and other supplements rather than inorganic insecticides and pesticides. International clothing brands Like Nike, Adidas and Levi's are moving towards a more organic brand. And are committed to the 2025 Sustainable Cotton Challenge. Brands who participate in this challenge are committed to using 100 percent sustainable cotton by 2025 (National Program of Organic Production, 2021).

2.4.2. Organic personal care products

Organic personal care products (OPCP) include skin care, hair care, colour cosmetics, deodorants, toiletries, and hygiene products. OPCP are made from agricultural ingredients which are grown without the use of pesticides and synthetic or genetically modified organisms (Ghazali et al., 2017). Compared to developed countries, the organic product concept is new and market penetration is still at the nascent stage in most developing countries. However, developing markets such as South Africa present a good opportunity for brands and retailers selling OPCP (Coresight Research, 2018).

2.4.3. Organic food

Vehapi and Dolićanin (2016) explain that organic food products include food and drinks produced by methods complying with the standards of organic farming. Organic foods

typically are not processed using irradiation, industrial solvents, or synthetic food additives. There are several advantages related to organic food products. Most of organic food items have less pesticides, meaning that the insecticide used in most agricultural practices is limited. Lim, Yong and Suryadi (2014), explain that many consumers are concerned about the chemicals used to preserve foods. Some consumers see agricultural products without insecticides as healthier for the environment since less of those substances are positioned in the grounds, entering the soil and water supply. The production process is the major reason of organic product to cost so much more on average.

Since shoppers and non-shoppers of organic food have divergent understanding and comparable perception of what organic food mean, the changes amongst organic production and free-range (animal friendly) are now easy to explain (Bryła, 2015). Beliefs, safety, and quality of conventional food production have affected the perception of organic food and the subsequent attitudes toward conventional versus organic production. The purchasing behavior of consumers has been affected by their attitudes, perception, beliefs, and their ability to pay premium for organic food (Alkon, 2013). According to Petrescu and Petrescu-Mag (2015), there are three kinds of consumers when it comes to the purchase organic food. The first group of customers buy organic food because they are concerned about health and ethical issues. The second group of customers are also concerned about health and ethical issues but do not buy organic products, but they have reduced consumption or buy free range products. The third group of customers do not care health and ethical issues, do not buy organic products, have not changed their consumption behaviour and do not buy free range products.

Both the shoppers and non-shoppers of organic food are motivated to purchase environmentally friendly product because of their wellbeing (Cairns, Johnston & MacKendrick, 2013). Non-buyers of organic products are not concerned like buyers of organic food about issues related to animal safety, ethical trading, and the effect of farming on the environment (Hashem, Migliore, Schifani, Schimmenti & Padel, 2018). According to Hasimu, Marchesini and Canavari, (2017), the protection of the soil, plants, people, animals, and environment is the primary goal of organic food. The production of

organic food needs perfect industry practices, manufacturing practices, compositional standards, classification, and food safety. Apaolaza, Hartmann, D'Souza and López (2018) explain that this method of farming is a conservative method which was used before scientific revolution changed the way food is made nowadays. Organic food tastes better, is healthier and devoid of toxic substances (Buder, Feldmann & Hamm, 2014).

2.4.3.1. TYPES OF ORGANIC FOOD

- **Organic fruits and vegetables**

Fruits and vegetables are indispensable food items in an individual's balanced food and are accessible and obtainable forms of organic food. Costa, Zepeda and Sirieix (2014) emphasise that young customers are the right consumers when choosing the variety of fruits and vegetables because of their knowledge about the negative effects of chemicals and toxic substances young customers often require the certification that food does not contain chemicals and toxic substances (Bradbury, Balkwill, Spencer, Roddam, Reeves, Green, Key, Beral & Pirie 2014).

- **Organic meat**

Organic meat is also one of the forms of organic food available in the market. Organic meat is produced from animals that do not have any antibiotics or hormones and other growth stimulants stimulate to build up. These animals get food that are free of chemicals and certified as organic pastures (Sharma, Nayana, Singhvi & Ritu, 2018).

- **Organic dairy Products**

These are the types of organic food which are easily available and healthy to consume. These kinds of products contain milk from buffalos, cows, goat, and sheep and possible to be certified as organic (Yazdanpanah & Forouzani, 2015). Some dairy products like cheese, yoghurt, ice cream, butter, sour cream made of organic milk are counted as organic food. According to Yazdanpanah and Forouzani, (2015), there are high and low inputs farms that supplement organic food. In a high input farm, diets of cattle with minerals and vitamins are supplemented while in low inputs farms all the restrictions prescribed by organic farming standards are not followed by farmers.

- **Organic fish**

Another type of organic food that is healthier than a conventional one is certified organic fish. According to Yazdanpanah and Forouzani, (2015) mention that organic fish includes sea bass, salmon, cod, halibut, and trout. Urban, Zvěřinová and Ščasný (2012) remark that fishes found in rivers or ponds cannot be certified as organic food because there is no way to determine what those fishes might have eaten.

2.4.3.2. Benefits of organic food

- **Healthier to consume**

Paul and Rana, (2012) point out that organic food differs with non-organic food because they are healthier and have more nutrients than non-organic food. According to Shafie and Rennie (2012), organic food also encompasses advanced levels of omega-3 fatty acids than non-organic food. Organic food is naturally grown and does not contain pesticides and herbicides which have destructive effects (Yazdanpanah & Forouzani, 2015).

- **Better taste**

Paul and Rana, (2012) point out that organic food is better than conventional food when it comes to the issue of diet, worth and taste because it is naturally made and does not contain toxic substances. Alkon (2013) notes that most types of organic food have healthier chemicals and minerals, and this improve their taste.

- **Higher level of antioxidants**

Organic fruit and vegetables contain 40% more of antioxidants. Antioxidants are compounds that inhibit oxidation, a chemical reaction that can produce free radicals and chain reactions that may damage the cells of organisms (Alkon, 2013). Paul and Rana, (2012) mention that organic food plays a significant role in avoiding incurable and dangerous illnesses, because they encompass salicylic acid that keeps arteries from hardening and causing heart problems. The benefit of having more antioxidants is that the body is healthy and free from disease since it decreases the risk of having stroke and cancer (Prakash, Singh. & Yadav, 2018)

- **Promotes a healthy family**

Shafie and Rennie, (2012) remark that organic food is a superior source of nutrients to the human body compared to conventionally farmed food. Lee, and Yun (2015) show that due to production method of producing organic food, there are differences in the nutrition content.

- **Promote the environment**

Hempel and Hamm, (2016) note that organic farmers make the use of manure rather than fertilisers. Without the use of toxic compounds, organic food keeps the environment from being polluted and contaminated. Organic farmers preserve water and soil because they use conservative and natural soil practices (Xie, Wang, Yang, Wang & Zhang, 2015).

- **Promote improved animal reproduction**

Xie, Wang, Yang, Wang and Zhang (2015) argue that animals that are fed from organic food reproduce more than those that are not being fed organic food. Lee and Yun, (2015) emphasise that many animals suffer from infertility because of the consumption of food items that contain chemicals.

- **Support the local economy**

When young customers purchase organic food, it ensures that they are in support of local farmers and organic farms. This helps to ensure job creation, economic growth, and the development of the communicated where organic farms are located (Misra & Singh, 2016).

- **It is cheaper**

Most people see organic food as expensive because they do not consider the positive consequences especially health in the long run. Organic food may be more expensive to buy, but the customer saves money in the long run through lower health costs (Lim, Yong & Suryadi, 2014)).

- **Safer to eat**

Lee and Yun, (2015) state that most people have appetite enhancers and synthetic hormones which they got from genetically engineered food or meat sources. Paul and Rana, (2012) mention that since consumer perception of organic food dictates that they must be lower in the use of toxic substances. According to Alkon (2013), the major source of diseases that cause pathogenic micro-organic contamination is the use of fertiliser for food and the likely infection of grounds and surface water.

2.5. YOUNG CUSTOMERS

Young customers are customers who are below a certain age. The National Youth Commission Act of South Africa (1996) defines youth as those from ages 14–35 years. Like many other developing countries, South Africa's population is quite young. Young consumers can be individualistic with a low level of disposable income, they are also disposed to be alert to ethical and sustainable issues (Hwang, 2016). Brands that establish a reputation for ethical and environmental responsibility amongst young consumers can grow market share and build loyalty into the future. Young consumers are very important to ethical consumption in the future and should be considered as an appropriate target population for the promotion of ethical products. Wei and Jung, (2017) point out that young consumers are a key stakeholder group in the world on organic market because they represent the future of our society. They are future, consumers, workers, and innovators. As the leaders of tomorrow, young customers are likely to have the opportunity to contribute to decisions about the nature of organic food consumption in the future.

Young customer experience purchasing and behaviour at a faster rate than older people since they are able improve their consumption skills through information (Bagher, Salati & Ghaffari, 2018). Young customers have access to more market information about organic food, have a large choice set of organic food and can exchange information and opinion with their peers through the social media (Wei & Jung, 2017). According to Cairns, Johnston and MacKendrick (2013), today’s young customers are more competent than their parents in dealing with organic food products. Hashem, Migliore, Schifani, Schimmenti and Padel (2018) describe the importance of young customers to the organic food industry.

2.5.1. The importance of young customers in the purchase of organic food.

2.5.1.1. Healthier choice

Buying organic food rather than conventional food is healthier for young consumers in the long run.

2.5.1.2. Better for the environment

Choosing organic food over conventional food is a great choice for young customers and the environment.

2.5.1.3. Using internet and blogs to improve their consumption skills

Cairns, Johnston and MacKendrick (2013) point out that compared to the previous past, the consumption of organic food has grown quickly due to the use of internet and blogs. Farmers are stores advertise their products on the internet that young customers can see or access. Young customers use the information obtained on the Internet when purchasing organic food.

2.5.1.4. Making good decisions

Young customers prefer the taste of organic products. Some young customers choose organic because of concerns related to pesticides and chemicals found in conventional food (Irianto, 2015).

2.6. SUMMARY

This chapter reviews ethical consumerism and health related issues of organic food production and consumption. The chapter explains ethical consumerism and organic products in detail with their advantages. In addition, the meaning of sustainable development and the sustainable development goals are discussed in the chapter. The chapter describes organic food with its advantages. Finally, the chapter explains the meaning of young consumers and their significance to the purchase of ethical products. Overall, the chapter gives the background to ethical consumerism, ethical products, organic food and young consumers. The next chapter will discuss the theory that will provide the framework for the purchase of organic food by young consumers. In addition, empirical literature related to the purchase of ethical products and organic food by young consumers will be reviewed.

CHAPTER THREE

THEORETICAL AND EMPERICAL DISCUSSION ON LITERATURE INTENTION TO PURCHASE ORGANIC FOOD

3.1. INTRODUCTION

The central focus of this chapter is to evaluate the literature on the Theory of Planned Behavior (TPB). The effects of the three constructs of the TPB (attitudes, subjective norms, and perceived behavioral control) as predictors of the intention to purchase organic food will be explained thoroughly. The chapter will also evaluate if intention leads to actual behaviour. The TPB can be improved with the addition of new variables if they will improve the explanatory power of the model. This study will extend the TPB by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude and two personal factors (moral norms and ethical self-identity) as predictors of purchase intention. Finally, the moderating effect of gender will be examined.

3.2. THEORY OF REASONED ACTION AND THEORY OF PLANNED BEHAVIOR

The Theory of Reasoned Action (TRA) argues that the behaviour of an individual is a person's behavior is determined by their intention to perform the behavior. Intention is dependent on attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975). The TRA was obtained from various previous studies in research in the areas of social psychology, persuasion models, and attitudes theories (Fishbein & Ajzen, 1975).

Wei and Jung, (2017) mention that the TRA has a primary purpose, which is to comprehend different behaviors by examining basic motivation when performing an action. The TRA states an individual's intention to accomplish a behavior is the main predictor of whether they perform that behavior. There is a normative component known as subjective norm which also state whether person will perform the behavior (Hwang, 2016). According to Matic and Puh (2015), behavioural intention comes from the results of beliefs to perform a certain behaviour and leads to a specific outcome which is the actual behaviour. Wei and Jung (2017) claim that attitudes and subjective norms are important to the TRA because they are the determinants of intention. Matic and Puh,

(2015) mention that TRA increases the likelihood of a behaviour to be performed and strong intention leads to an increased effort to perform the behaviour.

The TRA was expanded by Ajzen (1991) to include one more predictor known as perceived behavioral control. According to the TPB, intention also determines 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 of 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. This study will examine also examine some antecedents of attitude.

The TPB is commonly used and applied examples of models which the predictors of behavior in general (Nuttavuthisit & Thøgersen, 2017) and can investigate the relationship between attitudes and action (Suki, 2017). Nuttavuthisit and Thøgersen (2017) argue that there are three major theories that provide the framework for ethical and pro-environmental behaviour. These are the TPB by Ajzen (1991), the Norm Activation Theory (NAT) (Schwartz & Howard 1981) and the Value Belief Norm Theory (VBN) (Stern, 2000). Montano and Kasprzyk (2015) remark that researchers mainly use the TPB in studies on intention to purchase food and to further understanding on consumer behaviour on food choices. The TPB is a core-expectancy value model theory and has been used extensively and successfully in research on food related behavior as well as consumer behavioral intention (Lemon & Verhoef, 2016). Kautonen, Van Gelderen and Fink (2015), mention that the TPB has been applied to classify the influences that affect customer decision with respect to organic food. However, the

theory is limited by the inadequate contemplation of other human behavioral concepts that can affect intention and behaviour (Nuttavuthisit & Thøgersen, 2017). Although, The TPB has three constructs (attitude, subjective norms, and perceived behavioural control), new variables can be added to the theory if they will lead to an improvement in the explanatory power of the model (Ajzen, 1991). Table 3.1 depicts some studies that have expanded the TPB in the context of intention to purchase organic food.

Table 3.1. Extension of the TPB in the context of intention to purchase organic food

Name of author(s), year and country	Purpose of the study	TPB and variables used to extend TPB	Summary of research methodology	Summary of findings. Including the results of TPB, extension, mediation, moderation (if they are there)
Reza Saleki Malaysia Japan International Institution Technology, University Technology Malaysia, Kuala Lumpur, Malaysia, 2015	The study aims to examine the effect of factors such as attitude, subjective norm, perceived behavioral control and moral norm that may motivate consumer to	The theory of planned behavior (TPB) and norm activation model (NAM) were used. (Attitude, subjective norm, perceived behavioral control and moral norm) this research	Survey method was used and collected 120 responses from male and 126 from female. Data were analyzed by using partial least square and multi-group technique	Findings revealed that attitude, subjective norm, perceived behavioral control and moral norm have significant positive effect on purchase intention

	purchase organic food in the context of Malaysia.	intends to extend the TPB by incorporating moral norm into the model		
Parmar, Seema and Sahrawat, Suman, Consumer Awareness Study towards Purchasing of Organic Products in Hisar City, (2019)	To determine the relationship between kind of organic products customers buy and benefit of using Organic Products organic products and benefit of using Organic Products	Theory of planned behavior (attitudes, subjective norm and perceived behavioral control)	Data has been analyzed with the help of a questionnaire on a Likert scale ranging from 1= Strongly Agree to 5= Strongly Disagree. The data is analyzed using SPSS version 13.0	Findings of the study revealed that customers were agreed that organic products contribute to their better health followed by quality of product and preferring the taste/texture/feeling and the corresponding mean value was 1.48, 1.92 and 1.92 respectively
Mingyan Yang, Consumer Attitude and Purchase Intention towards Organic Food, master's in marketing,	The purpose of this study is to investigate the influential factors on consumer attitude towards	Consumer attitude, Organic food, Health, Consumer knowledge, Environmental, Norms, China, Purchase	After reviewing relevant literatures, a research model was developed based on six hypotheses.	Health consciousness, consumer knowledge and personal norms obviously showed their impacts on Chinese consumer attitude and the

Spring 2014	organic food in a rapid growing market.	intention	The model was tested by conducting an online survey on Chinese consumers	last hypothesis indicates the positive relationship between attitude and purchase intention
Ratna Paluri, Article in International Journal of Business Excellence · September 2014	The paper identifies and examines the variables that influence the consumers' attitudes and behavior towards organic food in the tier 2 cities in India	Perception towards organic food, health consciousness, product information, value for money, accessibility, and trust	A structured questionnaire having 58 questions was used for collecting the data. Pretesting on 15 individuals with varying socio-demographic characteristics helped refine the questionnaire	The chosen solution with six principal components was constructed using the varimax rotation technique and explained 65.28% of the total variance
Silvia Cachero-Martínez Business Administration Department, University of Oviedo, 33006	The objective of this research is to analyze the relationship between attitude, satisfaction,	Retail, organic products, customer satisfaction, trust; environmental concern; purchase	The results of a survey administered a survey to a sample of 195 consumers show that trust is influenced	A moderating effect of environmental concern is observed on the proposed relationships. It is essential for

Oviedo, Asturias, Spain; 21 December 2020	trust, purchase intention towards organic products.	intention	by satisfaction and attitude	retailers to know how these consumers of organic foods behave to try to modify their strategies
Hee Yeon Kim Graduate Program in Textiles and Clothing the Ohio State University 2009	The purpose of this study is to examine consumer purchase behavior of organic personal care products	The findings of this study extended an application of the TPB. Additions, such as consumer values, past experiences, and perceived behavioral control yielded an improvement on the TPB model.	An online survey was conducted with 207 online panel members, and multiple regression analysis was used to examine the proposed relationships	The results revealed that attitude, subjective norm, perceived behavioral control, and past experiences significantly predicted purchase intention for organic personal care products
Hung Manh Nguyen, A Case Study of Schoolchildren in the Mekong Delta in Vietnam, 14 June 2018	This study assesses how to apply TRA, its constructs and other relevant factors to	Theory of reasoned action, attitude, subjective norm, intention, schoolchildren, climate change adaptation,	The randomized field experiment method was applied to explore the differences	The results show that theory-inspired design of communication strategy allows the prediction and influencing of intentions. This

	predict behavior intention and beliefs and to change behavior tendency	past behavior; climate change communication	between pre- and post-communicatio n treatments	finding has strong implications for both research and development in Vietnam.
Kuo Ming Chu Department of Business Administration, Cheng Shiu University, Kaohsiung 83347, Taiwan, 10 December 2018	This study provides insights into Chinese consumers' attitudes toward organic foods and evaluates purchase intention's	Organic foods, environmental awareness, health consciousness, subjective norms, consumer behavior	This empirical study is based on an online questionnaire using a sample of 1421 Chinese consumers. Structural equation modeling (SEM) was used as the main practical approach for data analysis and six hypotheses were examined	the results show that intention was a full or a whole mediator among the three exogenous constructs of environment awareness, health consciousness, and subjective norms.
Xuhui Wang, School of Business Administration,	The study focuses on understandin g the factors	Subjective norms (SNs), personal attitude, and	A total of 331 responses from Tanzania and 350	This study provides an understanding of consumers'

Dongbei University of Finance and Economics, Dalian 116025, China, 2019	that influence consumer purchase intention regarding organic food from the theory of planned behavior.	perceived behavior control (PBC) and health consciousness as an additional factor	responses from Kenya were obtained. Confirmatory factor analysis was applied for validation, and results were analyzed using structural equation modeling.	perspective regarding their intention to purchase organic foods, which will help stakeholders, such as marketers, retailers, and producers, to achieve marketing strategies for the development of these products
Kinga Nagy-Pércsi, Institute of Regional Economics and Rural Development, Szent Istvan University, 2019	Our aim was to explore the Hungarian organic consumer market from the aspect of trust in labels	Organic consumer market, emotional factors, health consciousness, consumers' trust, labeling system, consumer behavior	A descriptive statistic was used for the whole sample, and factor and cluster analysis were applied to segment the organic consumers. A sample of 247 questionnaires was processed	In this study, the Hungarian organic market was segmented based on attitude-relating motivations of organic food purchasing.

Manuela Vega-Zamora, You Are What You Eat: The Relationship between Values and Organic Food Consumption, 2020	This study examines the relationship between the number of organic foods consumed and the specific values that consumers look for in foods, to deepen the current knowledge regarding the behavior of the organic food consumer	Organic foods, consumer behavior, values, level of consumption, sustainable consumption	Data was analyzed from a face-to-face survey of 776 people in Spain through bivariate analysis techniques	Results show that organic food consumers have a different pattern of values from non-consumers and a greater level of involvement with food in general.

Lina, Business and Entrepreneurial Review, Vol.16, No.1, October 2016	The purpose of this research was to analyze the effect of consumer value and perspective of value to intention to buy through attitude in organic personal care product	Consumer, Value, Attitude, Intention, Organic. The variable factors that used to extend TPB are (health consciousness, environmental consciousness, and appearance consciousness), perspective of value, attitude, and intention to buy	The methodology of this research was quantitative approach. Data were collected by 140 users of skin and hair care's users at mall in Jakarta. Data analysis used Structural Equation Modelling (SEM).	The findings here provide suggestion to increase intention to buy organic personal care, a product owner need to focus on ecological beauty, values, and informational knowledge of organic benefit in their communication campaign.
See Siew Sin, Khalil Md Nor, Ameen M Al-Agaga Department of Management, Faculty of Management and Human Resource Development, Universiti Teknologi	The purpose of this study was to examine factors that influence Malaysian young consumers' online purchase intention through	Three factors, namely perceived ease of use, perceived usefulness and subjective norm were tested.	Data were gathered from 297 undergraduate students using the stratified sampling method and multiple regression analysis were conducted to analyses the	The results revealed that perceived usefulness was the most dominant factors that influence young consumers' online purchase intention through social media, followed by perceived ease of use and subjective

Malaysia, Johor Bahru 81310, MALAYSIA	social media		data	norm
Burcu Mucan, Procedia - Social and Behavioral Sciences 58 (2012), published by Elsevier Ltd. Selection and/or peer-review under responsibility of the 8th International Strategic Management Confer	This study aims to analyze the relations between the values of the young consumers and their attitudes toward foreign firms	Consumer values, Consumer Attitudes, Structural Equation Model	The survey method was used to collect data. The survey performs measurement in two aspects as consumer values and consumer attitudes toward foreign firms. SPSS 15.0 and Lisrel 8.7 programs were used for data analysis.	The competitive practices engaged in by the foreign firms with the firms in the domestic markets and other foreign firms have increasingly become an important field of information. Moreover, substantial investments made in the domestic markets by the foreign capital movements have also led to the multilateral positive effects.

Barua Promotosh Islam Md. Sajedul, Young Consumers' Purchase Intentions of Buying Green Products A study based on the Theory of Planned Behavior, Spring semester 2011	The purpose of the thesis is to increase the understanding of contextual factors affecting young consumers' attitudes and their intentions of green purchase in consumer	attitude, intentions, purchase, green, contextual, young, environment	A quantitative approach was adopted. Using a sample of 282 young people, a survey was developed and conducted in Umeå University, Sweden.	Results indicate that parental influence is the top predictor among all the variables we studied

3.3. PREDICTORS OF INTENTION TO PURCHASE ORGANIC FOOD

3.3.1. Attitude towards organic food and purchase intention

Attitudes is an evaluation of having favorable or unfavorable behavior that has been measured (Ajzen, 1991). Wu, Chen, Li and Tung (2014), explain that attitude is the positive or negative feeling of individuals with an evaluative effect in performing a particular behavior. According to Hagger, Chan, Protogerou and Chatzisarantis (2016), attitude is the most important predictor of intention. There are two types of attitudes which are general attitudes and specific attitudes. General attitude stimulates the general tendency to engage in a certain behaviour and specific attitudes is a relatively strong way of predicting a single behaviour (Roseira, Teixeira, Barbosa & Macedo, 2022)

The TPB remarks that an individual with an optimistic attitude towards any behavior, means that the chances of conducting that behavior are very high. Customers with environmental attitude are anticipated to be eco-friendlier in their consumption and behavioral pattern (Liu, Weiss, Duan, Cheng, Huang & Duan, 2016). Hagger, Chan, Protogerou and Chatzisarantis (2016), provide empirical evidence of the positive relationship between attitude towards organic food and the intention to purchase organic food. The expectation is that a positive attitude towards organic food will lead to intention to purchase organic food (Hamelin, Harcar & Benhari, 2013). Because attitude has the strongest effect on the intention to purchase organic food, compare to subjective norms and perceived behavioural control, marketers should effectively communicate their messages in a way that will stimulate the attitude of consumers (Jang, Kim & Lee, 2015).

Many consumers regard organic food as useful, and this optimistic attitude has significantly affected their purchase intention towards organic food (Hagger, Chan, Protogerou & Chatzisarantis, 2016). The findings of previous studies indicate that consumer attitude towards the purchase of organic food has a positive effect on consumer intention to purchase organic food. Zhang et al. (2019) in a Chinese study of 223 respondents, find that attitude towards organic foods had a positive impact on the purchase intention of organic food. Nguyen, Nguyen Yang, and Thanh (2019) examine the purchase intention of green products by customers in Thailand, based on a study of 483 respondents. 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:

H1: There is a significant positive relationship between attitude towards organic food and intention to purchase intention organic food

3.3.2. Subjective norms towards organic food purchase intention

Subjective norms towards a behavior are explained as the possibility that groups or significant individuals such as family and friend approve or disapprove the performance of a behavior (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 behavior of individuals. When consumers are not sure about specific behaviors, they look for help and support from other peoples or individuals. "Other people" refer to family members, peer group, reference group, friends, and relatives (Yadav & 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, Borchardt, Vaccaro, Pereira, and Almeida (2015), find an insignificant relationship between the two. However, the expectation is that people that are important to young consumers can influence their decisions to purchase organic food. Joshi and Rahman, (2015) mention that subjective norms are derived from common pressure of family and friends resulting in consumer inspiration to engage in a behaviour. Ajzen (1991) points out that subjective norms are an important factor in behavioral intentions. Previous studies also find a significant positive relationship association between attitudes and subjective norms. This is because individuals who are influenced by peers can also develop a positive attitude towards the purchase of organic food. This can positively affect consumer intention to purchase organic food (Niggli, 2015). Based on this argument, the study hypothesises that:

H2: There is a significant positive relationship between subjective norms and purchase intention of organic food.

3.3.3. Perceived behavioral control towards organic food purchase intention

Perceived behavioral control is described as the ease or difficulty of conducting an action or a behaviour (Ajzen, 1991). de Medeiros, Ribeiro, and Cortimiglia (2016), indicate that there are internal and external types of perceived behavioral control. Internal perceived behavioral control includes (opportunity, knowledge, skills, planning, confidence, and ability) and external behavioral control includes external limitations such as (time and money). According to Romani, Grappi and Bagozzi (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, Jędrzejewski, Sznajd-Weron & Weron, 2016). Consumers must use their knowledge and skills to be more creative on how to purchase organic food (Jang, Kim & Lee, 2015).

Perceived behavioral control claims that individual's self-control should be restrained from performing a particular behavior by controlling its measure (Mahongnao, Varah, & Varah, 2022). Perceived behavior control is contingent on perceived disadvantages and capacity that prejudice the purchasing intention of customers (Ghazali, Roe, Lowe, Tandon, Jones, Shaw, Risk & Rogers, 2017). The most important factors in the purchase of organic foods are price and accessibility (Hagger, Chan, Protogerou & Chatzisarantis, 2016). Customers are prepared to recompense for the quality that is related to organic food, but do not want to pay a premium in price (Ghazali, Roe, Lowe, Tandon, Jones, Shaw, Risk & Rogers, 2017).

Chen and Tung (2014) note that perceived behavioral control is directly the outcome of an individual's belief system about power over a situation and internal factors that have an influence to facilitate the behavior. But many current scholars like (Schwartz, 2012) have offered the opposing opinion that perceived behavior is not a substantial predictor in the decision to purchase organic food. Ghazali, Roe, Lowe, Tandon, Jones, Shaw, Risk and Rogers (2017) find that perceived behavioural control is a key factor in explaining the relationship between organic food and consumer purchase intention of organic food. Perceived behavioral 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 decision concerning organic food (de Medeiros, Ribeiro & Cortimiglia, 2016). It is hypothesised that:

H3: There is a significant positive relationship between perceived behavioural control and purchase intention of organic food.

3.4. Extending the TPB

Ajzen (1991) remarks that the TPB can be extended with additional variables as long the new variables will improve the predictive power of the model. The TPB is open to modification and can be deepened and broadened by the addition of new variables or changing the path of existing variables (Ajzen, 1991; Yadav & Pathak, 2016). The inclusion of additional predictors has led to an improvement in the predictive ability of the model across various domains (Yadav & Pathak, 2016). Studies on the purchase intention of organic products (Ghazali *et al.,* 2017; Beldad & Hegner, 2018) have introduced additional constructs to advance the analytical effectiveness of the TPB. Many studies have extended the TPB in the context of consumer intention to buy organic foods (Yadav and Pathak, 2016; Ghazali et al., 2017). This study will extend the TPB by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude and two personal factors (ethical self-identity and moral norms) as predictors of purchase intention in order to improve the predictive power of the TPB.

3.4.1 Moral norms and intention to purchase organic food

Moral norms refer explicitly govern behaviors that have positive or negative outcomes for both the self and others (Kumar & Ghodeswar, 2015). The main criticism of the TPB is that it does not take the effect of moral influence into consideration. Paul, Modi and Patel (2016) remark that moral norms represent an individual's commitment to values that they feel as obligations to perform certain behavior. Joshi and Rahman (2015) state that the moral values of most individuals play a significant role in predicting their intentions in a situation where 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. Gunderson (2014) find that moral norms have a significant effect on the intention of consumers to purchase organic food. Pino, Peluso and Guido, (2012) state that moral norms are important in the understanding the behavior of consumers regarding organic products.

Rana and Paul, (2017) find that moral norm is the additional predictor (after attitudes, subjective norms, and perceived behavioral control) of an individual's intention to perform in an ecofriendly manner. Saleki, Seyedeh and Rahimi (2012) further explain that moral norms are internal directives or standards that are driven by the predicted self-administered rewards or punishment. Rules and values are the ones that motivate consumer in the purchase of organic products. Even though in the context of TPB, moral norm relates to an individual's personal belief about what is correct or incorrect, it assumes that people make choices by manipulating the costs and benefits of purchasing organic food or environmentally friendly products.

Saleki, Seyedeh and Rahimi (2012) claim that moral norm is 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 moral norm was added to the TPB. According to Saraiva, Fernandes and von Schwedler (2020), in the context of pro-environmental behavior, the purchase of organic food can be considered as a moral behavior. It is hypothesised that:

H4: There is a significant positive relationship between moral norms and purchase intention of organic food.

3.4.2. Ethical self-identity and intention to purchase organic food

Grosglik (2017) explain self-identity as how one observes oneself. Self-identity has growing evidence of being a predictor of behavioral intention in the Theory of Planned Behavior. The concept of self-identity initially originates from the distinctiveness theory presented by Pearson, Henryks, Sultan and Anisimova (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 have been used for understanding action or predicting behavior where it is essential to regard the self and wider social construction as being inseparably related. According to Petrescu, Petrescu-Mag, Burny and Azadi (2017), self-identity is therefore generalised and interpreted as something that has an important influence on intention. Pino, Peluso and Guido, (2012) argue that self is influenced by the wider social

structure and in turn is an active creator of social behavior and identity. This may be a critical issue when individuals or communities feel a threat to significant cultural symbols or are willing to protect the local area/ecologies from perceived threats.

Ethical self-identity depicts the way that ethical issues influence the consumption practices of individuals and thus socially responsible business practices (Hwang, 2016). Carfora et al. (2017) find that ethical self-identity is a predictor of purchase intention of organic food while Beldad and Hegner (2018) report that ethical self-identity is a significant factor in the purchase intention of fair-trade products. This suggests that individuals with a stronger ethical self-identity should have a stronger intention to purchase organic food. Lemon and Verhoef (2016) state that ethical self-identity positively affects consumers purchase intention and behavior. According to Gill (2012), the impact that consumers have on consumption choices and pattern is influenced by the perception and assessment they have of themselves.

Consumers purchase products that meet and satisfy their individuality, morals, and societal status. Sabaghi, Mascle, Baptiste and Rostamzadeh (2016) suggest that self-identity may impact consumer attitude and intention to participate in pro-environmental behavior. 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 have an effect on his/her behavior towards the product. Consumers may be influenced by their self-identity to buy organic food to demonstrate their identity (Kautonen, Van Gelderen & Fink, 2015). Therefore, it is hypothesised that:

H5: There is a significant positive relationship between ethical self-identity and purchase intention of organic food.

3.5 Consumer values as antecedents of attitude and intention

One of the factors that can affect consumers' beliefs and attitudes regarding ethical products is perceived values. This can be defined as a customers' total evaluation of the effectiveness of a product based on the observations of its benefits and costs (Beldad & Hegner, 2018). Values are desirable end-state that can guide the evaluation of a behavior by an individual and are a significant criterion used by individuals to make

preference judgement (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, Roe, Lowe, Tandon, Jones, Shaw, Risk and Rogers (2017) used health, environmental and appearance consciousness to measure perceived values in respect of ethical products. This study will use three consumer values (health consciousness, environmental consciousness, and appearance consciousness) to extend the TPB as antecedents of attitude.

Since attitudes is the greatest predictors of intention when buying organic food, its relationship with intention has been found to be significantly positive (Fauzi & Hashim, 2015). In addition, attitude, subjective and personal norms have effects on the consumption of organic food (Byrka, Jędrzejewski, Sznajd-Weron & Weron, 2016).

According to De Leeuw, Valois, Ajzen and Schmidt (2015), with products that have more detailed label description and nutrition information consumers are likely to show favorable attitudes towards those kinds of products. Such exertions make today's customers extra conscious and disturbed about their healthy life. Individuals want to participate in healthy behavior and eat nutritious food (Armitage & Christian, 2017). Ethical issues are an important factor as it is believed that people guide their behavior on account of concern for environment and animal welfare. The greater the concern about such issues, the higher is the probability that people will consume healthy food (Ajzen, 2015).

Most individuals classify organic products as ethical food product (Armitage & Christian, 2017). Although Han (2015) suggests that positive attitude towards environment does not have any effect on the purchase intention of consumers, numerous customers not only have confidence in fair trade observations but also request to purchase foods that have been made by manufacturers in an ethical manner. Ethical consideration affects supplier because it regulates both the market segment and market size of organic products (Matić, Puh & Vlahović, 2015). Nguyen-Vo, Riecke, Stuerzlinger, Pham and

Kruijff (2019) mention that customers are willing to consume only those products that are harmless to the environment.

Ham, Pap and Stanic (2018) emphasise that a consumer's buying behavior is affected directly and indirectly through perceived measure and excellence of fair-trade information and fair-trade knowledge. The significant elements of ethical consumption hinge mostly on the implementation of fair-trade, social standing, religiously cohesive outlook, and environmental concern. Because of these issues, customers' interest in healthy food has considerably improved. There is still variation in the significance of purpose and impact concerning customers' behavior towards organic food across products groups (Byrka, Jędrzejewski, Sznajd-Weron & Weron, 2016).

If a consumer wants to purchase an organic food, then the purchase decision is made not only on the organic products itself, which provides the primary core benefit to the consumer, but also the other social benefits that the consumer perceives such as being environmentally safe (Hagger, Chan, Protogerou & Chatzisarantis, 2016). However, difference consumers can perceive different products values which can be delivered at a different level. Wei, Qiao, Zhang, Karakalos, Ma, Fu, Swihart and Wu (2017) characterise products into three levels. The primary level which is the anticipated value which corresponds to the anticipated products benefit, consumer level where the desired value is received, and an unexpected value which may surpass consumer opportunities. In a condition like this, organic products customers would lean towards investigating the organic food products from the point of view of their packaging as well as product ingredients (Hagger, Chan, Protogerou & Chatzisarantis, 2016).

3.5.1. Health consciousness, attitude *a*nd intention

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, Dhir & Sagar, 2019). Kröger and Schäfer (2014), explain that the major motivator for the purchase of organic food is health consciousness. The major barriers to purchase of organic food by consumers are the high price tags and the legitimacy of organic certificates. Kushwah, Dhir and Sagar (2019) find out that health consciousness and value proposition are the key factors in the purchase of organic food by consumers

organic food is healthier compared to conventional food. According to Fu, Ju and Hsu (2015), consumers develop a favourable attitude about the purchase intention of organic food as they become more cognizant.

Matic and Puh (2015) point out that health-conscious consumers try to stay a in good physical shape and care about their anticipated state of well-being. The support of a better way of living can affect customers' attention to natural foods. A consumer with a high level of health consciousness will participate in events that support a healthy life (Van loo et al., 2013). Empirical findings are inconclusive about the impact of health consciousness on attitude towards organic products. Romani, Grappi and Bagozzi, (2016) find a significant positive association between health consciousness and attitude towards ethical products by young female customers. Matic and Puh (2015) and Nguyen, Nguyen, and Vo (2019) find insignificant relationship between health consciousness and attitude towards organic food. Ghazali et al. (2017) remark that health improvement and preservation are key drivers of organic food consumption because the reduction of exposure to pesticide residues can improve individual health. Naturally produced products are healthier and have nutrients as well as taste (Romani, Grappi & Bagozzi, 2016). This has led many consumers to develop a positive attitude towards the consumption of organic food. Paul, Modi and Patel (2016) remark that organic food buying concept, in the early years of its emergence, was solely on the mindset of consumers in developed countries. However, in recent times, the popularity of organic food farming and buying has grown rapidly in developing countries as well. The purchase of organic products has grown quickly worldwide. In South Africa, the size of organic food market has grown significantly. Following this line of argument, it is hypothesised that:

H6: Health consciousness is positively related to attitude towards organic food.

H7: Health consciousness is positively related to the intention to purchase organic food.

H8: Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food

3.5.2 Environmental consciousness, attitude *a*nd intention

Irianto (2015) points out that environmental consciousness is a guide of how individuals make green purchase decisions because naturally sensible individuals are interested in using their procuring behavior to advance the environment. Organic products are environmentally friendlier than conservative 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) report that attitudes towards organic products is 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 concern towards the environment, consumer attitudes have evolved over the past years (Liang, 2016).

Sabaghi, Mascle, Baptiste and Rostamzadeh, (2016) explain that the findings of empirical studies confirm that the transformation from conventional to organic products leads to more protection for the environment. According to Schwartz (2012), the progression has led to the expansion of ecological and ethical products such as organic food. That evolution paved the way for organic food in the market. Lim, Yong and Suryadi, (2014) find the concern about harmful impact of pesticides and chemicals in the farm has led to ethical consumerism. Manuela, Manuel, Eva and José, (2013) emphasize that ethical consumerism is categorised under the umbrella of consumer activism because it involves the purchase of ethical products with little social and environmental costs.

Consumers are inspired by ethical consumerism to buy organic food and fulfill their ethical responsibility. Many brands of ethical food have improved due to the use of green element and green innovation as well as the attitudes of consumers. Since

organic food products are considered as more environmentally friendly than conventional food item, they are healthier and better to taste (Manuela, Manuel, Eva & José, 2013). According to Massey, O'Cass and Otahal (2018), consumers tend to like products that do not damage the environment, and this shows that environmental concern is the main motivator in the purchase of organic food products.

McCarthy and Murphy (2013) mention that the consideration of an individual about the environment is important in conservational studies and has a significant association with the purchase of organic food products. According to Jain et al. (2013), environmental consciousness and attitudes play a major role in defining the intention to purchase organic food. Consumers explain that buying of organic food is a pro-environmental behavior. 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 concern for the environment. The more people have concern about the environment the more the consumption of organic food increases. Following these arguments, it is hypothesised that:

H9: Environmental consciousness and attitude towards organic food are significantly positively related.

H10: Environmental consciousness and intention to purchase organic food are significantly positively related.

H11: Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

3.5.3 Appearance consciousness, attitude *a*nd intention

Kim and Chung (2011) remark that appearance consciousness encourages individuals to be interested in organic food because such product is made with the smallest number of biochemical materials and may be less harsh on the body compared to conventional products. Jain et al. (2013) report that young customers are concerned about their physical appearance when buying fashion clothing and luxury apparel. The study by Kim and Chung (2011) find that appearance consciousness is a predictor of customers'

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

H12: Appearance consciousness is positively related to attitude towards organic food.

H13: Appearance consciousness is positively related to intention to purchase organic food.

H14: Attitude towards organic food mediates the relationship between appearance consciousness and purchase intention of organic food

3.6. RELATIONSHIP BETWEEN PURCHASE INTENTION AND PURCHASE BEHAVIOUR

Intention refers to the likelihood of whether a consumer purchases a product or uses a service in the future (Mohd Suki, 2017). 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 a pro-environmental and ethical behaviour by an individual is the intention to behave in a pro-environmental and ethical manner. Ethical purchase behavior refers to the buying of ethical products that are safe to the environment and the society at large. De Leeuw, Valois, Ajzen, and Schmidt (2015) find a significant positive relationship between ethical purchase intention and ethical purchase behavior. This is consistent with the TPB that

when a behavior is voluntary in nature, ethical products and purchase intention are the key indicators of actual purchase (Seegebarth, Behrens, Klarmann, Hennigs & Scribner, 2016). According to marketers and practitioners, their solutions to environmental concern is through green lifestyle and organic food purchase. Green purchase behavior refers to the purchase of environment-friendly products that is harmless for the environment as well as for society (Paul, Modi & Patel, 2016). Han (2015) remarks that the purchasing behavior of individuals must consider environmental and ethical issues.

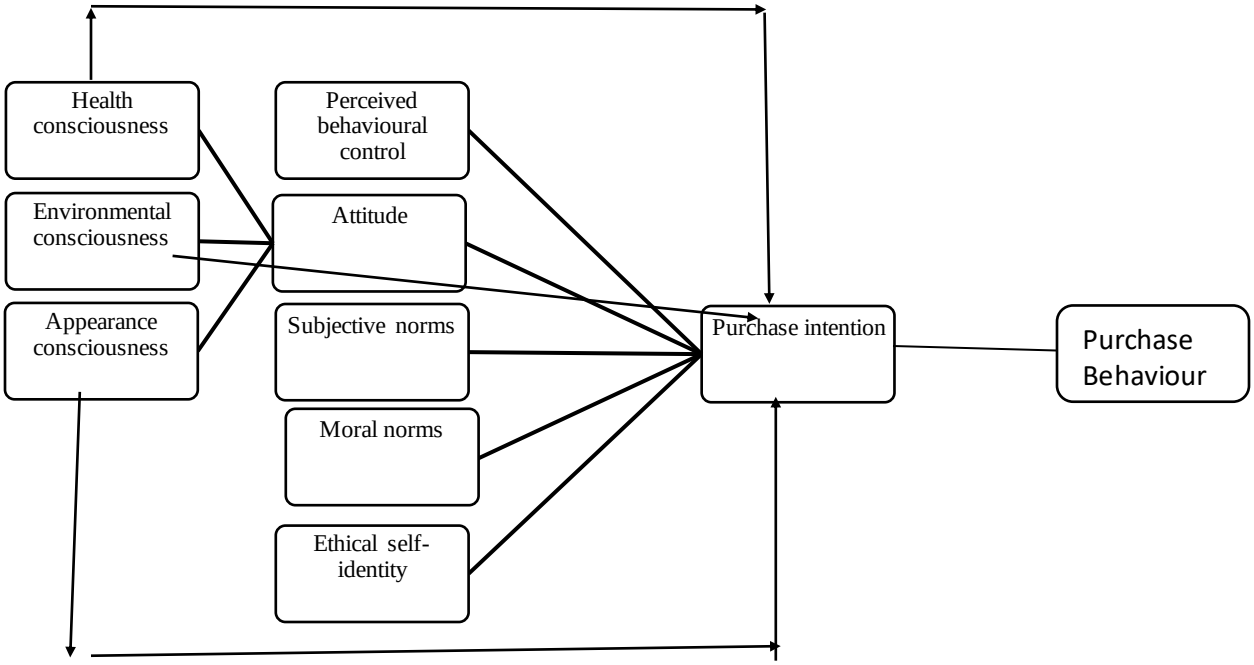
According to De Leeuw, Valois, Ajzen, and Schmidt (2015), there is a significant relationship between purchase intention and purchase behavior when the behavior is voluntarily in nature. Purchase intention is the key indicator of purchase behavior i (Ajzen, 1991). Shafie and Rennie (2012) state that a meta-analysis of studies on the relationship between intention to purchase ethical and environmentally friendly product shows that there is a significant positive relationship between the two constructs. Manuela, Manuel, Eva and José, (2013) point out that purchase intention is an input that marketers take into consideration when developing and selling innovative, ethical and environmentally friendly products and services. Purchase intentions are associated and forecast future sales but do so imperfectly. Paul, Modi and Patel, (2016) reviewed studies on intention and behaviour spanning a period of sixty years and found a significant association.

The TPB is the most widely used theory to predict the relationship between intention and actual purchase of organic food. The TPB proposes that behavior is determined by the intention of an individual to engage in that behavior, thus, consumer purchase intention becomes a major factor in the purchase of organic food. Intention in turn is influenced by attitude, subjective norms and perceived behavioral control. 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, Fedorov, Lalumiere, Sanders, Blais & Wallraff, 2013). Based on theoretical argument and the findings of previous empirical studies, it is hypothesised that:

H15: *There is a significant positive relationship between intention to purchase organic food and actual purchase of organic food.*

Figure 3.1 depicts the conceptual model of the study.

Figure 3.1: The conceptual model



Source: Author's conceptualization

3.7. SUMMARY

The chapter explained the theoretical and empirical literature that guides the study. The TPB provides the theoretical background for the study. The chapter discussed the TPB and the extensions of the theory by researchers in organic products. Two constructs (moral norms and ethical self-identity) were used to extend the TPB. The chapter reviewed the literature that is related to the three TPB constructs, and the two constructs used to extend the TPB. Three constructs (health, environmental and appearance consciousness) were used as antecedents of attitude. The three constructs are also linked to intention. The chapter reviewed previous studies related to the direct and indirect effects of these constructs. Finally, the chapter reviewed the literature on the relationship between intention and behaviour. The next chapter will thoroughly explain the research methodology that will guide the empirical part of the study.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1. INTRODUCTION

This chapter discusses the research methodology on how the study is designed for collection and analysis of data. The research methodology will follow the business process, which is divided into steps. The chapter will first discuss the research philosophy and research approach that will guide the study. The different types of research design, data analysis method as well as sampling method and data collection are presented. In addition, the chapter will explain the data analysis method as well as validity and reliability. Lastly ethical considerations will be fully outlined.

4.2. RESEARCH PHILOSOPHIES

Research philosophy refers to a phenomenon of belief ensuring how data must be gathered, used, and analysed and gathered. There are major research philosophies, and these are positivism, interpretivism and realism (Antwi & Hamza, 2015)

4.2.1. Positivism

Positivism as a research philosophy believes that reality can be observed and described, and stable without the interference of other phenomena being studied (Antwi & Hamza, 2015). The content of positivism is isolated for its observation to be repeatable. This usually includes the manipulation of reality that often happens with various single independent variable in identifying its regularities and forming relationship between the constituent elements of the social world (Saunders & Lewis, 2012). The inter-relationship and predictions of the previous observed and explained realities can be made available since positivism has a log and rich historical tradition.

4.2.2. Interpretivism

Interpretivism is described by means of subjective interpretation as well as intervention of contents and that is when the reality can be fully understood (Antwi & Hamza, 2015). Interpretivism have traditions that are no longer less glorious than that of positivism

(Saunders & Lewis, 2012). This is a philosophy in which researchers are more critical than positivism philosophy because of the rich insights and complexity. This philosophy also emphasises the differences in conducting research amongst people rather than tangible objects (Creswell & Creswell, 2017).

4.2.3. Realism

The realism philosophy is based on the approach that reality exists on the independence of human thoughts and beliefs (Antwi & Hamza, 2015). It is a philosophy that holds many thoughts from the positivism philosophy and asks the scientific question such as “what is” regarded as acceptance knowledge. According to Saunders and Lewis (2012), there are two types of realism philosophy. These are critical realism and direct realism. The two types of realism have certain differences. With direct realism, the researcher experiences their sense of presenting the world accurately while critical realism explains what researchers experience with regards to sensation and image of things in the real world but not the real thing.

Saunders, Lewis and Thornhill (2019) explain that the combination of positivism and interpretivism in most cases are normally used in the administration of business research, even though the research philosophy differs in terms of research questions. The focus of this research is on the intention to purchase organic food and this study was based on positivism. Creswell and Creswell (2017) mention that positivism philosophy holds a method of social reality and beyond. Positivism believes that the interpretation between real and observed phenomena is described by the true knowledge (Saunders et al., 2019). Babbie (2013) argues that through statistical probabilities obtained in positivism, the researcher can formulate hypotheses and generalise results.

4.3. RESEARCH APPROACHES

The two major types of research approach are inductivism and deductivism. These two research approaches are linked to different research philosophies earlier discussed.

4.3.1. Deductive approach

Deductive approach refers to a move from a generalisation of theory to a specific conclusion (Derrida, 2016). It is a theory-based approach and hypotheses are often developed. Deductive research develops theories or hypotheses through empirical observation (Saunders, Lewis & Thornhill, 2019). Deductive approach is known to be related to the positivism philosophy of the research (Babbie, 2013). This study followed the deductive research approach. The study is based on the Theory of Planned Behaviour (TPB). Based on the TPB, the study developed and tested a conceptual model. The hypotheses of the study are grounded on the TPB, and the results of the study confirm the applicability of the TPB in the context of the intention to purchase organic food by young consumers.

4.3.2. Inductive approach

The inductive research approach also known inductive reasoning focuses on the development of new theories (Babbie, 2013). With a deductive approach, there are no hypotheses at the beginning of a research. In making use of the inductive approach to research, the researcher begins with specific observations and measures, and then moves to detecting themes and patterns in the data. This allows the researcher to form an early tentative hypothesis that can be explored (Derrida, 2016).

4.4. STUDY AREA AND UNIT

The study areas of the research were Polokwane and Mankweng in the Limpopo Province of South Africa. The study was conducted in 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. The study focused on young consumers (35 years and below). Young adults were selected because of their knowledge about ethical and environmental consumption and the responsibility that they have for shopping and making their own food. Wilson (2014) explains that young customers as the consumers of the future and often base their consumption on a personal system of value and beliefs.

4.5. RESEARCH DESIGN

Wilson (2014) describes research design as a plan which the researcher uses to obtain information from the respondents of a study. Saunders et al., (2019) characterise research design as a precise method of gathering, investigating, and analysing information with the goal of addressing a research problem. Research design is glue that holds all the element of research methodology together and it is a plan that the researcher uses to collect information from the respondents (Bell, Bryman & Harley, 2018). The main function of research design is to ensure that evidence is obtained and effectively used by the researcher to address the research problem at hand. The following are the major types of research design.

4.5.1. Quantitative research design

Gray (2013) remarks that quantitative study is much more reliable and objective. It helps brands to profile the targeted audience by measuring what proportion has certain behavioral intentions, knowledge, and attitudes. Quantitative can be mathematically computed and is numerical in number. It has different measures of scales use as ordinal, ratio, interval, and nominal scale (Bell, Bryman & Harley, 2018). The quantitative approach of normally addresses the question of 'what' in the research. Quantitative research is a systematic scientific investigation of quantitative properties and phenomena and their relationships. The objective of quantitative approach is to develop and employ mathematical models, theories and/or hypotheses pertaining to a phenomenon. The provision of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships (Cooper & Schindler, 2015). According to Warner (2013), quantitative research design depends on a structured data collection instrument. This study adopted the quantitative research design. This method involves the collection of primary data samples with the intention of projecting results on a wider population (Bryman & Bell, 2014). This method was selected because it uses numerical data to collect information and can be used to determine the relationship between variables through statistical tests. This is consistent with the objectives of the study which is to test for relationships between independent and dependent variables.

4.5.2. Qualitative research design

Bless, Higdon-Smith and Sithole (2013) refer to a qualitative data designas a method that is non-numerical, nominal, and descriptive in nature. The data is used to capture emotions, feelings and shows subjective perception. In a qualitative approach, the researcher addresses the questions of 'why' in research and uses the unstructured method of data collection. Qualitative research design uses open ended questions to address questions. Bell et al. (2018) explains that results of the qualitative data cannot be generalised to individuals outside the research. The variables are most often not known and are useful and effective when collecting data from a small sample population (Warner, 2013).

4.5.3. Mixed research method

Creswell and Creswell (2017) point out that that the mixed research method uses the combination of both quantitative and qualitative data method in both its design and techniques in the research framework. The mixed research method involves the integration or linking of the two strands of data that defines hybrid research and highlights its value. Integration can happen at multiple levels of a study design level, methods level, or interpretation level and can happen in a variety of different ways connecting, building, merging, or embedding (Fetters, Curry & Creswell, 2013). According to Mans-Kemp, (2014) mixed method has some common areas with both the quantitative and qualitative methods. These include areas such as cultivating research design, collaborating discoveries, originating, manipulating, emerging, and increasing interventions. Depending on the data needed to address the research problem, the researcher can use quantitative, qualitative, or mixed method as a research design.

Researchers can use three methods to engage in quantitative research or qualitative research or both, depending on the information required by the research problem. These are exploratory, descriptive, exploratory, and causal.

4.5.3.1. Descriptive research

Descriptive research is a type of research that is used to describe the characteristics of a population. It collects data that are used to answer a wide range of what, when, and how questions pertaining to a particular population or group (Cooper & Schindler, 2018).

Descriptive research is used to understand the underlying relationship between the research problems and understanding what the researcher already knows (Patten & Newhart, 2017). The researcher might understand the research problem, although the convincing evidence to provide responses to the question must be obtained to regulate the cause of action. Descriptive research can be conducted through the longitudinal or cross-sectional approach (Walliman, 2017).

- ***Longitudinal study***

Cooper and Schindler, (2013) point out that longitudinal studies are done over an extended time and involves taking multiple measures. Walliman (2017) states that longitudinal studies are more expensive and requires more time and resources than cross sectional resources.

- ***Cross sectional study***

Blaikie and Priest (2019) remark that under a cross sectional study, data is collected from a population at a single point in time. The participants in a cross-sectional study are selected based on a particular variable of interest. Cross sectional studies are relative quick and inexpensive to do. It is also easy to generate hypotheses and many findings can be used to generate an in-depth research study. One major disadvantage of a cross sectional study is that it is difficult to make a causal inference. Researchers can use numerous characteristics in a cross-sectional study such as gender, income, and age. A cross sectional study provides information and data about what is happening in a current situation or population (LoBiondo-Wood & Haber, 2017). This study used the cross-sectional approach to collect data from the respondents once through a questionnaire. Cross-sectional studies allow the researcher to examine the relationship between an independent variable and one or more dependent variables (Cooper & Schindler, 2013).

4.5.3.2. Causal research

Babbie (2013) points out that causal research is used to determine cause and effect relationship between two variables. Causal research helps to determine what variations take place in an independent variable with the change in the dependent variable. An

independent variable can be described as the variable that a researcher manipulates, controls, or varies in a study to explore its effects. The variable is termed independent because it is not influenced by any other variables in the study. Independent variables are also called explanatory variables. A dependent variable can be described as the variable that changes because of the manipulation of the independent variable A dependent variable is also termed the response variable because it responds to a change in another variable (Bless et al., 2013). This study is based on the relationship between independent and dependent variables and the causal research approach was used to explore the determinants of intention of young customers to purchase of organic food.

4.5.3.3. Exploratory research

Exploratory research can be described as research used to investigate a problem that is not clearly defined. Exploratory research is conducted to have a better understanding of the existing problem, but does not provide conclusive results (Babbie, 2013). Saunders et al. (2019) remark that exploratory research can be used to examine the goals of the research and advance the concepts in the study. Exploratory research makes the use of statistical analysis to interpret data and it is related to the quantitative method (Bless et al., 2013).

The researcher of this research used exploratory research (1) to determine other research associated with the research problem; (2) to examine the important gaps in the literature that necessitates this study; and (3) to express the research problem and questions for more accurate investigation to determine theories.

4.6. POPULATION OF THE STUDY

Boakye (2018) defines population as the entire group of individuals or units of concern. The population of the study consisted of all young people in South Africa between the age of 18 and 35. Young adults are considered as young consumers because of their age. The use of the youth as young consumers is consistent with other similar empirical studies (García-Sánchez & Martínez-Ferrero, 2017). This specific group of consumers was selected because young consumers are likely to be more aware and have more

knowledge about organic food through their education, (learning from their educators and peer and surfing the internet) (Murphy, 2016). The estimated population of South Africa stands was 58,78 million in 2019. The youth (aged 18–34) constitute almost a third of the population (17,84 million) of the population of South Africa in 2019. However, information of the youth population in the study area (Polokwane and Mankweng) is not available.

4.7. SAMPLING METHOD

A sample is a subset of a population selected to participate in a research project. Sampling a process used in statistical analysis in which a predetermined number of observations are taken from a larger population (Etikan, Musa & Alkassim, 2016). A sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled. This may include individuals, households, or institutions (Murphy, 2016). The two major sampling methods are probability and non-probability sampling methods (Misra & Singh, 2016)

4.7.1. Probability sampling

In probability sampling, every individual or object of the population has a non-zero probability of being selected (Murphy, 2016). With probability sampling each component of the population has an equal chance of selection (Etikan, Musa & Alkassim, 2016). Each person is independently selected, and this means that the selection does not depend on other factors (García-Sánchez & Martínez-Ferrero, 2017). The types of probability sampling include:

4.7.1.1. Simple random sampling

In a simple random sampling, the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from the random subset (García-Sánchez & Martínez-Ferrero, 2017).

4.7.1.2. Stratified random sampling

In a stratified random sampling, a researcher divides a population into homogeneous subpopulations called strata*)* based on certain characteristics (Nyirenda, 2014). In stratified random sampling, researchers stratify a population in such a way that the population inside a stratum is standardised with respect to some specific characteristics (Etikan et al., 2016).

4.7.1.3. Cluster sampling

Cluster sampling describes a situation in which a researcher divides the population into groups. After the division into clusters, random selection is done from these clusters to form a sample. A cluster method works perfectly in large geographically dispersed population (Sekaran & Bougie, 2012).

4.7.1.4. Systematic sampling

Systematic sampling is a probability sampling method that allows a researcher to select members of the population at a regular interval (or *k*) determined in advance. If the population order is random or random-like, the researcher can obtain a representative sample that can be used to draw conclusions about the population (Bless, Higson-Smith & Sithole, 2013).

4.7.2. Non-probability sampling

A non-probability sampling method is a process where not every person or object of the population gets an equal chance of taking part in an investigation (Sekaran & Bougie, 2012). Non-probability sampling is used when the numeral quantity of populations is unknown or cannot be identified. This method normally involves judgement instead of randomisation since the participants or respondents are selected based on being easily accessible (Bless, Higson-Smith & Sithole, 2013). Non-probability sampling is cheaper and easier to access is easier and cheaper to access but suffers from sampling bias. The inferences that are made about a population is also than with probability samples (Boakye, 2018). The following are the types of non-probability sampling.

4.7.2.1. Convenience sampling

In this non-probability sampling method, the researcher chooses applicants or defendants as per their own suitability. The researcher chooses the participants that are accessible, ready, and available (Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt & Wagner, 2011)

4.7.2.2. Purposive/Judgmental sampling

In a purposive sampling, the researcher selects the applicants based on their judgement. In this method, it is difficult to know if the respondents selected represent the population or not (Fetters, Curry & Creswell 2013).

4.7.2.3. Quota sampling

García-Sánchez and Martínez-Ferrero (2017) refer to quota sampling as one in which elements from the population are chosen on a non-random basis and all members of the population do not have an equal chance of being selected to be a part of the sample group.

4.7.2.4. Snowball sampling

Snowball sampling method can be described as a non-probability method in which currently enrolled research participants help to recruit future subjects for a study (Babbie, 2013).

The study adopted the non-probability sampling technique due to the absence of a sample frame. The study used the convenience sampling method. Respondents are intercepted at the malls (mall intercept), screening for appropriateness, and a survey is administered on the spot. The original plan was to use university students as young consumers, but the prolonged lockdown caused by Covid 19 regulations forced the researcher to adjust the data collection method.

4.7.3. Sample size

The population of the study and the sampling technique are key indicators when determining a sample size, to enable the generalisation of the finding of the entire population since a representative sample needs to be selected (Nyirenda, 2014).

LoBiondo-Wood and Haber (2017) mention that there are factors to be taken into consideration when determining sample size: These are

- The significance levels
- The statistical power
- The model used and the minimum coefficient of R value
- The maximum number of arrows pointing at a latent variable

It is of significance for a sample size to be calculated appropriately to reduce the risk of sample bias. Gray (2013) maintain that the bigger the sample, the better. Hair et al. (2019) points out that that the minimum sample size when the Partial Least Square Structural Equation Modelling is used is the “10 times rule” as described below

- Ten times the largest number of formative indicators used to measure one construct or
- Ten times the largest number of inner model path directed at a particular construct in the inner model

The study used the ten times rule to determine the sample size.

4.8. DATA COLLECTION METHOD

Bless et al. (2013) points out that data collection is the process of gathering and measuring information on the variables that are of interest to the researcher in a systematic manner that enables the research questions to be answered. According to Nyirenda (2014), the type of data collection method depends on the aim and objectives of a study. Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt and Wagner (2011) remark that the data collection method used by a researcher depends on the research subject, the research process, and the accessibility of information that is necessary to achieve the research objectives. Nyirenda (2014) points out that the three core data collection approaches are observation, experiment, and survey.

4.8.1. Observation

The observation method of data collection refers to seeing individuals in a certain setting or place at a specific time and day. Essentially, the researcher studies the behavior of the individual or the surrounding in which they are analysing. Observation can occur in a controlled, spontaneous, or participant-based research (Fetters, Curry & Creswell, 2013). The approaches to observation research include naturalistic observation, participant observation, structured observation, case studies, and archival research Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt & Wagner, 2011). This study did not use the observation method because the aim of the study is to collect data from the respondents for statistical analyse to take place.

4.8.2 Experiment

An experiment as a data collection method refers to the situation in which a researcher changes some variables and observe their effect on other variables. The manipulated variable is the independent while the variable that changes because of manipulation is the dependent variable (Fetters, Curry & Creswell, 2013). This study is not about the manipulation of variables and the experiment method of data collection was not used.

4.8.3. Survey

Blaikie and Priest (2019) explain that survey is a method of collecting information, recruiting participants, and collecting data through an instrument from a sample of individuals. A survey is a process, tool, or technique that a researcher uses to gather information by asking questions to a predefined group of people and obtaining their responses. A survey is the common method of data collection when a researcher wants to obtain information about preferences, characteristics, opinion, or beliefs of a group of people. The researcher used the survey method to collect data from the respondents because it is relatively less expensive, quicker, and more relevant when analysing data regarding a certain group (Etikan et al., 2016). Fetters, Curry and Creswell (2013) note that the methods of conducting a survey include personal interviews, telephone surveys, mail surveys, self-administered surveys, and computer-assisted surveys.

4.8.3.1. Interviews

Simon (2015) points out that an interview is primarily a qualitative research technique which involves a researcher asking open-ended questions to respondents and to collect data about a subject. Interviews can be structured, semi-structured or unstructured. Structured interviews are used when researchers are rigid in their operations are allows very little or no scope of prompting the participants. Semi-structured interviews enable the researcher to probe the respondents along with maintaining the basic interview structure. Unstructured interviews also refereed to in-depth interviews are normally conversations held with the aim of gathering data for a study (Etikan et al., 2016). Interviews can be done personally or through the telephone. In a personal interview, an interviewer initiates a two-way conversation method through face-to-face communication to obtain information from participants. Telephone interviews occur when respondents are phoned to obtain data about a research problem. The researcher usually accesses list of people having telephone and interviews them to obtain information to answer a research question (Bell, Bryman & Harley, 2018). This study did not use the interview method which is mainly qualitative because the aim of the study is to quantitatively determine the relationship between the independent and dependent variables.

4.8.3.2. Mail survey

A mail survey is a survey that takes place when the researcher selects a sample of names and addresses, and then mail questionnaires to these respondents through the post with the aim of collecting data. With a computer-assisted survey, questionnaires are sent by email to the respondents. In addition, a website may be created, in which a questionnaire is placed for the attention of the respondents (Bell et al., 2018).

4.8.3.3. Self-administered survey

A self-administered survey usually done through a questionnaire consists of a series of closed-ended and open-ended questions in a structured format. Respondents complete the questionnaire that is administered by the interviewer (Antwi & Hamza, 2015). The study used self-administered questionnaires for the following reasons as pointed out by (Saunders & Lewis, 2012):

- Self-administered questionnaire encourages open and honest responses and ensures anonymity and privacy of respondents.
- Self-administered questionnaire has a higher response rate compared to other methods of data collection such as mail survey
- Self-administered questionnaire is less expensive compared to personal interview where the researcher must always be with respondents when gathering data.

4.8.3.4. Questionnaire

Saunders and Lewis (2012) point out that questionnaire in practical research is the key instrument for obtaining primary information because the researcher can decide on the sample and the types of questions to be asked. A questionnaire is used to ask respondents to reply to questions. In most cases, the questions are coded and mixed from specific topic and the questionnaire will produce valuable data (Creswell & Creswell, 2017). A questionnaire is an instrument that contains questions and elicits answers from respondents. Many questionnaires will contain both open-ended and close-ended questions. A questionnaire has some advantages. It is a relatively inexpensive instrument of data collection, it can help to protect the identity of a respondent, it is easy to visualise and analyse and can be administered in many respondents (Bell et al., 2018). The researcher used a questionnaire to collect data from the respondents because:

- Questionnaires assist to confirm that information received from different respondents is equivalent.
- Questionnaires advance the correctness and speed of recording.
- Questionnaires are to code, process and analyse.
- Questionnaires are inexpensive in terms of time and money.
- Questionnaires permit the respondents to remain anonymous and be truthful in their responses.

Survey questions

The two main question types that a researcher can use in a survey are open-ended and closed-ended (Saunders et al., 2019). Open ended questions Open-ended questions

are questions that cannot be answered with a simple 'yes' or 'no', and instead require the respondent to elaborate on their points. In most cases, Open ended questions are often the best for qualitative research. Open-ended questions are commonly used in interviews but can also be used in a questionnaire where it is usually used as follow up questions to obtain detailed explanations of responses to closed questions Bell et al. (2018). Closed ended question are mostly used in quantitative research and they provide a series of numerical data, trends, pattern, and correlations. Close ended questions give the participants a set of answers to choose from when answering questions (Saunders et al., 2019).

Derrida (2016) points out that close-ended questions include dichotomous and Likert scale questions. Dichotomous questions only have two response alternatives. A Likert scale is a statement that the respondent is enquired to assess in accordance to personal or objective measures, normally, the level of agreement or disagreement is measured. When replying to a Likert questionnaire item, respondents stipulate their level of agreement to a statement.

The researcher used Likert scale questions because of the following reasons as pointed out by Kumar and Ghodeswar (2015):

- Likert scale eliminates response bias amongst respondents.
- Likert scale can be used to assess attitudes, beliefs, opinions, and perceptions.
- Using the Likert scale makes the response items standard and comparable amongst respondents.
- Responses from the Likert scale questions are easy to code and analyse directly from questionnaires.
- Interviewer bias is reduced, and questions can be administered more quickly.

The researcher selected Likert Scale because of its advantages. Likert scale questions are relatively easy to construct and saves time for the researcher. Likert scale questions produce an extremely consistent scale and easy to read and complete by respondents (Babbie, 2013).

Questionnaire content

The questionnaire was divided into three sections. Section (1) demographic information; Section (2) Questions on the TPB constructs and Section C: Question on value constructs. The scales used to measure the constructs were adopted from previous studies on values, TPB and organic products (Wilson (2014). The adapted scales have acceptable psychometric properties as evidenced by their Cronbach's alpha coefficients. The questionnaire of this study consisted of thirty-two questions and mainly used the five-point Likert scale anchored on "1 strongly disagree", "2 disagree", "3 neutral", "4 agree" and "5 strongly agree".

4.9. DATA COLLECTION PROCEDURE

Before actual data collection, a pilot study was done with thirty respondents who did not participate in the main survey. The pilot study helped to improve content and face validity. Potential respondents were approached by the researcher at the entrance of the malls and were asked screening questions that relate to age and willingness to participate in a survey. Questionnaires were only given to respondents that voluntarily agreed to participate in the survey. Questionnaires was dispersed at the entrance of the shopping malls to ensure minimum disturbance at the shops. Questionnaires were only distributed to young adults in the three selected shopping malls. The researcher endeavored to make sure that the questionnaire was not too long or complex and it was anticipated that the completion of the questionnaire will not take more than twenty minutes. The questionnaire was not translated to local language as the respondents were expected to be comfortable with English Language. The procedure involved stopping customers, screening them for appropriateness, and administering a survey on the spot. Data collection took place in a six-month period and the researcher administered the intercept at numerous periods of the day at the different malls.

4.10. DATA ANALYSIS METHOD

Gray (2013) remarks that it is very significant to regulate how to gather data and how to examine it correctly because incorrect data can have effect on research outcome. Creswell and Creswell (2017) mention that when the data has been gathered and organised, analysis methods must be selected. The Partial Least Square Structural

Equation modelling using Smart Software was used to analyse the data collected from the respondents. According to Mans-Kemp (2014), the methods of data analysis include:

4.10.1. Univariate analysis

Univariate analysis is one of the simplest methods of statistical analysis which can be inferential or descriptive in nature. The analysis uses only one variable only.:

4.10.1.1. Descriptive statistics

Descriptive statistic method is the most straightforward technique that is used for summarising data. Descriptive statistics include mean, median, skewness, standard deviation, and kurtosis as the basic characteristics (Creswell & Creswell, 2017).

4.10.1.2. Frequencies analysis

Frequencies analysis aims at observing and describing information of respondents and verify if the respondents are balanced terms of gender, age, and income (Creswell & Creswell, 2017).

4.10.2. Bivariate analysis

Bivariate analysis is a method of statistical analysis that uses two variables. These are independent and dependent variables. The analysis uses correlation analysis and linear regression analysis which are discussed as follows:

4.10.2.1. Correlation analysis

Correlation analysis is a method in increasing reliability and validity of the data and shows if a sample properly represents a population. By applying this analysis method, the data can be confirmed to represent the assumptions of the population. Correlation can be measured by the value of Pearson- correlation (r-value). This value is range between -1 and +1. The value of -1 indicates a negative relationship between two variables, which represents that a higher value of this variable leads to a lower value of the other. On the other hand, +1 stands for a perfectly positive relationship between two variables" (Patten and Newhart, 2017). Therefore, the higher the correlation is, the more comparable two variables are (Creswell & Creswell, 2017). A Correlation coefficient that

is close to 0 shows weak or no relationship. The P-value measures the significance. A 5% level of significance was used in the study. This is consistent with studies that are done in Business Management.

4.10.2.2. Linear Regression Analysis

The linear regression analysis is a statistical technique used to examine the relationship between two or more constructs (Walliman, 2017). The important parameters in a regression analysis include Significance, Beta, Adjusted R Square and T-value. According to Gray (2013), Beta represents the standardised regression coefficient. The beta value (β-value) specifies how an independent variable impacts a dependent variable (Cooper & Schindler, 2013). The significance level, it is used to determine if a hypothesis is accepted or rejected. If the value (P-value) is greater than 0.05, a hypothesis will be rejected. In terms of Adjusted R Square, it stands for the percentage of the dependent variable that can be explained by independent variables. (Patten & Newhart, 2017).

4.10.3. Multivariate analysis

Multivariate analysis is a practise used to determine the relationship between two or more constructs. Multivariable analysis offers a more complete examination of the data by looking at all possible factors. One approach to Multivariate analysis is the Structural Equation Modeling (SEM) which is used to test the direct and indirect effects and evaluate (Hair et al., 2014). The types of SEM are:

4.10.3.1. Bayesian SEM (BSEM)

BSEM is a multivariate method that incorporates ideas from regression, path-analysis, and factor analysis. A Bayesian approach to SEM enables models that reflect hypotheses based on complex theory (Patten and Newhart, 2017). The advantage of BSEM is that it has no requirements on sample size. The estimation of the model parameters posterior distribution is based on various Monte Carlo simulations to compute the overall mean at 95% confidence interval (Hair et al., 2014).

4.10.3.2. Hierarchical SEM

Hierarchical SEM analyses hierarchically clustered data and can specify the direct and indirect causal effect between cluster (Patten & Newhart, 2017).

4.10.3.3. Partial least square SEM (PLS-SEM)

The PLS-SEM is a SEM type that allows estimation of complex cause-effect relationships in path models with latent variables (Hair et al., 2019). The PLS SEM is method that is extensively used to examine latent variables. Hair et al. (2019) remarks that PLS can process data without the assumption of normal distribution and can be used for the development of theories. The PLS SEM is used to assess the validity and the reliability of the latent variables as well as the assessment of the structural model to determine the relationship between variables (Saunders et al., 2019). According to Patten and Newhart (2017), the advantages of using PLS-SEM include non-normal data, a small sample size and formatively measured constructs. Hwang (2016) remarks that PLS can process difficult models deprived of distributional expectations. PLS is the appropriate approach for prediction and theory development (Saunders et al., 2019). The steps to be followed when using PLS-SEM include:

- **Model specification**

Model specification indicates the arrangements of the inner and outer models. The inner model displays the relationship between the variables being estimated. The outer model is used to estimate the relationship between the indicator variables and their corresponding constructs. This involves the creation of a path model which will connect variables and constructs created in a model on model (Hair et al., 2014).

- **Outer model evaluation**

Outer model evaluation is used to evaluate reliability and validity constructs to measure the outer models. The researcher needs to evaluate the outer model by distinguishing reflectively and formatively measure constructs (Saunders et al., 2019).

- **Reflective indicators**

Reflective indicators establish a characteristic established on all probable substances in the conceptual domain of a construct. Reflective indicators are highly corelated,

capable, and interchangeable without being able to change the meaning of the constructs. The researcher should authenticate both the reliability and validity when assessing reflective outer model. This should be done by evaluating the composite reliability (Saunders et al., 2019).

- **Formative indicators**

The researcher assesses the implication and the relevance of each formative indicator in the PLS-SEM since it does not adopt a normal distribution. The significance parameter of PLS-SEM is obtained by using t-values and the relevance assessment of the indicators include the evaluation the weight of the indicators and their relative contribution in forming the construct (Hair et al., 2014).

- **Inner model evaluation**

There are steps to follow when the reliability and validity of outer model is evaluated and hypothesised in the relationship within the inner model. PLS-SEM does not have a standard goodness-of-fit statistic and prior efforts to establishing a corresponding statistic have proven highly problematic (Henseler & Sarstedt, 2013). According to Saunders et al. (2019), Coefficient of (R square), Cross validated redundancy (Q square), the effect size (F square), and path coefficients are the assessments that facilitate the inner model evaluation.

This study used the 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 (Hair et al., 2019). The Smart software was used for data analysis.

4.11. RELIABILITY AND VALIDITY

4.11.1. Reliability

LoBiondo-Wood and Haber (2017) describe reliability as the extent to which a stable and consistent result has been produced. Reliability refers to the consistency of a measure over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rater reliability). Reliability shows if a researcher will obtain the same results after measuring a construct more than once. High reliability is

an indicator that a measurement is valid. And if a method is not reliable, it may not be valid. When using techniques or tools to conduct data the researcher needs to ensure that the results are stable, precise, reproducible, and stable (Mans-Kemp, 2014). The various types of reliability are explained below.

4.11.1.1. Test-retest reliability

Mans-Kemp (2014) points out that test-retest reliability refers to the reliability that has been obtained by showing results of the similar test more than one time over a certain period with the participation of the same sample group. This type of reliability ensures that the researcher obtains the same results after repeating the same measurement. A test-retest reliability is indicated if a questionnaire is presented to a group of participants weekly, monthly, or daily and the same answers are obtained.

4.11.1.2. Parallel group reliability

Mans-Kemp (2014) explains that parallel reliability is a measure that can be attained by directing valuation of the equivalent phenomena with the members of the similar sample group through more than one assessment technique. Young customers of different universities can be assessed with a questionnaire and the results are compared.

4.11.1.3. Inter-rater reliability

Inter-rater reliability measures the results obtained by different researchers using the same method of measurement. It is the degree of agreement among independent researchers (Wilson, 2014).

4.11.1.4. Internal consistency reliability

Internal consistency reliability measures how well a test addresses different constructs and delivers reliable scores. It measures whether several items that are used to measure a construct produce similar scores (Mans-Kemp, 2014). Internal consistency is usually measured with Cronbach's alpha, Cronbach's alpha coefficient ($0.7 \leq \alpha < 0.8$) is regarded as acceptable, $0.8 \leq \alpha < 0.9$ good and $0.9 \leq \alpha$ excellent (Wilson, 2014). The Cronbach alpha was used to test if the questions are internally consistent and therefore reliable.

4.11.2. Validity

García-Sánchez and Martínez-Ferrero (2017) describe validity as how well the results of a study represent the true findings and accurately measures what they purport to measure. Valid measures tend to produce valid results and validity is a highly important part of a research. According to Murphy (2016), validity carries the collection of different kinds of evidence. García-Sánchez and Martínez-Ferrero (2017) remark that validity determines if a researcher has used measures that truly measure the idea as well as the constructs in question. Wilson (2014) argues that the use of the term scientific validity in logic is related to the relationship between the premises of the research and the argument and conclusion of a research. This means that validity refers to the conclusion of an argument where the argument is true and tested. The types of validity are:

4.11.2.1. Construct validity

García-Sánchez and Martínez-Ferrero (2017) describe construct validity as a validity that evaluates the measurement tool of what the researcher is interested in measuring. It is the accumulation of evidence to support the interpretation of what a measure reflects (Murphy, 2016). Construct validity was achieved in this study because all the items used to measure the constructs were developed based on relevant existing knowledge and literature. The questionnaire contained questions that were developed on past empirical studies on values, the TPB and organic food. All these studies achieved acceptable psychometric properties as evidenced by validity and Cronbach's alpha coefficients.

4.11.2.2 Content validity

Etikan, Musa and Alkassim (2016) explain that content validity measures if an assessment is typical of all the features of the construct. It refers to the extent to which the items on a test are representative of the entire domain the test seeks to measure. Assessing content validity is one of the most critical steps in the development of research instrument. Neither sophisticated measurement strategies nor statistical elegance are substitutes for content validity (Fetters, Curry & Creswell, 2013). To achieve content validity, the research instrument was examined by the supervisor of the

study. In addition, one staff member of the Department of Business Management examined the research instrument. Finally, the research instrument was pre-tested in a pilot study and the questionnaire was adjusted based on the findings of the pilot study.

4.11.2.3. Face validity

Face validity is the extent to which a test is subjectively viewed as covering the concept it purports to measure. It refers to the transparency or relevance of a test as it appears to test participants. Face validity refers to the extent to which a test appears to measure what it is intended to measure (Etikan et al., 2016). To achieve face validity, the research instrument was examined by the supervisor of the study. In addition, one staff member of the Department of Business Management examined the research instrument to ensure that it is well structured and contains all the questions that measure the constructs. Finally, the research instrument was pre-tested in a pilot study and the questionnaire was adjusted based on the findings of the pilot study.

4.11.2.4. Criterion validity

Fetters et al. (2013) point out that criterion validity evaluates its results by testing if they correspond with the different tests conducted. Criterion validity relates to the extent to which the operationalisation of a construct, such as a test, relates to, or predicts, a theoretical representation of the construct. Criterion validity usually establishes a widely used test that is already considered valid, and it calculates the correlation between the results of the measurement and the result of the criterion measurement (Etikan, Musa & Alkassim, 2016). Criterion validity is usually assessed by statistically testing a new measurement technique against an independent criterion or standard (concurrent validity) or against a future standard (predictive validity) (Bellamy, 2015). Criterion validity was achieved in this study because all the items used to measure the constructs were developed based on relevant existing knowledge and literature. In addition, the Fornell and Larcker test and the heterotrait-monotrait ratio of correlations (HTMT) were determine discriminant validity. The use of the PLS SEM helped to determine the causal relationship amongst variables as a measure of criterion validity while the use of the theory of planned behavior and the adoption of questions from previous studies with acceptable psychometric properties helped to ensure construct validity

4.12. PILOT STUDY

Pilot study is used in research to increase the quality of the research and it can only be achieved in the process of the study development especially emphasising the reliability and validity in research (Fetters et al., 2013). There are two types of pilot study in research such as feasibility studies and pre-testing. The feasibility study is used to implement and utilise the resources of the study such as time and cost. Pre-testing is describing as the testing of the survey on a minor sample of respondents to categorise and eliminate possible complications. The purpose of the pilot study is to ensure that the questionnaire will identify if the questions measure the constructs and if it is necessary to modify the questions or improve the phrasing and content of a questionnaire. A pilot is a crucial part of the research design (Fetters et al., 2013). 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 can complete the questionnaire.

4.13. ETHICAL CONSIDERATIONS

4.13.1. Permission to conduct the study

Before commencing with data collection, the researcher applied for ethical clearance from the Turfloop Research and Ethics Committee (TREC) with project number (TREC/21/2021: PG). In addition, a permission letter and consent form were given to each respondent.

4.13.2. Informed and voluntary consent

Sekaran and Bougie (2012) describe informed consent as one of the founding principles of research ethics. The intention of informed consent is that human participants ca voluntarily and freely enter research with full information about what it means for them to take part, and that they give consent before they enter the research. The participants were given a full consent form that contains the purpose of the research and confirm that participation is voluntary. Each participant was assured that they could withdraw from partaking in the survey without any negative consequences. There was no

financial reward to encourage participation. There was no coercion or undue influence of participants to take part in the research. This information was included in the informed consent.

4.13.3. Confidentiality, privacy, and anonymity of participants

Privacy for research participants means that an individual in human subject research has a right to privacy when participating in research (Sekaran & Bougie 2012). Boakye (2018) describe confidentiality as a condition in which the researcher knows the identity of a research subject but takes steps to protect that identity from being discovered by others. In addition, anonymity of information that a researcher collects participants means that the identifying information of participants (e.g., name, address, email address, etc.), or the results of the research cannot be linked with the individual responses of the participants. The questionnaire used by the researcher contained information and assured the respondents of privacy, confidentiality, and anonymity. In addition, the participants were given the questionnaire to complete in their own space within a certain time limit. Furthermore, the names and addresses of the participants were not included in the questionnaire to ensure confidentiality and anonymity.

4.13.4. Respect and dignity

Every participant was treated with respect and dignity. The researcher respected the confidentiality, privacy, and cultural feelings of the respondents. The statistics data and remarks provided were respected and used efficiently. Participants were treated correspondingly and given the same questionnaire. The researcher recognised that each person has the right and capacity to make his or her own decisions. By respecting participants, the researcher ensured that dignity will be valued.

4.13.5. Risk and harm

There were no psychological risks or any other harmful risk to the participant for participating in the research. To prevent psychological risk, first participation in the research was voluntary and anonymity was ensured. The survey was only for academic purposes and the results were given to participants who want them. Each participant was free not to participate in the study and was also free to opt out at any stage of the collection and completion of the self-administered questionnaire. The collection and

completion of the questionnaire was also voluntary, and no pressure was put by the researcher on the participant to complete the questionnaire or participate in the survey. No participant was formally interviewed and questions that can cause anxiety, guilt, shame, shock, and loss of self-esteem were not included in the questionnaire. Therefore, no sensitive question was included in the questionnaire. On this basis, scales to measure the constructs were adapted from previous studies with high psychometric properties. These scales had been used by previous researcher without any harm to participants Furthermore, to avoid psychological harm, the cover page of the questionnaire contains information that did allow the researcher to debrief the participants about the nature of the research, the information required, confidentiality, voluntary participation, and anonymity. The study did not include experiment that can lead to guilt, anxiety, shock, depression, loss of self-esteem and altered behavior.

4.13.6. Permission letter

The researcher developed a permission letter that was given to the participants to appeal for their permission to conduct the survey. Permission was obtained from each participant was obtained before the questionnaire was distributed.

4.14. SUMMARY

This chapter has dealt with the research methodology of the project. The research approach and philosophy were provided. The research strategy and design were discussed. The population from which data was collected to address the aim and objectives of the study was identified. The sampling method to extract a representative sample from the targeted population was described and a quantitative data collection technique was employed to collect primary data from the respondents at the selected malls. The study used a non-probability sampling method, specifically convenience sampling, because it provided an ease of access to the target population. Self-administered open-ended questionnaires was utilised. In addition, the method of data analysis was discussed and the motivation for using the PLS SEM. Finally, the reliability and validity of the research were discussed. The presentation of the results will be done in chapter five.

CHAPTER FIVE

RESEARCH FINDINGS

5.1. INTRODUCTION

The chapter focuses on the analysis of data collected from the respondents and the findings of the research. The chapter focuses on the analysis of the response rate and demographic variables. Also, the descriptive statistics of the constructs are discussed. In addition, the results of the Partial Least Square Structural Equation modelling (PLS SEM). Specific attention will be paid to the measurement model, the discriminant validity, and the structural model. The hypotheses are tested through the structural model to confirm if they should be accepted or rejected. Finally, the findings of the study are presented.

5.2 RESPONSE RATE AND BIOGRAPHICAL DETAILS

Seven hundred young consumers were contacted at the three malls to participate in the survey. Four hundred and thirty-two agreed to participate in the survey and given questionnaires to complete. However, four hundred and three questionnaires were found usable. Twenty-nine questionnaires were found unusable and discarded from further analysis because the respondents did not complete vital part of the research instrument. The “10 times rule” was applied to find the suitable minimum sample size to test the model. According to Hair et al. (2018), 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

Table I depicts the summary of the demographic variables of the respondents of the study.

Table 5.1: Biographical information of the respondents

Biographical details	Number	Percentage
Gender		
Male	203	50.4
Female	200	49.6
Age		
18-20	88	21.8
21-25	117	29
26-30	102	25.3
31-35	96	23.8
Level of education		
Below Matric	36	16.4
Matric	145	28.3
Post Matric Diploma	222	55.1

Source: author's data analysis

Table 5.1 depicts the results of the three demographic variables. These are gender, age and level of education. Gender of the respondents: The results indicated that two hundred and three males and two hundred females participated in the survey. Age of the respondents: The results indicated that eighty-eight respondents were in the 18-20 age bracket. One hundred and seventeen respondents were in the 21-25 age bracket, one hundred and two respondents in the 26-30 age bracket and ninety-six respondents in the 31-35 age bracket. Level of education of the respondents: The results indicated that thirty-six respondents have below Matric Qualification, one hundred and forty-five respondents with Matric Qualification and two hundred and twenty two respondents with Post Matric Qualification.

5.2. DESCRIPTIVE STATISTICS

Table 5.2: Descriptive statistics

Construct	Mean	Standard deviation	Excess Kurtosis	Skewness
Attitude	3.88	1.20	-0.82	-0.32
Subjective Norms	3.36	1.22	-0.87	-0.29
Perceived Behavioral Control	3.48	1.24	-0.76	-0.46
Health Consciousness	3.66	1.26	-0.98	-0.30
Environmental Consciousness	3.27	1.24	-0.96	-0.26
Appearance Consciousness	3.06	1.22	-0.71	-0.49
Moral Norms	3.51	1.21	-0.59	-0.57
Ethical Self-Identity	3.86	1.18	-0.70	-0.43
Purchase Intention	3.65	1.29	-0.78	-0.56
Purchase Behaviour	3.50	1.32	-0.98	-0.47

Source: author's data analysis

Table 5.2 above shows the results of descriptive statistics. The results indicate that all constructs have means above 3. This suggests that the respondents in general agreed with the questions. The standard deviations of all constructs ranged from 1.18 to 1.32 which reflect a significant variability in the data set.

5.3. Structural equation modelling

The Partial Least Square Structural Modelling (PLS-SEM) in the study was used to examine the research model. Hair et al. (2019) remarks that PLS SEM can process complicated models without the assumption of normal distribution of the sample. The PLS SEM is used to evaluate the validity and the reliability of the latent variables as well as requiring the assessment in the structural model to determine the relationship between variables (Kumar & Ghodeswar, 2015). The PLS SEM is made up of two models. These are the measurement and structural models.

5.3.1 Measurement model

The measurement model is the part of the model that examines 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 5.3: measurement model

Construct	**Measurement items**	**Loadings**	**Cronbach's Alpha**	**Composite reliability**	**AVE**
Attitude			0.866	0.862	0.614
	A1	0.772			
	A2	0.729			
	A3	0.808			
	A4	0.813			
Subjective Norms			0.853	0.855	0.597

	SN1	0.822			
	SN2	0.724			
	SN3	0.736			
	SN4	0.803			
Perceived behavioural control			0.783	0.874	0.697
	PBC1	0.844			
	PBC2	0.868			
	PBC3	0.792			
Health Consciousness			0.837	0.885	0.614
	HC1	0.807			
	HC1	0.840			
	HC3	0.794			
	HC4	0.746			
	HC5	0.724			
Environmental Consciousness			0.795	0.867	0.597
	EC1	0.791			
	EC2	0.734			
	EC3	0.805			
	EC4	0.759			
Appearance			0.884	0.872	0.63

Consciousness					1
	AC1	0.796			
	AC2	0.789			
	AC3	0.782			
	AC4	0.809			
Moral Norms			0.860	0.865	0.616
	MN1	0.775			
	MN2	0.727			
	MN3	0.809			
	MN4	0.823			
Ethical self-identity			0.741	0.799	0.707
	ESI1	0.724			
	ESI2	0.738			
	ESI3	0.812			
Purchase Intention			0.803	0.868	0.623
	PI1	0.802			
	PI2	0.738			
	PI3	0.804			
	PI4	0.811			
Purchase Behaviour			0.902	0.828	0.61

					4
	PB1	0.731			
	PB2	0.819			
	PB3	0.803			

Source: author's data analysis

5.3.1.1 Indicator Loadings

Hair et al. (2019) points out that the indicator loading is the first step to be discussed in the reflective measurement model. Outer loadings of 0.708 or higher are considered highly satisfactory. Outer loadings above of 0.5 are regarded as acceptable and the factor with loading value of less than 0.5 should be dropped. The results as depicted in table 5.3 above indicate that all indicator loadings of the constructs are greater than 0.708 meaning the constructs would be retained.

5.3.1.2 Internal consistency reliability

Internal consistency reliability is the second step to be discussed in the reflective measurement model ((Hair et al., 2021). Values between 0.60 and 0.70 are considered acceptable while values between 0.70 and 0.90 range from satisfactory to good. Values above 0.90 and certainly above 0.95 are problematic because they show that the indicators are redundant, thereby reducing construct validity. Another measure of internal consistency reliability is the Cronbach's alpha with values of 0.7 and above considered acceptable (Hair et al., 2021).

The results as depicted by table 5.3 indicate that all item of composite reliability is greater than 0.60 suggesting adequate construct reliability. All values of Cronbach' alpha is greater than 0.7 which indicate a satisfactory construct reliability.

5.3.1.3. Convergent Validity

Convergent validity is the third step in assessing the constructs in the reflective measurement model. The construct convergent explains the variance of its items in the convergent validity. It uses a metric called average variance extracted (AVE) to evaluate

the constructs. The AVE of 0.50 or higher is acceptable (Hair et al., 2019). The results as depicted by table 5.4 indicate that all the constructs of the study achieved AVEs above 0.50. This shows an adequate convergent validity.

5.3.1.4. Discriminant Validity

Table5.4: Disciminant 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. *Source: author's data analysis*

Discriminant validity is the fourth step to be assessed in the reflective measurement model. 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 4 show that the diagonals is bold indicate the square roots of AVEs and other figures signify the correlations. The findings as depicted by table 4 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.

5.4. 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 communality and cross validated redundancy can be used. Henseler et al. (2015) suggest that in estimating the predictive relevance of the model, the 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.

5.4.1 Common Method Bias (CMB)

Common Method Bias (CMB) Common method bias (CMB) occurs when the research instrument causes variations in responses rather than the actual predispositions of the respondents that the instrument tries to uncover (Podsakoff & Mackenzie, 2012). Common method bias (CMB) can indicate a threat since unfairness through systematic errors may affect results. The full collinearity test based on the variance inflation factors (VIFs) and VIF values greater than 3.3 suggests that the model may be contaminated by CMB (Henseler et al., 2015).

Table 5.5: indicators collinearity

	Variance Inflation Factor (VIF)
A1	2.558

A2	2.072
A3	2.284
A4	2.104
A5	1.815
SN1	1.944
SN2	2.223
SN3	2.057
SN4	1.693
PBC1	1.663
PBC2	1.801
PBC3	1.517
HC1	2.054
HC1	2.234
HC3	1.810
HC4	1.592
HC5	1.460
EC1	1.586
EC2	1.614
EC3	1.617
EC4	1.547
AC1	1.815
AC2	2.758
AC3	2.655
AC4	2.436
MN1	1.664
MN2	1.981
MN3	2.790
MN4	2.385
ESI1	2.708
ESI2	3.039

ESI3	2.664
PI1	2.970
PI2	3.092
PI3	3.037
PI4	2.511
PB1	2.898
PB2	2.933
PB3	2.707

Source: author's data analysis

Table 5.5 displays the results obtained from a full collinearity test. All the variables have VIFs below 3.3 suggesting that CMB is not present.

5.4.2. R^2

The coefficient of determination (R^2) depicts is the proportion of the variation in the dependent variable that is predictable from the independent variable. R square is described as a statistical measure which indicate the proportion of the variance in the dependent variable and correlation describes the strong point of the relationship between independent and dependent variable. R square measure what an extent of a variable in the second variable. R2 indicate the proportion where variation of the dependent variable is explained by one or more predictor variable. According to Hair et al. (2019), R^2 values of 0.75, 0.50 and 0.25 can be considered substantial, moderate, and weak. Since this study has multiple dependent variables, the following R squared values were obtained.

Table 5.6: R^2

Variables	**R^2**	**R^2adjusted**
TPB	0.515	0.510
Extended TPB	0.625	0.646

Source: author's data analysis

The results as depicted by table 5.6 show that the study obtained moderate R^2 value of 0.515 or 51.5% for the TPB. The R^2 for the extended TPB is 0.625 or 62.5%. This implies that the extended of the TPB with two new constructs (moral norms and ethical self-identity increased the predicative validity of the model in the context of intention to purchase organic food by young consumers.

5.4.3. The Effect Size (f^2)

The effect size (f^2) describes the way that the exogenous latent construct influences the endogenous latent construct. The effect size displays how the deletion of one construct from the path model changes the value of the R^2 and whether a construct has a significant influence on another constructs (Hair et al., .2019). Davies and Gutsche, (2016) in the guidelines for of assessing the effect size indicate that values of 0.02, 0.15, and 0.35, depict small, medium, and large effects of an exogenous latent variable on an endogenous latent variable. In addition, effect size values that are less than 0.02 indicate that there is no effect.

Table 5.7: The effect size (f^2)

	A	AC	EC	ESI	HC	MN	PB	PBC	PI	SN
A									0.011	
AC	0.044									
EC	0.023									
ESI									0.022	
HC	0.107									
MN									0.208	
PB										
PBC									0.016	
PI							2.042			
SN									0.000	

Source: author's data analysis

The results as indicated by table 5.7The values of the effect size on the model are A=0.011; AC = 0.044; EC =0.023, ESI=0.022; HC=0.017; MN= 0.208; PBC= 0.016; PI = 2.042 and SN=0.000. The values such as AC, EC, ESI, PI, MN indicate that they have large influences. Values such as HC and PBC. SN indicate that there is no effect because the value is less than 0.02.

5.4.4. Goodness of Fit Test

Goodness of fit (GOF) is an overall measure of model fit for PLS-SEM. The GOF uses the model to check if the empirical data has been captured sufficiently. The GOF has values from 0 to 1. According to Hair et al. (2019), the values of GOF of 0.10 (small), 0.25 (medium) and 0.36 (large) indicate that the model has a global validation. Since this research has multiple endogenous variables, there different GOF values. The GOF values are calculated as follows:

Table 5.8: Goodness of Fit Test

Endogenous variables	AVE	**R^2**	AVE* R^2	**GOF values**
A	0.714	0.475	0.339	**0.582**
PB	0.835	0.638	0.532	**0.729**
PI	0.805	0.671	0.540	**0.734**

Source: author's data analysis

From table 5.8, It can be concluded that the experimental data fits the model satisfactory and shows that the model has a significant predictive power.

5.4.5. Predictive Relevance of the Model (Q^2)

Hair et al. (2019) points out that the predictive relevance of the model is a recommended supplementary assessment test. In the study**,** Q^2 is used to assess the predictive model and the model is predictive only if the value of Q^2 is greater than zero.

Table 5.9: Predictive relevance of the model (Q2)

	SSO	SSE	Q2=(1-SSE/SS0)
A	1612.000	1072.226	0.335
PI	1612.000	793.782	0.508
PB	1209.000	537.413	0.555

Source: author's data analysis

The results as depicted by table 5.9 show that Q^2 of A= 0.335; PB= 0.555; and PI=0.508. The results indicate that all values of Q^2 are greater than zero. This suggests that the model has an adequate predictive power.

5.4.6. Estimated Model Fit

Estimated model fit explains the estimated and the saturated model and assesses the correlation between variables. The estimated model fit takes the model structure into account and is based on the total effect scheme and shows a restricted version fit measure. The model fit is measured by the standardized root mean square residual (SRMR). The SRMR shows the average of the standardised residuals between the observed and hypothesised matrices (Henseler et al., 2015). The values for the SRMR range from zero to 1.0 with well-fitting models obtaining values less than 0.05. A lower SRMR indicates a better fit.

Table 5.10: Model fit

	Saturated model	Estimated model
SRMR	0.046	0.065

Source: author's data analysis

The results as indicated by table 5.10 indicate the value of SRMR attained in this study with the estimated value of 0.068 and the saturated value of 0.050. This indicates a good model fit.

5.4.7. Path Coefficient and T-Statistic

In testing if the hypothesis is accepted or not, the bootstrapping method was used produce the significance levels of the standardised coefficients. According to Henseler et al. (2015), the acceptable t-values for a two-tailed test are 1.65 for 10% level of

significance, 1.96 for 5% level of significance and 2.58 for 1% level of significance. To be able to test if we accept or reject, the standard Beta values were computed. The greater the standard Beta value, the bigger the effect of the endogenous latent variable. The hypotheses to be to be tested are listed below

H1: There is a significant positive relationship between attitude towards organic food and intention to purchase intention organic food

H2: There is a significant positive relationship between subjective norms and purchase intention of organic food.

H3: There is a significant positive relationship between perceived behavioural control and purchase intention of organic food.

H4: There is a significant positive relationship between moral norms and purchase intention of organic food.

H5: There is a significant positive relationship between ethical self-identity and purchase intention of organic food.

H6: Health consciousness is positively related to attitude towards organic food.

H7: Health consciousness is positively related to the intention to purchase organic food.

H8: Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food

H9: Environmental consciousness and attitude towards organic food are significantly positively related.

H10: Environmental consciousness and intention to purchase organic food are significantly positively related.

H11: Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

H12: Appearance consciousness is positively related to attitude towards organic food.

H13: Appearance consciousness is positively related to intention to purchase organic food.

H14: Attitude toward organic food mediates the relationship between appearance consciousness and purchase intention of organic food

H15: *There is a significant positive relationship between intention to purchase organic food and actual purchase of organic food.*

Table 5.11: 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

Source: author's data analysis ***T= T-Statistics *SB= Standard Beta *p <0.05**

Table 5.12 Mediation results

Mediation path	Indirect effect	Total effect and T-statistics	Confidence interval bias	Decision	VAF

			(corrected)		
			LL UL		
H8 HC→A→PI	0.174 (0.002)	0.344 (0.000) (1.398)	0.060 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%

Source: author's data analysis ***P<0.05**

Hypothesis 1: There is a significant positive relationship between attitude towards organic food and intention to purchase intention organic food

The results as depicted in table 5.11 (β= 0.147, t= 5.933 p<0.05) indicate that there is a significant positive relationship between attitude towards organic food and intention to purchase organic food by young consumers. Hypothesis one of the studies that proposes that there is a significant positive relationship between attitude towards organic food and intention to purchase intention organic food is accepted. The results suggest that attitude towards organic food can positively influence the intention to purchase organic food by young consumers.

Hypothesis 2: There is a significant positive relationship between subjective norms and intention to purchase intention organic food

The results as depicted in table 5.11 (β= 0.057, t= 0.074 p>0.05) indicate that there is an insignificant positive relationship between subjective norms and intention to purchase organic food by young consumers. Hypothesis two of the study that proposes that there is a significant positive relationship between subjective norms and intention to purchase intention organic food is rejected. The results suggest that subjective norms do not significantly affect the intention to purchase organic food by young consumers.

Hypothesis 3: There is a significant positive relationship between perceived behavioural control and intention to purchase intention organic food

The results as depicted in table 5.11 (β= 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 of the study that proposes that there is a significant positive relationship between perceived behavioural control and intention to purchase intention organic food is accepted. The results suggest that perceived behavioural control significantly affects the intention to purchase organic food by young consumers.

Hypothesis 4: There is a significant positive relationship between moral norms and intention to purchase intention organic food

The results as depicted in table 5.11 (β= 0.108, t=7.479 p<0.05) indicate that there is a significant positive relationship between moral norms and intention to purchase organic food by young consumers. Hypothesis four of the study that proposes that there is a significant positive relationship between moral norms and intention to purchase intention organic food is accepted. The results suggest that moral norms significantly affect the intention to purchase organic food by young consumers.

Hypothesis 5: There is a significant positive relationship between ethical self-identity and intention to purchase intention organic food

The results as depicted in table 5.11 (β= 0.122, t=2.941 p<0.05) indicate that there is a significant positive relationship between ethical self-identity and intention to purchase organic food by young consumers. Hypothesis five of the study that proposes that there is a significant positive relationship between ethical self-identity and intention to

purchase intention organic food is accepted. The results suggest that ethical self-identity significantly affects the intention to purchase organic food by young consumers.

Hypotheses 6, 7 and 8

***(H6)*: Health consciousness is positively related to attitude towards organic food.**

(H7) Health consciousness is positively related to the intention to purchase organic food.

(H8) Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food

The results as depicted in table 5.11 (β= 0.095, t=5.726 p<0.05) and β= 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. Hypothesis six of the study that proposes that health consciousness is positively related to attitude towards organic food is accepted. In addition, hypothesis seven that proposes that health consciousness is positively related to the intention to purchase organic food is accepted. The results as indicated by table 5.12 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 of between 20% and 80% means a 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). The VAF value is 50.58% and a complimentary partial mediation is confirmed. Hypothesis eight that proposes that attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food is accepted.

Hypotheses 9, 10 and 11

(H9): Environmental consciousness and attitude towards organic food are significantly positively related.

(H10): Environmental consciousness and intention to purchase organic food are significantly positively related.

(H11): Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

The results as depicted in table 5.11 (β= 0.068, t=2.782 p<0.05) and β= 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. Hypothesis nine of the study that proposes that environmental consciousness is positively related to attitude towards organic food is accepted. In addition, hypothesis ten that proposes that environmental consciousness is positively related to the intention to purchase organic food is accepted. The results as indicated by table 5.12 show that the direct effect (0.107>0.05) and indirect effect (0.129>0.05) are insignificant. Hypothesis eleven that proposes that attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food is accepted.

Hypotheses 12, 13 and 14

(H12): Appearance consciousness and attitude towards organic food are significantly positively related.

(H13): Appearance consciousness and intention to purchase organic food are significantly positively related.

(H14): Attitude towards organic food mediates the relationship between appearance consciousness and purchase intention of organic food.

The results as depicted in table 5.11 (β= 0.026, t=0.085 p>0.05) and β= 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. Hypothesis twelve of the study that proposes that

appearance consciousness is positively related to attitude towards organic food is rejected. In addition, hypothesis thirteen that proposes that appearance consciousness is positively related to the intention to purchase organic food is rejected. The results as indicated by table 5.12 show that the direct effect (0.129<0.05) and indirect effect (0.299<0.05) are insignificant. Hair et al. (2021) identifies two types of non-mediation. (1) direct-only non-mediation: the direct effect is significant, but the indirect effect is not significant (2) No-effect non-mediation: both the direct effect and the indirect effect are not significant. Therefore, hypothesis fourteen that proposes that attitude towards organic food mediates the relationship between appearance consciousness and purchase intention of organic food is rejected.

Hypothesis 15: There is a significant positive relationship between intention to purchase organic food and actual purchase of organic food.

The results as depicted in table 5.11 (β= 0.116, t= 3.490 p<0.05) indicate that there is a significant positive relationship between intention to purchase organic food and actual purchase organic food by young consumers. Hypothesis fifteen of the study that proposes that there is a significant positive relationship between intention to purchase organic food and actual purchase of organic food is accepted. The results suggest that intention to purchase organic food positively affects actual purchase behaviour in line with the theory of Planned Behaviour (Ajzen, 1991).

5.5 SUMMARY

The chapter presented the findings of the empirically study. First, the response rate and demographic characteristics of the respondents were presented. This was followed by the descriptive statistics of the constructs of the study. The PLS SEM was used to test the hypothesis of the study. The measurement model and the discriminant validity were presented and discussed. All the requirements for the measurement model and the discriminant validity were met. In addition, the results of the structural model and mediation were discussed. This led to the acceptance of twelve hypotheses and the rejection of three hypotheses. The next chapter will present the conclusion and recommendations of the study.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 INTRODUCTION

The research investigated the intention of young customers to purchase organic food in South Africa by adopting the theory of planned behaviour (TPB). The TPB was improved by the addition of two individual factors such as moral norms and ethical self-identity as well as the three value constructs namely health consciousness, environmental consciousness, and appearance consciousness. This chapter will focus on the conclusion and recommendations. The findings will be related to the results of hypothesis testing. The implications and contribution of the research will be presented. In addition, the limitations of the study and recommendations for future research will be discussed.

6.2 OBJECTIVES OF THE STUDY REVISITED

- To determine the effects of TPB constructs (attitude, subjective norms, and perceived behavioral control) on young consumers' intention to purchase organic food.
- To investigate whether the extended TPB model will improve the predictive validity of the model. The TPB will be modified by the addition of three value constructs (health, environmental and appearance consciousness) as antecedents of attitude and two personal factors (moral norms and ethical self-identity) as predictors of purchase intention.
- To investigate if attitude towards organic food will mediate the relationship between health, appearance and environmental consciousness and purchase intention
- To determine the effect of intention on actual purchasing behavior of young consumers.

- To develop and test a unique multi-dimensional model of young consumers' intention to purchase organic food.

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6.3 HYPOTHESES OF THE STUDY REVISITED

H1: There is a significant positive relationship between attitude towards organic food and intention to purchase intention organic food

H2: There is a significant positive relationship between subjective norms and purchase intention of organic food.

H3: There is a significant positive relationship between perceived behavioural control and purchase intention of organic food.

H4: There is a significant positive relationship between moral norms and purchase intention of organic food.

H5: There is a significant positive relationship between ethical self-identity and purchase intention of organic food.

H6: Health consciousness is positively related to attitude towards organic food.

H7: Health consciousness is positively related to the intention to purchase organic food.

H8: Attitude towards organic food mediates the relationship between health consciousness and purchase intention of organic food

H9: Environmental consciousness and attitude towards organic food are significantly positively related.

H10: Environmental consciousness and intention to purchase organic food are significantly positively related.

H11: Attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food.

H12: Appearance consciousness is positively related to attitude towards organic food.

H13: Appearance consciousness is positively related to intention to purchase organic food.

H14: Attitude toward organic food mediates the relationship between appearance consciousness and purchase intention of organic food

H15: There is a significant positive relationship between intention to purchase organic food and actual purchase of organic food.

6.4 SUMMARY OF FINDINGS

The findings indicated that there is a significant positive relationship between attitude towards organic food and 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. Zhang et al. (2019) in a Chinese study find that attitude towards organic foods had a positive impact on the purchase intention of organic food. Nguyen, Nguyen Yang, and Thanh (2019) examine the purchase intention of green products by customers in Thailand. The findings reveal that attitude towards the purchase of organic food is positively associated with the intention to purchase organic food.

The findings indicated that there is an insignificant positive relationship between subjective norms and intention to purchase organic food by young consumers. The results suggest that subjective norms do not significantly affect the intention to purchase organic food by 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. Perceived behavioral control applies a stronger effect on

green purchase intention. Young customers have sophisticated stages of volitional control over themselves when making decision concerning organic food (de Medeiros, Ribeiro & Cortimiglia, 2016).

The results indicated that there is a significant positive relationship between moral norms and 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. Rana and Paul (2017) find that moral norm is an additional predictor of an individual's intention to perform in an ecofriendly manner. Saleki et al. (2012) find that moral norm is related to pro environmental actions. Saraiva et al. (2020) remark that in the context of pro-environmental behavior, the purchase of organic food can be considered a moral behavior.

The findings indicated that there is a significant positive relationship between ethical self-identity and intention to purchase organic food by 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 purchase intention of organic food. Beldad and Hegner (2018) find that ethical self-identity is a significant factor in the purchase intention of fair-trade products. Lemon and Verhoef (2016) state that ethical self-identity positively affects consumer purchase intention and behavior.

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 findings are consistent with the results of prior empirical studies. Kröger and Schäfer (2014) explain that the major motivator for the purchase of organic food is health consciousness. Kushwah et al. (2019) find out that health consciousness and value proposition are the key factors in the purchase of organic food by consumers. Organic food is healthier compared to conventional food. According to Fu, Ju and Hsu (2015), consumers

develop a favourable attitude about the purchase intention of organic food as they become more cognizant.

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. In addition, the findings indicated that attitude towards organic food mediates the relationship between environmental consciousness and purchase intention of organic food. The findings are consistent with the results of previous empirical studies. Van loo et al. (2013) and Irianto (2015) discover a significant association between environmental consciousness and attitude towards organic food. Ghazali et al. (2017) report that attitudes towards organic products is positively related to environmental value. According to Lee and Yun (2015), consumers are willing to contribute to protecting the environment through the purchase of organic food. Manuela et al. (2013) emphasise that ethical consumerism is categorised under the umbrella of consumer activism because it involves the purchase of ethical products with little social and environmental costs.

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. In addition, the findings indicated that attitude towards organic food does not mediate the relationship between appearance consciousness and purchase intention of organic food. The findings of this study are inconsistent with previous studies on organic products and appearance value. The findings may be since other studies that examined organic products and appearance values focused on ethical clothing and apparels and other ethical products rather than organic food. Jain et al. (2013) report that young customers are concerned about their physical appearance when buying fashion clothing and luxury apparel. The study by Kim and Chung (2011) find that appearance consciousness is a predictor of customers' attitudes to purchase of organic products.

The results indicated that there is a significant positive relationship between intention to purchase organic food and actual purchase 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 behavior. This is consistent with the TPB that when a behavior is voluntary in nature, ethical products and purchase intention are the key indicators of actual purchase (Seegebarth et al., 2016). According to marketers and practitioners, their solutions to environmental concern is through green lifestyle and organic food purchase. Green purchase behavior refers to the purchase of environment-friendly products that is harmless for the environment as well as for society (Paul, Modi & Patel, 2016). Han (2015) remarks that the purchasing behavior of individuals must consider environmental and ethical issues.

6.5. RECOMMENDATIONS

The findings of the study showed that two TPB constructs (attitude and perceived behavioural control are significantly related to intention to purchase organic food by young consumers. The addition of moral norms and ethical self-identity improved the predictive validity of the theory. Both constructs are significantly related to intention to purchase organic food. Furthermore, health and environmental consciousness indirectly affect purchase intention through attitude. Finally, the study found that intention is a predictor of attitude. Based on the findings of the study, the following recommendations are made to improve the purchase of organic food by young consumers. 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. Universities and secondary schools should be visited by manufacturers and marketers of organic food. 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 low use of pesticide 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. This

will help consumers to identify with organic food as an ethical product. Therefore, it is significant for organic food sellers to keep these standards and goals in mind when manufacturing, pricing, designing, promoting, and marketing organic food. Discounts should be offered for the purchase of organic food by marketers. Many farmers should be encouraged to grow organic food. This can be done through government agencies and trade association's that support food production. Organic food has been recognised in South Africa for its health benefits. 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.

6.6. LIMITATIONS AND SUGGESTED AREAS FOR FUTURE RESEARCH

The study has some limitations. 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 generalisability 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. Introspective ability or the respondents may not be able to assess themselves accurately. Therefore, a mixed research approach that uses both self-administered questionnaires and interviews will enable the researcher to obtain more information from young consumers. In addition, instead of only focusing on consumers, a study that takes into consideration marketers and their opinions will help to improve the results. Therefore, other studies should use a hybrid research design method and focus on both consumers and marketers. The study used the convenience sampling method, and this limits the representativeness and generalisability of the findings. Other studies can focus on university students who are also young consumers, obtain a sampling frame from a department in a university and use the probability sampling method. The study used the cross-sectional research

approach and data was collected once from the respondents. This was done because of cost and time constraints. Cross sectional surveys are limited by their ability make causal inference. Other studies can use the longitudinal approach to improve cause and effect. There are three main constructs of the TPB. These are attitude, subjective norms, and perceived behavioural control. The study only focused on three value constructs (health, environmental and appearance consciousness) as antecedents of attitude towards organic food. 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. Studying both mediation and moderation helps to better understand variables that can intervene between constructs and improve the usefulness of a model. Individual factors such as gender and environmental concern can affect the purchase of ethical products. Other studies can examine the moderating effects of gender and environmental concern of young consumers in the relationship between intention and actual purchase behaviour. Finally, the study only used the Theory of Planned Behaviour in determining the intention and behaviour of young consumers in the context of the purchase of organic food. There are many other theories/models that have been developed as backgrounds for ethical and pro-environmental products. These include the Norm Activation Theory, the Value-Belief-Norm theory, and the Goal Framing Theory. An integrated model that combines these theories will help to improve the understanding of the factors that can determine the purchase of organic food. Therefore, other studies can develop an integrated model that combines two or more theories to study the antecedents of the purchase of organic food.

6.7 CONCLUSION

The study focused on the determinants of young consumers' intention to purchase organic food by extending the TPB. The study was premised on the following objectives. (1) to determine the effects of TPB constructs (attitude, subjective norms, and perceived

behavioral control) on young consumers' intention to purchase organic food. (2) To investigate whether the extended TPB model will 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 two personal factors (moral norms and ethical self-identity) as predictors of purchase intention. (3) to investigate if attitude towards organic food mediates the relationship between health, appearance and environmental consciousness and purchase intention (4) to determine the effect of intention on actual purchasing behavior of young consumers and (5) to develop and test a unique multi-dimensional model of young consumers' intention to purchase organic food. The study achieved its objectives. The study confirmed the applicability of the TPB and an extended model that include moral norms and ethical self-identity as determinants of the purchase of organic food by young consumers. The study confirmed the mediating effect of attitude in the relationship between three value constructs and intention. The study confirmed that intention is a predictor of behaviour in line with the TPB. Finally, the study developed and tested a unique model of the antecedents of the purchase of organic food by young consumers.

6.8 SUMMARY

The chapter focused on the conclusion and recommendations of the study. The chapter revisited the research objectives and hypotheses. In addition, the chapter discussed the findings of the study and related the results to past empirical studies. Based on thhe findings of the study, the study suggested recommendations to improve the purchase of organic food by young consumers. In addition, the limitations and areas for further studies were explained. Finally, the chapter concluded that the study achieved its objectives.

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Appendix A Questionnaire

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Tel: (015)268 3159, Email: fatoki.olawale@ul.ac.za

Marokhu MK (cell no: 0768517433 & E-mail: morokhukoketso@gmail.com)

I am Monnye Koketso Marokhu, a master's student in the Department of Business Management, University of Limpopo. I am conducting research on "young customers' intention to purchase organic food". The purchase of organic food can help to improve the environment because organic food is grown with little or no environmental damage. This is important because of the environmental challenges that the world currently faces. I request that you participate in my research by completing this questionnaire. Completing this questionnaire will take approximately 15 minutes of your time and I will appreciate your corporation. The information will be used for academic purposes and will be treated with confidentiality and anonymity. You are free, at any time not to continue to participate in the survey. Your participation in the survey is also voluntary. My details and those of my supervisor (Professor Fatoki) are listed above. I will be willing to give you the summary of my report if you want it.

_____ _____

Respondent's signature Date:

Section one: Demographic information

This section contains items regarding your demographic characteristics This information will be used to describe the group of people that completed the questionnaire. Please tick the relevant box below with X

1. Please state your gender

Male		Female	

2. Please indicate your age

18-19 years	20-25 years		26-30 years		31-35 years

3. Please indicate your level of education

Below Matric	Matric	Above Matric

Section two: Factors influencing the purchase of organic food.

For the following questions please put X in the number which best describes the factors that can influence your intention to purchase organic food (1= strongly disagree, 2= Disagree,3= neutral, 4= agree, 5= strongly agree)

Theory of Planned behavior

No	Measures	1	2	3	4	5
1	**Attitude towards organic food**					
	I think that purchasing organic food would be a good idea					

	I think that purchasing organic food would be desirable					
	I think that purchasing organic food would be beneficial					
	I think that purchasing organic food would be wise					
2	**Subjective Norms**					
	Most people that I value would buy organic food					
	My family thinks that I should buy organic food					
	Most friends whose opinions regarding personal care products are important to me think that I should buy organic food					
	If I buy organic food, this can influence other people to buy organic food					
3	**Perceived Behavioral control**					
	If I wanted to, I could buy organic food					
	It is mostly up to me whether to buy organic food					
	I have resources and time to buy organic food					

Factors influencing consumer attitude towards organic food

No	Measure	1	2	3	4	5
4	**Health Consciousness**					

	I reflect about my health a lot.					
	I am very self-conscious about my health.					
	I consider myself a health-conscious consumer					
	I really think often about whether everything that I do is healthy					
	I believe that organic food contains more natural ingredients than conventional food and this can improve my health.					
5	**Environmental Consciousness** I often discuss environmental issues with my friends					
	I become incensed when I think about the harm being done to plant and animal life by pollution.					
	Humans must strive for harmonic coexistence with nature for survival					
	Production of organic products is environmentally friendly					
6	**Appearance Consciousness**					
	I have the impression that purchasing organic food can improve my appearance.					
	What I look like is an important part of who I am					
	I'm usually aware of my appearance					
	I Think about how I look in everyday life					
7	**Ethical Self Identity** I think of myself as an ethical consumer.					

	I think of myself as someone who is concerned about ethical issues					
	I think of myself as a person who is interested in ethical consumption					
8	**Moral Norms** Purchasing organic food rather than conventional food would make me: Feel like making a personal contribution to something better					
	The purchase of organic food instead of conventional one makes me a better person					
	I believe that choosing organic food is a right decision					
	I get a good conscience about myself if I choose organic food.					

Section C: Purchase Intention and Purchase Behavior

9	**Purchase Intention** I am willing to buy organic food I plan to buy organic food. I intend to buy organic food I intend to consume organic foods in the future				
10	**Purchase Behavior** I have been purchasing organic food for a regular basis I have been purchasing organic food to fulfill my daily needs I often purchase organic food products				

THANK YOU FOR YOUR TIME, OPINION AND COOPORATION

APPENDIX B: PERMISSION LETTER

PERMISSION LETTER TO CONDUCT RESEARCH

Request for permission to conduct a research study at the university.

I am Monnye Koketso Marokhu, a master student in the Department of Business Management at the University of Limpopo. As part of my studies, I am conducting research titled **"YOUNG CUSTOMERS' INTENTION TO PURCHASE ORGANIC FOOD IN SOUTH AFRICA: EXTENDING THE THEORY OF PLANNED BAHAVIOUR"**

The purchase of organic food can help to improve the environment because organic food is grown with little or no environmental damage. This is important because of the environmental challenges that the world currently faces. I request that you participate in my research by completing this questionnaire. The findings of this study will remain confidential and anonymous. The names, addresses and contact details of the participants will not be mentioned in the research report. I will be willing to give you the summary of the findings of the research.

For any additional information you can contact me, Monnye Koketso Marokhu, cell no: (0768517433) and email: morokhukoketso@gmail.com for the confirmation of my research.

Your approval to conduct this study will be greatly appreciated.

Sincerely

Monnye Koketso Marokhu

DEPARTMENT OF BUSINESS MANAGEMENT

UNIVERITY OF LIMPOPO

APPENDIX C: CONSENT FORM

CONSENT FORM FOR PARTICIPATION IN AN ACADEMIC RESEARCH STUDY.

Research conducted by:

Monnye Koketso Marokhu

Cell no: 0768517433

Email: morokhukoketso@gmail.com

Dear participant

You are invited to participate in an academic study conducted by Monnye Koketso Marokhu a master student in the Department of Business Management at the University of Limpopo.

Purpose of the study

The purpose of the study is to investigate the **"YOUNG CUSTOMER INTENTION TO PURCHASE ORGANIC FOOD IN SOUTH AFRICA: EXTENDING THE THEORY OF PLANNED BEHAVIOUR"**

The purchase of organic food can help to improve the environment because organic food is grown with little or no environmental damage. This is important because of the environmental challenges that the world currently faces. I request that you participate in my research by completing this questionnaire.

Please note the following:

- This study will include a distribution of a self-administered questionnaire, where you will be required to fill in answers in the given questionnaire.
- Your responses to this research will be anonymous. Your names and addresses will not appear in the research report and the answers you give will be kept confidential. Your identity cannot be revealed because of the provided answers in your questionnaire.

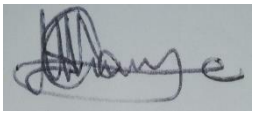
- Your participation in this study is voluntarily. You may choose to take part in this study or withdraw from participation without any negative concerns. The results of this research will be used for academic purpose only and may be published in an article. A summary of the findings will be provided on request.
- Respect and dignity will be ensured when participating in this study, politeness, obedience and following the rules will ensure a good communication between the participant and the researcher. The information and comments given will be respected and used effectively.
- There will be no physical risks, economic risks or social risks involved when participating in this study.
- If you have questions or comments about this study, please contact my study supervisor, Professor Olawale Fatoki, tell no: (015) 268-2646 and email: olawale.fatoki@ul.ac.za.

Consent

I have read and understand the information provided above. I understand that my participation is voluntary, and I give my consent to participate in this study.

Participant's signature _____ Date_____

I believe the participant is giving informed consent to participate in this study.

Researcher's signature:  Date: 25/05/202

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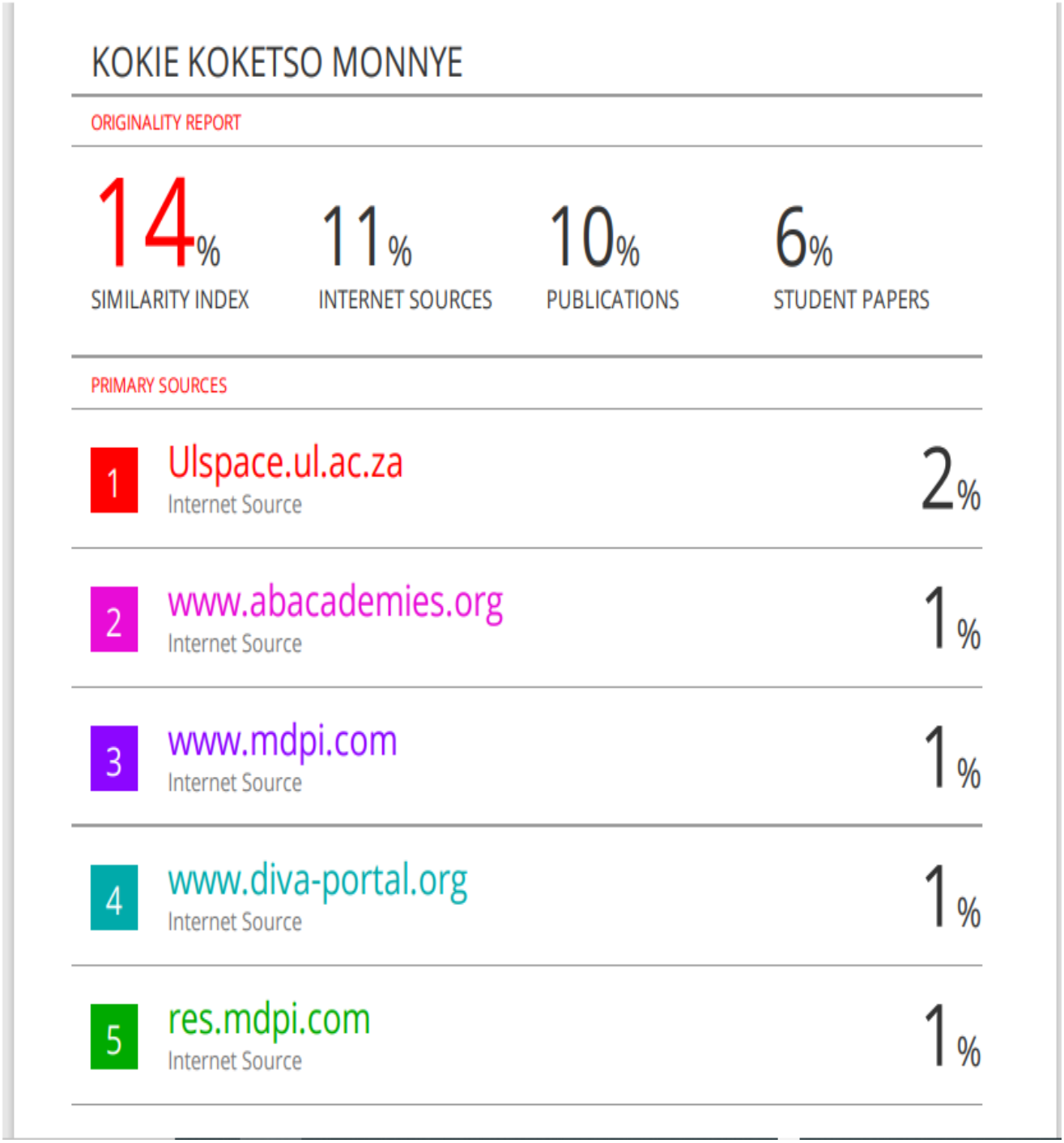

KOKIE KOKETSO MONNYE

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