

Structural Modeling of Determinants of Customer Repurchase Intention of Organic pulses Mediation analysis of Attitude

P Venkata Subbaiah^{1*}, Shabnam Gulati²

^{1*}Research scholar, Mittal School of Business, Lovely Professional University, Phagwara, Punjab 144001
venkatpolucharla@gmail.com, Venkata.42000021@lpu.in

²Associate Professor, Mittal School of Business, Lovely Professional University, Phagwara, Punjab 144001
shabnam.27187@lpu.co.in

Received - 11/02/2025

Acceptance - 12/02/2025

KEYWORDS

organic pulses, repurchase intention, Attitude, Awareness, information quality and Nutritional quality

ABSTRACT

Purpose - The major goal of this research work is to assess the Determinants of Customer's Repurchase Intention of Green pulses with Attitude as mediating role in the Telangana.

Design/methodology/approach - To accomplish the work's goal, combination of qualitative and quantitative research approaches are used in research methodology. After analysing the outcomes of the qualitative research, quantitative research was done, then conducted a survey by distributing questionnaires to 200 respondents who willing to buy organic pulses at stores. This study uses the SEM (Structural Equation Modeling) Smart PLS software to identify the variables that influence consumers' intention to repurchase organic pulses.

Findings - The study's findings demonstrating that the factors like Awareness and Nutritional quality are significantly impacting repurchase intention of organic pulses through Mediating the Attitude. It was determined that the current study was sound empirically.

Research limitations - The sample for the study was collected from Telangana and the findings encompassed a wide range of crucial touch points in order to provide comprehensive coverage of the factors affecting Customer's Repurchase Intention of Organic pulses.

1. Introduction

Over the past two decades, the organic food system has transformed from localized, loosely organized networks to a globalized, legally regulated trade network connecting producers and consumers across vast geographical and social distances (Vrhovec-Žohar et al., 2018). This globalization is occurring alongside a broader trend in the agri-food industry, where various sustainable development strategies are being implemented. These include organic farming, fair trade practices, and the ecological of mainstream agriculture through the development of local production and consumption networks (Bryła, 2015). Despite modernization leading to increased availability of agricultural products, the environmental and public health costs associated with conventional agriculture, particularly the use of synthetic fertilizers and pesticides, have driven a growing consumer demand for organic alternatives. Organic production systems prioritize social and environmental responsibility, avoiding these harmful chemicals (P. Kumar and H. Choudhary, 2017). A key benefit of organic production is its positive impact on the environment, including minimized soil erosion, environmental protection, and reduced pollution through adherence to organic standards, not only in India but globally (Mendon et al., 2020). The global market for organically produced food is experiencing rapid growth. These products are created, handled, processed, and marketed in accordance with strict, certified organic standards. A key tenet of these standards is the prohibition of synthetic pesticides, fertilizers, and genetically modified organisms (GMOs). A significant driver of this increasing demand is the widespread belief that organic food is both more environmentally friendly and healthier than conventionally produced food (Brantsæter et al., 2017). Organic Pulses, including lentils, chickpeas, cowpeas, pigeon peas, and dry beans, are a valuable source of essential nutrients. They are rich in protein and fiber, as well as vital minerals and vitamins such as iron, zinc, folate, and magnesium. Their high protein and fiber content, coupled with complex carbohydrates and low fat, contribute to satiety, promoting feelings of fullness without digestive discomfort

A comprehensive understanding of the factors driving consumer purchasing decisions for organic pulses is crucial for businesses in the organic food industry. This knowledge enables the development of effective strategies for customer retention and market growth. However, despite the growing interest in organic products, research specifically examining consumer purchasing patterns for organic pulses remains limited. The author conducted a work titled '**Structural modeling of Determinants of Customer Repurchase Intention of Organic**

pulses Mediation analysis of Attitude' considering on the underlying reasons. The aim of the work was to identify the determinants that influence customers' repurchase intention to purchase organic pulses from stores.

2. Review Of Literature

This section provides a concise overview of existing research exploring consumer repurchase behavior in related fields, including the broader organic food market. Examining these studies will inform the development of the present research framework and guide the formulation of testable hypotheses regarding organic pulse purchasing.

2.1 Awareness

Organic products are commodities which usually bear characteristics for instance energy efficient, recyclable, low emitting, healthy products and the likes (Bhatia and Jain, 2013). Organic products were normally produced through natural friendly procedures in a more durable and toxic-free manner (Davari and Strutton, 2014). Organic products are the environmentally friendly products which making processes does not exert much influence on the environment (Jaiswal, 2012 ; Pagliacci et al., 2019). In this study, green product is explained as a term that can be used to define a product which does not eat up resources or degrades the environment and has the ability to ensure the safeguarding of the environment. Consumers should be aware of the existence of a green product before purchases can be made. Thus, information on green products has impact on the consumer's purchasing decisions. However, awareness of green products could be formed through labeling, packaging and advertisement (Ritter et al., 2015). People who are aware and have used Organic products agree to the fact that Organic products help improve the environment (Ramayah et al., 2010). Nguyen et al. 2019 stated that if consumers are aware of the performance of green products, then it will assist them in accomplishing individual environmental impact objectives. This indicates that awareness of green products can impact consumers' decision-making which in turn can aid in restoring a more positive outlook in the market (Ogiemwonyi and Harun, 2020). Again, the education on Organic products would increase people's behavioral intention to use Organic products and consequently become green consumers (Nguyen et al. 2019). Organic products have good effects on the environment and human actions have effects on the environment. Organic products consciously reduce waste and financial burdens (Ritter et al., 2015). As consumers become increasingly acquainted with Organic products, they again become aware of the existence of the Organic products and could possibly influence their green purchase intentions and subsequent behavior. Thus, green products awareness can have a positive relationship with purchasing intentions.

2.2 Attitude

Attitude can be described as the inner feeling of favourableness or otherwise that a consumer has towards a green product or green marketing. Vazifehdoust (2013) affirmed that consumer intention to buy green products is greatly influenced by positive attitude and the perceived green value of the products. Similarly, a study by Rizwan et al. (2013) also found that consumer attitude impacts his or her green product purchase intention. Attitude towards a brand is allied to the consumers' preference and overall evaluation of a brand, which epitomizes their likes and dislikes (Solomon, 2014). Sreen et al. (2018) demonstrated that consumers' attitudes toward green purchases can affect their purchase intention and, ultimately, purchase behavior. Honkanen and Young (2015) noted that the consumers' attitude when buying sustainable seafood was the most vital factor in predicting their motivation to buy sustainable seafood besides the influence of, or recommendations from family, friends, and colleagues. Likewise, a study on Greek organic consumers also yielded similar findings (Fotopoulos and Krystallis, 2002). Earlier scholars noted that purchasing decisions are usually based on the consumers' environmental attitudes (Felix and Braunsberger, 2016; Gupta and Ogden, 2009). Feelings and a positive image are the fundamental repercussions that craft customer attitude and impacts their intention to purchase green products (Schiffman and Wisenblit, 2014; Thøgersen et al., 2015).

Previous green marketing studies have conveyed that consumers' attitude regarding ecofriendly behavior significantly influences their environmental knowledge and green product purchase intention (Aman et al., 2012; Barber et al., 2009; Flamm, 2009). Correspondingly, this result is comparable to the research of Yadav and Pathak (2016), which asserted that consumer attitude towards green products significantly influences his or her green purchase intention. Parallel to these findings, Paul et al. (2016) noted that the attitude of Indian consumers significantly predicts their purchase intention of a green product. Indeed, a study by Mostafa (2009) showed that consumers with positive attitudes towards green products are more apt to develop a stronger predisposition to purchase green products by referring to its green brands, and rely heavily on green brand positioning. A research effort by Teng (2009) further specified that consumers with a positive attitude towards

a particular brand tend to have a stronger purchase intention to buy the brand. As a mediating variable, attitude is thought to be connected to consumer behavior regarding repeat purchases

2.3 Information Quality

According to Rieh (2002), the degree to which people believe a message to be accurate, up to date, good, and useful is a measure of its quality. Because low-quality information is read for meaningless purposes, information processing expenses, time, and effort are increased (Gu et al., 2007). On the other hand, information of a high caliber is advantageous to both service providers and clients seeking insightful details on specific subjects (Butler et al., 2002; Zheng et al., 2013). Service providers can enhance their public image and reputation by offering high-quality information (Butler et al., 2002). Many studies have defined information quality as a multifaceted concept (Chen et al., 2017; Xu et al., 2013). There are no standardized quality attributes at this time, and different researchers have presented information quality categories (such as accuracy, timeliness, adequacy, reliability, etc.) in different ways. Accuracy, objectivity, and credibility are examples of internal message characteristics that make up information quality (Michnik & Lo, 2009; Huang et al., 1999). Contextual information quality refers to the information's quality in relation to contextual factors like time or task context (Herrera-Viedma et al., 2006). The quality of representational information is determined by its interpretability, comprehension, and consistency (Michnik & Lo, 2009). The quality of accessibility information refers to how simple it was to find the desired messages (Huang et al., 1999). Organic pulses shopping may vary based on the information quality and its available more about the benefits of health.

2.4 Nutritional quality

Organic foods are produced without the use of pesticides or sewage sludge, which reduces their contamination with pathogenic organisms like Salmonella sp., Listeria monocytogenes, or Escherichia coli, as well as pesticide residue (Van Renterghem et al., 1991; Warnick et al., 2001; Lung et al., 2001). Customers prefer organic food since they think it is grown sustainably, has higher nutritional value, and contains fewer or no additive contaminants. Organic foods are generally preferred by younger families over those of any other age group (Thompson et al., 1998; Loureino et al., 2002; Magnusson et al., 2003). Organic food is becoming more and more popular because of its advantages for health and nutritional as well as its beneficial effects on the environment and socioeconomic status (Chopra et al., 2013).

2.5 Repurchase intention

Numerous academics have studied the idea of repurchase and the factors that influence it (Mittal & Kamakura 2001 ; Dick & Basu 1994, Quick & Burton 2000, Seiders et al., 2005, Wanke & Fiese 2005). Repurchase is defined as a consumer's actual behavior that leads to multiple purchases of the same good or service. Most purchases made by customers have the potential to be made again (Peyrot & Van Doren, 1994). Consumers frequently purchase comparable goods from comparable vendors, and rather than coming from a single, isolated incident, common purchases are the consequence of multiple related events. Another term for repurchase is retention (Hennig Thurau, 2004). Repurchase is regarded as one of the most crucial relationship marketing variables (Fullerton, 2005). Repurchase intent is the customer's intention to do business with the retailer or supplier in the future, whereas repurchase is the actual action . As per Zeithaml et al., 2000, there are mainly two types of repurchase: the intention to repurchase and the intention to engage in positive word-of-mouth and recommendation. According to Dixon et al., 2005, The relationship between purchase intentions and past purchasing behavior and consumer behavior in future actual has been discussed in the literature on marketing research . Does repurchase intent, in practice, lead to repurchase?

2.6 Research Objective of the study

This research purposes to find out the determinants affecting Customer's Repurchase Intention of Organic pulses using Awareness, Information Quality and nutritional quality with mediating role Attitude in Telangana.

1. To measure the impact of Awareness, Information Quality and nutritional quality on repurchase intentions of Organic pulses with mediating role Attitude in Telangana

2.7 Hypotheses

We propose an initial research model that will be assessed in this study using Structural Equation Model analysis, considering on the described literature review. We contend that information is crucial and that it affects consumers' repurchase intention . Consumer interest in purchasing organic pulses is positively influenced by Awareness, Information quality, Nutritional quality and Attitude. According to this model, an Attitude will

indirectly affect a variable's interest in a repurchase. Figure 1 illustrates how the conceptual framework is arranged.

Hypothesis H1: Awareness has a significant influence on attitude.

Hypothesis H2: Information quality has a significant influence on attitude

Hypothesis H3: Nutritional quality has a significant influence on attitude

Hypothesis H4: Attitude has a significant influence on customers organic pulses repurchase intention

2.8 Conceptual Framework

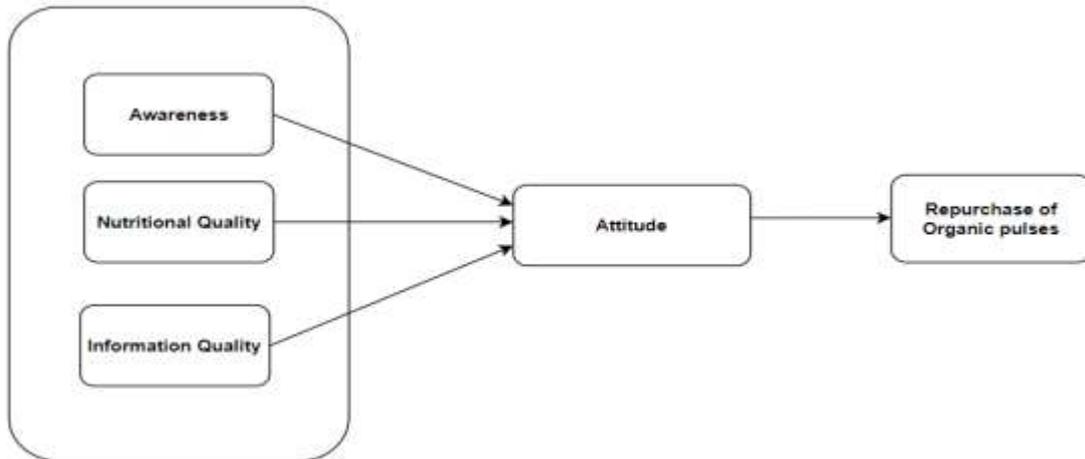


Figure 1: Proposed Conceptual framework

3. Research Methodology

3.1 Data Collection

Primary data was used for this study, which came from respondents' responses to structured questionnaires that included information on all independent and dependent variables. A total of 200 respondent samples served as the prime data set for this investigation. We used the purposive sampling technique to select respondents created on the researcher's predetermined criteria. The study's norms for respondents are those who have brought once organic pulses. We gathered respondents from contemporary retailers in Telangana, including supermarkets, hypermarkets, and specialty organic stores. The process of gathering data involved distributing a questionnaire to the interviewee. Furthermore, to further refine the research findings, respondents were interviewed in-depth.

3.2. Measurement

Awareness, information quality, nutritional quality, attitude and repurchase interest are five latent variables in this research included. Figure 1. shows the indicators variable to calculate each latent variable. From the previous research's adaptation and adoption processes provided the indicator and latent variables used in this study. In this study, variable of information quality has four indicators, variable of Awareness four indicators, variable of nutritional quality has four indicators, variable of attitude has four indicators and variable of repurchase interest has 5 indicators. The measurement instrument in this study used a 5-point Likert scale, namely, (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree.

3.3. Data Analysis

Current study was used descriptive analysis method to proceed further. With a score range of 1 to 5, the Rating Scale aids in the presentation of data. Responses to the research statement from respondents were divided into agree and disagree categories. Responses that begin with (1) disagree, (2) disagree, and (3) neutral are categorized as disagree, while responses that begin with (4) agree and (5) strongly agree are categorized as agreed. In order to assess the validity of the questionnaire and create research variables, the responses provided by respondents will first be subjected to validity and reliability tests. If the measured value, taking into account the number of samples and the acceptable error benchmark (α), is higher than the value in the table, the data was considered valid to proceed. For processing the data the SEM (Structural Equation Modeling) method

used . Partial Least Square (PLS) SEM analysis is the kind that is employed. Because SEM analysis can simultaneously identify indicator variables and analyze the association between exogenous and endogenous latent variables, it is commonly used in research (Najib et al., 2020). Furthermore, SEM is more accurate and efficient since it can execute factor analysis and regression analysis at the same time, according to Kartika et al., (2020). As stated in the literature review, prior research with strong theoretical support is necessary to determine the causal relationship between variables.

4. Results and Discussion

4.1 Respondent Profile

Using SPSS software the demographic respondents information results calculated and provided in the table 4.1. The demographic respondents profile is consists of education , age, income and gender .

Table – 4.1 Demographic Profile of Respondents

Sl.No.	Demographic Variables	Groups	Frequency	Percent
1.	Gender	Male	83	41.5
		Female	117	58.5
		Total	200	100.00
2.	Age	>40	43	21.5
		20 – 24	16	8
		25 - 29	43	21.5
		30 - 34	63	31.5
		35 -39	35	17.5
		Total	200	100.00
3.	Education	Lower than bachelor's degree	63	31.5
		Bachelor's degree	101	50.5
		Master' s degree or higher	36	18
		Total	200	100.00
4.	Income	Less than 15000	31	15.50
		15001 to 30000	53	26.50
		30001 to 50000	84	42.00
		Above 50000	32	16.00
		Total	200	100.00

4.2 Reliability Test

Construct’s reliability test will be assessed using the Cronbach's Alpha from this section. From table 4.2 shows the results from the findings analysis and results revealed that five variables' Cronbach's alpha values were greater than 0.7, demonstrating that five variables' reliability is measured suitable. From this the result outcome , every variable in this study is appropriate for further examination.

Factors	Cronbach's alpha
AW	0.886
AT	0.908
IQ	0.850
NQ	0.882
RI	0.899

Table 4.2: Cronbach’s Alpha values Reliability Analysis.

4.3 Convergent Validity

Convergent validity measured by the internal consistency . According to Fornell & Larcker (1981) and Holland (1999), To ensure that each latent variable is measured and not alternative one, it is estimated for each item that is meant to measure it. As suggested Aibinu, Ling & Ofori, 2011, AVE (average variance extracted), Cronbach's

alpha, CR(composite reliability), and individual items reliability will be used to estimate the construct's convergent validity.

Factors	Items	Factor Loading	AVE	CR
Awareness	AW_1	0.801	0.746	0.913
	AW_2	0.794		
	AW_3	0.955		
	AW_4	0.895		
Attitude	AT_1	0.898	0.783	0.915
	AT_2	0.900		
	AT_3	0.847		
	AT_4	0.894		
Information Quality	IQ_1	0.831	0.692	0.884
	IQ_2	0.801		
	IQ_3	0.752		
	IQ_4	0.933		
Nutrition Quality	NQ_1	0.837	0.739	0.890
	NQ_2	0.886		
	NQ_3	0.814		
	NQ_4	0.899		
Repurchase Intention	RI_1	0.837	0.712	0.908
	RI_2	0.880		
	RI_3	0.844		
	RI_4	0.893		
	RI_5	0.758		

Table 4.3: Factor loading, AVE & CR results.

Note: Significance level: Factor loading > 0.7, Alpha > 0.7, Composite reliability (CR) > 0.7 and Average variance extract (AVE) > 0.5 Legend, Awareness (AW), Repurchase Intention (RI) Information Quality (IQ) Attitude (AT) and Nutritional Quality (NQ)

Table 4.3 shows that the results and demonstrated that the work measurement model's convergent validity could be demonstrated by the fact that all five constructs' CR (composite reliability), AVE (average variance extracted) and factor loadings values all greater than 0.7.

4.4 The Structure Model Assessment

4.4.1 Multicollinearity Test

The multicollinearity test is conducted using the the SmartPLS application and the VIF (variance inflating factor) values are verified (Pallant, 2005). If the variance inflating factor value is five or higher, there is a collinearity issue in the reported results (Hair et al., 2012). In this manner, the variance inflating factor should be less than five in order to examine the multicollinearity. Table 5 displays the calculated values. The reported results that four variable relationships' VIF values are less than 5. This results reveals that the collinearity issues are not present.

Variables Tested	Variance Inflating Factor (VIF)
AW -> AT	2.261
AT -> RI	1.000
IQ -> AT	2.133
NQ -> AT	1.857

Table 4.5: Multicollinearity Test

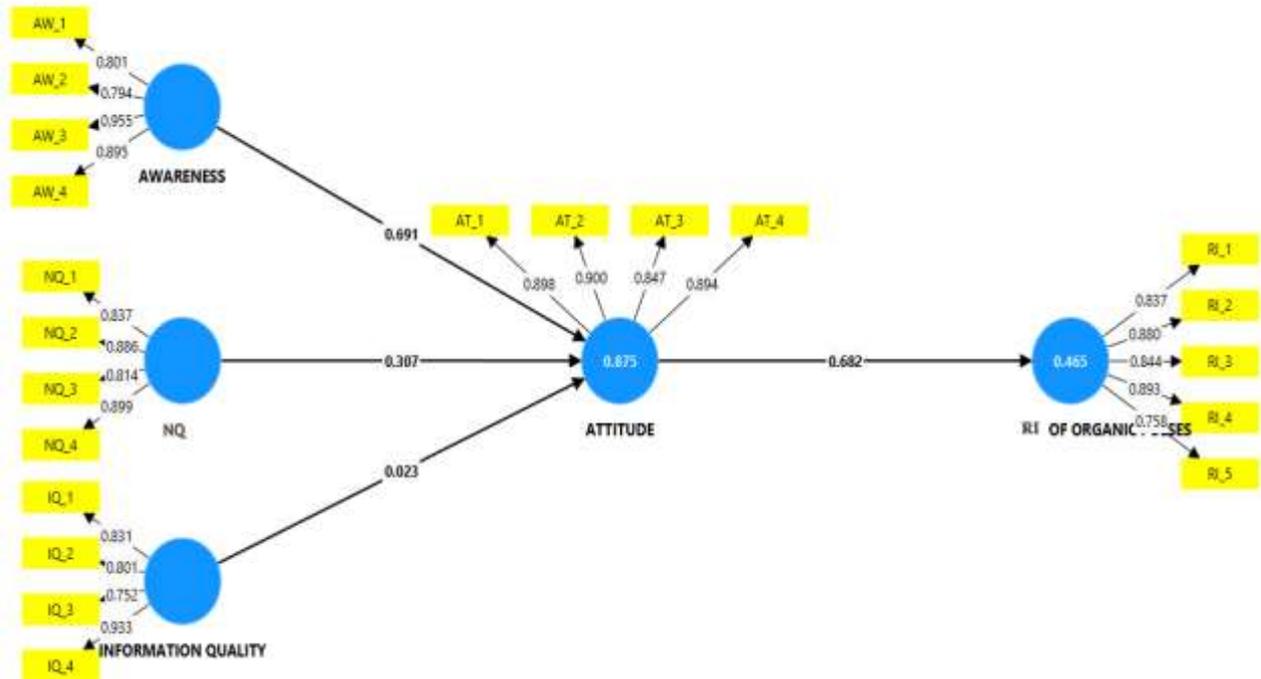


Fig 2: PLS Modeling Path Diagram

Hypothesis	Path	Path Coefficients	t -value	P values	Decision
H1	AW -> AT	0.038	18.333	0.000	Accepted
H2	IQ -> AT	0.044	0.517	0.605	Rejected
H3	NQ -> AT	0.026	11.699	0.000	Accepted
H4	AT -> RI	0.053	12.796	0.000	Accepted

Table 4.6: Path Coefficients.

Based on the data in the Table 4.6 we have acknowledged completely six research hypotheses , since each path's p values were less than 0.05 except IQ -> AT . But first, we want to see if all of the original sample's path coefficients fall inside the discrete interval or not. 5000 observations were used in the bootstrapping testing as a result. The base weight is noteworthy with the bootstrapping mean, according to Table 4.7's results, since all weights decrease inside the 95% confidence interval except IQ->AT. Subsequently, we can tell that the trustworthy about the model's estimates .

Relationship Path	Original sample (O)	Sample mean (M)	2.5%	97.5%
AW -> AT	0.691	0.688	0.608	0.756
AT -> RI	0.682	0.684	0.575	0.783
IQ -> AT	0.023	0.028	-0.052	0.122
NQ -> AT	0.307	0.307	0.252	0.357

Table 4.7: Bootstrapping testing.

Bootstrap simulation technique performed and tabulated the standard parameter values in Table 4.6 . The t-values which are >1.96 also statistical significant at accepted five percent level of significance are employed to verify the substantial association among the constructs (Tenenhaus et al., 2005).

In addition, Table 4.6 shown the both path co-efficients as well as t-statistics investigated for the structural model. As per the table, it can also be explored that t-values and p-values (at five percent level of significance) by using the bootstrap technique showed that all the connection are significant except that there is no significant association between IQ -> AT as t=0. 517< 1.96, p>0.605.

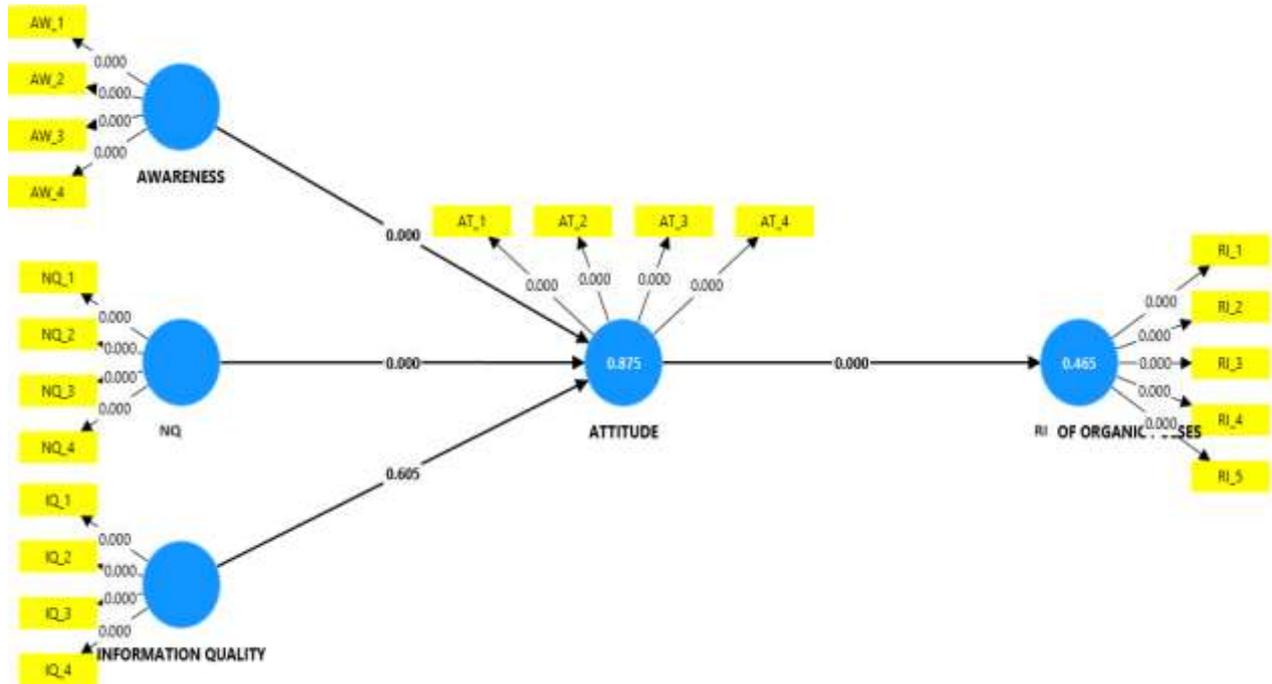


Fig 3: Bootstrap Diagram

Relationship	Hypotheses	
AW → AT	H01	No significant effect of AW on AT among organic pulses consumers
	HA1	Significant effect of AW on AT among organic pulses consumers
IQ → AT	H02	No significant effect of IQ on AT among organic pulses consumers
	HA2	Significant effect of IQ on AT among organic pulses consumers
NQ → AT	H03	No significant effect of NQ on AT among organic pulses consumers
	HA3	Significant effect of NQ on AT among organic pulses consumers
AT → RI	H04	No significant effect of AT on RI among organic pulses consumers
	HA4	Significant effect of AT on RI among organic pulses consumers
AW → AT → RI	H06	Attitude mediates the connection between awareness and repurchase intention
IQ → AT → RI	H07	Attitude mediates the connection between Information quality and repurchase intention
NQ → AT → RI	H08	Attitude mediates the connection between Nutritional quality and repurchase intention

Table :4.8 Hypotheses with relationship

4.5 Hypotheses Testing on Path Co-efficients

Table 4.6 indicates the standardized parameters of the research models that result from the bootstrap technique. The *t*-statistics describes the association among the latent constructs if the calculated *t*-value is > than 1.96, that depicts statistically significant by considering the accepted level of significance as five percent. Thus, the results showed that H₀₁, H₀₃ and H₀₄ statistically significant with the path co-efficients at 0.000, 0.000 and 0.000.

The proposed hypotheses are offered as:

The first three null hypotheses (H₀₁, H₀₂ and H₀₃) as well as alternative hypotheses (H_{A1}, H_{A2} and H_{A3}) are related to measuring the effect of Awareness (AW), Nutritional Quality (NQ) and Information Quality (IQ) on Attitude (AT) among Organic pulses consumers and expressed as-

Null H₀₁: There is no significant effect of AW on AT among organic pulses consumers.

On the basis of the *t*-value and *p*-value (accepted level of significance as five percent), the decision for the

previously stated hypothesis has been made. The table 4.6 illustrates that t -value of **AW**→ **AT** is more than 1.96 ($t=18.333>1.96$, $p<$ than .05). Hence, H_{01} is rejected as there is no substantial effect of Awareness on Attitude among organic pulses consumers.

Alternative H_{A1} : There is significant effect of AW on AT among organic pulses consumers.

On the basis of the t -value and p -value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t -value of **AW**→ **AT** is greater than 1.96($t=18.333>1.96$, $p<$ than .05). The results are in support of H_{A1} as there is significant effect of Awareness on Attitude among organic pulses consumers.

Null H_{02} : There is no significant effect of IQ on AT among organic pulses consumers.

On the basis of the t -value and p -value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 illustrates that t -value of **IQ**→ **AT** is more than 1.96 ($t=0.517>1.96$, $p>$ than .05). Hence, H_{02} is accepted that Information Quality has no significant on Attitude among organic pulses consumers and conclude the insignificant effect of Information Quality on Attitude.

Alternative H_{A2} : There is significant effect of IQ on AT among organic pulses consumers.

On the basis of the t -value and p -value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t -value of **IQ**→ **AT** is greater than 1.96($t=0.517<1.96$, $p>$ than .05). Hence, H_{A2} is rejected as there is considerable effect of Information Quality on Attitude among organic pulses consumers.

Null H_{03} : There is no significant effect of NQ on AT among organic pulses consumers.

The decision for the above mentioned hypothesis has been taken on the basis of t -value and p -value (accepted level of significance as five percent). However, the table 4.6 displays that t -value of **NQ**→ **AT** is less than 1.96 ($t=11.699<1.96$, $p<$ than .05). Hence, H_{03} is rejected as there is no substantial effect of Nutritional Quality on Attitude among organic pulses consumers.

Alternative H_{A3} : There is significant effect of NQ on AT among organic pulses consumers.

However, the decision for the above mentioned hypothesis has been taken on the basis of t -value and p -value (accepted level of significance as five percent). The table 4.6 demonstrates that t -value of **NQ**→ **AT** is less than 1.96 ($t=11.699<1.96$, $p<$ than 0.05). The results are in support of H_{A3} as there is significant effect of Nutritional Quality on Attitude among organic pulses consumers.

The last one null hypotheses (H_{04}) as well as alternative hypotheses (H_{A4}) are related to measuring the effect of Attitude (AT) on Repurchase Intention (RI) among Organic pulses consumers and expressed as-

Null H_{04} : There is no significant effect of AT on RI among organic pulses consumers.

On the basis of the t -value and p -value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 illustrates that t -value of **AT**→ **RI** is more than 1.96 ($t=12.796>1.96$, $p<$ than .05). Hence, H_{04} is rejected as there is no substantial effect of Attitude on Repurchase Intention among organic pulses consumers.

Alternative H_{A4} : There is significant effect of AT on RI among organic pulses consumers.

On the basis of the t -value and p -value (accepted level of significance as five percent), the decision for the previously stated hypothesis has been made. The table 4.6 outlines that t -value of **AT**→ **RI** is greater than 1.96($t=12.796<1.96$, $p>$ than .05). The results are in support of H_{A4} as there is significant effect of Attitude on Repurchase Intention among organic pulses consumers.

Mediation of Attitude

Mediation analysis was performed to determine the mediating role of AT in the connection between AW and RI. The results (see table 4.9 & 4.10) revealed a significant indirect effect of AW on RI through AT ($H_{06}:B=0.472$, $t=14.098$, $P<.001$). The total effect of AW on RI was significant ($B=0.69124$, $t=18.333$, $p<.001$), with inclusion of the mediator the effect of AW on RI was still ($B=0.69124$, $t=18.333$, $p<.001$). This shows a complementary partial mediating role of AT in the connection between AW and RI. Hence H_{06} was supported.

Mediation analysis was performed to evaluate the mediating role of AT in the connection between IQ and RI. The results (see table 4.9 & 4.10) revealed an insignificant indirect effect of IQ on RI through AT ($H_{07}:B=0.016$, $t=0.495$, $P>.001$). The total effect of IQ on RI was insignificant ($B=0.023$, $t=0.517$, $p>.001$), with inclusion of the mediator the effect of IQ on RI was still ($B=0.023$, $t=0.517$, $p>.001$). This expressions about that no mediating effect of AT in the connection between IQ and RI. Hence H_{07} was not supported.

Mediation analysis was executed to determine the mediating role of AT in the connection between NQ and RI. The results (see table 4.9 & 4.10) revealed a significant indirect effect of NQ on RI through AT ($H_{08}:B=0.210$, $t=9.588$, $P<.001$). The total effect of NQ on RI was significant ($B=0.307$, $t=11.699$, $p<.001$), with inclusion of

the mediator the effect of NQ on RI was significant ($B=0.307, t=11.699, p<.001$). This shows a complementary partial mediating role of AT in the connection between NQ and RI. Hence H_{08} was supported.

Table 4.9: Total and Direct Effect

Relationships	Total Effect			Direct Effect		
	β	t-statistic	p-Value	β	t-statistic	p-Value
AW -> AT	0.691	18.333	0.000	0.691	18.333	0.000
IQ -> AT	0.023	0.517	0.605	0.023	0.517	0.605
NQ -> AT	0.307	11.699	0.000	0.307	11.699	0.000

Table 4.10: Testing Indirect Effect

In Direct Effects			
Relationships	B	t-statistic	p-value
AW -> AT -> RI	0.472	14.098	0.000
IQ -> AT -> RI	0.016	0.495	0.621
NQ -> AT -> RI	0.210	9.588	0.000

AW-Awareness; NQ-Nutritional Quality ; IQ-Information Quality; AT-Attitude; RI-Repurchase Intention

5. Findings

This study's primary goal is to confirm the independent variables that have a significantly impact on consumers' decisions to repurchase organic pulses. Determine the degree of influence from there. After all calculations found that from our investigation, awareness and nutritional quality are mediated by Attitude, that have a great effect on the repurchase intention of organic pulses. The outcomes of this work that the Information Quality is mediated by Attitude, which have a no impact on the re-purchase intention of green pulses in Telangana. This study added to the organic pulses market research by providing insight into the elements of customer's organic pulses re-buying intention in Telangana. The results regarding this work also gave organic pulses producers and businesses thoughtful of purchasing patterns of consumer and market demands. The study's verdicts will be as a benchmark by dealers also manufacturers to plan future business expansion.

6. Conclusion

The study's findings show that although respondents' preferences for organic pulses are still viewed as being relatively low, there are more interested to know things better. The low preference of the respondents is influenced by two factors: the unappealing packaging of organic pulses and the information quality of organic pulses. Also respondents having somewhat know about organic pulses. The fact that organic pulses are healthier than non-organic pulses is already known to the respondents. Customers significantly and favorably influence their desire to repurchase organic pulses.

References

1. Aibinu, A.A., Ling, F.Y.Y. and Ofori, G., 2011. Structural equation modelling of organizational justice and cooperative behaviour in the construction project claims process: contractors' perspectives. *Construction Management and Economics*, 29(5), pp.463-481.
2. Barber, N., Taylor, C. and Strick, S., 2009. Wine consumers' environmental knowledge and attitudes: Influence on willingness to purchase. *International Journal of Wine Research*, pp.59-72.
3. Bhatia, M. and Jain, A., 2013. Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal*, 1(36).
4. Binti Aman, A.L., 2011. The influence of environmental knowledge and concern on green purchase intention: the role of attitude as mediating variable (Doctoral dissertation, Universiti Malaysia Sabah).
5. Brantsæter, A.L., Ydersbond, T.A., Hoppin, J.A., Haugen, M. and Meltzer, H.M., 2017. Organic food in the diet: exposure and health implications. *Annual review of public health*, 38, pp.295-313.
6. Bryła, P., 2015. The development of organic food market as an element of sustainable development concept implementation. *Problemy Ekorozwoju-Problems of Sustainable Development*, 10(1), pp.79-88.
7. Butler, B., Sproull, L., Kiesler, S. and Kraut, R., 2007. Community effort in online groups: Who does the work and why?. In *Leadership at a Distance* (pp. 187-210). Psychology Press.

8. Chen, X., Huang, Q. and Davison, R.M., 2017. The role of website quality and social capital in building buyers' loyalty. *International Journal of Information Management*, 37(1), pp.1563-1574.
9. Chopra, A., Rao, N.C., Gupta, N. and Vashisth, S., 2013. Come sunshine or rain; organic foods always on tract: A futurist perspective. *International Journal of Nutrition, Pharmacology, Neurological Diseases*, 3(3), pp.202-205.
10. Das, S., Chatterjee, A. and Pal, T.K., 2020. Organic farming in India: a vision towards a healthy nation. *Food Quality and Safety*, 4(2), pp.69-76.
11. Davari, A. and Strutton, D., 2014. Marketing mix strategies for closing the gap between green consumers' pro-environmental beliefs and behaviors. *Journal of Strategic Marketing*, 22(7), pp.563-586.
12. Dick, A.S. and Basu, K., 1994. Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22, pp.99-113.
13. Dixon, J., Bridson, K., Evans, J. and Morrison, M., 2005. An alternative perspective on relationships, loyalty and future store choice. *The International Review of Retail, Distribution and Consumer Research*, 15(4), pp.351-374.
14. Dhanabalan, T., Subha, K., Shanthi, R. and Sathish, A., 2018. Factors influencing consumers' car purchasing decision in Indian automobile industry. *International Journal of Mechanical Engineering and Technology*, 9(10), pp.53-63.
15. Elayaraja, M.M. and Vijai, C., ORGANIC FOOD IN INDIA: HEALTH AND ENVIRONMENTAL ADVANTAGES AND DISADVANTAGES.
16. Felix, R. and Braunsberger, K., 2016. I believe therefore I care: The relationship between religiosity, environmental attitudes, and green product purchase in Mexico. *International Marketing Review*, 33(1), pp.137-155.
17. Flamm, B., 2009. The impacts of environmental knowledge and attitudes on vehicle ownership and use. *Transportation research part D: transport and environment*, 14(4), pp.272-279.
18. Fornell, C. and Larcker, D.F., 1981. Structural equation models with unobservable variables and measurement error: Algebra and statistics.
19. Fotopoulos, C. and Krystallis, A., 2002. Purchasing motives and profile of the Greek organic consumer: a countrywide survey. *British food journal*, 104(9), pp.730-765.
20. Fullerton, G., 2005. The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 22(2), pp.97-110.
21. Gu, B., Konana, P., Rajagopalan, B. and Chen, H.W.M., 2007. Competition among virtual communities and user valuation: The case of investing-related communities. *Information systems research*, 18(1), pp.68-85.
22. Gupta, S. and Ogden, D.T., 2009. To buy or not to buy? A social dilemma perspective on green buying. *Journal of consumer marketing*, 26(6), pp.376-391.
23. Hair, J.F., Sarstedt, M., Ringle, C.M. and Mena, J.A., 2012. An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the academy of marketing science*, 40, pp.414-433.
24. Hennig-Thurau, T., 2004. Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention. *International journal of service industry management*, 15(5), pp.460-478.
25. Herrera-Viedma, E., Pasi, G., Lopez-Herrera, A.G. and Porcel, C., 2006. Evaluating the information quality of web sites: A methodology based on fuzzy computing with words. *Journal of the American Society for Information Science and Technology*, 57(4), pp.538-549.
26. Honkanen, P. and Young, J.A., 2015. What determines British consumers' motivation to buy sustainable seafood?. *British Food Journal*, 117(4), pp.1289-1302.
27. Huang, K., Lee, Y. and Wang, R., 1999. *Quality Information and Knowledge*, Prentice. Hall, Upper Saddle River: NJ.
28. Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. *Strategic management journal*, 20(2), 195-204.
29. Jaiswal, N., 2012. Green products: Availability, awareness and preference of use by the families. *Indian Journal of Environmental Education*, 12, pp.21-25.
30. Jiang, L.A., Yang, Z. and Jun, M., 2013. Measuring consumer perceptions of online shopping convenience. *Journal of Service management*, 24(2), pp.191-214.
31. Kartika, T., Firdaus, A. and Najib, M., 2020. Contrasting the drivers of customer loyalty; financing and depositor customer, single and dual customer, in Indonesian Islamic bank. *Journal of Islamic Marketing*, 11(4), pp.933-959.

32. Kumar, P. and Choudhary, H., 2016, April. An Analytical Study of Factors Influencing the Purchase of Organic Products in Indore City. In Conference Proceedings, "Dynamism of Global Era & Changing Management Practices.
33. Loureiro, M.L., McCluskey, J.J. and Mittelhammer, R.C., 2002. Will consumers pay a premium for eco-labeled apples?. *Journal of Consumer Affairs*, 36(2), pp.203-219.
34. Magnusson, M.K., Arvola, A., Hursti, U.K.K., Åberg, L. and Sjöden, P.O., 2003. Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behaviour. *Appetite*, 40(2), pp.109-117.
35. Mendon, S., Salins, M. and Aithal, P.S., 2019. Emerging Trends in Sustainability of Organic Farming and its Impact on Purchase Intention-a Review & Research Agenda. *SCHOLEDGE International Journal of Management & Development*, 6(7), pp.98-120.
36. Michnik, J. and Lo, M.C., 2009. The assessment of the information quality with the aid of multiple criteria analysis. *European Journal of Operational Research*, 195(3), pp.850-856.
37. Mittal, V. and Kamakura, W.A., 2001. Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of marketing research*, 38(1), pp.131-142.
38. Mostafa, M.M., 2009. Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps. *Expert systems with Applications*, 36(8), pp.11030-11038.
39. Najib, M., Septiani, S. and Nurlaela, S., 2020. The role of innovation, entrepreneurial self-efficacy and local uniqueness on marketing performance in small and medium-sized restaurants. *Journal of Foodservice Business Research*, 23(6), pp.499-519.
40. Nguyen, H.V., Nguyen, C.H. and Hoang, T.T.B., 2019. Green consumption: Closing the intention-behavior gap. *Sustainable Development*, 27(1), pp.118-129.
41. Ogiemwonyi, O. and Harun, A.B., 2020. Green product awareness has the potential to promote green consumer behaviour: Evidence from Kuala-Lumpur. *Israel Journal of Ecology and Evolution*, 67(1-2), pp.39-50.
42. Pagliacci, M., Manolică, A., Roman, T. and Boldureanu, G., 2019. THE CONSUMERS OF GREEN PRODUCTS THE CASE OF ROMANIAN MOLDAVIA COUNTIES. *Amfiteatru Economic*, 21(13), pp.830-844.
43. Pallant, J., 2005. *SPSS Survival Manual*. Philadelphia: Open University Press.
44. Paul, J., Modi, A. and Patel, J., 2016. Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, 29, pp.123-134.
45. Peyrot, M. and Van Doren, D., 1994. Effect of a class action suit on consumer repurchase intentions. *Journal of Consumer Affairs*, 28(2), pp.361-379.
46. Phuong, H.L.C., Anh, L.H. and Ab Rashid, A.A., 2020. Factors Influencing Car Purchasing Intention: A Study among Vietnamese Consumers. *Journal of the Society of Automotive Engineers Malaysia*, 4(2), pp.229-252.
47. Quick, M.J. and Burton, S., 2000. An investigation of the determinants of repurchase in a high involvement category. In ANZMAC 2000 Conference, *Visionary Marketing for the 21st Century: Facing the Challenge* (pp. 1501-1505). Australian and New Zealand Marketing Academy.
48. Ramayah, T., Lee, J.W.C. and Mohamad, O., 2010. Green product purchase intention: Some insights from a developing country. *Resources, conservation and recycling*, 54(12), pp.1419-1427.
49. Renterghem, B.V., Huysman, F., Rygole, R. and Verstraete, W., 1991. Detection and prevalence of *Listeria monocytogenes* in the agricultural ecosystem. *Journal of Applied Bacteriology*, 71(3), pp.211-217.
50. Rieh, S.Y., 2002. Judgment of information quality and cognitive authority in the Web. *Journal of the American society for information science and technology*, 53(2), pp.145-161.
51. Ritter, Á.M., Borchardt, M., Vaccaro, G.L., Pereira, G.M. and Almeida, F., 2015. Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, 106, pp.507-520.
52. Rizwan, M., Ahmad, S.U. and Mehboob, N., 2013. Enhancing the green purchase intention based on green marketing: an empirical study from Pakistan. *Asian Journal of Empirical Research*, 3(2), pp.208-219.
53. Schiffman, L.G. and Wisenblit, J. (2014), *Consumer Behaviour* (11th Edition), Pearson Education Inc., New Jersey.
54. Seiders, K., Voss, G.B., Grewal, D. and Godfrey, A.L., 2005. Do satisfied customers buy more? Examining moderating influences in a retailing context. *Journal of marketing*, 69(4), pp.26-43.

55. Sembiring, C.F. and Riyanto, S., 2020. Influence of Consumer Decision Making, Supplier, and Competitive Advantage over Channel Distribution on Creative Economy with Pandemic COVID-19. *International Journal of Innovative Science and Research Technology*, 5(6), pp.769-776.
56. Sengat, S., 2019. Quantifying the Factors Influencing Buyer's Purchase Decision in the Light Commercial Vehicle: A Study Conducted In the Pune Region. *International Journal of Recent Technology and Engineering*, 8(1), pp.573-579.
57. Solomon, M.R., 2014. *Consumer Behavior: Buying, Having, and Being* 11th edition. Hayward.
58. Sreen, N., Purbey, S. and Sadarangani, P., 2018. Impact of culture, behavior and gender on green purchase intention. *Journal of retailing and consumer services*, 41, pp.177-189.
59. Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M. and Lauro, C., 2005. PLS path modelling. *Computational Statistics & Data Analysis*, 48(1), pp.159-205.
60. Teng, L., 2009. A comparison of two types of price discounts in shifting consumers' attitudes and purchase intentions. *Journal of business research*, 62(1), pp.14-21.
61. Thøgersen, J., De Barcellos, M.D., Perin, M.G. and Zhou, Y., 2015. Consumer buying motives and attitudes towards organic food in two emerging markets: China and Brazil. *International Marketing Review*, 32(3/4), pp.389-413.
62. Thompson, G.D. and Kidwell, J., 1998. Explaining the choice of organic produce: cosmetic defects, prices, and consumer preferences. *American journal of agricultural economics*, 80(2), pp.277-287.
63. Vazifehdoust, H., Taleghani, M., Esmailpour, F. and Nazari, K., 2013. Purchasing green to become greener: Factors influence consumers' green purchasing behavior. *Management Science Letters*, 3(9), pp.2489-2500.
64. Wanke, M. and Friese, M., 2005. The role of experience in consumer decisions: The case study of brand loyalty. T. Betsch, & Haberstron (Eds.), *The routines of decision making*, pp.289-310.
65. Warnick, L.D., Crofton, L.M., Pelzer, K.D. and Hawkins, M.J., 2001. Risk factors for clinical salmonellosis in Virginia, USA cattle herds. *Preventive veterinary medicine*, 49(3-4), pp.259-275.
66. Xu, J., Benbasat, I. and Cenfetelli, R.T., 2013. Integrating service quality with system and information quality: An empirical test in the e-service context. *MIS quarterly*, pp.777-794.
67. Yadav, R. and Pathak, G.S., 2016. Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of cleaner production*, 135, pp.732-739.
68. Zheng, Y., Zhao, K. and Stylianou, A., 2013. The impacts of information quality and system quality on users' continuance intention in information-exchange virtual communities: An empirical investigation. *Decision support systems*, 56, pp.513-524.
69. Zeithaml, V.A., Lemon, K.N. and Rust, R.T., 2001. Driving customer equity: How customer lifetime value is reshaping corporate strategy. Simon and Schuster.
70. Zhou, T., 2011. Examining the critical success factors of mobile website adoption. *Online information review*, 35(4), pp.636-652.
71. Zhou, T., 2014. Understanding continuance usage intention of mobile internet sites. *Universal Access in the Information Society*, 13, pp.329-337.