IJFANS INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES
ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 12, Iss 01, 2023

REPEAT PURCHASE BEHAVIOUR OF INDIAN CONSUMERS TOWARDS ORGANIC FOOD PRODUCTS USING EXTENDED THEORY OF PLANNED BEHAVIOR: ROLE OF TRUST AND ENVIRONMENTAL CONCERN

[1]Anju Yadav, [2]Dr Sunil Kumar

[1]Research Scholar, Faculty of Commerce & Management, SGT University, Gurugram, Haryana, India,

[2]Associate Professor, Faculty of Commerce & Management, SGT University, Gurugram, Haryana, India,

yadavanju1606@gmail.com skvermamc@gmail.com

Abstract:

Organic food may become more popular as a result of the ongoing shift in consumer attitudes towards organic products; for this reason, it is crucial to research consumer repeat purchase behavior for organic food in emerging nations like India. The repeat purchase habits of consumers in Delhi NCR areas were examined in this study. This study's sample consisted of people who were already customers and had made many purchases, in contrast to earlier research that primarily used random individuals. More precisely, by adding environmental concern and trust variables to the extended Theory of Planned Behavior model, this discrepancy was investigated for repeated purchases. An offline survey was utilized to gather data from 446 customers, and structural equation modeling was employed to analyze the result. This work primarily validates the usefulness of the extended model, and it shows that the model's predictive ability is higher than that of the basic model. Furthermore, trust and environmental concern have a positive effect on repeat purchases of organic food products. In conclusion, the relationship between trust, environmental concern, and the extended theory of planned behavior towards repeated purchases of organic food is mediated by purchase intention and actual buying behavior.

Keywords: Theory of Planned Behavior, Organic Food Products, Trust, Environmental Concern, Repeat Purchase Behavior.

Introduction:

The increasing demand for organic food is driven by a growing awareness of its health and environmental benefits, making it a key player in the shift toward sustainable consumption. Unlike conventional food, organic products are cultivated through agroecological methods that prioritize renewable and natural resources while minimizing the use of synthetic chemicals, pesticides, and genetically modified organisms (GMOs). This not only enhances consumer trust in the quality and ethical production of organic food but also reinforces their decision to continue

purchasing it (Lee & Yun, 2015; Farias et al., 2019). Repurchasing behavior is largely influenced by consumer motivation, which stems from their health consciousness, ethical values, and environmental concerns. As people become more informed about the harmful effects of synthetic additives in food production, they tend to develop stronger preferences for organic products, leading to consistent purchasing habits (Thanki et al., 2022; De Toni et al., 2018; Farias et al., 2019). However, research suggests that while attitudes toward organic food are generally positive, they do not directly lead to purchasing behavior. Instead, other factors such as social norms, perceived behavioral control, and trust play a crucial role in driving repeat purchases (Tandon et al., 2020).

To better understand these psychological influences, this study applies the extended Theory of Planned Behavior (TPB) (Ajzen, 1991), which suggests that an individual's intention—shaped by perceived behavioral control, attitude, and subjective norms—strongly determines their behavior. TPB has been widely used in studies related to pro-environmental behavior, healthy eating, and health-conscious purchasing decisions (Kamboj et al., 2023; Sultan et al., 2020; Tandon et al., 2021). In this extended framework, trust and environmental concern are incorporated as additional variables influencing the repeat purchase of organic food. As global environmental awareness rises, consumers are increasingly interested in the sustainability impact of businesses and products, making trust in organic food production, certification, and quality an essential factor in their purchasing choices (Sultan et al., 2020). Compared to conventional food, organic food carries stronger environmental claims, making trust a critical component of consumer confidence. With higher living standards and better access to information, modern consumers are now more capable of making informed food choices, particularly regarding sustainability. This shift has led to the rise of "green consumerism," where environmentally conscious consumers actively seek eco-friendly products. As a result, the organic food market is expected to continue expanding as consumers prioritize sustainable consumption practices that align with their values and long-term environmental responsibility.

This study bridges a critical gap in the existing literature on organic food consumption by exploring the key factors that drive Indian consumers' intentions to repurchase organic food products. By identifying the psychological, social, and environmental motivations influencing their buying behavior, this research provides valuable insights into the growing shift toward sustainable consumption. Furthermore, by developing a comprehensive theoretical framework, this study uncovers the intricate relationships among the variables shaping consumer repurchase decisions. The findings not only contribute to the academic discourse on organic food consumption but also offer practical implications for businesses and policymakers striving to promote eco-friendly consumer habits.

Literature Review and Hypothesis Development:

India's Organic Food Market and Organic Food

Willer and Lernoud (2019) highlight a key challenge for organic food marketers—the demand for organic food is heavily concentrated in developed nations like the U.S. and Europe, while over 80% of global organic food production comes from developing countries. Asia leads in the number of organic producers, with India ranking third in global sales and having the highest number of organic farmers (Willer et al., 2021). India's organic food sector, growing at a CAGR of 25%, is valued at USD 6 billion and is expected to surpass USD 15 billion by 2025. The country is gaining global recognition, with exports reaching approximately USD 757 million in 2018–2019, reflecting a 49% increase from the previous year (Sally, 2019). Despite its strong production capabilities and rising environmental awareness, domestic demand for organic food in India is still in its early stages, with metropolitan cities showing the highest demand (Prakash et al., 2018; Yadav & Pathak, 2016; Tandon et al., 2020; Basha & Lal, 2019). Experts suggest that the future growth of India's organic market will depend on understanding consumer motivations and their willingness to pay premium prices for organic products (Singh & Verma, 2017).

Organic food production primarily aims to preserve natural resources, protect land and water, and create a healthier environment for current and future generations. It includes both plantbased crops and animal products such as dairy, eggs, and meat, all of which must be raised without antibiotics, growth hormones, or synthetic additives. Unlike conventional farming, organic farming avoids radiation, most synthetic pesticides, and artificial fertilizers. To ensure compliance with organic standards, a government-approved certifier inspects farms before labeling products as "organic," verifying adherence to USDA organic criteria (Pandey et al., 2019). With growing global and domestic interest, India's organic food sector has the potential to expand significantly, provided that awareness and accessibility improve alongside sustainable farming practices.

Theory of Planned Behaviour

(Ajzen, 1991) developed the theory of planned behavior (TPB), which uses behavioral intention (BI) as a concept to explain behavior and seeks to understand the variables that influence an individual's behaviors. Personal attitudes (ATT) toward the conduct of interest, perceived behavioral control (PBC), and subjective norms (SNs) all influence an individual's buying intention. Regarding a specific action, consumer attitudes reflect their assessments and opinions-both favorable and unfavorable about that conduct. A subjective norm describes how much a person's objectives are impacted by the amount of support they receive from friends, family, coworkers, or anybody else they depend on. Perceived behavioral control communicates an individual's thoughts and feelings regarding their capacity to engage in a specific activity shape their intention and ensure actions. Other recommendations include adding new constructs or rotating the variables' orientation to make the TPB framework more complete. We also take into account the two elements, which are an environmental concern and trust in the TPB framework to study customers' repeated purchases of organic food products. The environment is becoming a

more pressing concern for consumers worldwide. They want to know about companies, products, and procedures that might have an impact on the environment. Because they are worried about the effects on the environment, consumers are eager to buy organic foods. Because organic stores are difficult to discover or have extremely specialized locations in underdeveloped nations, convenience in purchasing organic food is a critical element influencing consumer behavior. One of the most important and influential aspects is trust, which may be sustained by regular use. In India, sales of organic food have increased significantly throughout the past ten years. In addition to discussing how trust & certification play a big part in influencing customers, (Misra & Singh, 2016)study clarified that the aim of consumers purchasing organic food was mostly driven by worries about food safety and health. Several studies have established a strong and positive correlation between various psychological and behavioral factors—Attitude (ATT), Perceived Behavioral Control (PBC), Subjective Norms (SN), Environmental Concern (EC), Trust (T), Purchase Intention (PI), and Actual Buying Behavior (ABB)—in influencing consumer preferences for naturally produced products (Ahmed et al., 2021; Prakash et al., 2023; Lin et al., 2021; Ajzen, 1991). Attitude reflects a consumer's overall evaluation of organic products, while perceived behavioral control represents their confidence in their ability to purchase them. Subjective norms, influenced by societal and peer opinions, play a crucial role in shaping consumer decisions. Meanwhile, environmental concern and trust in organic food production further strengthen purchase intentions, as consumers increasingly seek products that align with their ethical and sustainability values. Purchase intention acts as a direct precursor to actual buying behavior, demonstrating that a higher inclination toward organic food translates into repeated purchases. These interconnections, backed by an extensive review of existing literature, form the foundation for the hypotheses developed in this study, providing a structured framework to analyze customers' repurchase behavior toward organic products.

Hypothesis 1: ATT(Attitude) toward organic food products has a positive effect on PI.

Hypothesis 2: SN (Subjective Norm) about organic food products has a positive effect on PI.

Hypothesis 3: PBC (Perceived Behavioral Control) has a positive effect on PI's purchase of organic food products.

Hypothesis 4: EC (Environmental Concern) has a positive effect on PI's purchase of organic food products.

Hypothesis 5: T(Trust) has a positive effect on PI to purchase organic food products.

Hypothesis 6: PI (Purchase Intention) towards organic food products has a positive effect on ABB.

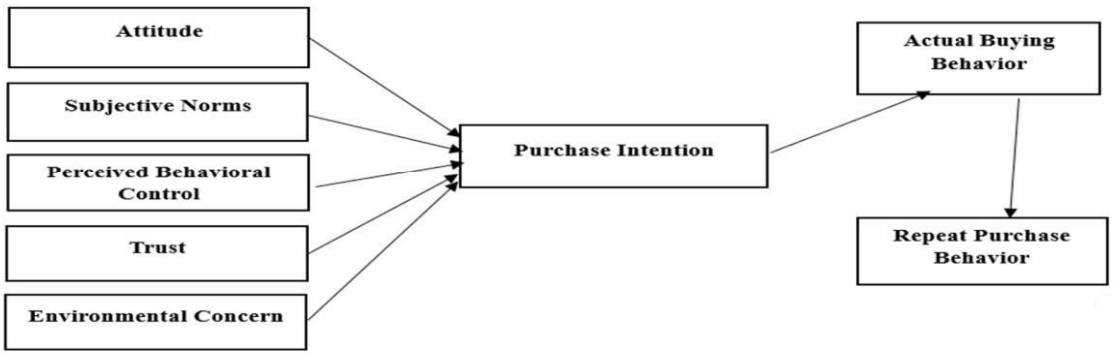
Hypothesis 7: ABB (Actual Buying Behavior) towards organic food products has a positive effect on RPB.

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 12, Iss 01, 2023

Research Methodology:

This descriptive study was conducted in the Delhi NCR region to investigate the factors influencing consumer behavior toward organic food products. The research employed purposive (judgmental) sampling to identify participants, ensuring the respondents were current buyers of organic food products. This targeted approach allowed for the collection of relevant data from individuals with firsthand experience and engagement in purchasing organic food items. To facilitate data collection, a structured questionnaire was designed, encompassing key constructs critical to the study. The questionnaire was divided into sections addressing trust, environmental concern, attitude, perceived behavioral control, subjective norms, purchase intention, actual buying behavior, and repeat purchase behavior. These components were selected based on their established relevance in consumer behavior theories and previous literature. Each section contained items specifically formulated to measure the constructs in a clear and precise manner. A total of 446 fully completed questionnaires were collected, representing the study's dataset. Participants recorded their responses on a five-point Likert scale, with options ranging from "1 - Strongly Disagree" to "5 - Strongly Agree." This scaling method provided a standardized approach to gauge the intensity of participant agreement or disagreement with the statements, ensuring consistency in data interpretation. For data analysis, the study employed partial least squares structural equation modeling (PLS-SEM), a robust statistical technique suited for complex models involving latent variables. PLS-SEM was

chosen for its ability to handle multiple relationships simultaneously and its flexibility in working with smaller sample sizes compared to other modeling techniques. This method enabled the researchers to test the hypothesized relationships between constructs and evaluate the overall model's reliability and validity. By integrating a targeted sampling approach, a carefully structured questionnaire, and advanced statistical methods, the study ensured the reliability and validity of its findings. This methodology provides a strong foundation for exploring the interplay of various psychological and behavioral constructs in shaping consumer behavior toward organic food products. The interaction between several decisional standards and repeated purchase behavior is explained by the conceptual model (Fig. I) Fig I. Conceptual model:



Proposed Conceptual Model

Results & Discussion:

The results of the study were analyzed using partial least squares structural equation modeling (PLS-SEM), a statistical approach particularly suited for examining complex relationships between multiple constructs. To ensure a thorough and reliable analysis, a two-step technique was adopted. This approach involved an initial evaluation of the measurement model followed by an assessment of the structural model (Hair et al., 2011).

In the first step, the measurement model was rigorously tested for validity and reliability. Construct validity was assessed using convergent and discriminant validity tests. Convergent validity was established by examining the average variance extracted (AVE), ensuring that each construct adequately captured the variance of its indicators. Discriminant validity, on the other hand, was confirmed through the Fornell-Larcker criterion and cross-loading analysis, ensuring that constructs were distinct from one another. Reliability was determined by calculating

Cronbach's alpha and composite reliability (CR) values for each construct, ensuring internal consistency.

The second step involved evaluating the structural model to examine the hypothesized relationships between constructs. Path coefficients were calculated to assess the strength and direction of relationships among variables such as trust, environmental concern, attitude, purchase intention, and repeat purchase behavior. The significance of these path coefficients was tested using bootstrapping techniques, providing a robust measure of statistical significance. Multicollinearity was checked using the variance inflation factor (VIF), ensuring that the data did not exhibit high interdependence among predictor variables, which could compromise the results.

Evaluation of the measuring model:

According to (Henseler et al., 2009), measuring the model is necessary in order to evaluate the content validity, convergent validity, discriminant validity, internal consistency, and individual item dependability. Outer loadings of items associated with a specific dimension were used to evaluate individual item dependability; according to (Hair et al., 2011), these values should range from 0.40 to 0.70. All of the values for this study were higher than 0.5 (Table I). The threshold values for the constructs in this study were between 0.733 and 0.850. (Nunnally, 1978) said that the value of Cronbach's alpha should be more than 0.7. According to (Bagozzi & Yi, 1988) research, composite reliability must be at least 0.7. The study's CR coefficient values fell between 0.845 to 0.909. According to (Fornell & Larcker, 1981), recommendation, the average variance extracted (AVE) should be less than or equal to 0.5.

Construct	Item Code	Loading	Cronbach's alpha	CA	CR	AVE	VIF
ABB	ABB1	0.888	0.850	0.851	0.909	0.769	2.261

	ABB2	0.881					2.238
	ABB3	0.862					1.858
ATT	ATT1	0.833	0.784	0.787	0.874	0.698	1.557
	ATT2	0.852					1.876
	ATT3	0.821					1.613
EC	EC1	0.875	0.780	0.789	0.873	0.697	1.963
	EC2	0.865					1.985
	EC3	0.760					1.362
PBC	PBC1	0.749	0.767	0.803	0.863	0.678	1.483
	PBC2	0.851					1.659
	PBC3	0.866					1.584
PI	PI1	0.837	0.772	0.777	0.868	0.687	1.650
	PI2	0.790					1.466
	PI3	0.858					1.689
RPB	RPB1	0.864	0.740	0.767	0.851	0.657	1.597
	RPB2	0.833					1.555
	RPB3	0.728					1.349
SN	SN1	0.842	0.790	0.790	0.877	0.704	1.708
	SN2	0.822					1.538
	SN3	0.853					1.813
T	T1	0.822	0.733	0.758	0.845	0.645	1.286
	T2	0.770					1.605
	T3	0.816					1.686

(Source: SmartPLS) (Table I: Measurement model assessment)

The table presents a detailed assessment of the measurement model, showcasing key metrics for evaluating the reliability and validity of the constructs used in the study. The constructs include Actual Buying Behavior (ABB), Attitude (ATT), Environmental Concern (EC), Perceived Behavioral Control (PBC), Purchase Intention (PI), Repeat Purchase Behavior (RPB), Subjective Norms (SN), and Trust (T). Each construct is measured using multiple items (e.g., ABB1, ATT1, etc.), with their respective loadings, reliability coefficients, and validity measures provided. The item loading for all constructs range from 0.728 to 0.888, indicating strong correlations between the individual items and their respective constructs. With all loadings exceeding the acceptable

threshold of 0.7, it is evident that the items are well-aligned with their intended constructs. Reliability analysis further supports this, as Cronbach's alpha values range from 0.733 to 0.850, surpassing the minimum acceptable value of 0.7, ensuring internal consistency. Similarly, Composite Reliability (CR) values consistently exceed 0.8, reinforcing the constructs' reliability in measuring the intended variables. Convergent validity is also established, as the Average Variance Extracted (AVE) values range from 0.645 to 0.769, exceeding the minimum threshold of 0.5 and confirming that the constructs explain a significant portion of the variance in their respective items. Additionally, the VIF values for all items fall between 1.349 and 2.261, staying well below the threshold of 3. This confirms the absence of multicollinearity, ensuring that the items within each construct do not exhibit excessive intercorrelation. The results demonstrate that all constructs meet the criteria for reliability and validity. High factor loadings confirm that the measurement items are appropriately capturing their respective constructs. The Cronbach's alpha and CR values validate the internal consistency, while the AVE values confirm that each construct demonstrates strong convergent validity. Furthermore, the low VIF values indicate that the model is free from multicollinearity issues, ensuring the robustness of the structural equation modeling results. This comprehensive evaluation of the measurement model establishes a strong foundation for further analysis of the relationships between the constructs, supporting the validity of the study's conceptual framework.

Discriminate Validity:

	ABB	ATT	EC	PBC	PI	RPB	SN	T
ABB	0.877							
ATT	0.658	0.836						
EC	0.718	0.673	0.835					
PBC	0.661	0.648	0.620	0.824				
PI	0.715	0.615	0.692	0.600	0.829			
RPB	0.597	0.418	0.534	0.504	0.613	0.81		
SN	0.720	0.598	0.635	0.623	0.627	0.536	0.839	
T	0.558	0.605	0.570	0.572	0.556	0.452	0.497	0.803

(Source: SmartPLS) (Table II. Discriminate validity)

The table presents the discriminant validity assessment of the constructs in the study, using the Fornell-Larcker criterion. Discriminant validity ensures that each construct is distinct from the others, indicating that they measure unique aspects of the conceptual model. The diagonal values

in bold represent the square root of the Average Variance Extracted (AVE) for each construct, while the off-diagonal values show the inter-construct correlations. The bold diagonal values, such as 0.877 for Actual Buying Behavior (ABB) and 0.836 for Attitude (ATT), represent the square root of the Average Variance Extracted (AVE) for each construct. Since all diagonal values exceed the corresponding inter-construct correlations in the same row and column, discriminant validity is confirmed, meaning each construct explains more variance in its own indicators than it shares with other constructs. The off-diagonal values, representing inter-construct correlations than it shares with other constructs. The off-diagonal values, representing inter-construct correlations (e.g., ABB and ATT: 0.658, ABB and EC: 0.718), indicate moderate relationships between constructs. These correlations fall within acceptable ranges, demonstrating that the constructs are related yet distinct. Notably, ABB exhibits stronger correlations with Purchase Intention (PI) at 0.715 and Environmental Concern (EC)

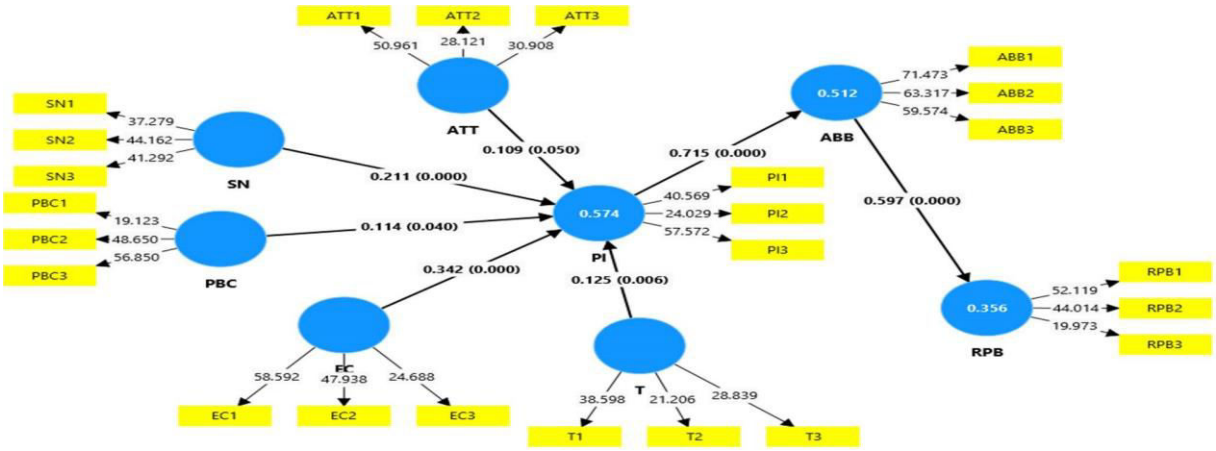
at 0.718, highlighting meaningful connections between these factors. Furthermore, the independence of constructs indicating Actual Buying Behavior (ABB), Attitude (ATT), Environmental Concern (EC), Perceived Behavioral Control (PBC), Purchase Intention (PI), Repeat Purchase Behavior (RPB), Subjective Norms (SN), and Trust (T) is well established. Each construct is more effective at predicting its own indicators rather than explaining other constructs, reinforcing the structural integrity of the model.

This table confirms that the constructs in the study meet the Fornell-Larcker criterion for discriminant validity. The diagonal values being consistently higher than the off-diagonal correlations indicate that each construct is statistically distinct, minimizing concerns about overlap or redundancy among variables. This robust discriminant validity supports the reliability of the conceptual model and enhances confidence in the subsequent structural equation modeling analysis.

Evaluation of the structural model.

To identify the path coefficients and their relevance, this study used PLS bootstrapping with 5000 bootstraps and 446 samples. The assessment derived from the structural model is displayed in Figure II. The structural model is employed to evaluate the interdependent variable's linear regression effects on one another. Path co-efficient, p-value, and coefficients of determination R^2 were employed in a PLS evaluation of the model (Hair et al., 2011) (Table III). R^2 values of 0.60,0.33, and 0.19, according to (Cohen, 2013), are significant, moderate, and weak, in that order. The current study's R^2 value of 0.356 shows that ATT, PBC, SN, T, EC, PI, and ABB accounted for 35.6% of the variation in repeated purchase behavior (Table III).

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 12, Iss 01, 2023



(Source: SmartPLS) (Figure II. Structural model)

Hypothesis	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T values	P values	Decision
H1	ATT -> PI	0.109	0.112	0.056	1.964	0.05	Accepted
H2	SN -> PI	0.211	0.209	0.053	3.977	0.00	Accepted
H3	PBC -> PI	0.114	0.115	0.056	2.051	0.04	Accepted
H4	EC -> PI	0.342	0.34	0.056	6.064	0.00	Accepted
H5	T -> PI	0.125	0.128	0.045	2.749	0.006	Accepted
H6	PI -> ABB	0.715	0.717	0.032	22.537	0.00	Accepted
H7	ABB -> RPB	0.597	0.6	0.039	15.266	0.00	Accepted

(Source: SmartPLS) (Table III: Testing hypotheses and path coefficient)

The hypothesis testing results, analyzed using SmartPLS for path coefficient analysis, provide valuable insights into the factors influencing organic food purchase behavior. The relationships among the study's constructs were assessed based on key statistical parameters, including the original sample, sample mean, standard deviation, t-values, and p-values, determining the significance of each hypothesis. The findings confirm several significant relationships, offering empirical support for the proposed model.

Hypothesis 1 (H1) confirms that attitude (ATT) positively influences purchase intention (PI), with an original sample value of 0.109, a t-value of 1.964, and a p-value of 0.05. This suggests that consumers with a positive perception of organic food are more likely to develop an intention to purchase it. Similarly, subjective norms (SN) significantly impact purchase intention (H2), with a sample value of 0.211, a t-value of 3.977, and a p-value of 0.00, indicating that social influence plays a crucial role in shaping consumer buying decisions. Consumers who believe that organic food consumption is socially accepted and encouraged by their peers and family are more inclined to make a purchase. Hypothesis 3 (H3) establishes that perceived behavioral control (PBC) positively affects purchase intention, with a sample value of 0.114, a t-value of 2.051, and a p-value of 0.04. This finding suggests that consumers who feel confident in their ability to access and afford organic food products exhibit stronger purchase intentions. Among all constructs, environmental concern (EC) (H4) emerges as the most influential factor affecting purchase intention, with a sample value of 0.342, a t-value of 6.064, and a p-value of 0.00. This highly significant relationship indicates that environmentally conscious consumers are more motivated to choose organic products, reinforcing the growing awareness of sustainability in purchase decisions. Trust (T) (H5) is also found to play a crucial role in shaping purchase intention, with a sample value of 0.125, a t-value of 2.749, and a pvalue of 0.006. This suggests that consumers' confidence in organic certifications, labeling, and brand authenticity significantly influences their decision to buy organic food. The study further confirms that purchase intention strongly drives actual buying behavior (ABB) (H6), with a high sample value of 0.715, a t-value of 22.537, and a p-value of 0.00. This robust relationship underscores the importance of intention in converting potential buyers into actual consumers. Additionally, actual buying behavior (ABB) significantly influences repeat purchase behavior (RPB) (H7), with a sample value of 0.597, a t-value of 15.266, and a p-value of 0.00. This finding emphasizes that once consumers experience and adopt organic food products, they are more likely to continue purchasing them, highlighting the role of consumer satisfaction and trust in fostering long-term loyalty.

Overall, the study validates all proposed hypotheses, demonstrating meaningful relationships between consumer attitudes, perceptions, purchase intentions, and actual buying behavior. The results indicate that Environmental Concern (EC) has the strongest influence on Purchase Intention (PI), followed by Trust (T) and Subjective Norms (SN). Additionally, the strong link between Purchase Intention (PI) and Actual Buying Behavior (ABB) reinforces the predictive power of PI in driving consumer actions. These findings provide empirical support for the conceptual framework and offer valuable insights for marketers, policymakers, and businesses seeking to promote organic food consumption by focusing on trust-building, environmental awareness, and enhancing perceived value.

In light of the reflecting character of the measurements, this study used the cross-validated redundancy metric (Q^2) to assess the predictive significance of the model (Ringle et al., 2012). When a reflecting endogenous latent variables Q^2 value is greater than zero in the structural

equation model, it means the route model has predictive validity for that specific dependent construct. Predictive values larger than or equal to 0.35 indicates larger relevance, values between 0.02 and 0.14 suggest medium relevance, and values up to 0.02 indicate little relevance.

	R-square	R-square adjusted	Q^2predict
ABB	0.512	0.51	0.581
PI	0.574	0.569	0.557
RPB	0.356	0.355	0.281

(Source: SmartPLS) (Table IV: Evaluation of the structural model)

The table presents a comparative analysis of key statistical metrics—R-square, R-square adjusted, and Q^2 predict—across three variables: Actual Buying Behavior (ABB), Purchase Intention (PI), and Repeat Purchase Behavior (RPB). The R-square values indicate the proportion of variance in the dependent variable explained by the independent variables. ABB has an R-square value of 0.512, meaning the model accounts for 51.2% of its variance. PI demonstrates a higher R-square of 0.574, explaining 57.4% of the variance, while RPB records the lowest value at 0.356, indicating that only 35.6% of its variance is explained by the model. The R-square adjusted values, which account for the number of predictors in the model to provide a more refined measure of goodness of fit, are slightly lower than the R-square values across all three constructs. ABB's adjusted value is 0.51, PI's is 0.569, and RPB's is 0.355, suggesting that only minimal adjustments were necessary, confirming the robustness of the models. The Q^2 predict values, which evaluate the predictive power of the models using crossvalidation, highlight ABB as the strongest predictor with a value of 0.581. PI follows closely with a Q^2 predict of 0.557, while RPB exhibits the lowest predictive capability at 0.281.

Overall, PI emerges as the most effective model in terms of explaining variance, as evidenced by its higher R-square and adjusted R-square values. However, ABB demonstrates the best predictive power, as indicated by its Q^2 predict value. In contrast, RPB consistently ranks the lowest across all statistical measures, suggesting that its explanatory and predictive capabilities are weaker compared to ABB and PI.

Table V offers sufficient proof of the model's fit because the index values are substantially within acceptable limits. Standardized Root Mean Square Residual (SRMR) a value less than 0.08 is generally considered a good fit (Hu & Bentler, 1999), whereas the Normed fit index (NFI) value should be nearer to 0.9.

	Saturated model	Estimated model
SRMR	0.065	0.109

NFI	0.762	0.727

(Source: SmartPLS) (Table V: Model Fit)

This table presents a comparison of two key model fit metrics, Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI), for both the saturated and estimated models.

SRMR, which measures the discrepancy between observed and predicted correlations, indicates better model fit with lower values. The saturated model records an SRMR of 0.065, signifying a good fit with minimal residuals, whereas the estimated model has a higher SRMR of 0.109, suggesting a slightly weaker fit. Similarly, NFI evaluates the relative improvement of the model compared to a baseline, with values closer to 1 indicating a better fit. The saturated model achieves an NFI of 0.762, reflecting a fairly decent fit, while the estimated model has a slightly lower NFI of 0.727, implying a marginal decline in fit quality. Overall, the saturated model demonstrates a superior fit based on both SRMR and NFI values compared to the estimated model, though the differences remain minimal. These findings suggest that while the estimated model performs adequately, the saturated model aligns more closely with the observed data, reinforcing its stronger model fit.

Conclusion:

The study underscores that the extended Theory of Planned Behavior (TPB) model provides a significantly improved framework for predicting consumers' repeat purchasing decisions regarding organic food when compared to the original TPB model. By integrating additional constructs—namely Attitude (ATT), Trust (T), Perceived Behavioral Control (PBC), Environmental Concern (EC), and Subjective Norms (SN)—the extended model offers a more comprehensive understanding of the factors influencing consumer decision-making. These constructs collectively shape Purchase Intention (PI), which subsequently drives Actual Buying Behavior (ABB). The findings reveal that all hypothesized factors Attitude, Trust, Environmental Concern, Subjective Norms, and Perceived behavioral control exert a

statistically significant effect on Purchase Intention (PI), demonstrating their pivotal roles in shaping consumers' intentions to purchase organic food.

This enhanced framework captures the multifaceted nature of consumer decision-making processes, particularly in the context of organic food purchasing, where factors like environmental concern and trust play critical roles. Moreover, the study confirms that both Purchase Intention (PI) and Actual Buying Behavior (ABB) significantly influence Repeat Purchase Behavior (RPB). This highlights the importance of initial consumer engagement through intention and subsequent buying behavior in fostering long-term loyalty and repeat purchases.

The findings emphasize that consumer intention and behavior are key determinants of ongoing product engagement, which is crucial for the organic food market's growth and sustainability.

The analysis, conducted using SmartPLS, validates all hypothesized relationships at a significance level of 0.05, underscoring the robustness of the model. The statistical validation indicates that each factor attitude, trust, subjective norms, environmental concern, perceived behavioral control, purchase intention, and actual buying behavior has a meaningful and significant impact on Repeat Purchase Behavior (RPB).

The acceptance of all proposed hypotheses reaffirms the effectiveness of the extended TPB model in explaining and predicting repeat purchase behavior. This study's findings contribute valuable insights into the complexities of consumer behavior in the organic food sector, offering a well-rounded perspective on how various psychological and behavioral factors interplay to drive repeated engagement with organic food products.

Implications and Future Research:

The results of this study underscore the significance of incorporating a broad range of factors into predictive models of consumer behavior, particularly in the context of organic food purchases. By expanding the Theory of Planned Behavior (TPB) model to include additional psychological, social, and environmental variables, this research provides a more nuanced understanding of the drivers behind consumer decisions. Marketers, policymakers, and researchers are encouraged to consider these extended factors, as they offer valuable insights into the various motivations and barriers that influence organic food consumption.

Future research should aim to further explore the role of emerging variables—such as sustainability concerns, health awareness, or socio-demographic shifts—and how these evolving consumer trends can be integrated into predictive models. Additionally, the intersection of digital transformation, such as the influence of online reviews or social media, with traditional purchasing behavior should be investigated. This would not only enhance the accuracy and predictive power of consumer behavior models but also provide more tailored strategies for influencing purchase intentions and fostering repeat buying behavior in dynamic market environments.

In conclusion, the study validates the extended TPB model's capacity to predict consumer behavior with greater precision than the original framework by accounting for a wider array of factors that affect both purchase intention and repeat buying behavior. By emphasizing the importance of understanding the complexities surrounding consumer decision-making, this research offers valuable insights into how marketers and businesses can develop more effective strategies to influence consumer choices, drive sustainable purchasing habits, and encourage brand loyalty. The comprehensive approach adopted in this study reinforces the critical role of both intention and actual buying behavior in shaping long-term consumption patterns, providing a robust foundation for future explorations into consumer decision-making processes.

References:

Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. Journal of Environmental Planning and Management, 64(5), 796-822.

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2015). Will you purchase green products? The joint mediating impact of environmental concern and environmental responsibility on consumers' attitude and purchase intention. marketing, 12, 16.

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. Journal of the academy of marketing science, 16, 74-94.

Basha, M. B., & Lal, D. (2019). Indian consumers' attitudes towards purchasing organically produced foods: An empirical study. Journal of cleaner production, 215, 99-111.

Cohen, J. (2013). Statistical power analysis for the behavioral sciences. routledge.

De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. Journal of Food Products Marketing, 24(4), 456475.

Farias, F. D., Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019). Determinants of organic food repurchase intention from the perspective of Brazilian consumers. Journal of Food Products Marketing, 25(9), 921-943.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of marketing research, 18(1), 39-50.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. Journal of Marketing theory and Practice, 19(2), 139-152.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In New challenges to international marketing (pp. 277319). Emerald Group Publishing Limited.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. Structural equation modeling: a multidisciplinary journal, 6(1), 1-55.

Kamboj, S., Matharu, M., & Gupta, M. (2023). Examining consumer purchase intention towards organic food: An empirical study. Cleaner and Responsible Consumption, 9, 100121.

Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. Food quality and preference, 39, 259-267.

Lin, X., Chang, S. C., Chou, T. H., Chen, S. C., & Ruangkanjanases, A. (2021). Consumers' intention to adopt blockchain food traceability technology towards organic food products. International Journal of Environmental Research and Public Health, 18(3), 912.

Lu, I. R., & Kwan, E. (2023). An investigation of two remedial measures for retailers to address the impact of disease threat on sustainable consumption: a moderated moderated mediation model. Journal of Retailing and Consumer Services, 72, 103254.

Misra, R., & Singh, D. (2016). An analysis of factors affecting growth of organic food: Perception of consumers in Delhi-NCR (India). British Food Journal, 118(9), 2308-2325.

Nunnally, H. H. J.(1978). Psychometric Methods.

Pandey, D., Kakkar, A., Farhan, M., & Khan, T. A. (2019). Factors influencing organic foods purchase intention of Indian customers. Organic Agriculture, 9, 357-364.

Prakash, G., Singh, P. K., & Yadav, R. (2018). Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products. Food quality and preference, 68, 90-97.

Prakash, G., Singh, P. K., Ahmad, A., & Kumar, G. (2023). Trust, convenience and environmental concern in consumer purchase intention for organic food. Spanish Journal of Marketing-ESIC, 27(3), 367-388.

Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). Editor's comments: a critical look at the use of PLS-SEM in" MIS Quarterly". MIS quarterly, iii-xiv.

Sally, M. (2019). November 9). APEDA Eyes $60 Billion Agriculture Exports with Support of New Policy. Economic Times, 1.

Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. Journal of cleaner production, 167, 473-483.

Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (2020). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: Moderating roles of communication, satisfaction and trust in organic food consumption. Food Quality and Preference, 81, 103838.

Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Why do people buy organic food? The moderating role of environmental concerns and trust. Journal of Retailing and Consumer Services, 57, 102247.

Tandon, A., Jabeen, F., Talwar, S., Sakashita, M., & Dhir, A. (2021). Facilitators and inhibitors of organic food buying behavior. Food Quality and Preference, 88, 104077.

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 12, Iss 01, 2023

Thanki, H., Shah, S., Oza, A., Vizureanu, P., & Burduhos-Nergis, D. D. (2022). Sustainable consumption: will they buy it again? Factors influencing the intention to repurchase organic food grain. Foods, 11(19), 3046.

Willer, H., Schaack, D., & Lernoud, J. (2019). Organic farming and market development in Europe and the European Union. In The World of Organic Agriculture. Statistics and Emerging Trends 2019 (pp. 217-254). Research Institute of Organic Agriculture FiBL and IFOAMOrganics International.

Willer, H., Trávníček, J., Meier, C., & Schlatter, B. (2021). The world of organic agriculture 2021-statistics and emerging trends.

Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. Appetite, 96, 122-128.