



Organic Consumption Through Framing Effect in Green Messages: A Cross-Sectional Study in India

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ABSTRACT

Customer perceptions and purchasing intentions are influenced significantly by the framing of advertising messages. Hence, the work was undertaken to investigate and comprehend the research gaps by examining the "Framing Effect" to find whether a negatively framed (Loss frame) or positively framed (Gain frame) message can effectively increase the purchase intention of consumers (college-going young adults and mothers having young children till age 10). Findings suggest that negative-framed messages are more effective on college-going young adults and positive-frame are effective on mothers in exhibiting greater propensities towards purchase intention of organic food. Ethical consciousness, health consciousness, environmental concern, and subjective norm are found to moderate the effect of organic food consumption on purchase intention. This study provides useful insights by identifying the significance of the framing effect as a critical influence that can shape and impact the purchase intention of organic food by affecting the reasoning process of consumers.

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1. Introduction

Organic food demand has been continuously rising throughout the world, with worldwide sales exceeding \$90 billion in the previous two decades (Sultan et al., 2020). Consumer worries about ecological sustainability and ethical choice considerations are among the many causes of this rise, according to scholars (Tandon et al., 2020b; Wu & Yang, 2018). Such concerns are assumed to be the outcome of motivations derived from consumption choices that reflect a healthy lifestyle. Individuals engaged in ethical consumerism, also known as ethical consumers, are socially conscious buyers who consider the public consequences of their individual purchase decisions and use their influence to push for change in society (Newholm & Shaw, 2007). As a direct consequence, ethical consumers can communicate with individuals in a multitude of ways (Harper & Makatouni, 2002), from straightforward buying of goods that are not detrimental to people or the environment, or even that reverence human and animal rights, to much more intricately and dedicated actions such as threatening to boycott produced goods with child workers. Researchers have also looked at the direct and indirect links between organic agri-food product brand equity and customers' green satisfaction and perceptions of organic agri-food goods (Cuesta-Valiño et al., 2021).

In general, it is found that there is a concern for responsible consumption but when it comes to translating this concern into behaviour, we find an attitude-behavior gap. People generally have a positive view of organic food consumption; however, this is not mirrored in their purchasing habits. The objective of this study is to look at how the "Framing Effect" (FE) may be used to investigate relationships between motives, attitudes, and purchase intention (PI). This study is majorly guided by two objectives: The primary objective is to test message framing to find its impact on PI and therefore acquire a cue to encourage responsible consumption by motivating individuals to consume more organic food products. The second important objective is to check the association and interrelationship of some identified important influencer variables which have a significant impact on organic purchases by consumers. This is equally important as the communication nudges/messages are built around these factors (Akbari et al., 2015). Though the literature related to organic consumption testifies the importance and role of these variables, it warrants to be tested again in the present scenario due to the changed consumer perception of organic consumption.

2. Literature Review

2.1 Framing effect and purchase intention

According to prospect theory, framing affects human perceptions and decisions greatly, as under risk and uncertainty we perceive losses more than gains (Kahneman & Tversky, 1979). Levin et al., (1998) have categorized Framing into three types: Risky choice framing, Attribute framing, and Goal framing. In Goal framing, subjects are urged to engage in some activity and describe the advantages or disadvantages of engaging or not engaging in that activity. Lee et al., (2018) propose that goal framing emphasizes the attainment of intrinsic goals (e.g., autonomy, growth, and health) or extrinsic goals (e.g., wealth, image, and fame) and demonstrate the context of persuasion through three experiments and offer practical implications for advertising and message strategy. Another research by Tangari et al., (2019) proposes that while designing a promotional claim if an additional cue is added (like a health message) and is subtly aligned with the product-related cue, then such multiple aligned cues can influence attitudes and intentions. Akbari & Moradipour, (2021) showed how salesperson traits and corporate promotion activities significantly improve B2B salesperson effectiveness.

Researchers in the past have looked at the framing effect from many viewpoints (Galata Bickell, 2019; Gifford & Bernard, 2004, 2006; Jin & Han, 2014). In a similar vein, studies on message framing have found that positively framed communications are more persuading, whereas according to some, negatively framed messages have more capacity to increase information processing and boost customer attitude and PI (Van de Velde et al., 2010).

According to Fishbein and Ajzen, PI evaluates how much effort a person is eager to commit forth to engage in a behavior (Ajzen & Fishbein, 1975). The notion of purpose has been applied to the domain of food choice several times, and it has also been used to simulate organic food choice (Chen, 2007; Dean et al., 2008; Gracia & de Magistris, 2008; Saba & Messina, 2003; Tarkiainen & Sundqvist, 2005). According to a study done by Misra & Singh, (2016), organic food consumers are mostly driven by food safety and health concerns. However, only a small amount of attention has been

paid to evaluating customers' purchase intentions in developing countries such as India (Basha et al., 2015).

Individual decision making can be influenced by the way information is presented to consumers (Shan et al., 2020). Negatively framed messages are those that emphasize the drawbacks and possible losses connected with not using a competitor's brand or product, implying that an alternative offering is inferior (Grewal et al., 1994). Positively framed messaging are communications that highlight a benefit and/or prospective benefits to customers while using a certain product or service. There is a substantial corpus of studies on framing and its profound influence on decision-making (Bettman & Park, 1980; Rousseau et al., 1988). The framing of advertising messages has a significant influence on customer attitudes and purchase intentions; hence, the framing of advertising messages is critical (Block & Keller, 1995; Yi-min, 2014; Yimin, 2014). However, no in-depth assessment of the Framing effect's applicability and influence on consumer's PI for organic food products has yet been conducted in India. Hence, the work was undertaken to investigate and comprehend the research gaps by examining the "Framing Effect" to find whether a negatively framed (Loss frame) or positively framed (Gain frame) message can effectively increase the PI of consumers for organic food products.

3. Hypotheses development

Going a step beyond the identification of important factors for organic purchase, we have developed a model of the Framing effect on purchase intention of organic food. The factors which motivate people to buy organics are studied by various researchers and we have a sizeable set of factors that logically, emotionally, and situationally impact organic buying (Basha et al., 2015). As the extant literature shows Framing has different types of impact on different products. So, considering the increased inclination toward organic consumption across the world, this study focuses to find the right communication framework by evaluating the role of the framing effect on the consumption of organic food products.

The influence of message framing is the main result of prospect theory that is interesting from a marketing viewpoint. People react considerably differently when the identical decision is presented as a potential loss (negative framing) or a potential gain (positive framing). This research model tests the effect of "Message Framing" on the PI of organic food. Four important influencer variables are considered in this study which includes Health consciousness (HC), Ethical consciousness (ETHC), Environmental Concern (ENC), and Subjective Norm (SN). Subsequently, the messages (both Positive and Negative) are developed around these influencer variables since research indicates that they have a substantial part in boosting PI for organic food products (Figure 1).

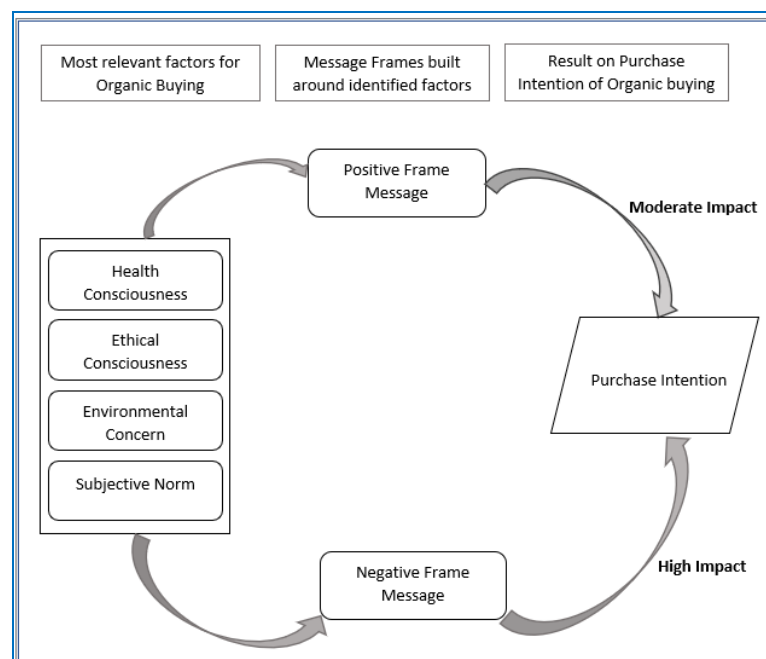


Figure 1. Conceptual model of the work

3.1 Ethical consciousness

The “Ethical consciousness” that play a role in buying decisions include environmental issues like sustainable consumption, packaging, recycling, etc. (Co-operative Group, 2014; Sudbury-Riley et al., 2014); social justice and human rights issues like worker exploitation, child labor, etc. (Auger et al., 2010) and refers to boycotting of unethical products. Along similar lines, a study by Kushwah et al., (2019) explored ethical consumption intentions and organic food choosing behavior by looking at the mitigating role of environmental concern among customers. Subsequently results in the following hypothesis:

- H1_a: Consumers’ environmental concern is positively connected with their ethical consciousness
- H1_b: Consumers’ health consciousness is positively connected with their ethical consciousness
- H1_c: Consumers’ motivation as a result of their increased ethical consciousness raises their intention to purchase organic food

3.2 Health consciousness

Consumers who are concerned about their health have been observed to have a receptive outlook (Jayanti & Burns, 1998; Pham et al., 2019), with an increased intention to purchase organic food. Khan et al., (2015) and McCarthy et al., (2015) also found that the purchase of organic food in China and Malaysia respectively is motivated by major issues like health concerns and environmental concerns. In a slightly different scenario, according to Konuk, (2018), expectant mothers in Turkey are willing to spend more for organic foods since they are concerned about their health at this time. A prior study, however, suggests otherwise. In a representative sample of Spanish consumers, Cuesta-Valiño et al., (2020) investigated the determinants of social media advertising value and their effects on attitudes towards healthy food and inclinations to consume it. As per Nielsen Global Health and Wellness Survey and FICCI-PwC report (FCCI & PwC, 2016), such willingness has specially been identified in young adults. Therefore, the following hypotheses are proposed.

- H2_a: Consumers’ motivation as a result of their increased health consciousness raises their intentions to purchase organic food

3.3 Environment concern

The concern for the environment is found to be a key factor in green consumption (Iyer et al., 1994; Mostafa, 2009). There is strong and consistent evidence that buying behavior of some consumers is influenced by environmental concerns (Shrum et al., 1995). Consumers' environmental worries have pushed individuals to progressively adjust their shopping habits and reassess the things they purchase. Liobikiene et al., (2017) in their work briefly revealed how green purchases and environmentally friendly behavior are significantly related in Lithuania and Austria. The role of environmental concern in green buying in the Indian scenario is subtly explained in a work by Kushwah et al., (2019). As a result, we propose the following hypothesis:

- H3_a: Consumers’ motivation as a result of their increased environmental concern raises their intention to purchase organic food

3.4 Subjective norm

A subjective norm is a felt social demand to perform or not perform a particular behavior. Subjective norms have been discovered to have a substantial influence on attitude development in the early phases of innovation when individuals have limited/no first-hand experience to create an attitude (Akbari et al., 2021). Lee, (2008) discovered that social impact was the most important predictor of consumers' green buying behavior in her study of teens. As a result, positive subjective norms increase the likelihood of a customer purchasing organic food. The hypothesis that follows has been developed.

- H4_a: Consumers’ motivation as a result of their increased subjective norms increases the likelihood of organic food purchase intention

3.5 Framing effect

On the relative impacts of message framing on customer reaction, the marketing literature has gained some result consistency. Most of the existing research supports the premise that consumers with varying levels of product knowledge and cognitive capacity respond differently to framing effect. In general, investigations on whether positive or negative framing is more successful have yielded mixed findings. Gamliel & Herstein, (2007) discovered that negative framing was better than positive framing in predicting willingness to purchase. Gifford & Bernard, (2006b) examined whether conventional food customers were more likely to buy organic after reading a positively or negatively phrased message about organic goods. As a result, the following hypothesis is formed.

H5_a: Negative framed message significantly influences/increases the purchase intention of consumers

H5_b: Positive framed message does not significantly influence the purchase intention of consumers

4. Methodology

4.1 Research Design

The research design of the present study is a cross-sectional study with a quasi-experimental combination design. The study was conducted in two phases: phase 1 study was implemented among college going young adults aged 18-30 years and phase 2 study was implemented among mothers having young children of up to 10 years. The food choice of young children is mostly understood and taken care of by mothers in India. They also usually buy the products for their young kids as they have a better idea about the favourite flavours and foods for their kids. The purpose was to find out which message frame will be impactful for these two consumer groups as the perception will vary due to the different age cohorts they belong to. Thus, identifying the suitable frame of communication for these two potential segments of the market in India. Randomly selected subjects were divided into 3 groups; one group received no treatment whereas the other two groups were exposed to framed messages: positive and negative, respectively.

4.2 Sampling

The sampling was done as per multistage area sampling to gain a good representation of the overall population (Shimizu, 2014; Vogt, 2015). The study targeted college going young adults aged 18-30 years and mothers having young children of up to 10 years who have an inclination toward organic consumption. The sample were residents from Tier1 (Bangalore, Mumbai, and Delhi), Tier2 (Ranchi and Jaipur), and Tier3 (Satna) cities of India. The choice of locations was done taking into consideration the fact that these places are education hubs and students from across the country are available here in various colleges. Each of these cities was divided into four basic zones East–West–North–South (EWNs) and from each zone 2 professional and 2 general course colleges were selected for collecting data from students. Out of these two professional and general colleges, we made sure that we are collecting data from private as well as government colleges as the students in these colleges generally come from diverse backgrounds. Different departments within colleges were identified from which students were randomly picked for the survey as per convenience and availability.

The sample size of 1000 has been decided by taking a cue from such other works where the sample size usually is between 200 to 1500 (Gonzalez et al., 2005; Tanaka, 1987; Xia et al., 2018). At each stage of multistage sampling, we moved from higher-level to lower-level clusters. The clusters are also known as sample units. In the first stage, we divided the population into clusters which are primary sampling units (PSUs) [Tier 1, 2, and 3 cities]. In the second stage, i.e., secondary sampling units (SSUs), we divided the population into clusters based on public and private colleges in each chosen city. In the last stage, the final sample of ultimate sampling units (USUs) is selected. Here, students within different departments were randomly selected as per class registers (simple random sampling as per convenience/availability). While in the case of stratification of the sample of mothers, a targeted sampling method was used. At the initial level assisted crowd sourcing, an online social media-based method was used. From there, some potential respondents were picked and contacted for further

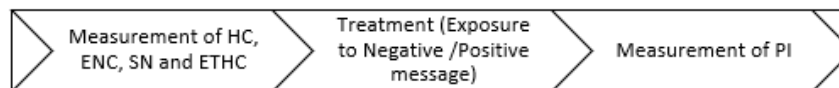
dissemination of the questionnaire. Moreover, some mothers were personally reached out through schools on parent teachers' meeting days post receiving consent from their respective schools.

The total number of collected responses were 1122. But 120 responses were discarded due to incomplete or multiple entries. Out of these 120, 71 incomplete responses were that of college going young adults (25, 27, and 19 for the positive, negative, and no treatment groups, respectively) and the remaining 49 faulty responses were from mother's group (14, 19, and 16 for negative, positive and no treatment groups, respectively). In the remaining 1002 samples, we received 602 responses from college going young adults and 400 from mothers. For the sake of keeping uniformity, the last 2 responses were discarded. Conclusively, 600 samples for college going young adults (200 each for negative, positive, and no treatment groups) and 400 samples for mothers (135, 135, and 130 for negative, positive, and no treatment groups, respectively) were considered for further studies.

The participants were notified about the study's purpose and that their information would be kept private. And also that the content of each individual questionnaire would only be evaluated by the researcher.

4.3 Data collection method

Chevron Process diagram: The data collection was done in a proper sequence to study the impact of framed messages.



Structure of questionnaire: The questionnaire contains 27 statements that are used to evaluate consumer behavior toward the purchase of organic food products. The statements are grouped into five categories: ETHC, HC, ENC, SN, and PI, and are measured using Likert's 7-point agreement scale representing 1 = Strongly Disagree; 2 = Disagree; 3 = Somewhat disagree; 4 = Neither agree nor disagree; 5 = Somewhat agree; 6 = Agree; 7 = Strongly Agree.

Pilot Study: Data was gathered from 60 participants residing in Tier 1, Tier 2, and Tier 3 cities. The data collected during the pilot study was then utilized to test the research questionnaire's validity and reliability.

All the variables investigated in this study are presented in Table 1.

Table 1. Constructs and source, explanations, and Reliability score

| Construct | Explanation | Source | No of items | Cronbach |
|-----------|--|--|-------------|----------|
| HC | A variable that reflects how consumers' attitudes regarding organic food are influenced by their health concerns. | Tarkiainen & Sundqvist, (2005b) | 4 | 0.788 |
| ETHC | The indicator measures how consumers' attitudes about organic food products are influenced by ethical considerations. | Sudbury-Riley et al., (2014) | 10 | 0.815 |
| ENC | The parameter that measures how customer attitudes about organic food products are influenced by environmental concerns. | Dean et al., (2008); Wandel & Bugge, (1997) | 3 | 0.723 |
| SN | The parameter measures how consumers' attitudes regarding organic food are influenced by subjective norms. | Tarkiainen & Sundqvist, (2005b) | 3 | 0.723 |
| PI | The measure indicates how customer attitudes influence their intentions to buy organic food. | Magnusson et al., (2001a); Tarkiainen & Sundqvist, (2005b) | 7 | 0.816 |

4.4 Data analysis

SPSS 25 was used to test the hypothesis and draw inferences and conclusions about the associations using a variety of statistical approaches. The Internal reliabilities were found to be acceptable (between 0.7 to 0.8) (Matheson, 2019; Taber, 2018; Ursachi et al., 2015) and the data points were

found to be normally distributed based on Skewness and Kurtosis data (less than 2.0 and 9.0, respectively) (Chaffin & Rhiel, 1993; Schmider et al., 2010).

5. Results and discussion

5.1 Socio economic/demographic details

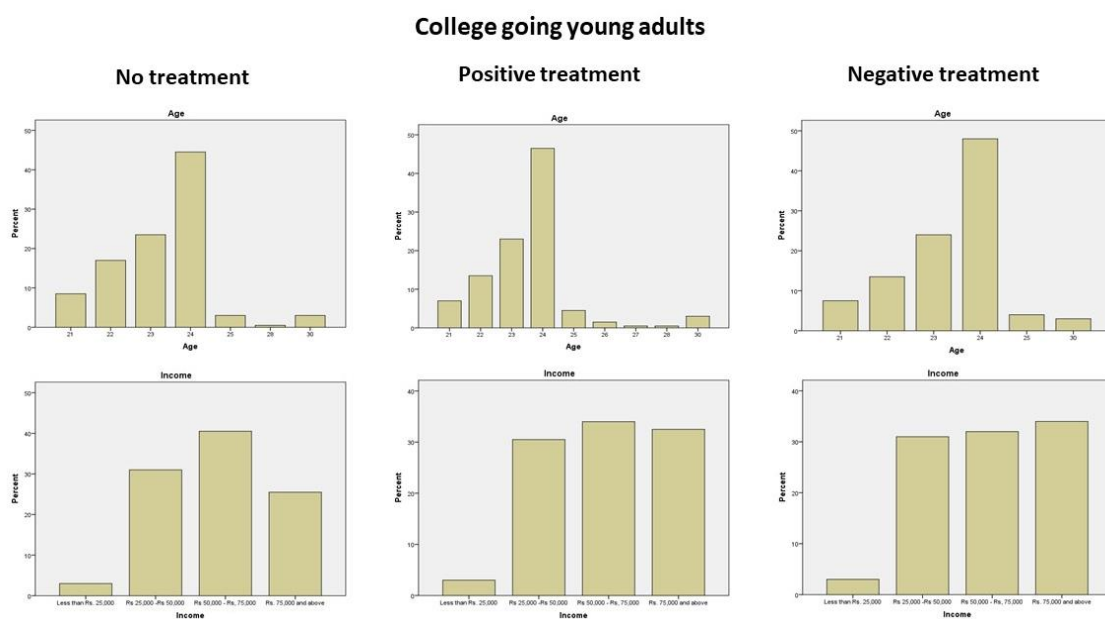
Frequency analysis is used to define the demographic profile of consumers in this segment, such as gender, age, educational level, and income. Figure 2 illustrates the age frequency distribution of selected consumers, revealing that 44.50%, 46.50%, and 48.00% of those who underwent no treatment, positive treatment, and negative treatment, respectively, are under the age of 24. Whereas the age frequency distribution of selected mothers reveals that 20.80%, 17.80%, and 23.70% of those who underwent no treatment, positive treatment, and negative treatment, respectively, are 34 or less than 34 years old.

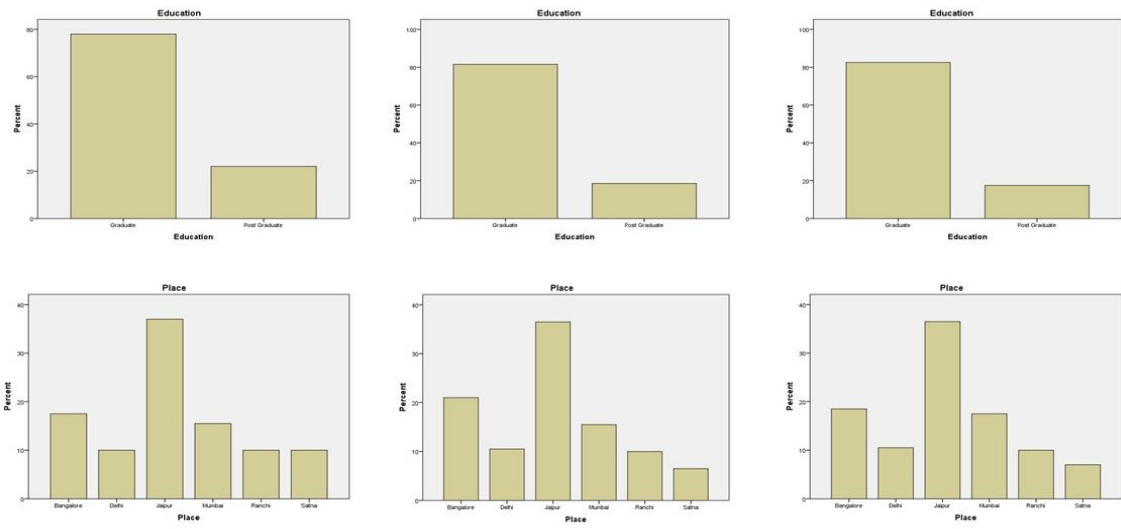
The gender frequency distribution of the selected college going young adult shows that the majority (53.50 %, 53.50%, and 53.00%) of those who underwent no treatment, positive treatment, and negative treatment, respectively, are male.

40.50% and 34.00% of the selected college going young consumers who underwent no treatment and positive treatment revealed that their monthly income is between Rs 50,000 and Rs 75,000. While 34.00% of the selected college going young consumers who underwent negative treatment revealed that their monthly income is Rs. 75,000 and above. 40.00% and 41.50% of the selected mothers who underwent no treatment and negative treatment revealed that their monthly income is between Rs 50,000 and Rs 75,000. 40.00% of the selected mothers who underwent positive treatment revealed that their monthly income is between Rs 25,000 and Rs 50,000.

In terms of the educational level of the selected consumers in the research study, it was discovered that around 78.00%, 81.50%, and 82.50% of the college going young consumers who underwent no treatment, positive treatment, and negative treatment, respectively are graduates. Likewise, 76.90%, 83.70%, and 80.00% of the mothers who underwent no, positive, and negative treatments, respectively, are graduates.

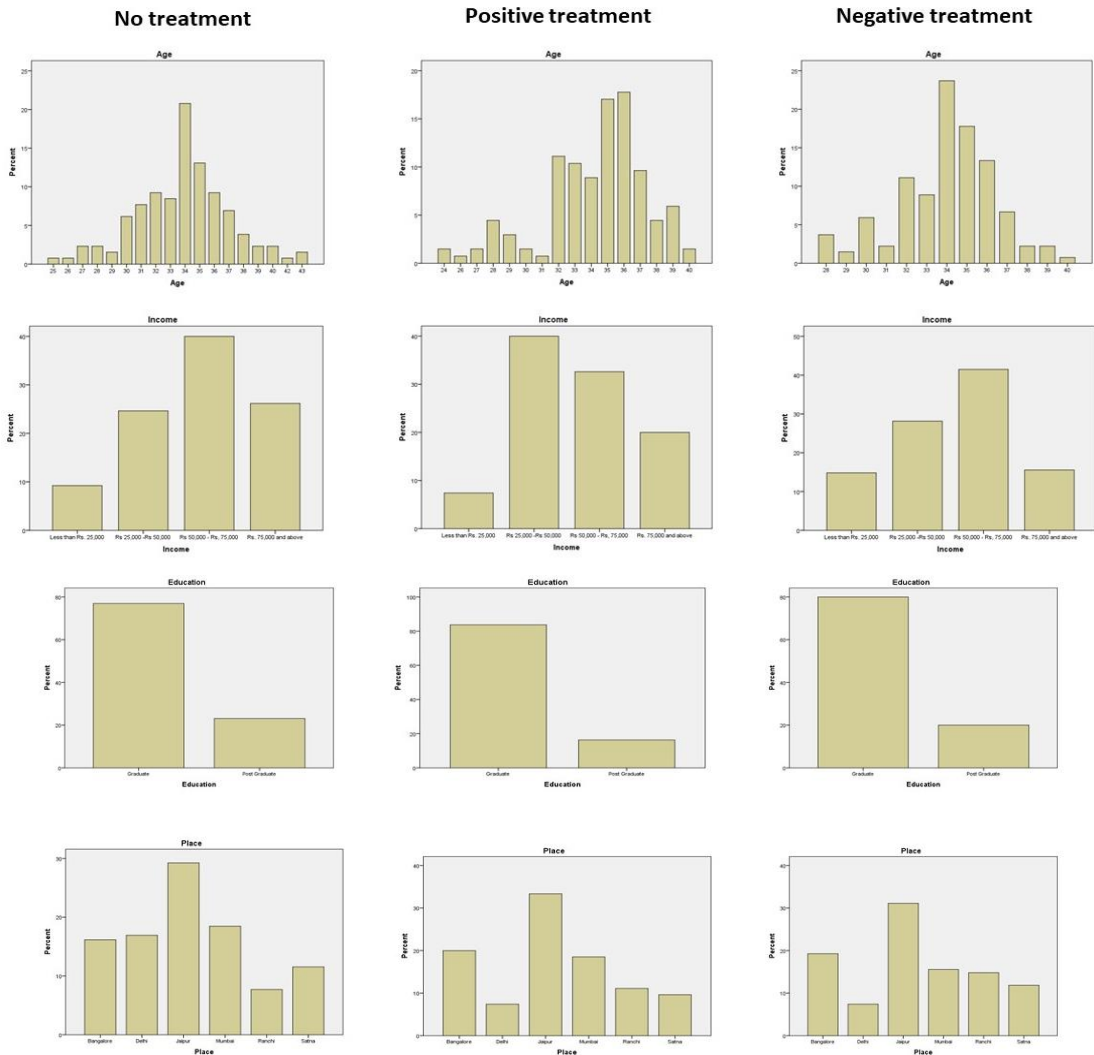
Figure 2 illustrates that the largest of the selected consumers in the current study, that is, 37.00%, 36.50%, and 36.50% of the selected college going young consumers who underwent no treatment, positive treatment, and negative treatment, respectively, live in Jaipur's different locations. Likewise, the largest of the selected mothers in the current study, that is, 29.20%, 33.30%, and 31.10% who underwent no treatment, positive treatment, and negative treatment, respectively, live in Jaipur's different locations.





(a)

Mothers



(b)

Figure 2. Frequency distribution of age, income, education, and place of residence of (a) college going young adults and (b) mother respondents

5.2 Effectiveness of socio-demographic profile on the message framing effect

Considering organic food consumption among males and females, results of the independent-samples T-test suggest that there is a huge disparity in the level of ETHC who had no treatment, positive and negative treatment; in the level of HC who had no treatment and negative treatment; in the level of SN who had no treatment and positive treatment; in the level of PI who had no treatment and negative treatment. Whereas no significant change was seen in the level of ENC among males and females who had no, positive, and negative treatments (Table 2). With respect to gender, most findings demonstrate that women are more likely to purchase, consume big amounts of, and have positive attitudes regarding organic foods than males (Krystallis et al., 2006; Ureña et al., 2008). Even though women purchase organic goods on a regular basis (Roitner-Schobesberger et al., 2008), males are more likely to pay a higher price for organic foods.

Considering organic food consumption among graduates and post-graduates only significant change was observed in the level of ETHC who underwent no treatment, and HC who underwent positive treatment in case of college going young adults. While the change in the level of ETHC and ENC who underwent no treatment, HC and ENC who underwent positive treatment was seen among mothers. College going young adults and mothers with varying levels of education, such as graduation and post-graduation, have significantly diverse levels of awareness. In a similar vein, research suggests that customers with greater levels of education have more positive sentiments toward organic food products and are more likely to purchase them (Roitner-Schobesberger et al., 2008; Tsakiridou et al., 2008).

Findings using one-way ANOVA suggest that young adult residents belonging to Tier 1 cities tend to have more inclination toward organic consumption, whereas consumers belonging to Tier 2, and Tier 3 cities were largely affected by frame message treatment (Table 3). Findings also suggest that there is a huge disparity in the level of ENC who underwent no treatment among college going young adults. While a similar significant change was seen among mothers who underwent no treatment and positive treatment. Studies accessible in literature evidently suggest that metropolitan centres account for a disproportionate demand for an organic food product in India (Basha et al., 2015; Tandon et al., 2020a).

The data available in the literature evidently suggests that organic food consumers had greater income levels, while on treatment, lower-income sectors appear to be more persistent consumers (Table 4). Considering the results of one-way ANOVA, there is a huge disparity in the level of ETHC and HC who had no, positive, and negative treatments; in the level of ENC who had negative treatment and positive treatment; in the level of SN who had positive treatment; in the level of PI who had negative treatment in case of college going young adults. Whereas, among mothers' huge disparity in the level of ENC who had positive and negative treatments and in the level of ETHC who had positive treatment were seen. No significant change was observed in the level of HC, SN, and PI among mothers who underwent no treatment, positive or negative treatment with respect to income. The findings were found to be consistent with previous research suggesting that consumers with greater yearly earnings are more inclined to spend a higher price on organic food products (Hansmann et al., 2020; Janssen, 2018).

5.3 Interrelationship between the factors of consumer behavior and purchase intention towards organic food consumption

No treatment: Taking college-going young adults into consideration significant positive correlation of ETHC with ENC, followed by an association with HC and PI was seen. In addition, a positive interrelationship of HC with SN, followed by an association with PI and ENC was seen. A significant correlation between ENC was seen with SN and PI. Besides, a significant association of SN was observed with respect to PI. Taking mothers into consideration significant positive correlation ($p < 0.05$) of ETHC with ENC and a positive correlation ($p < 0.01$) between HC and SN was observed.

Table 2. Results of T-Test- Based on gender and education of college going young adults and mothers

| | | No treatment | | Positive treatment | | Negative treatment | |
|---------------------------|----------|--------------|---------------|--------------------|---------------|--------------------|---------------|
| Gender | | Female | Male | Female | Male | Female | Male |
| ETHC | Mean | 4.88 | 4.66 | 4.91 | 4.74 | 5.79 | 5.61 |
| | Variance | 0.62 | 0.29 | 0.65 | 0.21 | 0.1 | 0.08 |
| | P value | | 0.01** | | 0.04* | | 0.00** |
| HC | Mean | 4.2 | 4.48 | 5.47 | 5.5 | 6.11 | 5.7 |
| | Variance | 0.2 | 0.25 | 0.81 | 0.48 | 0.22 | 0.24 |
| | P value | | 0.00** | | 0.41 | | 0.00** |
| ENC | Mean | 2.95 | 3.05 | 4.7 | 4.73 | 5.08 | 5.03 |
| | Variance | 0.28 | 0.37 | 0.3 | 0.29 | 0.62 | 0.31 |
| | P value | | 0.11 | | 0.39 | | 0.31 |
| SN | Mean | 3.97 | 4.78 | 3.43 | 3.89 | 5.66 | 5.58 |
| | Variance | 2.22 | 0.78 | 1.33 | 0.41 | 0.17 | 0.1 |
| | P value | | 0.00** | | 0.00** | | 0.07 |
| PI | Mean | 3.68 | 3.83 | 4.53 | 4.49 | 5.62 | 5.41 |
| | Variance | 0.32 | 0.34 | 0.79 | 0.61 | 0.25 | 0.24 |
| | P value | | 0.03* | | 0.37 | | 0.00** |
| Education of young adults | | Graduate | Post Graduate | Graduate | Post Graduate | Graduate | Post Graduate |
| ETHC | Mean | 4.8 | 4.62 | 4.82 | 4.8 | 5.7 | 5.66 |
| | Variance | 0.43 | 0.5 | 0.45 | 0.28 | 0.09 | 0.11 |
| | P value | | 0.07* | | 0.42 | | 0.25 |
| HC | Mean | 4.34 | 4.4 | 5.54 | 5.24 | 5.89 | 5.91 |
| | Variance | 0.25 | 0.22 | 0.61 | 0.65 | 0.26 | 0.31 |
| | P value | | 0.23 | | 0.02* | | 0.4 |
| ENC | Mean | 3.03 | 2.92 | 4.73 | 4.66 | 5.03 | 5.15 |
| | Variance | 0.34 | 0.3 | 0.29 | 0.34 | 0.45 | 0.47 |
| | P value | | 0.11 | | 0.25 | | 0.17 |
| SN | Mean | 4.35 | 4.58 | 3.67 | 3.68 | 5.61 | 5.66 |
| | Variance | 1.71 | 1.21 | 0.96 | 0.58 | 0.14 | 0.11 |
| | P value | | 0.12 | | 0.47 | | 0.25 |
| PI | Mean | 3.77 | 3.73 | 4.52 | 4.48 | 5.51 | 5.49 |
| | Variance | 0.35 | 0.3 | 0.75 | 0.45 | 0.25 | 0.28 |
| | P value | | 0.47 | | 0.28 | | 0.26 |
| Education of mothers | | Graduate | Post Graduate | Graduate | Post Graduate | Graduate | Post Graduate |
| ETHC | Mean | 4.78 | 4.56 | 4.87 | 4.77 | 5.71 | 5.68 |
| | Variance | 0.39 | 0.46 | 0.47 | 0.39 | 0.09 | 0.11 |
| | P value | | 0.06* | | 0.25 | | 0.35 |
| HC | Mean | 4.41 | 4.46 | 5.61 | 5.03 | 5.94 | 5.84 |
| | Variance | 0.26 | 0.21 | 0.6 | 0.68 | 0.25 | 0.31 |
| | P value | | 0.31 | | 0.00** | | 0.21 |
| ENC | Mean | 3.13 | 2.97 | 4.75 | 4.47 | 5.06 | 5.11 |
| | Variance | 0.3 | 0.26 | 0.3 | 0.43 | 0.46 | 0.5 |
| | P value | | 0.07* | | 0.04** | | 0.36 |
| SN | Mean | 4.49 | 4.44 | 3.58 | 3.61 | 5.62 | 5.64 |
| | Variance | 1.6 | 1.47 | 0.97 | 0.68 | 0.13 | 0.09 |
| | P value | | 0.43 | | 0.45 | | 0.38 |
| PI | Mean | 3.81 | 3.73 | 4.53 | 4.48 | 5.54 | 5.46 |
| | Variance | 0.37 | 0.28 | 0.79 | 0.32 | 0.27 | 0.32 |
| | P value | | 0.7 | | 0.33 | | 0.69 |

Table 3. Results of one-way ANOVA- Based on the place of residents of college-going young adults and mothers

| | | Young adults | | | | | | Mothers | | | | | |
|--------------------|------|--------------|-------|--------|--------|--------|-------|-----------|-------|--------|--------|--------|-------|
| | | Bangalore | Delhi | Jaipur | Mumbai | Ranchi | Satna | Bangalore | Delhi | Jaipur | Mumbai | Ranchi | Satna |
| No treatment | | | | | | | | | | | | | |
| ETHC | Mean | 4.74 | 4.86 | 4.63 | 4.95 | 4.98 | 4.69 | 4.72 | 4.9 | 4.51 | 4.9 | 4.71 | 4.79 |
| | SD | 0.826 | 0.75 | 0.657 | 0.434 | 0.327 | 0.825 | 0.684 | 0.593 | 0.765 | 0.376 | 0.338 | 0.71 |
| | Sig. | 0.136 | | | | | | 0.185 | | | | | |
| HC | Mean | 4.32 | 4.44 | 4.29 | 4.4 | 4.55 | 4.28 | 4.52 | 4.44 | 4.3 | 4.47 | 4.5 | 4.42 |
| | SD | 0.517 | 0.42 | 0.516 | 0.436 | 0.565 | 0.436 | 0.58 | 0.4 | 0.49 | 0.577 | 0.5 | 0.349 |
| | Sig. | 0.306 | | | | | | 0.613 | | | | | |
| ENC | Mean | 2.88 | 3.22 | 2.88 | 3.27 | 3.33 | 2.77 | 3.03 | 3.32 | 2.99 | 3.37 | 2.8 | 2.82 |
| | SD | 0.566 | 0.533 | 0.567 | 0.425 | 0.496 | 0.631 | 0.566 | 0.418 | 0.583 | 0.331 | 0.391 | 0.665 |
| | Sig. | 0.000** | | | | | | 0.002** | | | | | |
| SN | Mean | 4.29 | 3.93 | 4.58 | 4.52 | 4.22 | 4.42 | 4.59 | 4.29 | 4.38 | 4.53 | 5.17 | 4.31 |
| | SD | 1.18 | 1.358 | 1.252 | 1.244 | 1.561 | 1.053 | 1.317 | 1.327 | 1.196 | 1.345 | 0.756 | 1.287 |
| | Sig. | 0.395 | | | | | | 0.517 | | | | | |
| PI | Mean | 3.89 | 3.68 | 3.68 | 3.72 | 3.85 | 3.92 | 3.84 | 3.63 | 3.64 | 3.99 | 3.8 | 4.05 |
| | SD | 0.606 | 0.532 | 0.613 | 0.621 | 0.523 | 0.375 | 0.657 | 0.633 | 0.608 | 0.494 | 0.579 | 0.417 |
| | Sig. | 0.316 | | | | | | 0.089 | | | | | |
| Positive treatment | | | | | | | | | | | | | |
| ETHC | Mean | 4.79 | 4.69 | 4.82 | 4.94 | 4.93 | 4.65 | 4.8 | 4.58 | 4.92 | 4.94 | 4.96 | 4.65 |
| | SD | 0.68 | 0.804 | 0.551 | 0.481 | 0.721 | 0.989 | 0.8 | 1.028 | 0.393 | 0.466 | 0.822 | 0.989 |
| | Sig. | 0.627 | | | | | | 0.523 | | | | | |
| HC | Mean | 5.59 | 5.55 | 5.46 | 5.44 | 5.31 | 5.56 | 5.65 | 5.5 | 5.5 | 5.49 | 5.32 | 5.56 |
| | SD | 0.8 | 0.954 | 0.697 | 0.758 | 0.798 | 1.137 | 0.891 | 1.167 | 0.619 | 0.635 | 0.884 | 1.137 |
| | Sig. | 0.841 | | | | | | 0.89 | | | | | |
| ENC | Mean | 4.7 | 4.63 | 4.78 | 4.8 | 4.77 | 4.28 | 4.69 | 4.47 | 4.81 | 4.83 | 4.71 | 4.28 |
| | SD | 0.583 | 0.505 | 0.542 | 0.428 | 0.552 | 0.592 | 0.654 | 0.593 | 0.511 | 0.453 | 0.602 | 0.592 |
| | Sig. | 0.061 | | | | | | 0.037* | | | | | |
| SN | Mean | 3.67 | 3.92 | 3.65 | 3.81 | 3.43 | 3.51 | 3.51 | 3.93 | 3.59 | 3.73 | 3.31 | 3.51 |
| | SD | 0.99 | 1.059 | 0.921 | 0.85 | 0.943 | 0.948 | 1.167 | 0.717 | 0.878 | 0.897 | 1.049 | 0.948 |
| | Sig. | 0.588 | | | | | | 0.645 | | | | | |
| PI | Mean | 4.83 | 4.39 | 4.33 | 4.54 | 4.61 | 4.46 | 4.93 | 4.3 | 4.37 | 4.41 | 4.62 | 4.46 |
| | SD | 0.827 | 0.587 | 0.887 | 0.767 | 0.893 | 0.686 | 0.906 | 0.569 | 0.851 | 0.786 | 0.932 | 0.686 |
| | Sig. | 0.061 | | | | | | 0.105 | | | | | |
| Negative treatment | | | | | | | | | | | | | |
| ETHC | Mean | 5.63 | 5.58 | 5.71 | 5.77 | 5.71 | 5.78 | 5.71 | 5.69 | 5.65 | 5.78 | 5.71 | 5.73 |
| | SD | 0.307 | 0.286 | 0.322 | 0.282 | 0.284 | 0.3 | 0.362 | 0.238 | 0.337 | 0.275 | 0.284 | 0.192 |
| | Sig. | 0.164 | | | | | | 0.75 | | | | | |
| HC | Mean | 5.89 | 6.06 | 5.79 | 5.91 | 5.86 | 6.16 | 5.99 | 6.13 | 5.84 | 5.9 | 5.86 | 5.98 |
| | SD | 0.529 | 0.57 | 0.47 | 0.518 | 0.522 | 0.593 | 0.554 | 0.543 | 0.455 | 0.451 | 0.522 | 0.602 |
| | Sig. | 0.125 | | | | | | 0.59 | | | | | |
| ENC | Mean | 5.17 | 5.08 | 4.99 | 5.03 | 5.08 | 5.02 | 5.1 | 5.27 | 4.94 | 5 | 5.08 | 5.27 |
| | SD | 0.616 | 0.706 | 0.712 | 0.59 | 0.656 | 0.821 | 0.685 | 0.781 | 0.751 | 0.516 | 0.656 | 0.69 |
| | Sig. | 0.862 | | | | | | 0.565 | | | | | |
| SN | Mean | 5.71 | 5.56 | 5.58 | 5.69 | 5.53 | 5.64 | 5.66 | 5.7 | 5.6 | 5.67 | 5.53 | 5.65 |
| | SD | 0.439 | 0.386 | 0.319 | 0.413 | 0.253 | 0.306 | 0.36 | 0.332 | 0.307 | 0.435 | 0.253 | 0.412 |
| | Sig. | 0.297 | | | | | | 0.762 | | | | | |
| PI | Mean | 5.63 | 5.46 | 5.4 | 5.6 | 5.55 | 5.54 | 5.7 | 5.66 | 5.4 | 5.57 | 5.55 | 5.43 |
| | SD | 0.493 | 0.495 | 0.475 | 0.478 | 0.579 | 0.629 | 0.491 | 0.552 | 0.487 | 0.484 | 0.579 | 0.606 |
| | Sig. | 0.205 | | | | | | 0.24 | | | | | |

Table 4. Results of one-way ANOVA- Based on the family income of college-going young adults and mothers

| | | Young adults | | | | Mothers | | | |
|--------------------|-----------|-------------------------|--------------------------|---------------------------|-------------------------|-------------------------|--------------------------|---------------------------|-------------------------|
| | | Less than Rs. 25,000 | Rs 25,000 - Rs 50,000 | Rs 50,000 - Rs, 75,000 | Rs. 75,000 and above | Less than Rs. 25,000 | Rs 25,000 - Rs 50,000 | Rs 50,000 - Rs, 75,000 | Rs. 75,000 and above |
| No treatment | | | | | | | | | |
| ET HC | Me an | 3.73 | 4.95 | 4.81 | 4.56 | 4.51 | 4.87 | 4.78 | 4.59 |
| | SD Sig | 0.052 | 0.652 | 0.574 | 0.731 | 0.425 | 0.638 | 0.614 | 0.717 |
| | | 0.000** | | | | 0.183 | | | |
| HC | Me an | 4.79 | 4.25 | 4.4 | 4.35 | 4.44 | 4.37 | 4.48 | 4.38 |
| | SD Sig | 0.188 | 0.406 | 0.49 | 0.59 | 0.401 | 0.444 | 0.492 | 0.575 |
| | | 0.050* | | | | 0.699 | | | |
| EN C | Me an | 2.83 | 3.04 | 2.96 | 3.05 | 2.75 | 3.02 | 3.11 | 3.24 |
| | SD Sig | 0.782 | 0.584 | 0.553 | 0.579 | 0.588 | 0.562 | 0.568 | 0.423 |
| | | 0.665 | | | | 0.05 | | | |
| SN | Me an | 4.67 | 4.55 | 4.26 | 4.42 | 5.11 | 4.16 | 4.48 | 4.56 |
| | SD Sig | 0 | 1.269 | 1.44 | 1.013 | 0.869 | 1.404 | 1.351 | 0.958 |
| | | 0.535 | | | | 0.147 | | | |
| PI | Me an | 3.88 | 3.63 | 3.89 | 3.71 | 3.76 | 3.87 | 3.8 | 3.73 |
| | SD Sig | 0.742 | 0.674 | 0.537 | 0.461 | 0.488 | 0.624 | 0.647 | 0.514 |
| | | 0.052 | | | | 0.813 | | | |
| Positive treatment | | | | | | | | | |
| ET HC | Me an | 3.75 | 4.99 | 4.97 | 4.6 | 4.27 | 4.99 | 4.9 | 4.7 |
| | SD Sig | 0.055 | 0.579 | 0.48 | 0.74 | 0.849 | 0.644 | 0.553 | 0.748 |
| | | 0.000** | | | | 0.009** | | | |
| HC | Me an | 7 | 5.28 | 5.31 | 5.72 | 5.55 | 5.53 | 5.38 | 5.68 |
| | SD Sig | 0 | 0.779 | 0.794 | 0.622 | 0.992 | 0.852 | 0.797 | 0.646 |
| | | 0.000** | | | | 0.509 | | | |
| EN C | Me an | 4.95 | 4.41 | 4.77 | 4.92 | 4.33 | 4.7 | 4.66 | 4.91 |
| | SD Sig | 0.39 | 0.616 | 0.444 | 0.452 | 0.522 | 0.571 | 0.608 | 0.458 |
| | | 0.000** | | | | 0.043* | | | |
| SN | Me an | 2.89 | 3.89 | 3.49 | 3.74 | 3.67 | 3.67 | 3.32 | 3.81 |
| | SD Sig | 0.341 | 0.93 | 1.118 | 0.694 | 0.874 | 0.874 | 1.103 | 0.829 |
| | | 0.013* | | | | 0.139 | | | |
| PI | Me an | 4.88 | 4.61 | 4.43 | 4.47 | 4.46 | 4.62 | 4.43 | 4.51 |
| | SD Sig | 1.244 | 0.818 | 0.754 | 0.877 | 0.719 | 0.853 | 0.789 | 0.965 |
| | | 0.405 | | | | 0.725 | | | |
| Negative treatment | | | | | | | | | |
| ET HC | Me an | 5.6 | 5.81 | 5.64 | 5.65 | 5.7 | 5.78 | 5.65 | 5.72 |
| | SD Sig | 0.352 | 0.299 | 0.299 | 0.293 | 0.203 | 0.221 | 0.38 | 0.261 |
| | | 0.005** | | | | 0.233 | | | |
| HC | Me an | 7 | 5.84 | 5.76 | 5.97 | 5.86 | 5.96 | 5.9 | 5.95 |
| | SD Sig | 0 | 0.468 | 0.551 | 0.424 | 0.62 | 0.492 | 0.517 | 0.408 |
| | | 0.000** | | | | 0.877 | | | |
| EN C | Me an | 6 | 4.67 | 5.26 | 5.12 | 5.28 | 4.82 | 5.12 | 5.17 |
| | SD Sig | 0 | 0.839 | 0.521 | 0.43 | 0.642 | 0.834 | 0.653 | 0.325 |
| | | 0.000** | | | | 0.045* | | | |
| SN | Me an | 5.78 | 5.57 | 5.7 | 5.58 | 5.64 | 5.59 | 5.64 | 5.63 |
| | SD Sig | 0.17 | 0.312 | 0.393 | 0.38 | 0.304 | 0.315 | 0.365 | 0.393 |
| | | 0.108 | | | | 0.886 | | | |
| PI | Me an | 6.02 | 5.63 | 5.4 | 5.45 | 5.31 | 5.6 | 5.57 | 5.5 |
| | SD Sig | 0.057 | 0.657 | 0.402 | 0.405 | 0.557 | 0.577 | 0.5 | 0.431 |
| | | 0.003** | | | | 0.202 | | | |

Positive treatment: Taking college-going young adults into consideration significant positive correlation ($p < 0.05$) of ETHC with HC and positive correlations ($p < 0.01$) of ETHC with ENC and PI was observed. In addition, a positive correlation ($p < 0.01$) of HC with ENC and PI was observed.

Besides, a significant positive correlation ($p < 0.01$) between SN with PI and a negative correlation ($p < 0.01$) between SN and ENC were seen. Taking mothers into consideration significant positive correlation ($p < 0.05$) of ETHC with HC and a positive correlation ($p < 0.01$) of ETHC with ENC was observed. In addition, a positive correlation ($p < 0.01$) of HC with ENC was observed. Besides, a significant positive correlation ($p < 0.01$) between SN with PI and a negative correlation ($p < 0.01$) between SN and ENC were seen.

Negative treatment: Taking college going young adults into consideration significant positive correlation ($p < 0.01$) of ETHC with HC, ($p < 0.01$) HC with ENC and PI, and ($p < 0.05$) ENC with SN were observed. Taking mothers into consideration significant positive correlation ($p < 0.01$) of ETHC with HC, HC with ENC, and PI was observed.

Consumer attitudes regarding green products are heavily influenced by social norms and organizations. Individuals desire group conformity to earn acceptability and recognition in groups. The Bi-variate Pearson Correlation analysis of factors of consumer behavior towards organic food consumption with no treatment, positive treatment, and negative treatment are presented in Table 5.

Table 5. Bi-variate Pearson Correlation analysis of factors of consumer behavior towards organic food consumption with no treatment, positive treatment, and negative treatment

| | No treatment | | | | Positive treatment | | | | Negative treatment | | | |
|---------------------|--------------|---------|---------|--------|--------------------|---------|----------|---------|--------------------|---------|--------|-------|
| | ETHC | HC | ENC | SN | ETHC | HC | ENC | SN | ETHC | HC | ENC | SN |
| Young adults | | | | | | | | | | | | |
| HC | 0.121 | 1 | | | 0.165* | 1 | | | 0.196** | 1 | | |
| | 0.000** | | | | 0.020* | | | | 0.005** | | | |
| ENC | 0.137 | 0.039 | 1 | | 0.478** | 0.361** | 1 | | -0.139* | 0.218** | 1 | |
| | 0.000** | 0.145 | | | 0.000** | 0.000** | | | 0.049* | 0.002** | | |
| SN | 0.015 | 0.220 | 0.139 | 1 | 0.022 | -0.008 | -0.189** | 1 | 0.039 | -0.057 | 0.172* | 1 |
| | 0.336 | 0.000** | 0.000** | | 0.756 | 0.908 | 0.008** | | 0.582 | 0.423 | 0.015* | |
| PI | 0.063 | 0.080 | 0.062 | 0.079 | 0.211** | 0.225** | 0.082 | 0.224** | 0.056 | 0.469** | 0.125 | 0.081 |
| | 0.043* | 0.014* | 0.044* | 0.015* | 0.003** | 0.001** | 0.248 | 0.001** | 0.433 | 0.000** | 0.078 | 0.257 |
| Mothers | | | | | | | | | | | | |
| HC | 0.075 | 1 | | | 0.171* | 1 | | | 0.279** | 1 | | |
| | 0.399 | | | | 0.048* | | | | 0.001** | | | |
| ENC | 0.174* | -0.067 | 1 | | 0.513** | 0.395** | 1 | | -0.093 | 0.279** | 1 | |
| | 0.048* | 0.448 | | | 0.000** | 0.000** | | | 0.281 | 0.001** | | |
| SN | 0.036 | 0.313** | 0.134 | 1 | 0.034 | -0.005 | -0.222** | 1 | -0.008 | -0.112 | 0.117 | 1 |
| | 0.688 | 0.000** | 0.128 | | 0.696 | 0.953 | 0.010* | | 0.923 | 0.194 | 0.175 | |
| PI | 0.162 | 0.109 | 0.085 | 0.119 | 0.169 | 0.143 | 0.079 | 0.273** | 0.087 | 0.466** | 0.115 | 0.031 |
| | 0.066 | 0.217 | 0.334 | 0.178 | 0.050 | 0.099 | 0.361 | 0.001** | 0.318 | 0.000** | 0.184 | 0.722 |

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

5.4 Impact of various motivators on PI towards the organic food consumption on college going young adults and mothers

The results of stepwise multiple regression analysis suggest that the HC, SN, and ETHC are the most important factor impacting customer PI regarding organic consumption (Table 6). In this analysis, PI is assumed as a dependent variable and the independent variables are ETHC (X1), HC (X2), ENC (X3), and SN (X4).

College going young adults: In case of no treatment, it is found that X3 and X4 which has a coefficient value of 0.041 and 0.068, display the effect of ENC and SN on PI. While, in the case of positive treatment, it is found that X1 and X4 which has a coefficient value of 0.091 and 0.059, display the effect of ETHC and SN on PI. A significant regression equation was found in the case of negative treatment with an adjusted r-squared (0.454). Based on the regression coefficients in Table 6, predicted PI equals to $2.479 + 0.249 (X2) + 0.154 (X4) + 0.240 (X1)$. That is, PI increases 0.249 times

with HC, 0.154 times with SN, and 0.240 times with ETHC. The model demonstrated that HC and ETHC relate directly to PI because in this case, its coefficient in the model is statistically significant ($p \leq 0.05$).

Mothers: In case of no treatment, it is found that X2 and X4 which has a coefficient value of 0.051 and 0.244, display the effect of HC and SN on PI. The model also demonstrated that the SN relates directly to PI because in this case, its coefficient in the model is statistically significant ($p \leq 0.05$). A significant regression equation was found in the case of positive treatment with an adjusted r-squared (0.446). Based on the regression coefficients in Table 6, predicted PI equals to $2.813 - 0.074 (X1) - 0.099 (X4) + 0.482 (X2)$. That is, PI increased 0.074 times with ETHC, 0.099 times with SN, and 0.482 times with HC. The model demonstrated that the HC relates directly to PI because in this case, its coefficient in the model is statistically significant ($p \leq 0.05$). While in the case of negative treatment it is found that X4 and X3 which has a coefficient value of 0.522 and -0.032 display the effect of SN and ENC on PI. The model also demonstrated that the SN relates directly to PI because in this case, its coefficient in the model is statistically significant ($p \leq 0.05$).

6. Discussion

To sum up, we found that mothers who underwent positive treatment and college going young adults who underwent negative treatment showed increased inclinations toward the purchase of organic food products. Individuals' health consciousness shows their attitudes toward health concerns and their willingness to take steps to protect their health. As Indians are naturally collectivist, they place a high value on relationships with other members of the group, and the influence of close friends and family members has an impact on their decisions. So, interconnectedness and group conformity play a central role in everyone's identity. On the flip side, ethical consciousness is found to be highly impactful when it comes to college going young adults. These findings of the regression results provide a clear picture of how to construct messages for the respective groups of potential customers, also subtly informing which type of framing messages is more impactful for these customer groups.

Table 6. Model Summary - Impact of various motivators on purchase intention towards organic food consumption on college going young adults and mothers

| No treatment | R | R Square | Adjusted R Square | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|----------------------------|-------|----------|-------------------|-----------------------------|------------|---------------------------|--------|--------|-------|
| | | | | B | Std. Error | Beta | | | |
| College going young adults | | | | | | | | | |
| No treatment | 0.587 | 0.344 | 0.294 | (Constant) | 20.307 | 5.757 | | 3.521 | 0.000 |
| | | | | ENC | 0.041 | 0.031 | 0.048 | 1.305 | 0.192 |
| | | | | SN | 0.068 | 0.042 | 0.060 | 1.593 | 0.112 |
| Positive treatment | 0.629 | 0.395 | 0.365 | (Constant) | 2.407 | 0.639 | | 3.765 | 0.000 |
| | | | | ETHC | 0.091 | 0.111 | 0.076 | 0.819 | 0.414 |
| | | | | SN | 0.059 | 0.098 | 0.054 | 0.603 | 0.548 |
| Negative treatment | 0.680 | 0.463 | 0.454 | (Constant) | 2.479 | 0.450 | | 5.511 | 0.000 |
| | | | | HC | 0.249 | 0.098 | 0.194 | 2.536 | 0.012 |
| | | | | SN | 0.154 | 0.122 | 0.123 | 1.261 | 0.210 |
| | | | | ETHC | 0.240 | 0.074 | 0.273 | 3.271 | 0.001 |
| Mothers | | | | | | | | | |
| No treatment | 0.478 | 0.229 | 0.220 | (Constant) | 2.426 | 0.336 | | 7.226 | 0.000 |
| | | | | HC | 0.051 | 0.159 | 0.034 | 0.317 | 0.752 |
| | | | | SN | 0.244 | 0.076 | 0.277 | 3.203 | 0.002 |
| Positive treatment | 0.674 | 0.455 | 0.446 | (Constant) | 2.813 | 0.362 | | 7.774 | 0.000 |
| | | | | HC | 0.482 | 0.079 | 0.466 | 6.075 | 0.000 |
| | | | | SN | -0.099 | 0.142 | -0.057 | -0.697 | 0.487 |
| | | | | ETHC | -0.074 | 0.108 | -0.044 | -0.680 | 0.497 |
| Negative treatment | 0.606 | 0.367 | 0.342 | (Constant) | 2.673 | 0.472 | | 5.670 | 0.000 |
| | | | | SN | 0.522 | 0.089 | 0.504 | 5.878 | 0.000 |
| | | | | ENC | -0.032 | 0.064 | -0.042 | -0.505 | 0.614 |

7. Conclusion

The first hypothesis investigated the interaction between ENC (H1a; H3a), HC (H1b), PI (H1c), and ETHC (H1a), which was determined to be significant in the case of college going young adults and mothers (Table 7). Consumer preferences for organic food with extra ethical qualities, as well as their market significance, were elicited by Zander et al., (2013). According to studies, health concerns are the primary incentive for purchasing organic food (Lodorfos & Dennis, 2008; Wier et al., 2001). Customers are more worried about environmental issues, according to the studies, and consider environmental elements in their purchase decisions (Huang et al., 2014; Molinillo et al., 2020).

The second set of hypotheses investigated the effect of HC and PI (H2a), which are observed to be significant in the case of college going young adults and mothers (Table 7). Customers are more worried about their health than ever before, so preferably aim to find food that brings them mental happiness and physical sustenance in order to avoid encounters that may be hazardous to their health (Yadav et al., 2013). Almost every consumer survey cites "health" as the primary driver of organic consumption (Lea & Worsley, 2005; Magnusson et al., 2001; Radman, 2005; Tsakiridou et al., 2008; Vukasovič, 2013; Zakowska-Biemans, 2011).

The next set of hypotheses tested the effect of SN and PI (H4a), which are observed to be significant in the case of college-going young adults and mothers (Table 7). This conclusion is consistent with Armitage & Conner, (2001) findings, which found a robust link between SN and PI. Chen, (2007a), in a similar vein, discovered that when a person's SN is positive, his PI is much higher. Our findings support a prior study by Tajeddini & Nikdavoodi (2014), which discovered a robust and highly significant correlation between SN and PI, demonstrating that other people's actions and attitudes increase consumers' trustworthiness to buy cosmetics. Customers can, however, be easily persuaded by long-term self-gratification value (Gamage et al., 2022), therefore social value does not necessarily convince them (Tajeddini et al., 2022).

The association between positive FE and PI (H5b) was investigated and observed to be significant in the case of mothers (Table 7). Because the HC's coefficient in the model, in this case, is statistically significant ($p \leq 0.05$), the model also showed that the HC and PI are closely related. While the correlation between negative FE and PI (H5a) was observed to be significant in the case of college going young adults. Attributed to the reason that the model's coefficient in this case is statistically significant ($p \leq 0.05$), the model also showed that HC and ETHC have a direct relationship to PI. In a similar vein, Wong & Kwong (2005) found that framing had less of an impact on consumers' behaviour the more favourable their thoughts are of a product. While positive frames, according to academic opinion, dominate most advertising (Buda & Zhang, 2000; Ganzach & Karsahi, 1995).

Table 7. Summary of hypotheses (H1_a to H4_a based on Pearson correlation and H5_a and H5_b based on Stepwise Regression)

| Hypotheses | P Value | Significance Level | Association Between | Result |
|------------|---------|--------------------|--|---------------------|
| H1a | 0.001 | 0.005 | ETHC and ENC | Strongly Associated |
| H1b | 0.001 | 0.005 | ETHC and HC | Strongly Associated |
| H1c | < 0.001 | 0.005 | ETHC and PI | Strongly Associated |
| H2a | < 0.001 | 0.005 | HC and PI | Strongly Associated |
| H3a | < 0.001 | 0.005 | ENC and PI | Strongly Associated |
| H4a | < 0.001 | 0.005 | SN and PI | Strongly Associated |
| H5a | < 0.001 | 0.005 | Negative FE (ETHC and HC) and PI (Young adults) | Strongly Associated |
| H5b | < 0.001 | 0.005 | Positive FE (HC) and PI (Mothers) | Strongly Associated |

8. Theoretical contribution and managerial significance

Marketers have always been curious about the behavioural patterns and responses of consumers, as the market for organics in India is in a nascent stage. The findings of this study have broad consequences for policymakers, academics, and marketers. This research demonstrates useful insights by identifying the significance of the framing effect as a critical influence that can shape and impact the purchase intention of organic food by affecting the reasoning process of consumers. This research offers a reliable model for assessing the influence of multiple factors on consumer purchase intention, allowing

future researchers to analyze the same model in different study contexts and/or add more variables to the same model to investigate the impact of other relevant aspects. Most of the previous studies have focussed mainly on identifying the antecedents of organic food buying behavior, decision-making styles, and purchase barriers. In the Indian context, the effect of Framing has not been tested for its impact on purchase intention. This study tries to fill the gap by contributing to the expansion of the prior theoretical grounds of the Framing effect applied to study the Indian consumers. The initiatives of this study propose closing the attitude-intention-behavior gap in green consumption emphasizing the shift from exploring the reasons behind the attitude-behavior gap in green consumption to implementing solutions for it.

It also discusses the impact of a consumer's demographic profile on their intent to purchase organic food. Marketers, organic farmers, academicians, management practitioners, policymakers, and merchants can benefit from the findings of the study to increase organic food consumption by better understanding customer purchasing intentions. Furthermore, by responding to the research questions and supporting the hypotheses posed, this study adds to the body of knowledge derived from previous studies on consumer purchase intentions for organic food products in India. The findings of this study can be confidently applied in the markets of the neighbouring South Asian countries as the sentiments and culture of people in these countries are quite similar and the application of framing messages can be leveraged to encourage adoption of the organic products thereby exerting an impact towards sustainable consumption.

According to the findings, both positive and negative message framing can successfully boost customer purchase intention, which is in line with previous research. Furthermore, ethical consciousness and subjective norms play a key role in enhancing customer purchase intention in the organic food market. This might be due to the organic industry's sense of social duty, which covers safety, health, and environmental friendliness. Marketers should choose to create deep influence on these respective groups through the right influencers as both segments are found to be highly impacted by subjective norms. Policymakers may make it necessary to print statements relating to the impact of consumable use on the environment. In addition, they can highlight the duty of consumers towards responsible consumption by displaying proper messages. The presentation of the message in this way will be very noticeable and pertinent.

The future study can also investigate post COVID scenario of the framing effect for organic products by fresh inclusion of data from a larger consumer base as this pandemic had made people more health conscious as well as ethically more awakened to make better and healthy choices. Nevertheless, the contribution of this study is highly relevant and applicable in the present marketing scenario to increase sustainable consumption in India and neighboring South Asian countries.

9. Limitations of the study

There were intrinsic limitations in this study, as well as constraints that occurred throughout the intervention. When examining college going young adults and mothers, the findings of this study did not concur with the findings of intervention studies that imply that the explicit framing effect has a major impact on consumer purchase intention. The next section discusses some of the study's shortcomings that can influence the findings. There were 1122 responses received to the research in the beginning but 120 were removed due to incorrect and irrational replies. Selection bias was recognized as another intrinsic risk to internal validity. A multistage convenience sampling strategy was adopted by the researchers. Given the large population of India, any interpretation of these results must consider that the sample size was small, so generalizations about the population of consumers could be a little risky or unreliable. Besides, mothers having children above 10 years of age and adults were excluded from the studies.

The present study has taken samples only from Mumbai, Bangalore, Delhi, Ranchi, Jaipur, and Satna but it can be further extended to other cities to find if there is any regional difference in the impact of the framing effect. Demographic segmentation and cultural aspects, according to some researchers, should be added to gain a better comprehension of green purchase intention.

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