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Trusted feeds to conscious choices: Role of influencer trustworthiness, content quality and health consciousness in shaping attitude and purchase intention towards organic food

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Abstract
In today's era social media influencers play a huge role in shaping consumers opinion about lifestyle and health. The way consumers collect information and make buying decisions has noticeably changed due to expansion in digital media. The present research focuses on Gen Z consumers and how their attitude and intention to purchase organic food are influenced by trustworthiness and content quality of the influencer and the health consciousness of consumers. The present study's conceptual framework was built using the Theory of planned behaviour and Source credibility theory. The attitude acts as a mediating variable. The sample was gathered from 100 Gen Z consumers through a structured questionnaire and the findings were analyzed using SPSS through correlation, regression and descriptive statistics. The findings state that influencer trustworthiness had the strongest impact on shaping consumer attitude. The results indicate that attitude plays a key role in determining purchase intention toward organic food.

Keywords: Purchase intention, organic food, content quality, health consciousness etc

1. Introduction

How people get information, form views, and make decisions about what to buy has changed significantly as a result of the development of digital communication and the pervasive usage of social networking sites [1]. The emergence of social media influencers people who have built sizable fan bases and credibility in particular fields, such as lifestyle, beauty, and health is one of the most important trends in this field. These influencers are effective marketing tools for brands because they create relatable, interesting, and frequently convincing material that shapes customer behaviour [2-4] Consumer priorities have clearly shifted in recent years toward consumption that is health conscious, especially when it comes to organic food. Growing knowledge of the negative effects modern agriculture has on the environment and the health hazards of traditionally produced foods is what is causing this change [5]. Consumers are now more inclined to purchase food that is safe, natural, and environmentally friendly, leading to a surge in demand for organic food. At the same time, social media influencers' impact on consumer buying patterns has grown. Because of their consistent involvement, high quality material, and perceived credibility, influencers frequently serve as role models and opinion leaders for their followers [2, 6, 7]. Research indicates that the quality of content the pertinence, lucidity and the appeal of influencers posts significantly improves consumer perception and can provide favorable sentiments toward the influencer and the products they promote (Che Wel *et al*., 2024; Kadam *et al*., 2021; Khalid *et al*., 2018) The credibility and trustworthiness of an influencer are crucial in determining how consumers behave when it comes to consuming organic food. When making decisions pertaining to their own health and wellbeing, consumers are more inclined to trust the advice of influencers they believe to be sincere and genuine [8]. This is particularly important for health couscous people who are worried about the nutritional content, safety, and origin of the food they consume. Even though interest in this topic is expanding, more study is needed to fully understand how customers intentions to purchase organic food are influenced by the combined effects of trustworthiness, health consciousness, and information quality, especially when attitude is present as a mediating component.

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"Although earlier research has examined the function of influencers in a variety of consumer domains, little of it has particularly examined organic food, where ethical and health concerns are crucial"."Thus, this study intends to explore how social media influencers affect consumers' purchasing decisions regarding organic food products".

RQ: In what way the trust people have in social media influencers shape their decision to buy organic food?

RQ: How does the quality of content shared by influencers affect the mindset of health-conscious individuals and encourage them to consider buying organic food?

2. Theoretical background
In order to understand how social media influencers, affect customers behavior toward organic food, this study makes use of two important frameworks such as source credibility theory and the theory of planned behaviour [1]. A thorough analysis of the internal cognitive processes as well as the external influencers that help consumer attitudes and buying intention is made possible by the integration of these two theories.

According to Ajzen's (1991) Theory of planned behaviour, three fundamental factors such as attitude, subjective norms, perceived behavioural control influence behavioral intention, which is the the most direct predictor of actual behavior. One of the most important of these is that the attitude, that expresses how much a person values engaging in the behaviour, when it comes to eating organic food, a consumer's perception of organic products that is influenced by their views on ethical issues, product quality and health benefits has a big impact on their intention to buy (Ajzen *et al*., 1991).

However, according to Hovland's (1951) Source credibility theory, a messages's efficacy is strongly influenced by the reliability of its source. How audiences view and react to persuasive messages is influenced by two essential aspects of credibility, knowledge and trustworthiness. It has been highlighted they trustworthiness is extent to which an influencer is regarded as truthful, sincere, and objective that significantly increases message acceptability and customer engagement when it comes to social media influencers (Hovland 1951, Ohanian, 1990). Furthermore, a key element affecting how consumers think and behave in digital environments is content quality, which is described as the shared content's relevance, accuracy, clarity and attractiveness (Vini *et al*., 2024). Another significant component in the study is health consciousness, that is the level of focus people place on their health and their willingness to take action connected to it [9]. People who are concerened about their health are more inclined to rely on the food that is grown natural and have no pesticides [5]. According to TPB, these kidns of beliefs contribute to the attitudinal component and creates a favourable attitude toward the organic food [10]. In the context of organic food, health consciousness has been widely acknowledged as a driver of both attitude and purchase intention [11], the combination of TPB and SCT provides a strong theoretical framework for understanding how consumer health consciousness and influencer traits impact attitude which in turn focuses on intention to buy organic food.

3. Literature review
3.1 Trustworthiness
The trustworthiness of social media influencers is important in influencing customer attitudes and purchasing intentions when it comes to consuming organic food". Consumer decisions are influenced by influencers who are seen as moral and honest especially when they are endorsing health conscious goods like organic food (Agrawal *et al*., 2023), Gen Z's purchasing decisions are influenced by trustworthniness particularly in industries where product authenticity and health value are crucial considerations [4, 7] and. In similar [8] discovered that followers engagement and behaviour of influencers are directly improved by perceived credibility, that includes trustworthiness. Along with young consumer are interested to get advice from influencers they find relatable a trustworthy (Vini *et al*., 2024). Furthermore, customers are regarded beauty influencers mostly because of their integrity and authenticity of material, rather than just their expertise (Agrawal *et al*., 2023) This finding can be applied to the organic food industry where judgements pertaining to health are closely related to reputation [3]. Since safety, ethics and certification trust are frequently used to evaluate organic food, the influencer's credibility becomes crucial in promoting positive views and motivating health councious consumers to make a purchase.

3.2 Content quality
Consumer behaviour in the field of organic food marketing are significantly influenced by the trustworthiness of material posted by social media influencers, particularly when the product increases ethical and health concerns [9]. Whether through imagery, narrative or educational value, excellent content not only grabs attention but also establishes relatability and credibility [12] declares that authentic and audience specific content greatly increases trust and enhances buying intentions, particularly when influencers fit in well with the audience's values and way of life. It has been highlighted that novel and captivating content enhances emotional connection and product interest [13]. This is especially important for organic food products as consumers seek messages that are clear and have a purpose. [13] goes on to say that gen z and millennials, the most active online organic consuming demographics are likely to connect with influencers who create important material about lifestyle choices like sustainability. Such content's emotional and visual appeal makes it successful by enabling viewers to relate the influencer's story to their own health objectives [14] highlights the impact of content is determined by its quality rather than its mere existence. Influencers can bridge the gap between information and intention by sharing personal stories or using images that show how organic products are used in real world situations.

3.3 Health consciousness
Organic food is becoming more and more popular due in large part to health concern, particularly among young, conscious customers [9]. "Health conscious people are likely to be concerned about the safety, quality and source of the food they eat and this attitude has a big impact on their purchase decisions". People who are more concerned about their health are more inclined to go for organic food options because they believe that they are safer and nutrient dense than conventional options [12]. By serving as relatable role models, social media influencers that support for clean eating and wellness help to further mold this behaviour [15, 16] a large number of young individuals look to influencers for health guidance particularly when the material supports

them belief in making healthy food choices and focuses on nutrition, fitness or personal wellbeing. In this sense, health consciousness not only sparks initial interest in organic food but also makes influencer messaginh more relevant and credible. According to [13] lifestyle influencers that support healthy living trends typically have a greater effect on the purchasing decisions of their followers particularly when they highlight how organic food is used in real world situations. "Consumers who are concerned about their health are more inclined to absorb and follow recommendations from influencers in the current digital ear where they are regarded as reliable lifestyle counselors". "Therefore, when successfully conveyed through influencer content, health consciousness plays a fundamental role in influencing consumer attitudes and increasing buy intentions toward organic food".

3.4 Attitude
Understanding how consumers convert influencer material into real purchasing intents is largely dependent on their attitude, particularly when it comes to organic food, where decisions are influenced by both emotional and logical considerations. When customers believe the influencer is reliable the material is worth and the product improves their lifestyle or health a positive attitude is usually created. According to [12] positive attitude regarding organic products are influenced by influencer qualities like authenticity and high quality content, which in turn affect consumers decisions to buy. Followers are more likely to support the products an influencer promotes when they can relate to the influencer's ideals and way of life. [13] attitude serves as a link between the influencers message and the customers reaction. Influencer marketing creates an emotional bond that results in a positive mental attitude toward the product, particularly when the product particularly when the product is in line with ethical or health values. [15] noted that a lot of young adults acquire positive attitudes by being exposed to related influencer material on a regular basis. Therefore, the explanation of how influencer marketing increases the purchase intention of socially conscious and health concious consumers depends on a knowledge of building attitude.

3.5 Purchase intention
The probability that a customer will purchase a product based on their attitudes, feelings and impressions of it is known as purchase intention". Purchase intentions for organic food are influenced by social media content, especially when posted by reliable influencers in addition to individual health beliefs. [12] highlighted that the credibility and content shared by influencers have a significant impact on consumers intentions to purchase organic food particular with those influencers align with their health-conscious mindset. Influencers encourage followers to think about making a purchase by helping to emotionally connect with them and clarify complicated product information and establish an emotional connection with followers that finally encourages them to think about making a purchase. Influencer endorsement serves as a social proof for gen z consumers, boosting their confidence in their purchase decisions, according to [13], this is true when the influencer offers candid thoughts about the product along with real life experiences. Consistent messaging through interesting posts and health related aspects builds strong mental relation between the product and consumer values, that increases the

intention to purchase. According to [13] purchase intention in the organic food space is also driven by perceived product advantages, influencer credibility and how well the content addresses the consumer's internal motivations such as sustainability and health.

4. Research objective
- "To examine the relationship between trustworthiness and content quality of social media influencers towards attitude of organic food".
- "To explore the consumers concern for their health influence their attitude towards organic food".
- "To analyze the relationship between attitude and purchase intention towards organic food".

5. Conceptual model
6. Hypothesis
"H1:""There is significant relationship between trustworthiness of social media influencers and consumers attitude towards organic food".
"H2: "There is significant relationship between content quality of social media influencers and consumers attitude towards organic food".
"H3:"There is significant relationship between health consciousness of consumers and attitude towards organic food".
"H4:""There is significant relationship between attitude and purchase intention of organic food".

7. Method and measures
The research is grounded on the quantitative research design. The research used a structured questionnaire survey in order to get data of the respondents, Gen z consumers were regarded as respondents, they were selected due to the high activity on the social media platform. Non-probability of the purposive sampling strategy was adopted to gather the data of the respondents such as; age group of gen z and conscious consumers in terms of health and sustainability. 120 structured questionnaires were sent and a total of 100 valid ones were received after discarding outliers. The structured questionnaire consisted of two main sections, the first section was used to collect the demographic information of the consumers and the second section was used to collect the variable related responses by adopting the Likert scale where the items were borrowed through the previous literature scale. The analysis of the collected data was carried out in the SPSS program in terms of the descriptive statistics and the regression analysis.

8. Results and Discussion
The results of this study provide understanding into how social media influencers shape consumers' attitudes and purchase intentions toward organic food products". "Using SPSS for analysis the findings are presented as follows". "Cronbach's alpha is calculated to check the reliability of the items, which is 0.970".

Table 1: Descriptive statistics

	N	Range	Mean	Std. Deviation	Variance
Gender	100	1	1.78	.416	.173
Education level	100	4	2.44	1.566	2.451
Valid N (listwise)	100				

Hypothesis
"H1: "There is significant relationship between

trustworthiness of social media influencers and consumers attitude towards organic food".

"H2:""There is significant relationship between content quality of social media influencers and consumers attitude towards organic food".

"H3: "There is significant relationship between health consciousness of consumers and attitude towards organic food".

8.2 Correlation analyses

Table 2: Descriptive Statistics

	Mean	Std. Deviation	N
Trustworthiness	3.2500	1.08770	100
Content quality	3.1825	.95601	100
Health consciousness	3.5933	1.15137	100
Attitude	3.2300	1.06225	100

Table 3: Correlations

		Trustworthiness	Content quality	Health consciousness	Attitude
Trustworthiness	Pearson Correlation	1	.875**	.774**	.981**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Content quality	Pearson Correlation	.875**	1	.804**	.870**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Health consciousness	Pearson Correlation	.774**	.804**	1	.729**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Attitude	Pearson Correlation	.981**	.870**	.729**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
"Correlation is significant at the 0.01 level (2-tailed)". H4: There is significant relationship between attitude and purchase intention of organic food.					

Table 4: Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	3.2300	1.06225	100
Purchase intention	3.3933	1.16282	100

Table 5: Correlations

		Attitude	Purchase intention
Attitude	Pearson Correlation	1	.950**
	Sig. (2-tailed)		.000
	N	100	100
Purchase intention	Pearson Correlation	.950**	1
	Sig. (2-tailed)	.000	
	N	100	100
Correlation is significant at the 0.01 level (2-tailed).			

The correlation analyses found significantly favorable correlations between the research variables. Consumer views on organic food were highly correlated with social media influencers' perceived trustworthiness (r = 0.981, $p<0.01$)". "suggesting that positive consumer sentiments are strengthened by higher perceived trust. Similarly, there was a considerable correlation between customer attitude and influencers' content quality (r = 0.870, $p< 0.01$), indicating that credible and interesting content significantly enhances consumer attitudes". "Additionally, there was a relatively substantial positive correlation between health consciousness and consumer attitude (r = 0.729, $p< 0.01$), indicating that those who are more concerned about their health are more likely to have favorable opinions of organic food products". "Additionally, there was high positive association between consumer attitude and purchase intention (r = 0.950, $p< 0.01$) confirming its essential function as a mediator in converting internal values and external influences into behavioural intentions". All things considered, these results validate the proposed connections

and highlight how consumer health orientation and influencer characteristics work together to build attitudes, which in turn significantly impact consumers intents to buy organic food products.

Table 6: Correlation Matrix of Study Variables

Variables	Trustworthiness	Content Quality	Health Consciousness	Attitude
Trustworthiness	1.000	0.875	0.774	0.981
Content Quality	0.875	1.000	0.804	0.870
Health Consciousness	0.774	0.804	1.000	0.729
Attitude	0.981	0.870	0.729	1.000

In the above table all of the proposed associations were shown to be positive and statistically significant at the 0.01 level by the correlation analysis"."H1 was confirmed by the very strong link between consumer attitudes toward organic food and the trustworthiness of social media influencers (r = 0.981, $p< 0.01$)"."H2 was further supported by the substantial correlation between content quality and consumer attitude (r = 0.870, $p< 0.01$)"."Additionally, H3 was supported by a relatively high positive connection between health consciousness and consumer attitude (r = 0.729, $p< 0.01$)"." Additionally, H4 was validated by the very strong positive connection between attitude and purchase intention (r = 0.950, $p< 0.01$)"."All of these results point to the importance of customers health orientation and influencer credibility qualities (reliability and content quality) in influencing consumer attitudes, which in turn greatly influence driving purchase intention towards organic food products".

8.3 Regression analyses

Table 7: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.984[a]	.968	.967	.19410	.968	956.333	3	96	.000
a. Predictors: (Constant), Health consciousness, Trustworthiness, Content quality									
b. Dependent Variable: Attitude									

Table 8: ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.093	3	36.031	956.333	.000[b]
	Residual	3.617	96	.038		
	Total	111.710	99			
a. Dependent Variable: Attitude						
b. Predictors: (Constant), Health counciousness, Trustworthiness, Content quality						

Table 9: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.130	.069		1.873	.064		
	Trustworthiness	.951	.038	.974	24.848	.000	.219	4.557
	Content quality	.118	.046	.107	2.555	.012	.194	5.155
	Health consciousness	-.102	.029	-.111	-3.488	.001	.333	3.007
a. Dependent Variable: Attitude								

The impact of trustworthiness, content quality, and health consciousness on customer attitudes toward organic food was investigated using multiple regression analysis. The independent variables together accounted for 96.8% of the variance in consumer attitude, according to the Model Summary table () (R3 = 0.968, adjusted R2 = 0.967). This means that these predictors significantly explain for differences in customer attitudes and shows that the model fits the data quite well. Together, trustworthiness, content quality, and health consciousness strongly influence customer attitude, as shown by the ANOVA results table 6, which further validated the model's importance (F = 956.333, $p < 0.001$). Each predictors proportionate contribution is shown in the coefficients table 7. The best predictor of customer attitude was trustworthiness (β = 0.974, t = 24.848, $p < 0.001$), which was followed by content quality (β = 0.107, t = 2.555, $p < 0.012$). Consumer attitude was negatively but significantly impacted by health consciousness (β = -0.111, t = -3.488. $p < 0.001$). This implies that although health orientation affects customer opinions, the influence of influencer related characteristics may cause it to not always line up favourably. The regression results show that the most potent factors influencing consumer attitudes toward organic food are influencer trustworthiness and content quality, with trustworthiness emerging as the most significant element.

9. Discussion
By combining the Theory of planned behaviour and Source credibility theory, the current study investigated how health consciousness and social media influencers affect young people decisions to buy organic food goods"."The results show how important influencer qualities and consumer health orientation are in influencing customer attitudes and intentions, and they strongly support the hypothesized correlations". First, the findings supported the notion that customer perceptions of organic food were most positively impacted by social media influencers credibility. This is in line with earlier research that highlights how consumers are

more inclined to follow suggestions when they believe that influencers are trustworthy information sources [17]. These results support the application of source credibility theory, which holds that influential impact is increased. Influencers who are seen as real and reliable seem to help young consumers, who are frequently doubtful of traditional advertising, distinguish between promotional content and sincere guidance. In line with previous studies that focuses on the significance of relevant, interesting and educational content in influencing customer views, content quality also showed a positive impact on consumer attitudes [18]. Influencers that provide informative and engaging material about organic food increase consumer trust and strengthen positive sentiments. This highlights how crucial it is for influencers and marketers to spend money on excellent digital storytelling that speaks to the values of their target audience [1]. While having a positive correlation, health consciousness shows a negative connection with consumer attitude in the regression model. This conclusion implies a more complex role, even if it differs from earlier study that views health consciousness as the main factor influencing the intake of organic food [6]. One reason could be that suspicion regarding influencer promotions could lessen the good impact on attitudes for people who are very health conscious since they could rely more on their own research or formal certifications than influencer recommendations. This suggests that more research or formal certifications than influencer recommendations. This suggests that more research is required to fully examine how consumer spekticism moderates the influencer attitude link. Lastly, the findings supported the crucial function of attitude in the TPB framework by showing that customer attitude significantly predicted purchase intention [19]. This is consistent with earlier research showing that positive perceptions of organic products lead to increased intentions to buy [17]. As a result, attitude plays a critical mediating role between parameters generated by influencers and actual consumer decision making.

9.1 Theoretical contribution

By combining the theory of planned behaviour and Source credibility theory this study significantly advances theory by revealing how teenage purchasing decisions toward organic food are influenced by personal health and social media influences. TPB stresses the significance of internal psychological factors, especially attitude as a determinant of behavioural intentions [19], whereas SCT focuses on the role of influencer characteristics like trustworthiness and content quality in shaping audience perceptions [17]. By integrating these inputs, the current study shows how internal consumer beliefs and external cues from influencers work together to affect consumer attitudes, strengthening the TPB framework's explanatory capacity in the context of eating organic food. The study offers interpretation of health consciousness as a component of TPB. The negative regression coefficient in this study implies that health conscious people might not rely as much on influencer content when forming attitudes, despite the fact that previous research found health consciousness as a positive driver of organic food attitudes and behaviours [12]. By highlighting that health-related values can also result in selective reactions to social media influence, these challenges defined notions and expands on TPB, by highlighting the complexity of consumer decision making in the organic food ground and presenting health consciousness as a potential boundary condition in the influencer attitude interaction, the study enhances theoretical considerations.

9.2 Managerial contributions

The study conclusions offer insightful information to those involved in the organic food industry, especially marketers, brand managers and social media influencers, because influencer credibility and content quality have a significant impact on customer sentiments, organic food manufacturers should carefully choose and work with reliable influencers that are genuine, open and knowledgeable. Young consumers place a high value on reliability and trust so companies that collaborate with real influencers can successfully strengthen relationship and promote positive perceptions of organic food. This benefits stakeholders by helping them maximize the return on influencer marketing investments, ensuring that promotional campaigns resound with target audience and translate into higher purchase intentions. The findings caution stakeholders that customers who are health conscious can react differently to influencer endorsements and frequently look for unbiased product information, certifications, or influencer endorsements and frequently look for unbiased product information and certifications instead of depending just on the trustworthiness of influencers [8]. For managers, this means that open commination tactics, including emphasizing organic certifications, health advantages and sustainability practices, should be used in conjunction with influencer marketing. By doing this stakeholder may draw in more health-conscious customers with evidence based claims and general youth audiences with influencer driven content. In order to ensure that promotional efforts are in line with the present markt landscape's growing need for genuine and health conscious products, organic food firms should use this strategy to increase market growth, brand loyalty and lower consumer mistrust [18].

9.3 Limitations and future scope

The limitations of this research provide opportunities for further investigation. A young sample was used for the study, which restricts the findings applicability to other demographic groups like senior customers or people living in rural areas. Future studies could look at the reactions of various age groups or cultural perspective to influencer marketing in the organic food industry. Second, using small sample size could lead to sample bias, future studies could look for increasing the sample size and using experimental or longitudinal designs could reveal more nuanced causal relationships. Third, other important aspects including price perception, environmental concern, and social norms were left out of the study, which concentrated on trustworthiness, content quality and health consciousness. These factors should be investigated in future models. Lastly, future study should look at the moderating impact of customer disbelief or certification awareness to better understand complex consumer responses toward influencer driven organic food marketing.

10. Conclusion

This study used the Theory of planned behaviour and Source credibility theory to investigate how health consciousness and social media influencers affect young people's decisions to buy organic food". "The results show that consumer attitudes are significantly shaped by influencer qualities, especially trustworthiness and content quality, while health consciousness although having a positive correlation showed a complex influence when modeled alongside influencer factors". "In the TPB framework, consumer attitude was found to be the most reliable predictor of purchase intention confirming its mediating function". "In addition to providing insights for marketers and influencers in the organic food business to develop strategies that strike a balance between transparent, evidence-based messaging and credibility driven content the study makes a theoretical contribution by expanding the combination of SCT and TPB". "The study highlights the increasing significance of influencers in influencing young people decision about organic food and provide opportunities for future research to better examine demographic variations, moderating effects and changing consumer expectations".

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