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# Consumers' Attitude Towards Organic Products -The Moderating Role of Health Consciousness

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***ABSTRACT***

During the last years, we have observed that emergent environmental protection along with health concerns which directed the people to choose recent agricultural practices. There is a direct and indirect impact of health consciousness, to analysis the impact on attitude towards organic foods Nagaraj, S. (2021). In this study, health consciousness is taken as a moderating variable because nowadays consumers are facing various diseases like cancer, obesity, diabetes, etc. due to unhealthy food practices followed by consumers. A structured questioner method was used to collect data from 534 consumers, and the data was collected by using a convenient sampling method. To find out the impact of consumer willingness to consume such foods, using regression analysis to find out the consumers' attitude towards organic foods. By using rotated component matrix grouping the variables under Six –factors like Healthy Life Style, Healthy Knowledge, Health concern, Medication, Health & nutritious value, Health care & Work schedule. All these variables are considered to be moderating variables. The present study attempts to find out the consumers' attitude towards organic food by using a moderating variable to assess the role of health consciousness.

**Keywords:** *Consumer Attitude, Health Consciousness, Moderating, Organic Food*

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# 1. INTRODUCTION

## 1.1. Health Consciousness: The Imperceptible Dimension

Various dimensions under health consciousness among consumer are being identified (Hong 2009)

- Integration of healthy behavior (Healthy lifestyle)
- Attention on individual's health (Healthy Knowledge)
- Seeking information on health and its usage (Health Concern)
- Health motivation towards individual health (Medication)
- Conscious towards high content nutritional value (Health & Nutrition Value)
- Responsibility towards personal health (Health care & work Schedule)

## 1.2. Healthy lifestyle:

Researchers find out that, healthy lifestyle was interrelated to individuals' health consciousness. (Kraft and Goodell, 1993). He acknowledges that the health consciousness of an individual is more sensitive to health threats and its responsibility towards health. Nowadays, consumers are more conscious about their health, they are so sensitive about their health-related issues. This study mentioned that a healthy lifestyle tends to eat healthy foods, regular checkups, and regular exercise (Divine and Lepisto, 2005). Such consumers are intended to buy organic foods (Tregear *et al.,* 1994). A substantial number of studies are stated in literature and this research largely confirms a positive impact on health consciousness and intentions to purchase organic food (Harper & Makatouni, 2002, Pollard Eet *al.,* 2002, Zandstra *et al.*,2001). Organic foods are high health benefit as we compared to traditional foods. In this study, a healthy lifestyle has a moderate's effect on consumers' attitudes towards organic products (Gil, 2006).

## 1.3. Healthy Knowledge:

A huge number of health-related blogs are focused on health-related awareness and emerging healthcare issues. Today's consumers are acutely aware of health-related information. Individual users can learn from a variety of sources, like social media, the internet, social groups, and culture as a whole (Rodger et al., 2015). Consumers who are concerned about their health are moderately engaged in seeking health knowledge and promoting healthier behaviour. The frequency of consuming organic foods and to a greater extent, the level of consumption among existing consumers will increase as organic awareness grows. Such consumers make a recommendation to others, about health consciousness (Gracia, A., & de Magistris, T. 2008).

## 1.4. Health Concern:

According to (Apaolaza, *et al.*,2018) individual's health interest moderated the effects, with greater impacts for those who were more concerned about their health. The findings have important

consequences for the advancement of food-wellbeing theory, as well as for organic food producers and consumers. Health consciousness is defined as the tendency to focused on health (Iversen and Kraft, 2006). Based on the empirical survey, the primary motive to buying organic food, only for health concerns (Tregear et al. 1994). whereas consumers buy organic food frequently for their health as well as for environmental concern. Consumption of food reduces various diseases like allergic disease, overweight, and obesity, but the suggestion is indeterminate. Organic food customers today live healthier lifestyles.

### 1.5. Medication:

Health motivation defines involving oneself in medication. According to the findings, intrinsic wellbeing orientation is a good indicator of online health group engagement. Furthermore, disease-specific encouragement in the form of perceived vulnerability to a disease or being diagnosed with a disease motivates people to join disease-specific online communities. According to the findings, intrinsic wellbeing orientation is a good indicator of online health group engagement. Furthermore, disease-specific encouragement in the form of perceived exposure to a disease. An individual will strongly be determined towards health likely to understand their healthy diet.

### 1.6. Health & Nutrition Value:

Organic food is contained fewer chemicals, does not have any artificial addictive. The high rich content of minerals & vitamins in organic foods. Even though the demand for the organic market grows rapidly, but there is a lack of knowledge on their view on nutritional quality. Researchers decided to see just how much difference there was in recorded nutrient content between organic and conventionally grown foods (Dangour, *et al.,* R 2009). There is no evidence of a disparity in nutrient content between organically and conventionally grown foodstuffs, according to a systematic analysis of high-quality studies. The minor variations in nutrient content discovered are biologically possible and mainly relate to production methods differences.

### 1.7. Health Care & Work Schedule:

According to researchers, during the work schedule, the consumer has to take personal care of their health and also taken as a personal responsibility. It was emphasized that healthy buyers participated in health-maintenance behaviors, such as balancing their work schedules and being conscientious about consuming nutritious foods (Kraft and Goodell, 1993). People who follow a prescribed work schedule are often more willing to purchase organic foods because they are dedicated to healthy eating and are concerned about health issues.

## 2. RESEARCH GAP

A consensus issued by the International Agency for Research on Cancer (IARC), part of the World Health Organization (WHO). In the world, pesticides are used widely for agricultural activities. It is demonstrated evidence of causing cancer and other diseases like obesity, diabetes, etc., In this study researcher find out the importance of health consciousness is an important factor. To find out consumers' attitudes towards organic food products, the researcher has chosen the moderator factor as health consciousness.

## 3. RESEARCH OBJECTIVES

To analyze the moderating effect of health consciousness to determining consumer attitude towards organic products.

## 4. RESEARCH QUESTION

Given the purpose of the current study, the following questions were developed and sought answers:

*Does health consciousness have a positive effect on consumer attitude towards organic food?*

## 5. DATA ANALYSIS & RESULTS

*Table 1: Demographic and Socio-Economic Profile of Organic Consumers*

| Variable | Categories | % (sample size of 534) |
|---|---|---|
| **Gender** | Male | 39.1 |
| | Female | 60.9 |
| **Age (years)** | Below 20 Years | 14.2 |
| | 21-30 Years | 40.4 |
| | 31-40 Years | 27.7 |
| | 41 Years & Above | 17.6 |
| **Educational Qualification** | School Level | 8.8 |
| | Graduates | 43.8 |
| | Professionals | 32.2 |
| | Others | 15.2 |
| **Occupational Status** | Government Employees | 15.4 |
| | Private employees | 35.4 |
| | Professionals | 21.2 |
| | Business | 18.0 |
| | Others | 10.1 |
| **Monthly Income of The Family** | Below Rs.20000 | 16.1 |
| | Rs.20000- Rs.30000 | 32.8 |
| | Rs.30001- Rs.40000 | 28.8 |
| | Rs.40001 & above | 22.3 |

The above table 1 represents the data was collected from 534 respondents, the majority of the sample populations are female over their male counterparts i.e., 60.9%. Followed by respondents are belongs under the younger age group (21 years–30 years) consist of nearly 40.4% of the total respondents. Researcher noted that respondents are showing a high rate of interest & intention to purchase organic food belong under the younger age group Hwang, 2016.Regarding educational qualification, the majority of the population was i.e., 43.8% of respondents have completed their degree/diploma course. It has been revealed that well-educated youth prefer to consume organic foods. Further, it is concluded that 35.4% of respondents are salaried employees working in various private sector organizations. Further, it has been observed that 32.8 % of consumers are expected to develop positive purchase intentions for organic food, whose monthly income ranges between Rs. 20000- Rs. 30,000.

### 5.1. Hypotheses Framed:

**Ha: Health Consciousness has a direct significant effect on attitude towards organic products.**

Table 2: KMO and Bartlett's Test

| | |
|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .639 |
| Bartlett's Test of Sphericity Approx. Chi-Square | 21193.058 |
| DF | 325 |
| Sig | .000 |

Level of Significance: 5%

Indices of factorial simplicity may be evaluated according to the following table “In the .90s Marvelous, In the .80s Meritorious, In the .70s Middling, In the .60s Mediocre, In the, .50s Miserable, below .50s Unacceptable”.

In the above table, 2 represents the adequacy of data for factor analysis, the Kaiser-Meyer-Oklin (KMO)test is a measure of data for factor analysis. Measuring sample adequacy of each variable in the model and proportion of variance among variables. Measure of Sampling Adequacy (MSA) individual variables are measured. The overall KMO value was considered to be sampling adequacy (0.639) in this study. A measure which is above 0.6 is considered adequate for performing further analysis. Bartlett’s Sphericity test was effective, the chi-square value was 21193.058 for 325 degrees of freedom, and the p- value was 0.000. Result indicates the adequacy of the sample taken to proceed a factor analysis procedure. Besides Bartlett’s Test of Sphericity and the KMO Measure of sampling Adequacy, Communality values of all variables were also observed.

Table 3: Cumulative Moderating Effect of Health Consciousness and Their Attitude Towards Organic Products

| Variables | Initial | Extraction |
|---|---|---|
| My health is very important to me | 1.000 | .820 |
| Organic and conventional foods are also healthy. | 1.000 | .772 |
| Better for my health because organic foods are natural | 1.000 | .882 |
| Healthier because there are no hormones additives and antibiotics | 1.000 | .785 |
| Healthier because of fewer chemical residues | 1.000 | .879 |
| Regular physical activity | 1.000 | .906 |
| Regular health Checkup | 1.000 | .884 |
| Food safety | 1.000 | .862 |
| A regular well-balanced meal | 1.000 | .830 |
| Maintaining body weight | 1.000 | .935 |
| Regular adequate amount of sleep | 1.000 | .818 |
| Nutritious Value | 1.000 | .904 |
| Contain low/salt sugar | 1.000 | .835 |
| Helps to maintain lose weight | 1.000 | .862 |
| Fresh than conventional food | 1.000 | .819 |
| Support the growth of farmers | 1.000 | .763 |
| organic food contains enrich vitamins than conventional food. | 1.000 | .804 |
| organic food contains fewer pesticides and medicine residues, | 1.000 | .691 |
| Organic food does not contain any synthetic additive. | 1.000 | .837 |
| Organic products, in my experience, contain more vitamins and minerals than conventional foods. | 1.000 | .898 |
| It measures consumers reluctance towards own health and medication | 1.000 | .812 |
| The guidance provided by doctors for health benefits | 1.000 | .873 |
| Consciousness towards one's illness and disease | 1.000 | .841 |
| Relaxing time throughout the day | 1.000 | .851 |
| Inner feelings about one’s health | 1.000 | .858 |
| Consumer physical activities | 1.000 | .833 |

Above table- 3 shows that these communalities denote the relation between the variable and all other variables (i.e., the squared multiple correlation between the item and all other items). Factor analyzed using a Principal Component analysis with Varimax rotation by using 26 – item scale to provide more parsimonious analysis of the results.

Table 4: Rotated Component Matrix

| Variables | F1 | F2 | F3 | F4 | F5 | F6 |
|---|---|---|---|---|---|---|
| $X_1$-My health is very important to me | - | - | - | - | - | **.758** |
| $X_2$-Organic and conventional foods are also healthy. | - | - | - | **.632** | - | |
| $X_3$-Good for my health because organic foods are natural | - | - | - | - | - | **.737** |
| $X_4$-Healthier because there are no hormones additives and antibiotics | - | - | **.579** | - | - | - |
| $X_5$-Healthier because of fewer chemical residues | - | - | **.875** | - | - | - |
| $X_6$-Regular physical activity | **.850** | - | - | - | - | - |
| $X_7$-Regular Health Checkup | **.875** | - | - | - | - | - |
| $X_8$-Food safety | **.893** | - | - | - | - | - |
| $X_9$-A regular well-balanced meal | **.704** | - | - | - | - | - |
| $X_{10}$-Maintaining body weight | **.652** | - | - | - | - | - |
| $X_{11}$-Regular adequate amount of sleep | - | - | **.683** | - | - | - |
| $X_{12}$-Nutritious Value | - | **.824** | - | - | - | - |
| $X_{13}$-Contain low/salt sugar | - | **.608** | - | - | - | - |
| $X_{14}$-Helps to maintain lose weight | - | **.581** | - | - | - | - |
| $X_{15}$-Fresh than conventional food | - | **.570** | - | - | - | - |
| $X_{16}$-Support the growth of farmers | - | **.547** | - | - | - | - |
| $X_{17}$-Organic food contains more enrich vitamins than conventional food. | - | **.539** | - | - | - | - |
| $X_{18}$-Organic food contains fewer pesticides and medicine residues, | - | - | - | - | **.569** | - |
| $X_{19}$-Organic food does not contain any synthetic additive. | - | - | - | - | **.860** | - |
| $X_{20}$-Organic products, in my experience, contain more vitamins and minerals than conventional foods. | - | - | - | - | **.785** | - |
| $X_{21}$-It measures consumers reluctance towards own health and medication | - | - | - | **.769** | - | - |
| $X_{22}$-The guidance provided by doctors for health benefits | - | - | - | **.773** | - | - |
| $X_{23}$-Consciousness towards one's illness and disease | - | - | - | **.647** | - | - |
| $X_{24}$-Relaxing time throughout the day | - | **.659** | - | - | - | - |
| $X_{25}$-Inner feelings about one's health | **.613** | - | - | - | - | - |
| $X_{26}$-Consumer physical activities | - | - | **.664** | | - | - |
| **Eigen value** | **13.938** | **2.627** | **1.778** | **1.306** | **1.141** | **1.067** |
| **% of Variance** | **53.606** | **10.104** | **6.840** | **5.022** | **4.388** | **4.105** |
| **Cumulative** | **53.606** | **63.710** | **70.550** | **75.572** | **79.960** | **84.065** |

Level of Significance: 5%

Above table-4 shows that six elements are extracted on account for 84.065 percent of the overall variation (information contained in the original 26 variables). This is beneficial because the researcher can reduce the number of variables (from 26 scales, researchers reduced them to six underlying factors), while the data only lost about 15.935 percent of its information content (84.065 percent is retained by the six factors extracted out of the 26 original variables).

Six variables were listed as accounting for the maximum percentage of variation. Factor I is made up of the variables X6, X7, X8, X9, X10, and X25, so it is accounted for 53.606 % of the total variation. The variables $X_{12,}$ $X_{13,}$ $X_{14,}$ $X_{15,}$ $X_{16,}$ $X_{17,}$ and $X_{24}$ constitute factor II and it accounts for **10.104** % of the total variance. The variables $X_{4,}$ $X_{5,}$ $X_{11,}$ and $X_{26}$ constitute factor III and it accounts for **6.840** % of the total variance. Factor IV is made up of the factors X2, X21, X22, and X23 and accounts for 5.022 % variance. Factor V is made up of the factors X18, X19, and X20, and it accounts for 4.388 % of the overall variance. Factor VI is made up of the factors X1 and X3, and it accounts for 4.105 % total variance.

Table 5: Summary of Rotation Factor Analysis & Cronbach's Alpha

| Factors | Variables included in the factors | Cronbach's Alpha |
|---|---|---|
| $F_1$ (Healthy Life Style) | Regular physical activity, Regular Health Checkup, Food safety, A regular well-balanced meal, Maintaining body weight, Inner feelings about one's health | .923 |
| $F_2$ (Healthy Knowledge) | Nutritious Value, contain low/salt sugar, helps to maintain lose weight, Fresh than conventional food, Support the growth of farmers, Organic food contains more enrich vitamins than conventional food., Relaxing time throughout the day | .947 |
| $F_3$ (Health concern) | Healthier because there are no hormones additives and antibiotics, Healthier because of fewer chemical residues, Regular adequate amount of sleep, Consumer physical activities | .885 |
| $F_4$ (Medication) | Organic and conventional foods are also healthy, It measures consumers reluctance towards own health and medication, The guidance provided by doctors for health benefits, Consciousness towards one's illness and disease | .837 |
| $F_5$ (Health & nutritious value) | Organic food contains fewer pesticides and medicine residues, Organic food does not contain any synthetic additive, Organic products, in my experience, contain more vitamins and minerals than conventional foods. | .778 |
| $F_6$ (Health care & Work schedule) | My health is very important to me, Good for my health because organic foods are natural. | .664 |

*Source: Computed from Primary Data*

Above table-5 shows that the value of Cronbach's alpha is more than 0.6, which indicates scale is reliable. There are six-factor were: Healthy lifestyle, Healthy Knowledge, Health Concern, Medication, Health & nutritional value, Health care. The six-item scale comprising 'Healthy lifestyle' measures consumer orientation towards health checkups, balanced meals, inner feeling about their health, and regular exercise.

The seven-scale item scale comprising 'Health Knowledge' measuring the knowledge of consumers regarding health issues. Consumes high nutritional value of foods it has low salt & sugar or such foods help them to reduce weight. They have knowledge about organic food that contains more vitamins.

"Health concern" includes four elements of statements that measure consumer concern" about health consequences and whether consumer considered about their healthier because it contains fewer antibiotics & chemicals. 'Medication' dimension comprised four valid statements. Consumers are unwilling to their healthy practice and medication is measured i.e., to what extent the recommendation is taken care of their diseases & illness. 'Health & nutritious value' comprised three statements that measure consumer concern regarding health and organic foods do not contain any artificial addictives. It contains more vitamins & minerals. The 'Health Care' dimension comprised two statements that measure health is important for me.

Hence it can be concluded that a healthy lifestyle, Healthy Knowledge, Health Concerns, Medication, Health & nutritional value, Health care are comprised as Health consciousness. The concerned hypothesis is framed.

The following scree plot explains the formation of the factors based on the eigenvalues in figure 1.

Figure 1: Screen plot based on eigenvalues

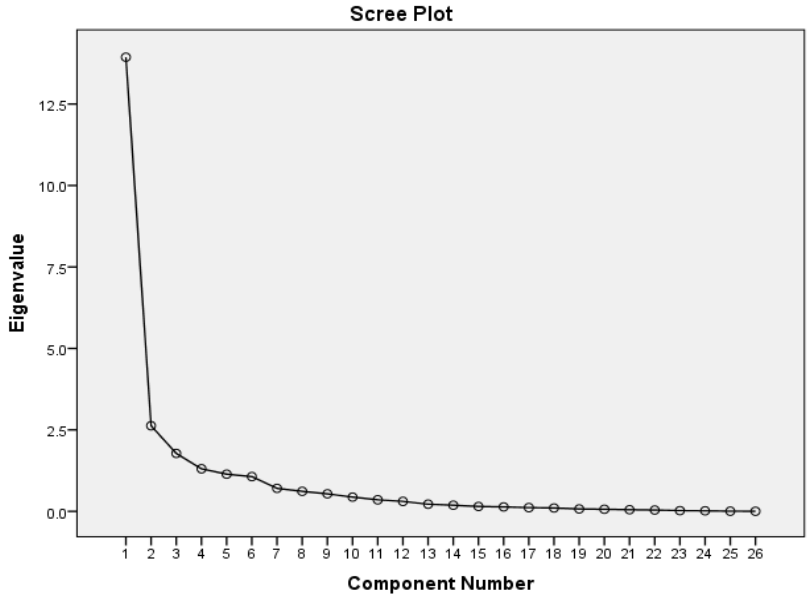


Table 6: Correlation Analysis of Relationship Between Moderators and Consumer Attitude Towards Organic Product

| Moderators | Mean | S.D | Consumer Attitude towards organic foods | |
|---|---|---|---|---|
| | | | Correlation [2] | P Value |
| Healthy Life Style | 20.0659 | 4.58447 | .679 | .000 |
| Healthy Knowledge | 24.2334 | 5.31304 | .866 | .000 |
| Health Concern | 12.7062 | 2.84215 | .745 | .000 |
| Medication | 12.4377 | 2.73600 | .643 | .000 |
| Health & Nutritious value | 9.3920 | 1.80735 | .480 | .000 |
| Health care | 6.2219 | 1.48883 | .715 | .000 |

Scale: 5- Strongly Agree, 4- Agree, 3-Neutral,2- Disagree,1- Strongly Disagree

The above table-6 shows that, to measure the level of relation between linear related variables Karl Pearson's coefficient of correlation can be used. "r" denotes a coefficient of correlation. It can be used to observe the degree of association between moderators & consumer attitudes towards organic products.

Almost all of the moderators were found to be significantly related to consumer attitudes about organic products. It has a positive correlation with a P value of 0.05. Thus, the hypothesis (Ha) Health Consciousness moderators and consumer attitude show a relationship towards consumption of organic products. It is further proposed to ensure for the testing of hypothesis relationships in each dimension of Health Consciousness.

According to the model presented above, the relationship between consumer attitudes toward organic products can be moderated by the influence of moderators. The relationship between the dependent variable and independent variable that effects the moderator variable. . It is represented an interface between the independent variable and moderator variable.

The multiple regression analysis was performed that to evaluate the relationship between consumer attitudes towards organic products can be moderated by the influence of moderators.

*Consumer attitude is considered as a dependent variable and the independent variables are:*

$X_1$-My health is very important for me, X2-Organic and conventional foods are also healthy. X3-Good for my health because organic foods are natural, X4-Healthier because there are no hormones additives and antibiotics, X5-Healthier because of fewer chemical residues, X6-Regular physical activity, X7-Regular Health Checkup, X8-Food safety, X9-A regular well-balanced meal, X10-Maintaining body weight, X11-Regular adequate amount of sleep, X12-Nutritious Value, X13-Contain low/salt sugar, X14-Helps to maintain lose weight, X15-Fresh than conventional food, X16-Support the growth of farmers, X17-Organic food contains more enrich vitamins than conventional food, X18-Organic food contains fewer pesticides and medicine residues, X19-Organic food does not contain any synthetic additive, X20-Organic products, in my experience, contain more vitamins and minerals than conventional foods, X21-It measures consumers reluctance towards own health and medication, X22-The guidance provided by doctors for health benefits, X23-Consciousness towards one's illness and disease, X24-Relaxing time throughout the day, X25-Inner feelings about one's health,X26-Consumer physical activities

Consumer attitude towards organic products in various dimensions = f (Reasonable for me intended to purchase organic food, interested to purchase organic food because of its welfare, better than conventional food, positive image for me)

Moderate variables influence attitude towards organic products (Y1) = β0 + β1X1 + β2X2 +β3X3 + β4X4 + β5X5 + β6X6 + β7X7+ β8X8+ β9X9+ β10X10+ β11X11+ β12X12+ β13X13+ β14X14+ β15X15+ β16X16+ β17X17+ β18X18+ β19X19+ β20X20+ β21X21+ β21X22+ β21X23+ β21X24 + β21X25+ β21X26 e

W here,

Y1= Consumer attitude towards organic products

β0 = Intercept

β1- β26= Slopes (estimates of coefficients)

X1-Health is important to me

X2-Conventional foods are as healthy as organic foods

X3-Better for my health because organic foods are natural

X4-Healthier because less /no growth hormones additives and antibiotics

X5-Organic foods are healthier because they have no/less chemical residues

X6-Regular physical activity

X7-Regular health Checkup

X8-Food safety

X9-Regular well-balanced meal

X10-Maintaining body weight

X11-Regular adequate amount of sleep

X12-Nutritious Value

X13-Contain low/salt sugar

X14-Helps to maintain lose weight

X15-Fresh than conventional food

X16-Support the growth of farmers

X17-Organic food contains more vitamins than non-organic food

X18-Organic food contains less pesticides and medicine residues,

X19-The product does not contain artificial additives

X20-I think that organic products have a higher content of vitamins and minerals than conventional products

X21-It measure consumers reluctance towards own health and medication

X22-Guidance provided by doctors for health benefits

X23-Consciousness towards one's illness and disease

X24-Relaxing time throughout the day

X25-Inner feelings about one's health

X26-Consumer physical activities

and

e = Random error, which the authors assumed as NID for this research.

Table 7: Multiple Regression Model Summary

| R | $R^2$ | Adjusted $R^2$ | SE | F Value | Sig |
|---|---|---|---|---|---|
| .899 | .809 | .806 | 1.41479 | 370.930 | .000 |

Level of Significance: 5%

a. Predictors: (Constant), Healthy Life Style, Healthy Knowledge, Health Concern, Medication, Health & Nutritious value, Health care

b. Dependent Variable: Consumer Attitude

$Y=.539-.143X_1+.240X_2+1.081X_3-.1.095X_4-.005X_5-.1.071X_6+.1.651X_7-1.282X_8+.926X_9-1.196X_{10}+.336X_{11}+.908X_{12}+.420X_{13}+.005X_{14}+0267X_{15}-.323X_{16}+.035X_{17}-.416X_{18}+.106X_{19}-.340X_{20}-.082X_{21+}\ .277X_{22+}\ .009X_{23}\ -.465\ X_{24\ +.}\ 720X_{25.}-.416\ X_{26}$

Above table 7 shows that all variables are entirely significant, it shows only 89.9 per cent relationship between the variable verified. The coefficient of correlation R- value 0.899, there is a good relationship between the variable the coefficient of the determinant ($R^2$) the value 0.809 establishes a significant association between the 26 variables verified. Therefore, accepted the framed hypothesis and it has been concluded that all the moderators were significantly correlated with consumer attitude towards organic products.

The following table 7 illustrates the value of the constant and coefficient value of each attribute to analyze whether there exists an association between moderation effects of health consciousness on the relationship between consumer attitudes towards organic food products

Table 8: Moderation Effect of Health Consciousness on the Relationship Between Consumer Attitudes Towards Organic Food Products

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| **Constant** | 2.728 | .403 | | -6.778 | .000 | - | - |
| **Moderators** | | | | | | | |
| Healthy Life Style | .103 | .021 | .147 | 4.984 | .000 | .417 | 2.396 |
| Healthy Knowledge | .317 | .024 | .519 | 13.276 | .000 | .238 | 4.202 |
| Health Concern | -.096 | .026 | -.096 | -3.681 | .000 | .536 | 1.866 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Medication | .072 | .034 | .062 | 2.136 | .033 | .438 | 2.283 |
| Health care | .100 | .045 | .054 | 2.241 | .025 | .615 | 1.625 |
| Health & Nutritious value | .761 | .056 | .352 | 13.493 | .000 | .533 | 1.875 |

Level of Significance: 5%

Above table 8 shows the suggested dimension of health consciousness moderates the relationship between consumer attitudes Singhal, N. (2017). Framed hypotheses are tested by using regression analysis. Researcher wants to find out there is a high correlation between the variable, if there is any multicollinearity problem with the independent variable. The VIF (Variance Inflation Factor) is less than 5.0(there is no multicollinearity problem) and TOL (Tolerance) value is greater than 0.2(there is no multicollinearity problem). To Check an Eigenvalue, it must not be closely with zero & also check a conditional index must be less than 15 to find out a multicollinearity problem within an independent variable.

'Healthy Life Style' was used as a moderator by (Chen 2007 & Von Essen, E., & Englander, M. (2013). Likert scale 5-point scale has been used to measure the six statements. Multiple regression analysis was used to find out the consumer attitude & also moderators' effect of healthy lifestyle towards consumers. The result indicates that P-value is (0.000) is significant, tolerance value (.417), VIF (2.396). It implies a Healthy lifestyle act as a moderator with consumer attitude towards organic foods. Hence, $H_{a.1}$ stands accepted.

'Healthy Knowledge' was a moderator studied by Jayanti and Burns (1998), Wang, X *et al., (*2019). Likert scale 5-point scale has been used to measure the seven statements. Consumers tend to buy organic food because they have aware of nutrition and diet-conscious among them. they are tending to buy a portion of organic food. The result indicates that there is a significant relationship between consumer attitudes towards organic foods, P-Value is less than 0.05 (0.000), tolerance value is greater than 0.2 (.238), VIF is must be less than 5.0(4.202). Hence, $H_{a.2}$ stands accepted.

'Health Concern' as a moderator was studied in Hupkens et al. (2012), Apaolaza, V *et al.,* (2018). Likert scale 5-point scale has been used to measure the four statements. The health concern was moderated by the individual, they have a strong influence on health concerned consumers. Consumers aware of their health, consume less chemical residual foods and give importance to their physical activities all these variables are related to a health concern. The result indicates that there is a significant relationship between consumer attitude towards organic foods, P-Value is less than 0.05 (0.000), tolerance value is greater than 0.2 (.536), VIF is must be less than 5.0(1.866). Hence, $H_{a.3}$ stands accepted.

'Medication' was moderator by Kraft and Goodell (1993). Likert scale 5-point scale has been used to measure the four statements. Researcher find out that there is a significant relationship between moderator's variable and consumers attitude towards organic foods. P-Value is less than 0.05 (0.033), tolerance value is greater than 0.2 (.438), VIF is must be less than 5.0(1.625). Hence, $H_{a.4}$ stands accepted

'Health care' was studied as a moderator by Vietoris, V., Kozelová (2016). Likert scale 5-point scale has been used to measure the three statements. As per the result reported that there is a significant association between moderator variable and consumer attitude towards organic food. P-Value is less than 0.05 (0.025), tolerance value is greater than 0.2 (.615), VIF is must be less than 5.0(2.283). Hence, $H_{a.5}$ stands accepted

'Health & Nutritious value' was studied by Alan D Dangour (2009). Likert scale 5-point scale has been used to measure two statements. As per the result reported that there is a significant relationship between moderator variable and consumer attitude towards organic food. P- Value is less than 0.05 (0.000), tolerance value is greater than 0.2 (.533), VIF is must be less than 5.0(1.875). Hence, $H_{a.6}$ stands accepted.

## 6. CONCLUSION

In this study, researcher can ably find out the moderating effect of health consciousness which may affect consumer attitude towards organic foods. It indicates that consumers are more concerned about their health determines a positive attitude towards purchase organic food. According to the previous study consumers are more conscious about their personal health (Aertsens *et al.*,2009). The moderation effect of Healthy Life Style, Healthy Knowledge, Health Concern, Medication, Health & Nutritious value, and Health care on the relationship between consumer attitude towards organic food was found to be statistically significant P- value is less than 0.05. The result implies that the majority of consumers are aware of the health and nutritional value contained in organic food. As a result, marketers must understand the fact that consumers with health knowledge and a well-organized job schedule are more likely to choose organic foods; therefore, marketers must increase awareness about the health benefits of organic foods through media and advertisements, among other means. As a result, retailers must continue to profit from this condition by charging a premium price to those customers who are likely to purchase organic food products because they find it to be a healthier alternative.

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