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The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food

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ABSTRACT

The trend of introducing organic private label (OPL) products aim to attract health-conscious, environmentally concerned consumers and create store loyalty. Within this context, this present study sheds insights on how store image (SI), perceived quality (PQ), trust in OPL, and perceived value (PV) influence consumers' purchase intentions (PI) towards OPL food products. Empirical data were collected from consumers with self-administered questionnaires in Istanbul, Turkey. The suggested hypotheses were tested utilizing structural equation modeling. The findings of this research reported that SI has a positive impact on PQ and trust in OPL. It was also revealed that PQ, trust in OPL contributes to perceived value. In addition, both PV, trust in OPL and PV was found to have a positive influence on consumers' PI. Moreover, the empirical findings also supported that the impact of PQ and trust in OPL on PI is partially mediated by PV. Some implications are also presented at the end of the study.

1. Introduction

Private label (PL) strategy is being used by increasing number of grocery retailers for obtaining competitive advantage. PLs (also known as own brand, store brand, retailers' brand) generally refer to "brands owned, controlled, and sold exclusively by retailers" (Sethuraman and Cole, 1999, p. 340). Retailers companies may prefer to use the store name for PL products or alternatively they create an individual brand name for these brands. PLs with considerably affordable prices enable retailers to differentiate themselves from competitions and consequently help to increase their store loyalty (Collins-Dodd and Lindley, 2003, p. 345) and market share. In addition, PLs provide higher margins and consequently greater profitability (McNeill and Wyeth, 2011, p. 95), increase bargaining power in the distribution channel and enable retailers to have a greater control over shelf space (Jin and Suh, 2005, p. 62). Moreover, retailers may get an opportunity to capture more consumers with providing relatively less expensive OPL food products and consumers conveniently reach organic food products in grocery retail stores (Perrini et al., 2010, p.515). Therefore, retailers are trying to expand their PLs into new product categories. Grocery retailers have also realized the importance of the organic (bio) food products to capture primarily health-conscious consumers and started to enter organic food market with PLs. As most of the organic food products are more expensive than conventional ones, PL strategy provides an opportunity to sell these products at relatively lower and affordable prices. Consequently, with this strategy, retailers may attract consumers who have complaints about the prices of the national organic food products.

Despite the emerging trend of PL organic food production, still, limited numbers of food products are sold on shelves in grocery retailers. Specifically, in Turkey, this strategy is its early stage and new grocery retailers entering the market are also implementing OPL strategy in specific product categories to attract consumers' attention. Therefore, it is beneficial to understand factors influencing consumers PI towards OPL food for both retailers and producers.

Even though PLs are an alternative for many consumers some amount of distrust is still exists (McNeill and Wyeth, 2011, p. 107). For example, previous research found lack of trust in organic milk (Yin et al., 2016). OPL products are mostly produced by an unknown national or local food companies. Some consumers do not even look at the producer of PL. Therefore, SI is specifically important to build trust as consumers mostly rely on retailers when they come across PLs which were produced by an unknown food company.

Organic food products are considerably different than conventional ones as they primarily have environmental and health claims. Hence, trust in organic food is probably more important than other food products. Accordingly, it is important to examine how SI and PQ influence trust in OPL. Grewal et al., (1998, p. 331) also emphasized that for retailers creating positive SI and providing high-value products are fundamental elements for retailers to gain a sustainable competitive

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advantage.

PV is one of the most influential determinants in consumers' purchase decision process. In the context of OPL food, PV is probably more important as consumers' perceived lower prices may increase their PV and consequently motivate them to purchase. Therefore, examining predictors and consequences of PV is crucial in the context of OPL. As a fundamental determinant of PV, PQ should be more important in organic food products which include substantial health and environmental claims. Hence, it is beneficial to analyze how PQ influences PV and consumers' PI towards OPL products.

Previous research has widely examined PL products from consumer's perspective (e.g., Richardson. et al., 1994; Semeijna et al., 2004; Jin and Suh, 2005; Bao et al., 2011; Wu et al., 2011; Rossi et al., 2015; Rubio et al., 2017; Loureiro, 2017; Liu et al., 2018). On the other hand, relatively a limited number of studies have specifically focused on OPL products (Perrini et al., 2010; Pivato et al., 2008; Reinders and Bartels, 2017) and has failed to address the influence of SI, PQ, and PV in predicting consumers' PI towards OPL food products. Moreover, there is a lack of studies that analyze the mediating role of PV in the context of OPL food. Therefore, to fill this gap, the objective of this study is to examine the relationship between SI, PQ, trust in OPL, PV, and consumers' PI towards OPL. In addition, another purpose of this study is to understand the mediator role of PV on the relationship between PQ, trust in OPL, and PI towards OPL. The empirical findings of this current research may also draw retailers' attention to OPL products and encourage them to implement this strategy in new food categories by providing affordable prices to their customers.

The rest of this study is structured as follows. In the first part, the concepts of SI, PQ, trust in OPL and PV are defined and hypotheses were formulated based on comprehensive literature review. The second part includes methodology. In the third part, analyses and results of the empirical study are presented. Last part provides contributions, implications, and suggestion for future research.

2. Hypotheses and conceptual framework

2.1. Store image, perceived quality and trust in organic private label

The retail market has been facing fierce competition and companies struggle to differentiate themselves in the marketplace. In this context, SI is one of the most important distinctive features which provide substantial benefit for retailers. SI refers to "the complex of a consumer's perceptions of a store on different (salient) attributes" (Bloemer and de Ruyter, 1998, p. 501). In other words, SI is "the total impression represented in the memory as a gestalt of perceived attributes associated with the store, which are both independent and interdependent in consumer's memory learned from current and previous exposure to stimuli" (Hartman and Spiro, 2005, p.11). In general, merchandise quality, store atmosphere, and store personnel create SI (Grewal et al., 1998).

Perceived product quality is a critical issue for both producers and marketers as PQ may provide an opportunity for differentiation. PQ is conceptualized as "a consumer's judgment about the superiority or excellence of a product" (Zeithaml, 1998, p.3). Cue utilization theory emphasized that both extrinsic and intrinsic cues provide consumers to infer product quality (Collins-Dodd and Lindley, 2003, p.346). Intrinsic cues are "product-related attributes-such as price, brand name, and packaging-which are not part of the physical product and intrinsic cues represent product-related attributes, such as ingredients, that cannot be manipulated without also altering physical properties of the product" (Richardson et al., 1994, p.29).

Food-borne illness and food scandals have increased consumers attention towards health issues. In this context, PQ of food should be considered as a critical determinant for consumers to maintain future purchases. Specifically, for OPL food products, PQ is more crucial as these products have considerable health claims. Richardson et al. (1994) confirmed that extrinsic cues explain more variance in consumers' quality perceptions than intrinsic cues in the context of PL food products. Previous research confirmed the positive role of store name on PQ (Dodds et al., 1991; Agarwal and Teas, 2001). Specifically, past research also found that SI contributes to PQ in the context of PL (Bao et al., 2011; Beneke et al., 2015; Beneke and Carter, 2015; Beneke and Zimmerman, 2014).

Trust is defined as "the expectation held by the consumer that the service provider is dependable and can be relied on to deliver on its promises" (Sirdeshmukh et al., 2002, p.17). In addition, Moorman et al., (1992, p. 315) conceptualized trust as "a willingness to rely on an exchange partner in whom one has confidence". Commitment trust-theory emphasize that trust is a prerequisite for maintaining long-term relationships with the company (Morgan, and Hunt, 1994a, 1994b). According to these definitions, brand trust is defined as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri and Holbrook, 2001, p. 82). It was also reported that brand image contributes to trust (Chiang and Jang, 2007; Kim and Ham, 2016; Flavián et al., 2005; Loureiro and González, 2008; Lin and Lu, 2010). Previous research also reported that SI is negatively related to perceived risk in the context of PL products (Diallo, 2012; Semeijna et al., 2004).

Based on this aforementioned evidence, it is anticipated that a more positive SI may likely to increase consumers' PQ of OPL products. Similarly, higher positive SI is expected to enhance the trustworthiness of OPL products. Based on this argument, the following hypotheses are formulated.

H1. SI is positively related to PQ.

H2. SI is positively related to trust in OPL.

Trust in OPL appears to be more important than conventional PL products as consumers pay more for organic products because of additional health and environmental benefits. Past research confirmed the positive role of PQ on brand trust (Aurier and de Lanauze, 2012). Based on this evidence, it is expected that consumers who evaluate the quality of OPL as higher they will be more likely to trust these brands. Therefore, H3 is posited.

H3. PQ is positively related to trust in OPL product.

2.2. Perceived value

The concept of PV has gained greater importance in consumer behavior and marketing field. One of the first conceptualizations of PV is developed by Zeithaml (1998), p. 14 refers to "consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given". In the same vein, Monroe (1990, p. 46), defined PV "a tradeoff between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price". These conceptualizations emphasize that utility and costs are two main components of PV. Holbrook (1994, p.22) argue that customer value "is the fundamental basis for all marketing activity". The major motivator of purchasing PL is the lower price than national brands (Sethuraman and Cole, 1999, p. 340). The main motivation for providing PLs is delivering value to the consumers (Ailawadi et al., 2001, p. 71). Therefore, a lower price may increase consumers'' PV towards OPL food products. Previous research supported to the notion that PQ contributes to PV (Grewal et al., 1998; Chapman and Wahlers, 1999; Sweeney et al., 1999; Aurier and de Lanauze, 2011; Edward, 2013; Dodds et al., 1991). In the context of PL products, it was also reported that PQ influence PV (Beneke et al., 2013, 2015; Liljander et al., 2009). It was also found that trust contributes to PV (Guenzi et al., 2009). Therefore, it plausible to expect that consumer' higher quality perceptions may lead to increase in their PV towards OPL food products. In a similar perspective, higher trust in OPL may increase PV

of consumers regarding these brands. On the basis of this, H4 and H5 is suggested.

H4. PQ is positively related to PV.

H5. Trust in OPL is positively related to PV.

2.3. Purchase Intentions

The fundamental aim of marketers is to focus increasing consumers' willingness to buy a product (Agarwal and Teas, 2001, p.1). Past research revealed the positive role of PQ on PI (Tsiotsou, 2006). Specifically, in the context of PL, it was confirmed that PQ is positively related to PI and private label loyalty (Sheau-Fen et al., 2012; Liljander et al., 2009; Beneke et al., 2015; do Vale et al., 2016). It was also found that PV contributes to the willingness to buy PL (Liljander et al., 2009) and purchase of store brands (Richardson. et al., 1994). Studies also highlighted the positive relationship between trust in OPL and brand loyalty (Pivato et al., 2008). Past findings also indicated a positive effect of PV on PI (Grewal et al., 1998; Sweeney at al, 1999; Chapman and Wahlers, 1999; Beneke et al., 2013; Dodds et al., 1991; Beneke and Carter, 2015; Gendel-Guterman and Levy, 2013) and brand preference (Edward, 2013). In line with these findings, it is reasonable to predict that consumers' perceptions of high quality may lead to increase their PI towards OPL food products. In a similar vein, highly trusted OPL food products may enhance consumers' PI. Likewise, consumers who have high value towards OPL are more likely to purchase intent towards these products. Based on this aforementioned evidence, the following hypotheses are proposed.

H6. PQ is positively related PI.

H7. Trust in OPL is positively related to PI.

H8. PV is positively related to PI.

2.4. The mediating role of perceived value

Past evidence supported that PV act as a partial mediator between perceived product quality and brand preference (Edward, 2013). Specifically, it was also found that PV mediates the PQ and willingness to buy PL link (Sweeney et al., 1999; Beneke et al., 2013, 2015; Liljander et al., 2009; Beneke and Carter, 2015).

Sirdesmukh (2002) also found that the impact of trust on loyalty is mediated by value. Similarly, in the context of the PL, it is also expected that perceived value may act as a mediator between trust in OPL and PI. Therefore, it is expected that PQ is likely to influence PV, which in turn, enhances PI towards OPL food products. Similarly, trust in OPL is expected to influence PV and, which in turn, increase PI. This leads to the following hypotheses.

H9. The role of PQ on PI is mediated by PV.

H10. The role of trust in OPL on PI is mediated by PV.

Based on the comprehensive literature review and proposed hypotheses, research model that links SI, PQ, and trust in OPL, PV and PI is depicted in Fig. 1.

3. Methodology

3.1. Research design

Based on the objective of this study, the main empirical data were collected with self-administrated survey instrument from consumers between January and March 2017 in Istanbul, Turkey. Six trained researchers were utilized to collect data from different districts of the city by using convenience sampling method. Before distributing written questionnaires, respondents were fully informed about the objective of the research and asked whether they have previously purchased OPL as a prescreening question. In the survey, respondents were requested to answer SI, PQ, trust in OPL, PV, and PI questions based on the most recently purchased OPL food product.

3.2. Measurement

To measure each construct, scale items were adapted from previous studies. SI was measured with seven items modified from Bao et al. (2011). For PQ, three items were taken from (Bao et al. (2011). Scale for measuring trust in OPL was adapted from Chaudhuri and Holbrook (2001). PV was measured with three items adapted from Sweeney et al. (1999). PI was measured with three items taken from Netemeyer et al. (2004), Chen and Chang (2012), Lee et al. (2010), All scale items were measure with five-point Likert-type scales ranging from strongly disagree to strongly agree. Before distributing the survey instrument, a convenience sample of 15 consumers in the city of Istanbul was asked to fill in the questionnaire with one trained researcher to ensure the clarity of the questions. Based on the comments from this pilot test, some minor changes were made to increase the readability. Table 1 presents all scale items.

3.3. Sample

In three months period, overall 425 questionnaires were distributed and 391 of them were returned which yielded a response rate of 92%. After eliminating missing answers, 352 questionnaires were deemed for further analysis. The demographical profiles of the respondents are as follows. More than half of the respondents (67%) were female. According to the marital status, approximately, 58% of them were married. The majority of the respondents (72%) were aged between 31 and 40. Nearly, 61% of the respondents were graduated from a university. In terms of income, about 39% had a monthly household income between 813 and 1219 Euros and 30% had between 1220 and 1626 Euros and 23% had between 1627 and 2032 Euros.

3.4. Analyses and results

In this study, a two-step procedure was applied to analyze the data as recommended by Anderson and Gerbing (1998). Before testing the proposed hypotheses, 20-item five-factor covariance measurement model was examined in terms of validity and reliability with

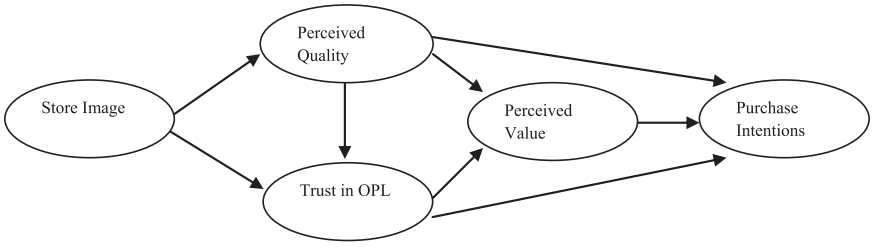

Fig. 1. Research Model.

Table 1
Factor Loadings and Measurement Model Results.

Constructs	Loadings
Store Image (AVE = .70; CR = .94; α = .94)	
SI1: Overall, I have a favorable view of this store.	.88
SI2: This store is a high performing retailer.	.87
SI3: This store is close to my 'ideal' store.	.87
SI4: This store provides good overall service.	.83
SI5: This store carries high quality merchandise.	.84
SI6: This store has helpful and knowledgeable salespeople.	.81
SI7: This store provides attractive shopping experience.	.75
Perceived Quality (AVE = .74; CR = .89; α = .89)	
PQ1. This product is of high quality.	.87
PQ2. This product is a superior product.	.89
PQ3. This product is of very good quality.	.81
Brand Trust (AVE = .79; CR = .94; α = .94)	
BT1: I trust this brand.	.87
BT2: I rely on this brand.	.94
BT3: This brand is honest.	.89
BT4: This brand is safe.	.86
Perceived Value (AVE = .77; CR =.91; α = .91)	
PV1: This product is good value for money.	.90
PV2: The price of this product is economical.	.85
PV3: This product is a good buy.	.89
Purchase Intentions (AVE =;.88 CR =.96; α = .95)	
PI1. I am willing to buy this OPL food in the future.	.93
PI2. I plan to purchase this OPL food.	.92
PI3. I will make effort to buy this OPL food.	.96
Measurement Model Fit Indexes	
χ^2/df = 2.6 CFI = .97; NFI = .95; TLI = .96; IFI = .97; RMSEA = .07	

Notes:
α = Cronbach's alpha.
df = degrees of freedom.
Average Variance Extracted (AVE) = (Σ squared standardized loadings)/ (Σ squared standardized loadings) + (Σ indicator measurement error).
Composite Reliability (CR) = (Σ standardized loadings)^2/(Σ standardized loadings)^2 + (Σ indicator measurement error).
CFI = Comparative Fit Index; NFI = Normed Fit Index; TLI = Tucker-Lewis Index;IFI = Incremental Fit Index; RMSEA = Root Mean Square Error of Approximation.

confirmatory factor analysis using maximum-likelihood estimation. Then, hypotheses were tested with a structural equation model. Mediation analyses were also performed with alternative models.

3.5. Validity and reliability

According to the measurement model fit indices which are depicted in Table 1 reveal that the model fits the data well (Arbuckle, 2006). Subsequently, convergent and discriminant validity were calculated to evaluate the construct validity of the measurement model.

Factor loadings of each construct were assessed to confirm convergent validity. Factor loadings which are reported in Table 1 demonstrate that all values are above the threshold of .50 and significant which support evidence of convergent validity (Hair et al., 2010, p. 710). According to the Table 1, average variance extracted (AVE) for all scales are also above the suggested value of .50 (Fornell and Larcker, 1981). This reveals that measurement model has sufficient discriminant validity.

Correlations of the latent constructs are depicted in Table 2. The highest correlation between the constructs is .79, which is below the recommended value of .85, providing evidence of discriminant validity (Kline, 1998, p.60). In addition, the comparisons between correlations of latent constructs and squared roots of AVEs also revealed acceptable discriminant validity (Fornell and Larcker, 1981).

In terms of reliability, Cronbach's alpha and CR was calculated to evaluate the reliability of the scales. The reliability values are reported in Table 1 and all values are above the suggested threshold of .70 (Hair et al., 2010, p. 710). These findings indicate that all scales have adequate internal consistency.

Table 2
Correlations of the constructs.

Constructs	1	2	3	4	5
1. Store Image	.84				
2. Perceived Quality	.77	.86			
3. Trust in OPL	.78	.75	.89		
4. Perceived Value	.78	.72	.74	.88	
5. Purchase Intentions	.69	.74	.76	.79	.94

The diagonal represent the squared root of AVEs for each construct.

3.6. Testing hypotheses

After supporting the validity and reliability of the measurement model, proposed hypotheses were tested with structural equations modeling using maximum-likelihood estimation. Goodness-of-fit indices of the structural equations model meet the recommended values (χ2/df = 2.7, CFI = .96, TLI = .96, IFI = .96, NFI = .94, RMSEA = .07). Standardized estimates and their significance between the relevant constructs are depicted in Fig. 2.

H1 and H2 suggest that SI has a positive impact on both PQ and trust in OPL. The standardized regression coefficients revealed that SI is significantly and positively related to PQ (β = .78, p < .001), and trust in OPL (β = .52, p < .001). Therefore, H1 and H2 were supported.

H3 formulates that PQ is antecedent to trust in OPL. The results of the model demonstrated that PQ has a significant positive effect on trust in OPL (β = .35, p < .001). This result confirms H3.

The positive role of PQ on PV is asserted in H4. The significant positive relationship was also found between PQ and PV (β = .41, p < .001). Hence, H4 was also accepted.

The positive relationship between trust in OLP and PV is stated in H5. The standardized estimate depicts that trust in OPL is positively related to PV (β = .45, p < .001). Therefore, H5 was confirmed.

H6 and H7 state that PQ and trust in OPL is a predictor of PI. The results of the structural equations model revealed that PQ (β = .24, p < .01) and trust in OPL (β = .29, p < .001) has a significant positive effect on PI. Hence, H6 and H7 were all confirmed.

The positive role of PV on PI is formulated in H8. The result of the estimation revealed that PV is positively related PI (β = .39, p < .001) which provide support to H8. In addition, structural equations model explained 61% variance in PQ, 67% trust in OPL, 64% variance in PV, 71% variance in PI in the context of OPL food products.

3.7. Mediation analyses

To test the mediating influence of PV, Baron and Kenny (1986)'s approach was used. For examining the mediating role PV between PQ and PI first, the relationship between independent variable (PQ) and PV (mediator) was evaluated and found as significant (β = .33; p < .001). In the second step, a significant positive relationship (β = .34; p < .001) was reported between independent variable (PQ) and dependent variable (PI). In the third step, PQ is linked both PV and PI. In this model, the PV was found to have a significant influence on PI (β = .39; p < .001). This result fulfills the third condition. In addition, the standardized estimate between PQ and PI was reduced than in the second step (β = .24; p < .001). Therefore, it was concluded that PV partially mediates the relationship between PQ and PI. In addition, it was also found that PQ has an indirect effect on PI through PV (β = .32; p < .001). Hence, this result confirms H9.

To check the mediating role of PV between trust in OPL and PI first, the relationship between trust in OPL and PV (mediator) was examined and found as significant (β = .27; p < .001). In the second step, a significant positive relationship (β = .32; p < .001) was a found between trust in OPL and PI. In the third step, trust in OPL is linked both

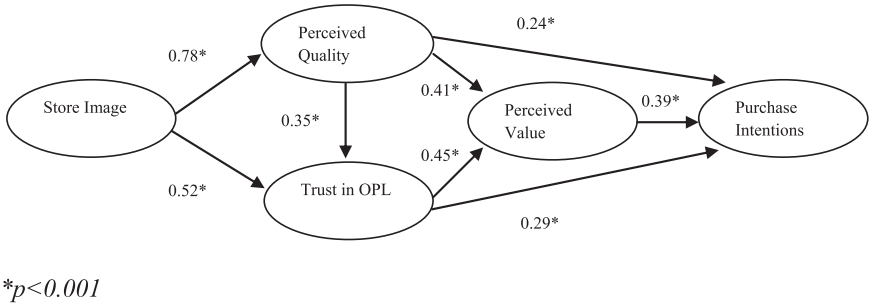

Fig. 2. Standardized Estimates.

PV and PI (β = .39; p < .001). In this structural equation model, the PV was found was positively related to PI. In addition, the standardized parameter between trust in OPL and PI were found lower than in the second step (β = .29; p < .001). It was also revealed that trust in OPL has an indirect influence on PI through PV. (β = .18; p < .001). Therefore, it was concluded that the relationship between PQ and PI is partially mediated by PV. Consequently, H10 was supported.

4. Conclusion and implications

4.1. Theoretical contributions

The objective of this current research is to examine the role of SI, PQ, trust in OPL, and PI in the context of OPL food products. Three main noteworthy theoretical contributions are derived from this study. First, apart from previous studies, this study is especially focused on OPL products and examines SI, PQ, trust in OPL, and PV as predictors of PI. Second, understanding the mediator role of PV on the relationship between PQ, trust in OPL and PI contributes to the literature on retailing and consumer behavior. Third, this study contributes to cue utilization theory with demonstrating the direct and mediating role of PQ on PV and PI.

The results of this study are compatible with the previous evidence. SI has a positive influence on PQ of OPL products (Agarwal and Teas, 2001; Dodds et al., 1991; Bao et al., 2011; Beneke et al., 2015). This implies that positive SI contributes to PQ of OPL food products. In line with previous findings, it was also found that trustworthiness of OPL is mainly determined by SI (Chiang and Jang, 2007; Kim and Ham, 2016; Flavián et al., 2005; Loureiro and González, 2008; Lin and Lu, 2010). The findings also confirmed the positive role of PQ on trust in OPL supporting to Aurier and de Lanauze (2012). In addition, both PQ (e.g., Grewal et al., 1998; Liljander et al., 2009; Sweeney et al., 1999; Beneke et al., 2013) and trust (Guenzi et al., 2009) also enhances PV towards OPL food products. Supporting to past evidence, structural model results confirmed the positive influence PQ (Sheau-Fen et al., 2012; Liljander et al., 2009; do Vale et al., 2016) and trust (Pivato et al., 2008) and PV (Liljander et al., 2009; Gendel-Guterman and Levy, 2013) on PI.

The alternative models revealed that PV was found as a partial mediator between PQ and PI which supports to (Sweeney et al., 1999; Liljander et al., 2009). This suggests that PQ influence PV and in turn, increase PI. Similarly, it was also found that the relationship between trust in OPL and PI is partially mediated by PV. This finding confirms the previous evidence and implies that trust in OPL increase PV and, in turn, enhance PI (Sirdeshmukh et al., 2002). These current research findings focusing on OPL are complementary to the results of previous studies and highlighted the fundamental role of PV in determining PI towards OPL products. Accordingly, SI, PQ, trust in OPL and PV can be considered as antecedents to PI towards OPL food products.

4.2. Managerial implications

The results suggest that building positive SI will enhance PQ and trust in OPL food, which in turn, influences PV and consequently increase PI. These findings provide some managerial implications.

Managing SI is vital for retailers to increase consumers' perceived quality towards OPL products. The reason of unknown producers of OPL food products, many consumers may use SI act as an extrinsic cue to evaluate the quality of these brands. Therefore, retailers should invest to enhance positive SI. To accomplish this objective, innovations should be used to in order to influence their perceptions. For example, innovative loyalty programs, self-checkout systems, creative and unique store atmosphere, and new global brand offerings may contribute positive SI. This may reduce the negative image of unknown producers and consequently trustworthiness will be increased.

Retail managers should also investigate quality perceptions of OPL food products. To increase consumers' quality perceptions retailers should develop effective brand strategies (Sethuraman and Cole, 1999, p. 349) to improve PQ and trustworthiness of OPL products. For example, retailers may use health magazines to promote their organic PLs. In addition, some sponsorship to health-related organizations may increase brand awareness and, in turn, enhance trustworthiness towards these brands.

In order to increase customers' trust OPL, food stands may be an effective application to stimulate new purchases. These trials may contribute trust in OPL products with providing experience to the consumers. In addition, retailers may also provide free samples with conventional PLs. Considering products packages may be used as an extrinsic cue for quality evaluations; these products' visual attractiveness should be developed to increase consumers' quality perceptions. On the other hand, taste, ingredients and other food-related intrinsic cues should also be improved to contribute PQ which, in turn, contributes to trust in OPL food products.

In keeping with the mediator role of PV, retailers should effort to increase PQ and trust in OPL to enhance PV. In the context of organic food products, there can be two options to improve PV. First, the price of these products should be less than national brands and this price difference must also be remarkable. Second, perceived healthiness and environmental friendliness of these brands should be higher than conventional PLs and national brands. Therefore, investing in enhancing PQ of these products is crucial in improving high PV. In addition, non-monetary costs such as energy, time and effort should not be ignored. In this context, OPL food products should be easily visible in the store. Decreasing non-monetary costs may also enhance PV. Hence, retailers will have an opportunity to differentiate themselves from the rivals with providing higher value to the consumers. Consequently, the empirical findings of this research provide a rationale for OPL strategy and retailers should invest to expand their own brands into new organic food categories.

4.3. Limitations and suggestions for future research

Despite contributions and managerial implications, this study inevitably has some limitations. A convenience sample of respondents from one city was included in the survey. Therefore, the generalization of the results is limited. Therefore, future studies should be conducted in other cities with a diverse population to increase the representatives of the results. It would also be fruitful to carry out research in different countries. In this context, cross-cultural studies may give new insights about the PI towards OPL food products.

The study was focused on OPL food products in general aimed to understand the role of SI, PQ, and trust in OPL on PI. Future studies should examine the differential roles of these antecedents in specific OPL products to gain additional insights. It would be beneficial to focus fair trade PL food in future research and compare the results of this study. The cross-sectional research design was utilized to examine predictors of PV and PI. Longitudinal studies may provide new information how the role of predictors change over time.

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