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Abstract

Despite the enlightened growth of the organic food market in developing countries, there is still a lack of knowledge about how consumers' organic food usage motives shape their attitude and shopping intention and whether Uncertainty increase or decreases consumers' intention to purchase organic food in online environment. This study examines the factors influencing consumers' organic food purchase intention and the moderating role of uncertainty through comparative analysis (UK, USA, and CANADA). The quantitative data was collected from three countries UK (n=287), USA (n=256), and CANADA (n=354). Moreover, the findings indicate consumers with a higher level of uncertainty will avoid purchasing for organic food; a low level of uncertainty will decrease their intention towards purchasing for organic food in online environment will increase. The findings of this study will be helpful for marketing managers, scholars, and retailers to develop appropriate strategies to improve consumers' purchasing of organic food in online environment.

Keywords: organic food; uncertainty; attitude; purchase intention

1. Introduction

The shift in food technologies and consumers' lifestyles are reshaping the landscape for businesses, and a noticeable shift may be observed in the ways businesses operate. For example, in countries like CANADA , UK, and USA, farmers are gradually shifting farming activities from traditional (i.e., use of fertilizers and chemicals) to modern technologies (i.e., organic production). Several people prefer to use healthier food, which leads to the use of advanced technologies, which plays

a significant role in shaping consumers' organic food purchase intentions in online environment. However, which factors will enhance consumers' organic food purchase intentions in online environment. With the support of this information, companies can offer better services.

Several scholars attempted to explore critical factors influencing consumers' behavior towards organic food (Iyer, Davari, & Paswan, 2016; McFadden & Huffman, 2017). Some of these examined labeling and demographics (Gracia & de-Magistris, 2016; Yip & Janssen, 2015), while others explored the aspects related to personal values (De Pelsmacker, Moons, & Barvarossa, 2016). However, consumers' attitude changes with perceived surroundings. Moreover, consumers' may feel uncertain about the issues related to organic food products like the reliability of certification, etc. Since organic is based on credible quality, and trust is the key for people to buy organic food products, which has a significant effect on attitude and purchase intentions in online environment. For example, uncertainty and limited knowledge towards organic food would enhance uncertainty and subsequently reduce consumers' organic food purchase decisions in online environment (Prakash, Singh, & Yadav, 2018). Hence, uncertainty may moderate the relationship between consumers' attitudes and purchase intentions in online environment. Uncertainty can help us better to understand the consumers' attitudes and their influence on purchase intentions in online environment.

Based on the discussion above, this study aims at exploring the consumers' purchase intentions towards organic food in emerging markets (i.e., CANADA , UK, and USA) scenario, where lack of food safety, environmental security, and health consciousness are being considered the growing concern towards the success of organic food. To fill this study gap, we proposed a theoretical model by incorporating factors like health consciousness, food safety concern, environmental consciousness, consumers' attitude, and uncertainty as moderator. We use PLS-SEM to investigate the recommended study model.

This study makes some important contributions to the existing body of literature. First, this article re-defines the role of factors playing a significant role in consumers' organic food purchase intentions in emerging markets context, where lack of food safety, environmental safety and health consciousness being considered the growing concerns for the success of organic food products. Second, it examines the moderating role of uncertainty between attitude and purchase intentions. Third, this manuscript explores the combined effect of health consciousness, food safety concerns, environmental consciousness, attitude, and uncertainty on consumers' purchase intentions by employing PLS-SEM.

2. Theoretical framework and Literature Review

Theory of Planned Behavior (TPB) is frequently used to forecast and describe the difference in behavior (Watson et al., 2014) and to explore the relationship between attitudes, values, beliefs, action, and intentions (Chekima, Wafa, Igau, Chekima, & Sondoh Jr, 2016; Webb & Sheeran, 2006). Previous studies proposed that there are three primary consumer organic usage motives related to organic behaviour.

Schleenbecker and Hamm (2013) discuss that sensory features, ethical properties, and health are seen to be critical organic usage motives. Further, the significance of environmental and food safety is also acknowledged as the key motive for purchase organic food in Thailand (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008) and Taiwan (Teng & Lu, 2016). Also, several studies examined the marketing of organic products in different cultures and determined that consumers relate health, environment, and food safety to organic food (Hemmerling, Hamm, & Spiller, 2015). Based on the above findings, this study considered health, food safety, and environmental consciousness as the consumers' critical motives towards organic food.

Organic food comprehends more nutrients, iron, vitamin C, phosphorus, and magnesium, besides the lower level of pesticides and nitrates (Hasselbach & Roosen, 2015). Numerous studies suggested that people's desire for good health (Kriwy & Mecking, 2012; Yadav & Pathak, 2016). For individuals, issues related to health are the significant factors to motivate them towards the purchase of organic food products. For example, there are several food-related scandals in most developing countries affecting peoples' physical health, make people more conscious about their food. As consumers are more health-conscious, and health is a crucial motivator for organic food purchase intention in online environment.

Moreover, consumers' showing their interest in organic food and want to know more about the production and processing of organic food (Hsu, Chang, & Lin, 2016; Ureña, Bernabéu, & Olmeda, 2008). For example, in CANADA, food safety is a national issue and threatens citizens' psychological and physical health, regardless of strict laws related to food safety (Veeck, Veeck, & Zhao, 2015). The food safety concern is getting more focus on emergent economies. To study food safety concerns could be a promising avenue.

Mario, Giuseppe, and Luisa (2016) found that environmental consciousness is a crucial driver for consumers' attitudes towards organic food. It proposes that environmental consciousness might have an essential role in developing the purchase intention of environment-friendly food products. Samantha and Angela (2010) also highlighted the significance of environmental consciousness in the scenario of organic food as it is treated as a pro-environmental attitude. Following this opinion, it is probable that consumers' environmental consciousness could be a related concept that utilities as a proxy for their attitude towards purchasing of organic food products.

Numerous scholars proposed that consumers tend to uncertainty towards organic food claims (Janssen & Hamm, 2012; Vermeir & Verbeke, 2006). Further, consumers' may feel uncertain about the issues related to organic food products like the reliability of certification, etc. Since organic is based on credible quality, and trust is the key for people to buy organic food products. Previous studies have identified that perceived uncertainty negatively influences trust and organic purchase intention (Nuttavuthisit & Thøgersen, 2015). With a higher level of uncertainty about the influence of organic food will stimulate the consumer to follow others. In response, they will buy these products rarely or not buy these products. Whereas, if they have

adequate information on ingredients and production process of organic food, their level of uncertainty will be low, and they will show more intention towards organic food products (Gracia & de-Magistris, 2016). To investigate the moderator role between the consumers' attitude towards organic products and, consequently, purchasing intention is quite worthy.

3. Hypothesis Development

Consumers consider health a significant measure during the purchasing of food items that express their concerns related to health and food. The consumers who have deep concerns about the issues related to their health had a more significant attitude towards purchasing for organic food products. Previous studies indicate that health is one of the critical drivers to stimulate consumers' attitudes and intentions towards the purchasing of organic food products in online environment (Tung, Tsay, & Lin, 2015; Yadav & Pathak, 2016). Therefore, we suggest that:

H1a: Health consciousness influence consumers' attitude towards organic food.

H1b: Health consciousness influence consumers' purchasing intention in online environment.

Consumers' are more focusing on their health, quality of food, and the food contents of what they eat or drink (Suh, Eves, & Lumbers, 2012; Yadav & Pathak, 2016). When females were facing pregnancy issues, food-related diseases, illness, and particular conditions, they will select to shop for organic food (Suh et al., 2012). However, food safety is a crucial aspect of forecasting individuals' readiness to shop for organic food in online environment (Michaelidou & Hassan, 2008; Yadav & Pathak, 2016). Thus, we hypothesize that:

H2a: Food safety concerns influence consumers' attitudes towards organic food.

H2b: Food safety concerns influence consumers' purchasing intentions in online environment.

Pagiaslis and Krontalis (2014) pointed out that environmental consciousness positively influences consumers' intentions towards the purchasing of environment-friendly products. Environmental consciousness had a significant influence in shaping purchase intentions towards organic food products (Smith & Paladino, 2010) as purchase organic food products are accounted for as a pro-environmental attitude. Tregear, Dent, and McGregor (1994) determined that consumers who choose organic food were more likely to involve in environment-friendly behaviour, which indicates their interest in a sustainable environment. The evolving interest of a sustainable environment showing consumers' growing purchase intention towards organic food products in online environment. Thus, we considered that:

H3a: Environmental consciousness influence consumers' attitude towards organic food.

H3b: Environmental consciousness influence consumers' purchasing intention in online environment.

Yip and Janssen (2015) discussed that consumers in Mainland CANADA had a positively significant attitude and high organic food product purchasing intentions than consumers in Hong Kong. People trust that there is no use of pesticides or chemicals in production and processing and have more positive and healthy aspects than customary will automatically increase consumers' purchasing intentions (Yee, Yeung, & Morris, 2005). Moreover, earlier studies suggested that consumers' attitudes have a significant impact on their intentions to shop organic food in online environment (Kim & Chung, 2011; Pino, Peluso, & Guido, 2012). Therefore, we propose that:

H4: Consumers' attitude influences their purchasing intention in online environment.

According to Thøgersen, Jørgensen, and Sandager (2012), uncertainty plays a vital role in customers' hindrance to purchasing organic food despite positive attitudes. If consumers have sufficient knowledge about the ingredients and production process of organic food, their level of uncertainty will be low, and they will show more intention towards organic food products (Gracia & de-Magistris, 2016). So, it is assumed in developing countries where many food-related scandals found increases the level of uncertainty among consumers. Thus, there is a need to investigate the moderating role of uncertainty between the link of consumers' attitudes towards an organic product, and their purchase intention in online environment could be significant. Therefore, we hypothesize:

H5: Uncertainty moderates the link among consumers' attitudes and purchase intentions in online environment.

On the bases of the above debate, a theoretical model has been designed (shown in figure 01).

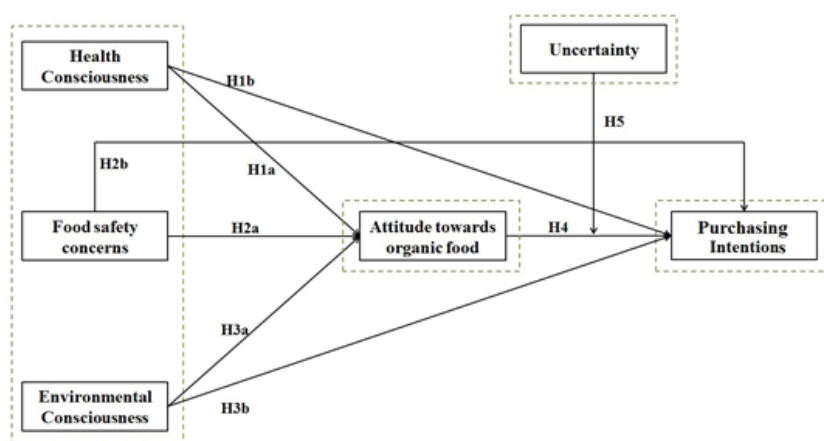


Figure #1 proposed theoretical framework

4. Methodology

4.1. Measures

A “five-point Likert scale” is engaged to assess all the items that range from “strongly disagree” (1) and “strongly agree” (5). The items of environmental consciousness adapted from (Prakash, Singh, & Yadav, 2018), and the scale items of attitude towards organic food (Wang, Wiegerinck, Krikke, & Zhang, 2013). The items for food safety concerns (Soler, Gil, & Sanchez, 2002), while the items of health consciousness, uncertainty, and purchase intentions in online environment are adapted from (Jiang, Rashid, & Wang, 2019; Rashid, Rashid, Nawaz, & Akhtar, 2019; Rashid, Rashid, & Pitafi, 2020).

4.2. Collection of data

We have collected the data through email, official groups, Facebook, WeChat, WhatsApp, QQ, and in-person with the support of students having an understanding of data collection through this kind of survey, to target population who approached around purchase malls and in universities. The questionnaire was forwarded to around 570 respondents in UK with a response rate of 54.91% 313 responses received, out of which 287 replies were used for analysis. The questionnaire was forwarded to around 540 respondents in USA with a response rate of 53.88%, 291 responses received, out of which 256 responses were used for analysis. In comparison, the questionnaire was forwarded to around 650 respondents in CANADA with a response rate of 61.08%, 397 responses received, out of which 354 responses were used for analysis.

Table # 01: - CFA and measures of validity

Items	UK				USA				CANADA			
	Loadin g	α	CR	AVE	Loadin g	α	CR	AVE	Loadin g	α	CR	AVE
HC1	0.799				0.816				0.843			
HC2	0.801				0.809				0.935			
HC3	0.856	0.854	0.911	0.774	0.777	0.880	0.902	0.755	0.812	0.901	0.928	0.720
HC4	0.888				0.862				0.769			
HC5	0.895				0.844				0.874			
FSC1	0.904				0.901				0.839			
FSC2	0.915	0.871	0.921	0.796	0.920	0.902	0.939	0.836	0.863	0.811	0.888	0.726
FSC3	0.856				0.922				0.853			
EC1	0.906				0.839				0.894			
EC2	0.918	0.902	0.939	0.836	0.880	0.830	0.898	0.747	0.886	0.836	0.902	0.754
EC3	0.919				0.873				0.823			
ATOF1	0.895				0.900				0.895			
ATOF2	0.885	0.848	0.905	0.735	0.893	0.836	0.902	0.755	0.885	0.852	0.910	0.772
ATOF3	0.854				0.809				0.855			
Uncrt1	0.795				0.795				0.805			
Uncrt2	0.812				0.776				0.840			
Uncrt3	0.801	0.813	0.875	0.669	0.796	0.869	0.844	0.653	0.824	0.874	0.908	0.664
Uncrt4	0.797				0.759				0.791			

Uncrt5	0.834				0.801					0.814		
PI1	0.848				0.842					0.840		
PI2	0.805				0.790					0.830		
PI3	0.834	0.883	0.914	0.681	0.842	0.872	0.907	0.662	0.839	0.895	0.922	0.704
PI4	0.788				0.762					0.835		
PI5	0.848				0.830					0.851		

HC. Health consciousness, FSC. Food safety concern, EC. Environmental consciousness, ATOF. Attitude towards organic food, Uncert. Uncertainty, PI. Purchasing intention

5. Results

5.1. Measurement model (All Models)

To check the reliability and validity of each hypothesis, we conducted different necessary tests: discriminate validity, the reliability of items, convergent validity, and internal consistency (Hair, Ringle, & Sarstedt, 2011). According to Bagozzi and Yi (1988), the goodness of fit for model the standard factor loading must be between 0.50 to 0.95, while the value of average variance extracted (AVE) is above 0.50; composite reliability is above 0.70 (Fornell & Larcker, 1981). The result of convergent validity shows that the value of factor loadings and Cronbach's alpha (α) were above cut-off level 0.7 in all three countries, values of AVE of all variables were above the threshold of 0.5. Composite reliability was also above the threshold of 0.7 in all three countries (Fernqvist & Ekelund, 2014; Nuttavuthisit & Thøgersen, 2015). The results are shown in Table # 01.

5.2. Hypothesis testing

5.2.1. UK

The value of SRMR was 0.063 less than the threshold value ≤ 0.08 , which shows that model has a good fit, while Chi-Square was equal to 1879.079, and NFI was equal to 0.851. The demographic characteristics of participants in UK were 73.29% male and 26.71% female. The participants' age was 18-24 (30.25%), 25-30 (33.57%), 31-40 (31.73%), and 41-above (4.45%). Health consciousness shows significant effect on consumers' attitude and purchasing intentions in online environment with H1a $\beta = 0.474$ $p < .001$, and H1b $\beta = 0.143$ $p < .01$. Furthermore, the findings confirms that consumers' food safety concerns significantly related to support for their attitude H2a $\beta = 0.202$ $p < .001$, but insignificant effect on purchasing intentions in online environment with H2b $\beta = 0.027$ $p < .512^{ns}$. Environmental consciousness is significantly related with consumers' attitude and purchasing intention in online environment H3a $\beta = 0.238$ $p < .001$, and H3b $\beta = 0.300$ $p < .001$ respectively. H4 is supported by results with $\beta = 0.240$ $p < .001$, which means that consumers' attitude is positively related to their purchasing intention towards organic food in online environment. The model explains that 69% of the variance is related to consumers' attitudes, and 85% related to their purchasing intention in online environment. These results are showing the acceptability of our hypothesized model.

5.2.2. USA

The value of SRMR was 0.069 less than the threshold value ≤ 0.08 , which shows that model has a good fit, while Chi-Square was equal to 1958.085, and NFI was equal to 0.876. The demographic characteristics of participants in USA were 61.39% male and 38.61% female. The participants' age was 18-24 (26.18%), 25-30 (29.64%), 31-40 (34.56%), and 41-above (9.62%). Health consciousness shows significant effect on

consumers' attitude and purchasing intentions in online environment with H1a $\beta = 0.367$ $p < .01$, and H1b $\beta = 0.143$ $p < .01$ $\beta = 0.207$ $p < .01$. Furthermore, the findings confirm that consumers' food safety concerns significantly related to support for their attitude and purchasing intentions in online environment H2a $\beta = 0.278$ $p < .001$, and H2b $\beta = 0.156$ $p < .01$ respectively. Environmental consciousness is significantly related with consumers' attitude H3a $\beta = 0.287$ $p < .001$, but insignificant effect on purchasing intentions in online environment with H3b $\beta = 0.08$ $p < .169^{ns}$. H4 is supported by results with $\beta = 0.125$ $p < .05$, which means that consumers' attitude is positively related to their purchasing intention towards organic food in online environment. The model explains that 75% of the variance is related to consumers' attitudes, and 84% related to their purchasing intention in online environment. These results are showing the acceptability of our hypothesized model.

Table # 02: - Model fit summary

UK		USA		CANADA	
	Estimated Model		Estimated Model		Estimated Model
SRMR	0.063	SRMR	0.069	SRMR	0.071
d_ULS	1.532	d_ULS	1.659	d_ULS	1.709
d_G1	0.879	d_G1	0.819	d_G1	0.789
d_G2	0.812	d_G2	0.905	d_G2	0.854
Chi-Square	1879.079	Chi-Square	1958.085	Chi-Square	1899.081
NFI	0.851	NFI	0.876	NFI	0.799

Table # 03: - Correlations of the variables

Constructs	UK						USA						CANADA					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Health consciousness	0.88						0.87						0.85					
	0						0						0					
Food safety concern	0.57	0.89					0.59	0.91					0.65	0.85				
	6	2					2	4					3	2				
Environmental consciousness	0.58	0.52	0.91				0.61	0.54	0.86				0.50	0.58	0.86			
	2	9	4				2	6	4				9	2	8			
Attitude towards organic food	0.48	0.61	0.40	0.85			0.42	0.62	0.43	0.87			0.57	0.60	0.48	0.88		
	9	8	9	7			7	3	9	0			8	5	9	0		
Uncertainty	0.51	0.32	0.38	0.46	0.82		0.49	0.43	0.59	0.38	0.80		0.61	0.53	0.56	0.58	0.81	
	2	5	6	7	0		8	9	8	7	8		9	9	6	8	5	
Purchasing intentions	0.47	0.47	0.51	0.53	0.43	0.82	0.58	0.65	0.43	0.67	0.58	0.81	0.65	0.59	0.65	0.58	0.69	0.83
	3	9	9	4	8	5	9	7	6	8	8	4	4	8	8	1	9	9

*Boldface numbers are the square root of the AVE

5.2.3. CANADA

The value of SRMR was 0.071 less than the threshold value ≤ 0.08 , which shows that model has a good fit, while Chi-Square was equal to 1879.079, and NFI was equal to 0.799. The demographic characteristics of participants in CANADA were 52.54% male and 47.46% female. The participants' age was 18-24 (27.68%), 25-30 (31.92%), 31-40 (32.49%), and 41-above (7.91%). Health consciousness shows significant effect on consumers' attitude and purchasing intentions in online environment with H1a $\beta = 0.236$ $p < .01$, and H1b $\beta = 0.182$ $p < .01$ $\beta = 0.207$ $p < .01$. Furthermore, the findings confirm that consumers' food safety concerns significantly related to support for their attitude H2a $\beta = 0.199$ $p < .05$, but insignificant effect on purchasing intentions in online environment with H2b -0.018 $p < .783^{ns}$. Environmental consciousness is significantly related with consumers' attitude H3a $\beta = 0.419$ $p < .001$, but insignificant effect on purchasing intentions in online environment with H3b $\beta = 0.054$ $p < .388^{ns}$. H4 is supported by results with $\beta = 0.460$ $p < .001$, which means that consumers' attitude is positively related to their purchasing intention in online environment towards organic food. The model explains that 65% of the variance is related to consumers' attitudes, and 84% related to their purchasing intention in online environment. These results are showing the acceptability of our hypothesized model.

Table # 04: - Results of hypothesized effects (direct & indirect)

Hypothesis	UK			USA			CANADA		
	Sig	Result		β	Sig	Result	β	Sig	Result
H1 _a	0.474	0.000	Supported	0.367	0.000	Supported	0.236	0.008	Supported
H1 _b	0.143	0.012	Supported	0.207	0.005	Supported	0.182	0.002	Supported
H2 _a	0.202	0.000	Supported	0.278	0.000	Supported	0.199	0.038	Supported
H2 _b	0.027	0.512	Not-Supported	0.156	0.004	Supported	-0.018	0.789	Not-Supported
H3 _a	0.238	0.001	Supported	0.287	0.001	Supported	0.419	0.000	Supported
H3 _b	0.300	0.000	Supported	0.083	0.169	Not-Supported	0.054	0.388	Not-Supported
H4	0.240	0.000	Supported	0.125	0.042	Supported	0.460	0.000	Supported

5.3. Moderation

To statistically check the moderating influence of uncertainty, we applied the PLS multigroup analysis. Before conducting the test, we divided the samples from three selected countries into two groups UK higher uncertainty (n=184) and lower uncertainty (n=103), USA higher uncertainty (n=149), and lower uncertainty (n=107), CANADA 'higher uncertainty (n=203)' and lower uncertainty (n=151) groups on the bases of the average score (M=4.18) as a cutting point for each group. Few earlier studies also confirmed that PLS multigroup analysis is an effective technique to examine differences among subgroups. Results of the combined model shown that path coefficient of uncertainty is $\beta = 0.229$ $p < 0.01$ in UK, $\beta = 0.198$ $p < 0.01$ in USA, and $\beta = 0.327$ $p < 0.01$ in CANADA . We tested the structural model separately for both groups and then compared the path coefficients across both groups. The results of MGA show a significant difference $\beta = 0.119$ $p < 0.05$ in UK, $\beta = 0.125$ $p < 0.05$ in USA, and $\beta = 0.123$ $p < 0.05$ in CANADA , and confirming that uncertainty is significantly moderating the link between consumers' attitude and their purchasing intentions in online environment. Additionally, the result signifies that the path coefficients from the attitude to purchase intentions in online environment are 0.203** ($p < 0.01$) in less uncertainty, while 0.187** ($p < 0.01$) in UK, 0.195** ($p < 0.01$) in less uncertainty, while 0.219** ($p < 0.01$) in USA, and 0.214** ($p < 0.01$) in less uncertainty, while 0.178** ($p < 0.01$) in more uncertainty group in CANADA . As anticipated, results show that when the consumers' level of uncertainty is high towards organic food products, the association between consumers' attitudes

towards organic food and their purchasing intentions will be weakened. Hence, H₇ is supported. The results are shown in Table # 05.

Table # 05: - MGA for both groups.

UK	High Uncertainty (n=184)			Low Uncertainty (n=103)			Moderation	
	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics
ATOF → SI	0.187	2.63**	0.039	0.203	2.37**	0.049	0.119	2.01*

USA	High Uncertainty (n=149)			Low Uncertainty (n=107)			Moderation	
	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics
ATOF → SI	0.219	2.84**	0.029	0.195	2.28**	0.051	0.125	2.18*

CANADA	High Uncertainty (n=203)			Low Uncertainty (n=151)			Moderation	
	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics	Standard error	Path Coefficient	t-statistics
ATOF → SI	0.178	2.37**	0.058	0.214	2.56**	0.059	0.123	2.07*

*p< 0.05, **p< 0.01, ***p< 0.001, ns= non-significant

6. Discussion and Implications

The primary intention of the current study is to explore the factors affecting consumers' purchase intentions towards purchasing of organic food in online environment and role uncertainty as moderator, by following TPB as a theoretical base. The outcomes confirmed the role of TPB and health, environmental consciousness, and food safety concerns while forecasting consumers' purchasing intentions in online environment towards organic food products or services in developing countries. Secondly, the findings from UK, USA, and CANADA were also compared.

Health consciousness is found as a significant forecaster of shaping consumers' attitudes towards organic food and influencing their intentions in online environment towards organic food purchasing in UK, USA, and CANADA as well. These outcomes are aligned with (Yadav & Pathak, 2016); health consciousness positively influences consumers' attitudes and purchase intentions towards organic food products in online environment. This shows that people perceive organic food healthier than traditional food, and quickly emergent middle class that is financially

sound and well educated are in a position to shop for organic food. For example, two big dairy companies, 'Yili' and 'Mengniu' playing a significant role in the making and marketing of organic food in CANADA .

Food safety is related to problems concerning artificial additives, different chemicals, and pesticides, which would be significant for those individuals who are more conscious about their health. The findings show that consumers' concern about food safety is not directly influencing their intentions in online environment to shop for organic food in UK and CANADA . These findings are opposing the results of a study conducted by (Hsu, Chang, & Lin, 2016). These findings indicate the level of consumers' trust in local or national regulatory authorities to priorities people's health safety. For example, in CANADA , no central food authority for Halal food; in this scenario, every province has its standards for halal food.

Moreover, participants who are conscious of the significance of a sustainable environment have been found to have a strong attitude towards organic food in UK, USA, and CANADA . These outcomes are opposing the findings of earlier studies (Zagata, 2012). This shows that the usage of organic food may differ from country to country. For example, Chryssohoidis and Krystallis (2005) reported that there is no significant role of eco-friendliness in Greece, while in other countries may have a significant influence.

The current study confirms that uncertainty notably weakens the link among attitude towards organic food product and purchase intentions in online environment. Such findings are in line with earlier studies, indicating that even though purchase organic food needs a more robust attitude than traditional food, a stronger feeling of uncertainty decreases the influence of consumers' attitudes on purchase decisions for organic food. This is because of perceived risk, and less incomplete information about organic food may negatively affect consumers' purchase intentions in online environment (Teng & Lu, 2016). When people feel uncertain regarding the significance of organic food, they show less interest in purchasing decisions of organic food because they don't have the right information and knowledge of organic food to forecast the consequences of organic food accurately produce.

6.1. Implications

This study also has some theoretical enlightens for scholars; first, the current study expands the existing literature by analyzing a model that integrates individuals' organic food usage motives to extend their purchasing intentions in online environment. PLS-SEM analysis indicates a positive influence on consumers' purchasing intentions towards organic food in online environment.

This study also has some managerial enlightens; first, it provides an opportunity for marketing managers to design marketing messages, highlighting the benefits for the adoption of organic food in three different countries. Through aggressive marketing campaigns can develop consumers' confidence in organic food by increasing their perceived significance of environment and health consciousness to strengthen consumers' attitudes towards organic food, which eventually leads them towards organic food purchase intentions in online environment.

Moreover, to reduce the level of uncertainty and increase consumers' organic food purchasing intentions in online environment, companies should adopt the product tracking system through which consumers can track products from the start of production to shelf systematically, including government certifications related to organic food production. As organic food products, the market is still at its early stages in CANADA . The development of a trustworthy organic food system, which provides comprehensive and reliable information is essential to enhance their trust towards organic food products.

7. Limitations and future study

Like other studies, our study also has quite a few limitations. First, the variables used in this study have been measured at a single point of time. Future studies may consider the longitudinal technique to confirm the suggested framework. Second, this study did not investigate consumers' actual purchasing behavior as this kind of data is scant in academics. Future studies may compare consumers' purchasing intentions and actual purchasing behaviour towards organic products.

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