Antecedents to Organic Tea Buying Behavior and Consumption Among Millennials in India : Through the Lens of Theory of Planned Behavior

Nilesh Kate [1]
Prashant Chaudhary [2]
Mahendra More [3]

Abstract

Purpose : The purpose of the study was to leverage the unique approach of the theory of planned behavior (TPB) to evaluate and comprehend the consumer attitude and buying behavior toward organic tea in India by using the structural equation model.

Methodology : Primary data were collected by interviewing 470 respondents from diverse backgrounds and demographic profiles. The acquired data were then subjected to structural equation modeling (SEM) and partial least squares analysis methods. Actionable insights were extracted from analyzing consumer attitudes and purchasing behavior about organic tea.

Findings : It was shown that the majority of millennials favored organic tea. The perceived value was greatly influenced by trust, environmental concerns, perceived quality, perceived price, benefits connected to "health, beauty, and wellness," and product features. It was discovered that consumer knowledge, environmental concerns, and personal and subjective norms significantly influenced consumers' attitudes and purchasing decisions about organic tea.

Practical Implications : This research provided insightful information that may be used to create marketing and branding plans for organic tea. It unquestionably offered guidance and suggestions on advancing the ecosystem for organic tea and its use.

Originality : This research was innovative in that it used the TPB model and expanded upon it to determine the critical elements influencing millennials' attitudes, preferences, and purchasing behaviors regarding organic tea.

Keywords : **organic tea, organic food, sustainability, buying behavior, marketing management, brand management, circular economy, climate change, healthy lifestyle**

Paper Submission Date : September 30, 2022 ; Paper sent back for Revision : August 11, 2023 ; Paper Acceptance Date : September 15, 2023 ; Paper Published Online : January 15, 2024

Organic farming is traditionally practiced in emerging markets. It refers to farming that involves designing and developing a "holistic, sustainable, and eco-friendly ecosystem" of agricultural production. It works without applying external synthetic elements like pesticides, chemical fertilizers, genetically modified

[1] *Associate Professor,* Pune Institute of Business Management, Pune, Gut No. 605/1 Mukaiwadi Road, Pirangut, Tal - Mulshi, Paud, Pune - 412 115, Maharashtra. (Email : nileshkate503@gmail.com)
ORCID iD : https://orcid.org/0000-0001-8556-083X
[2] *Associate Professor (Corresponding Author),* WPU School of Business, Dr. Vishwanath Karad MIT World Peace University, Pune, Survey No. 124, Paud Rd, Kothrud, Pune - 411 038, Maharashtra.
(Email : prashant.vchaudhary@gmail.com) ; ORCID iD : https://orcid.org/0000-0003-1752-5623
[3] *Assistant Professor,* Pune Institute of Business Management, Pune, Gut No. 605/1 Mukaiwadi Road, Pirangut, Tal - Mulshi, Paud, Pune - 412 115, Maharashtra. (Email : moremn@gmail.com) ; ORCID iD : https://orcid.org/0000-0002-3359-180X

DOI : https://doi.org/10.17010/ijom/2024/v54/i1/173382

organisms, synthetic hormones, etc. Hence, organic farming is a natural process and plays a major role in conserving environmental balance and biodiversity (Kumari & Raj, 2020). These farming and cultivation practices are also crucial in achieving the United Nations' Sustainable Development Goals (SDGs) (Setboonsarng & Gregorio, 2017). The food produced from organic farming is a healthier option as it brings various nutritional benefits. Organically grown foods are cultivated without chemical fertilizers and pesticides, enhancing the biological cycles in the farming system (Hazarika, 2020). Therefore, they provide better options for a healthy lifestyle, are less contaminated, lessen pollution and soil degradation, improve deep-rooted soil fertility, preserve genetic variety in food, and eschew synthetic fertilizers and pesticides (Xing et al., 2019). Due to the growing belief that organic food is healthier, more hygienic, and boosts immunity, organic food items have grown extremely popular and have become a lifestyle trend for consumers, especially after the COVID-19 pandemic (Rajeswari & Vijai, 2020). According to Future Market Insights (2021), the organic tea market was predicted to grow at a compound annual growth rate (CAGR) of 8.2% from 2022 to 2032, with a market worth of US$ 1.2 billion by 2022. The Asia-Pacific Organic Tea market (including China, India, Japan, Australia, and the rest of Asia-Pacific countries) was projected to grow at a CAGR of 5.6% from 2022 to 2027 (Mordor Intelligence, 2022).

Rationale and Objectives of the Study

It was found that consumer trends are shifting from conventional black tea to organic tea due to its several health benefits, such as being free from chemicals, rich antioxidant activity in nature, reduced weight, improved immunity system, and anti-cancer activity. A huge scope exists for research contribution in the subject domain of consumer buying behavior toward organic tea in the Indian context. This study was also conducted on the premise that the stakeholders of organic tea need insights to refine their strategies for enhancing the adoption of organic tea with changing consumer expectations and market scenarios, specifically post-pandemic. Therefore, we studied consumer perceptions, attitudes, and buying intentions toward organic tea. This research study also analyzes factors influencing consumer buying behavior toward organic tea. We employed the theory of planned behavior (TPB) theory (Prodhan et al., 2023) to examine the variables influencing the millennial generation's strategy and mindset about adopting organic tea. The evaluation was based on the following factors: trust, sensitivity to climate change and the circular economy, perceived quality, perceived price, and benefits relating to "health, beauty, and wellness" (Sinha, 2022). Hence, this study aimed to identify and evaluate consumer perceptions, attitudes, and behavior toward organic tea. The overarching aim is also to determine the relationship between demographic factors and buying behavior toward organic tea, thereby analyzing the factors influencing consumption and buying intentions. This study has focused on various constructs and variables influencing millennials' adoption of organic tea. By examining these constructs and variables through the lens and prism of TPB theory, this study sheds light on how millennials' attitudes and intentions toward organic tea consumption are formed. Through the findings of this study, the authors endeavored to add novel constructs and dimensions to this theory in the context of the adoption of organic tea among Indian consumers, mostly millennials (Kushwah et al., 2019).

Review of Literature

According to an extensive literature review, many researchers have researched consumer behavior toward organic food. These researchers examined the behavior through the lenses of the theory of reasoned action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and, further extension, the TPB (Ajzen, 1985). These are the cognitive theories that, in essence, provide a conceptual framework for understanding several important facets of human behavior in particular situations. The TPB has been categorically used to support the predictions and elucidation of several health-related actions and behaviors. In the present study, we examined various factors and

parameters crucial to understanding millennials' attitudes and buying behaviors toward organic tea consumption in the Indian context.

Consumer Awareness and Knowledge

The widespread availability of the Internet and the growth of connected devices have greatly enhanced public awareness, knowledge, and consciousness regarding the health benefits of eating organic food and leading a healthy lifestyle (Asif et al., 2018). Consumer awareness and knowledge often play a vital role in consumers' purchase intention toward natural and organic food (Dangi et al., 2020). The various sources of information for organic food included the latest reports published by the Government, interviews by industry experts and veterans, food bloggers, nutrition experts, social media influencers, advertisements, advertorials, notifications, etc. These content sources significantly increase awareness and knowledge regarding organic food and its consumption (Siddiqui et al., 2023). Consumers' awareness of organic food items plays a vital role in their attitude toward the consumption of organic tea (Tandon et al., 2020).

Understanding the relationship between consumer awareness and a favorable attitude toward purchasing organic tea is, therefore, essential (Wang et al., 2019). Hence, the subsequent hypotheses are as follows:

- **H01 :** Consumer knowledge does not influence positive attitudes toward organic tea-buying behavior.
- **Ha1 :** Consumer knowledge influences positive attitudes towards organic tea-buying behavior.

Sustainability Factor – Environmental Concerns/Benefits

Environmental concern can be defined as the degree of emotional involvement in environmental issues; it covers individual affective responses toward environmental protection. Consumers prefer eco-friendly and organic products for various reasons, leading to strong purchase intentions, positive attitudes toward organic food, and willingness to pay a higher price (Popa et al., 2019). According to Srivastava and Mahendar (2018), consumers preferred purchasing products from firms that adhered to environmentally conscious business practices in all product categories. According to Wang et al. (2019), it follows that buying organic tea creates a positive attitude and is strongly influenced by environmental responsibility. Hence, we propose the following hypotheses :

- **H02a :** Environmental concerns/benefits do not influence perceived value among organic tea consumers.
- **Ha2a :** Environmental concerns/benefits significantly influence perceived value among organic tea consumers.
- **H02b :** Environmental benefits do not influence attitudes toward purchasing organic tea.
- **Ha2b :** Environmental benefits influence attitude toward organic tea purchase behavior.

Health Benefits

There has been a significant rise in the sales of organic products post-COVID-19 because of the changing food consumption tastes and preferences of consumers, who are turning to natural and organic foods to improve and boost immunity (Khosla et al., 2021). There was a perceived health benefit to organic tea, which led to a demand for herbal tea, green tea, oolong tea, black tea, and other organic herbal tea variants (like peppermint, lemongrass, chamomile, ginger, and so on) and various blends, among other organic tea variants (Mordor Intelligence, 2022). Traditionally, dried herbs, spices, fruits, seeds, roots, flowers, or leaves of other plants having therapeutic

properties have been used to make herbal teas. It doesn't contain any Camellia plant leaves or extracts. Therefore, traditional teas usually don't contain caffeine. The presence of compounds like Polyphenols or flavonoids act as antioxidants and control the damaging impacts of free radicals in the body. This phenomenon has made organic tea a healthful beverage (Khan & Mukhtar, 2019; Yi et al., 2019). Hence, we propose the following hypotheses :

- **H03a :** Health benefits do not significantly affect the perceived value among organic tea consumers.
- **Ha3a :** Health benefits significantly affect the perceived value among organic tea consumers.
- **H03b :** Health benefits do not positively influence consumer attitudes toward organic tea consumption.
- **Ha3b :** Health benefits positively influence consumer attitudes toward organic tea consumption.

Product Attributes and Perceived Quality – Cost and Benefit Factors

Product attributes have played an important role in the customer's decision-making process and have helped them differentiate a product and make informed decisions. According to Mahmoudi et al. (2021), the main characteristics of organic tea are taste, texture, flavors, colors, scent, nutritional value, certifications, packaging, geographic identification (GI) tags, and so on. Besides all these attributes, some features like health-related benefits, immunity-enhancing properties, refreshing experience, eco-friendly packaging, hygiene factors, personalization, ayurvedic and herbal ingredients like turmeric, cardamom, ashwagandha, lemongrass, moringa, tulsi, etc., are also catching the consumer attention and attracting consumer preference (Rana & Paul, 2020). The desire for flavonoid-based beverages with antioxidants has increased in response to growing worries about the detrimental effects of cadmium on human health and body (Chakraborty & Dash, 2023). Above all, drinking organic tea promotes gut wellness by stimulating the growth of beneficial bacteria in the gut and aiding in the maintenance of digestive health. All these qualities have made organic tea a preferred choice for the health-conscious consumer (Kate & More, 2018). Hence, we propose the following hypotheses :

- **H04 :** Product attributes do not significantly influence the perceived value of organic tea consumers.
- **Ha4 :** Product attributes significantly influence the perceived value of organic tea consumers.

The perceived quality positively influences the perceived value (Balaji & Injodey, 2017), eventually leading to consumers' purchase behavior and intention (Caputo et al., 2018; Pishbahar et al., 2020). The organic tea market maintained an attractive growth rate and robust consumer preference due to the better quality of naturally and organically cultivated tea and its advantages for environmental sustainability and human health (Future Market Insights, 2021). In addition, tea producers store and distribute their products using elegant, environmentally responsible, multi-layered packaging. Because of this, the likelihood of deterioration, adulteration, and spoiling is greatly reduced or eliminated, ultimately preserving the tea's aroma and freshness (IMARC Group, 2022; Mordor Intelligence, 2022).

Therefore, we investigated the influence of perceived quality on consumers' perceived value from organic tea consumption, and propose the following hypotheses :

- **H05 :** Perceived quality does not influence the perceived value of organic tea consumers.
- **Ha5 :** There is an influence of perceived quality on the perceived value of organic tea consumers.

Perceived Price and Trust Factor

It was observed that consumers with a passion for leading healthy lifestyles were willing to pay high prices (Grimm et al., 2023; Yormirzoev et al., 2021) for the nutritional and health benefits of organic food products and motivated to buy organic food products such as organic tea (Mohamed et al., 2012). Due to its high cost and restricted availability, organic food has historically not been extensively consumed in many emerging economies and developing nations. As a result, demand for organic tea has a high price elasticity (Raj & Rai, 2018).

Even though the COVID-19 pandemic has had a severely adverse impact on the economy, the growth in demand for organic and herbal tea (Khosla et al., 2021) is essentially owed to growing "premiumization" in the industry and perceived higher value in terms of health benefits (Mordor Intelligence, 2022). This has positively impacted the income of farmers who cultivate and produce organic tea. The relatively higher income is due to the higher technical efficiency of production vis-à-vis conventional methods of farming (Doanh et al., 2018; To The & Nguyen Tuan, 2019). Also, the growing trust aspect is significantly enhanced with certification, labeling, trademarks, GI tagging, and so on (Sriyakul et al., 2020). All these attributes inspired trust and credibility and consequently led to the formation of a positive attitude and perceived value toward organic tea (Liang, 2016). Hence, the following hypotheses are proposed :

- **H06 :** Perceived price has no effect on the perceived value among organic tea consumers.
- **Ha6 :** The perceived price affects the perceived value among organic tea consumers.
- **H07 :** Trust does not affect the perceived value of organic tea consumers.
- **Ha7 :** Trust affects the perceived value of organic tea consumers.

Personal Norms

Personal norms refer to the sentiment of preference and commitment to act (here, prefer or buy a product or service) as per one's value framework. It is categorically characterized as a person's belief system that acts with a specific goal in mind that is dependent on its valuations (Nagaraj, 2021). Like any other lifestyle, shopping, and specialty consumer products, consumers' awareness about functional attributes of a product, motives, judgments, feelings, and so on drive their buying behavior (Chaudhary, 2021). Thus, the growing consumer awareness and preference for a healthy lifestyle and medicinal properties of various organic tea variants contributed to its growing consumption. All these characteristics and benefits helped in relaxation, rejuvenation, anxiety reduction, and minimizing the risks of developing chronic medical ailments (IMARC Group, 2022; Mordor Intelligence, 2022). Hence, the following hypotheses are proposed :

- **H08 :** Personal norms do not influence organic tea-buying behavior.
- **Ha8 :** Personal norms influence organic tea-buying behavior.

Subjective Norms

Subjective norms have been characterized as perceived social pressure experienced by an individual to undertake or not undertake a particular action or implement or not implement a particular decision (Ajzen, 1985; Ajzen & Fishbein, 1980). Hence, there has been an apparent social pressure on an individual to act or carry on in a specific way, or it might be an inspiration to fulfill the expectations of others. Here, subjective norms like socially and environmentally responsible consumption influenced attitudes significantly (Chaudhary & Kate, 2023). This

impact on attitude subsequently shaped buying behaviors. This is why the researchers tried to incorporate this aspect in the research study (Chen & Lobo, 2012; Moser, 2015). Hence, the following hypotheses are proposed :

- **H09 :** Subjective norms do not influence organic tea-buying behavior.
- **Ha9 :** Subjective norms influence organic tea-buying behavior.

Perceived Value, Attitude, and Buying Behavior

In this study, perceived value essentially relies on product attributes, perceived quality, perceived price, environmental concern, sustainability considerations, and overall health benefits of consuming organic tea. According to the reports, organically cultivated tea typically contained more catechins, such as epicatechin gallate, epigallocatechin gallate, epicatechin, etc., than the conventional variants (Rana & Paul, 2020). As a result of this favorable consumer attitude towards organic tea, the leading tea companies and brands began to offer organic and immunity-boosting versions of a variety of specialty teas (Terlau & Hirsch, 2015). According to the insights derived by Tastewise, an AI-powered food intelligence start-up that tracks consumer engagement online, mentions for the keyword "immunity" rose to 27% in February 2019 and March 2020, categorically in food-related searches (Askew, 2020). The attitude significantly influenced behavioral intentions and preferences (Nandi et al., 2014).

The product attributes, perceived price, perceived value, sustainability practices, goals, and availability factors seek the special attention of marketers and decision-makers while devising the marketing mix strategy for organic and green products (Premi et al., 2021). In the present study, we endeavored to predict the association between consumer attitude and purchase behaviour towards organic tea (Kataria et al., 2019; Moser, 2015; Paul & Rana, 2012; Raj & Rai, 2018). Hence, the following hypotheses are proposed :

- **H010 :** Perceived value does not influence consumer attitude toward organic tea-buying intention.
- **Ha10 :** There is an influence of perceived value on consumer attitude toward organic tea-buying intention.
- **H011 :** Consumer attitude does not influence organic tea buying behaviour.
- **Ha11 :** There is an influence of consumer attitude on organic tea buying behaviour.

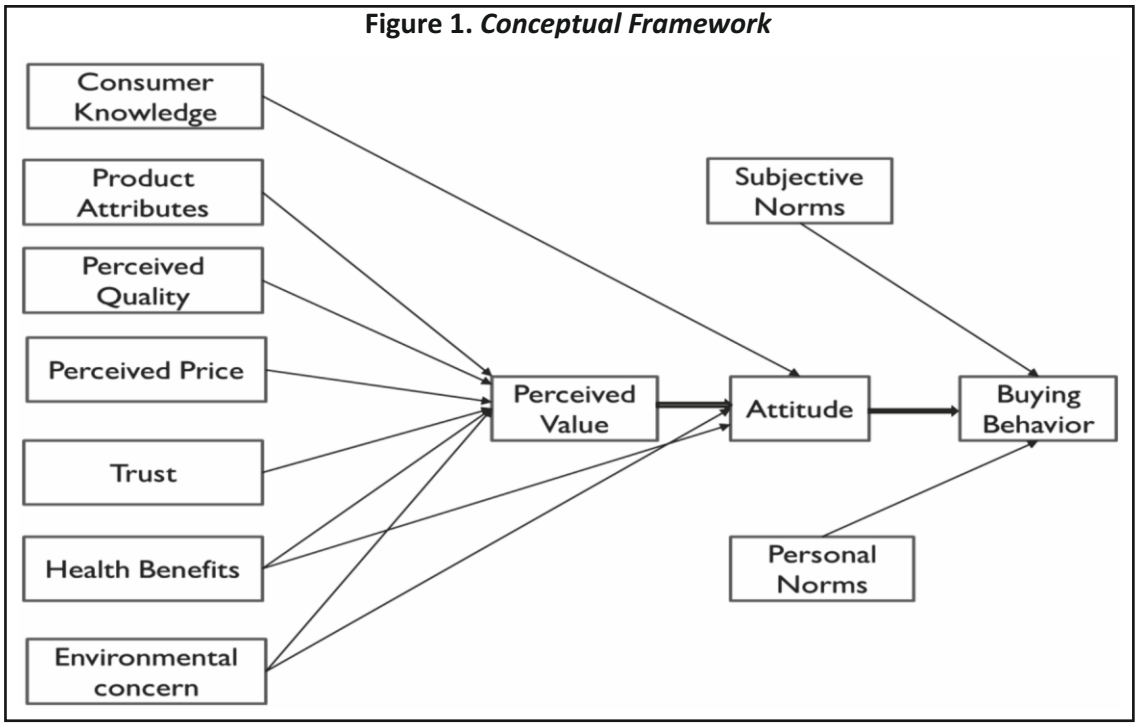
Formation of Conceptual Framework and Variables Explored in the Model

Theoretical inputs were derived from a survey of previous research findings and literature. Review and analysis were also done on the useful tips practitioners and industry professionals provided. We then employed the deductive method to create a conceptual framework for investigating the elements that impact consumer perceptions of and purchasing patterns for organic tea. Figure 1 shows the conceptual framework that categorically elaborates on the influence of these factors and their relationships with consumer attitudes and buying behavior toward organic tea.

Research Methodology

The attitude and purchasing patterns of consumers, particularly millennials, toward organic tea in the three Indian states were investigated using a descriptive research approach. Those born between 1981 and 1996, or those 23 to 38 years old in 2019, are referred to as millennials by the Pew Research Center (Dimock, 2019). The data were collected by a non-probability sampling method with a combination of convenience and snowball sampling

Figure 1. ***Conceptual Framework***



techniques. For this, a structured questionnaire was prepared based on various insights from the literature review. First, the questionnaire was pre-tested and validated by a special research committee, including two academic research experts and a professional in the sector. According to the suggestions and feedback from the review committee, a questionnaire was revised, and subsequently, pilot testing was carried out for scale reliability testing and respondent views towards the questionnaire. The final questionnaire was floated, and responses were collected mostly from three states – Assam, West Bengal, and Maharashtra – of India. The survey was carried out between January to May 2022. We received a total of 505 duly filled questionnaire forms. Finally, 470 responses were taken for further processing after removing duplicates erroneous and incomplete responses.

Data Analysis and Results

Reliability and Validity Assessment

The Statistical Package for Social Sciences (SPSS 21.0 Version) tested the questionnaire for reliability and validity. A pilot study was conducted to test the instrument among 55 consumers, which were not considered in the final survey. A reliability check was done with Cronbach's alpha test; it was found to be 0.983, better than the reliabilities reported in previous studies. A varimax rotation principal component analysis method was applied to check the construct validity (Mehra & Ratna, 2014). The result of the Kaiser-Mayer-Olkin (KMO) value was 0.960, and Bartlett's test of Sphericity was 0.000. KMO value is more than 0.5, showing a high measure of sampling adequacy and indicating that the data is appropriate for using the factor analysis techniques (Gangwar, 2018).

Decision criteria for factor loading items were used: items loading 0.50 or higher were kept, and items loading less than 0.50 were eliminated. Two of the 41 items were eliminated during the exploratory factor analysis process. More above the suggested level of 0.6, the sub-scale reliabilities ranged from 0.808 to 0.952. The variables were clustered in 11 factors, accounting for 76.23% of the total variance. This total variance explained that the set of

factors extracted from the data explains the buying intention to a great extent, and only a lesser part, 23.77% of the organic tea buying behavior variability remains unexplained (Gangwar, 2018).

Confirmatory Factor Analysis (CFA)

For confirmatory factor analysis **(**CFA) and hypotheses testing, smart PLS software was used. The advantage of the PLS model technique is that it is not affected by a small sample size (Ringle et al., 2014). The adequate sample size was determined by the thumb rule of ten times the number of items of the biggest construct in the research model used in the present study (Gefen et al., 2000). Hence, the appropriate sample size for this study was 473 odd respondents. The results of measurement model constructs have been summarized in Table 1 and Table 2. The outer item loadings and composite reliability (CR) were ascertained to evaluate the contemplative measurement items. The average variance extracted (AVE) was calculated to ascertain the convergent validity.

Table 1. ***Convergent Validity***

Factor	Indicators	Reliability	Standardized Loading	AVE	CR
Consumer Knowledge *(CK)*	*CK1*	0.838	0.859	0.756	0.902
	CK2		0.928		
	CK3		0.819		
Product Attribute *(PA)*	*PA1*	0.808	0.912	0.727	0.888
	PA2		0.885		
	PA3		0.742		
Perceived Price *(PP)*	*PP1*	0.820	0.866	0.733	0.891
	PP2		0.868		
	PP3		0.835		
Perceived Quality *(PQ)*	*PQ1*	0.917	0.93	0.857	0.947
	PQ2		0.935		
	PQ3		0.913		
Trusty *(T)*	*T1*	0.902	0.906	0.836	0.938
	T2		0.914		
	T3		0.923		
Health Benefits *(HB)*	*HB1*	0.930	0.885	0.825	0.949
	HB2		0.93		
	HB3		0.918		
	HB4		0.902		
Environmental Concern/ Benefits *(EB)*	*EB1*	0.933	0.927	0.832	0.952
	EB2		0.899		
	EB3		0.933		
	EB4		0.89		
Subjective Norms *(SN)*	*SN1*	0.925	0.869	0.817	0.947
	SN2		0.913		
	SN3		0.914		

	SN4		0.919		
Personal Norms *(PN)*	*PN1*	0.861	0.897	0.781	0.914
	PN2		0.853		
	PN3		0.9		
Perceived Value *(PV)*	*PV1*	0.858	0.868	0.776	0.912
	PV2		0.892		
	PV3		0.884		
Attitude *(A)*	*A1*	0.939	0.931	0.892	0.961
	A2		0.964		
	A3		0.938		
Buying Intention/Behavior *(BB)*	*BB1*	0.952	0.952	0.912	0.969
	BB2		0.956		
	BB3		0.958		

Note. The indicators listed, from *CK1* to *BB3,* collectively provide insights into different aspects influencing consumer behavior, perception, and decision-making processes related to organic tea. For instance, the Consumer Knowledge *(CK)* measurements encompassed by *CK1, CK2,* and *CK3* reflect our evaluation of consumer understanding through various indicators or items. Similarly, indicators such as *PA1* to *BB3* offer valuable information regarding consumer attitudes, perceptions, and intentions toward organic tea. Collectively, these indicators help understand and analyze the factors that impact consumers' choices and behaviors concerning organic tea products.

Table 2. ***Inter-Construct Correlations***

	Attitude	Buying Behaviour	Consumer Knowledge	Environmental concern	Health Benefits	Perceived Price	Perceived Quality	Perceived Value	Personal Norms	Product Attributes	Subjective Norms	Trust
Attitude	1											
Buying Behavior	0.9228	1										
Consumer Knowledge	0.7056	0.7488	1									
Environmental Concern	0.7972	0.8122	0.758	1								
Health Benefits	0.792	0.7854	0.7645	0.9187	1							
Perceived Price	0.6417	0.6535	0.6373	0.676	0.6739	1						
Perceived Quality	0.7907	0.7979	0.6786	0.7988	0.808	0.7213	1					
Perceived Value	0.7984	0.781	0.6422	0.7402	0.7171	0.6872	0.7105	1				
Personal Norms	0.7305	0.7515	0.6908	0.8094	0.7747	0.6234	0.7012	0.8284	1			
Product Attributes	0.7926	0.8237	0.8024	0.7872	0.7977	0.732	0.8014	0.7117	0.7155	1		
Subjective Norms	0.8065	0.8261	0.7924	0.8467	0.8364	0.7098	0.8109	0.7374	0.742	0.7882	1	
Trust	0.7782	0.7984	0.7135	0.8326	0.819	0.7731	0.8647	0.6658	0.6721	0.7905	0.8389	1

Discussion

Nearly 80% of the participants in this research study were millennials. The proposed hypotheses were investigated using path analysis. PLS-SEM is widely used to measure the structural model linkages between the constructs by

Table 3. ***SEM Results***

Hypotheses	Hypothesized Direct Effect	Path Coefficient	*t*-statistics	Decision
Ha1	Consumer Knowledge –> Attitude	0.122	7.4197***	Accepted
Ha2a	Environmental Benefits/Concern –> Perceived Value	0.414	14.3152***	Accepted
Ha2b	Environmental Benefits/Concern –> Attitude	0.184	6.9947***	Accepted
Ha3a	Health Benefits –> Perceived Value	0.037	1.1357	Rejected
Ha3b	Health Benefits –> Attitude	0.229	11.0573***	Accepted
Ha4	Product Attributes –> Perceived Value	0.158	7.9283***	Accepted
Ha5	Perceived Quality –> Perceived Value	0.251	12.54***	Accepted
Ha6	Trust –> Perceived Value	–0.291	12.9277***	Accepted
Ha7	Perceived Price –> Perceived Value	0.311	21.6072***	Accepted
Ha8	Perceived Value –> Attitude	0.420	28.8658***	Accepted
Ha9	Personal Norms –> Buying Behaviour	0.105	12.1357***	Accepted
Ha10	Subjective Norms –> Buying Behaviour	0.189	17.08***	Accepted
Ha11	Attitude –> Buying Behaviour	0.694	51.2974***	Accepted

Note. The result is significant for 1%, 5%, and 10% significance levels and at-values for two-tailed tests: *** *t*-values = 2.58 (sig. level = 1%) (Hair et al., 2019).

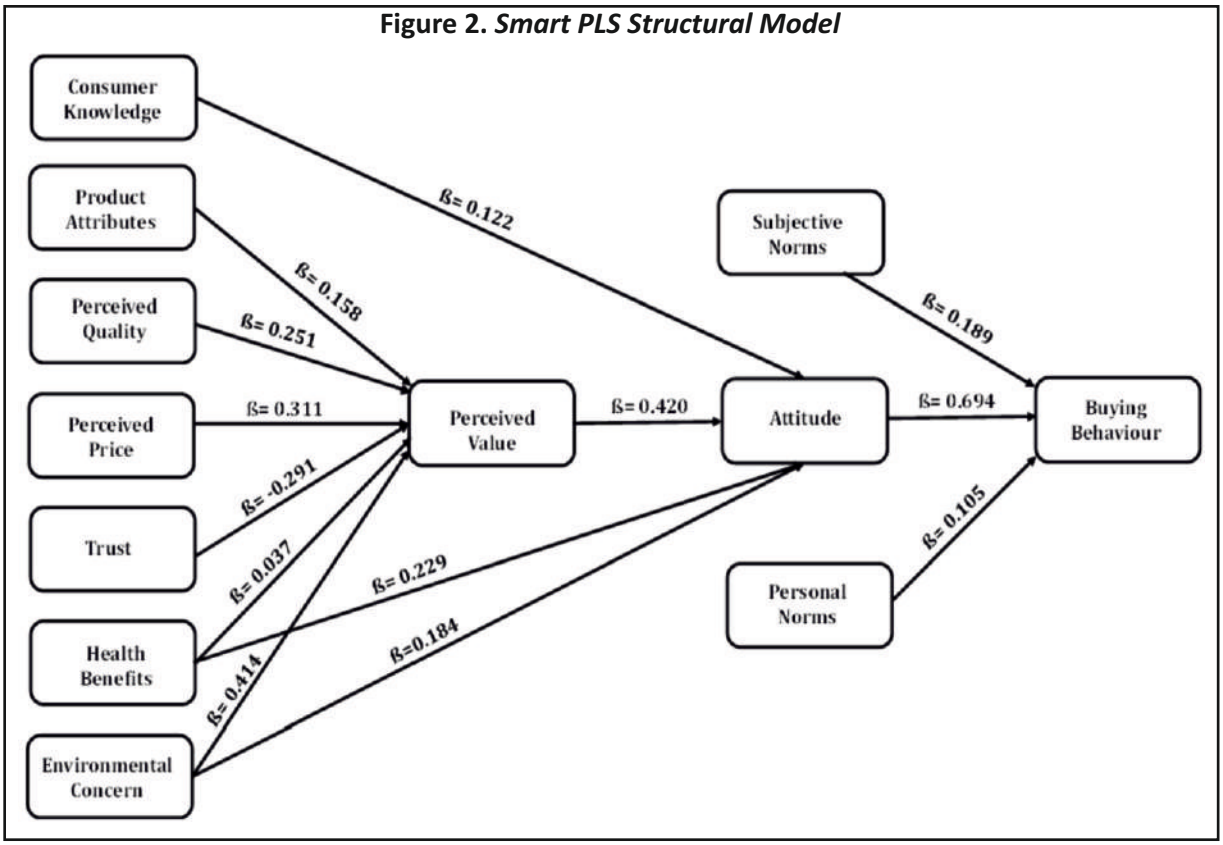
computing the path coefficients and their significance. It displays the links between the previously hypothesized research constructs (Pillai & Sivathanu, 2018). The present study also shows the hypothesized relationships between the various research concepts (Table 3). The results are interpreted from the R^2 values that indicated high predictive accuracy (which should be greater than 0.6). The R^2 values for perceived value, attitude toward organic tea, and buying behavior toward organic tea are 0.643, 0.749, and 0.875, respectively. The Q^2 values greater than zero of the endogenous latent variables indicate that the path model is of predictive relevance. The Q^2 values for perceived value, attitude toward organic tea, and buying behavior toward organic tea are 0.336, 0.139, and 0.728, respectively, which show that the path model is of predictive relevance (refer to Table 4 and Figure 2).

According to the findings of the hypotheses test, consumer awareness has a major impact on Indian consumers' attitudes and purchasing decisions about organic tea. As a result, customer understanding has a big positive impact on their mindset. Traditionally, organic tea farms and production have been extensively covered by Indian consumers and millennials. They also have awareness and mindfulness about the benefits of natural ingredients and herbs and their positive effects on health and wellness. This shows that individual subjective knowledge builds their attitude toward organic tea consumption (Ojha & Shakya, 2019). Consumers' prior positive experience with the consumption of organic tea leads to the formation of a positive attitude toward it. A correlated study found a similar result (Ojha & Shakya, 2019). It also found a strong relationship between consumer attitudes and buying behavior toward organic tea. The attitude and buying behavior effect value was 74.9% and 85.7% on organic tea consumption (refer to Table 4). It reiterates the positive attitude of Indian consumers towards buying and consuming organic tea.

Table 4. ***Result of Regression Summary of R^2 and Predictive Relevance Q^2***

Particulars	R^2	Q^{2a}
Consumer Attitude Toward Organic Tea	0.749	0.139
Buying Behavior Toward Organic	0.875	0.728
Perceived Value from Organic Tea Consumption	0.643	0.336

Figure 2. ***Smart PLS Structural Model***



According to the results pertaining to product attributes, customers' perceptions of the perceived value of organic tea are significantly correlated with these attributes. Furthermore, the trust factor has a notable beneficial influence on attitudes towards organic tea. Hence, though trust seems insignificant regarding perceived value, it has a major effect on purchasing intention or behavior (Janssen & Hamm, 2012). Janssen and Hamm (2012) have discovered that many customers exhibit skepticism regarding the legitimacy of organic certifications and other associated promises. Consumers often tend to raise questions about the organic tea cultivation practices and subsequent processing being done without using pesticides and chemicals. It means a trust deficit exists regarding the claims and promises made by organic tea brands regarding their natural and organic nature. Hence, it can be concluded that trust in organic tea regarding the trusted certification and labeling is vital for attitude toward buying behaviour (Chen & Lobo, 2012).

Perceived quality does have a significant influence on the perceived value among organic tea consumers. Consumers prefer the taste, flavors, refreshing qualities, aroma, texture, and nutritional value in organic tea vis-à-vis conventional tea (Tian et al., 2022). The ability of perceived price to favorably affect the perceived value of consuming organic tea was shown to be supportive. According to Shin et al. (2017), it was discovered that consumers are willing to spend more on wellness, hygiene, and health. The results related to personal norms demonstrated a strong association with consumer buying behavior toward organic tea. Personal thoughts, views, and opinions contribute significantly to organic tea consumption with additional social value, expert insights, and individual capacity to control certain behaviors. Subjective norms positively influence consumer buying behaviour towards organic tea in India and other emerging economies (Le-Anh & Nguyen-To, 2020). Social groups and norms significantly impact buying behaviour towards organic tea. This result is consistent with prior studies on the influence of social norms. It also supports the TPB application for this research (Kataria et al., 2019).

Conclusion

Environmental concerns significantly influence consumers' perceived value and produce positive attitudes toward organic tea. Nowadays, consumers have developed high involvement and positive attitudes towards environmental protection and sustainable business practices. Consumer involvement in environmentally sensitive issues has increased with the narrative regarding environmental protection and sustainability finding appeal worldwide. Environmental concerns are not found to influence consumers' perceived value but are found to influence organic tea buying behavior (Tian et al., 2022). It is concluded that sustainability and environmental concern are a strong premise to positively impact consumer buying intention vis-à-vis perceived value in the context of buying intention and consumption of organic tea.

Interestingly, the health-related benefits are found to have an insignificant influence on the perceived value of organic tea. Nevertheless, it is found to have a significant influence in terms of positive attitudes towards organic tea buying and consumption intentions. Perceived value combines trust, health benefits, product attributes, quality, environmental concerns, and price. The perceived value effect is 64.9% on organic tea consumption and significantly affects organic tea buying intention or behavior. Hence, it contributes significantly to building a positive attitude towards organic tea. The relationship between health-related benefits and perceived value is consistent with prior studies (Tian et al., 2022). In other studies, health consciousness is crucial to consumers' attitudes toward organic food. We may conclude that the good attitude toward the intake of organic tea is largely influenced by health consciousness because organic tea is devoid of chemicals and additives that can cause cancer.

Managerial Implications

The outcome of this study is imperative to brand managers and marketers, retailers, organic tea producers, tea boards, and associations, which means to the entire ecosystem of the organic tea industry. It is expected to help formulate better strategies to increase the stakeholders' value. Consumer knowledge, health benefits/consciousness, environmental concerns, product attributes, perceived quality, trust, and price are the key determinants for achieving higher perceived value and positive attitudes toward organic tea consumption (Sohn et al., 2022). Availability and accessibility have also been the major challenges for consumers while buying organic products. Hence, organic tea brands/marketers need to focus on the distribution part of the marketing mix with well-thought-out market coverage and reach plans. The direct-to-consumer (D2C) model is also a viable, practically effective, and efficient channel to enhance awareness, reach, and product penetration (Gujrati, 2022).

In this context, the findings can be utilized to enhance the salience of organic tea by sharing its health, beauty, and wellness benefits through digital marketing, content marketing, and influencer outreach (Mishra & Kar, 2023). Brands should focus on imparting information regarding ingredients, production process, healing power, health-related infographics, GI tagging (whenever applicable), environment friendliness, organic certification, and so on to the consumers (Chakraborty et al., 2023). Branding organic tea products and companies successfully requires bringing this consciousness to consumers and letting them experience authenticity and legacy. There is a holy and moral circle between the producers and brands of organic tea who adhere to sustainable and environmentally friendly procedures and the consumers who recognize the advantages and quality of organic tea. The packaging of the tea can be leveraged here as an expression and gesture of this approach (Chakraborty, Siddiqui, & Siddiqui, 2023).

Theoretical Contribution and Policy Implications

In a broader context, TPB encompasses various aspects such as behaviors, behavioral intentions, attitudes, beliefs,

and so on (Linge et al., 2022). Moreover, this study goes beyond conventional research on TPB by explicitly focusing on the millennial demographic. As a generation, millennials have unique preferences, values, and attitudes toward sustainable and environmentally conscious products. Thus, we have endeavored to find and reinforce the factors particularly relevant to millennials' adoption of organic tea, such as their heightened awareness of health benefits, concerns about environmental sustainability, and perceived value associated with organic products (Jain, 2022). Therefore, this research study is an attempt to broaden the scope of TPB and add to our understanding of millennial consumer behavior about the adoption of organic tea. Using this methodology, the study adds to the body of knowledge by thoroughly grasping the variables impacting millennials' choice of organic tea when making decisions (Sadiq et al., 2023).

The findings of this study essentially provide actionable insights for organic tea brands and government policy formulators on various dimensions related to organic tea adoption. By using TPB and adding new constructs, we have developed a framework that directs how consumers' attitudes and beliefs toward the benefits of organic tea can be influenced positively. Third, the accuracy and predictive power of the model used in this study are expected to be helpful for various stakeholders when it comes to organic tea as a product.

Overall, this research paper serves as a valuable resource for businesses, marketers, and policymakers seeking to cater to the preferences of millennials and encourage the adoption of organic tea. The insights gained from this study can inform marketing strategies, product development, and communication efforts that resonate with millennials' values and drive increased adoption of organic tea in this important and influential consumer segment. Additionally, by extending the TPB to understand millennials' behavior regarding organic tea, this research contributes to the broader field of consumer behavior and its implications for sustainable consumption patterns in the food and beverage industry (Jose & Koshy, 2018).

Limitations of the Study and Scope for Further Research

In the future, researchers can conduct a qualitative study to gain detailed subjective clarification regarding customer attitudes and purchasing behavior towards organic tea. This research is primarily quantitative. Subsequent studies might take a more varied and long-term approach, including a range of cultural contexts, utilizing mixed-methods designs, and monitoring changes in consumer behavior over time. The purchasing patterns of additional organic food items and the conceptual framework put forward by us can be investigated by researchers in the future. Time and budgetary limitations also restricted the study's geographic scope. A similar study can be carried out over a wider geographic area by researchers of the same size. Future research can also examine how marketing-mix components are affected by government regulations and incentives for organic farming and how this affects consumer adoption of these products. The study provides avenues for further research in various potential areas. First, a fuller understanding of subgroup dynamics may be obtained by investigating the complex interactions between different demographic characteristics and how they affect consumer behavior toward organic tea. Furthermore, exploring the influence of marketing tactics and communication channels on customer attitudes and inclinations towards organic tea would enhance the usefulness of the research results.

Authors' Contribution

The concept was created by Dr. Nilesh Kate, who also created the quantitative and qualitative designs for the empirical investigation. Dr. Prashant Chaudhary extracted high-caliber research papers, studies, and pertinent reports. The method, theoretical models used, and geographic region of these research projects were then used to divide them. Hypotheses were developed after assessing these articles, studies, and reports by Dr. Prashant

Chaudhary to identify the research gap. Dr. Mahendra More carried out the survey and confirmed the analytical techniques. In addition, he compiled the information for later analysis. Using statistical software, Dr. Nilesh Kate handled the data analysis and interpretation. Dr. Prashant Chaudhary and Dr. Nilesh Kate worked on the part on results, discussion, and theoretical contribution in the final stage. Dr. Prashant Chaudhary wrote the section on practical consequences. Dr. Mahendra More and Dr. Nilesh Kate outlined the study's limitations and suggested areas for future investigation.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The authors received no financial support for this article's research, authorship, and/or publication.

References

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (eds.), *Action control* (pp. 11–39). SSSP Springer Series in Social Psychology. Springer. https://doi.org/10.1007/978-3-642-69746-3_2

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior.* Prentice-Hall.

Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference, 63,* 144–150. https://doi.org/10.1016/j.foodqual.2017.08.006

Askew, K. (2020, May 6). Organic food's coronavirus boost: 'Health crises have a long term impact on consumer demand'. *FoodNavigator.* https://www.foodnavigator.com/Article/2020/05/06/Organic-food-gets-coronavirus-boost

Balaji, V., & Injodey, J. I. (2017). Organic food products: A study on perceptions of Indian consumers. *Indian Journal of Marketing, 47*(1), 26–40. https://doi.org/10.17010/ijom/2017/v47/i1/108808

Caputo, V., Van Loo, E. J., Scarpa, R., Nayga Jr., R. M., & Verbeke, W. (2018). Comparing serial, and choice task stated and inferred attribute non-attendance methods in food choice experiments. *Journal of Agricultural Economics, 69*(1), 35–57. https://doi.org/10.1111/1477-9552.12246

Chakraborty, D., & Dash, G. (2023). Using the consumption values to investigate consumer purchase intentions towards natural food products. *British Food Journal, 125*(2), 551–569. https://doi.org/10.1108/BFJ-12-2021-1334

Chakraborty, D., Rana, N. P., Khorana, S., Singu, H. B., & Luthra, S. (2023). Big data in food: Systematic literature review and future directions. *Journal of Computer Information Systems, 63*(5), 1243–1263. https://doi.org/10.1080/08874417.2022.2132428

Chakraborty, D., Siddiqui, M., & Siddiqui, A. (2023). Can entrepreneurial spirit accelerate local agri-food consumption: A mediation moderation analysis using theory of consumption values. *Journal of International Food & Agribusiness Marketing, 35*(4), 535–557. https://doi.org/10.1080/08974438.2022.2035882

Chaudhary, P. (2021). Royal Enfield: Preserving and leveraging legacy appeal while revamping brand imagery. *Journal of Brand Strategy, 10*(3), 243–258. https://www.henrystewartpublications.com/jbs/v10

Chaudhary, P., & Kate, N. (2023). The coalescence effect: Understanding the impact of customer value proposition, perceived benefits and climate change sensitivities on electric vehicle adoption in India. *Business Strategy & Development, 6*(4), 843–858. https://doi.org/10.1002/bsd2.282

Chen, J., & Lobo, A. (2012). Organic food products in China: Determinants of consumers' purchase intentions. *The International Review of Retail, Distribution and Consumer Research, 22*(3), 293–314. https://doi.org/10.1080/09593969.2012.682596

Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: A conceptual framework. *Management of Environmental Quality, 31*(6), 1515–1530. https://doi.org/10.1108/MEQ-01-2020-0014

Dimock, M. (2019). *Defining generations: Where Millennials end and Generation Z begins.* Pew Research Center. https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/

Doanh, N. K., Thuong, N. T. T., & Heo, Y. (2018). Impact of conversion to organic tea cultivation on household income in the mountainous areas of Northern Vietnam. *Sustainability, 10*(12), 4475. https://doi.org/10.3390/su10124475

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Addison – Wesley.

Future Market Insights. (2021). *Organic tea market outlook 2022-2033*. https://www.futuremarketinsights.com/reports/organic-tea-market#

Gangwar, H. (2018). Understanding the determinants of big data adoption in India: An analysis of the manufacturing and services sectors. *Information Resources Management Journal (IRMJ), 31*(4), 1–22. https://doi.org/10.4018/IRMJ.2018100101

Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the Association for Information Systems, 4*. https://doi.org/10.17705/1CAIS.00407

Grimm, M., Luck, N., & Steinhübel, F. (2023). Consumers' willingness to pay for organic rice: Insights from a non-hypothetical experiment in Indonesia. *Australian Journal of Agricultural and Resource Economics, 67*(1), 83–103. https://doi.org/10.1111/1467-8489.12501

Gujrati, J. (2022, May 27). Taking your brand to the world – A primer for D2C brands. *ETBrandEquity.com.* https://brandequity.economictimes.indiatimes.com/blog/taking-your-brand-to-the-world-a-primer-for-d2c-brands/91819883

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hazarika, P. (2020). Organic farming as a means of sustainable agriculture practice in India. *International Journal of Management (IJM), 11*(12), 2074–2080. https://doi.org/10.34218/IJM.11.12.2020.194

IMARC Group. (2022). *India tea market: Industry trends, share, size, growth, opportunity and forecast 2022-2027*. https://www.imarcgroup.com/india-tea-market

Jain, R. (2022). Impact of the pandemic on consumer behavior and business strategy in India. *Indian Journal of Marketing, 52*(2), 23–33. https://doi.org/10.17010/ijom/2022/v52/i2/168152

Janssen, M., & Hamm, U. (2012). Product labelling in the market for organic food: Consumer preferences and willingness-to-pay for different organic certification logos. *Food Quality and Preference, 25*(1), 9–22. https://doi.org/10.1016/j.foodqual.2011.12.004

Jose, H., & Koshy, M. P. (2018). Factors influencing young consumers of organic food products to lead a healthy lifestyle. *Indian Journal of Marketing, 49*(10), 7–19. https://doi.org/10.17010/ijom/2018/v48/i10/132323

Kataria, Y. S., Krishna, H. G., Tyagi, V. K., & Vashishat, T. (2019). Consumer buying behavior of organic food products in India through the lens of planned behavior theory. *Research Journal of Humanities and Social Sciences, 10*(1), 60–67. https://doi.org/10.5958/2321-5828.2019.00011.1

Kate, N., & More, M. (2018). Consumer insights towards organic tea in India: A systematic review. *Journal of Management Research and Analysis (JMRA), 5*(4), 116–119.

Khan, N., & Mukhtar, H. (2019). Tea polyphenols in promotion of human health. *Nutrients, 11*(1), 39. https://doi.org/10.3390/nu11010039

Khosla, P. K., Mittal, M., Sharma, D., & Goyal, L. M. (Eds.). (2021). *Predictive and preventive measures for Covid-19 pandemic*. Springer. https://doi.org/10.1007/978-981-33-4236-1

Kumari, S., & Raj, S. (2020). *Organic farming: Path for sustainable ecosystem* (Discussion Paper 17). National Institute of Agricultural Extension Management (MANAGE). https://www.manage.gov.in/publications/discussion%20papers/MANAGE_Discussion%20Paper%2017.pdf

Kushwah, S., Dhir, A., Sagar, M., & Gupta, B. (2019). Determinants of organic food consumption. A systematic literature review on motives and barriers. *Appetite, 143,* 104402. https://doi.org/10.1016/j.appet.2019.104402

Le-Anh, T., & Nguyen-To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. *International Journal of Consumer Studies, 44*(6), 563–573. https://doi.org/10.1111/ijcs.12588

Liang, R.-D. (2016). Predicting intentions to purchase organic food : The moderating effects of organic food prices. *British Food Journal, 118*(1), 183–199. https://doi.org/10.1108/BFJ-06-2015-0215

Linge, A., Singh, M., Kakde, B., & Punjani, K. K. (2022). Application of the theory of planned behaviour to predict college students' online purchase intention: A systematic review and meta-analysis. *Indian Journal of Marketing, 52*(12), 39–57. https://doi.org/10.17010/ijom/2022/v52/i12/172561

Mahmoudi, H., Farajpour, M., & Afrasiabi, S. (2021). The preferences of consumers for organic tea: Evidence from a stated choice experiment. *Journal of the Saudi Society of Agricultural Sciences, 20*(4), 265–269. https://doi.org/10.1016/j.jssas.2021.02.006

Mehra, S., & Ratna, P. A. (2014). Attitude and behaviour of consumers towards organic food: An exploratory study in India. *International Journal of Business Excellence (IJBEX), 7*(6), 677–699. https://doi.org/10.1504/IJBEX.2014.065503

Mishra, S., & Kar, B. (2023). Exploring compassion-buying behavior among demographic segments during COVID-19. *Indian Journal of Marketing, 53*(5), 41–56. https://doi.org/10.17010/ijom/2023/v53/i5/172726

Mohamed, M. A., Chymis, A., & Shelaby, A. A. (2012). Determinants of organic food consumption in Egypt. *International Journal of Economics and Business Modeling, 3*(3), 183–191.

Mordor Intelligence. (2022). *Asia-Pacific organic tea market—Growth, trends, Covid-19 impact, and forecasts (2022-2027)*. https://www.mordorintelligence.com/industry-reports/asia-pacific-organic-tea-market

Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing, 32*(3), 167–175. https://doi.org/10.1108/JCM-10-2014-1179

Nagaraj, S. (2021). Role of consumer health consciousness, food safety & attitude on organic food purchase in emerging market: A serial mediation model. *Journal of Retailing and Consumer Services, 59,* 102423. https://doi.org/10.1016/j.jretconser.2020.102423

Nandi, R., Bokelmann, W., Gowdru, N. V., & Dias, G. (2014). Consumer preferences and influencing factors for purchase places of organic food products: Empirical evidence from South India. *Indian Journal of Marketing, 44*(5), 5–17. https://doi.org/10.17010/ijom/2014/v44/i5/80374

Ojha, G., & Shakya, U. (2019). A study on factors affecting consumption of organic Tea: Evidence from consumers in Kathmandu Valley. *Nepalese Journal of Management Science and Research (NJMSR), 3*(2), 15–30. https://doi.org/10.53056/njmsr-2019.001.3

Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing, 29*(6), 412–422. https://doi.org/10.1108/07363761211259223

Pillai, R., & Sivathanu, B. (2018). An empirical study on the adoption of M-learning apps among IT/ITeS employees. *Interactive Technology and Smart Education, 15*(3), 182–204. https://doi.org/10.1108/ITSE-01-2018-0002

Pishbahar, E., Mahmoudi, H., & Hayati, B. (2020). The survey of heterogeneity on organic products consumers' preferences using mixed logit and latent class models: (Case study organic tea consumers in Tehran). *Journal of International Food & Agribusiness Marketing, 32*(3), 220–233. https://doi.org/10.1080/08974438.2019.1599757

Popa, M. E., Mitelut, A. C., Popa, E. E., Stan, A., & Popa, V. I. (2019). Organic foods contribution to nutritional quality and value. *Trends in Food Science & Technology, 84,* 15–18. https://doi.org/10.1016/j.tifs.2018.01.003

Premi, H., Sharma, M., & Dangayach, G. S. (2021). Green marketing: A systematic literature review. *Indian Journal of Marketing, 51*(8), 39–57. https://doi.org/10.17010/ijom/2021/v51/i8/165761

Prodhan, F. A., Afrad, M. S. I., Haque, M. E., Hoque, M. Z., Rokonuzzaman, M., Mohana, H. P., & Pervez, A. K. M. K. (2023). Factors driving the adoption of organic tea farming in the northern region of Bangladesh. *Research in Globalization, 7,* 100145. https://doi.org/10.1016/j.resglo.2023.100145

Raj, V. A., & Rai, U. K. (2018). Factor influencing consumers attitude towards organic products. *IUJ Journal of Management, 6*(2), 46–50.

Rajeswari, P., & Vijai, C. (2020). The impact of COVID-19 on consumers behavior in India. *Sambodhi Journal, 45*(3), 667–672.

Rana, J., & Paul, J. (2020). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies, 44*(2), 162–171. https://doi.org/10.1111/ijcs.12556

Ringle, C. M., da Silva, D., & Bido, D. de S. (2014). Modeling of structural equations using Smartpls. *ReMark - Brazilian Marketing Magazine, 13*(2), 56–73. https://doi.org/10.5585/remark.v13i2.2717

Sadiq, M., Adil, M., & Paul, J. (2023). Organic food consumption and contextual factors: An attitude–behavior–context perspective. *Business Strategy and the Environment, 32*(6), 3383–3397. https://doi.org/10.1002/bse.3306

Setboonsarng, S., & Gregorio, E. E. (2017). *Achieving sustainable development goals through organic agriculture: Empowering poor women to build the future* (ADB Southeast Asia Working Paper Series No. 15). Asian Development Bank. https://dx.doi.org/10.22617/WPS179123-2

Shin, Y. H., Moon, H., Jung, S. E., & Severt, K. (2017). The effect of environmental values and attitudes on consumer willingness to pay more for organic menus: A value-attitude-behavior approach. *Journal of Hospitality and Tourism Management, 33,* 113–121. https://doi.org/10.1016/j.jhtm.2017.10.010

Siddiqui, M., Chakraborty, D., & Siddiqui, A. (2023). Consumers buying behaviour towards agri-food products: A mixed-method approach. *Journal of Retailing and Consumer Services, 73,* 103349. https://doi.org/10.1016/j.jretconser.2023.103349

Sinha, E. (2022). Identifying enablers and outcomes of circular economy for sustainable development: A systematic literature review. *Business Strategy & Development, 5*(3), 232–244. https://doi.org/10.1002/bsd2.195

Sohn, S., Seegebarth, B., & Woisetschläger, D. M. (2022). The same only different? How a pandemic shapes consumer organic food purchasing. *Journal of Consumer Behaviour, 21*(5), 1121–1134. https://doi.org/10.1002/cb.2060

Srivastava, C., & Mahendar, G. (2018). Intention to adopt sustainable energy: Applying the theory of planned behaviour framework. *Indian Journal of Marketing, 48*(10), 20–33. https://doi.org/10.17010/ijom/2018/v48/i10/132325

Sriyakul, T., Sutduean, C., & Sirivanh, T. (2020). Can information and trust about organic food improve consumer's attitude toward buying in Thailand? *World Food Policy, 6*(1), 42–59. https://doi.org/10.1002/wfp2.12008

Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Behavioral reasoning perspectives on organic food purchase. *Appetite, 154,* 104786. https://doi.org/10.1016/j.appet.2020.104786

Terlau, W., & Hirsch, D. (2015). Sustainable consumption and the attitude-behaviour-gap phenomenon - Causes and measurements towards a sustainable development. *International Journal on Food System Dynamics, 6*(3), 159–174. https://doi.org/10.18461/1869-6945-14

Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors affecting the repurchase intention of organic tea among millennial consumers: An empirical study. *Behavioral Sciences, 12*(2), 50. https://doi.org/10.3390/bs12020050

To The, N., & Nguyen Tuan, A. (2019). Efficiency and adoption of organic tea production: Evidence from Vi Xuyen district, Ha Giang province, Vietnam. *Asia-Pacific Journal of Regional Science, 3*(1), 201–217. https://doi.org/10.1007/s41685-018-0092-2

Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability, 11*(1), 209. https://doi.org/10.3390/su11010209

Xing, L., Zhang, H., Qi, R., Tsao, R., & Mine, Y. (2019). Recent advances in the understanding of the health benefits and molecular mechanisms associated with green tea polyphenols. *Journal of Agricultural and Food Chemistry, 67*(4), 1029–1043. https://doi.org/10.1021/acs.jafc.8b06146

Yi, M., Wu, X., Zhuang, W., Xia, L., Chen, Y., Zhao, R., Wan, Q., Du, L., & Zhou, Y. (2019). Tea consumption and health outcomes: Umbrella review of meta-analyses of observational studies in humans. *Molecular Nutrition & Food Research, 63*(16), 1900389. https://doi.org/10.1002/mnfr.201900389

Yormirzoev, M., Li, T., & Teuber, R. (2021). Consumers' willingness to pay for organic versus all-natural milk – Does certification make a difference? *International Journal of Consumer Studies, 45*(5), 1020–1029. https://doi.org/10.1111/ijcs.12622

About the Authors

Dr. Nilesh Kate's areas of interest in the study are waste management, brand equity, and consumer behavior. His patent at IPR, India, is titled "Systems and Methods of Dynamic Management of Business Process."

Dr. Prashant Chaudhary is the author of multiple research papers and case studies published in journals with ABDC, WoS, and Scopus indexes. He has authored two books published by SAGE : *Retail Marketing in the Modern Age* and *Selling and Negotiation Skills – A Pragmatic Approach.*

Dr. Mahendra More has had research papers published in publications that the ABDC, Scopus, and UGC list. He reviews articles for *IGI Global Journals* and the *Asian Journal of Management Cases* (AJMC). He is an IEEE and ISTD member.