

Choose or Buy? The Role of Brand Certification on Brand Preference of Organic Food

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Abstract

Brand Certification is the procedure by which a product, initially certified as a Verified Product in its fundamental state, can undergo modifications without compromising its Verified Product status. These modifications, limited to alterations in brand name or product packaging, ensure that the product maintains its certified standing. The selection of food bearing logos from reputable accreditation schemes, distinguished by clear definitions, is a fundamental principle for promoting a sustainable and high-quality diet. Numerous studies underscore the impact of certification on various aspects, including the identification of customer requirements, the assurance of product quality, the enhancement of customer satisfaction, and the overall management focus on the customer.

The current paper aims to evaluate the influence of brand certification on the brand preference among the organic certified food products. This research has used qualitative survey and quantitative analysis; in which the focus group discussion was conducted with the store managers of organic specialised stores. These responses are later converted to scaled items. A survey was conducted among the organic food product consumers and the influence of brand certification on their brand preference has been evaluated. The tools used to analyse include descriptive analysis & Path modelling to show the relationship between the variables such as brand certification and brand preference.

Keywords: Brand certification, brand preference, organic food.

INTRODUCTION.

A substantial boost in demand for organic food has been observed in the ever-changing landscape of consumer options, primarily due to concerns regarding environmental impact, sustainability, and health. In this rapidly expanding sector, brand certification plays a critical role in shaping customer preferences and purchase decisions. In the organic food sector, brand certification a procedure that guarantees a product keeps its certified status in spite of certain changes has grown to be essential. Shoppers browsing supermarket aisles are paying more attention to the certification marks on organic products. Assuring that strict standards are followed not only builds trust but also helps to influence the perception of the product's quality. Certification mark means a mark used in connection with the goods or services of a person other than the certifier to indicate geographic origin, material, mode of manufacture, quality, accuracy, or other characteristics of the goods or services or to indicate that the work or labour on the goods or services was performed by members of a union or other organization (*Brand Certification Definition | Law Insider*, n.d.)

The need for products with certified brand labels is a clear indication of the emphasis on certification. The belief that brands with certification automatically denote a lack of genetically modified organisms (GMOs) serves as additional evidence of the connection between brand certification and consumer trust. This view not only adds to the brand's total worth but also corresponds with consumers' increasing preference for alternatives that are healthier and more environmentally friendly. Brand Certification means the process of qualifying a product, which has already been certified as a Verified Product in its basic form and which has been modified in a way that does not impact the product's status as a Verified Product, but which has undergone changes only in brand name or product packaging (Caro et al., 2009).

Customers' top priority is safety, and this study suggests that the guarantee of minimal processing and nutrient integrity in certified organic food improves its safety profile. These items are more appealing because of their guaranteed safety and the organic farming's natural sustainability. Because they realize how important healthfulness is when making decisions, they actively look for approved labels that exclude artificial ingredients. A biasing customer base's decision in the organic food industry are influenced by the interaction between brand certification and health concern.

The current study explores the complex relationship that exists in the organic food industry between brand choice and brand certification. The investigation is predicated on a thorough examination that blends quantitative information obtained from customer surveys with qualitative insights from organic specialty shop store managers. The study makes use of methods like path modelling and descriptive analysis to clarify the complex relationships between brand certification and brand liking. The study aims to add significant insights to the developing conversation on consumer preferences for organic food by illuminating the complex effects of brand certification on customer behaviour. The results have significance for brand strategists and marketers, but they also advance our knowledge of how certification procedures influence the decisions made by ecologically and health-conscious consumers. The study's methodology and analysis are covered in detail in the parts that follow, offering a thorough examination of how brand certification and preference for brands interact in the organic food industry.

LITERATURE REVIEW

The consumer's sustainable buying behaviour (SBB) is affected by the values, beliefs, emotions, motives, and perceptions that consumers have about the products they consume (Ekoloji, 2019).

Akter et al. (2023) stated that organic food purchases appear to be increasingly popular with sustainable customers, who think that eating organic food lessens its impact on the environment. Food consumption and organic farming are linked to environmental and economic sustainability. Majority of consumers are aware of the benefits that organic food has good for human health as well as the environment.

Dudziak and Kocira (2022) Identified that there would be greater acceptance if customers recognized and saw the brand that promoted organic food as reliable, well-known, and having a solid reputation. Few individuals are aware of the functional qualities of organic goods that can aid in reducing weight.

Nina et al. (2022) explained with the consumer behavior which regard to purchasing organic products can be characterized by a number of factors, including the belief that the products will benefit the environment as well as one's health. These factors can include certification, taste, quality, price, and nutritional value, but they are not always sufficient. As a result of the growing requirement to ensure food safety, consumers' perceptions of agricultural products are shifting.

Consumer preferences for organic food are based on the general belief that it has more desirable characteristics than "traditional" produce. Consumer product choices are influenced by several factors,

including status and lifestyle, as well as financial situation. Those who are not concerned with the origin of the produce can actually hinder the development of the organic market. On the other hand, consumers who are the most willing buyers of organic products treat the origin of products as part of a healthy lifestyle philosophy or a means to rational nutrition (Dudziak & Kocira, 2022).

Sustainable consumers who believe that buying organic food reduces the environmental impact of food consumption seem to be forming, and they are more inclined to purchase organic food. The effective shift to a circular economy requires sustainable use and the production of organic foods, but this alone will not suffice. Environmental and economic sustainability are linked via organic farming and food consumption. Consumer views about organic food, hurdles to purchasing, and consumer purchasing habits have all been analyzed in this study's findings. Organic food and its advantages for health, humanity, and the environment are unknown to a huge majority of customers. (Akter et al., 2023b)

The reason why consumers choose conventional food is because its price is too high, its availability is poor and it offers little variety. The organic food market it can be concluded that Poles are motivated to buy organic products due to their beneficial health effects, taste and presentation of the product (Dudziak & Kocira, 2022b).

The consumers' attitude towards organic food products is influenced by the credence values such as healthiness, taste, safety, and chemical consumption protection. Those consumers having some history of suffering from chronic illness shows a higher inclination towards the organic food purchase decision. (Gan, Zhiyou, M.C. Tran, Cohen, & Xiangxiang, 2018)

Food labels can report different systems of certification to ensure authenticity and traceability of specific local products, at every stage of the supply chain (i.e Food traceability - ISO 22,005 certification). The traceability of food products and responsible consumption contribute to creating the foundations on which the concept of environmental sustainability rests (Rainero and Modarelli, 2021).

Miftari et al. (2022) The creation of organic food is a credentialing trait since its quality and safety cannot be directly observed by consumers. One method of adding the credibility attribute of organic quality as a guarantee of healthy living and sustainable agriculture is through certification. The preference to purchase organic food products is positively influenced by elements like certification, nutritional content, and environmental protection. It may be detrimental to consumers' decisions to buy organic food if labels are unclear or fail to identify organic food from eco-labeled or healthful products. Customers' confidence in organic food is based on their expectation that there is an effective control system in place and that all parties involved in the organic supply chain will stick to the established regulations.

Consumers' perception of extrinsic brand cues and positively affected evaluations of brand quality in their preferences towards certain brands turn to their intention to loyalty. Brand preference acts as a strong influencer in explaining the relations between the antecedents of brand loyalty. Brand preference is a significant construct that can mirror customers' cognition and favourable emotional feelings, which can be saved in their minds when they make a purchase decision. (AlJohani, Saad, & Ahmad, 2020)

Consumer preferences for organic food are based on the general belief that it has more desirable characteristics than "traditional" produce. Consumer product choices are influenced by several factors, including status and lifestyle, as well as financial situation. The label on organic food packaging confirms that organic products are produced and processed according to the requirements related to the use of additives and artificial ingredients, pesticides, soil quality or the husbandry and processing of animal products. In addition, all ingredients and processing aids must be certified organic. It might be argued that labelling affects consumers' sentiments and influences their purchase decisions. Labelling, the product's

actual location of production, the reputation of the retailer, government certification, word-of-mouth recommendations from friends, price, and appearance are some of the factors that influence purchase decisions (Le et al. 2020).

Even if obtaining certificates is required by concerns for sustainable development and is part of the company's purpose to be a responsible manufacturer, certificates are a weapon of nutritious marketing and competitive battle. A food label can be defined as "any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, stamped or impressed on, or attached to the packaging or container of food," according to the widely accepted definition. This definition makes it obvious how many different ways a food label can draw in customers. Labeling is a special chance to convey product information at the precise moment of food choice because it is a fundamental and essential step in the process of bringing a food product to market. Labels on food quality in many cases signify sustainable production which protects the environment, high nutritional value and low level of processing (Kaczorowska et al., 2021).

Van Loo et al. (2021b) The stores began to showcase their environmental identity by selecting high-end private labels, like organic private label products. This progression is best illustrated by the creation of a variety of organic foods under private label brands. It emphasizes corporate social responsibility and enables merchants to address evolving consumer demands for sustainable food also proving that they take sustainability issues seriously.

Latino et al. (2021) Food certification is a knowledge tool that aims to lessen the information imbalance between producers and consumers by demonstrating the product's quality and safety (product certification) or the system's compliance with food supply chain processes (system certification). Gaining more trust from customers is made possible by it, serving as a marketing tool that meets their informational demands based on social, economic, and environmental sustainability as well as religious considerations. It makes it possible for those involved in the food supply chain to manage their responsibilities more effectively, ensuring (and proving) the food's quality, health, accountability, sustainability, and compliance with religious requirements from farm to fork. This gives food companies a competitive edge and helps them capture the attention of ethical consumers.

Van Loo et al. (2021). Retailers and wholesalers create private label brands, which are sometimes known as store brands, house brands, reseller brands, or distributor brands. Retailers employ the private label brands to set their retail selection and formula apart from those of their competitors. Retailers can use their own name or a name that they have invented and are only using for their private label brands. The majority of shops sell primarily national brands, sometimes known as manufacturer brands or producer brands, in addition to their private label merchandise. These are goods that are widely accessible both domestically and abroad and are not restricted to a single retailer or geographic area. As a more sustainable option to conventional food, the consumption of organic food and its determinants have been the subject of numerous research. However, the idea of private label brands has only been included in a small number of research on organic foods.

Dudziak and Kocira (2022b) While those with larger food budgets focus on quality and source as well as price, those with limited food budgets are more concerned with. However, not the same in relation to cost. Lower-income consumers frequently have to make compromises regarding the nutritional value and quality of food, which lowers the enjoyment they get from food purchasing and consumption. This is related to the fact that they can't select from "better" quality brands and items.

METHODOLOGY

The approach used in this research comprised gathering and examining 446 samples in order to investigate the complex relationship between brand certification and consumer preferences in the organic food market. Using a mixed-methods approach, ten participants—mostly store managers of organic specialty stores—were interviewed in order to acquire qualitative data.

The methodology that has been used combines qualitative and quantitative elements to offer a comprehensive picture of the variables affecting brand choice in the organic food industry. When CFA and SEM are used together, it is possible to examine the interactions between variables in a more detailed way, which throws light on the complex dynamics that influence consumer decisions when it comes to buying organic food. The conclusions drawn from this methodological framework add insightful information to the larger discussion on the

Discovering key factors was the goal of the study's qualitative phase, which concentrated on the variable of "brand certification." Insights were obtained to understand the subtleties of how brand certification affects consumer perceptions and preferences in the organic food market through in-depth interviews.

Confirmatory factor analysis (CFA) was then utilized in the study to carefully assess the construct validity of the variables that were found, with a special emphasis on brand certification. A thorough evaluation of the underlying connections between the observable variables and their latent constructs was made possible by this statistical method.

The structural equation modelling (SEM) framework, which is implemented with the aid of the program Javomi, forms the core of the analysis. A thorough analysis of the intricate relationship between brand certification and brand choice is made possible by SEM since it models both latent and observable variables. The study aimed to clarify the direct and indirect impacts of brand certification on customer preferences for organic food brands using this analytical methodology.

RESULT AND DISCUSSION

Table 1

Model tests			
Label	X ²	df	p
User Model	772	64	< .001
Baseline Model	122211	78	< .001
Scaled User	1080	64	< .001
Scaled Baseline	32371	78	< .001

The user model results shows that the χ value is 772, df 64, with p value <0.001

Fit indices

Type	SRMR	RMSEA	95% Confidence Intervals		RMSEA p
			Lower	Upper	
Classical	0.067	0.154	0.145	0.164	< .001
Robust	0.062				
Scaled	0.062	0.185	0.175	0.195	< .001

The RMSEA values are below the threshold limit so the model satisfies the minimum requirement. The RMSEA =0.154, $p < 0.001$.

User model versus baseline model

	Model	Scaled
Comparative Fit Index (CFI)	0.994	0.969
Tucker-Lewis Index (TLI)	0.993	0.962
Bentler-Bonett Non-normed Fit Index (NNFI)	0.993	0.962
Relative Noncentrality Index (RNI)	0.994	0.969
Bentler-Bonett Normed Fit Index (NFI)	0.994	0.967
Bollen's Relative Fit Index (RFI)	0.992	0.959
Bollen's Incremental Fit Index (IFI)	0.994	0.969
Parsimony Normed Fit Index (PNFI)	0.815	

The fit indices satisfy all the threshold limits and as a result the model is valid (Hair, 2017). CFI=0.994, TLI=0.993, NFI=0.994, IFI=0.994 (Hair, 2017)

Parameters estimates

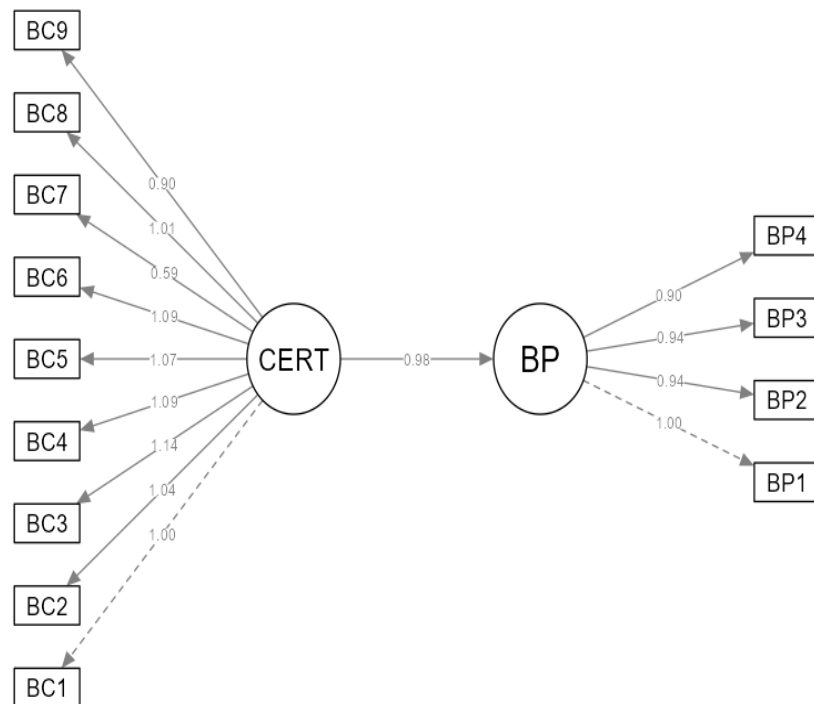
Dep	Pred	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
BP	CERT	0.978	0.0149	0.949	1.01	0.876	65.8	< .001

The table shows that brand preference act as the dependent variable and brand certification is the predictor variable, $\beta = 0.978$

Measurement model

Latent	Observed	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
CERT	BC1	1.000	0.0000	1.000	1.000	0.848		
	BC2	1.041	0.0164	1.009	1.073	0.883	63.3	< .001
	BC3	1.137	0.0170	1.104	1.171	0.965	67.0	< .001
	BC4	1.093	0.0153	1.063	1.123	0.927	71.4	< .001
	BC5	1.069	0.0153	1.039	1.099	0.907	69.7	< .001
	BC6	1.093	0.0157	1.062	1.124	0.927	69.6	< .001
	BC7	0.594	0.0320	0.531	0.656	0.504	18.6	< .001
	BC8	1.011	0.0184	0.975	1.047	0.857	55.0	< .001
	BC9	0.900	0.0196	0.862	0.939	0.764	45.9	< .001
BP	BP1	1.000	0.0000	1.000	1.000	0.947		
	BP2	0.943	0.0144	0.915	0.972	0.894	65.4	< .001
	BP3	0.942	0.0113	0.920	0.964	0.892	83.3	< .001
	BP4	0.902	0.0120	0.878	0.925	0.854	75.2	< .001

All the values of the items used to measure the brand certification and brand preference shows significant effect.



The results demonstrated the effects of the consumers opinion on the choose or buy decision based on the following aspects. Most of the consumers who purchase organic food are interested to consider the certification while purchasing the organic food (Estimate=1.000, $\beta=0.848$, $p<0.001$). Brand certifications labelled in the product enhances the trust (Estimate=1.041, $\beta=0.883$, $p<0.001$) of the consumers and as a result of the same they are interested to buy certified products only (Estimate=1.137, $\beta=0.965$, $p<0.001$). when it is related to food consumption.

As most of the products under the brand certification are free from GMO'S (Estimate=1.093, $\beta=0.927$, $p<0.001$) enhances the brand quality (Estimate=1.07, $\beta=0.907$, $p<0.001$) by ensuring the avoidance of fertilizers and modifications there by ensuring the safety in consumption (Estimate=1.093, $\beta=0.927$, $p<0.001$). As most of the organic food products are a buy product of sustainable farming mechanism the organic food consumption promotes the sustainability (Estimate=0.594, $\beta=0.504$, $p<0.001$).

Most of the organic consumers are concerned about their healthiness (Estimate=1.011, $\beta=0.857$, $p<0.001$) and as a result majority of them believes that certified brands ensure healthiness in consumption by avoiding unnatural ingredients. The organic consumers intention to purchase the products are also influenced by the certifications in the brand (Estimate=0.900, $\beta=0.764$, $p<0.001$).

The consumers are also concerned about the brand name (Estimate=1.000, $\beta=0.947$, $p<0.001$). while deciding about choose or buy? and this ensures that brand name plays a pivotal role in the buying decision (Estimate=0.943, $\beta=0.848$, $p<0.001$). The choice of a product is based on the brand (Estimate=0.942, $\beta=0.892$, $p<0.001$) and loyal consumers prefer to buy a specific brand (Estimate=0.902, $\beta=0.854$, $p<0.001$).

FINDINGS

- Customers value certification when buying organic food because they view it as a crucial sign of product authenticity and compliance with organic guidelines. This focus on certification is a result of consumers making a deliberate decision to choose foods that support sustainable and health-conscious practices.
- Product brand certifications are essential for increasing consumer confidence since they provide verifiable proof of a product's excellence and compliance with industry standards. Customers are more likely to actively choose and buy certified organic products over non-certified alternatives as a result of their enhanced confidence, which in turn shapes their overall brand preferences in the organic food industry.
- Customers found it appealing to believe that items bearing a certified brand are free of genetically modified organisms, which affects their decision to buy. This link between certification and GMO-free status increases consumer confidence and elevates the brand's perceived value, generating a positive feedback loop that elevates the brand's position in the marketplace.
- The guarantee of nutrient integrity and the lack of modifications highlight the safety of eating food that has been certified organic, building customer trust. In addition to addressing health issues, this safety guarantee enhances the allure of certified organic goods by influencing consumer choices based on the perceived integrity and quality of the brand.
- Deciding to consume organic food is seen as a sustainable behaviour since it supports goods that are produced using sustainable and ecologically friendly practices. Customers' preferences are influenced by the link between organic food and sustainability, particularly those who place a high value on socially and environmentally conscious purchase.

- Organic consumers prioritize health above everything else, and certified labels provide assurance by excluding synthetic ingredients. This guarantee of healthfulness plays a pivotal role in moulding the inclinations of consumers, directing them towards certified organic products that correspond with their health-conscious principles and dietary preferences.
- Customers' evaluation of brand names and identities during the purchasing process highlights how branding shapes choices. Devoted consumers who are motivated by brand loyalty display a predilection for particular brands, underscoring the long-lasting influence of a strong brand identity on consumer choices in the organic food industry.

CONCLUSION

The study clarifies how brand certification significantly affects customer behavior in the organic food industry. The results highlight how important certification is in forming consumer preferences, building confidence, and influencing purchase decisions. The organic food business is significantly impacted by certification, since customers place trust in product brand certificates to make decisions. According to the survey, consumers view certified brands as being free of GMOs, which raises their perceived value. Customer trust is further reinforced by the assurance of safety that comes with consuming certified organic food, which is due to its lack of additions and changes.

Furthermore, as organic food is a result of sustainable production methods, the study shows that eating it is consistent with sustainability objectives. Customers that purchase organic products prioritize healthfulness, and brand certification is essential in ensuring this by excluding synthetic materials. Brand identity clearly influences consumer choices; loyal customers exhibit a preference for specific approved brands. According to the study's definition, changes can be made to a brand without compromising the product's certified status. This adaptability makes sure that modifications to the product's packaging or brand names won't take away from its certified status. The study highlights the necessity of having clear definitions in food labels and the importance of selecting food with emblems from credible accreditation programs.

The study approach offers a thorough grasp of the connection between brand certification and brand preference by utilizing both qualitative survey and quantitative analysis, focus group talks, and consumer surveys. In order to highlight the complex relationships between factors and the varied effects of brand certification on consumer decisions in the organic food industry, descriptive analysis and path modeling are used. Essentially, the study emphasizes how important brand certification is in influencing consumers' opinions, tastes, and decisions regarding organic food. It lays the groundwork for further investigation and promotes a sustained emphasis on comprehending the dynamics of certification in shaping the organic food industry. The insights gained from this study have implications for both industry practitioners and policymakers, guiding efforts to promote sustainable and health-conscious consumer choices in the organic food landscape.

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