



THE ROLE OF INTELLECTUAL FACTORS IN SENIOR CITIZENS PURCHASE PLAN OF ORGANIC FOOD

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ABSTRACT

This investigation intended to bring research behind natural food buy expectation of senior age customers. We consolidated a data collected about thought process, self-introduction, a mental inspiration, safety concerns, natural concerns, and moral purchaser character, so as to find its relative significance in older customers conduct expectations. The outcomes demonstrated that self-introduction and safety concerns are important thought processes in older customers' buy expectations, while environmental concerns and moral self-personality don't improve their purchasing goal. What's more, a comparison with more youthful customers uncovered extra bits of knowledge into the job of moral buyer character.

Keywords : Self-introduction, a mental inspiration, safety concerns, Organic food

Introduction

The piece of the overall industry of natural items has been developing quickly. For instance, the natural nourishment market has turned into a big market in India, having growth of 7.7% development in 2018.

Regardless of retailers' longing and expanding contributions of natural items category in his retail store, there have been a few problems and issues to pursue customers' to purchase natural item. The most widely recognized hindrances are premium value, constrained accessibility (Lea and Worsley, 2005) and shoppers' doubt as to natural items being of higher quality (Janssen *et al.*, 2002). These deterrents are perceived as explanations behind the purported attitude-conduct and big gap concerning moral utilization of organic item buys, that is, customers' inspirational mentality to-ward moral utilization isn't constantly converted into their pur-pursue choices. Notwithstanding, the presentation of expanding quantities of private name natural items into the market settle the issue of their more expensive rate and constrained accessibility. Hence, a positive professional inclination is normal for natural market development and consequently, a comprehension of the requirements and the contributing elements of consumer buy of those items is basic requirement.

The research focus included recognizing inspirations driving their buy to under-stand the "whys" of buyers' decisions. The key drivers recently distinguished incorporate medical advantages and ecological concerns (Hassan, 2008), just as security concerns with respect to customary nourishments Be that as it may, in spite of the important bits of knowledge given by past examinations, in any event two research novelty gaps still exist, which must be tended to. That is, past examinations have disregarded mental and

psychological intentions and a significant purchaser group of natural items which can be seen nowdays on social media also where people are making groups and sharing items they consume for older customers. Specifically, initial psychological and mental thought processes, for example, self-introduction, merit consideration given their effect on buyers' item decisions. Item decisions mirror the picture of oneself, in this manner items can be utilized as a device for introducing oneself.

Second, the attributes of senior citizens (e.g., a more prominent discretionary cash flow and less time requirements than more youthful consumers) cultivate their rise as a developing populace of moral customers who endeavor to buy natural items, for example, natural sustenance. Pulling in and expanding the portion of more established consumers can create more noteworthy productivity for retailers, given that natural purchasers are "a little center of huge spenders" (Cottingham and Winkler, 2007). Albeit Senior citizens may have explicit requirements for natural items, including natural nourishments, this significant purchaser gathering has been dismissed in past research A couple of studies have noticed the significance of senior citizens , or age contrasts in the utilization of natural and reasonable exchange items, however the utilization of the subjective research approach has brought about a lack of quantitative investigations As far as we could possibly know, no past research has extensively inspected mental and different thought processes with regards to senior citizens goal to purchase natural nourishments.

Accordingly, this investigation looks at the job of a mental and psychological intention factors (i.e., self-introduction), alongside different thought processes (sanitation concerns, ecological concerns, and moral self-personality) that have been recognized in past studies belong

to natural foods. The flow research exhibits the overall significance of these factors in animating senior citizens utilization of natural products. In spite of the fact that the focal point of this exploration is more established buyers, we gathered information from more youthful buyers furthermore, so as to approve and to test the model. As far as anyone is concerned, this is the principal concentrate to explain the significance of mental intentions in predicting senior citizen shoppers (versus more youthful shoppers) aim to buy natural product. In this way, the outcomes enhance our under-remaining of key drivers of old customers' natural product buy and the adequacy of a methodology custom fitted to target purchaser gatherings.

The significance of older customers in purchasing and utilizing organic food

Moral utilization is "the cognizant and conscious decision to settle on certain utilization decisions because of individual and good convictions". It tends to be reflected in consumers' item decisions of ecologically well-disposed or natural items (Wright, 2004). Past research has demonstrated that socio-statistic factors, for example, age, sex, and salary, influence shoppers' observations and reactions to natural nourishment consumption. For in-position, higher pay, more elevated amount of training, and center or more established age positively affect buyers' obtaining (be-havior, 2011) Utilizing French retail information, P.V., 2011 announced that abnormal state occupation, higher pay, more prominent degree of instruction and older age support shoppers' natural item buy, while the official ladies variable has a adverse effect. Magnusson *et al.* (2001) indicated statistic contrasts in Swedish customers' observations and reactions to natural nourishments buy. That is, ladies and youthful shoppers (18–25 years) had inspirational frames of mind, in spite of the fact that their buy recurrence was low. In any case, ladies and senior citizen consumers showed more grounded convictions concerning the strength of natural product than men and more youthful customers. (Boutsouki, C., Zotos, Y) found that shoppers who are beyond 51 a years old display a more inspirational disposition toward natural sustenances than more youthful buyers.

Generally speaking, these examinations recommend that old customers are a significant gathering, as to natural item utilization. These people, with more extra cash and less time requirements than more youthful purchasers, are bound to be involved in moral utilization. Also, wellbeing concerns are more critical to more establish than more youthful customers, so they are bound to be keen on natural product utilization sociologically, customers feel more noteworthy association and responsibility as they get more established (J.A., 1996). In this way, old shoppers structure a stronger moral citizenship and may have explicit requirements for moral items In rundown, the discovery of past investigations are conflicting, so a top to bottom and in depth investigation of old age people (versus more youthful buyers) is required, and was the focal point of the present examination.

Material and Methods

Self-presentation

Natural nourishment pur-pursue can convey a mental self portrait that is as per the general properties of natural product, for example, being more advantageous, having a superior taste, being increasingly costly, being progressively

moral, and being preferred for the earth over ordinary nourishments (Dacin, 1997). Such pictures of natural nourishments are utilized to depict the mental self portrait, in regards to the method for characterizing oneself and the method for associating the self with different individuals from society In these regards, older customer buyers' decisions of natural products can be a positive sign of oneself, either in private or in open settings.

Also, when a moral behavior (i.e., natural nourishment purchasing) is perceived as socially attractive, that is, adding to cultural prosperity, people's inspirations to exhibit the mental self view in such manner can be expanded. With regards to the present examination, it implies that the effect of self-introduction thought process on buy aim would be more prominent. All the more explicitly, the view of social desirability of natural utilization can emphasize the longing to introduce the self through rehearsing socially alluring utilization. These exchanges prompted the theories that the self-introduction thought process can be a significant driver of older buyers' natural product buy aim, and the proposed impact would be more noteworthy for the individuals who see natural nourishment purchasing as more socially desirable. In this way, we propose

Hypothesis 1 Self-introduction will positively affect senior customers' buy goal, with respect to natural sustenance.

Hypothesis 2. The effect of the self-introduction thought process on buy goal will be more noteworthy for the individuals who see natural sustenance purchasing as more socially attractive

Food safety concerns

Food safety have emerged around the issues of deposits in natural products from pesticides, composts, or any kinds of fake promotion additives Past research has reliably discovered that buyers who are worried about the safety of traditional product see natural nourishment utilization emphatically (Huntley, 2004) demonstrated that food safety had the most grounded effect on Scottish customers' frame of mind to natural product buy, however not buy aim. For senior individuals, wellbeing is a key factor in their buy choices (Oude Ophuis, 1998). The more expensive rate of natural product would be a less significant snag for senior citizen customers' thought, because of the view of their being sound options. Furthermore, senior purchasers are probably going to esteem the qualities of natural produce, for instance, it is more beneficial and there less sanitation issues are included .In this way, food safety identified with ordinary nourishments drove more established customers to esteem the wellbeing of natural produce, which would upgrade their buy goal of natural products as a solid option. Along these lines, it is recommended that:

Hypothesis 3. Food safety concerns will positively affect more established shopper's buy goal with respect to natural sustenance.

Environmental concern

Senior citizen purchasers see their social commitments and social duty as residents of a general public A solid feeling of social commitments or duty for the most part impacts customers' buy choices, and furthermore more established purchasers' natural item utilization. Based on past

investigations, we contend that apparent social inclusion and social obligation as a customer can advance more established shoppers' acknowledgment of social implications of natural nourishments (e.g., less ecological harm), just as the physical advantages. progressively solid, less sanitation concerns), which is probably going to increment senior citizen buyers' buy goal.

Hypothesis 4. Nature concerns will positively influence senior customers' purchase for normal sustenance.

Hypothesis 5. The effect of the nature concerns point of view on buy plan be increasingly significant for the people who see organic sustenance obtaining as more socially appealing.

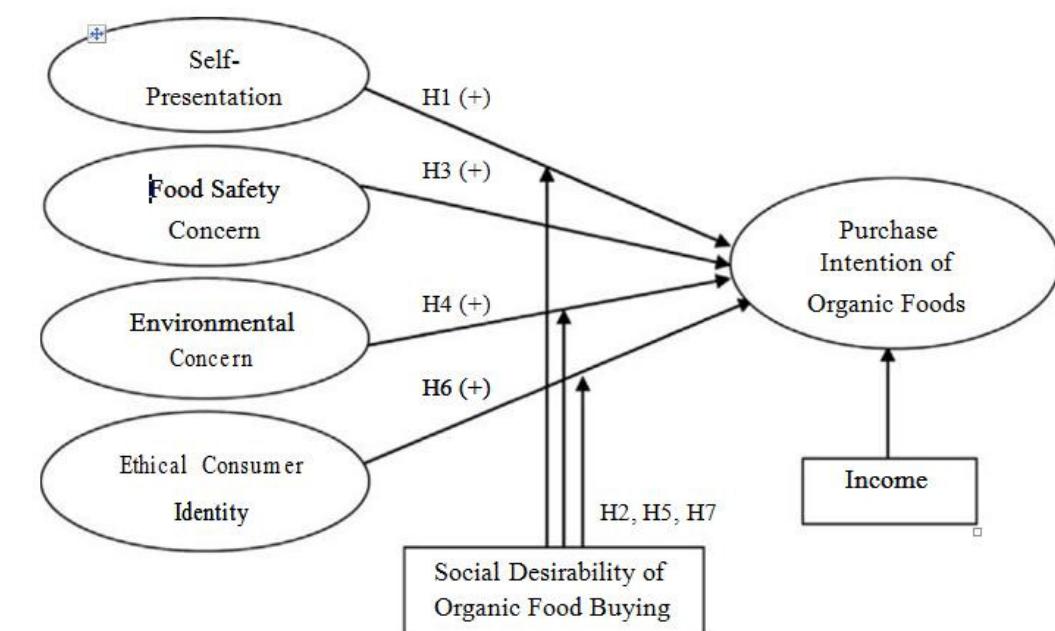
Ethical identity

Individual qualities, for example, universalism (e.g., thinking about a more extensive degree of society in general), impact purchasers' convictions and frames of mind in regards to natural products. Moral shopper character mirrors the degree to which ethical issues are identified with private utilization practices and its con-arrangements on generally speaking society are vital to the person. Progressively finished, it mirrors the level of thought of the utilization of

consumers' acquiring capacity to support socially capable strategic policies, which is showed by boycotting or "boycotting". L.M.2008 stated that past investigation into natural item consumption has disregarded the job of moral purchaser personality (i.e., moral self-character) in getting frame of mind and buy intention, in spite of some proof of its effect on green consumption. Moral buyer character encourages the person as to understanding their craving to improve the prosperity of society through their utilization practices. As per this contention, moral customer character has been found to assume a significant job in driving inspirational frame of mind and buy aim of reasonable exchange items and natural nourishments Such positive jobs of moral consumer-character will be kept up on account of more established shoppers' buy aim of natural nourishments. Along these lines, we propose

Hypothesis 6. Moral customer personality will have a constructive im-agreement on more established buyers' buy purpose with respect to natural sustenance.

Hypothesis 7. The effect of moral customer personality on pursue goal will be more noteworthy for the individuals who see natural sustenance purchasing as more socially attractive.



A proposed model in Fig. 1

Sample

Information were gathered from an example of more established shoppers utilizing a self-administrated online overview strategy. Members were chosen through a rundown of 600 individuals enlisted with seniority office in an enormous in Jalandhar area of Punjab , This process barred instructors (i.e., teachers) and other higher resigned officials given that advanced education as well as higher pay are related with natural utilization (e.g., Tsakiridou *et al.*, 2008), which may make confounding affects. The welcome structure was planned in, for example, sense to appeared as issuing a chance to intentionally take an interest in buyer inquire about for the opportunity of winning gift vouchers. What's more, a helpful example of more youthful shoppers was enlisted for

similar purposes, with the goal of expanding the legitimacy of the outcomes.

Measurement items

We adjusted different estimation scales utilized in past re-search. Self-introduction was estimated with six things of character expressiveness adjusted from literature studied, "Having natural products is a piece of how I express my character". Three things from (Hasan, 2008) surveyed buyers' security worries, for instance, "The quality and wellbeing of meat these days concern me". Three things adjusted from Michaelidou and Hassan (2008) surveyed moral shopper personality, for instance, "I consider myself somebody who is concerned about moral issues". Ecological concern was evaluated by three things for instance, "Natural issues, for

example, waste or contamination are one of my worries". Social attractive quality of natural sustenance buy was estimated utilizing three things adjusted from Brown and Dacin (1997), for instance, "Obtaining natural nourishment items is alluring on the grounds that they are more valuable to society's welfare than different items". /x

Results and Discussion

Of 600 people reached, an aggregate of 222 reactions were accumulated. Fragmented review cooperation and investments from the individuals who were more youthful than 30 were disposed of, bringing about 183 usable

reactions. The average age of all participants are 48.44 years, a greater part were ladies (67.9%), and had gotten a school instruction (42.4%). Younger buyers consist of 167 initial responses, out of that 153 considered from all .the average age of younger are 21.10 years.

Before speculations testing, exploratory factor investigation was performed utilizing Statistical package 21.0. principle part investigation with varimax pivot affirmed that each scale was one-dimensional, clarifying over half of the change (66-83%). The reliability test shown attractive outcomes ($\alpha/4.748 .901$).

Table 1

Internal consistency and correlations of study constructs.

	SP	FSC	EC	ECI	SDO	PI	Cronbach' α
Self-presentation (SP)	.646	.363**	.285**	.178**	.469**	.418**	.895
Food safety concern (FSC)	.132	.730	.308**	.235**	.406**	.428**	.810
Environmental concern (EC)	.081	.095	.780	.639**	.353*	.330**	.838
Ethical consumer-identity (ECI)	.031	.055	.408	.666	.232*	.204**	.748
Social desirability of organic food buying (SDO)	.220	.165	.125	.054	.836	.464**	.901
Purchase intention (PI)	.174	.183	.108	.042	.215	.833	.898

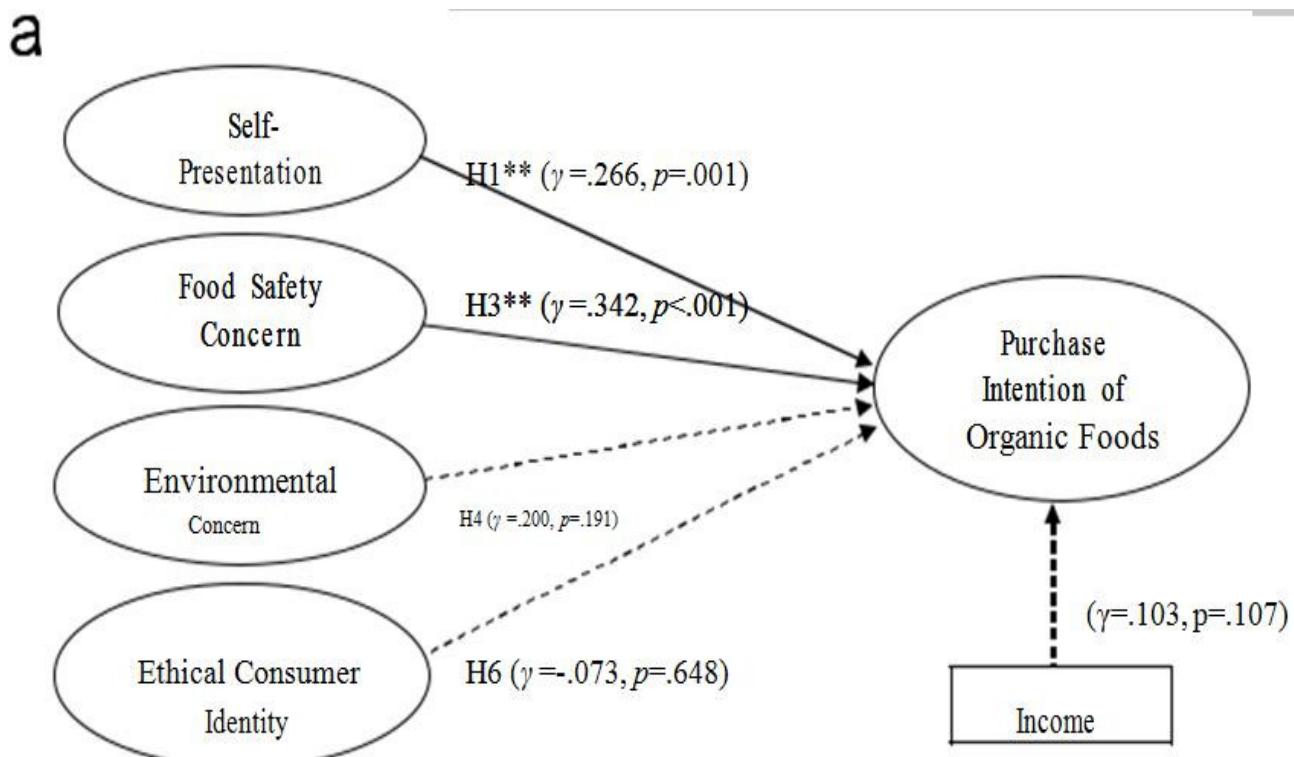
**p < 0.01

* p < 0.05 (2-tailed)

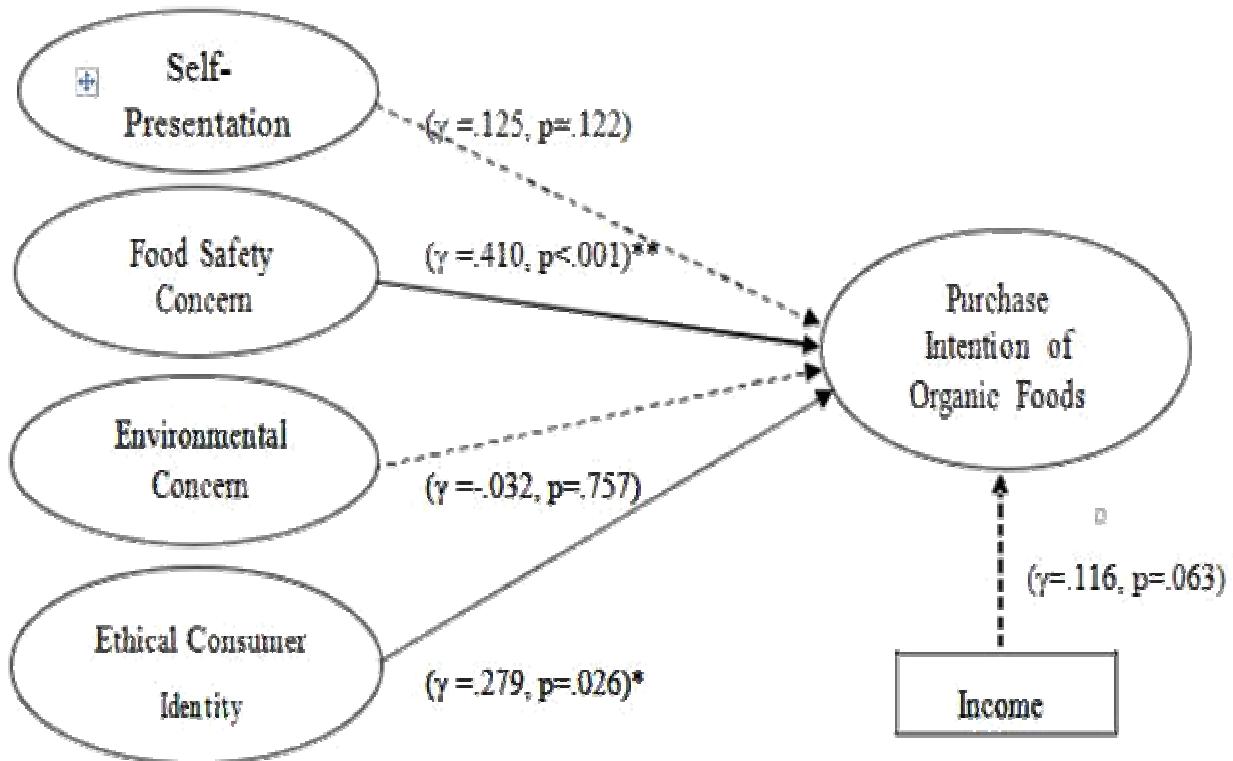
Measurement model testing

Utilizing software of version AMOS 21.0 to approve the estimation model. This model, which utilized five inert builds with an aggregate of 18 markers, demonstrated adequate fit: $\chi^2/4224.350$, df $1/4125$, po.001, CFI $/4.949$, TLI $/4.940$, IFI $/4.950$, RMSEA $/4.068$ (90% CI $/4.054-.082$), subsequent to relating three and two mistake terms inside each develop individually (self-introduction, moral buyer character) in view of adjustment files. For joined legitimacy,

when normal difference extricated (AVE) is more noteworthy than .50 of the complete change, united legitimacy is accomplished In addition, when the AVE is more noteworthy than the squared cor-connection coefficient between components, discriminant legitimacy is accomplished. As appeared in Table 1 conditions are satisfied, proposing proof of focalized and discriminant validities.



b



Note: ** $p < .01$ * $p < .05$; Model fit: $\chi^2 = 242.055, df = 138, p < .001, CFI = .954, TLI = .943, IFI = .955, RMSEA = .070$ (90% CI = .056, .085); Income was a control variable.

Fig. 2. Results of models with (a) older consumers and (b) younger consumers.

Driven by a move in purchaser inclination, the natural item market has developed as a vital open door for the retail business. In spite of valuable bits of knowledge from past examinations, explore gap with respect to an absence of consideration regarding a significant customer gathering (i.e., senior citizen buyers) and a mental inspiration (i.e., self-presentation) in understanding key thought processes of natural item purchasing aim still remain. The present investigation fuses the job of mental inspiration, alongside different thought processes, with regards to senior citizen buyers' buy expectation in regards to natural sustenance.

As the beginning stage for our model, the self-introduction motive assumes a significant job in expanding more established shoppers' pursue goal of natural nourishments. Self-introduction goes for impression the executives of the self in social settings, which is regularly relevant. The outcomes show that more established purchasers use natural sustenance utilization as an instrument to depict the self in the social condition to which they have a place. In so doing, the impression senior citizen buyers need to present is the significance of natural sustenance, which is comprehended by individuals from society (e.g., more advantageous, increasingly moral, adds to the prosperity of society). The huge discovering ads to the exact proof accumulated in past research, in that nourishment can be utilized as methods for self-introduction in a social situation

, The effect of self-introduction on buy expectation was huge for senior citizen buyers. This outcome recommends that little ownership of the self-introduction rationale to depict the self-steady with the picture and implications of natural sustenances assumes a ground-breaking job in improving senior citizen shoppers' goal to buy natural produce, which is a novel knowledge that merits more prominent consideration in future.

The outcome likewise demonstrates that safety concerns positively affected more established buyers' aim to purchase natural nourishments. Safety concerns are identified with issues in regards to the buildup of pesticides, substance showers and counterfeit added substances, which would be significant contemplations for senior citizen customers who are for the most part wellbeing cognizant.

In opposition to our expectation, natural concerns and moral customer character did not drive more established purchasers' purchasing intention. Additionally, more established customers' view of social attractive quality concerning natural sustenance purchasing did not produce directing effects on buy goal. These discoveries are conflicting to past research demonstrating that natural nourishment utilization is affected by people's ecological concerns .The aftereffect of this examination may propose that mental inspirations (i.e., self-introduction) considered alongside ecological concerns induce solid effect on more

established buyers' purchasing aim, exceeding the impact of natural concerns.

By and large, the outcomes announced here give a more profound under-remaining of the significant thought processes of natural nourishment utilization as driven by the time of buyers. That is, despite the fact that there is proof that natural concerns and moral shopper character make a noteworthy commitment, such effects may rely upon the segment of purchasers. Here specifically, senior citizen purchasers may not be persuaded by ecological concerns, or they would not purchase natural nourishments simply in light of the fact that they feel that they are moral consumers. Or maybe, senior citizen buyers who are eager to pay more expensive rates must be persuaded or need legitimized reasons that are all the more legitimately identified with them, for instance, self-introduction or the medical advantages of picking more secure sustenance.

Our outcomes underscore the significance of sound prevailing upon respect to senior citizen customers' moral utilization .That is, progressively self-arranged thought processes, for example, self-introduction and sanitation concerns, assume huge jobs in more established shoppers' purchasing goal, rather than increasingly benevolent intentions, including ecological concerns and moral self-identity. In these regards, the present examination demonstrates that growing age factor is mandatory for establishing that what driver buyer section's good aim with respect to natural item buy, which gives a more profound comprehension of key components for natural nourishment utilization.

Future research proposal

This exploration had a few confinements. In the first place, the examples of this examination are somewhat advantageous examples that probably won't speak to senior citizen and more youthful purchasers by and large. Despite the fact that the characteristics don't make genuine worries as to the re-introduction of senior citizen buyers, bigger, increasingly broad, shopper tests of both more established and more youthful customers would be significant to sum up the discoveries. What's more, it is beneficial to lead further examination into the noteworthy job of self-pre-sentation in various moral utilization settings, for example, re-cycling practices. It would be important given that various settings of moral utilization may flag the self in an alternate shopping condition, which may impact the job or importance of self-introduction intention.

What's more, we propose that future research investigate the insignificant consequence of ecological concerns and moral customer character. As examined before, our understanding is that senior citizen buyers are eager to pay more expensive rates, however they should be persuaded

or need legitimizations that are all the more straightforwardly balanced to them. It is important to approve this guess with a bigger, general example of more established and more youthful purchasers. We accept these recommended research headings warrant significant experiences into consumers' biological utilization conduct.

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