

# Introducing “warm glow” as a key psychological motive on consumer willingness to consume organic food: A study of ethical consumption behaviour

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Dhika CAHYASITA<sup>1</sup>, IRHAM<sup>2\*</sup> and JAMHARI<sup>2</sup>

## Abstract

There has been an upsurge of purchasing of green products in Indonesia in recent years, accompanied by increasing consumer expectations as regards the value of the products they consume. This study shows that one of the key factors influencing consumer attitudes and willingness to consume (WTC) organic foods is the warm glow effect, whereas altruistic and egoistic values were previously put forward as the main drivers of organic consumption. This study applied a partial least squares structural equation model (PLS-SEM) to 337 Indonesian respondents. The findings show that while altruistic and egoistic values influence consumer behaviour, the warm glow motive provides additional benefits for consumers of organic food. These findings have both theoretical and practical implications.

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<sup>1</sup> Department of Agribusiness, Faculty of Agriculture, Universitas Pembangunan Nasional Veteran, Indonesia.

<sup>2</sup> Department of Agricultural Socioeconomics, Faculty of Agriculture, Universitas Gadjah Mada, Indonesia

Corresponding author: Irham, [irham@ugm.ac.id](mailto:irham@ugm.ac.id)

## Biographical notes

**Dhika Cahyasita** is

**Irham**

**Jamhari**

## **Introduction**

The growing awareness of social and environmental issues has spawned ethical consumerism (Dowd and Burke, 2013) in which ethical issues, primarily environmental food-related issues such as green and local products, have triggered a paradigm shift. Consumers choose products that suit their personal and moral beliefs (Iweala et al., 2019). Marketers have consequently begun to provide products that can complement consumers' needs and desires by embedding ethical claims in their products as a form of environmental and social welfare consciousness (Alzubaidi et al., 2021).

The food industry is one of the issues of concern in the ethical behaviour literature. According to several studies, human consumption habits are a critical environmental issue (Han, 2020; Yang et al., 2022). Public awareness of environmental protection has grown significantly, considering the various environmental impacts that threaten humans. Consumers are starting to buy organic food as it is considered environmentally friendly and a safer alternative for health (Akhtar et al., 2021; Malissiova et al., 2022; Yadav and Pathak, 2016).

Following numerous studies on consumer concerns about various food-related environmental problems (Molinillo et al., 2020; Wang et al., 2019), many studies have highlighted the importance of investigating the factors influencing consumers' selection of products based on sustainability principles (Ali et al., 2020; Hartmann et al., 2017; Septiani et al., 2019; Tandon et al., 2020). Considering that values are ideas or beliefs guiding behaviour (Schwartz, 1992), research on ethical consumption suggests that egoistic and altruistic values are critical factors influencing ethical behaviour (Cahyasita et al., 2021; Yadav, 2016). Ethical behaviours, such as supporting environmental sustainability and local farmers, are forms of altruistic values (pro-social and pro-environmental behaviour), whereas health benefits and self-expression are forms of egoistic values. One of the ethical products with the most significant growth is organic food, since it relates not only to altruistic values regarding the environment and society, but also to personal benefits, such as health.

In industrialised nations the green movement has given rise to organic products which consumers in developing countries, like Indonesia, are increasingly taking up (David and Ardiansyah, 2017; Septiani et al., 2019; Slamet et al., 2016). The main reason for adopting organic farming in Indonesia was that the green revolution in the 1980s seriously impacted socio-economic and environmental conditions (David and Ardiansyah, 2017). The government has also shown its commitment by implementing the '1000 Organic Village' programme (Septiani et al., 2019). Although there is no reliable statistical data on organic farming in Indonesia, the domestic and export organic market has been growing and this trend is expected to continue. The USA, Germany, and Malaysia, for example, have become targets for Indonesia's organic rice exports (David and Ardiansyah, 2017). Data released by the Indonesian Organic Alliance in 2019 show that most consumers of organic products still live in urban areas. According to the report, the reasons for consumers choosing organic products concern health, followed by environmental and social considerations, and product origin. Only 7.92% of consumers consistently consume organic products, and 50% are not ongoing consumers, mainly due to high prices and product availability (Institute et al., 2019). It is therefore intriguing to further investigate consumer willingness to consume organic food.

Numerous studies on organic farming have been conducted in Indonesia (e.g. David and Ardiansyah, 2017), particularly among organic consumers (Cahyasita et al., 2021; Septiani et al., 2019). A better understanding of consumer psychology will benefit both farmers and marketers. The present study aims to examine the motives – other than economic – of Indonesian organic food consumers, based on altruistic and egoistic values. In pro-environmental behaviour, pursuing happiness and enjoying oneself may also be important goals (Hartmann et al., 2017). The personal benefits derived from pro-environmental actions are called a 'warm glow of giving' (Andreoni, 1990). Individuals obtain psychological benefits in the form of moral satisfaction. We therefore introduced, the three motives (altruistic, egoistic, and warm glow) to investigate consumers' attitudes and willingness to consume organic food in Indonesia.



## Theoretical framework and hypotheses

Ethical consumption has a broad spectrum, starting from social and ecological concerns that have developed to become a subjective term for consumers. Green consumption, such as choosing organic food, is often considered ethical (Cahyasita et al., 2021). For some individuals, 'ethics' covers one's conscience, which subjectively considers decisions. As a result, 'ethical consumption' refers to a thoughtful alternative in choosing what to consume according to a person's ethical values and personal convictions (Carrigan et al., 2004). Ladhari and Tchegn (2017) have argued that an individual's decision to choose a product is based on ethical values, social norms, and environmental standards.

Willingness to consume organic food is not only influenced by a positive view of a product, it can also be an antithesis of the negative impacts of modern-day consumption (Ueasangkomsate and Santiteerakul, 2016). Consumers feel responsible both for various problems arising from their consumption choices, and for their own benefit and the common welfare. Previous researchers (e.g. Yadav, 2016) have argued that pro-self (egoistic) and altruistic values are two critical drivers of organic consumerism. These two values are said to be negatively correlated because concern for oneself and for others are conceptually different (Schwartz, 1992). Some studies have shown that personal benefit has been a more vital determinant of ethical consumption (Andersch et al., 2019; Yadav, 2016; Zagata, 2012), but some have also shown the opposite (Chen, 2007; Prakash et al., 2019; Singh and Pandey, 2018).

Both may nevertheless exist in individuals and influence consumer attitudes (Batson, 1987). Drawing on their study, Hartmann et al. (2017) have suggested that the prosocial motive is egoistic when the main objective is to promote private gain, and have debated the benefits and drawbacks of pure altruism, which is not motivated by personal goals. Andreoni (1989) points out that consumers can derive psychological benefits through prosocial behaviour, proposing the term 'warm glow of giving' to refer to 'impure' altruism. So far, the warm glow has rarely been shown to exist simultaneously with altruistic and egoistic motives. This work endeavours to overcome this gap.

### *Egoistic values*

Rational choice theory shows that the motivation for human behaviour is self-interest (egoistic). This is understandable if consumers want to maximise satisfaction when consuming a product. Schwartz interprets values as prudent trans-situational goals underpinned by varying interests, which make a way of life (Schwartz, 1977). Personal health care or family care show the concept of pro-self, and so might be seen to reflect egoistic values (Magnusson et al., 2003). Most consumers use organic products because they are considered valuable products for themselves (Prakash et al., 2019).

Consumers perceive organic foods as safer and healthier because they reduce the utilisation of synthetic fertilisers and chemical pesticides. In addition, organic foods are often claimed to have no risk (e.g., of poisoning) and to contain more primary and secondary nutrients than non-organic foods (Chen, 2009). Based on the safety principle, it makes sense to choose organic foods. Studies in various regions have shown that consumers choose organic foods for health reasons. In Poland (Bryła and Bryla, 2016), health and sound quality are considered to be the two most important motivations for choosing organic food (Ditlevsen et al., 2019). Health reasons are also found in Asia, for example in China (Xie et al., 2015), Thailand (Roitner-Schobesberger et al., 2008), and Taiwan (Teng and Lu, 2016). The research findings confirm that consumers who care about health usually purchase organic food rather than conventional products (Ditlevsen et al., 2019; Nandi et al., 2017). The literature also adds egoistic value to positive attitudes toward organic food (Septiani et al., 2019; Yadav, 2016).

Based on the above proposition, the following hypothesis is proposed:

*H1 Egoistic values significantly and positively influence consumer attitudes toward organic food.*

*Altruistic values*

Green altruism has become a compelling issue in current research to explain attitudes underpinning individual behaviours (Ali et al., 2020). Several literatures have found environmental awareness to reflect altruistic values (Hartmann et al., 2017; Iweala et al., 2019; Prakash et al., 2019; Yadav, 2016). Food choice behaviour, an effort to support environmental sustainability, is an example of pro-environmental behaviour driven by altruistic values (Birch et al., 2018). Altruistic people are perceived to ignore their marginal welfare for the common good or future generations; they incur costs that do not increase their personal well-being (Batson, 1987; Hartmann et al., 2017; Kumar et al., 2020).

Preferring organic food products reflects consumers' concern for the environment, which is considered a common good (Kareklas et al., 2014). Findings show that individuals choose organic to express their values of supporting environmental conservation and animal welfare (van de Grint et al., 2021), and that environmental awareness significantly affects consumers' attitudes to organic food (Loureiro et al., 2001; Smith and Paladino, 2010). Individuals associate organic food consumption with a social responsibility driven by pro-environmental motives and altruism (van de Grint et al., 2021).

Based on the above, the following hypothesis is formulated:

*H2 Altruistic values significantly and positively influence consumer attitudes toward organic food*

*Warm Glow of Giving (impure altruistic)*

The concept of ‘warm glow’ is a substitute for the idea of ‘altruism’ in the context of ‘public goods theory’ with ‘impure altruism’, as it is seen to more fully describe the pattern of giving (Andreoni, 1990). Private utility is directly experienced when contributing to a public good, regardless of an escalation in the public good, which Andreoni (1989, 1990) called a warm glow. Furthermore, a warm glow can be adopted to explain the impure public good. Organic food is an impure public good because it is a private good with the characteristics of a public good. Organic products have contributed to the public good (benefits for the environment) (Bergstorm et al., 1983; Kotchen, 2005).

Based on pro-environmental values, individuals expect moral satisfaction from actions that are considered ethical (Iweala et al., 2019; Pelozo et al., 2013). The warm glow that arises from pro-environmental behaviour is the moral satisfaction derived from voluntary actions to contribute to the public good (Kahneman and Knetsch, 1992). According to earlier research, warm glow influences organic consumers' attitudes significantly (Muntoro et al., 2020, 2022). It is furthermore interesting to see the continuity of actual behaviour (Feil et al., 2020; Neubig et al., 2022; Wang et al., 2022). In this study, we investigated consumers' willingness to consume organic food consistently.

Based on the literature above, the following hypotheses are proposed:

*H3 Warm Glow significantly and positively influences consumer attitudes towards organic food*

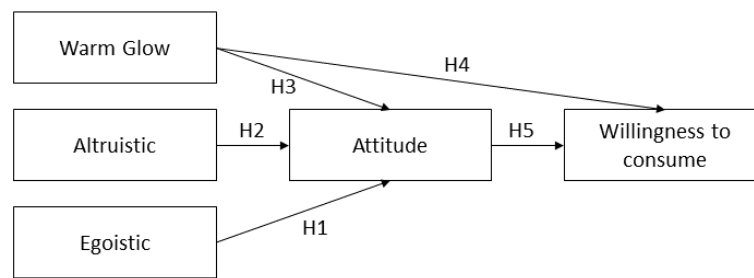
*H4 Warm Glow significantly and positively influences consumer attitudes and willingness to consume organic food.*

The result of belief and judgment about a concept or thing is attitude (Ajzen and Fishbein, 2008). Positive attitudes to organic food are frequently linked to behavioural intentions (Asif et al., 2018; Sultan et al., 2020). Sustainable consumption is the outcome of decision-making processes that examine product evaluation (De-Magistris and Gracia, 2016). Therefore, the following hypothesis is developed by taking product evaluation into account.

*H5 Attitudes significantly and positively influence consumers' willingness to consume organic food consistently.*



Figure 1. Conceptual framework



## Materials and Methods

### Data collection

The quantitative research for this study was conducted using a questionnaire survey method. Consumers from Indonesia who met the requirements of being at least 17 years old and eating organic foods, including rice, vegetables, fruits, and animal proteins (such as chicken, eggs, and meat), were included in the sample. The research was self-administered from September to October 2020 and published via an online platform. Information was collected through people responding to the forms distributed via various online channels. Online surveys have both strengths and weaknesses. It is convenient to take surveys utilising free platforms like Google Forms; surveys can be rapidly created and distributed worldwide. However, online surveys are only filled out by educated people who have access to the Internet and are interested in the topic; they may therefore miss those of the target respondents who cannot access the Internet. The reality of Indonesia's broad geographic coverage must also be taken into account (Andrade, 2020). Due to limitations, the small number of researchers means that the study's sample size might not make the results generalisable to all of Indonesia's organic consumer population.

The Google Forms platform served to set up this online survey that was distributed via individual emails, mailing lists, and social media sites used individually and in groups. Pretests were conducted with 50 online consumers to ensure the questionnaire was flexible and understandable. Ambiguity and imprecision were subsequently reviewed. To avoid multiple responses, every IP address was restricted to one-time fill-in. Respondents had to have purchased organic foods and be at least 17 years old to participate in the study (Scalco et al., 2017). Respondent answers were captured and filtered so that 337 participants satisfied the standard for the fourth step.

### Measures

Study measures were collected from the preceding research and adjusted to this research (Cahyasita et al., 2021). The questionnaire in this research was written in Indonesian to help align the meaning of all measures. There were two sections in the questionnaire. Age, gender, education, marital status, and occupation were just a few demographic details in the first section. A series of questions in the second section of the survey were used to assess respondents' attitudes, and their altruistic, egoistic, and warm glow motives, as well as their willingness to consume organic food (WTC).

As suggested by Ajzen (Ajzen and Fishbein, 1975), a multi-item scale was applied to evaluate all measurement items. Respondents in this research were asked to rate their responses as agreeing or disagreeing with the statements made. Each variable was measured using a five-point Likert scale (from very low = 1 to very high = 5). Questionnaire components are shown in Table 1.

Table 1. Measurement Items

<b>Variables</b>	<b>Items</b>	<b>Measurement Items</b>
Willingness to consume (WTC)	WTC1	Consumers are willing to choose organic food consistently in future.
	WTC2	If consumers are offered organic food in future, they will be willing to purchase it again.
	WTC3	If they have to buy organic food for household needs, consumers are willing to do so.
	WTC4	As a form of consumer support for environmental sustainability, consumers are willing to buy organic food consistently.
	WTC5	As a form of consumer support for Farmers' welfare, consumers are willing to buy organic food consistently.
	WTC6	For health reasons, consumers are willing to buy organic food consistently.
	WTC7	Consumers are willing to recommend the use of organic food to friends and relatives.
Attitude (ATT)	ATT1	Buying organic food is a good idea.
	ATT2	For me, buying organic food is a wise decision.
	ATT3	For me, buying organic food is essential.
	ATT4	For me, consuming organic food has a benefit
	ATT5	For me, consuming organic food is a positive thing.
	ATT6	For me, consuming organic food is an exciting thing.
	ATT7	I like organic food because it is produced without chemicals.
	ATT8	I like organic food because it is more nutritious.
	ATT9	I like organic food because it is safer to eat.
	ATT10	I like organic food because it is an environmentally friendly product.
	ATT11	I like organic food because by consuming it, I can support the welfare of farmers.
Warm Glow (WG)	WG1	Buying organic food gives me a pleasant feeling.
	WG2	Eating organic food makes me happy because I have done something good.
	WG3	I feel happy eating organic food for myself and my family.
	WG4	I am happy eating organic food because I have protected the environment.
	WG5	By consuming organic food, I feel satisfied because I have helped support the efficiency of natural resources.
	WG6	Consuming organic food has helped maintain the quality of the earth (soil, water, etc.).
	WG7	Buying organic food makes me feel happy because I have done something that supports the welfare of farmers.
	WG8	By buying organic food, I feel happy because I have participated in the growth of the local economy.
Egoistic (EG)	EG1	I eat organic food in order to maintain my health better.
	EG2	For family health, organic food is my household choice.
	EG3	I choose to eat organic food to get more nutrition for my body.
	EG4	I choose organic food with the intention of getting products that are safer for consumption.
Altruistic (ALT)	ALT1	By consuming organic food, I have contributed to environmental sustainability.
	ALT2	I have helped maintain the balance of natural resources by consuming organic food.
	ALT3	By eating organic food, I have contributed to the environmental awareness movement.
	ALT4	The organic food I consume makes me participate in maintaining the quality of nature (soil, water, etc.).
	ALT5	By buying organic food, I have supported the welfare of farmers.
	ALT6	By buying organic food, I have contributed to the economic growth of the local area.



## Results

### Demographic descriptive

The respondents' demographic details are presented in the table below (Table 2).

**Table 2. Demographic characteristics of the sample**

Demographic Variable	N	%
Age	<30	71.22
	30-39	13.65
	40-49	8.61
	50-59	6.23
	>60	0.30
Gender	Male	28.19
	Female	71.81
Marital status	Single	62.31
	Married	37.69
Education attainment	High School	15.43
	University Graduate	84.61
	Nonformal Education	0.59
Occupation	Employed	50.74
	Unemployed	3.56
	Retired	0.59
	Homemaker	10.98
	Student	34.12

Most of the respondents consisted of young adults (17-35), namely 81.9% of the total, with the majority being single. According to a prior study, age is a significant determinant of organic consumer behaviour (Bamberg and Möser, 2007). Most respondents are women, which is consistent with data from other regions (Chekima et al., 2017; Scalco et al., 2017). This may be because women are responsible for household management. The majority of respondents are university graduates, primarily employees and students. More educated consumers are often better informed, including about organic food (Chekima et al., 2017).

### Validity of measurement model

Indicators that reflect latent variables are used in this study model. The indicator reliability values, internal consistency reliability, convergent validity, and discriminant validity are examined to evaluate the measurement models (Hair et al., 2014). First, the reliability indicator is measured from the outer loading value, which should be > 0.7 (Hair et al., 2011). Indicators with an outer loading value of less than 0.40 must be removed, and the outer loading value between 0.40 and 0.70 needs to be analysed by looking at the AVE values. When the outer loading value satisfies the requirements, the indicator reliability can be deemed acceptable, so that the evaluation of other measurement models can be continued.

Second, the internal consistency reliability assessment derived from the composite reliability (CR) is shown in Table 3. The model is deemed reliable (exact, consistent, and precise) since the composite reliability value is more than 0.7 (Hair et al., 2011). Third, the average variance extracted (AVE) value shown in Table 3 is examined to confirm the convergent validity. The average variance extracted (AVE) must be more than 0.5 to be considered acceptable (Hair et al., 2014). Table 3 indicates that the total AVE value is more than 0.5. Therefore, the measurement model's convergent and discriminant validity is acceptable.

**Table 3. Results for convergent and discriminant validity tests**

Variables	CR	AVE	Fornell-Larckell					
			ALT	ATT	EG	WG	WTC	
Altruistic	0.942	0.731	0.855					
Attitude	0.953	0.649	0.730	0.806				
Egoistic	0.943	0.806	0.596	0.755	0.898			
Warm Glow (Impure Altruistic)	0.959	0.747	0.708	0.728	0.646	0.865		
Willingness to consume (WTC)	0.950	0.731	0.261	0.396	0.368	0.390		0.855

### Test of structural models

Table 4 displays the outcomes of the path analysis used in this investigation. It may be deduced that Warm Glow ( $= 0.0.237$ ,  $p 0.05$ ), Altruistic ( $=0.316$ ,  $p 0.05$ ), and Egoistic ( $=0.413$ ,  $p 0.05$ ) all have a favourable and substantial association with customers’ attitudes towards organic products. As a result, the first hypothesis (H1), second hypothesis (H2), and third hypothesis (H3) are supported. Warm glow ( $=0.237$ ,  $p 0.05$ ) and consumer attitudes ( $=0.239$ ,  $p 0.05$ ) were also found to have a favorable and substantial link with willingness to consume (WTC). As a result, the hypotheses 4 (H4) and 5 (H5) are supported.

Table 4. Hypothesis test results

Hypothesis/structural path	Path Coefficient ( $\beta$ )	t-values	p-values	Result
H2 Altruistic -> Attitude	0.316*	5.187	0.000	Accepted
H5 Attitude -> WTC	0.239*	2.470	0.014	Accepted
H1 Egoistic -> Attitude	0.413*	8.599	0.000	Accepted
H3 Warm Glow -> Attitude	0.237*	4.399	0.000	Accepted
H4 Warm glow -> WTC	0.216*	2.822	0.005	Accepted

\* $p < 0,05$

The endogenous latent variable’s coefficient of determination ( $R^2$ ) indicates interpretability, and  $Q^2$  is the prediction accuracy criterion that measures the relevance of the model’s predictions (Hair et al., 2017). The endogenous latent variable consumer attitude has a  $R^2$  value of 71.6% and WTC of 17.9%, while  $Q^2$  Attitude = 0.452 and  $Q^2$  WTC = 0.129 (Table 5) indicate a substantial effect. This model has predictive relevance because all  $Q^2$  values are greater than 0.

Table 5. Test of structural model

Endogenous Variables	$R^2$	$Q^2$
Attitude	0.716	0.452
Willingness to consume (WTC)	0.179	0.129

### Discussion

This study’s purpose is to determine the impact of altruistic, egoistic, and warm glow values on the attitudes of organic consumers. We also identify the effects of warm glow and attitudes with regard to willingness to consume (WTC), which reflect consumer behavior in the future. PLS-SEM was used to examine the effects of different predictors.

The structural model results show a high degree of conformity. Consumer attitudes are found to determine the willingness to consume in the future. Additionally, the study’s results demonstrate that egoistic and altruistic values significantly and favorably affect the attitudes of organic consumers. This shows that values, both personal and for the common good, play an essential role in shaping the positive attitudes of organic food consumer; their perception of organic food may drive consumers’ evaluation of such food. The findings indicate that consumers perceive organic food as healthier and safer. This perception is formed from consumer motives. The findings also indicate that consumers perceive organic food as a product that has environmentally and socially friendly characteristics. These findings align with those of several previous studies (Birch et al., 2018; Kareklas et al., 2014; Prakash et al., 2019; Septiani et al., 2019).

In this study, egoistic values are shown to be more influential than altruistic ones. This is consistent with a





previous finding (Yadav, 2016) that customers prefer the egoistic justification when purchasing organic food. Individuals will think about the personal benefits obtained when choosing to consume an item. Other findings from this study provide additional insight into pro-environmental behavior. Consumers who have already consumed organic food derive additional welfare from their altruistic actions, through psychological benefits, now referred to as a warm glow.

This study shows that warm glow positively and significantly impacts organic consumer attitudes – a finding that aligns with the results of earlier studies (Muntoro et al., 2020, 2022). People want benefits in the form of happiness, pleasure, and other psychological satisfaction for good actions (Hartmann et al., 2017); they develop a positive consumer attitude when encouraged by the feel-good warm glow (Cahyasita et al., 2021). This finding illustrates that consumers who behave altruistically, in this study by consuming organic food, obtain additional psychological benefits that can enhance their positive attitudes. The direct effect of warm glow on consumers' willingness to consume organic food was also found in this study. This finding is a new contribution in theory and management.

#### *Theoretical contributions*

This work adds to the findings of the organic consumer literature, particularly the new psychological benefits (Boobalan et al., 2021; Cahyasita et al., 2021; Iweala et al., 2019; Nguyen et al., 2017). It furthers the understanding of the role of altruistic, egoistic, and warm glow values in comprehending consumer behaviour. Whereas previous studies have generally focused on two categories of values: altruistic and egoistic (Hartmann et al., 2017; Prakash et al., 2019; Yadav, 2016), our findings add to the description of impure altruism. The warm glow motif is considered impure altruistic because consumers expect personal benefits from their altruistic actions (Andreoni, 1990). Whereas previous research (Boobalan et al., 2021) found that warm glow did not directly affect organic consumer intentions but had an indirect effect, the findings in this study provide a new picture, showing that consumer attitudes directly affect WTC, which, in this case, describes future behaviour. The endogenous variable WTC is complementary to the literature because researchers are trying to measure consumers' willingness to consume consistently in the future (behavioural sustainability).

#### *Managerial and policy implications*

This study shows that altruistic and egoistic values positively influence organic consumer attitudes, which in turn affect consumers' WTC. Therefore, marketers can develop strategies to emphasise the benefits of consuming organic foods. Access to knowledge about products is considered to be a factor likely to improve consumer evaluations. Marketers can emphasise the health and food safety benefits on product packaging and make information on environmentally friendly products more widely known. If the product is small-scale, the producer can use the claim to support a prosocial campaign (altruistic value). This will appeal to consumers' altruistic values and motivate them to buy organic food.

Policymakers may consider creating organic food campaigns and supporting organisations to disseminate information on the values embodied in organic food, because people are more likely to act altruistically when provided with reasons to do so (de Groot and Steg, 2008). Therefore, it is important to create campaigns related to issues that raise awareness among consumers (Yadav, 2016). The use of social media, including YouTube, can be a means of disseminating this information.

Another type of campaign could convey a warm glow effect. Advertisements of pro-environmental and prosocial values for organic food should emphasise the 'feel good when eating organic food', thus encouraging consumers to choose the product. The moral satisfaction that consumers expect if they buy organic food can be a strategy for marketers. Consumers are willing to consume because they want the satisfaction and warm feeling that is portrayed in video advertisements with scenes of positive feelings derived from doing good.

### *Limitations and future research*

This study has sought to contribute to the literature, even though it has certain limitations. Since the research was conducted using an online survey, it is possible that people without internet could not be reached. Moreover, as the data was obtained from several regions, it may not represent a whole country. As most of the consumers of organic food are young adults, future research should focus on young consumers. This study has sought to examine how behaviour will be sustained in the future, but behavioural variables from the past have yet to be taken into account. Based on their research, Conner and Armitage (1998) indicated past behaviour as a significant predictor of future actions. This is a suggestion for further research to involve the influence of consumption experience on consumers’ willingness to consume organic food.

### **Conclusions**

The results of this study show that the three motives proposed in the model, namely egoistic, altruistic, and warm glow values, positively influence attitudes. In turn, attitudes were proven to positively affect the willingness to consume organic food. Warm glow in particular had a direct positive effect on consumers’ willingness to consume organic food. The findings of the study paint a new picture, showing that consumer attitudes have a direct positive effect on their willingness to consume, which, in this case, is an indication of future behaviour. The willingness to consume variable complements previous literature because this study measures consumers’ willingness to consume consistently in the future (behavioural sustainability). Based on these findings, managerial suggestions for marketers include developing strategies to emphasise the benefits – both personal and socio-moral – derived from consuming organic food.



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