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The role of extrinsic and intrinsic factors on the purchase intention toward processed food: a cross-sectional study in India

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Abstract: There is a prolific demand for processed food in the Indian market. Yet, the present literature needs a more comprehensive understanding of consumer purchasing intention towards processed food. Our study utilised the theory of planned behaviour to examine the relationship between extrinsic and intrinsic factors, attitude and purchase intention. The mediating role of attitude is also studied. The study is cross-sectional in nature, and the total number of responses gathered for the study is 375. The result is analysed through structural equation modelling. The result revealed that extrinsic factors and attitude significantly correlate with purchase intention. There is also a significant impact of the extrinsic and intrinsic factors on the purchase intention through mediating variable attitude. This finding has important implications for theory and practice.

Keywords: extrinsic and intrinsic factors; attitude; purchase intention; structure equation modelling.

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1 Introduction

Product characteristics play an influential role in the marketers' and consumers' perspectives and play very discernible factors in differentiating brands from competitors (Battour et al., 2011). Innovative product features aid consumers in making choices. Knowing consumer preferences and how a consumer makes their decision at the time of purchase help marketers to customise the product attributes that consumer seeks (Blanco

et al., 2009; Oyatoye, 2011). Wu et al. (1988) elucidated that product attributes can be measured at subjective and objective levels. Eventually, all the critical criteria like brand, quality, sensory properties, styles, utility and value are the benchmark to evaluate product characteristics. Today consumer relish trying new food products; hence there is a growing interest both in the agro-food and academic sectors to know the role of extrinsic and intrinsic properties that impact buying behaviour. Consumers often show low involvement towards packaged food products (Beharrell and Dennison, 1995). However, the growing individuals' concern towards health and the food crisis drives the consumer to get more involved towards food products. Consumer makes quick choices among numerous food products that differ in extrinsic properties like brand, packaging, country of origin and prices and intrinsic properties encompassing taste, colour and aroma. Recent studies in marketing and business literature aver that consumer shapes their judgment based on heuristic conclusion about the products' extrinsic and intrinsic attributes (Irmak et al., 2011; Deng and Srinivasan, 2013). The taste judgment solely depends on the intrinsic properties of the food products (Arvola et al., 1999; Hoegg and Alba, 2007). However, few studies corroborated that extrinsic cues may biased actual taste experience (Wansink and Park, 2002; Naylor et al., 2009).

The contemporary food market is flooded with packaged food brands leading to stiff competition among food manufacturer, and every company are vying to bring innovation to the food market (Combris et al., 2009). However, half of the products launched fail in the food market (Dijksterhuis, 2016). Due to a saturated market and prevailing cutthroat competition among numerous food brands, it is difficult for the food manufacturer to succeed. Hence, the food marketer must be well apprised of extrinsic and intrinsic factors and the nuances of consumer buying behaviour. In stores, the consumer makes choices among several packaged food brands based on the extrinsic factor (e.g., price, packaging, advertisement, brand, labelling and word of mouth) and their expected intrinsic factor (e.g., nutritional composition, taste, aroma, texture. While purchasing food products, the sensory information of the product is missing; hence consumers rely on extrinsic factors. Consumers link intrinsic cues to predictive value, and extrinsic cues are associated with confidence value (Richardson et al., 1996). In post-purchase, the consumer embraces the product or refuses it based on the intrinsic factor (Choi and Mai, 2018; Arora et al., 2020). The extrinsic factors are the part of the marketing mix that mainly focuses on the visual sense of the consumer. The intrinsic properties of food include the physical aspect of the food (Loebnitz et al., 2015). However, in agro-food marketing literature, the consumer intention to purchase processed food has played a minimum role because this construct has inadvertently given less importance.

There is a strong rationale for conducting this research because there is a limited understanding of extrinsic and intrinsic product attributes influencing the buying behaviour of Indian consumers. Research in processed food culminates in other developed countries like the USA, UK, Thailand and Malaysia. The reason can be attributed to the fact that the Indian consumer is less involved in buying food products, and they have insufficient knowledge about the extrinsic and intrinsic attributes of food products. These variables are analysed primarily in another marketing context but not agro-food marketing (Morgan and Hunt, 1994; Grewal et al., 1998; Garbarino and Johnson, 1999; Oliver, 1999; Taylor et al., 2004). Thus the study aims to investigate the impact of extrinsic and intrinsic attributes on purchase intention to consume processed food. However, the study's novelty rests on the role of attitude acting as a mediating variable that has not been addressed in food marketing literature in the Indian context so

far. So, we intensely focus this paper on this particular point. The study will lend support to food manufacturers so that they can comprehend the role of extrinsic and intrinsic cues influencing buying behaviour. Agro-food research the pertinent role of extrinsic and intrinsic factors influencing the attitude and purchase intention of consumers towards processed food products.

The study mainly focuses on the role of the extrinsic and intrinsic factor of packaged food brand and how it impacts the consumer's purchase intention directly and indirectly through mediating variable attitude. However, the research in this field in the context of packaged food brands in India is still nascent, so there is a conspicuous gap between understanding and knowledge. The prior literature suggested a meagre amount of studies is done to explore the influence of extrinsic and intrinsic factors on purchase intention. Very few studies have delved into the role of mediating variable attitude in influencing the relationship between extrinsic and intrinsic factors and purchase intention, and this is the study's novelty. We chose Bhubaneswar as our study context because it is India's first smart city. Most educated classes buy groceries in organised outlets like Big Bazaar, Reliance Fresh, and Trend. They behave politely while answering the survey question. We aimed to address this gap by applying the theory of planned behaviour as our research framework. Thus we formulated two research questions.

- 1 What is the correlation between extrinsic and intrinsic factors, attitudes and purchase intention in packaged food buying context?
- 2 Does the relationship between extrinsic and intrinsic attributes and purchase intention mediated by attitude?

2 Theoretical framework and hypothesis

The previous agro-food marketing literature profoundly analysed the different variables and their impact on consumer buying behaviour. Many research studies stated the impact of extrinsic and intrinsic cues on attitude and purchase intention. Its impact on perceived risk (Shimp and Bearden, 1982; Calvo, 2001), consumer trust (Steenkamp, 1990; Grunert, 1997; Bredahl et al., 1998), on consumer satisfaction (Hansen and Solgaard, 2001; Sandaliou et al., 2002; Espejel et al., 2007a). These causal relationships are tested on traditional honey bees (Sanzo et al., 2003), fish (Olsen, 2002), cheese (Hansen, 2005), wine (Nowak and Newton, 2006), and PDO food products such as cheese (Bonnet and Simioni, 2001; de Souza Monteiro and Lucas, 2001; Bonetti, 2004; Di Monaco et al., 2005), meat (Bello and Calvo, 2000; Loureiro and McCluskey, 2000; Calvo, 2002) cured ham (Fandos and Flavián, 2006; Espejel et al., 2007a, 2007b), fruits (Fotopoulos and Krystallis, 2003) and vinegar (Mattia, 2004). From the study mentioned above, it has been apparent that consumer intention to purchase processed food has been less explored. The planned behaviour theory helps us understand consumer insight towards processed food. It tells us how the attitude and extrinsic, and intrinsic factors impact the consumer proclivity to purchase particular packaged food brands. The study applied TPB as a theoretical framework for two pertinent reasons. First, it is a well-established conceptual framework used to study buying behaviour and the consumer's purchase intention. Second, this theoretical framework is widely applied in areas of organic food and beverage consumption (Choe and Kim, 2019) and specific hospitality sector (Dhir et al., 2020; Peng et al., 2020) but less in a packaged food context.

2.1 Extrinsic and intrinsic factor

The impact of consumer expectation on quality perception is based on a food product's intrinsic and extrinsic factors (de DS Carneiro et al., 2005). According to Balestrini and Gamble (2006), intrinsic attributes are associated with the objective quality of the product and the methods of processing involved in it. The intrinsic cues are the sensory properties of the food products. The extrinsic attribute is related to the subjective quality of the product. It encompassed price, packaging, labelling and brand name. Extrinsic cues, i.e., country of origin and price, play instrumental roles in consumer evaluation towards quality cheese (Arvola et al., 1999) and wine when the consumer has experienced intrinsic cues through sensory perception. When the consumer does not have to suffice knowledge of the intrinsic properties of the food products, then, in that case, extrinsic properties play a significant role in the purchase of food products (Veale and Quester, 2009). Both properties are significant in evaluating purchase intention towards wine. Charters and Pettigrew (2007), said that consumers with a high level of intention rely on the cognitive dimension of wine quality, such as its interest and complexity (objective qualities). However, consumers with low intention focus on sensory perception of wine quality, such as flavour and smoothness (subjective quality). According to Balestrini and Gamble (2006), consumers who do not have adequate knowledge of intrinsic cues often apply extrinsic cues to evaluate the quality of a wine.

Similarly, Celsi and Olson (1988) revealed that highly involved consumer gave more stress on cognitive effort than those with lowly involved consumers while processing product information Lee and Lou (1995) proffered in a study that highly involved consumer pinned more trust on the intrinsic attributes of the products, which makes them perceive lower risk. Concerning extrinsic perceived wine quality, Perrouy et al. (2006) stated that the region's country has a very influential impact on the marketing of wine brands, and consumer decide their purchases based on coo (country of origin). Bisson et al. (2002) divulged in the study that the design of bottles and the label impinge impact on consumer preferences when selecting wine. Product attributes are the product's features (Modi et al., 2014) through which consumers identify and distinguish the brand (Shamsher, 2016). Ahmed Javed and Javed, (2015) demonstrated that packaging elements significantly impact the purchase decision. It conveys marketing communication and leaves indelible impacts on consumers. It is also called the voice of the product and silent seller. It is a very crucial element in marketing positioning. It contains all the salient information about the food products and is deemed to be an integral part of the extrinsic properties of various food brands (Arboretti and Bordignon, 2016). Banerjee (2013) accentuated in a study that Indian consumers paid much attention to packaging and specifically labelling products. This labelling delivers information about eight elements, i.e., brand name, quality, ingredients, manufacturing expiry date, usage and storage instructions, price and helpline instructions. The labelling highlights the COO (country of origin), and the vast literature on COO labelling on food products impacts consumer intention (Wolfson and Bleich, 2015; Berry et al., 2015). The extrinsic and intrinsic attributes are formed based on consumer perception of central and peripheral attributes. Intrinsic comes under, the ambit of central attributes. It encompasses minerals, colour, taste, flavour, appearance etc. The peripheral feature comes under the purview of the extrinsic attribute, and it denotes the contextual elements that differentiate from competing for food brands, such as product label, design, usage information, and veracity

of the products, COO and other societal and traditional implication (Sillani and Nassivera, 2015).

Nowadays people do not prefer conventional food and their eating pattern have changed a lot. Consumers took a keen interest in processed food due to the comfort, efficiency and less time to prepare (Vijayeta, 2015). Some research was conducted on consumer preference to purchase of ready to eat branded potato chips. Based on the research, he figured out that consumer preference depends mainly on taste, flavour and shape. There was no difference in consumption patterns across various age groups. The study showed that children mostly preferred savoury flavours. Advertising is effective in grabbing more attention from the masses. The study also mentioned that most consumers purchase the product for the time pass or taste, and the companies should improve the promotional schemes in their marketing strategy (Palkar, 2004). The ease of use and time saving are the two imperative factors which spur the demand for processed food. Nowadays, parents and working women quickly succumb to processed food items because of convenience (Hawa et al., 2014) and work stress (García-Hence and Cuesta-Valiño, 2022).

The consumer gives more importance to the brand image of the food products (Islam and Ullah, 2010). The previous study revealed that the negative perception of consumers towards food items affects the product's brand image (Richardson et al., 1996; Wang, 2015). The consumer's previous knowledge can also trigger positive and negative impacts on purchasing food items (Bettman and Park, 1980). The consumers considered the nutritional quality of the food item (Machado, 2003; Combris et al., 2011; Gomez, 2013). Most Indians gave more weightage to taste, nutrition, low price, availability, quality and proper packaging at the time of the purchase (Méndez et al., 2011; Kathuria and Gill, 2013). Branding not only consists of a logo or name but also certain activities performed by the manufacturer of a particular product or service to make the product unique in the market so that they can compete with superior products (Vranešević and Stančec, 2003). Nowadays, Branding creates a significant perception in the consumers' minds, making the product unique in the market. The brand directly impacts the perceived quality of the food product (Vaidyanathan and Aggarwal, 2000). The brands not only instil loyalty in consumers but also reduce the perceived risk associated with the selection of branded food items (Nguyen and Gizaw, 2014). In some cases, consumers generally believe that price is the only quality indicator (Bao et al., 2011). Nowadays, people frequently try different types of processed foods to change their taste, and young people have more taste sensations than older people (Foxall, 1993; Negri et al., 2012). The marketing cues in the food industry are categorised into two forms, i.e., extrinsic and intrinsic factors. They assist the consumer in inferring the product's quality factor and help them choose the right product (Steenkamp et al., 1999).

Few studies suggested that 'taste' was considered the most crucial element for food products. Taste can only be evaluated after post-purchase. Children prefer processed food just because of taste (Schroder and Earle, 1998). The manufacturers should provide free or discounted samples for their new food products so that consumers get acquainted with the taste (Hyun et al., 2010). In processed food, convenience connotes the availability and product preparation for consumers. Consumers widely preferred processed food because it has intensive distribution and requires fewer endeavours to cook it (Luning et al., 2002; Davies et al., 1995). Nowadays, consumers are well aware of health issues aroused due to a lack of nutrient intake and physical fitness; hence they look at the ingredient and expiry

date of food (Peters-Teixeira and Barrie, 2005; Ababio et al., 2012) product before buying (Abdul Latiff et al., 2016; Kumar and Kapoor, 2017).

The study suggested that product qualities are perceived value. It was what the consumer expected to get and what he got. It has been found that consumers were willing to pay more for excellent quality food products in terms of health, taste and nutrition (Lee et al., 2013). A packaging design incorporating visual elements, precise images and various colours primarily attracted low-involvement consumers, but verbal elements drew high-involvement consumers (Silayoi and Speece, 2004). The consumer builds a significant attitude towards visual packaging products and their quality (Wang, 2013). The novice consumer faced many difficulties in comprehending the food labels information from those well conversant with nutritional labels. The food connoisseur has a more extraordinary ability to process food information on the packaging (Oliveira et al., 2016). The extrinsic food cues include price, brand image, packaging and food label, advertisement, offers and promotion (Szybillo and Jacoby, 1974). Product quality plays a critical role in consumer decision-making and would get significant results for products with high perceived quality (Dodds and Monroe, 1985; Huang et al., 2011; Wen et al., 2014).

Price plays a critical role in attracting consumers and is crucial for creating loyalty and satisfaction. Price searching and comparisons always played a significant role in consumer buying intention towards processed food products (Garton, 1995; Smith and Carsky, 1996; Dawson and Kim, 2009; Tarkiainen and Sundqvist, 2005; Dawson, 2013). The extrinsic factors are defined as surrounding factors that impact food selection, like environment and family. The Intrinsic factors include taste, texture, colour and knowledge (Blisset and Fogel, 2012). There was a strong correlation between the preference and food sensory factors like taste, flavour, appearance and texture. The study also examined the impact of the extrinsic factor on generation Y food selection in Malaysia. The factors like Marketing, society and economics play a significant role in influencing the purchase of food products (Beriain et al., 2009). Some studies proved that processed food price, economics, and social are the most substantial factors influencing food preference. Marketing tools, such as branding and packaging, could influence consumers to buy food products (Shepherd, 1990; Mueller and Szolnoki, 2010). There are various extrinsic and intrinsic factors which influence food preference. These factors are gender, health issues, age, appearance, smell, texture and taste of food (Letarte et al., 1997). Price is an essential attribute in food studies. Price sensitivity plays a significant role in purchasing food products. The low-income group are more sensitive to the price of food (Wakefield and Inman, 2003; Iop et al., 2006; Aschemann-Witzel and Zielke, 2017; Wang et al., 2020).

In some cases, the sensory appeal is critical in influencing food preference. The sensory appeal consists of smell, palatability, appearance, and pleasure during consuming food (Piggford et al., 2008). In some cases, the sensory appeal of food products alters the consumer's moods, leading to product purchases (Wheelock, 1989). The research conducted on the consumer preference for global Brands in Karachi revealed that young consumers evaluate their products based on information cues, which are extrinsic and intrinsic. He concluded that price and quality were significant factors in buying the product (Ismail et al., 2012). Processed food consumption in Korea has changed dramatically over the past three decades, and people relish that processed food which is nutritious, safe, convenient and affordable (Lee et al., 2006). The extrinsic and intrinsic factors influencing consumption and preference for wine are familiarity with the brand

name, price, wine quality or the mouth feel of the liquid, taste regarding its sweetness or dryness and suitability for all tastes. Some of the intrinsic factors identified through extensive questioning were colour and appearance. Most consumers seemed to prefer white wine to red. Packaging, appearance, colour, use of foreign language and graphics were important clues for quality and price. Consumers preferred French or German-made wines to Spanish or Yugoslavian wines (Gluckman, 1986). Some studies found that respondent with more information about food technology gave more precedence to taste, quality, safety and health-giving properties while evaluating processed food and intended to buy the packaged food even though they are priced exorbitantly (Wandel and Bugge, 1997; Granato et al., 2010). The intrinsic factor of the product is related to the physical aspect of a product, i.e., colour, flavour, form and appearance.

On the other hand, the extrinsic factor includes the brand name, packaging, location, price, country of origin and production information. These factors are called cues, as they reveal the properties of the food product (Bernués et al., 2003). Consumers' perception of quality is impacted by both product's intrinsic and extrinsic factors (Grolleau and Caswell, 2006). It is very explicit from the previous literature that consumers seek nourishment, taste, flavour and easiness of preparation when buying food products. Besides, packaging, labelling and advertisement plays an epochal role in conveying salient information about the product, influencing consumers' intention to purchase packaged processed food products. The keeping in line with previous studies, we formulate the following hypothesis:

- H1 Extrinsic factor is positively associated with purchase intention.
- H2 Extrinsic factor is positively associated with attitude.
- H3 Intrinsic factor is positively associated with attitude.
- H4 Intrinsic factor is positively associated with purchase intention.

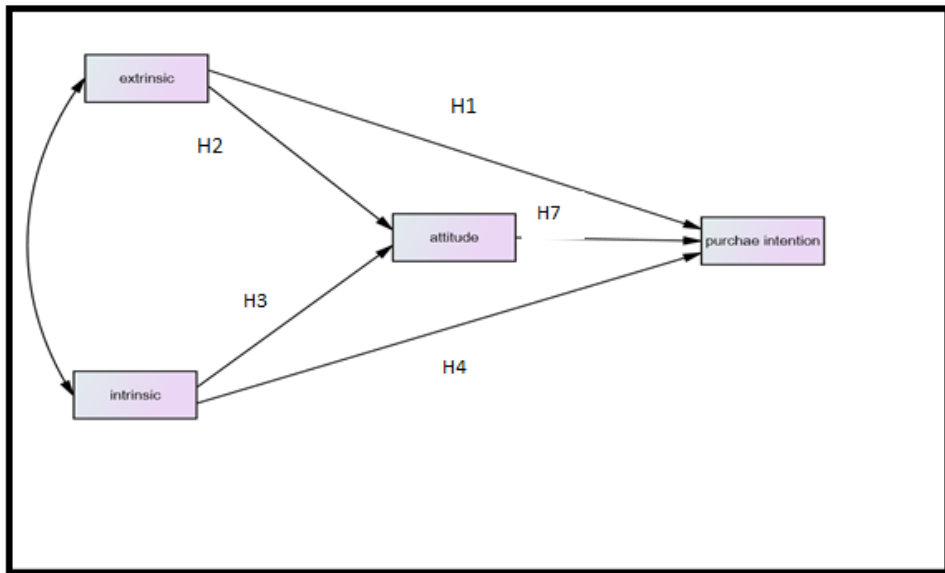
2.2 *Mediating role of attitude*

Attitude is a consumer's favourable or unfavourable evaluation of particular behaviour (Belanche et al., 2020). In our study context, attitude connotes positive and negative feelings towards the assessment of purchasing food. The previous literature concurs that a positive correlation exists between attitude and purchase intention (Lechuga Sancho et al., 2020; Tandon et al., 2021) found the positive association between attitude and purchase intention in buying organic food. In the planned behaviour theory, attitude is an intervening variable that influences purchase intention (Ajzen, 1991). However, recent studies showed that attitude played an important role in predicting purchase intention to use mobile apps (Arpaci, 2016). Talwar et al. (2020a) suggested that using attitude as a moderating and mediating variable will help scholars to notice the fine-grained difference in individual purchase intention. The studies showed that the unfettered use of mobile apps would impact the consumer attitude toward achieving the target behaviour (Wang et al., 2020). Thus keeping in line with prior studies, we proffer that attitude has a significant direct impact on purchase intention and acts as an intervening construct. We propose the following hypothesis:

- H5 Attitude mediates the relationship between the extrinsic factor and purchase intention.

H6 Attitude mediates the relationship between the intrinsic factor and purchase intention.

Figure 1 Hypothesised research model (see online version for colours)



2.3 Purchase intention

The intention acts as a motivation factor that greatly impacts an individual's behaviour, indicating how strongly people will try or how much the intensity of the endeavour to perform a behaviour (Ajzen, 1991). Behavioural intention measures one's willingness to apply effort when performing certain behaviour (Lee et al., 2008). Most researchers have validated the mediating role of behavioural intention on purchase behaviour in numerous research works (Jin and Kang, 2011; Bian and Forsythe, 2012; Zhang and Kim, 2013). The attitude significantly influenced consumer purchase intention (Alam and Sayuti, 2011). The study revealed no significant relationship between purchase intention and purchase behaviour (Young et al., 1998). The study revealed a weak relationship between purchase intention and actual purchase behaviour, possibly due to the difference between Indian consumer thought and action (Kumar and Sethi, 2005). The study indicated that among Indian consumers, perceived behaviour control did not directly influence actual purchases, but it influenced purchases through intervening variable intentional behaviour. (Albrecht and Carpenter, 1976; Bentler and Speckart, 1979). The study revealed that consumer attitude significantly relates to purchasing intention (Eles and Sihombing, 2016). The study elaborated that consumer purchase intention is directly influenced by specific product factors like consumer attitude about the product from the source country (Yaprak and Parameswaran, 1986). Sheeran (2002) demonstrated that intention, on average, contributes 28% of the variance in the behaviour, and 72% of the behaviour was attributed to something else. In most of the studies, behavioural intention significantly predicts healthy eating behaviour (Conner et al., 2002). The keeping in line with previous studies, we formulate the following hypothesis

H7 Attitude is positively associated with purchase intention.

Table 1 Socio-demographic of respondent profiles of Bhubaneswar

<i>Socio-demographic data</i>	<i>Type</i>	<i>Frequency</i>	<i>Valid percentage</i>
Gender	Male	233	62.1
	Female	142	37.9
Marital status	Married	142	37.9
	Unmarried	233	62.1
Types of family	Joint	138	36.8
	Nuclear	237	63.2
Household members	Up to 3	86	22.9
	3–5 members	206	54.9
	More than 5	83	22.1
Age	Up to 30 years	242	64.5
	30–40 years	92	24.5
	More than 40 years	41	10.9
Income	Up to 5 lakhs	237	63.2
	5 to 10 lakhs	109	29
	More than 10 lakhs	29	7.7
Education	Graduate	103	27.4
	Others	272	72.6
Occupation	Services	199	53.1
	Homemakers	11	2.9
	Businesspersons	18	4.8
	Students	135	36
	others	12	3.2
Purchase frequency	daily	66	17.6
	weekly	126	33.6
	Twice in a week	62	16.5
	Thrice in a week	35	9.3
	monthly	65	17.3
	More than twice a month	21	5.6
Preferred outlet	Organised	88	23.5
	Unorganised	26	6.9
	Both	261	69.6
Monthly expenditure on processed food	Up to Rs 2000	203	54.1
	Rs 2,000–4,000	106	28.3
	More than Rs 4,000	66	17.6

3 Methodology

3.1 Data collection

To test the hypothesis illustrated above, we have conducted a data-gleaning exercise involving a series of actions. We have adopted the existing measurement scales designed by Armitrage and Conner (1999) to quantify extrinsic and intrinsic attributes, attitudes and purchase intentions towards processed food products. In order to achieve a better fit, the scale was revised by the academicians who have sufficient about the food products. The data were gathered using a structured questionnaire containing closed-ended questions. The respondents were asked to indicate their level of agreement or disagreement on the series of statements based on five-point Likert scales. For the main study analysis, a cross-sectional research design is employed. Using Google form, data was gathered from respondents belonging to Bhubaneswar city, whose ages oscillate between 25 and 50. Due to the absence of a concrete sample frame, the purposive sampling method (Burchett et al., 2013; Etikan et al., 2016; Sarstedt et al., 2018) was used for the study and the sample size selection should be logical for any research (Punch, 2004) and should produce appropriate and useful information (Bourgeault et al, 2010). Respondents were aware of the study's objectives and that data would be utilised for academic purposes; hence we did not confront any reluctance while mustering data. Israel (1992) mentioned that with $\pm 7\%$ of precision 204 sample size may be adequate where the population would be $> 100,000$ and hence a total of 375 responses were collected from Bhubaneswar, Odisha, India, and 21 were deleted due to the absence or errors in the information. The final response for the main study dropped to 375, which accounted for a 94.9% response rate

3.2 Measures

The study utilises the pre-validated scales for attitude, extrinsic and intrinsic factors and purchase intention. The entire construct was measured through items on a five-point Likert scale adopted from pre-existing studies by Armitrage and Conner (1999).

3.3 Demographic profile

Table 1 exhibits the socio-demographic characteristics of the sample group in Bhubaneswar, including gender, educational level, marital status, occupation, income level, household size, purchase frequency, monthly expenditure on packaged food and their preferred outlet to buy packaged food. The sample contained (62%) males and (38%) females. Most respondents were unmarried (62.1%) and belonged to the nuclear family (63.2%). The graduates constitute (27.4%) and others (72.5%). Most of the sample has 3–5 members in their house (54.9%), and (22%) of the respondents belong to a family with more than five members. Most of the sample falls up to 30 years of age bracket, accounting for (64.5%) followed by the age bracket 30–40 years, accounting for (24.5%) and more than 40 years constitute only (11%). Most respondents belong to the 5 lakh income bracket (63.2%), and (29.0%) belong 5–10 lakh income bracket. Only (7.7%) of the sample came under more than a 10 lakh income bracket. Most of the respondents' occupations are services (53.1%), followed by homemakers (2.9%), businesspersons (4.8%), students (36%) and others (3.2%). (70%) of the respondent buy

packaged food items from organised and unorganised outlets, but (23.5%) buy from organised outlets. Most of the respondents buy packaged food weekly (33.6%), monthly (17.3%) and daily (17.6%), and few buy packaged-food items more than twice a month (5.6%). (54.1%) of the respondent splurge up to Rs 2,000, followed by (28.3%) spending Rs 2,000–4,000, and (17.6%) splurging more than Rs 4,000 on packaged food items on monthly.

3.4 *Analysis technique*

The methodology used for the data analysis was the structural equation model. The SEM was estimated through AMOS 20. We did not use PLS-SEM as this technique handles small sample sizes, which may lead to biasness (Lowry and Gaskin, 2014) and with a sample size of 375. AMOS was applied for measurement assessment which was a very powerful and flexible model (Goodboy and Kline, 2017). SPSS 20 and AMOS 20 were utilised to assess the relationship between the construct and predictive power of the conceptual model. It consists of two-stage covariance-based structural equation modelling. The first part is the measurement model, and the second is the structural model. We applied SEM for three reasons in our study.

- Many researchers have used an illustrious method of data analysis to comprehend the nuances of consumer buying behaviour (Talwar et al., 2020b; Gohary et al., 2016).
- The best technique to test the model and above formulated hypothesis.
- The data we garnered for our study met all the requirements critical for SEM. It includes no problem of multi-co linearity and outliers and suffices the sample size.

We first assess the reliability and validity of the measurement model, and the second part assesses the structural model. The third includes constructing validity: convergent and discriminant validity. For internal reliability, the factorial loading should be greater than 0.700. Before the final data collection, the survey instrument underwent a pilot study with 50 respondents to examine its clarity and relevance. The Cronbach's alpha for attitude, extrinsic and intrinsic factors and purchase intention were found to be 0.720, 0.710, 0.711 and 0.725, which is above the prescribed threshold value of 0.700 suggested by Nunnally (1978a). The pilot study revealed that the survey instrument was precise, and there was no need to eliminate any indicator (Carmines and Zeller, 1979). The alpha value also connoted that respondents easily comprehended the question and items. Internal consistency is also measured through CRR (composite reliability ratio), which is superior to Cronbach's alpha assessment (Fornell and Larcker, 1981). In our study, the value of CRR is greater than 0.70, which is above the prescribed threshold limit of 0.70 (Nunnally, 1978b). The high value of CRR denotes that the scale reliability is acceptable. To test the construct validity, we need to assess the value of convergent and discriminant validity. The convergent validity is deemed satisfactory when the AVE coefficient is above 0.50 (Fornell and Larcker, 1981). In the study, the AVE coefficient is above 0.50, which surpasses the prescribed threshold value depicted in the Table 1. The AVE coefficient assesses the amount of variance captured from its indicator relative to the amount due to measurement error. Discriminant validity connotes how much a given construct differs from other latent variables (Sánchez-Franco and Roldán, 2005). To measure the discriminant validity, the square root of AVE should be greater than the correlation between the two constructs (Hair et al., 1998; Ahmad and Daud, 2016;

Barclay et al., 1995). In this study, we have maintained the discriminant validity of the latent constructs of the model depicted in the Table 3.

Table 2 Validity and reliability analysis

<i>Indicator variable</i>	<i>loading</i>	<i>AVE</i>	<i>CRR</i>
ATT1	0.796	0.6076	0.9328
ATT2	0.763		
ATT3	0.712		
ATT4	0.745		
ATT5	0.712		
ATT6	0.797		
ATT7	0.847		
ATT8	0.845		
ATT9	0.786		
PI57	0.722	0.6020	0.9233
PI58	0.751		
PI59	0.752		
PI60	0.754		
PI61	0.745		
PI62	0.757		
PI63	0.815		
PI64	0.897		
EA55	0.729	0.60677	0.9325
EA48	0.762		
EA46	0.738		
EA45	0.838		
EA44	0.787		
EA43	0.897		
EA 42	0.749		
EA 41	0.725		
EA 40	0.769		
IA 56	0.761	0.6198	0.9285
IA 54	0.823		
IA 53	0.77		
IA 52	0.714		
IA 51	0.877		
IA 50	0.805		
IA 49	0.771		
IA 47	0.767		

4 Analysis

4.1 Measurement model

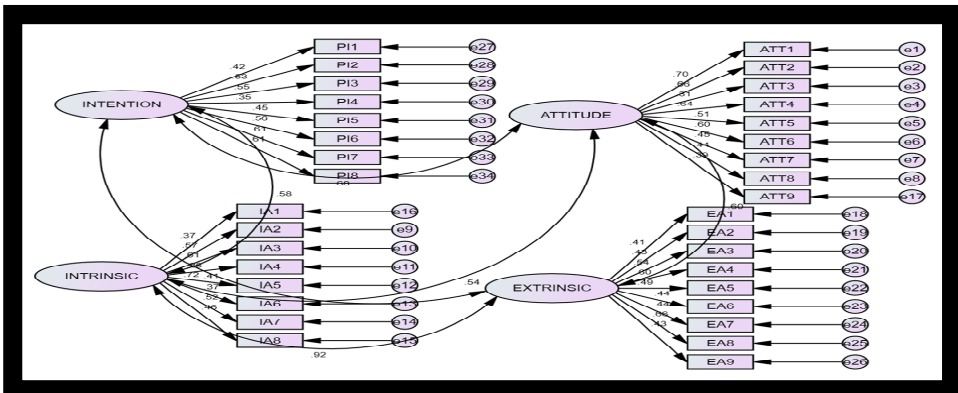
We used confirmatory factor analysis to measure the convergent and discriminant validity analysis. The CFA model exhibits a good model fit: $\chi^2/df = 2.758$, $NFI = 0.92$, $GFI = 0.950$, $TLI = 0.939$, $RMR = 0.041$, $CFI = 0.910$, $RMSEA = 0.05$ (Hair et al., 2000). The value of factor loading, AVE (average variance extracted) and CRR (composite reliability ratio) are deemed acceptable. Table 2 exhibits the value of AVE and CRR. The value of CRR is greater than 0.50, which shows the presence of internal reliability and convergent validity (Fornell and Larcker, 1981). For analysing the discriminant validity, Fornell and Larcker (1981) suggested that the square root of AVE > the correlation of that construct with any other construct. The results are conspicuous in Table 3. Figure 2 depicts the measurement model given below.

Table 3 Discriminant validity

	<i>Attitude</i>	<i>Extrinsic factor</i>	<i>Intrinsic factor</i>	<i>Purchase intention</i>
ATTITUDE	0.779			
EXTRINSIC	0.59	0.778		
INTRINSIC	0.555	0.513	0.787	
PURCHASE INTENTION	0.427	0.573	0.455	0.775

Notes: the diagonal values represent the square root of AVE. Off diagonal values are the multiple correlation between the construct – pairs.

Figure 2 Measurement model (see online version for colours)



4.2 Structural model

We developed the structural equation model from the measurement model validated in the previous section to test the proposed hypothesis. The structural model produced a good fit ($\chi^2/df = 3.170$, $NFI = 0.910$, $GFI = 0.919$, $TLI = 0.913$, $RMR = 0.041$, $RMSEA = 0.066$, $CFI = 0.916$). The analysis determined the three proposed hypotheses out of 5, which have a direct association, depicted in the Table 4 and Figure 3. Table 4 shows that

extrinsic factors significantly impact attitude and purchase intention. The intrinsic factor significantly impacts attitude but is not significantly correlated with purchase intention. The attitude is strongly correlated with purchase intention to consume processed food.

Table 4 Hypothesis testing result

Hypothesis	Path	Estimate	p value	Supported
H1	Purchase intention <--- extrinsic factor	0.575	0.019	Yes
H2	Attitude <--- extrinsic factor	0.769	0.036	Yes
H3	Attitude <--- intrinsic factor	0.348	0.038	Yes
H4	Purchase intention <--- intrinsic factor	-0.456	0.181	No
H7	Purchase intention <--- attitude	0.207	0.001	Yes

Figure 3 Structural model (see online version for colours)

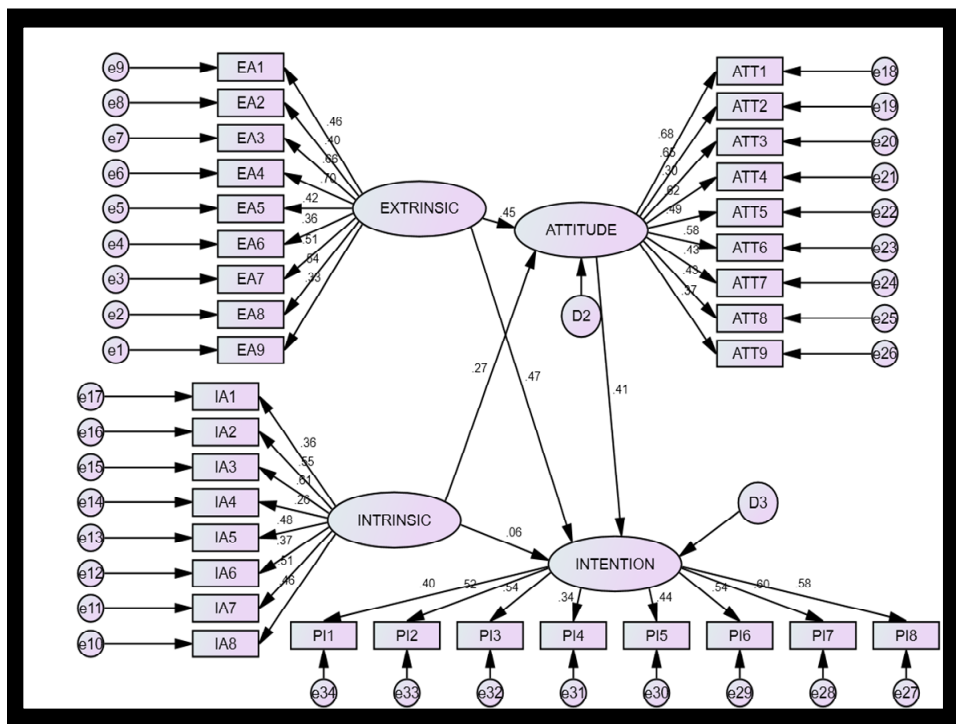


Table 5 Results of mediation analysis

Hypothesis	Path	Effect	SE	LLCI	ULCI	Supported
H5	EF → ATT → PI	0.08	0.02	0.0300	0.1220	partially
H6	IF → ATT → PI	.03	0.01	0.0047	0.0418	fully

Note: for mediation affect zero should not lie between LLCI and ULCI.

4.3 Mediation

For mediation analysis, model 4 in the PROCESS macro is employed to examine the role of the intervening variable (attitude) in explaining the relationship between the extrinsic and intrinsic factors and purchase intention. Mediation involved 5,000 times bootstrapping to generate the interaction terms at a 95% confidence interval. Table 5 depicts the mediation analysis divulged that complete mediation impact is observed between intrinsic factors and purchase intention. However, a partial mediation effect is observed in the case of extrinsic factors and purchase intention. It is evident from the below table that attitude fully intervenes in the relationship between the intrinsic factor and purchase intention. However, the partial mediation impact is observed in the relationship between the extrinsic factor and purchase intention.

5 Conclusions and discussion

The research addresses the need to examine consumers' purchase intention towards processed food products. Thus, we formulated the conceptual model to assess the direct impact of extrinsic and intrinsic factors on purchase intention and its indirect impact on purchase intention through intervening variable attitudes. The results obtained allowed us to confirm that extrinsic factors exhibit a partial mediation effect, whereas the intrinsic factors showed a full mediation impact on purchase intention. However, the attitude directly impacted purchase intention to buy food products. Consequently, the results from the study led to a better understanding of buying behaviour towards packaged food products. The higher purchase intention may benefit food manufacturers and marketers and bolster their brand value. Therefore, it will be interesting to test this model with specific processed food types with a very niche market, like functional food, packaged PDO food (protected designation of origin) and ultra and minimally processed food. Our study addressed the two research questions oriented towards understanding the impact of extrinsic and intrinsic factors and attitudes on purchase intention towards buying processed food. We tested five hypotheses which determine the critical role played by extrinsic and intrinsic factors and attitudes in promoting the consumer's intent to purchase processed food. The study provides new insights into processed food buying behaviour by investigating the role of attitude as an intervening variable. The finding will broach significant implications for both theory and practice in the context of the buying behaviour of processed food.

5.1 Discussion on key finding

The mediation analysis finding helps us to confirm that extrinsic and intrinsic factors indirectly influence the purchase intention through intervening variable attitude. Hypothesis H3 partially support the study, but the H4 hypotheses fully support the study. The finding concord with previous studies, which suggest that people compare prices in terms of what they have paid for the product and what they have got in exchange for service and quality. Price-setting strategies help to attract customers, build their loyalty and create satisfaction. The result favoured the previous study (Schiffman and Kanuk, 2007). Packaging plays a critical role in buying processed food because packaging preserves the aesthetic value of the food; maintains the shelf life and freshness of the

food product for a long period. The advertisement also impacts food purchase intention, supported by a previous study (Chen, 2011). The advertisement and product information build a positive attitude in people's minds and assist them in comparing different brands of food products in the market (Beneke and Carter, 2015). The WOM (Cuesta-Valino et al., 2022) (word of mouth) plays a major role in buying processed food. It is because friends, colleagues and their families impact food choice behaviour. The study also revealed that people carefully noticed the product information emblazoned on the package and looked at the organisation that manufactured the food product. The most important part of the extrinsic factor in processed food is availability which impacts the purchase intention (Smith and Paladino, 2010; Paul and Rana, 2012; Walia et al., 2020). The study depicts that intrinsic factors indirectly impact purchase intention. People prefer processed food because it saves time and energy, which supports the previous study (Gofton, 1995). He suggested that the consumption of ready-to-eat food enhanced the number of households and number of housekeeping activities by the ladies in the family has been decreasing due to their active participation in outside jobs. In both cities, brand plays a major role when purchasing processed food. The brand means the assurance of quality, and people perceive that branded food items are high-quality, fresh and can be stored for a longer period without getting spoiled. The sensory appeal, i.e., taste and flavour significantly important to food consumers, and this finding is consistent with previous studies (Magnusson et al., 2001; Torjusen et al., 2001). People, while purchasing processed food, carefully look at the food additives and artificial food ingredients and their nutritional value. This view is supported by numerous studies conducted in different countries (Zeisel, 1999; Botonaki and Mattas, 2010; Bearth et al., 2014; Baker et al., 2020). The study reveals that people carefully notice the country of origin while buying food products because they have adequate knowledge of that particular product and prefer that brand manufactured locally. Few previous studies corroborated that an image's cognitive and affective country has a direct impact on purchase intention (Laroche et al., 2005; Wang et al., 2012).

The attitude has a significant impact on the purchase intention associated with the buying of processed food, strongly supported by hypothesis H5. The result aligns with previous studies demonstrating a positive relationship between attitudes and behavioural intentions. The researcher found that a positive attitude to genetically modified processed food was positively associated with buying (Chen, 2007, 2008; Zhang et al., 2018). Attitude plays a critical role in people's intentions, and no exception when it comes to food. People hold a positive attitude towards processed food for many reasons. Some of these reasons are a hectic lifestyle, (Varshneya and Das, 2016) lack of time due to work saving time and energy, stress conditions, sensory appeal, cooking is drudgery, tasty, easily available, affordable and above all, they can be preserved for a longer period. The study aligns with the previous study done by Costa et al. (2007), Gofton (1995), Verlegh and Candel (1999), De Boer (2004), Ahlgren et al. (2005), Verbeke and Viaene (1999), and Tuu et al. (2008). Processed food makes life feasible but does not give meaning to life (Lindeman and Sirelius, 2001). The study also reveals that packaged food offers value for money, and it was confirmed in a previous study (Ahmed et al., 2005; Hsu and Lai, 2008; Kim and Kim, 2009; Ananthapavan et al., 2022). Proper packaging, nutritional value and food safety generate positive attitudes towards the readymade meal product (Lee and Oh, 2006). The study found that more information about food additives given in the food product allay people's fear and creates a positive attitude towards processed food. This result agrees with previous research (Caswell and Mojduszka, 1996; Golan

et al., 2001; Hu et al., 2005; Levenstein, 2012; Seo et al., 2014). The people get more information about the food technology uses taste, quality, safety, and health-giving properties create a positive attitude in the mind of people.

5.2 Theoretical implication

The theoretical finding of this may have important managerial implications. The manager of processed foods should comprehend how purchase intention is influenced by the extrinsic and intrinsic properties of food products and finally impact the consumer decision process. Managers should leverage the opportunity that highly involved consumers are very agile in communication stimuli. Therefore effective communication should be designed to create a positive attitude in the mind of consumers towards processed food products through personal references and connections. Nowadays, consumers are getting health conscious, and they prefer to buy food products that contain natural ingredients and are devoid of preservatives. Hence food producers and marketers can customise and segment their food products based on health and nutrition. To gain trust among the consumer's Govt. and the stakeholder should frame a healthy food policy which strictly emphasises food safety, country of origin, stringent certification by high-stature food organisations and abidance by all GMP compliances. Our study contributes to the scholarly understanding of the niche area concerning the buying behaviour of processed food. The study vividly outlined the gap in understanding the impact of attitude, which mediates the relationship between extrinsic and intrinsic factors and purchase intention. Scholars can utilise this finding to test the effectiveness and impact of extrinsic and intrinsic factors on purchase intention to consume processed food. The study.

The uniqueness of this study is vested in the mediation role, eventually helping the scholars comprehend the nuances of food buying behavioural differences concerning socio-cultural, economic, geographic and demographic factors.

5.3 Practical implication

This study was carried out to understand the most affecting factor during the purchase intention of consumers to buy processed food in Bhubaneswar, Odisha, India. Product attributes such as packaging and labelling are consumers' key attributes when making their purchase decisions. The product's physical appearance and other imperative aspects such as brightness of colours, design and shape signal hygiene and product quality. Furthermore, labelling offers a complete direction to its users on elements such as product usage, ingredients, manufacturing and expiry date, Convenience, advertisement, and product availability had been shown to have positive effects on purchase intention. Hence, retailers should focus more on these factors when considering their product sales in Bhubaneswar. These factors should be considered important norms during the marketing segmentation of processed food products. Processed food should be available in various shops, public transportation places, colleges and other public places so consumers can find them readily available. The sales and marketing team should focus more on advertising their new food products through road shows, exhibitions, and free taste sample distribution. Marketers should focus on advanced packaging as it enhances the shelf life and preserves the texture, colour and aroma of foods. Many time country of origin embossed on the food package creates a positive attitude in the minds of the

consumer, eventually impacting purchase intention. The endeavour should be taken to develop organic processed food because it is innocuous, healthy, and nutritious and does not pose a threat to the environment, despite being costly. Natural food, devoid of additives and food colouring content, profoundly impacts purchase intention.

5.4 Limitation and future research direction

Since the study was conducted in Bhubaneswar cities, there was a geographical barrier to accessing the respondents. The findings are only limited to these cities. Hence, caution is needed to generalise the finding of the study. The findings are derived from the respondents belonging to this city and may not reflect another group. Due to limited time and resources and the inability to accurately enumerate the population, a non-probability approach was adopted in this study. In purposive sampling, the sample may not represent the respondent because the majority of the sample is for up to 30 years of age. Thus, the findings and conclusion are difficult to generalise to the other age group. Therefore, contemplating this issue, this study only provides preliminary knowledge of purchase intention for processed food from the respondent viewpoint belonging to Bhubaneswar city.

First, we have employed a cross-sectional research design; hence further studies can be done through mixed methods research design with real-time data collection methods such as using log data. Second, we can also explore the studies with another consumer behavioural model, like employing the consumption value theory based on context-specific consumption values. It will provide another rich insight into the study. Third, future research can also take socio-demographic data as a moderator variable and its impact on the relationship between extrinsic and intrinsic factors and purchase intention. Lastly, we are confined to non-probabilistic sampling techniques, which may affect the generalisability of our findings; we admonish scholars to consider alternative sampling techniques to validate and refine the results to extend the packaged food buying behavioural intention.

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