



Green Trust and Environmental Concern's Influence on Gen Z's Organic Food Consumption: Exploring Consumption Value Dynamics

Neeraj Agarwal*, Abhay Chamoli†, Amit Tariyal† and Shiv Kumar Gupta‡

Abstract

This study looks at how Consumption Values (CVs) affect Gen Z tourists' intentions to buy organic food. It also examines how Environmental Concerns (EC) act as a mediator and the moderating role of Green Trust (GT) in the relationship. The study analysed data from 550 Gen Z tourists using structural equation modelling (SEM) in SPSS 26 to investigate the links between CVs, EC, and OFPI. At the same time, moderation analysis was conducted through PROCESS Macro to examine the role of GT. The findings reveal that CVs significantly influence OFPI, with EC playing a mediating role and Green Trust (GT) influencing the strength of the relationship between EC and OFPI. The practical implications for marketers and policymakers include emphasising both the utilitarian and socio-emotional benefits of organic food consumption to engage Gen Z tourists effectively. Fostering Green Trust can further enhance sustainable behaviour, making it crucial for businesses to build trust around environmentally friendly practices. This research deepens the understanding of sustainable consumption behaviours and aids in developing models to guide future interventions promoting sustainable tourism choices.

Keywords: Environmental concern, Organic food, Generation Z, Theory of Consumption Values, Green trust.

* UIHTM, Panjab University, Chandigarh, India - 160014; neerajhod@gmail.com

† School of Hospitality Management. IMS Unison University, Dehradun, Uttarakhand, India - 248009 chefabhay04@gmail.com; amittariyal1980@gmail.com

‡ Center for Mountain Tourism and Hospitality Studies, HNB Garhwal (A Central) University, Srinagar, Uttarakhand, India -246174; sk_gupta21@yahoo.com

1. Introduction

In recent years, sustainable consumption practices have gained significant attention as individuals and societies recognise the urgent need for environmentally responsible behaviour (Witt & Baird, 2018). Organic food consumption has become more popular as people are increasingly aware of the environmental damage caused by regular farming methods (Bhutto et al., 2023).

Research on organic food in developing economies such as India has primarily concentrated on purchase intention driven by individual attitudes and behaviour, with minimal attention given to perceived values associated with products and services. These observations underscore the need to delve deeper into the dynamics of repurchasing and examine the broader spectrum of factors influencing consumer decisions regarding organic food in the Indian context. Moreover, the role of generational effects remains relatively unexamined in this context. The literature highlights significant disparities among different generational cohorts (Chaturvedi, Kulshreshtha, & Tripathi, 2020). Prior research extensively explores the understanding of organic food among middle-aged and millennial consumers (Johnson et al., 2019). The literature suggests a dearth of research on Generation Z and its purchase intentions regarding organic food products (Lee & Lee, 2020).

Given that the youth population constitutes a significant portion of India's total demography (Ahmed et al., 2018), constituting almost 52 per cent of the country's total population, surpassing the world average of 47 per cent (Jain Neha, 2022). It is imperative to examine the dietary purchasing habits of Generation Z thoroughly.

Generation Z, characterised by its emphasis on health and wellness, highly values food quality and nutritional content (Jones & Brown, 2021). It has also been observed that young consumers in India, in particular, show a significant preference for purchasing organic products, indicating a broader movement towards environmentally friendly and health-focused consumption patterns (Khan & Ali, 2022). Specifically, Prayag et al. (2022) even assert that the inclination of Gen Z towards organic food and other sustainability practices will shape the future trajectory of food and agribusinesses.

While Gen Z's decision-making process prioritises values beyond mere functionality when purchasing decisions (Juhasz et al., 2023), this generation is heavily influenced by social media platforms, which shape their consumer choices and behaviours (Garcia & Martinez, 2019).

Considering the emphasis of this investigation on understanding the consumer preferences of Gen Z tourists, the TCV presents itself as a vital choice because it encompasses multiple dimensions of human behaviour,

particularly in decision-making processes (Garai-Fodor, 2021). The framework embraces a comprehensive approach, considering environmental concerns and social responsibility influencing Gen Z's choices. TCV offers an opportunity for holistic exploration of how Gen Z's personal, social, and environmental values shape their attitudes, motivations, and organic food purchase intentions (Kwon & Namkung, 2022). The significance of GT and EC is crucial to consumer awareness. Without the concepts of GT and EC, consumers would find it exceedingly challenging to grasp the inherent value of indigenous products such as organic food. GT represents consumers' confidence and belief in products and brands' integrity and environmental sustainability (Commer et al., 2019). On the other hand, EC reflects individuals' degree of worry and care towards environmental issues (Saleki et al., 2019). Integrating EC and GT in a study investigating organic food purchase intentions is crucial for comprehending consumers' motivations, values, and decision-making processes (Hameed & Waris, 2018).

This study also aims to address distinct limitations found in previous investigations. While previous studies have investigated purchase motivations and consumer behaviour related to organic food, there remains a dearth of studies explicitly targeting Gen Z consumers (Ayunda Julianty et al., 2021; Kowalska et al., 2021). Specifically, while studies have explored the behavioural aspects influencing organic food purchase intentions, there is limited research on its product and service values (Aprile & Fiorillo, 2023; Odou et al., 2023). The roles of GT and EC have not received adequate attention concerning organic food consumption.

The research site "Rishikesh" holds its significance, known as the "Yoga Capital of the World" (Charak et al., 2021); not only embodies a commitment to sustainable living but also provides an ideal backdrop with its organic markets and health-conscious establishments. This unique setting is a valuable research site for exploring Gen Z's perspectives and attitudes towards organic food. Rishikesh also attracts a significant Gen Z population due to its esteemed educational institutions, providing an ideal backdrop to explore OFPI and gain insights into Gen Z's consumption attitudes and preferences (Kalra, 2021).

Practically, policymakers and researchers are expected to align their strategies and inquiries according to consumption patterns that encompass market preferences such as sustainability concerns, health consciousness, and future trends. Acknowledging and studying organic food consumption patterns allows stakeholders to effectively cater to the needs of Gen Z while contributing towards a healthy and sustainable society (Nichols & Holt, 2023).

2. Theoretical background and hypothesis

2.1. Environmental Concern

Axelrod and Lehman (1993) define EC as individuals' attitudes, beliefs, and awareness regarding environmental issues. It is a key determinant of Gen Z's motivations and behaviours towards sustainable food options (Dragolea et al., 2023). Similarly, Hidayat and Hidayat (2021) and Saut and Saing (2021) found that Gen Z consumers who care more about the environment are more likely to buy organic products because they focus on sustainability.

Meanwhile, Kabir (2023) also conducted research targeting Gen Z tourists and found that EC significantly affects their decisions to buy organic food. Besides that, Gen Zers who place greater emphasis on environmental sustainability are more prone to indulge in organic food consumption (C.-H. Su et al., 2019). Thus, it can be inferred that Gen Z's motivation arises from a desire to support sustainable agricultural practices, further bolstering the proposed hypothesis:

H1: EC has a positive relationship with OFPI for Gen Z tourists.

2.2. Theory of Consumption Value

TCV helps uncover the motivations behind consumer behaviour, aiming to predict, outline, and explain individual decision patterns by emphasising consumption values (Tanrikulu, 2021). Within this framework, FV, SV, EMV, and EPV dictate the selections made by consumers (Sheth et al., 1991). TCV lays the groundwork to explore the different dimensions of value that influence consumer behaviour. For Gen-Z consumers who value experiences, authenticity, and sustainability, the theory helps to identify the specific consumption values that shape their OFPI (Baiden et al., 2022).

Additionally, TCV recognises the dynamic interplay between the values, allowing for a detailed analysis of Gen Z's OFPI and uncovering the underlying motivations behind their behaviour (Jamrozy & Lawonk, 2017).

2.2.1. Functional Value

Hsu et al. (2022) define FV as a product's perceived utility or usefulness in meeting consumers' needs and desires. According to Choe and Kim (2019), when it comes to moulding consumers' perceptions about a product's utility and its capacity to meet their needs and desires, FV becomes pivotal. Many studies have examined how Functional Value (FV) relates to the key qualities of organic food, like its nutrition, taste, freshness, and health benefits (Lendvai et al., 2022; Wells et al., 2018). Kim et al. (2018) confirmed that when various organic foods match consumers' needs and preferences, they increase the perceived FV of organic food, making consumers more likely to purchase it.

Moreover, Wang et al. (2022) argue that EC acts as a potential mediator in studies related to Gen Z OFPI. Alamsyah and Ebriani (2020) found that Gen Z tourists who perceive higher FV in organic food are more likely to develop stronger EC, which, in turn, positively affects their OFPI. Moreover, Nekmahmud et al. (2022) argue that Gen Z tourists who perceive FV in organic food may also experience a stronger emotional connection to the environment. This emotional connection, driven by their EC, influences their intention to make sustainable choices, including organic food procurement. So, the following hypothesis is suggested:

H2: FV has a positive relationship with OFPI for Gen Z tourists.

H3: EC mediates the relationship between FV and OFPI for Gen Z tourists.

2.2.2. *Social Value*

Social Value is important in understanding the OFPIs of Gen Z tourists. Being a socially conscious generation, Gen Z places high importance on their consumption choices' societal and ethical aspects, which is reflected in their SV (Vecchio et al., 2018); (Tan et al., 2022). Earlier studies have demonstrated a strong positive connection between social value and consumer responses. Research suggests that social value plays a positive role in shaping the purchase intentions of Gen Z consumers (Deckman et al., 2020).

Broadly, the current research on Gen Z's perception towards organic food has recognised the utility of SV as a means to contribute to a healthier planet (Amin & Tarun, 2021). Jaciow and Wolny (2021) highlighted that Gen Z aligns with a community that prioritises environmental preservation, animal welfare, and overall well-being through their choice of organic foods. The SV attached to organic food enhances their intention to purchase it, allowing them to actively participate in a broader movement towards a more sustainable and ethical food system (Jamal, 2021). Gen Z tourists often share their organic food choices and experiences on social media platforms, further amplifying the SV and inspiring others to make similar sustainable choices (Bhutto et al., 2022).

Furthermore, research on Gen Z has indicated that the SV associated with organic food, such as health, superior quality, and ethical food production practices, contribute to the development of EC, which, in turn, positively influences their OFPIs (Nguyen & Vo, 2023; Vehapi & Mitic, 2021). Studies have also found that EC is a mediating variable between SV and OFPI, strengthening the relationship between these components (Demir et al., 2021). By showcasing the beneficial environmental effects of organic food, Gen Z tourists view it as fulfilling their commitments to SV and contributing positively to sustainable practices (Le et al., 2022). Thus, the following hypotheses are posited:

H4: SV has a positive relationship with OFPI for Gen Z tourists.

H5: EC mediates the relationship between SV and OFPI for Gen Z tourists.

2.2.3. Emotional Value

Emotional Value (EMV) refers to customer benefits from feelings, memories, and emotions (Tanrikulu, 2021). Previous studies have found that product features and services are closely connected to emotional reactions, as they combine both practical and enjoyable qualities (Wang et al., 2020). In relation to organic food, EMV encompasses feelings of well-being, connection to nature, and personal satisfaction derived from consuming food perceived as healthier and more environmentally friendly (Jose & Kuriakose, 2021). As a socially and environmentally conscious generation, Gen Z demonstrates a solid commitment to sustainable practices. Their EC shows their wish to make ethical choices and contribute to a healthier planet.

Their EC shows their wish to make ethical choices and contribute to a healthier planet (Brand et al., 2022). Organic food aligns with their values by promoting sustainable farming, reducing environmental impact, and supporting Indigenous communities.

Previous studies indicate that EMV, encompassing feelings of well-being and connection to nature, positively influences OFPI among Gen Z (Khan & Mohsin, 2017; Zheng et al., 2022). Considering the interplay between EMV, EC, and OFPI, it is reasonable to postulate that Gen Z individuals who perceive higher EMV in organic food are more likely to exhibit stronger OFPI, mediated by their heightened EC. Thus, formulating the following hypothesis:

H6: EMV has a positive relationship with OFPI for Gen Z tourists.

H7: EC mediates the relationship between EMV and OFPI for Gen Z tourists.

2.2.4. Epistemic Value

EPV pertains to the knowledge, curiosity, and learning experiences consumers derive from their choices (Kaur et al., 2021). Gen-Z consumers are often driven by a desire for information and understanding (Priporas et al., 2017; Roselina et al., 2021). This generation values understanding organic food's origins, production methods, and health gains (Furukawa et al., 2019).

Similarly, EC is key in the link between EPV and Gen Z's OFPI. Gen Z individuals who place high importance on learning and seeking information are more likely to understand the environmental impact of their consumption

choices (Chi et al., 2021). This enhanced EPV leads to an automatic escalation EC (Ayunda Julianty et al., 2021). As a result, EC influences the connection between EPV and OFPI among Gen Z by valuing knowledge acquisition and understanding the environmental implications. Hence, the following hypotheses are formulated:

H8: EPV is positively related to OFPI of Gen Z tourists.

H9: EC mediates the relationship between EPV and OFPI for Gen Z tourists.

2.3. Green Trust

GT refers to individuals' confidence and trust in organisations, brands, or products committed to environmental sustainability (Carfora et al., 2019). Concerning organic food, GT encompasses perceptions of transparency, authenticity, and reliability of organic food suppliers or brands (de Sio et al., 2022). Hogueve et al. (2021) found that EC positively influences organic food consumption among Gen Z individuals, while (Riptiono (2022)) and Su et al. (2021) emphasised the significance of GT in augmenting consumers' OFPI.

Moreover, recent research by Li et al. (2021) indicated that GT acts as a crucial moderator between EC and OFPI. Their findings revealed that when consumers possess a greater degree of GT, the positive association between EC and OFPI intensifies. Furthermore, studies by Zou et al. (2021) and Rashid and Lone (2023) suggested that GT is an influential moderating factor in sustainable consumption behaviour. This suggests that individuals' trust in environmentally responsible practices and eco-labels plays a crucial role in translating ECs into actual purchase decisions, resulting in the following hypothesis:

H10: GT moderates the relationship between EC and OFPI for Gen Z tourists.

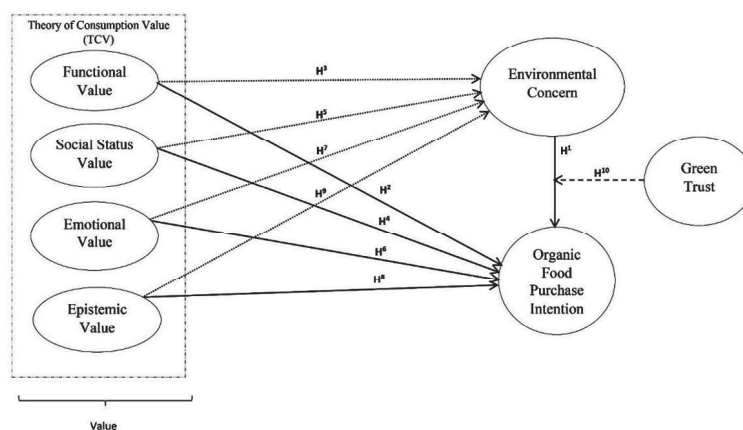


Figure 1: Proposed Conceptual Framework

3. Methodology

3.1. Formulating the Survey Instrument

A cross-sectional, self-administered questionnaire was employed to gather data. Past research was consulted for measurement items. Survey items for FV, SCV, EMV and EPV were derived from Wang et al. (2022b), In terms of the measured variables for EC and GT were adapted from Alibeli & and Nair (2021) and Chen et al. (2015) respectively. In the final step items for OFPI were derived and modified from the study conducted by Iwaya et al., (2020). All Survey responses were recorded through a five-point Likert scale, with responses varying between “strongly disagree to strongly agree.” The survey underwent pilot testing with a sample of 150 respondents to evaluate its clarity, comprehension, and relevance.

3.2. Data Compilation

The current study utilized purposive sampling to gather data. Employing purposive sampling allows researchers to educate respondents about the questionnaire and selectively recruit participants who may be hesitant to express themselves openly. This approach ensures a focused and representative sample. By carefully selecting participants, researchers can build trust and rapport, which facilitates the collection of rich and insightful data from individuals who have a deep understanding of the challenges in their work environment. Data were gathered from Gen Z international tourists who were visiting Rishikesh, India for religious, cultural, recreational, and/or educational purposes (Teeroovengadum & Nunkoo, 2018) .A total of six hundred questionnaires were disseminated to tourists, in-person, with age utilized as a filter variable; surveys were distributed at Rishikesh eateries serving organic delicacies and products. Upon screening for age and survey completeness, five hundred and fifty responses were deemed usable for data analysis,(Kline, 2015):(Hair, 2009).

4. Findings

4.1. Descriptive Analysis

The demographic data of respondents is shown in Table 1. Male participants accounted for 67.3% of the total, in contrast, of the respondents identified as female. Pertaining to purpose of visiting the province, a significant number of young tourists were found to be visiting for educational purposes. Furthermore, a notable proportion of the tourists were distributed across two age brackets, with 37.82% below 18 years old and 34 % aged 18 to 20 years. A large portion of the respondents came from the USA.

Table 1: Sample group profile

Variables	Attributes	Total Responses	Relative Percentage
Gender	Male	367	67.3
	Female	183	33.27
Nationality	South East Asians	167	30.36
	United States	131	23.82
	Israel	121	22.00
	United Kingdom	84	15.27
	France	47	8.55
Age	Below 18	208	37.82
	18 -20	187	34.00
	21-23	155	28.18

4.2. Exploratory factor analysis (EFA)

Nine factors emerged following varimax rotation and principal component analysis. The rotated component matrix, presented in Table 2, indicated that all Exploratory Factor Analysis (EFA) assumptions have been satisfied.

Table 2: Prerequisites for EFA

EFA Prerequisites	Conditions	Referencing: (Suhr, 2006)	Outcome
Sample size comprising 550 observations	n>200	(Glenn d Israel, 2003)	validated
Barlett's test yields a significant result	p < 0.001	(Tobias & Carlson, 1969)	validated
KMO indicates sampling adequacy with a value of 0.912	> 0.70	(Liu & Wang, 2021)	validated
Communalities values are satisfactory	> 0.50	(Hadi et al., 2016)	validated
In total, 79.377% of the variance is explained	> 50%	(Howe, 1999)	validated
The first factor explaining 16.195% of the variance	< 50%	(Howe, 1999)	validated

4.3. Confirmatory Factor Analysis (CFA)

Prior to path analysis, conducting a CFA is crucial. The measurement model's convergent validity (CV) and discriminant validity (DV) were assessed using established criteria. All constructs achieved adequate internal consistency, surpassing the minimum value of 0.70 for both Cronbach's alpha (α .) and composite reliability. The variable loadings substantiated CV, average variance extracted (AVE), and composite reliability (CR), which is consistent with existing literature (Hair Jr et al., 2014).DV was established where all HTMT values were consistently under the recommended threshold of 0.85,

indicating sufficient differentiation among variables (Yusoff et al., 2020).

Table 3: Convergent Validity

Constructs (C α .)	Measured Variables	Factor Loadings	CR	AVE
SV ($\alpha=0.890$)	Sv1	0.870	0.890	0.702
	Sv2	0.825		
	Sv3	0.850		
	Sv4	0.805		
FV ($\alpha=0.910$)	FV1	0.789	0.907	0.709
	FV2	0.86		
	FV3	0.872		
	FV4	0.842		
EPV ($\alpha=0.884$)	EPV1	0.865	0.863	0.680
	EPV2	0.887		
	EPV3	0.711		
EMV ($\alpha=0.979$)	EMV1	0.917	0.966	0.905
	EMV2	0.986		
	EMV3	0.949		
ECs ($\alpha=0.960$)	EC1	0.893	0.948	0.859
	EC2	0.968		
	EC3	0.917		
Organic Food Purchase Intention ($\alpha=0.921$)	OFPI 1	0.848	0.920	0.659
	OFPI 2	0.809		
	OFPI 3	0.788		
	OFPI 4	0.809		
	OFPI 5	0.817		
	OFPI 6	0.797		

Table 4: HTMT Discriminant Validity (Value < 0.85)

ITEMS	SV	FV	EPV	EMV	ENV	OFPI	HTMT < 0.85
S.V.	1						Pass
FV	0.469659	1					Pass
EPV	0.400093	0.462696	1				Pass
EMV	0.33369	0.423223	0.319246	1			Pass
ENV	0.379782	0.360808	0.355334	0.374453	1		Pass
PI	0.458018	0.565503	0.450652	0.472799	0.454047	1	Pass

4.4. Structural Model Estimation

The study applies SEM to examine how independent variables affect the dependent variable. Mediating effects were examined using bootstrapping in AMOS. Both direct and mediated pathways were considered, with significance assessed through two-tailed tests and bootstrap confidence (Fig 2), revealing significant mediating relationships ($p < 0.05$). Model fit indices, including CMIN/DF (2.842), RMSEA (0.058), and CFI (0.963), indicate a significant congruence between the proposed model and the actual data validating the model's suitability.

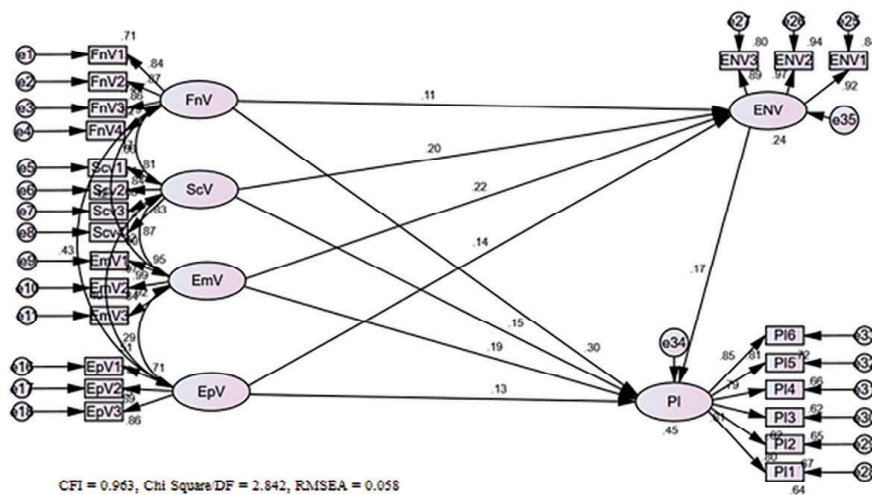


Figure 2: Structural model results

In conclusion, based on the significance of the intermediary relationships and the assessment of model fit statistics, the results substantiate the proposed hypotheses and indicate that the model effectively captures the underlying patterns in the data.

4.5. Moderation results

In light of the results provided in Table 5, the analysis of moderating effects through the PROCESS macro. (Hayes, 2013) illustrates the role of GT as a moderator in the association between EC and OFPI among Gen Z tourists. The results can be reported as follows:

Table 5: Assessing moderation with PROCESS macro

Model coeff	se	t	p	LLCI	ULCI	
constant	21.7839	4.3596	4.9968	.0000	13.2203	30.3475
ENV_T	-.7778	.3854	-2.0182	.0441	-1.5348	-.0208
GT_T	-.5872	.3537	-1.6602	.0974	-1.2819	.1075
Int_1	.1138	.0306	3.7230	.0002	.0537	.1738

The interaction effect (Int_1: ENV_T \times GT _T) between EC and GT on OFPI showed statistical significance ($\beta = 0.1138$, $t = 3.7230$, $p = 0.002 < 0.05$). This indicates that the level of GT among Gen Z tourists influences the relationship between EC and OFPI.

Further examination of the contingent impacts of the focal predictor (EC) at Varied levels of the moderator (GT) is portrayed in Table 6 and reveals the following:

Table 6: Conditional impacts of the focal predictor based on moderator values (s):

G.T. _T	Effect	se	t	p	LLCI	ULCI
12.0000	.5874	.0743	7.9032	.0000	.4414	.7334
13.0000	.7012	.0758	9.2492	.0000	.5523	.8501
15.0000	.9287	.1086	8.5512	.0000	.7154	1.1420

At a low level of GT (GT _T= 12.0000), the effect of EC on OFPI is 0.5874 (SE = 0.0743, $t = 7.9032$, $p < 0.001$).

At a moderate level of GT (GT _T= 13.0000), the effect of EC on OFPI is 0.7012 (SE = 0.0758, $t = 9.2492$, $p < 0.001$).

At a high level of GT (GT _T= 15.0000), the effect of EC on OFPI is 0.9287 (SE = 0.1086, $t = 8.5512$, $p < 0.001$).

These findings demonstrate that with higher levels of GT, the impact of EC on OFPI becomes stronger among Gen Z tourists. The inclusion of the interaction term in the model has significantly improved the R-squared value by 0.0184, providing support for the proposed hypothesis (H10).

In summary, the results highlight GT's moderating effect on the EC and OFPI relationship among Gen Z tourists. The findings indicate that higher levels of GT amplify the positive impact of EC on OFPI.

5. Discussion

This study's results validate the impact of diverse CVs on the formation of the OFPI of Gen Z tourists. The significant influence of EC, FV, SV, EMV, and EPV on OFPI is in line with findings from existing literature (Al Waseti Lojain & İrfanoglu, 2022)(; Köse & Kircova, 2021) and emphasises the multidimensional nature of how consumers make decisions related to organic food purchases.

The outcomes of the investigation affirm the current body of literature by shedding light on the factors influencing Gen Z tourists' organic food purchase intentions. Thus, hypotheses 1,24,6 and 8 are accepted (Table 7).

The positive relationship between EC and OFPI suggests that Gen Z tourists who prioritise environmental sustainability and are concerned about ecological issues Exhibit a stronger inclination to purchase organic food. The finding aligns with the growing recognition of the need for environmentally responsible practices and the increasing consciousness of the harmful effects of conventional farming on the environment (Bhutto et al., 2022; Witt & Baird, 2018)

Furthermore, the significant positive relationship between FV and OFPI indicates that Gen Z tourists consider the functional aspects of organically grown food, like nutrition, flavour, quality factors, freshness, and well-being benefits, when making their purchasing decisions. This finding supports earlier findings accentuating the purpose of functional features in driving consumer decisions during sustainable and eco-friendly purchases (Mohd Suki et al., 2022; R. Singh & Singh, 2019).

The positive relationship between SV and OFPI confirmed in the present study highlights SV's importance in alternative sustainable food verticals like Organic food. Gen Z tourists perceive organic food as promoting environmental wellness, supporting sustainable farming practices, and reducing their ecological footprint. This finding is in sync with the socially conscious nature of Gen Z and their desire to make ethical and sustainable choices (Deckman et al., 2020; Wells et al., 2018)

Furthermore, a significant positive correlation between EMV and OFPI indicates that Gen Z tourists value the emotional dimensions linked to organic food, such as the pleasure of consuming sustainable and ethically produced food. This finding indicates the importance of emotional connections in influencing organic food purchasing decisions (Nekmahmud et al., 2022)

The positive relationship between EPV and OFPI shows the significance of knowledge and understanding in shaping Gen Z tourists' intentions to purchase organic food. Gen Z individuals who emphasise acquiring knowledge and information about organic food were more inclined to purchase organic food. The result highlights the value of knowledge and education in promoting sustainable consumption practices (Köse & Kircova, 2021).

Table 7: Structural model results

Hypothesis	Pathways	β	S.E.	C.R.	Inference	Decision
H1	ENV \longrightarrow OFPI	0.171	0.04	4.167	***	Accepted
H2	FV \longrightarrow OFPI	0.147	0.038	3.281	***	Accepted
H4	SV \longrightarrow OFPI	0.297	0.046	6.203	***	Accepted
H6	EMV \longrightarrow OFPI	0.185	0.026	4.549	***	Accepted
H8	EPV \longrightarrow OFPI	0.134	0.048	3.07	***	Accepted

Despite the substantial direct impacts of FV, SV, EMV, and EPV predictors on OFPI, only a fraction of their effects are mediated through EC. This implies that Gen Z tourists' EC is crucial in explaining the relationships between these predictors and their inclination to buy organic food products. These results corroborate the results of an earlier investigation (Mohd Suki et al., 2022), supporting the notion that EC exerts a notable influence in influencing the determinants of TCV associated with organic food. However, other additional mediators or underlying factors may also influence the pathways, such as experience, attitude and media (Zhao, 2012).

Table 8: Mediation Analysis Results

Hypo-thesis	Pathways	Total Impact	Indirect Impact	Direct Impact	Inference	Mediation Type
H3	FV → ENV → OFPI	0.316	0.019	0.297	Significant	Partial
H5	SV → ENV → OFPI	0.181	0.034	0.147	Significant	Partial
H7	EMV → ENV → OFPI	0.222	0.037	0.185	Significant	Partial
H9	EPV → ENV → OFPI	0.158	0.024	0.134	Significant	Partial

Lastly, this study reveals that GT substantially moderates the connection between EC and OFPI. The findings indicate the presence of moderation, reflecting that the interaction between GT and EC significantly impacts the relationship with OFPI among Gen Z tourists. This finding suggests that the influence of EC on OFPI is contingent upon the degree of green trust. One possible interpretation of the moderation effect is that individuals with higher levels of GT may exhibit a stronger positive relationship between EC and OFPI. When Gen Z tourists have a high level of trust in environmentally friendly practices and products, their ECs may be further enhanced, resulting in a high inclination to buy organic food products. GT acts as an amplifier, amplifying the positive influence of EC on OFPI. The current findings align with past results (Commer et al., 2019;)(Li et al., 2021), validating the notion that higher levels of GT amplify the influence of EC on consumers' OFPI.

6. Implications of the study

Drawing from the above results, the present study offers significant academic and practical implications for understanding Gen Z tourists' organic food purchase intentions. Identifying EC, FV, SV, EMV, and EPV as critical determinants reinforces the multifaceted nature of consumer decision-making in this context. These findings theoretically enrich our understanding of how these factors collectively shape Gen Z tourists' Approach to organic food. The research emphasises the significance of marketing strategies that emphasise organic food's environmental benefits and functional attributes. Marketers can effectively engage this demographic by addressing Gen Z's concerns about sustainability, nutritional quality, and health benefits. Moreover, fostering Green Trust (GT) through transparent communication

about sustainable practices and certifications emerges as a crucial strategy. Not only does this approach build consumer trust, but it also intensifies the positive effect of environmental concerns on organic food purchase intentions. Overall, these implications underscore the originality of the research in guiding stakeholders towards effective strategies that resonate with Gen Z's values and priorities in sustainable food consumption.

7. Research Limitations and Prospects for Future Studies

While this study illuminates' interconnections among variables related to Gen Z tourists' OFPI, it is crucial to recognise the limitations and propose directions for future studies. Focusing solely on Gen Z tourists limits the generalizability of findings across different age categories or tourist segments. Future studies should expand the sample to include diverse generations or specific tourist segments like Gen Y or eco-tourists for varied perspectives on organic food consumption. The use of a cohort study limits the capacity to draw causal inferences. Time-series or intervention study approaches would offer more substantial evidence and a more comprehensive understanding of the relationships. Moreover, it explores how these associations evolve. Incorporating mixed methods approaches, like qualitative interviews and discussion panels, could reveal more profound insights into the underlying motivations driving the observed connections. Lastly, this study primarily examined individual-level factors influencing OFPI; upcoming research should examine the role of contextual variables, such as cultural influences. Or the availability of sustainable options. Examining psychological constructs like personal values or perceived barriers could offer a thorough understanding of the drivers and barriers to organic food consumption.

References

- Al Waseti Lojain, & İrfanoglu, M. (2022). The Effect of Consumption Value on Organic Food Purchase Intention with the Mediating Role of Consumer Involvement. *Turkish Online Journal of Design Art and Communication*, 12(1), 177–191.
- Alamsyah, D. P., & Febriani, R. (2020). Green customer behaviour: Impact of green brand awareness to green trust. *Journal of Physics: Conference Series*, 1477(7), 072022.
- Alibeli, M., & Nair, S. (2021). Joining the global environmental protection movement: An exploration of public environmental concern in the UAE. *Perspectives on Global Development and Technology*, 19(5–6), 676–697.
- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green trust. *Social Responsibility Journal*, 17(8), 1320–1336.
- Aprile, M. C., & Fiorillo, D. (2023). Other-regarding preferences in pro-environmental behaviours: Empirical analysis and policy implications of organic and local food products purchasing in Italy. *Journal of Environmental Management*, 343, 118174. <https://doi.org/https://doi.org/10.1016/j.jenvman.2023.118174>

- Axelrod, L. J., & Lehman, D. R. (1993). Responding to environmental concerns: What factors guide individual action? *Journal of Environmental Psychology*, 13(2), 149–159.
- Ayunda Julianty, S., Kusdibyo, L., & Alty Amalia, F. (2021). *Predicting Generation Z Behavioral Intention Towards Organic Food Consumptions*.
- Badu-Baiden, F., Kim, S. (Sam), Otoo, F. E., & King, B. (2022). International tourists' local African food consumption. *Tourism Review*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/TR-01-2022-0013>
- Bhutto, M. Y., Khan, M. A., Ertz, M., & Sun, H. (2022). Investigating the role of ethical self-identity and its effect on consumption values and intentions to adopt green vehicles among Generation Z. *Sustainability*, 14(5), 3015.
- Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. T. (2023). Factors affecting repurchase intention of organic food among generation Z (Evidence from developing economy). *Plos One*, 18(3), e0281527.
- Brand, B. M., Rausch, T. M., & Brandel, J. (2022). The Importance of Sustainability Aspects When Purchasing Online: Comparing Generation X and Generation Z. *Sustainability*, 14(9), 5689.
- Carfora, V., Cavallo, C., Caso, D., Del Giudice, T., De Devitiis, B., Viscecchia, R., Nardone, G., & Cicia, G. (2019). Explaining consumer purchase behavior for organic milk: Including trust and green self-identity within the theory of planned behavior. *Food Quality and Preference*, 76, 1–9. <https://doi.org/10.1016/j.foodqual.2019.03.006>
- Charak, N. S., Sharma, P., & Chib, R. S. (2021). Yoga tourism as a quest for mental and physical wellbeing: A case of Rishikesh, India. In *Growth of the medical tourism industry and its impact on society: Emerging research and opportunities* (pp. 147–169). IGI Global.
- Chen, Y. S., Lin, C. Y., & Weng, C. S. (2015). The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability (Switzerland)*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
- Chi, T., Ganak, J., Summers, L., Adesanya, O., McCoy, L., Liu, H., & Tai, Y. (2021). Understanding perceived value and purchase intention toward eco-friendly athleisure apparel: Insights from US millennials. *Sustainability*, 13(14), 7946.
- Choe, J. Y. (Jacey), & Kim, S. (Sam). (2019). Development and validation of a multidimensional tourist's local food consumption value (TLFCV) scale. *International Journal of Hospitality Management*, 77, 245–259. <https://doi.org/10.1016/j.ijhm.2018.07.004>
- Commer, P. J., Sci, S., Minhal, S. M., Zaidi, R., Yifei, L., Bhutto, M. Y., Ali, R., & Alam, F. (2019). The Influence of Consumption Values on Green Purchase Intention: A Moderated Mediation of Greenwash Perceptions and Green Trust. In *Pakistan Journal of Commerce and Social Sciences* (Vol. 13, Issue 4). <https://ssrn.com/abstract=3522451>
- de Sio, S., Zamagni, A., Casu, G., & Gremigni, P. (2022). Green trust as a mediator in the relationship between green advertising skepticism, environmental knowledge,

- and intention to buy green food. *International Journal of Environmental Research and Public Health*, 19(24), 16757.
- Deckman, M., McDonald, J., Rouse, S., & Kromer, M. (2020). Gen Z, gender, and COVID-19. *Politics & Gender*, 16(4), 1019–1027.
- Demir, M., Rjoub, H., & Yesiltas, M. (2021). Environmental awareness and guests' intention to visit green hotels: The mediation role of consumption values. *Plos One*, 16(5), e0248815.
- Dragolea, L.-L., Butnaru, G. I., Kot, S., Zamfir, C. G., Nuță, A.-C., Nuță, F.-M., Cristea, D. S., & Ștefănică, M. (2023). Determining factors in shaping the sustainable behavior of the generation Z consumer. *Frontiers in Environmental Science*, 11, 1096183.
- Furukawa, H., Matsumura, K., & Harada, S. (2019). Effect of consumption values on consumer satisfaction and brand commitment: Investigating functional, emotional, social, and epistemic values in the running shoes market. *International Review of Management and Marketing*, 9(6), 158.
- Garai-Fodor, M. (2021). Food Consumption Patterns, in a Values-based Approach, for Generation Z. *Acta Polytechnica Hungarica*, 18(11), 117–134.
- Glenn d Israel. (2003). Determining sample size. *University of Florida, IFAS Exten.*
- Hadi, N. U., Abdullah, N., & Sentosa, I. (2016). An easy approach to exploratory factor analysis: Marketing perspective. *Journal of Educational and Social Research*, 6(1), 215–223.
- Hair, J. F. (2009). *Multivariate data analysis*.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- Hameed, I., & Waris, I. (2018). Eco labels and eco conscious consumer behavior: the mediating effect of green trust and environmental concern. *Hameed, Irfan and Waris, Idrees (2018): Eco Labels and Eco Conscious Consumer Behavior: The Mediating Effect of Green Trust and Environmental Concern. Published in: Journal of Management Sciences*, 5(2), 86–105.
- Hayes, A. F. (2013). Mediation, moderation, and conditional process analysis. *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach*, 1, 20.
- Hidayat, Z., & Hidayat, D. (2021). Environmental Sense of Gen Z in Online Communities: Exploring the Roles of Sharing Knowledge and Social Movement on Instagram. *Proceedings of the 2nd Borobudur International Symposium on Humanities and Social Sciences, BIS-HSS 2020, 18 November 2020, Magelang, Central Java, Indonesia*.
- Hogreve, J., Matta, S., Hettich, A. S., & Reczek, R. W. (2021). How Do Social Norms Influence Parents' Food Choices for Their Children? The Role of Social Comparison and Implicit Self-Theories. *Journal of Retailing*, 97(2), 173–190. <https://doi.org/10.1016/j.jretai.2020.05.002>

- Howe, D. A. (1999). Total variance explained [in frequency stability]. *Proceedings of the 1999 Joint Meeting of the European Frequency and Time Forum and the IEEE International Frequency Control Symposium* (Cat. No. 99CH36313), 2, 1093–1099.
- Hsu, F. C., Agyeiwaah, E., & Scott, N. (2022). Understanding tourists' perceived food consumption values: Do different cultures share similar food values? *International Journal of Gastronomy and Food Science*, 28, 100533. <https://doi.org/10.1016/j.ijgfs.2022.100533>
- Iwaya, G. H., Cardoso, J. G., de Sousa Júnior, J. H., & Steil, A. V. (2020). Predictors of the intention to maintain social distancing. *Revista de Administracao Publica*, 54(4), 714–734. <https://doi.org/10.1590/0034-761220200177x>
- Jaciow, M., & Wolny, R. (2021). New technologies in the ecological behavior of generation Z. *Procedia Computer Science*, 192, 4780–4789.
- Jain Neha, B. N. G. A. rahul,Vasu,gaurav. (2022). *Gen Z and Millennials-Reshaping the Future of Workforce Reshaping the Future of Workforce Industry Partner*.
- Jamal, A. (2021). Dimensions of Consumption Value of Green Repurchase Intention with Green Trust as an Intervening Variable. *Marketing Management Studies*, 1(3), 163–175.
- Jamrozy, U., & Lawonk, K. (2017). The multiple dimensions of consumption values in ecotourism. *International Journal of Culture, Tourism, and Hospitality Research*, 11(1), 18–34. <https://doi.org/10.1108/IJCTHR-09-2015-0114>
- Jose, H., & Kuriakose, V. (2021). Emotional or logical: Reason for consumers to buy organic food products. *British Food Journal*, 123(12), 3999–4016.
- Kabir, M. R. (2023). A longitudinal study on organic food continuance behavior of Generation Y and Generation Z: can health consciousness moderate the decision? *Young Consumers*.
- Kalra, M. (2021). Education In Uttarakhand: Impact On Human Development. *JournalNX*, 7(12), 132–138. <https://doi.org/10.17605/OSF.IO/847EV>
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159. <https://doi.org/10.1108/IJCH M-05-2020-0477>
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65–74.
- Kim, E., Tang, L. (Rebecca), & Bosselman, R. (2018). Measuring customer perceptions of restaurant innovativeness: Developing and validating a scale. *International Journal of Hospitality Management*, 74, 85–98. <https://doi.org/10.1016/j.ijhm.2018.02.018>
- Kline, R. B. (2015). *Principles and practice of structural equation modeling*. Guilford publications.
- Köse, S. G., & Kircova, İ. (2021). Using theory of consumption values to predict organic food purchase intention: Role of health consciousness and eco-friendly LOHAS tendency. *Spanish Journal of Agricultural Research*, 19(3), e0109–e0109.

- Kowalska, A., Ratajczyk, M., Manning, L., Bieniek, M., & Mącik, R. (2021). "Young and Green" a study of consumers' perceptions and reported purchasing behaviour towards organic food in Poland and the United Kingdom. *Sustainability*, 13(23), 13022.
- Kwon, A.-M., & Namkung, Y. (2022). The Impact of the Perceived Values of Social Network Services (SNSs) on Brand Attitude and Value-Co-Creation Behavior in the Coffee Industry. *Sustainability*, 14(9), 1–15. <https://doi.org/10.3390/su14095425>
- Le, T. D., Duc Tran, H., & Hoang, T. Q. H. (2022). Ethically minded consumer behavior of Generation Z in Vietnam: The impact of socialization agents and environmental concern. *Cogent Business & Management*, 9(1), 2102124.
- Lendvai, M. B., Kovács, I., Balázs, B. F., & Beke, J. (2022). Health and Environment Conscious Consumer Attitudes: Generation Z Segment Personas According to the LOHAS Model. *Social Sciences*, 11(7), 269.
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021a). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28, 46020–46034.
- Li, G., Yang, L., Zhang, B., Li, X., & Chen, F. (2021b). How do environmental values impact green product purchase intention? The moderating role of green trust. *Environmental Science and Pollution Research*, 28, 46020–46034.
- Liu, H., & Wang, N. (2021). Research on the present situation of professional identity of young university teachers based on the kmo sample suitability test and Bartlett spherical test. *2021 2nd International Conference on Big Data and Informatization Education (ICBDIE)*, 366–369.
- Mohd Suki, N., Majeed, A., & Mohd Suki, N. (2022a). Impact of consumption values on consumers' purchase of organic food and green environmental concerns. *Social Responsibility Journal*, 18(6), 1128–1141.
- Mohd Suki, N., Majeed, A., & Mohd Suki, N. (2022b). Impact of consumption values on consumers' purchase of organic food and green environmental concerns. *Social Responsibility Journal*, 18(6), 1128–1141.
- Nekmahmud, Md., Ramkissoon, H., & Fekete-Farkas, M. (2022a). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43, 100980. <https://doi.org/10.1016/j.tmp.2022.100980>
- Nekmahmud, Md., Ramkissoon, H., & Fekete-Farkas, M. (2022b). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43(March), 100980. <https://doi.org/10.1016/j.tmp.2022.100980>
- Nguyen, P. M., & Vo, N. D. (2023). Exploring Organic Food Purchase Behaviors of Gen Z: An Application of TPB and MOA Model in a Transition Country. *Foundations of Management*, 15(1), 35–50.
- Nichols, B. S., & Holt, J. W. (2023). A comparison of sustainability attitudes and intentions across generations and gender: a perspective from US consumers. *Cuadernos de Gestión*, 23(1), 51–62.

- Odou, P., Schill, M., Chaney, D., & Roznowicz, C. (2023). Store support for local producers as a driver of legitimacy and purchase intentions: A moderated mediation model. *Journal of Cleaner Production*, 394, 136361. <https://doi.org/https://doi.org/10.1016/j.jclepro.2023.136361>
- Prayag, G., Aquino, R. S., Hall, C. M., Chen, N., & Fieger, P. (2022). Is Gen Z really that different? Environmental attitudes, travel behaviours and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*, 1–22.
- Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381.
- Rashid, I., & Lone, A. H. (2023). Organic food purchases: does green trust play a part? *Asia-Pacific Journal of Business Administration*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/APJBA-11-2022-0506>
- Rptiono, S. (2022). The Effects of Consumption Value, Environmental Concerns, And Consumer Attitudes Towards Consumer Purchase Intentions of Electric Cars. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.8.1.23>
- Saleki, R., Quoquab, F., & Mohammad, J. (2019). What drives Malaysian consumers' organic food purchase intention? The role of moral norm, self-identity, environmental concern and price consciousness. *Journal of Agribusiness in Developing and Emerging Economies*.
- Saut, M., & Saing, T. (2021). Factors affecting consumer purchase intention towards environmentally friendly products: a case of generation Z studying at universities in Phnom Penh. *SN Business & Economics*, 1(6), 83.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values: Discovery service for air force Institute of Technology. *Journal of Business Research*, 22(2), 159–170.
- Singh, R., & Singh, J. (2019). Destination attributes to measure tourist revisit intention: A scale development. *Global Business Review*, 20(2), 549–572.
- Su, C.-H., Tsai, C.-H., Chen, M.-H., & Lv, W. Q. (2019). US sustainable food market generation Z consumer segments. *Sustainability*, 11(13), 3607.
- Su, L., Tang, B., & Nawijn, J. (2021). How tourism activity shapes travel experience sharing: Tourist well-being and social context. *Annals of Tourism Research*, 91, 103316. <https://doi.org/10.1016/j.annals.2021.103316>
- Suhr, D. D. (2006). *Exploratory or confirmatory factor analysis?*
- Tan, T. M., Makkonen, H., Kaur, P., & Salo, J. (2022). How do ethical consumers utilize sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values. *Technological Forecasting and Social Change*, 176, 121432.
- Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1176–1197.

- Teeroovengadum, V., & Nunkoo, R. (2018). Sampling design in tourism and hospitality research. In *Handbook of research Methods for tourism and Hospitality management*. Edward Elgar Publishing.
- Tobias, S., & Carlson, J. E. (1969). Brief report: bartlett's test of sphericity and chance findings in factor analysis. *Multivariate Behavioral Research*, 4(3), 375–377. https://doi.org/10.1207/s15327906mbr0403_8
- Vecchio, P. Del, Mele, G., Ndou, V., & Secundo, G. (2018). Creating value from Social Big Data: Implications for Smart Tourism Destinations. *Information Processing & Management*, 54(5), 847–860. <https://doi.org/10.1016/j.ipm.2017.10.006>
- Vehapi, S., & Mitic, S. (2021). GENERATION Z CONSUMERS'MOTIVES AND BARRIERS TO PURCHASING ORGANIC FOOD PRODUCTS IN SERBIA. *Економика Пољопривреде*, 68(4), 985–1000.
- Wang, H., Ma, Y., Yang, S., Koondhar, M. A., & Kong, R. (2020). The spillover influence of household waste sorting on green consumption behavior by mediation of environmental concern: evidence from rural China. *International Journal of Environmental Research and Public Health*, 17(23), 9110.
- Wang, X., Wong, Y. D., Chen, T., & Yuen, K. F. (2022). An investigation of technology-dependent shopping in the pandemic era: Integrating response efficacy and identity expressiveness into theory of planned behaviour. *Journal of Business Research*, 142, 1053–1067. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.01.042>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of green brand positioning and green customer value with green purchase intention: the mediating and moderating role of attitude toward green brand and green trust. *Sage Open*, 12(2), 21582440221102440.
- Wells, T., Fishman, E. K., Horton, K. M., & Rowe, S. P. (2018). Meet generation Z: top 10 trends of 2018. *Journal of the American College of Radiology*, 15(12), 1791–1793.
- Witt, G. L., & Baird, D. E. (2018). *The Gen Z frequency: How brands tune in and build credibility*. Kogan Page Publishers.
- Yusoff, A. S. M., Peng, F. S., Abd Razak, F. Z., & Mustafa, W. A. (2020). Discriminant validity assessment of religious teacher acceptance: The use of HTMT criterion. *Journal of Physics: Conference Series*, 1529(4), 042045.
- Zhao, X. (2012). Personal values and environmental concern in China and the US: The mediating role of informational media use. *Communication Monographs*, 79(2), 137–159.
- Zheng, Q., Zeng, H., Xiu, X., & Chen, Q. (2022). Pull the Emotional Trigger or the Rational String? A Multi-Group Analysis of Organic Food Consumption. *Foods*, 11(10), 1375.
- Zou, Y., Meng, F., & Li, Q. (2021). Chinese diaspora tourists' emotional experiences and ancestral hometown attachment. *Tourism Management Perspectives*, 37, 100768. <https://doi.org/10.1016/j.tmp.2020.100768>