Unveiling the Path to Purchase: Exploring the Influence of Supply Chain Visibility on Consumer Buying Intentions for Organic Food

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Abstract

There is a considerable lack of information on the food product supply chains in the current consumer-driven environment. Driven by a need for better supply chain visibility, this research, therefore focuses on the consequences of enhanced supply chain visibility towards the consumer's buying decisions for organic food. Additionally, it investigates potential variations in these preferences across two distinct generational cohorts:

Millennials (born between 1981-1996)

Generation Z (born after 1996)

Key factors, including supply chain visibility in terms of the quantity, accuracy, and timeliness of information shared, were incorporated into the analysis. Employing a quantitative methodology using tools including t test, ANOVA, Regression and Correlation, the study shows a positive correlation between the predictors (Quantity, Accuracy, and Timeliness of Information) and the dependent variable (Buying intention)

Moreover, the research highlights the consequential impact of timely information dissemination on consumers' purchase intentions. It underscores that not only the accuracy, but also the timely availability and accessibility of information play pivotal roles in shaping consumers' decisions regarding organic food purchases. The findings contribute to a nuanced understanding of the interplay between supply chain visibility and consumer behavior, offering insights that can inform strategies for enhancing the transparency of organic food supply chains.

Keywords: organic food, supply chain visibility, purchase intentions, Millennials, Generation Z

INTRODUCTION

A. Background of the Research

In today's markets, both locally and globally, there's intense competition, thanks to globalization. Supply chain processes have become very complicated, with extensive networks for moving products around. This increased focus on Supply Chain Management (SCM) has led to a greater emphasis on Supply Chain Visibility (SCV). According to Lamming (2001), SCV is about how much information entities in a supply chain can access and share, and it's crucial for Supply Chain Transparency (SCT). Bhaduri & Ha-Brookshire (2011) state that the growing demand for SCT is driven by consumers being more informed and advancements in communication technology.

It has been researched that the details surrounding a product's supply network are one of the major issues determining what products consumers will purchase. Until recently, consumers did not view a complete picture of the supply chains that supported the products to which they had access. Basha et al (2015) point out that what consumers intend to purchase is a very crucial predictor of their eventual purchases. According to Caridi et al (2010), SCV can be calculated by the quantity, precision, timeliness and also relevance of information.

This research specifically looks into organic food products in the world of agricultural food items. As a result, this study was done to understand how supply chain visibility affects what consumers plan to buy, with a specific focus on organic food products.

B. Statement of the Problem

Formerly, information regarding a product's origin, the participants in its supply chain, and its journey to consumers remained largely obscured. Recent supply chain scandals have raised doubts among consumers about the reliability of product information. Montecchi et al (2019) highlight the 'Findus beef lasagna' scandal, where consumers discovered that labeled protein contents were predominantly horsemeat, not beef. This incident led to a global consumer demand for Supply Chain Transparency in the food industry.

Enhanced supply chain transparency, as noted by Bhaduri and Ha-Brookshire (2011), enables consumers to understand unforeseen risks, societal and environmental impacts, significantly influencing their purchase decisions. Furthermore, a lack of information during purchase decisions may lead consumers to unintentionally procure products they did not intend to buy when the supply chain information was inaccessible. Baralla et al (2019) underscore the agri-food industry's consumer demands for assurance regarding origin, provenance information, and transparency.

Because there's often not enough information available, researchers wanted to study how supply chain visibility influences what consumers plan to buy. They specifically looked at this in the context of organic food products, across different generations, trying to understand how to meet consumers' demands for transparency in the supply chain.

C. Research Objectives

Main objective:

To study the influence of Supply Chain Visibility on consumers' Purchase Intention concerning organic food products across generational cohorts.

Specific objectives:

1. To evaluate the impact of the quantity of shared information on consumers' Purchase Intention across generational cohorts.
2. To evaluate the impact of the accuracy of shared information on consumers' Purchase Intention across generational cohorts.
3. To evaluate the impact of the timeliness of shared information on consumers' Purchase Intention across generational cohorts.

D. Significance of the Study

This study aims not only to identify the types of information available to consumers regarding the supply chain of organic food but also to ascertain the information consumers require. By providing consumers

with transparency in the supply chain, this research endeavors to facilitate informed choices that align with sustainability and safety, encouraging organizations to disclose their supply chain practices and deter malpractices.

LITERATURE REVIEW

Supply Chain Transparency and Visibility

In recent years, being open about the detailed and accurate information of how products are made and handled in the supply chain, including where they come from, how they're sourced, manufactured, and the costs involved, has become really important (Bai and Sarkis, 2020). The global Covid-19 pandemic has made transparency even more crucial.

In the current literature, people often use terms like visibility, traceability, disclosure, and openness interchangeably when talking about supply chain transparency. Visibility is mainly about organizations collecting and organizing information about their supply activities, mostly for their own use (Sodhi and Tang, 2019). Traceability involves various organizational practices and technological systems that are crucial for putting information together effectively (Ringsberg, 2014). Disclosure is about sharing organizational information with both people inside the company (like supply chain partners and employees) and people outside (like customers, investors, and governments) (Schnackenberg et al., 2020). Openness is about organizations actively sharing information (Cadden et al., 2013).

Many researchers, such as Saberi et al (2019) and Francisco & Swanson (2018), stress how important it is to be transparent in the supply chain. Caridi et al (2010) go deeper into supply chain visibility, looking at it based on how good and how much information is available. This study, in particular, looks into these aspects when it comes to how visible supply chains are in influencing consumers' decisions to buy organic food. In the world of supply chain visibility, three important aspects have been identified: how much information is shared, how accurate the information is, and how quickly the information is shared. These aspects, highlighted by Caridi et al (2010), are the key things to consider when evaluating how well the supply chain is visible.

Purchase Intention and Supply Chain Visibility

When people decide to buy something, they really care about trusting the product and knowing it's transparent and credible (Egels-Zandén & Hansson, 2016). In today's world of shipping and logistics, having information available and being able to see how products move through the supply chain is a big deal in deciding what people want to buy (Kim et al., 2008). If consumers feel like important details about a product's supply chain are hidden, it makes them worried and can make them not want to buy the product (Montecchi et al., 2019). When there's not enough information during the buying process, it makes consumers feel at risk and they want clear health-related details, especially when buying organic products in a world with lots of data (Yu et al., 2019).

For example, when people are shopping, they want to know if a product is made using organic methods. If this information is not presented well or not available at all, it makes them doubt if the product is safe and healthy, which makes them not want to buy it. This shows how important it is to know the provenance in supply chain transparency. Provenance means knowing about a product's creation, its journey through the supply chain, any changes made to it, and what influences it (Montecchi et al., 2019). Knowing provenance is crucial because it helps us understand how products are made, stored, and delivered to consumers.

The information about food products has become more important lately. But, most published studies haven't fully shown how people feel positively about knowing where their food comes from, especially when it comes to deciding what food to buy (Bu & Go, 2008). People who care about being healthy really influence their choice to buy organic food. Even though organic products can be more expensive, people who want to eat healthy, care about animals, and want to protect the environment see buying organic food as a good thing (Iqbal, 2015).

METHODOLOGY

The resrach is exploratory in nature and uses a structured questionnaire to collect responses. A total of 160 questionnaires were distributed in order to gather data; of those, 125 were returned, and an additional 4 responses were deleted because they had missing information. So, 121 responses were finally used for data analysis.

1. RESULTS AND DISCUSSION

Demographic Characteristics of the Sample

Table 1 gives a summary of the Demographic Characteristics of the sample collected.

TABLE 1: Demographic Characteristics

Variable		Frequency	Percentage
Age	Between 27-42 years	49	40.5
	Less than 27 years	30	24.8
	More than 42 years	42	34.7
	Total	**121**	**100**
Gender	Male	75	62.0
	Female	46	38.0
	Total	**121**	**100**
Education	Doctorate & above	3	2.5
	Post Graduation	76	62.8
	Graduation	42	34.7
	Total	**121**	**100**
Income	Less than Rs. 1 lakh	6	5.0
	Between Rs. 1-3 lakh	13	10.7
	Between Rs. 3-5 lakh	66	54.5
	More than 5 lakhs	36	29.8
	Total	**121**	**100**

The demographic data for the sample reveals a diverse distribution across various characteristics. In terms of age, 40.5% of the respondents fall within the range of 27-42 years, while 24.8% are less than 27 years old, and 34.7% are older than 42 years. Gender distribution shows that 62.0% of the respondents are male, with the remaining 38.0% being female. Education levels vary, with 2.5% having a Doctorate & above, 62.8% holding a Post Graduation degree, and 34.7% having completed Graduation. When it comes to income, 5.0% of respondents earn less than Rs. 1 lakh, 10.7% fall in the income bracket of Rs. 1-3 lakh, 54.5% earn between Rs. 3-5 lakh, and 29.8% have an income exceeding 5 lakhs.

Percentage of participants who responded with each score (from 1 to 5 – strongly disagree to strongly agree for each item.

TABLE 2: Breakdown of the Percentage of Participants

		Item	I	II	III	IV	V	Total
Supply Chain Visibility	Quantity of Information	Q1	3.3	8.3	38.0	38.8	11.6	100.0
		Q2	3.3	15.7	24.8	40.5	15.7	100.0
		Q3	9.1	18.2	43.8	20.7	8.3	100.0
		Q4	8.3	16.5	42.1	26.4	6.6	100.0
	Accuracy of Information	A1	5.8	18.2	34.7	28.1	13.2	100.0
		A2	7.4	10.7	34.7	38.0	9.1	100.0
		A3	5.8	19.0	41.3	24.0	9.9	100.0
		A4	5.0	16.5	45.5	25.6	7.4	100.0
	Timeliness of Information	T1	5.0	10.7	43.0	33.9	7.4	100.0
		T2	5.0	13.2	42.1	31.4	8.3	100.0
		T3	5.0	18.2	38.0	28.9	9.9	100.0
		T4	5.0	13.2	40.5	30.6	10.7	100.0
	Customer Purchase Intention	CP1	5.0	12.4	31.4	37.2	14.0	100.0
		CP2	5.0	9.1	24.0	41.3	20.7	100.0
		CP3	5.8	8.3	21.5	33.9	30.6	100.0
		CP4	6.6	9.9	19.8	28.9	34.7	100.0

Table 2 illustrates the percentage distribution of participant responses, using a scale from 1 to 5 (from strongly disagree to strongly agree), to assess perceptions of supply chain visibility and customer purchase intention related to organic food. Concerning the quantity of information, a significant majority of respondents agreed that companies provide adequate information about the environmental (38.8%) and health benefits (40.5%) of organic food. However, participants adopted a more neutral stance when assessing the amount of information available about labels and certifications (43.8%).

In terms of the accuracy of information provided, respondents generally held a neutral viewpoint across various aspects, except for the accuracy of information related to the health benefits of organic food, where 38% of participants expressed agreement.

A similar pattern emerged in evaluating the timeliness of information, with the majority of respondents adopting a neutral stance.

Shifting to customer purchase intention, a notable majority of participants indicated agreement in purchasing organic food due to environmental concerns (37.2%) and a belief in its safety (41.3%). Additionally, respondents expressed agreement that they buy organic food for its nutrient content. Furthermore, a significant portion strongly agreed with the intention to continue purchasing organic food in the future.

In summary, the analysis indicates general satisfaction with the quantity of information provided about organic food, a neutral stance on the accuracy and timeliness of the information, and a strong inclination among participants to purchase organic food for environmental and safety reasons, as well as for its

nutrient content.

Scale Reliability

TABLE 3: Scale Reliability

Variables	No. of Items	Cronbach Alpha
Quantity of Information	4	.780
Accuracy of Information	4	.870
Timeliness of Information	4	.850
Customer Purchase Intention	4	.830

The scale reliability analysis indicates the internal consistency of the measurement scales for four variables: Quantity of Information, Accuracy of Information, Timeliness of Information, and Customer Purchase Intention. The Cronbach's Alpha coefficients provide a measure of reliability, ranging from 0 to 1, with higher values indicating greater degree of internal consistency. In this analysis, the value of Cronbach alpha is above the critical value of 0.7 for all the four variables. This result suggests that the scales for all four variables are reliable and internally consistent in capturing the intended constructs.

Descriptive Statistics

TABLE 4: Descriptive Statistics

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Quantity_Info	121	1.50	4.75	3.2603	.68571	-.285	.220	-.376	.437
Accuracy_Info	121	1.00	5.00	3.2066	.86763	-.096	.220	.120	.437
Timeliness_Info	121	1.00	5.00	3.2562	.81103	-.115	.220	.666	.437
Cus_Purchase_Int	121	1.00	5.00	3.6426	.99469	-.675	.220	-.041	.437
Valid N (listwise)	121								

Table 4 provides a summary of key statistical measures for each variable in the dataset, offering insights into the distribution characteristics of the data.

Quantity of Information (Quantity_Info):
- Range: 1.50 to 4.75
- Average (Mean): 3.2603
- Slight negative skewness: -0.285 (data is a bit spread out on the left)
- Kurtosis: -0.376 (distribution is relatively flat)

Accuracy of Information (Accuracy_Info):
- Range: 1.00 to 5.00
- Mean: 3.2066
- Slight negative skewness: -0.096 (a bit spread out on the left)
- Kurtosis: 0.120 (generally normal distribution)

Timeliness of Information (Timeliness_Info):
- Range: 1.00 to 5.00
- Mean: 3.2562
- Slight negative skewness: -0.115 (a bit spread out on the left)
- Kurtosis: 0.666 (moderately peaked distribution)

Customer Purchase Intention (Cus_Purchase_Int):
- Range: 1.00 to 5.00
- Mean: 3.6426
- Moderately negative skewness: -0.675 (a bit spread out on the left)
- Kurtosis: -0.041 (slightly flatter distribution)

It's important to note that in statistical terms, the skewness and kurtosis fall within acceptable ranges. Skewness between -3 and +3, and kurtosis between -10 and +10 are considered normal (Brown, 2006). Therefore, our data meets the assumptions of normality, indicating a reasonable distribution for each variable.

Results of Independent Sample t-Test

The following null hypotheses have been formulated:

H1: There is no difference between the male and female respondents regarding quantity of Information

H2: There is no difference between the male and female respondents regarding accuracy of Information

H3: There is no difference between the male and female respondents regarding timeliness of Information

H4: There is no difference between the purchase intention of male and female respondents for organic food products

TABLE 5: Group Statistics
Group Statistics

	Gender	N	Mean	Std. Deviation
Quantity_Info	Male	46	3.1304	.80232
	Female	75	3.3400	.59508
Accuracy_Info	Male	46	3.1793	.89546
	Female	75	3.2233	.85580
Timeliness_Info	Male	46	3.3152	.77538
	Female	75	3.2200	.83521
Cus_Purchase_Int	Male	46	3.7120	.96028
	Female	75	3.6000	1.01924

TABLE 6: t Test
t statistics

	t	df	Sig. (2-tailed)
Quantity_Info	-1.643	119	.103
	-1.532	75.278	.130

Accuracy_Info	-.270	119	.788
	-.267	91.986	.790
Timeliness_Info	.625	119	.533
	.637	100.795	.526
Cus_Purchase_Int	.599	119	.550
	.608	99.720	.545

The test results show that there's no significant difference between male (average=3.13, variation=0.80) and female (average=3.34, variation=0.60) respondents in terms of the quantity of information about the supply chain of organic products. In simpler terms, both men and women seem to share a similar interest in obtaining information about the supply chain, as the differences observed are not statistically significant.

Similarly, when it comes to the accuracy of information, there's no significant gap between male (average=3.18, variation=0.90) and female (average=3.22, variation=0.86) respondents. Both genders perceive the accuracy of information in a similar manner, and the observed differences are not statistically significant.

The findings indicate no noteworthy difference between male (average=3.32, variation=0.78) and female (average=3.22, variation=0.84) respondents in terms of how they perceive the timeliness of information. The results are not statistically significant, reinforcing the idea that both genders view the timeliness of information similarly.

Lastly, there's no significant divergence between male (average=3.71, variation=0.96) and female (average=3.60, variation=1.02) respondents regarding their intention to purchase organic products. Both men and women express similar intentions when it comes to buying organic products, and the observed differences are not statistically significant.

In summary, based on these test results, we can conclude that there is no significant difference between male and female respondents in terms of the quantity of information, accuracy of information, timeliness of information, and purchase intention for organic products.

Results of ANOVA

The following hypotheses have been proposed:

H5: There is no significant difference in the mean of quantity of information among different age groups

H6: There is no significant difference in the mean of accuracy of information among different age groups

H7: There is no significant difference in the mean of timeliness of information among different age groups

H8: There is no significant difference in the mean purchase intention for organic products among different age groups

TABLE 7: Descriptive Statistics

Descriptive Statistics		N	Mean	Std. Deviation	Std. Error
Quantity_Info	Less than 27 years	30	3.2167	.63901	.11667
	Between 27-42 years	49	3.3776	.73620	.10517

	More than 42 years	42	3.1548	.65087	.10043
	Total	121	3.2603	.68571	.06234
Accuracy_Info	Less than 27 years	30	3.3000	.60672	.11077
	Between 27-42 years	49	3.3520	1.07277	.15325
	More than 42 years	42	2.9702	.71184	.10984
	Total	121	3.2066	.86763	.07888
Timeliness_Info	Less than 27 years	30	3.3417	.58532	.10686
	Between 27-42 years	49	3.3929	1.04458	.14923
	More than 42 years	42	3.0357	.57268	.08837
	Total	121	3.2562	.81103	.07373
Cus_Purchase_Int	Less than 27 years	30	3.7917	.72243	.13190
	Between 27-42 years	49	3.7704	1.18567	.16938
	More than 42 years	42	3.3869	.88207	.13611
	Total	121	3.6426	.99469	.09043

The descriptive statistics table provides valuable insights into four key variables—Quantity_Info, Accuracy_Info, Timeliness_Info, and Cus_Purchase_Int—across three distinct age groups and a total sample size of 121. In terms of Quantity_Info, respondents between 27-42 years exhibit the highest mean score (3.3776), suggesting a relatively higher evaluation compared to other age groups. However, the Total mean for Quantity_Info stands at 3.2603. Accuracy_Info, on the other hand, shows variations across age groups, with the less than 27 years group having the highest mean (3.3000), and the more than 42 years group scoring the lowest (2.9702). Timeliness_Info also presents differences, with the between 27-42 years group having the highest mean (3.3929). In Cus_Purchase_Int, the less than 27 years group has the highest mean (3.7917), indicating a stronger inclination toward purchase intent. These statistics collectively offer a comprehensive understanding of respondents' perceptions, allowing for nuanced comparisons between age groups in each evaluated category.

TABLE 8: Analysis of Variance

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Quantity_Info	Between Groups	1.199	2	.599	1.280	.282
	Within Groups	55.226	118	.468		
	Total	56.425	120			
Accuracy_Info	Between Groups	3.645	2	1.822	2.480	.088
	Within Groups	86.690	118	.735		
	Total	90.335	120			
Timeliness_Info	Between Groups	3.176	2	1.588	2.473	.089
	Within Groups	75.757	118	.642		
	Total	78.933	120			
Cus_Purchase_Int	Between Groups	4.213	2	2.106	2.171	.119
	Within Groups	114.515	118	.970		
	Total	118.728	120			

The analysis shows that people of different ages, from young to old, all seem to have a similar interest in getting information about where their organic products come from. The numbers (F-statistic: 1.280, p-value: 0.282>0.05) indicate that there's no big difference in how much information different age groups want.

When it comes to how accurate the information is about where their organic products come from, it turns out that people from different age groups (F-statistic: 2.480, p-value: 0.088>0.05) see things the same way. The numbers suggest that there's no significant difference in how different ages view the accuracy of this information.

Whether you're younger or older, it seems like everyone sees the timeliness of information about their organic products (F-statistic: 2.473, p-value: 0.089>0.05) in a similar light. The numbers imply that the timing of the information doesn't show big differences across different age groups.

Whether you're a young adult or a bit older, the results (F-statistic: 2.171, p-value: 0.119) suggest that everyone has pretty similar intentions when it comes to buying organic products. The information provided doesn't seem to sway people's purchase intentions differently based on their age.

In summary, the numerical values indicate that there aren't significant differences among different age groups in terms of how much they value the accuracy and timeliness of information or their intention to purchase organic products.

Regression Analysis

The following hypotheses have been proposed:

H9: There is no significant impact of quantity of information on customer purchase intention of organic products

H10: There is no significant impact of accuracy of information on customer purchase intention of organic products

H11: There is no significant impact of timeliness of information on customer purchase intention of organic products

TABLE 9: Regression Analysis

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.757[a]	.573	.562	.65809	1.360
a. Predictors: (Constant), Timeliness_Info, Quantity_Info, Accuracy_Info					
b. Dependent Variable: Cus_Purchase_Int					

The summary table paints a clear picture: there's a strong positive connection of .757 between the things we measured—how much information is available, how accurate it is, how timely it is—and the dependent variable, which is whether people intend to buy the product (customer purchase intention).

The R-square value, at .573, means that about 57% of the reason people might want to buy the product can be explained by all these factors working together. Both the R-square and the adjusted R-square (which is almost the same at 0.011) don't change much. This suggests that our model is steady and reliable. If we were to look at everyone in the whole population instead of just our sample, the model

would only be a slightly less accurate—about 0.03% less. So, it seems like our findings can apply to a broader group.

Now, the Durbin-Watson value of 1.360 is between 0 and 2. This indicates there's very little to no autocorrelation, which implies consistency in the results.

TABLE 10: ANOVA results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.057	3	22.686	52.381	.000[b]
	Residual	50.671	117	.433		
	Total	118.728	120			
a. Dependent Variable: Cus_Purchase_Int						
b. Predictors: (Constant), Timeliness_Info, Quantity_Info, Accuracy_Info						

ANOVA[a]

The results of ANOVA presented in the above table presents the overall significance of the regression model. The value of F-statistics (F=52.381) is significant at 5% level significance (p<.05). This indicates that the overall model is significant in predicting customer purchase intention about organic products with the help of supply chain visibility indicators (quantity of information, accuracy of information and timeliness of information).

TABLE 11:

Coefficients[a]

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.634	.310		2.044	.043		
	Quantity_Info	.002	.121	.001	.013	.989	.521	1.921
	Accuracy_Info	.477	.150	.416	3.182	.002	.214	4.678
	Timeliness_Info	.453	.143	.369	3.162	.002	.267	3.742
a. Dependent Variable: Cus_Purchase_Int								

The provided table reveals that the coefficient for the quantity of information (.002) lacks statistical significance, as indicated by a p-value (.998) surpassing the conventional threshold of .05. Consequently, we accept the null hypothesis (H9), suggesting that the quantity of information does not exert a significant impact on customer purchase intentions concerning organic products.

In contrast, the coefficients for accuracy of information (.477) and timeliness of information (.453) demonstrate statistical significance at the 5% level, supported by a p-value of .002. Hence, we reject null hypotheses H10 and H11, signifying that both accuracy and timeliness of information have a positive and substantial influence on customer purchase intentions regarding organic products. Notably, the impact of accuracy of information is more pronounced, as reflected in its larger beta coefficient.

To assess collinearity, we check if VIF values are below 10 and tolerance statistics are above 0.2; both fall within the acceptable range, providing clear evidence that multicollinearity is not present in this model (Field, A., 2013).

In summary, the regression analysis indicates that supply chain visibility, measured by the quantity of

information, accuracy of information, and timeliness of information, has a positive and significant impact on customer purchase intentions regarding organic products.
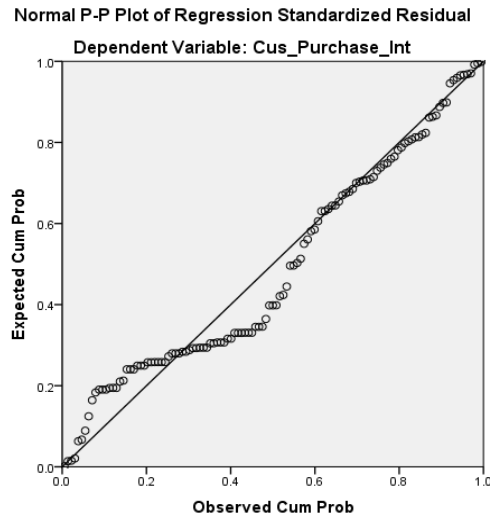
The normal p-p plot illustrates that the residuals approximately follow the normal (diagonal) line with no significant deviations. This suggests that the residuals are distributed in a manner close to normality.

2. CONCLUSIONS AND RECOMMENDATIONS

This study delved into the impact of supply chain visibility on consumers' purchase intentions, focusing specifically on organic food products and considering two distinct generational cohorts: Millennials and Generation Z. The findings highlight the significance of accuracy and timeliness of information in influencing consumer decisions regarding organic food purchases. While the quantity of information did not emerge as a significant predictor, the study emphasizes that consumers prioritize reliable and timely information when making choices related to organic food.

The research contributes to the existing literature by offering insights into the nuanced relationship between supply chain visibility and consumer behavior within the organic food sector. The study's focus on different generational cohorts adds depth to understanding how preferences may vary across age groups.

Based on the study's findings, the following recommendations are offered:

Emphasize Accuracy and Timeliness: Companies and organizations involved in the organic food supply chain should prioritize the accuracy and timeliness of the information they provide to consumers. Ensuring that information about the environmental benefits, health benefits, and certifications of organic products is accurate and up-to-date can positively impact consumer trust and purchase intentions.

Educational Campaigns: Implement educational campaigns to raise awareness among consumers, especially Millennials and Generation Z, about the benefits of organic food and the significance of supply chain transparency. This can contribute to shaping positive attitudes and purchase intentions.

Invest in Technology: Explore technological solutions that enhance supply chain visibility. Technologies such as blockchain can be employed to create transparent and traceable supply chains, providing consumers with real-time and trustworthy information about the journey of organic products from farm to table.

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