



Predicting The Buying Intention Of Organic Food With The Association Of Theory Of Planned Behaviour

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Abstract

After the covid -19, pandemic people of India were more focused on health challenges. Customers looking for better clean and organic products without the usage of any chemical or artificial content. Results suggest that the organic market growing at a very rapid speed. The customer does not take this selection of organic products under the influence of near ones but various psychological, and behavioral aspects affect to such a decision. This regular practice catches the attention of researchers, regarding the predication purchase intention of organic products. This study aims to target the customers who are inclined to buy organic products or those who are already purchasing organic foods products. The study adopts the theory of planned behavior as a theoretical tool and multiple regression as an analytical tool to predict the buying intention of organic food products. The outcomes of 381 respondentst revealed that attitude and environmental concern were the most influential factors of purchasing organic food products.

Keyword: Organic food, Attitude, Environmental concern, Perceived central behavior, Hedonic motivations.

Introduction

Agriculture has long driven India's economy. Indian agriculture has never used artificial fertilizers, pesticides, or GMOs. We feed our own country's people and agricultural export goods worldwide. Population growth makes sustainable production more important (Alam, 2011). Globalization and technological advances have made widespread consumption possible, but producing without surpassing the earth's capacity will be difficult. The parties are researching novel agricultural production methods (Asif M. X., 2018). Consumers are worried about food quality, its influence on their lifestyle, environmental depletion, developing health concerns, and purity over presentation. Today's food buyer is more selective. He now considers production's effect on the environment, food's impact on his health, consumption habits' impact on his social class, etc (Jyoti Rana, 2017). while buying food Changing lifestyles, an increasing population, environmental degradation, and health issues have boosted organic food sales (Barański, et al., 2014).

India uses organic agricultural practices. India has always used organic farming. The Great Indian Civilization used chemical fertilizers and insecticides for cultivating. Indians adored cows not because they supplied milk but because they were employed as farm bullocks, and their manure was considered the greatest fertilizer. Rising population and natural calamities forced India to enhance food production in the 1960s. Once the world's biggest producer of food grains and cereals, India today imports food (Saleki, Quoquab, & Mohammad, 2006).

As consumer knowledge of the natural environment increases, they are increasingly interested in "the green component" of products and their environmental effect (Lea & Worsley, 2005). On the other side, consumers' top worries while making purchases, notably food, are shifting toward health-related issues. This seems to be the main driving factor behind individuals purchasing organic foods (Yin, 2010). Our bodies run on food, yet eating well is essential for good health. The Indian food industry is poised for a significant increase as its part of the global food trade rises yearly (Asami, 2003). Due to its great value-adding potential, the food processing business in India has become a high-growth, high-profit sector. The Indian food industry ranks sixth in the world, with retail accounting for 70% of sales. Food processing accounts for 32% of India's food market and ranks fifth in production, consumption, export, and anticipated growth. (Muhammad Asif, 2017).

"Organic" comes from the Greek word bios, which implies giving life purpose. It's how meals are made. Organic farming strives for sustainable agriculture, high-quality products, ecologically friendly procedures, and human, plant, and animal health and welfare (Krishnakumare, 2017). Organic foods don't include artificial chemicals, hormones, antibiotics, or GMOs (GMOs). Organic foods don't have artificial ingredients. This includes artificial sweeteners, preservatives, colorings, and flavoring (MSG). Organic crops employ manure to enhance plant growth (Asif, Xuhui, Nasiri, & Ayyub, 2018). Organic farming improves soil and groundwater. It may also reduce pollutants. Organic fruits, vegetables, cereals, dairy, and meat are popular. There are also organic drinks, sweets, and meat alternatives. Comparing organic and non-organic foods for nutrition has inconsistent results. Probably due to natural variances in food handling and manufacturing. Organic food is healthier (Hsu, 2014).

Our nation has a severe problem with food safety, and the government can fix it. Organic markets are governed by the Food Safety and Standards Authority of India (FSSAI). There are currently two certification programs under the 2017 Food Safety and Standards Regulations (Organic Food). There are two of them: The National Programme for Organic Production and the Participatory Guarantee System (PGS - India) (NPOP). PGS-India and NPOP were founded by the Ministries of Commerce and Industry and Agriculture and Farmer Welfare, respectively. Any of the entry methods are open to interested parties. The certification label for India is "India Organic." The certification certifies that the organic food item complies with the 2000-established National Standards for Organic Products (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008).

An evaluation of the available evidence

A literature review analyses and evaluates published information. Information is sometimes time-limited. A literature review contains summary and synthesis and goes beyond naming sources. A synthesis reorganises the content, whereas a summary reorganises the source's information. It may give new insight on present knowledge or blend fresh and old perspectives. It may demonstrate the subject's intellectual evolution, including arguments. The literature review may also examine the sources and recommend the most topical or relevant ones.

Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior (TPB), behavioural attitudes, typical conduct, and visual behavioural control all have an impact on intentional behaviour, which is a crucial aspect of human behaviour (Madden, 1992). The subjective norm shows the pressure that a person who wishes to follow instructions feels from a group or community (SN). In other words, commonly held ideas about the subjective process are linked to people's expectations of others. Perceived behaviour control, or PBC, refers to a person's perspective of how easy or difficult they consider specific acts to be (Ahmed, 2021). It has to do with how they may manage medicines that could improve or impair their conduct. Numerous research over a broad variety of subject areas have shown the usefulness of TPB. (Alam, 2011). Additionally, TPB shows that it can provide the best theoretical framework for comprehending and predicting the uptake of new information technology. According to a significant body of data, TPB successfully pinpoints individual intentions and behaviors while consuming new technological information (Saleki, Quoquab, & Mohammad, 2006).

SN is the belief that others would concur with one's choice to consume or refrain from doing so (Jayanti & Burns, 1998) That is, a person's sense of social pressure determines whether or not they participate in the problematic activity. As a result, it indicates how people think their reference groups will see them if they engage in certain activities (Al-Swidi, Huque, R., Hafeez, & Shariff, 2014). The two elements that make up SNs are believing in other people's best interests, behaving in the manner that one would want to see others behave, and providing a positive or negative judgement of each belief (Pagiaslis & Krontalis, 2014). Since it deals with the opinions of people who could have the ability to influence someone about a certain product, this perspective can encourage someone to purchase organic items.

Consequently, this perception could significantly affect consumers' inclination to buy organic food (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). The subjective norm is the first component in the Theory of Planned Behavior. It is "the individual's estimation of the chance that the possible referent group or individuals approve or disapprove of participating in the given behaviour," according to Fishbein and Ajzen (1977). Subjective standards have a considerable impact on people's propensity to purchase organic food (Al-Swidi, Huque, R., Hafeez, & Shariff, 2014; Bhatt V. , An Empirical Study On Analyzing A User's Intention Towards Using Mobile Wallets; Measuring The Mediating Effect Of Perceived Attitude And Perceived Trust., 2020). As a consequence, it is possible to declare the following:

H1: The inclination to buy organic food is positively impacted by the subjective standards.

Personal attitude is how a person feels about a product. This thinking may be attracted to evaluative concerns. Consumption intention is determined by an individual's attitude toward the behavior, the suggested behavior's attractiveness, or the degree to which the individual values were buying organic foods. Given the rising demand for organic goods, we assume opinions are favorable (Lea & Worsley, 2005). Fishbein and Ajzen describe attitude as "the evaluative consequence of pleasant or bad sensations in performing a given behavior" (1977). According to (Ajzen, 1991; Fishbein and Ajzen), attitude affects buying intention (1977) Attitude is a powerful predictor of organic food purchase intention (Barański, et al., 2014). Second hypothesis:

H2: Personal attitude effects customer buying intention favourably.

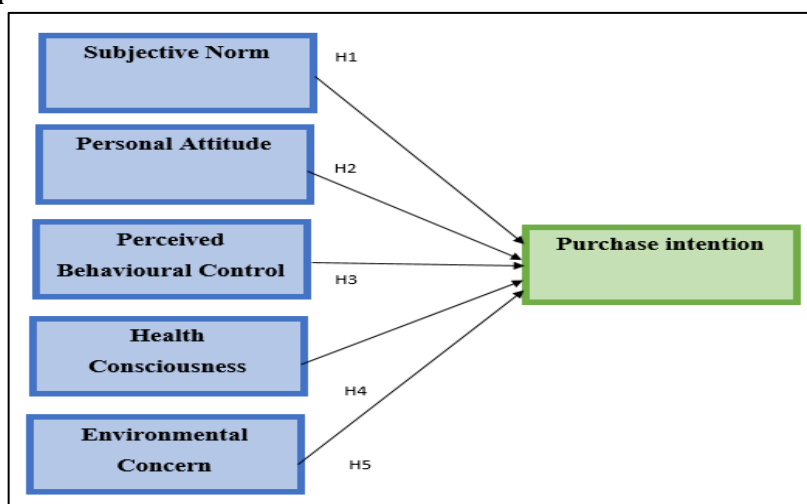
PBC is a person's assessment of how easy or difficult it is to carry out a certain action, or how much control they have over whether or not they do it (Ahmad & Juhdi, 2010). It is hence perceived control over the actual implementation of activity. PBC is impacted by customer skills and constraints. The availability and cost of organic food are barriers to consumer adoption. Customers who consume these products could pay extra. They could not be able to buy it because of a recession or other financial issues. Buy decisions are influenced by beliefs. The apparent ease or difficulty of doing an action is referred to as perceived behavioural control (Asif, Xuhui, Nasiri, & Ayyub, 2018). Perceived behavior control measures a person's self-discipline to resist doing something. Perceived obstacles and capacities impacted purchase intentions and behavior control (Teng C. C., 2015). Price and availability are the biggest organic food hurdles (Magnusson, 2001). Many consumers are prepared to pay for organic food's higher pricing (Kushwah, Dhir, & Sagar, 2019). A positive attitude alone cannot effectively characterize customers' buying processes since other factors impact purchase decisions. Ajzen (1991) says perceived behavioral control is the product of a person's beliefs about power and internal factors that impact action (Al-Swidi, Huque, R., Hafeez, & Shariff, 2014). According to Alam (2011), perceived behaviour is not a reliable indicator of halal and organic food purchases. In light of this, we may state the following:

H3: Consumer purchasing intent is favourably influenced by perceived behavioural control.

Health Buying organic food is an investment in your health. Compared to traditional foods, organic food is healthier. Health awareness gauges one's capacity for making decisions (Smith & Paladino, 2010). Customers that buy organic food are motivated to improve or maintain their health and quality of life and are health-conscious. Buyers of organic food are aware of their selections and the dangers of pesticides. People make good food choices to safeguard their health. Health concerns are incorporated into daily life via "health awareness (Jayanti & Burns, 1998). Buying healthy food is a priority (Wandel & Bugge, 1997; Paul & Rana, 2012). People who are healthier are more inclined to purchase organic food. Organic food is better for you than conventional food (Lea & Worsley, 2005). Health was a significant factor in selecting organic food. Consequently, we may assert the following hypothesis:

H4: Consumer buying intentions are favourably impacted by health consciousness.

Environmental concern is "the degree to which individuals are aware of environmental issues, support efforts to correct them, or are willing to personally contribute to their solution" (Xiao & McCright, 2007). Gottschalk and Leistner (2013) say organic foods are healthy, ecologically friendly, and taste better. Kumar (2012) says customers choose eco-friendly items. Environmental concerns drove eco-friendly goods purchases, according to (Pagiaslis & Krontalis, 2014). Consumers are worried about the health effects of poor environmental conditions (Kushwah, Dhir, & Sagar, 2019). Customers are more inclined to integrate these concerns into their decision-making, favoring organic products. Organic food is considered ecologically beneficial, influencing consumer behavior (Chiciudean, et al., 2019).

H5: Environmental concern positively influences consumer purchase intention.**Measurement model****Research failure**

Most research was exploratory and produced descriptive data without inference. Future studies may employ causal research methods to uncover characteristics that encourage or discourage organic food consumption. This fills a methodological void. It's exploratory and qualitative. The study has no defined theoretical framework. It looked at organic farming's history, present state, and customer preference. Therefore, only descriptive measures were given without analyzing customer buying behavior. The urban sample was another research constraint. Due to accessible sampling methodologies, only university faculty members were chosen. A SWOT analysis of the organic consumer community may be helpful in future academics. (Muhammad Asif, 2017 (Malek, Bhatt, & Patel, Global, National and Local Growth

of road projects through PPP, 2020) also noted the city's organic food culture and emphasized food safety and availability. This is the sole formal study framework. This causal research examined organic food customer views. Five factors predict customer perception. Nutrient content and low pesticide levels were crucial determinants of organic food views. This research advocated random sampling but used selective sampling. As the author noted, practical considerations reduced the sample's representativeness. This research solely examined perceptual characteristics, not customer opinions and purchase behavior.

Research process

The researcher used a cross-sectional survey in Gujarat city and a structured questionnaire to get information and opinions from the respondents on the purchase intention of organic food. The researcher focuses on understanding the respondents' perceptions of service quality, customer happiness, advantages, and trust. The researcher also considers the dependent variable as a final result of the aforementioned independent factors. The following research goals are the main focus of the study:

- To study the purchase intention of consumers toward organic products.
- To study which factor affected consumer buying behavior of organic food.
- To study any relationship between organic food and consumer satisfaction.
- To evaluate the relationship among various factors that affect a consumer.

Research Design

The primary goal of this study is to assess consumers' intentions for organic food. Several factors influence the desire to utilize organic food. People nowadays experience many health issues from consuming fast food; thus, it is necessary to consume certain nutritious meals to prevent health issues. The goal and advantages of consuming organic food will be made clear by this research—anyone who has been consuming organic food and is interested in learning more about it. Data were gathered for this study's purposes from consumers of organic foods across Gujarat state. Information on organic food consumers was collected for this study's purposes between 15 January and 20 April. Data collection for this research was accomplished using a standardized questionnaire.

Design Sampling

Purposive nonprobability sampling and a structured questionnaire were used to acquire the data. To conduct the study, the researcher used a sample size of 381 respondents from Gujarati cities, ranging in age from 18 to 70. Age, gender, marital status, education level, employment, and monthly income have all been used to categorize them (Shah & Bhatt, 2022; Malek & Gundaliya, 2020).

Statistical Tools and Techniques:

Statistical Tools and Techniques: The value of the independent and dependent variables was determined by the researcher, in this case, using a summated scale. For the aim of doing statistical analysis, SPSS 2.0 and Ms. Excel are employed.

Analysis

This chapter covers the logic behind the instruments used, multiple checks used to ensure the accuracy and validity of the data collected, and the findings reached after applying different data analysis techniques to the data received from the main survey. This chapter evaluates the key components: subjective norms, health awareness, environmental concern, and individual attitudes toward organic food.

Table 1: Respondents' demographic data			
Sector		Frequency	Percent
Gender	Male	183	48.0
	Female	198	52.0
	Total	381	100.0
Age	18-30	112	29.4
	31-45	172	45.1
	>45	97	25.5
	Total	381	100.0
Income	<20000	61	16.0
	20000-50000	138	36.2
	50000-100000	125	32.8
	>100000	57	15.0
	Total	381	100.0
Education	UG	61	16.0
	Graduate	122	32.0
	PG	129	33.9
	Other	69	18.1
	Total	381	100.0

According to the statistics above, 183 of the 381 responders were men, and 198 were women. According to the aforementioned statistics, 29% of respondents fall within the 18–30 age bracket, 45% fall within the 31–45 age bracket, and 25% fall within the above–45 age bracket. According to the aforementioned statistics, 15% of respondents had incomes above one lakh, while 16% had incomes under 20,000. According to the statistics above, 16 percent of respondents are undergraduates, 32 percent are graduates, 33 percent are postgraduates, and 18 percent fall into another group (Prajapati & Bhatt, 2019; Malek & Gundaliya, 2020).

A statistical technique known as multiple linear regression (MLR), often known as multiple regression, combines numerous explanatory factors. The goal of multiple linear regression is to model the linear relationship between the explanatory (independent) factors and response (dependent) variables (MLR).

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Durbin-Watson
1	.886 ^a	.784	.782	.40513	1.947

a. Predictors: (Constant), OSNO, OPAT, OPCB, OENC, OHCO

b. Dependent Variable: OBIN

$$Y = a + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + e$$

Here, Y = OBIN (dependent variable), x1 = subjective norm, x2 = personal attitude, x3 = perceived behaviour control, x4 = health consciousness, x5 = environmental concern, e = error term.

H0: The regression model doesn't show any significance.

H1: The regression model's significance will be high.

Table 3: Coefficient

Model		Beta	Sig.
1	(Constant)	-.836	.000
	OSNO	.164	.000
	OPAT	.317	.000
	OPCB	.196	.000
	OENC	.261	.000
	OHCO	.302	.000

Table 4: One-way ANOVA

Model	Sig.
Regression	0.000

Since this is a cross-sectional study, the researcher emphasizes the unstandardized coefficient. From Table 3, the researcher seeks to understand the distinct effects of each component on the dependent variable. The first column of the coefficient table displays the constant value, and the corresponding regression coefficients of the independent variables demonstrate their relative influence on the dependent variable's total perceived satisfaction.

H1: The subjective norms have a positive impact on the intention to purchase organic food.

H2: Personal attitude positively influences consumer purchase intention.

H3: Perceived Behavioural Control positively influences consumer purchase intention.

H4: Health consciousness positively influences consumer purchase intention.

H5: Environmental concern positively influences consumer purchase intention.

Here, the third column of the coefficient table reveals that each independent variable's significant value is .000, .000, and .000, which are all less than 0.05, indicating that all independent factors significantly affect the dependent variable, total perceived satisfaction.

The coefficient value of the hypothesis that all values of the variables reflect the standard coefficient is shown in Table 3. The most significant component, with a beta value of 0.317, is an individual's attitude toward the goal of buying organic food. The most important factor influencing the adoption of organic food is the beta value of environmental concern, which was 0.302. Personal sentiments and environmental concerns are the two factors that most buyers consider when deciding whether to buy organic items. People purchase organic goods based on their attitudes, personalities, and behaviors as humans (Bhatt & Kureshi, 2018; Malek & Bhatt, 2022).

The significant result for the one-way ANOVA table (table 4) is 0.00, which is less than 0.05 and shows that the multiple regression model is significant. Alternative hypotheses should thus be accepted in this situation, whereas null hypotheses may be disregarded (Hwang, 2016; Malek & Zala, 2021). According to Table 2, the independent variable accounts for 78.40 percent of the variance with an R square of 0.784. Because the Durbin-Watson score is 1.947, there is no assumed violence. The graph demonstrates that all of the data are normal.

Multiple regression model with the demographic variable of income group:

Table5: coefficient

INCOME	Model	Beta	Sig	
<20000	1	(Constant)	-1.184	.025
		OSNO	.238	.015
		OPAT	.262	.005
		OPCB	.344	.000
		OENC	.260	.002
		OHCO	.180	.057
20,000-50,000	1	(Constant)	-1.097	.002
		OSNO	.229	.000
		OPAT	.400	.000
		OPCB	.167	.002
		OENC	.276	.000
		OHCO	.225	.000
50,000-1,00,000	1	(Constant)	-.613	.082
		OSNO	.122	.008
		OPAT	.231	.000
		OPCB	.181	.001
		OENC	.209	.000
		OHCO	.458	.000
>1,00,000	1	(Constant)	.010	.989
		OSNO	.020	.819
		OPAT	.312	.002
		OPCB	.078	.355
		OENC	.323	.002
		OHCO	.345	.006

Table 6: Model Summary

Income	Model	R	R square
< 20	1	0.844	0.712
20-50	1	0.835	0.696
50-100	1	0.845	0.714
>100	1	0.729	0.531

Table 1 indicates the coefficient value between different income levels and influence factors. The beta value of subjective norms and the < 20,000 income level was 0.238, which most influences to purchase intention of organic food. The consumer is most influenced by the personal attitude, which income level is between 20,000 to 50,000 in organic food intention. The beta value of perceived behavior control was 0.344, whose income level is < 20000. The beta value of environmental concern was 0.323, which is between > 1,00,000. The beta value of health consciousness and 50,000 to 1,00,000 income level was 0.458.

Table 2 above indicates the multiple regression between income and construct. The multiple regression value of the income group is less than 20000 is 71.20%, explaining variance to independent variables. The income group between 20,000 to 50,000 regression value is 69.60% explain the variance of independent to dependent variables (adoption of mobile payment) 71.4% explained variance of the dependent variable by income group of 50,000 to 1,00,000. 53.1 % regression value explains variance by having an income group above 1,00,000.

Findings:

The majority of respondents, or 52 percent of all replies, are female, according to the gender distribution of the sample. With 183 replies, men account for 48% of the responses. The bulk of respondents, or 45.1 percent, are between the ages of 31 and 45, accounting for 172 replies in the context of the age distribution. One hundred twelve replies from those between 18 and 30 made up 29.4% of the total, with the remaining 97 responses coming from those over 45. Their age group accounts for 25.5% of all replies. People who earn between 20,000 and 50,000 rupees a month are more likely to

prefer purchasing organic food. With 138 replies, this income bracket represented 36.2% of the respondents. With 125 replies, the income category from 50,000 to 1,000,000 rupees included 32.8 percent of the respondents. Most responders are postgraduates, contributing 129 replies, or 33.9 percent of the total. One hundred twenty-two graduates responded, accounting for 32% of all replies. Sixty-one respondents were gathered from undergrads, accounting for 16% of the total; the remaining 18.1 % of respondents came from other categories. The variation in consumers' intentions to buy organic food is explained by the coefficient of the determinant (R)² value of 78.4 percent. It indicates that all independent factors account for 78.4 percent of the variation in the intention to adopt organic food. These respondents across all variables contributed 78.4% of the total. A second multiple regression model establishes a correlation between business operations and consumer income groups. The higher regression value of 71.40 percent explains the variance in consumers' intention to purchase organic food in the income range of 50,000 to 100,000.

Theoretical contribution

Future research on the consumption of organic foods may be broadened or changed utilising theories like the Theory of Planned Behavior (TPB). The antecedents of the TPB's attitude, subjective norm, and behavioural control are listed as the invalid source. (Asif, Xuhui, Nasiri, & Ayyub, 2018; Malek, Saiyed, & Bachwani, 2021). This study looks at Gujarati consumers' purchasing of organic food. The primary contribution of TPB was the creation of conceptual models. Personal product behaviour influences planned behaviour. Environmental and health issues were examined in earlier research (Hunter, et al., 2011). Organic food is high-quality, sanitary, and affordable. Demographic considerations affect organic food purchases. We must consider demographic factors such as gender, age, economic level, and education. Geography may be sampled. This research contributes to theoretical understanding by focusing on variables that influence purchasing frequency (Kushwah, Dhir, & Sagar, 2019). These studied elements in an emerging country give fresh insights into the consumption situation of expanding organic food markets. Health consciences may lead Indian customers to purchase organic food, for example.

Adoption Smart-SPSS

Smart SPSS and low-squares structural equation modeling are used to examine data (SPSS). This study used differential SPSS. SPS introduces a unique, untested theoretical paradigm. Reflective and constructive relationships may be examined in SPSS. Smart SPSS and Structural Equation Modeling (SPSS) are used to analyze data. This research uses unique methods. SPS helps present untested theoretical concepts. SPSS was chosen for diversity because it can analyze thoughtful and helpful interactions in the same model.

Managerial Implications

This study's results can be utilized to sell organic food to consumers. It illustrates which factors affect consumer sentiments and which don't. Health awareness and personal standards impact customer attitudes; therefore, marketers should pay more attention to them or employ them in future advertising. Health advantages should trump environmental concerns in organic food ads. Product information should be extensively shared through social media to increase customer awareness. The message should be clear and precise, covering substances, production methods, and health benefits. Better marketing helps policymakers and organic food producers and retailers. Government regulators and organic food interest groups may boost commerce by incentivizing organic food farmers and marketers to increase supply. Regular education and awareness campaigns may boost customer trust. The government should handle organic food safety and traceability by encouraging organic food production and penalizing greenwashing. High-income marketers should promote organic food's environmental advantages. Emerging economy managers may also profit from customers' demand for healthy cuisine. Increase customer education about trust, food safety, provenance, and traceability via get-togethers, organic food fairs, farmer's organic markets, advertising, and promotional initiatives. Social media and subjective influence may boost organic food acceptance.

Conclusion

The purpose of the study was to identify the factors that influence consumers' decisions to buy organic food. The early findings indicate that SNs, personal attitude, health consciousness, environmental concern, and SNs are important factors influencing customer purchase intention for organic food. It's possible for people to be impacted by what others think of them. SNS may be created by leveraging social media networks to get comprehensive information on organic foods. Customers in even the most underdeveloped countries may easily use these channels thanks to technological advancements. The significance of SNs as a predictor of purchase intent has increased as a result of social media platforms like WhatsApp, WeChat, Facebook, and Twitter being able to rapidly disseminate information to all users. Marketers should pay more attention to these elements or use them to develop future market advertising strategies since it has been discovered that consumer attitudes are influenced by health knowledge and personal standards. With a high estimate value of desire to buy organic food, the interaction term of environmental concern was also significant, showing a positive moderation of awareness between environmental anxiety and purchase intention.

Limitations and future scope of the study

The research has substantial implications but also limits. The research has limitations but has important implications. The results can't be generalized to other areas of these countries. Future research should collect more data. Income splits the middle class. Future studies may employ additional courses to improve comprehension. Future research should include

occasional organic food consumers since this study only included regular users. This research suggested but didn't fully define elements influencing purchase intention. Commonly, people don't act on their stated intentions. The TPB accurately predicted voting intentions but revealed uneven decision-making. Future research should use additional theories and an experimental approach to offer relevant findings.

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