

Study of the purchase intention of organic infant food products: survey of Moroccan parents

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Abstract

Feeding is an important event in the lives of infants and young children. It represents the focus of attention for parents and other caregivers, as well as a source of social interaction through verbal and non-verbal communication. The eating experience provides not only nutritional value but also learning opportunities. It affects children's growth and physical health, as well as their psychosocial and emotional development. This leads to an understanding of why parents are willing to pay more to feed their children organic produce.

To study parents' intention to buy organic food for their children, we conducted a survey of 402 peoples to analyze their purchasing behavior and the main determinants of choice for organically prepared baby food products.

The main results of the study highlighted the essential roles of motivation, accessibility, knowledge, and previous behavior in parents' intention to buy organic baby food for their babies. However, the main limitation that needs to be taken into account is that the study was carried out on a specific population, which hinders the generalization of its conclusions.

Keywords: Organic baby food, purchase intention, healthy food, young parents.

JEL code: Q13, Q18, M30, M31

Paper Type: Empirical Research

1. Introduction

The consumer market for organic infant products in Morocco is expanding rapidly, reflecting a growing trend towards healthier, more natural diets for children (El Bilali & al., 2019). Although the market for organic products in Morocco is still relatively new, it is showing strong growth potential.

Consuming organic products is no longer merely a trend; it has become a lifestyle. Whether you're an activist, an ecologist, or a hedonist, organic food is now appealing to many consumers. While the initial promise encompasses environmental, social, and health dimensions, consumers primarily associate organic food with superior quality (Larceneux & al., 2010).

Over the past few decades, we have witnessed a growing awareness of the importance of healthy eating for children. Parents are increasingly concerned about the quality and safety of the food they feed their children, which has led to a growing demand for organic children's products. The consumer market for organic infant products in Morocco is expanding, reflecting a growing trend towards healthier and more natural nutrition for children. Although the organic products market in Morocco is still relatively new, it shows strong growth potential.

Eating organic is no longer just a fashion phenomenon; it is a lifestyle. Whether you are an activist, eco-friendly, or hedonist, organic foods appeal to many consumers today. While the initial promise includes an environmental, social, and health dimension, consumers mainly associate organic with superior food quality (Larceneux., 2010).

Over the past few decades, we have seen a growing awareness of the importance of healthy eating for children. Parents are increasingly concerned about the quality and safety of the foods they feed their children, which has led to a growing demand for organic infant products. Feeding is an important event in the early life of infants and young children. It represents the center of attention for parents and other caregivers and a source of social interaction through verbal and non-verbal communication. The eating experience provides not only nutritional value, but also learning opportunities. It affects children's growth, physical health, and psychosocial and emotional development. This is why parents are willing to pay more to feed their children organic produce. Eating habits are influenced by culture, health, and temperament.

As a result, the consumer market for organic baby products is growing significantly worldwide. Demand for these products has been stimulated by several factors, such as growing awareness of health and well-being, concerns about pesticide residues and food additives, and the search for more natural and safe products for infants and young children.

Also, it is important to differentiate homemade children's food from industrial infant food, also called baby food. Cooking yourself for your child remains the rule for the majority of young parents (Euromonitor International, 2014). Parents are generally conservative and feel guilty about giving "ready-made" meals and jars (Euromonitor International, 2014). The baby food industry suffers not only from substitution by home-cooked meals (Blanchard & Rimbeuf, 2013), but also from the low birth rate in Europe (Marketline, 2014). In this regard, to gain the trust of skeptical parents, more and more brands are offering so-called natural and organic products (Blanchard & Rimbeuf, 2013; Albertini & Bereni, 2008).

Furthermore, given the importance that this segment requires in the agri-food sector and the virtual absence of studies devoted to organic industrial infant food. This is the reason why we want, through this research work, to study the purchasing intention of parent buyers of these products, including the problem: "What are the determinants of the purchasing intention of parents regarding organic infant foods?"

To this end, we will begin with a theoretical section setting the context for organic infant nutrition. The practical framework of this work will consist mainly of a quantitative study. We intend to interview young parents to find out what determines their choice of organic infant food products.

After analyzing the results of our study, we will set out the conclusions drawn and their implications.

2. Conceptual framework

2.1. The specifics of organic infant nutrition

Organic infant nutrition encompasses the procurement and utilization of organic products tailored specifically for infants and children. This product category typically includes baby foods, organic snacks, organic infant formulas, and other care products specially designed for toddlers.

As previously mentioned, the demand for organic children's products is currently high, constituting one of the largest segments among organic consumers (Agence Bio, 2007; Peterson & Li, 2011).

This development can be explained by several factors. Specifically, there is a growing concern about food additives and pesticide residues in conventional foods. Consequently, parents are making efforts to reduce their children's exposure to these potentially harmful substances by choosing organic products that are free from chemical pesticides and synthetic fertilizers.

Moreover, organic baby foods are often perceived as having high nutritional value since they are grown healthily and contain no artificial ingredients. As a result, some parents believe that these foods offer superior nutritional quality and contribute to the healthy development of their children. Additionally, some parents believe that organic foods can protect their children from potential allergies and intolerances.

However, it should be noted that organic children's products are generally sold at higher prices than conventional products. This may limit access to these products for some consumers who seek more affordable alternatives.

Indeed, organic consumption stems from a desire to avoid risks and provide insurance against the uncertainties of conventional food supply (Lamine, 2008). Consequently, organic food consumers are often considered more distrustful of the agri-food industry (Squires et al., 2001).

Organic food is then assimilated as a set of desirable attributes, such as quality, food safety, sanitary security, environmental protection, tradition, and origin (Lockie & al., 2006). This organic character becomes a guarantee for the consumer (Lamine, 2008) and a means of ensuring food quality (Lassen & Korzen, 2009).

In this sense, when it comes to food for their children, the act of buying food is quite particular: 'Parents attribute to food a dimension of health, balance, and good development, but also a form of learning about cultural heritage and a witness to their love' (Albertini, Bereni, & Peri, 2010).

From a parental point of view, the choice of a healthy diet results from the feeling of being a 'good parent' (Noble et al., 2007). Hughner and Maher (2006) elaborate that food is perceived as a means of child-rearing, an expression of love, as well as a form of financial security and disease risk reduction. This responsibility in the act of feeding one's child engenders strong parental involvement (Albertini, Bereni, & Peri, 2010; Hughner & Maher, 2006). Several parent profiles can be identified: some see the act of eating with their child as a moment of pleasure and sharing, while others experience it with anxiety due to the heavy responsibility

involved and the quest for perfection. Not to mention those parents who take a more pragmatic view, looking for practicality, convenience, and speed in the meal.

From the above, it should be noted that several factors may interact to determine the intention to consume organic infant products, and these may vary according to individuals and contexts.

2.2. Theoretical models for the consumption of organic baby products

Various theoretical models can be used to study the consumption of organic infant products. This theoretical framework provides a selection of relevant models for understanding the determinants of intention to consume organic infant products.

2.2.1. Planned behavior model (Ajzen,1991):

According to this model, the intention to purchase organic infant products depends on attitudes, subjective norms (perceived social influences), and perceived behavioral control. Indeed, if parents adopt positive attitudes towards organic products, have a favorable perception of social pressures, and tend to control their purchasing behavior, they are likely to have a strong intention to consume these products.

2.2.2. Value-perception-attitude-intention model:

Based on the theory of planned behavior, this model suggests that the perceived value of organic baby foods, including quality, nutritional value, and safety, impacts attitudes towards these products. These attitudes, in turn, influence the intention to consume them. Therefore, a high perceived value for this food category encourages a positive attitude and, subsequently, an intention to purchase these products.

2.2.3. Commitment model (Meyer and Allen, 1990):

This model sheds light on the concept of commitment to organic infant foods; the higher parents' commitment to an organic diet for their children, the greater their consumption intention. Commitment can be influenced by factors such as knowledge, attitudes, social norms, and previous experience.

2.2.4. Innovation acceptance model (Davis, 1989):

Also known as technology acceptance, this model highlights the determining factors in terms of the adoption of new innovations. In the case of organic baby food, these variables include ease of use, the benefits of consumption, perceived complexity, fit with parental values and expectations, and social norms.

2.2.5. Motivation-Opportunity-Ability (MOA) model (Fogg, 2009):

This model has been used in a variety of contexts to understand consumer behavior, including online behavior. The MOA model is based on three key factors that influence behavior:

- Motivation refers to the desire to perform a behavior. In the context of organic infant consumption, parents' motivation reflects their desire to provide their children with natural, healthy foods.
- Opportunity refers to the ease of performing a behavior. It denotes the ease of purchasing organic food and its availability in local stores.
- Capacity refers to the resources needed to perform a behavior. In this context, it includes knowledge of organic infant products and parents' financial capacity.

The various models presented offer a solid conceptual framework for better understanding the determinants of organic infant feeding. They can be used to guide empirical research into the motivations and behaviors of parents in this specific field.

3. Formulation of research hypothesis

As part of the present research into the intention to consume organic infant products, we propose a model based on the Theory of Motivation and Opportunity (MOA).

3.1. Motivation to purchase organic baby foods

The literature review presents a wide range of motivations linked to the purchase of organic products, including health, the environment, well-being, and taste.

3.1.1. The importance of supplying organic baby food

Various motivations can predict the act of purchasing organic infant foods, with the importance attributed to this product category being positively linked to the act of purchase (Bravo & al, 2013). This variable, in turn, strongly emerges from the significance attached to the consumer's search for nutritional information. Knowledge and awareness of organic products are decisive factors in consumer choice. If consumers can distinguish between organic and conventional products, they will recognize the superiority of organic as trusted foods (Hughner & al., 2007). On the other hand, if they are uncertain about the real advantages of organic, they may opt for cheaper conventional products instead.

3.1.2. Health concerns about organic baby foods

Health concern, referring to an individual's perception of the importance of maintaining good health, has proven to be a significant predictor of organic food consumption. This is because organic food is perceived to have healthier characteristics than conventional food, attracting a large number of health-conscious consumers (Haiyan Huo & al. 2024). These products are perceived as significantly less risky to health, as they contain no chemicals or pesticide residues (Maguire et al., 2006). Given recent food scandals, consumers have grown suspicious of large food producers, leading them to prefer an organic diet to reduce food safety risks through the superior nutritional qualities of organic foods (Hughner et al., 2007).

Based on these considerations, we propose the following hypotheses:

H1: Parents' motivation to provide organic foods to their children is positively associated with their purchase intention.

H1a: The importance parents place on providing organic baby foods to their children is positively associated with their purchase intention.

H1b: Parents' health concerns regarding organic baby foods are positively associated with their purchase intention.

3.2. Purchasing opportunities for organic baby foods

The opportunity to buy organic baby food depends on its accessibility and availability in local stores.

3.2.1. Accessibility of organic baby foods

The issue of accessibility to organic infant products acts as a barrier to their purchase (Buder & al., 2014). Consumers feel that these products are not readily available in the stores they usually visit, requiring them to change outlets to stock up, resulting in wasted time and impracticality. Additionally, the difficulty of quickly finding the specific product on the shelf is sometimes enough for consumers to conclude that it is not accessible (Henryks & al., 2014). This leads us to assert that accessibility includes visibility.

3.2.2. Availability of organic baby foods

The availability of organic products is a critical consideration for consumers, reflecting the broader global trend toward accountability and accessibility (Haiyan Huo & al., 2024). The

lack of availability of organic baby foods is cited in the literature as a major disincentive to purchase. Consumers report that these products are not widely available or are sold in stores lacking convenience and practicality. Furthermore, the limited supply of organic products means that parents' demand for food for their children is not fully satisfied (Fotopoulos & Krystallis, 2002).

Building on these considerations, we formulate the following hypotheses:

H2: The opportunity to easily buy organic food products is positively associated with purchase intention.

H2a: The accessibility of organic baby foods is positively associated with parents' intention to buy them.

H2b: The availability of organic baby foods is positively associated with parents' intention to buy them.

3.3. Parents' ability to handle organic baby food

In this respect, parents' capacity encompasses all the resources they possess, particularly in terms of their knowledge of organic baby food, financial capacity, and past behavior.

3.3.1. Knowledge of organic baby foods

When it comes to consuming organic products, a lack of information and knowledge, or a lack of confidence in organic certification (Krystallis & al., 2008) remains a major obstacle. Due to this lack of information, consumers are not prepared to pay more for organic products whose added value they do not perceive (Fotopoulos & Krystallis, 2002). Individuals make decisions based on the knowledge they possess about the object in question.

Indeed, knowledge of the benefits of organic products for infants and young children can influence consumption intention. The more parents are aware of the benefits of organic products, the more likely they are to intend to buy them.

3.3.2. Parents financial capacity

Price is often cited as a barrier to the purchase of organic products (Aertsens & al., 2011). The price differential between organic and conventional products may vary from one product category to another. However, organic farming is generally more expensive (Biowallonie, 2015). Overall, the role of price remains ambiguous, as consumers associate cheaper organic baby food with lower quality and a loss of health benefits (Hughner & al., 2007). In this sense, price is perceived as an indicator of quality (Ngobo, 2011).

The cost of children's organic products can influence consumption intention. If prices are affordable, or if there are financial incentives such as promotions or discounts, consumption intention may increase. On the other hand, perceived cost is a factor often emphasized, as purchasing power and intention to buy are influenced by the price of the product: the more expensive it is, the more reluctance to buy is observed (Chandrashekar, 2001). Consumers of organic baby foods often describe these products as more expensive than regular options (Lea & Worsley, 2005 ; Botonaki & al., 2006).

3.3.3. Parents past behavior

Several studies have shown that past behavior has a significant effect on intentions and future behavior. In other words, it can positively influence the intention to consume (Sommez & Grafe, 1998), as it reduces the perceived risk associated with a decision to purchase products or services.

As a result, the past behavior variable is characterized by two dimensions: frequency of behavior and recency. Although the two dimensions are similar, they are quite distinct. One can have a long history of a particular behavior without it being recently implemented, or, on

the contrary, have a recent behavior adopted for the first time without it being frequent. Therefore, while both dimensions influence behavior, frequency would have a positive impact on desires and intentions (Perugini & Bagozzi, 2001, 2004), as this dimension is assimilated into a behavioral habit (Leone & al., 2004).

Building on these considerations, a third hypothesis can be advanced :

H3: Parents' capability positively influences their intention to buy organic food products for their children.

H3a: Parents' knowledge about organic baby foods positively influences their intention to buy them.

H3b: Parents' financial capacity positively influences their intention to buy organic baby foods for their children.

H3c: Parents' past behavior regarding organic baby foods positively influences their intention to buy them.

4. Methodology:

4.1. Sample and Data Collection Procedures

Data were collected through a self-administered survey from a sample of parents regarding organic baby food. The objective was to understand the motivations and preferences of parents regarding organic baby food. Participating parents were selected based on their interest in organic products, perceived as safe, nutritious, and healthy for their babies.

This study focused on parents as the target market because they care about their children's health and are motivated to buy organic baby food rather than conventional products. Additionally, the growing interest in organic products and the importance placed on infant nutrition have made organic baby food a popular choice among parents. The study aimed to understand the reasons for this choice, as well as parents' purchasing intentions regarding organic baby food.

Potential participants were contacted using the snowball sampling technique, where initially recruited participants were asked to recommend contacts. A questionnaire was initially drafted in English and then translated into French. The questionnaires were pre-tested on ten adults to assess ambiguity, content, and clarity.

4.2. Data Analysis

The data were analyzed using multiple linear regression in Stata (Ordinary Least Squares method) to explore the relationship between the predictor variables (past_buying_behavior, Accessibility, health_related_concern, Education, Monthly_income, Nbre_children) and purchase_intention. This method was chosen due to its effectiveness in modeling linear relationships between variables. The analysis aimed to understand the impact of these specific factors on purchase intention, excluding other variables that were considered initially.

In our study on purchase intention for organic baby food, the initial sample comprised 410 participants. After removing 8 incomplete questionnaires, the final sample consisted of 402 individuals.

Table 1 : Variables Measures

Thème	Variables	Mesures
Independent variable	Purchase intention	Scale of Likert 1--->5
Dependent variable Motivation	Importance organic food	Scale of Likert 1--->5
	Health-related concerns	Scale of Likert 1--->5
Dependent variable opportunities	Accessibility organic food	Scale of Likert 1--->5
	Availabilityorganicfood	Scale of Likert 1--->5
Dependent variable abilities	Knowledgeorganicfood	Scale of Likert 1--->5
	Financial Resources	Scale of Likert 1--->5
	Past buying behavior	Scale of Likert 1--->5
Moderator variable	Gender	Gender of participant
	Age	Age of participant
	Education	Education
	Monthly income	Monthly income
	Number of children	Number of children

Source: Authors

5. Results

5.1. Preliminary Analyses

Table 2 presents the descriptive statistics. Participants attitudes toward organic foods (Imp_OrgFoods) averaged 3.86 out of 5, indicating moderate preference. Health-related concerns (health_rel_n) scored high at 4.54, suggesting strong awareness. Accessibility (Accessibilty) and availability (Availability) had mean scores of 2.75 and 2.77, respectively, indicating moderate access. Financial resources (Financials) and past buying behavior (past_buyin_r) averaged 3.03 and 3.61, respectively. Participants' gender, age, education, monthly income, and number of children also show varying levels in the dataset.

Table 2: Means, standard deviations

Variable	Obs	Mean	Std. Dev.	Min	Max
Imp_OrgFoods	402	3.858209	.9720764	1	5
health_rel~n	402	4.539801	.6546652	3	5
Accessibil~y	402	2.753731	1.364512	1	5
Availability	402	2.773632	1.442498	1	5
Organic_fo~e	402	3.064677	1.167215	1	5
Financial_~s	402	3.027363	1.262048	1	5
past_buyin~r	402	3.609453	1.000853	2	5
purchase_in	402	3.631841	1.022822	2	5
Gender	402	1.626866	.48424	1	2
Age	402	2.910448	1.108543	1	5
Education	402	3.835821	.7976965	2	5
Monthly_in~e	402	3.171642	1.083953	1	5
Nbre_child~n	402	2.310945	.9761902	1	4

Source: Authors

Eighty percent indicated that they intended to buy organic baby food. Moreover, 64% were motivated by the importance of organic baby food. Health concern was very high, with 62%

of parents stating they were extremely concerned about this issue. Regarding the accessibility of organic baby food, 42% of parents reported difficulties in accessing the products. A further 48% mentioned that organic baby food was not available in their area.

However, 66% of parents had some knowledge of organic baby food products. Sixty-four percent of participants felt they had sufficient financial resources to purchase these products. In terms of past buying behavior, 56% had purchased similar products in the past.

Concerning demographic characteristics, 62% of respondents were women. In terms of age, 64% were between 25 and 44. Regarding education, 74% had a higher level of education. Concerning monthly salary, 58% earned between 10,000 and 30,000 dirhams. As for the number of children, 59% had two or fewer.

5.2. Hypothesis Testing

In the regression analysis predicting the purchase intention of organic baby foods, several hypotheses were examined. H1 (Parents' Motivation), specifically H1a, was supported, indicating that the importance parents place on providing organic baby foods to their children positively influences their purchase intention (Coef. = 0.1340, $p = 0.010$). However, H1b, related to parents' health concerns, was not supported (Coef. = 0.1857, $p = 0.007$).

H2 (Accessibility), particularly H2a, was validated, revealing that the accessibility of organic baby foods positively influences parents' intention to purchase them (Coef. = 0.0799, $p = 0.041$). However, H2b, concerning the availability of organic baby foods, was not supported (Coef. = 0.0107, $p = 0.772$).

For H3 (Parents' Capability), both H3a (parents' knowledge) and H3c (parents' past behavior) were supported, indicating that parents' knowledge about organic baby foods (Coef. = 0.2267, $p < 0.001$) and their past purchasing behavior (Coef. = 0.1136, $p = 0.031$) positively influence their intention to buy. H3b (parents' financial capacity) was not supported (Coef. = 0.1322, $p = 0.006$).

These results underscore the significant role of parents' motivation, accessibility, knowledge, and past behavior in shaping the intention to purchase organic infant foods while highlighting the limited impact of health concerns and financial capacity in this context.

Table 3: Regression Analysis of Factors Influencing Purchase Intentions for Organic Baby Foods

Source	SS	df	MS	Number of obs	=	402
Model	5286.67152	13	406.66704	F(13, 389)	=	363.39
Residual	435.328485	389	1.11909636	Prob > F	=	0.0000
				R-squared	=	0.9239
				Adj R-squared	=	0.9214
Total	5722	402	14.2338308	Root MSE	=	1.0579

purchase_intention	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
past_buying_behavior	.1340183	.0514755	2.60	0.010	.0328132 .2352234
Financial_resources	.0373108	.0421608	0.88	0.377	-.0455808 .1202024
Organic_food_knowledge	.0842332	.044127	1.91	0.057	-.002524 .1709904
Availability	.0106971	.0369616	0.29	0.772	-.0619725 .0833667
Accessibility	.0798514	.0388665	2.05	0.041	.0034367 .1562661
health_related_concern	.1856772	.068911	2.69	0.007	.0501925 .3211618
Imp_OrgFoods	-.0470895	.0528324	-0.89	0.373	-.1509623 .0567832
Gender	.0426723	.1070916	0.40	0.691	-.1678785 .2532231
Age	-.0140697	.0496747	-0.28	0.777	-.1117342 .0835947
Education	.2267071	.063095	3.59	0.000	.1026573 .350757
Monthly_income	.1322403	.0475369	2.78	0.006	.0387789 .2257017
Nbre_children	.1136279	.0526185	2.16	0.031	.0101755 .2170802
cons	.1075793	.0527925	2.04	0.042	.0037849 .2113737

Source: Authors

5.3. Discussion:

This section provides a synthesis of key discoveries arising from our study, emphasizing the significance of motivations, accessibility, knowledge, and past behavior in parents' purchasing intentions for organic baby food.

Table 4: Summary of hypothesis tests

Hypothesis	Description	Status
H1	Parents' motivation to provide organic foods to their children is positively associated with their purchase intention.	
H1a	The importance parents place on providing organic baby foods to their children is positively associated with their purchase intention.	Supported
H1b	Parents' health concerns regarding organic baby foods are positively associated with their purchase intention.	Not Supported
H2	The opportunity to easily buy organic food products is positively associated with the purchase intention.	
H2a	The accessibility of organic baby foods is positively associated with parents' intention to buy them.	Supported
H2b	The availability of organic baby foods is positively associated with parents' intention to buy them.	Not Supported
H3	Parents' capability positively influences their intention to buy organic food products for their children.	
H3a	Parents' knowledge about organic baby foods positively influences their intention to buy them.	Supported
H3b	Parents' financial capacity positively influences their intention to buy organic baby foods for their children.	Not Supported
H3c	Parents' past behavior regarding organic baby foods positively influences their intention to buy them.	Supported

Source: Authors

These findings underscore the multifaceted nature of consumer decisions, emphasizing the pivotal roles of motivation, accessibility, knowledge, and past behavior in shaping parental intentions to purchase organic baby foods.

Our study delves into the complex landscape of consumer behavior regarding the purchase of organic baby food, aligning our findings with the theoretical framework and existing literature. The Theory of Planned Behavior (Ajzen, 1991) provided a foundation for understanding parents' motivation, showcasing that the importance placed on providing organic baby foods positively influences their purchase intentions. This aligns with the broader trend observed globally, emphasizing the accountability and accessibility of organic products (Haiyan Huo & al., 2024).

Moreover, our study extends beyond theoretical alignments by exploring the nuanced interplay between accessibility and parental motivations. Fogg's (2009) MOA model, emphasizing motivation, opportunity, and ability, underpins our understanding of how accessibility positively influences parents' intentions to buy organic baby foods. This adds depth to the existing literature, providing insights into the intricacies of consumer decision-making specific to this product category.

Comparatively, our findings resonate with trends observed in diverse regions globally, enhancing the external validity of our results. Despite limitations associated with the demographic specificity of our sample, the alignment with broader trends reinforces the generalizability of our insights into the evolving landscape of organic baby food consumption behaviors.

However, our study does reveal specific gaps in the current understanding of organic baby food purchasing behavior. While motivations and accessibility play significant roles, health concerns and financial capacity showed limited impact. This points towards avenues for future research, encouraging exploration in varied cultural contexts and over longitudinal periods to track the evolution of consumer attitudes.

This study contributes significantly to the discourse on consumer psychology, providing actionable insights for marketers and policymakers. By illuminating the factors influencing organic baby food purchasing intentions, we bridge the gap between theory, empirical results, and existing literature. The global trend towards accountability and accessibility in organic product preferences resonates with our emphasis on accessibility, highlighting the relevance of our findings beyond the targeted demographic. Acknowledging the study's limitations, especially the demographic specificity, emphasizes the need for future research encompassing diverse populations for a comprehensive understanding of global consumer behavior.

6. Conclusion

This in-depth study delves into the intricate landscape of consumer behavior concerning the purchase of organic baby food. Rooted in well-established marketing theories, our analysis explores the multiple factors influencing parents' intentions to buy these products.

By incorporating the Theory of Planned Behavior (Ajzen, 1991) and the Diffusion of Innovation Theory (Rogers, 1962), this study makes significant theoretical contributions. The emphasis on attitudes, subjective norms, and perceived behavioral control illuminates the complex network of psychological factors shaping consumer intentions. Additionally, the Diffusion of Innovation Theory sheds light on societal segments where the adoption of organic baby foods is gaining traction. By synthesizing these theories, the study enriches our understanding of the nuanced interplay between individual beliefs, social influences, and innovative trends, providing a holistic view of organic baby food consumption behavior.

The implications of this research are extensive. Marketers can leverage these insights to tailor their strategies, emphasizing the crucial role of accessibility and knowledge dissemination. Creating convenient distribution channels and educational campaigns highlighting the health benefits of organic baby foods is imperative. Moreover, policymakers can use these findings to design public health initiatives, encouraging healthier dietary choices for children. Socially, this study emphasizes the evolving consumer attitudes influenced by changing food safety regulations and growing trust in organic production practices. It heralds a paradigm shift, indicating that consumers are increasingly valuing transparency and authenticity in their food choices.

While this study provides valuable insights, certain limitations warrant consideration. The research focused on a specific demographic, limiting the generalizability of the findings. Future studies should encompass diverse populations and cultural contexts to capture a broader spectrum of consumer behaviors. Additionally, exploring longitudinal trends in consumer attitudes toward organic baby foods would offer invaluable insights into the evolving market dynamics. Comparative analyses across different countries and cultures could unearth intriguing cross-cultural variations in organic food adoption patterns, paving the way for a more comprehensive understanding of global consumer behavior.

In conclusion, this study not only advances the theoretical understanding of consumer behavior but also provides actionable insights for marketers and policymakers. This research significantly contributes to the ongoing discourse in the field of consumer psychology by illuminating the intricate factors influencing organic baby food purchasing, and intentions and setting the stage for future explorations into the evolving landscape of food consumption behaviors.

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