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NOVEL OPPORTUNITIES FOR PURCHASING INTENTION OF ORGANIC FOODS: IDENTIFYING HOW HEALTH AWARENESS, PERCEIVED HEALTH VALUE, AND THE ANTECEDENTS OF THE TECHNOLOGY ADOPTION MODEL (TAM) AFFECT CONSUMERS' PURCHASE INTENTION

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Abstract: *It is becoming more and more important to comprehend how customers purchase health friendly organic goods. The goal of the current study is to evaluate consumers' buying intentions regarding healthy products (or health friendly) shopping. This study also looks at how customer intentions to buy organic products are influenced by health awareness, perceived value of organic products, perceived usefulness, and attitude toward utilizing them. Moreover, the research expands upon Davis's (1989) Technology Adoption Model (TAM) by including exogenous factors such as perceived health value and environmental awareness. This study has been conducted through data collection via a Google form survey from 260 customers. With the collected data, structural equation modeling (SEM) and validity and reliability testing were carried out. The current study's findings demonstrate that attitudes toward utilizing organic products are positively and differently impacted by environmental awareness and perceived health value. The study also discovered that consumers' intentions to acquire organic food products are significantly influenced by their attitudes and perceptions of their utility. The current work has implications that benefit academicians, marketers, consumers, and policy makers.*

Keywords: *Organic food products; Health awareness, Perceived health value, perceived usefulness, attitude.*

1. Introduction

Health awareness and perceived health value are pivotal in shaping consumers' intentions to purchase organic foods. The organic food sector in India is experiencing a significant transformation, driven by increasing health consciousness, environmental concerns, and technological advancements. In 2024, the Indian organic food market reached a valuation of approximately USD 1,917.4 million, with projections indicating a growth to USD 10,807.9 million by 2033, reflecting a compound annual growth rate (CAGR) of 20.13% (IMARC Group, 2024; Business Wire, 2024). This surge is attributed to a growing awareness among consumers about the health benefits of organic products and the adverse effects of chemical pesticides and fertilizers. Government initiatives, such as the Paramparagat Krishi Vikas Yojana (PKVY) and the National Programme for Organic Production (NPOP), have further bolstered this growth by promoting organic farming practices.

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Health awareness has emerged as a pivotal factor influencing consumer behaviour towards organic food consumption. A study by the Expert Market Research highlighted that 63% of Indian consumers are willing to pay a premium for organic food products, underscoring the perceived health benefits associated with these items. This inclination is not just limited to urban centers but is gradually permeating semi-urban and rural areas, indicating a nationwide shift in dietary preferences (Expert Market Research, 2024). The integration of health awareness with perceived health value plays a crucial role in shaping consumers' attitudes and intentions towards purchasing organic foods.

The Technology Adoption Model (TAM) offers a robust framework to understand the adoption of organic foods among consumers. According to TAM, perceived usefulness and perceived ease of use are primary determinants influencing individuals' acceptance of new technologies or products (Khan & Khan, 2020). In the context of organic foods, perceived usefulness translates to the health benefits and environmental advantages these products offer. A study by Jaiswal and Singh (2024) emphasized that health consciousness, ecological trustworthiness, and functional value are significant drivers of purchase intention for organic food items in India. Understanding these antecedents can provide valuable insights into consumer behaviour and aid in formulating effective marketing strategies. The study seeks to address the following research questions:

- How does health awareness influence consumers' perceived value of organic foods?
- What is the relationship between perceived health value and consumers' attitudes towards organic food consumption?
- How do the antecedents of the Technology Adoption Model affect consumers' purchase intentions for organic foods?
- What strategies can be implemented to enhance the adoption of organic foods among Indian consumers?

The forthcoming section of this research paper will follow as literature review, research methodology, results and concluding remarks.

1.1 Literature Review

The TAM suggests that perceived usefulness and ease of use influence individuals' adoption of new technologies. In the context of organic food, technological platforms like online marketplaces and mobile applications can impact purchase intentions. A study in India highlighted that trust, convenience, and environmental concern, facilitated by technological advancements, significantly influence consumers' intentions to purchase organic foods (Kamboj & Kishor, 2024).

1.1.1 Health Awareness

Health consciousness significantly influences consumers' decisions to purchase organic foods. Studies have shown that individuals with higher health awareness are more inclined to choose organic products due to their perceived health benefits. For instance, research conducted in India found that health consciousness positively affects consumers' attitudes and intentions toward buying organic food (Singh & Verma, 2017). Similarly, a

study in New Zealand and Fiji revealed that health consciousness strengthens the relationship between self-risk perception and purchase intention of organic foods (Devi et al., 2023).

Health consciousness significantly influences consumer attitudes toward organic food. Devi et al. (2023) found that individuals with heightened health awareness are more inclined to purchase organic products, perceiving them as healthier alternatives. This health consciousness not only directly affects purchase intentions but also moderates the relationship between self-risk perception and purchasing behaviour. Similarly, Kamboj and Kishor (2024) observed that in India, health and hedonic values substantially impact attitudes toward organic food, with health awareness enhancing the attitude-intention linkage, especially when consumers are exposed to food safety information. Health-conscious individuals are more likely to form favorable attitudes toward organic products due to perceived health benefits and safety. Devi et al. (2023) emphasize that health awareness directly contributes to positive consumer attitudes and organic purchase intentions.

1.1.2 Perceived Health Value

Perceived health value, or the belief that organic foods offer superior health benefits, is another critical determinant of purchase intention. Consumers often associate organic foods with higher nutritional content and safety, leading to increased willingness to pay premium prices (Watanabe et al., 2020). In Brazil, functional and emotional values related to health were found to positively affect consumer trust and purchase intention toward organic foods (Watanabe et al., 2020).

Perceived value—encompassing functional, emotional, and social dimensions—plays a pivotal role in shaping consumer trust and purchase intentions. Watanabe et al. (2020) demonstrated that functional and emotional values positively influence consumer trust, with emotional value directly motivating purchase intentions. In the Indian context, Kamboj and Kishor (2024) highlighted that hedonic value exerts a stronger influence than health value on green purchase attitudes, suggesting that consumers derive significant pleasure and satisfaction from consuming organic products. Perceived value, including emotional and functional aspects, positively impacts consumer attitudes. Watanabe et al. (2020) found that consumers who see high value in organic products tend to form stronger positive attitudes.

1.1.3 Perceived Usefulness

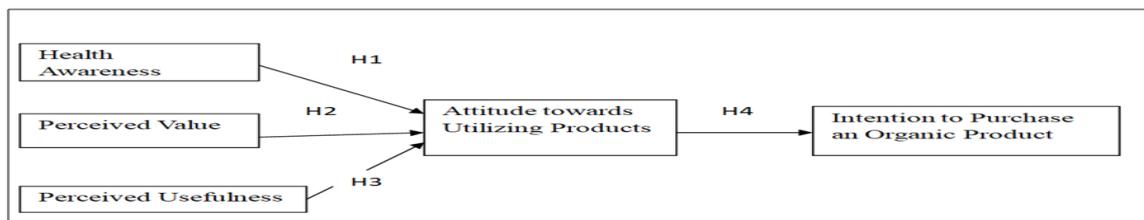
Perceived usefulness, often linked to the functional benefits of organic products, is crucial in attitude formation. Roh et al. (2022) integrated the Theory of Consumption Value and the Theory of Reasoned Action to reveal that green perceived value significantly affects consumer attitudes and trust, which in turn influence purchase intentions. Their study underscores the importance of consumers' perceptions of the utility and benefits of organic products in shaping positive attitudes. Health awareness strengthens the impact of perceived usefulness on attitudes. Consumers who are aware of health risks are more likely to value and appreciate the functional benefits of organic food (Roh et al., 2022; Khan & Khan 2018). Perceived usefulness, tied to health and environmental benefits, significantly influences attitudes. According to Roh et al. (2022), perceived usefulness is a key determinant in shaping positive consumer attitudes toward green products.

1.1.4 Attitude towards Utilizing Organic Products

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Consumer attitudes toward organic products are influenced by a combination of perceived value, quality, and price. A recent study in India by Chandra et al. (2024) found that perceived price and quality are significant mediators in the relationship between attitude and purchase intention. This suggests that while consumers may have a positive attitude toward organic products, their actual purchasing decisions are contingent upon their perceptions of the product's value proposition.

Figure 1: Conceptual Model



Source: Prepared by Author

Based on the above literature review, the following four hypotheses have been formulated for the study.

H1: Health awareness has a positive and significant impact on consumer attitude toward utilizing organic products.

H2: Perceived value of organic products has a positive and significant impact on consumer attitude toward utilizing organic products.

H3: Perceived usefulness of organic products positively influences consumer attitude toward utilizing organic products.

H4: A positive attitude toward utilizing organic products significantly influences the intention to purchase organic products.

2. Research Methodology

To carry out this study, five dimensions i.e. Health Awareness, Perceived Value, Perceived Usefulness, Attitude toward Utilizing Organic Products and Purchase Intention have been considered. Questionnaire has been adapted from the previous studies based on 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree).

The survey to collect the responses was carried out online from the respondents who have experience of shopping organic food items from December 2024 to February 2025.

Table 1: Questionnaire Adaptation

Items	Dimension	Source
I am highly concerned about my health.	Health Awareness	Adapted from Devi et al., 2023
I regularly monitor my diet for health reasons.		
I actively seek out information about healthy food.		
I avoid foods that may have harmful ingredients.		
My health is a primary concern when making food choices.		
Organic products offer good value for money.	Perceived Value	Adapted from

I believe the benefits of organic products justify their price.	of Organic Products	Watanabe et al., 2020
Organic products improve my quality of life.		
I feel emotionally satisfied when I consume organic products.		
I trust that organic food is better for the environment.		
Organic products help me maintain a healthy lifestyle.	Perceived Usefulness	Adapted from Roh et al., 2022; Khan, A., & Khan, S. (2022).
Organic food is more beneficial than non-organic food.		
Eating organic reduces my exposure to harmful substances.		
Organic products help in preventing health issues.		
I find organic products useful for my overall well-being.		
Organic food improves my diet quality.		
I have a positive attitude toward organic products.	Attitude Toward Utilizing Organic Products	Adapted from Kamboj & Kishor, 2024
I think consuming organic products is a good idea.		
I enjoy buying organic products.		
I feel good about using organic products.		
Organic products are an important part of a healthy lifestyle.		
I intend to buy organic products regularly in the future.	Purchase Intention	Adapted from Ajzen. 1991; Khan (2024)
I will make an effort to purchase organic products when available.		
I am likely to choose organic products over non-organic ones.		
I intend to buy organic products regularly in the future.		

Source: Prepared by Author

2.1 Sample attributes

While portraying the monthly income, 30 (11.54%) respondents have their income less than ₹30,000, 60 (23.08%) respondents were in the range of income more than ₹30,000 and less than ₹60,000 and around 63 percent respondent were having income greater than ₹60,000.

Table 2: Demographic Characteristics

Characteristic		Frequency	Percentage
Age	Less than 20	55	21.15
	20-29	75	28.85
	30 -39	90	34.62
	40 and Above 40	40	15.38

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Gender	Male	150	57.69
	Female	110	42.31
Educational Background	Graduation	125	48.08
	Post Graduate and Above	135	51.92
Income	Less than ₹30000 (~358 USD)	30	11.54
	₹30000-₹59,999 (~358 USD to 716 USD)	60	23.08
	₹60,000-₹89,999 (~716 USD to 1074 USD)	65	25
	₹90000 and more (~1074 USD and more)	105	40.38

Source: Prepared by Author based on responses

The reliability of each dimension was measure through Chronbach's alpha by using SPSS 25.0. It was found that value of α was greater than 0.7 For Each Variable i.e. Health Awareness ($\alpha=0.819$), Perceived Value ($\alpha=0.861$), Perceived Usefulness ($\alpha=0.798$), Attitude towards utilizing ($\alpha=0.783$), Purchase intention ($\alpha= 0.763$). Therefore, the variables were considered for data analysis as per criterion given by Hair et al. (2010). Since, author has already adapted the tested items by the previous researchers, therefore, results of exploratory and confirmatory factor has not been reported in this paper.

3. RESULTS

Structural Equation Modelling (SEM) is employed for path analysis to measure the effects of study variables to assess the attitude towards utilising variables and intention to purchase. SEM enables the researchers to assess the causal relationship between items and constructs as well as the inter-constructs average relationship. The path estimates for hypotheses testing have been calculated through AMOS 25.0, which shows the path estimates for the respective casual relationships. Further, the SEM model has been found a good fit as other statistics indicating values within limits ($\chi^2=242.056$, $df = 104$, $\chi^2/df =2.327$, $CFI=.915$, $RMSEA=.06$). Items under each construct were statistically significant with respective variable. Results of structural equation modelling have been indicated below in table 3. Indirect effects of these variables have been measured through the SPSS AMOS 25.0.

Table 3: Results of Structural Equation Modeling

Hypotheses	Estimates	C.R.	p- value
H1: Health Awareness → Attitude towards Using	0.400	5.570	.000
H2: Perceived Value → Attitude towards Using	0.350	4.350	.000
H3: Perceived Usefulness → Attitude towards Using	0.647	8.359	.000
H4: Attitude towards Using → Purchase Intention	0.589	5.249	.000

Source: By Researcher

Table 3 also displays the outcomes of the four hypotheses that this study put forth. According to Hypothesis 1, Health awareness is significantly positively impacts on attitude towards Using. The findings show that Indians' perceived usefulness is significantly influenced by environmental awareness (beta = 0.400, $p < 0.00$). Therefore, results are consistent with hypothesis 1.

According to Hypothesis 2, perceived value is significantly positively impact on Attitude towards Using. According to the findings, perceived usefulness is significantly impacted by green perceived value (beta = 0.350, $p < .05$). The outcome does lend credence to hypothesis 2. The third hypothesis examined how attitudes toward using are greatly influenced by perceived usefulness. The analysis demonstrates a significant relationship between attitude toward using and perceived usefulness (beta = 0.647, p is less than 0.00). Therefore, hypothesis 3 is supported by the results.

Hypothesis 4 assumed that attitudes toward using exert substantial impact on purchase Intention. The output of regression analysis explains that Perceived Usefulness shows significant influence on purchase Intention (beta = 0.589, $p < 0.00$). Thus, hypothesis 4 is supported.

4. DISCUSSIONS/CONCLUSIONS

This research has been conducted to assess the intention of consumers for purchase of organic food products. In this research, it has been found out that perceived usefulness, health awareness and ease of use play a key role for determining the purchase intention of consumers. For structural equation modelling, AMOS 25.0 has been employed as analytical tools. Further, reliability analysis was conducted with the help of SPPSS 25. Notably, our results portray that health awareness and health perceived value positively influence the attitude towards the organic food products. Presently, there is a much more focus on sustainable consumption to promote the environmentally friendly practices all over the world.

These results are consistent with previous studies which indicate that health and environmental awareness positively influence consumer attitudes (Hoang & Tung, 2024; Toros et al., 2023). Therefore, customers are more aware to adopt such practices and find the health perceived value useful for attitude formation. Perceived value significantly positively impacts attitude towards using. This outcome is in line with previous literature, where green perceived value was found to affect attitudes toward eco-friendly behaviour and products (Raksadigiri & Wahyuni, 2020; Braimah et al., 2022). Perceived usefulness greatly influences attitudes toward using. These results highlight the pivotal role of perceived usefulness in shaping user attitudes (Toros et al., 2023; Raksadigiri & Wahyuni, 2020). In this study, attitudes toward using significantly influenced on purchase intention. This result is well supported by existing literature that underscores attitude as a crucial antecedent to consumer purchasing behaviour (Shastri & Dayananda, 2020; Hoang & Tung, 2024). Further, policies of all government are incorporating the use of organic products so that little harm may be recorded to the on the human health. Though, this research has been conducted carefully. Further, the market of organic food items in India is in development stage.

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Therefore, the respondent experience may not have such level. Future research may be done with moderating effect based on socio-economic variables. Further, cross country research may be done by the researcher based on these variables.

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