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### Analysis of Consumer Cognitive Process in Influencing Intention and Purchase Behavior of Organic Food: A Structural Equation Modeling

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#### ABSTRACT

In the modern world where the people are highly educated, up to date and well aware of their surroundings. The inclination towards purchasing organic food is rising among the people nowadays. The major objective of this article is being familiar with the cognitive process and its influence in purchasing intention and actual purchase of organic food. The article outcome demonstrates that the responsible factors for consumer cognitive process are customer learning and experience, importance shift, belief shift, attitude change, evaluation, perception change. Further, this article discussed that the relationship between consumer cognitive process and purchase intention where the cognitive process is independent variable and purchase intention as the dependent variable. Further regression analysis, are presented in the model and shows that there is the significant impact of the various cognitive process (except Attitude Change and Evaluation) on building customer purchase intention and on actual purchase behavior (except Evaluation). So this article strongly suggested that cognitive process is foremost component to develop the purchasing intention and actual purchasing of the organic food.

**Keywords:** Cognitive process, Purchase intention, Actual purchase, Organic food.

#### 1. INTRODUCTION

Every country has their core value, and that can be safety, security and providing healthy foods to their citizen. In the modern era, the consumer is very conscious and aware of the surrounding such as environmental problems and the green universe. Coddington (1993) discussed the adjustment in the point of view of the customers. Customers stressed over the effect of natural harm on their health and security. Their nervousness constrained the advertisers to fuse environment issue in its core decision making. Further, it

explained the trust in sustenance and well-being awareness has developed as principle attractions for the shoppers towards natural nourishment. This awareness towards well-being is growing step by step with the expansion of age. In the recent years, there is more use of pesticides and chemical fertilizers in agriculture sector which increase the yield of crops. But the modern consumers are well known about the harmful impact of these inorganic food products, so consumers are turning towards natural food products. “Organic food” is food which created without utilizing conventional pesticides can name as natural nourishment. “As far as food that comes from living creatures – meat, eggs and dairy items, the creature must not be encouraged anti-toxins or development hormones.”

As per organic Foods Production Act,1990. Organic foods are those that are ecologically sheltered, created utilizing ecologically stable strategies that don't include present day synthetic input, for example, pesticides and concoction manures, do not contain hereditarily altered living beings and are most certainly not handled utilizing light, common solvents, or concoction nourishment added substances. Garcí'a-Gallego and Georgantzi's, (2011) Compelling efforts assume a prominent part in making awareness in the psyches of consumers, and they are prepared to spend more cash for green products. The development and utilization of organic food items have been remarkably expanding in the current years because of the growth of awareness. The expanding familiarity with green universe issues, naturopathy, and environment the marketer are interested and keen to offer the organic food products. Eco-friendly items are picking up prevalence among shoppers because they are more mindful about their well-being and assurance of the environment. Mintu-Wimsatt and Bradford (1995) Individuals who trust in health advantages, taste and assurance of environment and accept to enhance their life style can be the potential shoppers of natural nourishment. Besides purchasers will “pay for the benefit of purchasing green” Each market has distinctive elements deciding the prominence of organic food. (Lockeretz, 2007; Padel and Lampkin, 2007). Stated that the attitude towards natural food was at first observed at a political level first in Europe and afterward took after by North America and Japan, which came in light of the developing enthusiasm for natural products. Because of the major issues caused by the overwhelming scene see fundamental the hypotheses and system of innovation, for example, finished creation, ecological contamination, sustenance frighten and the elimination of rustic regions. Chakrabarti (2010). India is a standout amongst the most potential markets for showcasing organic food. Many individuals since hundreds of years are very much aware that the natural nourishment is much unrivaled from the perspective of health than that of the inorganic food, India had been one of the first adherent of organic food in truth it had been entirely reliant upon the regular manures. In this manner, India can be the best potential market for the businesses of natural sustenance, yet to fit themselves in, they should have the certainty of the buyers, who are the dedicated customers of natural nourishment, with their quality. Each business has the offers of its products to pick up the usual benefit as an ultimate objective of its operation. In the modern era, the organizations are consumer oriented where the (purchaser, customer) is in the concentration of every one of their exercises. Such an approach requires careful and an inside and out investigation of consumer conduct to understand like how customers settle on their choices to act in a certain way, what spurs them, what pulls in their attention. Consumer decision making can be influenced by various factors: the individual contrasts, condition and the mental procedures.

This article has discussed the role of cognitive process and its influence on intention and purchase behavior of organic food. Cognitive process or learning is a complex mental procedure of incorporation of all

customer mental exercises in settling the issue of buying certain items or administrations and determination of the circumstance happened. It includes learning about thoughts, ideas, states of mind and thinking capacities. The cognitive process permits customers to use the putaway data (memory) for building new learning utilized for the current behavior, or it stores it in the memory as extra data for sometime later.

## **2. REVIEW OF LITERATURE**

Hansen (2003) discussed that cognitive and affective are not independent they are related to each other's and cognitive process help to evaluate and constructs the attitude that put significant impact on buying intention. Blackwell et. al., (2001) the cognitive process develops the consumer belief and attitudes toward the surrounding which help to make some decision in the environment. Steenkamp (1989) consumer uses their cognitive process to reduce the risk and to avoid the wrong purchase selection and for that consumer required to involve highly. The consumers who highly involve in decision use their cognitive activity which makes the strong impact in conducting comparisons of goods and evaluations to make a better decision. Dubois (2000) Buyers are relied upon to utilize their cognitive process in shaping beliefs (cognitive component) at the traits of goods, which thusly may bring about the improvement of a general feeling in the feeling of preferring/ignoring a product. Buyers with a positive attitude toward goods are relied upon to be all the more eager to consider getting it. Ruiz & Sicilia (2004) researcher tries to consider whether people vary in their inclination to depend on cognitive or affective activity to process the information and take the decision. This study suggested persuasive appeals be liable and more effective to evaluate the information and consumer cognitive process develop the strong attitude, belief, and evaluation of the brand choice and purchase intention. Teng & Laroche (2007) result indicated that cognitive processes of consumers do not affect only the brand attitudes but it also affects the consumer confidence toward evaluating the brand. So consumers' cognitive process develops consumers' attitudes and confidence which make an impact on their purchase intentions.

Aslin & Rothschild (1987) Researchers proposed the model (CBL) Cognitive-behavioral learning and indicate that cognitive process arises among the contribution of information and output of behavior. It included the cognitive and behavior learning and both of learning are complementary and arise sequentially; an insignificant measure of cognitive learning must happen before behavioral learning will occur. Cognitive learning happens basically when a shopper is new and additionally included with a good and services, while behavioral learning happens essentially when a customer is well-known or potentially uninvolved with products. Therefore cognitive and behavior learning plays a major role to build the cognitive process in specific situation which made their purchase intention. In the cognitive process majority of information made purchase intention (e.g., watching advertisements) as opposed to specifically (e.g., actual buy) in light of the hazard engaged with the actual buy. Since the buyer is new as well as exceedingly involved with the product, consumers will be hesitant to buy it. In this manner, vicarious learning which received from information help to accomplish cognitive process that displays cognitions and appropriate behavior that produced amid these behaviors.

Hogersen (2009), individual states of mind or attitude towards natural food were for the most part in light of convictions about its benefits. The attitude of the shoppers to pick organic food and that is faith in the positive well-being impacts, eco-friendly generation and better taste of natural food. (Crawford, 1997) It has been accounted for that other than exogenous variables like culture, reference gathering, family and

financial circumstances; endogenous components like motive and thought processes, learning, self-idea, identities, and mentalities influenced purchasers' purchasing behavior. Kuhar and Juvancic (2010) consumer or shopper can be affected by its cognitive process frame belief and create disposition and intention. Results also demonstrate that organic product is most fundamentally impact by their accessibility in retail outlets, trailed by purchasers, income, health benefits and ecological contemplations, and visual appeal of items. Nicolae and Corina (2011) The greater part of the buyers settle on their purchasing choice concerning products of the soil in light of an examination of cognitive and emotional components and are not especially impacted by advertising or different battles. Yiridoe et. al., (2005) uncovered the significance of learning, knowledge on organic food items as a factor that is unequivocally influencing purchasing choice since shoppers without information can't separate the qualities of natural/organic from conventional. Roitner-Schobesberger et. al., (2008) explore the inclinations and the reasons why customers buy or don't buy natural vegetables in Bangkok, Thailand. Organic purchasers portrayed have a tendency to be more established, have an advanced education level, and have a higher family wage with respect to non- organic purchasers. They found that the three major inspirations to buy natural vegetables are the standard well-being and ecological advantages, the fascination of new and popular items, and the look for tastier food products. (Wier & Andersen, 2001; Lodorfos & Dennis, 2008). An expansion in information or knowledge levels has made individuals take more care of themselves, as well as the earth too. In general, reliable down to earth proves exists to help a positive connection between health awareness and customer buy intention for natural or organic food. Studies exhibit that health risks are the key inspiration for the buy of organic food and correspondingly the thought of free-from-pesticides is the best and focal characteristic of the organic food. Cook et. al., (2002) Organic foods accepted as more advantageous, regular, nutritious and reasonable than conventional nourishments; the attitude of purchasers to natural foods is agreed to emphatically relate with the state of mind or attitude to organic food. Attitude had an extraordinary impact on customers' buy intention when they needed to devour certain items.

Batkoska & Koseska (2012) The effect of cognitive learning is specifically associated with purchasing decision and intention, while the likelihood that the brand has been recalled may significantly expand the odds of that brand being bought. The acquired product or item which the individual recalls straightforwardly decides person's future determination. In circumstances where customers don't consider options which are physically present and which are being offered to them, their evaluation and choices my reliance upon the beforehand recollected learning and experience. The cognitive process made a strong emotions, perception, benefits, and knowledge which form their learning and influence the purchase and behavior.

### **3. OBJECTIVES OF THE STUDY**

The consumer purchasing intention and actual purchase can influence by the various factors regarding the organic food. The intentions of the study are to analyze consumer cognitive process towards purchase of organic foods and to analyses the consumer sensitivity for consumer cognitive process and its impact on purchase intention and actual purchase of organic foods.

### **4. RESEARCH METHODOLOGY**

To inspect the research objectives and discover the factors which make some influence consumer cognitive process and purchase intention and actual purchase of organic foods the descriptive, as well as exploratory research design, consider and it is most proper for this article. A structured survey made to covering

consumer cognitive process and purchase intention and actual purchase of organic foods. Primary data is utilized to finish this investigation, and 327 samples gathered through organized questionnaire. For the information gathering, it was used judgment and convenience, and the respondents have been chosen on the premise of judgment and convenience. Data analyzed with the assistance of SPSS software. Mean, factor analysis, regression analysis, and structural equation modeling technique were utilized to examine the information.

**Table 1**  
**Demographic characteristic of respondents**

<i>Variable</i>	<i>Description</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Age	Up to 20	31	9.5
	20 To 30	161	49.2
	30 To 40	80	24.5
	40 To 50	34	10.4
	50 To 60	21	6.4
Gender	Male	196	59.9
	Female	131	40.1
Marital status	Married	152	46.5
	Unmarried	175	53.5
Income level	Up to 15000	10	3.1
	15000 To 25000	93	28.4
	25000 To 35000	150	45.9
	35000 To 50000	74	22.6
Education	No formal education	2	.6
	Under graduate	9	2.8
	Graduate	78	23.9
	Post graduation	186	56.9
	Professional and other	52	15.9
Occupation	Student	25	7.6
	Business	16	4.9
	Services	126	38.5
	Professional	160	48.9
Nature of family	Nuclear	150	45.9
	Joint Family	177	54.1
Family size	1 to 3	35	10.7
	2 to 5	178	54.4
	5 to 10	87	26.6
	More than 10	27	8.3

The demographic profile analysis displayed in the table it demonstrates the age examination of respondents which show that 9.5% is up to 20 years and 20 to 30-year respondents are 49.2% which contribute maximum to this study. In the next age group, 30 to 40 respondents are 24.5%, while in the age group 40 to 50 are 10.4% rest 6.4 % respondents were in the age group 50 to 60. In the gender classification, it demonstrates that 59.9% is the male respondents while 40.1% are female's respondent in the sample size. The table also indicates the marital classification of the respondents it shows that 152 respondents i.e. 46.5% are married while 175 respondents i.e. 53.5 % are unmarried. As per the income analysis up to

15000 very few respondents i.e. 3.1% and in the income group 15000 to 25000 i.e. 28.4% respondents are in the sample size. While in the income level 25000 to 35000 there are 45.9% respondents and rest 22.6% respondents are in the income group 35000 to 50000. Regarding the education level, it demonstrates that there are very few respondents which are having no formal education i.e. .6% and 2.8% respondents are undergraduate and respondents having graduation is 23.9% while the postgraduate respondents are the 56.9% and rest 15.9% respondents are professional education. As per the occupation classification, the students are 7.6% and the respondents having the business are 4.9%. While the respondents are in the services i.e. 38.5% and most of the people are professional i.e. 48.9% of total sample size. Regarding the family nature, the 150 respondents are from nuclear family i.e.45.9% and rest 177 respondents belong to the joint family i.e. 54.1%. In the family size classification, it indicates that 35 respondents are 1 to 3 members in the family i.e. 10.7% and 178 respondents are 2 to 5 family members i.e. 54.4% while 87 respondents having 5 to 10 members in their family i.e. 26.6%, rest 27 respondents are having more than 10 members in their family i.e. 8.3%.

**Table 2**  
**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	3997.261
	Df	231
	Sig.	.000

The outcome acquired from 327 respondents had been completely broke down and result discussed in this part. To dissect the quality of relationship among factors the Kaiser-Mayer-Olkin (KMO) measure of testing ampleness was connected. The KMO measure of sampling sufficiency was figured to decide the appropriateness of utilizing factor examination it guarantees whether information are reasonable to perform factor analysis. The estimation of KMO fluctuates from 0 to 1 and high esteems (near 1.0) by and large demonstrate that a factor investigation might be attractive with the information. KMO examining ampleness ought to be more noteworthy than 0.5 for agreeable examination or testing. In the table KMO value shows .737 sufficient for testing.

**Table 3**  
**Rotated Component Matrix<sup>a</sup>**

	<i>Component</i>						<i>Commonalities</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	
I understand organic products are good for the environment	.791						.812
When I purchase organic product I feel I support local farmer and their family	.778						.697
I think by using organic product we can create a balance in the eco system	.765						.763
I feel that organic products are frf from pesticides	.640						.745
I focus on my internal experiences while purchasing of organic product	.567						.608
I feel organic foods are fresh, taste and healthy	.565						.447

(Contd...)

	<i>Component</i>						<i>Commonalities</i>
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	
I feel excited when making a purchase of organic products	.519						.566
I feel organic products are better than non organic one.		.909					.835
I evaluate organic product on various dimension before making purchase		.786					.728
My knowledge about organic product, attribute and its benefit in the past motivate me to purchase		.673					.749
Organic food production is better for the environment because it uses no a less chemical residue		.646					.584
I intend to buy organic food if they are more accessible in the market		.602					.720
My concern about the environment improves my intention to buy organic foods.			.765				.634
I motivated to purchase organic food because of its various benefits			.719				.709
Sometimes I buy organic in order to make myself feel better			.674				.578
I trust my internal experiences rather than what I see and hear in the moment guiding me to do			.601				.656
I buy the organic food due to my distress about future happening, rather than doing the things that are important to me				.782			.697
The government promotional policy of the organic product is helping to shift me to purchase organic product				.685			.608
My strong concern toward my self and family health impel me to shift toward organic foods					.824		.752
Peer experience of organic food has conformed me in line with the need of organic foods					.585		.602
My past experience about organic foods has creates strong importance in favour of organic foods.						.463	.799
Overall I am satisfied with the organic product and my experience is well up to my expectation						.831	.745
Total	6.831	2.524	1.801	1.781	1.085	1.012	
% of Variance	31.048	11.475	8.185	8.095	4.93	4.6	
Cumulative %	31.048	42.523	50.708	58.803	63.734	68.334	

*Extraction Method:* Principal Component Analysis.

*Rotation Method:* Varimax with Kaiser Normalization.

<sup>a</sup>Rotation converged in 9 iterations.

In this part the SPSS used and with the help of rotation method in the factors analysis, it found the six factors. These factors are affecting the consumer cognitive process and influence the intention and purchase behavior toward organic food. The (PCA) principal component analysis has done to investigate the fundamental components related to 22 variables. This revealed that factors having the variance and i.e. 31.048% in factor 1 and 11.475% variance is carried by the factors 2 and factor 3 having 8.185% variance while the factor 4 carry the 8.095% and factor 5 carry the 4.93% variance while the last factor 6 having 4.6% variance.

## Principle Components and Associated Variable : A Descriptive Statistics

**Table 4**  
**Descriptive Statistics**

	<i>Reliability</i>	<i>Mean</i>	<i>Std. Deviation</i>
Perception change	.848	2.2123	.82469
I understand organic products are good for the environment		2.3333	1.20848
When I purchase organic product I feel I support local farmer and their family		2.1464	1.15936
I think by using organic product we can create a balance in the eco system		2.2586	1.14501
I feel that organic products are frf from pesticides		2.0218	1.03810
I focus on my internal experiences while purchasing of organic product		2.2243	.92170
I feel organic foods are fresh, taste and healthy		2.3832	1.18304
I feel excited when making a purchase of organic products		3.6063	.93728
Evaluation	.843	1.8760	.80837
I feel organic products are better then non organic one.		1.8785	.96219
I evaluate organic product on various dimension before making purchase		1.8567	1.03291
My knowledge about organic product, attribute and its benefit in the past motivate me to purchase		1.7352	1.08180
Organic food production is better for the environment because it uses no a less chemical residue		1.8660	1.03869
I intend to buy organic food if they are more accessible in the market		2.0436	1.03590
Attitude Change	.757	2.1114	.76051
My concern about the environment improves my intention to buy organics foods		2.1620	.90757
I motivated to purchase organic food because of its various benefits		2.0935	1.07121
Sometimes I buy organic in order to make myself feel better		2.3832	.93853
I trust my internal experiences rather than what I see and hear in the moment guiding me to do		1.8069	1.07242
Belief Shift	.606	3.2259	1.06782
I buy the organic food due to my distress about future happening, rather than doing the things that are important to me		3.0623	1.29029
The government promotional policy of the organic product is helping to shift me to purchase organic product		3.3894	1.23025
Importance Shift	.599	3.2181	.96053
My strong concern toward my self and family health impell me to shif toward organic foods		3.4486	1.20338
Peer experience of organic food has conformed me in line with the need of organic foods		2.9875	1.06646
Customer Learning and experience	.514	3.6231	1.01456
Overall I am satisfied with the organic product and my experience is well up to my expectation		3.5452	1.22423
Peer experience of organic food has conformed me in line with the need of organic foods		3.7009	1.24911



The table Principle components and Associated Variable Descriptive Statistics revealed that there are the six factors which laying the different variables and they are Perception change, Evaluation, Attitude Change, Belief Shift, Importance Shift and customer Learning and experience. These factors carry the reliability .848, .843, .757, .606, .599, .514 respectively. These six factors affect the consumer cognitive process toward the organic food.

### Regression Analysis

**Table 5**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.794	.078		23.128	.000
Customer Learning and experience	.170	.015	.334	11.095	.000
Importance Shift	.258	.017	.480	15.473	.000
Belief Shift	.159	.015	.330	10.321	.000
Attitude Change	.013	.023	.020	.573	.567
Evaluation	-.007	.023	-.011	-.308	.758
Perception change	.075	.022	.119	3.328	.001
R	R Square	Adjusted R Square	Std. Error of the Estimate	F	
.876 <sup>a</sup>	.767	.762	.25131	172.057	

<sup>a</sup>Dependent Variable: Purchase Intention.

<sup>b</sup>Predictors: (Constant), Perception change, customer Learning and experience, Importance Shift, Belief Shift, Attitude Change, Evaluation.

**Table 6**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.720	.039		18.382	.000
customer Learning and experience	.169	.008	.306	21.881	.000
Importance Shift	.231	.008	.396	27.488	.000
Belief Shift	.157	.008	.300	20.211	.000
Attitude Change	.211	.012	.286	18.093	.000
Evaluation	-.027	.012	-.039	-2.298	.022
Perception change	.257	.011	.378	22.708	.000
R	R Square	Adjusted R Square	Std. Error of the Estimate	F	
.975 <sup>a</sup>	.950	.949	.12682	987.686	

<sup>a</sup>Dependent Variable: Actual Purchase.

<sup>b</sup>Predictors: (Constant), Perception change, customer Learning and experience, Importance Shift, Belief Shift, Attitude Change, Evaluation.

The value of R square is .767 indicates that consumer cognitive process explains 76.7% variance in influencing purchase intention. The relationship between consumer cognitive process as the independent variable and purchase intention as the dependent variable is indicated by standardized coefficient beta with a value of .306, .396, .300, .286, -.039 and .378 respectively. The significance of beta is tested using *t*-test and value found is 23.128, 11.095, 15.473, 10.321, .573, -.308 and 3.328 which is significant at 0 level of significance except (Attitude Change and Evaluation) indicating a strong positive relationship between consumer cognitive process and Purchase Intention. Further regression analysis output data indicating the relationship between consumer cognitive process and actual purchase process indicates the value of R square is .957 indicates that consumer cognitive process explains 95.7% variance in the consumer to purchase organic food product. The relationship between cognitive process as the independent variable and actual purchase as the dependent variable is indicated by standardized coefficient beta with a value of .306, .396, .300, .286, -.039 and .378 respectively. The significance of beta is tested using *t*-test and value found is 18.382, 21.881, 27.488, 20.211, 18.093, -2.298, 22.708 which is significant at 0 level of significance except indicating the strong positive relationship between consumer cognitive process and actual Purchase behavior. Further after factor analysis, a Structural Equation Model has been formed and run through the software AMOS (version 18). As the structural equation modeling technique enables the simultaneous estimation of multiple regression equations in a single framework. Notably; all direct and indirect relationships in the model have been estimated simultaneously, and thus the method allows all the interrelationships among the variables to be assessed in the same decision context. It is to note that researchers have recommended that a sample size 300 to 400 is appropriate for Structure Equation Model (SEM) analysis, (Bollen, 1989). The sample size in this study is 327, so SEM analysis could be applied. Covariance matrices were analyzed in all cases using the SPSS-AMOS software. Model fit and adequacy have been assured and results of statistical analysis are presented in the following section of this study: in the present section of the study presents the output of the Structural Equation Model constructed and run in this study. The model fit has been assured by the common rule of thumb as given in Table 7.

**Table 7**  
**Indicators for Model Fit**

<i>Indicator</i>	<i>Required for Good Fit</i>	<i>Required for Acceptable Fit</i>
CMIN (Chi-Square/df)	$0 \leq \text{Chi-Square/df} \leq 2$	$2 \leq \text{Chi-Square/df} \leq 7$
P value overall	$0.05 \leq p \leq 1.00$	$0.01 \leq p \leq 0.05$
CFI (Comparative Fit Index)	$0.97 \leq \text{CFI} \leq 1.00$	$0.95 \leq \text{CFI} \leq 0.97$
GFI (Goodness of Fit Index)	$0.95 \leq \text{GFI} \leq 1.00$	$0.90 \leq \text{GFI} \leq 0.95$
AGFI (Adjusted Goodness of Fit Index)	$0.90 \leq \text{AGFI} \leq 1.00$	$0.85 \leq \text{GFI} \leq 0.90$
NFI (Normed Fit Index)	$0.95 \leq \text{NFI} \leq 1.00$	$0.90 \leq \text{NFI} \leq 0.95$

Source: Schermelleh-Moosbrugger and Muller (2003).

The outcomes of the Structural Equation Model are presented in the Table 8 below:

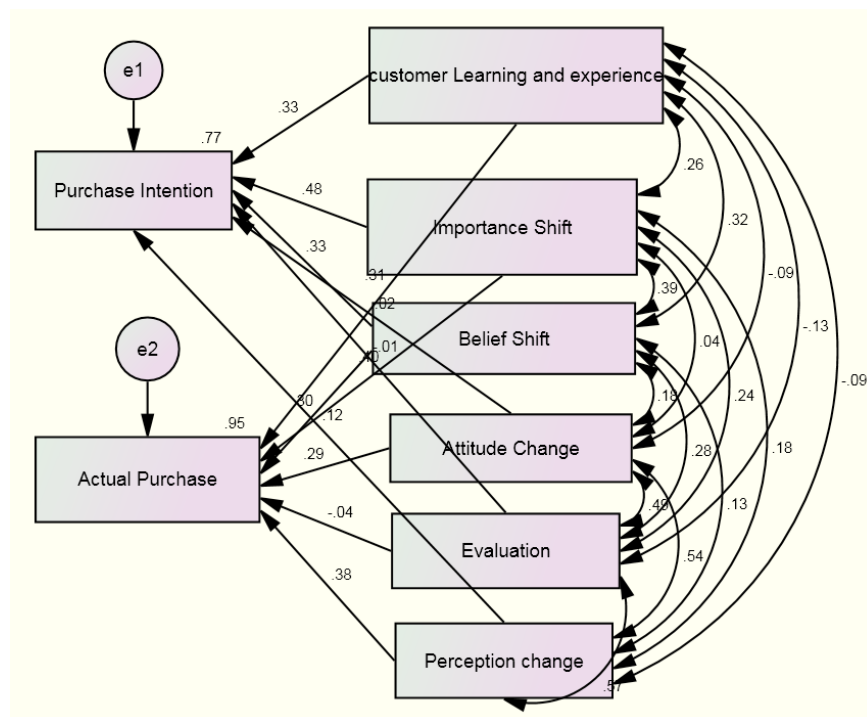
Table 8 shows that all the indicators required for a good model fit have been assured. Other than the indicators mentioned above, Root-Mean-Square Error of Approximation (RMSEA) is one of the indicators for assuring the good fit of the model. Hu and Bentler (1995) suggested that a value of RMSEA is .116. since the degree of freedom is very less and for this reason, Kenny, Kaniskan, and McCoach (2014) argue

to not even compute the RMSEA for low df models. All the values of indicators, mentioned in above Table 8, indicates model fitness.

**Table 8**  
**Outcome values of the indicators for the model applied in this study**

Indicator	Outcome Values of Indicators	Model Fit Type
CMIN (Chi-Square/df)	5.513	Acceptable Fit
P value overall	.019	Good Fit
CFI (Comparative Fit Index)	.998	Good Fit
GFI (Goodness of Fit Index)	.996	Good Fit
AGFI (Adjusted Goodness of Fit Index)	.857	Acceptable Fit
NFI (Normed Fit Index)	.997	Good Fit

Source: Outcome of the model applied in this study.



**Figure 1: Structural Equation Model for Path Analysis**

As the structural equation modeling technique enables the simultaneous estimation of multiple regression equations in a single framework. Notably; all direct and indirect relationships in the model are estimated simultaneously, and thus the method allows all the interrelationships among the variables to be assessed in the same decision context. It was hypothesized that there is no significant impact of consumer cognitive proves factor on building purchase intention and actual purchase of organic food. The findings of regression analysis, are presented in model shows that there is the significant impact of the various cognitive process (except Attitude Change and Evaluation) on building customer purchase intention and on actual purchase behavior (except Evaluation). However, it is observed that comparative high R square value of purchase behavior (.957) as compared to purchase intention (.767) indicates that various consumer cognitive

process has a strong influence on actual purchase behavior of the organic product. Co-variances among the variables were examined in the model for all cases. Results show that co-variances among the variables are statistically significant at 5 percent level of significance. The outcome for the correlation matrix of data shows that all the variables taken in the study are highly and positively correlated with each other.

## 5. CONCLUSIONS

This article especially discussed the consumer cognitive process and its influence on intention and purchase behavior of organic food. The study concluded that there are six factors which play a dominant role in the cognitive process these factors are customer learning and experience, Importance Shift, Belief Shift, Attitude Change, Evaluation, Perception change. These factors of consumer cognitive process which further have an impact on the purchase intention and actual purchase. The regression analysis output revealed the relationship between consumer cognitive process and purchase intention where the cognitive process is independent variable and purchase intention as the dependent variable. The consumer's cognitive process indicating a strong positive relationship between consumer cognitive process except (Attitude Change and Evaluation) and Purchase Intention. Further regression analysis also revealed that there is the strong positive relationship between consumer cognitive process and actual purchase behavior. The findings of regression analysis, are presented in the model and shows that there is a significant impact of the various cognitive process (except Attitude Change and Evaluation) on building customer purchase intention and on actual purchase behavior (except Evaluation). However, it is observed that comparative high R square value of purchase behavior (.957) as compared to purchase intention (.767) indicates that various consumer cognitive process has a strong influence on actual purchase behavior of the organic product. Therefore, the marketer needs to give attention and focus on the cognitive process because it has a strong impact on consumer purchasing intention and behavior and develops the marketing strategy in organic food.

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