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Influence of Customer Perceived Values on Organic Food Consumption Behaviour: Mediating Role of Green Purchase Intention

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Abstract

Despite the growing popularity of organic food around the globe, there is a dearth of research that has focused on the relationship between customer perceived values and organic food consumption behaviour. The study used cross-sectional data from 202 Indian customers to examine how perceived values such as health, hedonic and social affect consumers' green purchasing attitude towards organic foods, especially organic fruits and vegetables (OF&V) using an extended value–attitude–behaviour hierarchy (VABH). Partial least squares structural equation modelling (PLS-SEM) was used to evaluate the association among the constructs. The findings posit that perceived health, hedonic and social value positively influence consumers' green purchase attitude (GPA), which in turn influences green purchase intention (GPI), which significantly leads to green purchase behaviour (GPB) towards OF&V. Hedonic value was found to be the strongest motivating reason for Indian customers to buy OF&V. The mediating role of GPI between GPA and GPB has also been confirmed. The study is unique in investigating how consumers' hedonic and health values impact their attitudes, intentions and actual purchasing behaviour towards OF&V in one of the major food producing countries.