

Investigating The Role of Influencer's Perceived Authenticity and Consumer Well-Being on Purchase Intention and Organic Food Consumption Behaviour

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ABSTRACT

Due to rising environmental concerns and the shift towards sustainable lifestyles, consumers' preference is shifting towards organic food products. Simultaneously, social media influencers have emerged as powerful marketing media, capable of influencing consumer behaviours. This study conceptualizes influencer authenticity through four key dimensions—expertise, sincerity, trustworthiness, and uniqueness and investigates how perceived authenticity of social media influencers shapes consumer well-being, purchase intention and actual consumption behaviour in the organic food sector. In order to achieve this, a well-structured questionnaire was administered to 253 urban and educated respondents belonging to Delhi-NCR region. The data was analysed using SPSS and SmartPLS-4. Structural equation modelling (SEM) was employed to test the validity of proposed model. The results show that all four authenticity dimensions significantly impact consumer well-being, which in turn has a positive impact on purchase intention. In addition to this, purchase intention emerged as a strong predictor variable of actual consumption behaviour in case of organic food consumption. These findings contribute to existing literature by establishing a strong linkage between influencer authenticity, consumer well-being and consumption behaviour. Practical implications for marketers and policymakers include designing trust-based social media influencer campaigns in the organic food sector.

Keywords: *Influencer Authenticity, Consumer Well-being, Purchase Intention, Organic Food Consumption Behaviour, Social Media Influencers, Sustainable Lifestyle, Structural Equation Modelling (SEM)*

1. INTRODUCTION

There is an increasing urgency to address the issue of creating a sustainable environment globally. In this context, consumers play an increasingly important role due to their purchasing decisions (1). According to Aschemann-Witzel (2), if the consumers adopt environmentally friendly and socially responsible products, they can create a surge in the demand of sustainable business practices. Further, as noted by Ivanova (3), studies conducted globally indicate that household emissions constitute 60 to 70 percent of emissions globally which highlights the significant footprint of consumers on environment through their everyday activities. This considerable environmental impact attributed to households underscores the significance of shifting consumer behaviour—a trend also reflected in recent insights. These findings are supported by PwC (4), as consumers are becoming more aware about the impact of environmental degradation and therefore they are shifting towards making purchasing decisions that help them in contributing to a sustainable future. In line with these observations, consumer is becoming conscious regarding the environmental and health implications of their dietary choices which has created a surge in the demand of organic food products (5). This increasing demand can be attributed to the fact that organic food products contribute to environmental sustainability by the adoption of natural farming methods and avoiding synthetic chemicals (6). As a result of this growing awareness and preference, the market for organic food products is witnessing a consistent growth trajectory over the past decade and forecasts also indicate that it is likely to expand in the future, which makes it economically significant for food industry as a whole (7). However, despite of the increasing popularity of organic food, the consumer adoption is inconsistent, which creates a necessity to study the factors which effect their purchasing behaviour (8). Amidst this inconsistency in consumer behaviour, in the ever-evolving landscape of organic food market, social media influencers are evolving as important figures who have the capability of significantly impacting the consumer attitude towards consumption of organic food (9). This introduction examines the interplay between perceived authenticity of social media influencers, consumer wellness, and organic food adoption. In other words, it investigates how sincerity, truthful endorsements, expertise,

and uniqueness—key dimensions of influencer authenticity—shape consumer well-being, purchase intentions, and actual consumption behaviour.

In this regard, perceived authenticity of Social Media Influencers, who have become instrumental in shaping the consumer preferences and persuading consumers to adopt sustainable eating behaviour is an important factor (10). Lee (11) describe the multifaceted concept of perceived authenticity as comprising several key dimensions, including online visibility, transparency in online interactions, demonstrated expertise, uniqueness in a crowded digital domain, knowledge in their respective niche and the perceived truthfulness of their brand endorsements.

Existing literature does not offer substantial information which directly links well-being of consumers in the context of perceived authenticity of influencer marketing and sustainable eating, which indicates a potential gap in the current understanding regarding the intersection of these factors. Current literature indicates clearly that Social Media Influencers showcase their aspirational lifestyles which incorporate sustainable products including organic foods, and thus influence consumer purchasing behaviour regarding organic food options (10). Extending this argument, Kim (12) argues that health and wellbeing influencers on platforms like Instagram have a considerable impact on followers' attitudes towards the organic food brands they promote and influence intentions to purchase these sustainable products.

Previous research indicates that perceived authenticity enhances consumer trust, leading to an increased purchase intention(13). However, there remains a substantial gap in the literature regarding the interrelationship between influencer authenticity, consumer well-being, and the adoption of organic food products, particularly within the context of social media marketing. In response to this gap, this research examines, how sincerity, truthful endorsements, expertise, and uniqueness—key dimensions of influencer authenticity—shape consumer attitudes, purchase intentions, and actual consumption behaviour.

Based on the review of existing literature and consequent identification of research gaps, the problem statement for the study is as follows: It is well known that Social Media Influencers play an important role in shaping the preferences of consumers, however, the impact of perceived authenticity of Influencers on consumer well-being, purchase intention and adoption of organic food is not fully explored. Thus, this study seeks to examine the relationship between the above variables, and therefore contributes to the growing body of literature on sustainable consumer behaviour.

To address this problem, the study sets out the following objectives: 1) Identifying the key dimensions of authenticity that drive consumer engagement in organic food sector. 2) Analysing the impact of perceived authenticity of influencers on well-being in organic food sector. 3) Investigating the impact of consumer well-being on purchase intention and actual consumption behaviour of organic food. Correspondingly, following research questions guide the study: 1) What is the impact of perceived influencer authenticity on consumer well-being? 2) What relationship exists between consumer well-being, purchase intention and organic food adoption? The current study will make a significant contribution to the academic literature by examining the purchase intention and actual consumption behaviour of organic food. The research findings will also provide practical implications to the organic food manufacturing companies for understanding the Actual Consumption Behaviour of the consumers.

The structure of study is presented as follows: Section 1 introduces an overview of organic food and its defining characteristics, an overview of social media influencer marketing, its characteristics and importance of its authenticity dimension, previous research works, factors affecting organic food buying behaviour and research motive. Section 2 demonstrates in detail the previous literature along with the hypothesis's development and conceptual model. Section 3 outlines the sampling and data collection process. Section 4 reports the results of the measurement and structural model. Moreover, the ensuing section 5 provides an in-depth discussion of the theoretical and practical implications of research findings. The study's limitations are also critically examined in Section 6, and directions for future research are proposed. The final section provides a comprehensive conclusion, synthesizing the key outcomes of study and their significance within the field.

2. LITERATURE REVIEW

The landscape of marketing has changed to a large extent , particularly in niche industries like organic food (14) . Against this backdrop, Social Media Influencers, who act as digital opinion leaders, have a distinctive capability to change consumer behaviour, attitudes, and actions (15,16). Among the several parameters that define an influencer's impact, authenticity has been identified as one of the important factors fostering consumer engagement and positive results (15). 'Influencer authenticity'—refers to the

genuineness, transparency, and credibility of an influencer as perceived by their audience(17,18). Building upon this, authentic influencers lead to an enhanced brand awareness, raised brand trust, and favourable purchasing decisions, which is crucial in augmenting the efficacy of influencer marketing(18). This also highlights the significance of authenticity in contexts where consumer trust is paramount. Therefore, in industries like organic food, where ethical and health-related issues are pertinent, trust is a fundamental psychological process in consumers' decision-making (19) Yu (20)found that trust which is driven by authenticity enhances not only transactional results but also leads to enhanced consumer well-being. Higher degrees of consumer well-being lead to better quality of life , which further consists of social welfare, emotional health, and life satisfaction (21). In combination with ethical consumption principles, well-being can positively influence purchase intention and actual purchasing behaviour. Lee (22) define purchase intention as a consumer's willingness to buy a service or product. As Dodds (23) suggested, actual purchase behaviour indicates the termination of the decision process, in the sense that intention leads into behaviour. In the context of organic food consumption, these variables relate to each other and authenticity is used as a stimulus that encourages ethical decisions, as trust builder and as a facilitator to convert intention into behaviour (24).

Early scholars defined authenticity in terms of the credibility of celebrity endorsers, highlighting the importance of expertise, trustworthiness, and attractiveness (25). Certain studies, such as Beverland(26), have associated authenticity with brand heritage and product genuineness. The emergence of social media has progressively redirected attention towards a new concept known as performative authenticity, wherein influencers construct aspirational yet relatable personas (27).

Marwick (28) introduced the idea of "calculated authenticity," which combines strategically designed self-presentation with an appearance of spontaneity. A notable shift followed this acknowledging that authenticity is not an inherent quality but a construct which is influenced by perception of audience (29). After 2010, increased regulatory measures, such as FTC disclosure mandates, alongside consumer demand for transparency, prompted scholars to reconceptualise authenticity as audience-centric, emphasizing the subjective evaluations of followers (11). This evolution signifies a shift from perceiving authenticity as an intrinsic attribute to recognising it as a dynamic and relational construct.

Influencer authenticity is a complex idea with multiple interconnected aspects that together create an impact on audience. As noted by Lee et al. (30), sincerity means qualities that make a social media influencer (SMI) approachable and relevant, thereby leading to the creation of a real relationship with their audience. Truthful endorsements relate to the perceived integrity of brand recommendations or if an influencer really values the things they promote (18). Expertise, reflects an influencer's recognised knowledge , competence and abilities in their respective fields—such as sustainable living or nutrition (31). As observed by Zniva (32) uniqueness describes the originality of an influencer which is characterised by independence, innovativeness , and uniqueness. These dimensions of influencer authenticity taken together create the fundamental pillars of influencer authenticity, providing a multifaceted foundation necessary for a better theoretical knowledge.

Building on this, various research studies have tried to understand how these dimensions are connected to audience perceptions of influencer authenticity. Zniva (32) concluded that influencer authenticity is the extent to which consumers perceive a social media influencer is behaving according to his/her true self. Luoma-aho (33) explored how sponsored content shapes the authenticity perception of vloggers among audience members.

Numerous studies have tried to examine the correlation between influencer attributes and consumer outcomes. There is an increasing scholarly consensus that perceived authenticity of influencers is an important determinant of efficacy of influencer marketing (34) . Several researchers like Luoma-aho (33) emphasizes that when customers view an influencer as authentic, it leads to more favourable consequences, including increased trust, higher engagement, and improved persuasion.

Research indicates that authentic endorsements are strong predictors of both purchase intention and actual consumption, especially in case of high-involvement organic products (35). The premium pricing associated with organic products increases purchasing risk, making trusted recommendations even more important for alleviating price barriers (36). Chang (37) asserted that the expertise of senders has a significant impact on organic food purchase, in a study conducted on actual consumption behaviour. Also, authentic influencers can inform consumers regarding the advantages of consuming organic food, enhancing their awareness and potentially promoting good eating practices among consumers, leading to enhanced consumer well-being. Drawing on these empirical findings, the section that follows formulates

hypotheses to explore how different dimensions of influencer authenticity potentially impact consumer outcomes within the organic food market.

2.1 Hypotheses Development

In this section, we critically review the existing literature to which we referred to formulate our hypotheses about which authenticity dimension of Social Media Influencers affects target consumers' well-being (H₁, H₂, H₃ & H₄), respectively. We also review the extant literature to develop hypothesis regarding relations between target consumers' well-being and their intention to purchase organic food products(H₅) followed by the relation between purchase intention and Actual Consumption Behaviour(H₆).

2.1.1 Expertise and Well Being

Past studies have highlighted the impact of influencer expertise in improving consumer well-being in the realm of influencer marketing. As suggested by Han (15) influencers perceived as highly expert in their respective fields increase confidence and credibility among consumers, as a result, positively affecting consumer attitudes and behaviours. On similar lines, Ko (38) asserted that advertisements containing a highly expert influencer with a regulated eco label significantly improve electronic word-of-mouth intention. Koay and Teoh (39) similarly proved that the perceived expertise of Instagram influencers significantly influences followers' perceptions, leading to increased online impulse buying activity. Sokolova (40), also proved that influencer credibility significantly impacts purchase intentions, with parasocial interactions serving as a mediating variable. Further, Ki and Kim (41) also highlighted that the expertise of influencers positively affects consumer attitudes and purchase intentions. Extant literature consistently supports that influencer expertise is an essential for consumer well-being, as it leads to an enhanced trust, increased message credibility, and favourable consumer outcomes. Subsequently, following hypothesis concerning organic food consumption can be stated:

H₁: Influencer expertise positively influences consumer well-being by fostering trust and encouraging healthier, more informed purchase decisions.

2.1.2 Sincerity and Well Being

Existing literature demonstrates the role of social media influencers' (SMIs) sincerity in shaping consumer well-being within the realm of influencer marketing. A sincere influencer who can be described as, wholesome, cheerful, domestic and honest is often perceived as more and authentic and trustworthy(11). Although it can be very difficult to fully understand a person's true intentions, a sincere persona usually reflects honesty and truthfulness, which enhances person's credibility(26). Marwick (28) proposed that social media users gauge the sincerity of influencers' online personalities to decide whether they are authentic. Caza (42) found that emotionally sincere leaders are more trusted by their followers. In the context of influencer marketing, Zhafira (43) also suggested that perceived sincerity of a social media influencer positively impacts consumers' perception toward a brand.

Therefore, the following hypothesis may be proposed in context of influencer marketing and organic food consumption:

H₂: Perceived sincerity of social media influencers positively influences consumer well-being in organic food consumption

2.1.3 Truthful Endorsements and Well Being

Truthful endorsements by social media influencers play an important role in shaping behaviour of consumers, particularly in the organic food sector where authenticity and trust are important determinants of well-being. Research by Lee (30) suggests that when influencers do not overtly disclose brand sponsorships, the content is perceived by consumers as more trustworthy, which reduces perceived selling intent and enhances credibility. Shan et al.(44) found that altruistic motivation of influencers makes the endorsements more effective. Conversely, commercialized content can reduce trust and interest significantly, as proved by Martínez-López (45). Recognizing the importance of authenticity in influencer promotions, truthful endorsements can play a vital role in increasing consumer trust, satisfaction, and their well-being especially within health-conscious segments like organic food. Building on these assertions, the following hypothesis is proposed:

H₃: Truthful endorsements of influencer impact the consumers' wellbeing positively.

2.1.4 Uniqueness and Well Being

Unique storytelling by influencers has become a key factor which influences consumer behaviour and well-being. According to Zniva(32), influencer uniqueness leads to enhanced authenticity perception, which increases purchase intention. Influencers' uniqueness differentiates brands they advocate. This differentiation is because it is not just about the brand's features; it concerns how a brand is perceived as

uniquely valuable in the cluttered landscape of consumer choices (46). Xiong (47) suggests that perceived uniqueness is an important factor that can influence consumers' purchase decisions positively. Therefore, it can be posited that in the context of organic food, where health and ethical consumption are primary motivators, unique influencers can make organic lifestyles aspirational and relatable. Based on review, the following hypothesis is proposed:

H₄: Uniqueness of influencer impacts the consumers' wellbeing in a positive manner.

2.1.5 Well Being and Purchase Intention

In the context of organic food, consumer well-being, which comprises emotional satisfaction, social fulfilment, and physical health, has a substantial impact on purchase intentions. Health consciousness has been identified as a primary motivator for purchasing organic food, which is a critical aspect of well-being. Consumers who prioritize their health are more likely to purchase organic products, as they are perceived as healthier alternatives to conventional options (48). Emotional and social values also play a crucial role in the purchase of organic food products because individuals are more likely to purchase organic food when they perceive that their choice is in unison with their moral beliefs and contributes to emotional satisfaction. (49). Moreover, personal and environmental benefits perceived by consumers increase purchase intention, as consumers feel their decisions impact society positively (50). However, despite strong intentions, the gap between intention and behaviour persists and barriers such as high prices, limited access, and scepticism about product claims hinder actual purchases, potentially reducing consumer well-being through dissatisfaction or regret (51). Given the substantial role of consumer well-being—driven by health consciousness, emotional satisfaction, and ethical alignment—in influencing purchasing attitudes, it is reasonable to predict a positive relationship between perceived well-being and the intention to purchase organic food products.

H₅: Consumer well-being positively influences purchase intention toward organic food products.

2.1.6 Purchase Intention & Actual Consumption Behaviour

The relationship between consumers' purchase intentions and their actual consumption behaviour has been extensively examined in consumer behaviour literature. Although intention is widely recognized as a strong predictor of behaviour, empirical evidence frequently reveals a substantial relationship between intention and behaviour gap (52). This gap can be attributed to situational constraints, including product unavailability, perceived cost barriers, and scepticism regarding product claims.

In the domain of organic food consumption, this discrepancy becomes even more important. Anand (53) identified that information quality, perceived value, and food safety concerns significantly influence both intention formation and behavioural enactment in emerging economies. Bazhan et al. (48) further emphasize that sociodemographic factors, such as income and education, mediate the translation of intentions into consumption.

These findings underscore the importance of addressing both psychological and contextual determinants to facilitate the realization of intended sustainable consumption behaviours. In light of the observed intention-behaviour discrepancy, it is pertinent to examine the extent to which purchase intention translates into actual organic food consumption. Therefore, following hypothesis is proposed in context of organic food consumption

H₆: Purchase intention positively influences actual consumption behaviour of organic food products.

2.1.7 Conceptual Model

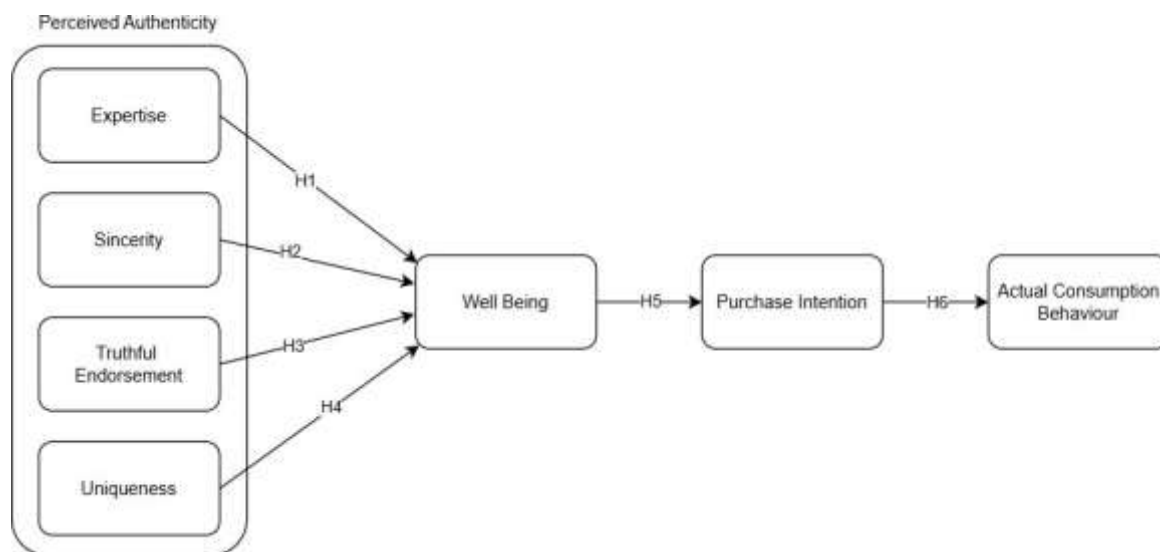


Fig. 1: Proposed Conceptual Model
 Source: Author's own illustration

3. RESEARCH METHODOLOGY

3.1 Development of Questionnaire

To ascertain the buying behaviour of consumers towards organic food, a questionnaire of 26 statements and 7 constructs adapted from previous studies was developed using a 5-point Likert scale (Strongly Agree-5 to Strongly Disagree-1). The constructs used in the study were chosen because of their theoretical relevance and empirical support in literature regarding explanation of the Actual Consumption Behaviour. The statements to judge the organic food purchase behaviour were adapted as per the following details:

1. Sincerity, Truthful Endorsements, Expertise and Uniqueness of an Influencer was measured using scales adapted from (11).
2. Consumer Wellbeing was measured with 5 items from (51)
3. Purchase Intention was measured using 5 items adapted from (54)
4. The final predictor variable Actual Purchase Behaviour was measured using 6 items adapted from (55)

3.2 Sample and Data Collection

The research study was conducted in the Delhi and NCR region between January and June 2025. These cities depict an increased urbanization trend (56), and a considerable increase in the demand of organic food products (57). The population targeted for the study were educated young consumers belonging to urban areas since they can easily respond to the survey due to possession of better knowledge of organic products. The data was collected using the mall-intercept method (58) in front of ten organic food stores to obtain accurate information from actual buyers of organic food. Convenience sampling method was used to collect data (59). While collecting the data, preference was given to buyers who buy organic food regularly, as it is difficult to generalize the consumption behaviour of first-time buyers.

Prior to the initiation of collection of data, five subject matter experts were consulted regarding the overall scope and objectives of the study, to establish the face validity of study. After incorporating the suggestions and recommendations regarding appropriateness of constructs, the questionnaire for the pre-test was finalized. To measure the constructs used in this study, a five-point Likert scale was utilized. To establish the validity and reliability of research instrument, a pre-test and pilot test was conducted. A total of 35 questionnaires were distributed for the pre-test among the target respondents. As per their feedback, the questionnaire was modified to ensure that all the questions were easy to understand and follow. To test the reliability and internal consistency of the data, Cronbach's alpha coefficient was used. Subsequently, the researcher conducted a pilot test (N = 125), and the data was analysed using partial least squares (PLS)-structural equation modelling (SEM). The main phase of data collection was carried out only after results obtained in the pilot test were found out to be satisfactory.

A total of 500 questionnaires were distributed to target respondents and 260 filled responses were received, thus resulting in a response rate of 52 %. Data screening procedure was conducted to check the

missing values (60). Seven questionnaires which were incomplete and found to be possessing some missing values, were eliminated for further analysis. Consequently, 253 questionnaires were selected for data analysis. In line with the widely accepted thumb-rule by(61), the sample size should be at least 10 times the number of items of the largest construct in the study (62), this criterion was adhered to in the present study as well.

4. DATA ANALYSIS AND RESULTS

SPSS and Smart PLS-4 software were used to analyse the data in this research on the basis of previous studies (40,62) .Coding of the data was done in SPSS, before performing a descriptive analysis.. The research model was tested using both measurement and structural models, using two step methodology. The researcher first evaluated the validity and reliability of the instrument using the measurement model (63). The causal relationship between the variables, was then determined using structural model (64). To determine if the items accurately reflected the particular latent variables, both the convergent and discriminant validity were assessed (65). Further, the reliability of the scales was measured using composite reliability and Cronbach's alpha coefficients(66). PLS-SEM has then been used to assess the structural link between the variables. SEM or structural equation modelling is a multivariate data analytic method for examining the structural relationships between variables or constructs (64). SEM is the most suited analytical instrument for research notably in the realm of social sciences (67).

4.1 Demographic Profile

The characteristics of the respondents are shown in Table 1.

Table 1. Sampling profile of the respondents

Variables	Frequency	Percentage
Gender		
Male	125	49.21%
Female	129	50.79%
Educational Qualification		
Primary Education	47	18.50%
Secondary Education	52	20.47%
UG	62	24.41%
PG	49	19.29%
Ph.D.	44	17.32%
Occupation		
Unemployed	54	21.26%
Student	79	31.10%
Private Employee	61	24.02%
Government Employee	60	23.62%
Monthly Income		
Below 10,000	66	25.98%
10,000–15,000	39	15.35%
15,000–20,000	19	7.48%
20,000–25,000	24	9.45%
25,000–30,000	23	9.06%
30,000–35,000	26	10.24%
35,000–40,000	22	8.66%
Above 40,000	35	13.78%
Age		
18–20	42	16.54%
21–25	40	15.75%
26–30	25	9.84%
31–35	18	7.09%
36–40	21	8.27%
41–45	17	6.69%
46–50	16	6.30%
51–55	24	9.45%

56–60	16	6.30%
61-65	15	5.91%
Above 65	20	7.87%

Source: Author 's result of data collection tabulation

4.2 Measurement model

The measurement scales in the present study were validated using confirmatory factor analysis (68). Three key criteria were utilized to evaluate the model: convergent validity, discriminant validity, and composite reliability (CR).

4.3 Convergent Validity and Reliability

In line with previous research, a factor loading value of 0.60 or above is generally considered acceptable for establishing convergent validity within a measurement model, while loadings below 0.40 are typically regarded as insufficient and may indicate item removal(70). Therefore, the research tool represents a good factor loading because each item has a value greater than 0.4. The construct reliability was measured with the help of Cronbach's alpha and composite reliability (71) Table 1 shows the value of Cronbach's alpha and composite reliability and the value of each factor observed was above 0.70 which indicates a good internal consistency of the scale(72). Fornell(73) and Lim(65) suggest that the value of the extracted mean variance (AVE) higher than the acceptable limit of 0.50 indicates good convergent validity. The results of the measurement models are shown in Table 2.

Table 2. Accessing validity and reliability of measurement model

Instrument/Items and constructs	Loadings	VIF	(α)	CR	AVE
Actual Consumption Behaviour					
ACB1	0.850	2.275	0.903	0.925	0.672
ACB2	0.823	2.087			
ACB3	0.785	2.118			
ACB4	0.824	2.512			
ACB5	0.813	2.190			
ACB6	0.823	2.572			
Expertise					
EXPT1	0.826	1.561	0.785	0.874	0.699
EXPT2	0.855	1.692			
EXPT3	0.827	1.686			
Purchase intention					
PI1	0.812	2.007	0.871	0.906	0.659
PI2	0.810	2.022			
PI3	0.795	1.931			
PI4	0.848	2.216			
PI5	0.794	1.899			
Sincerity					
SIN1	0.870	2.393	0.880	0.918	0.736
SIN2	0.878	2.465			
SIN3	0.862	2.296			
SIN4	0.820	1.920			
Truthful Endorsements					
TRUT1	0.862	2.082	0.847	0.896	0.683
TRUT2	0.850	1.942			
TRUT3	0.836	1.959			
TRUT4	0.753	1.734			
Uniqueness					
UNIQ1	0.895	2.481	0.881	0.926	0.806
UNIQ2	0.883	2.428			
UNIQ3	0.914	2.419			
Wellbeing					

WELL1	0.836	2.003	0.868	0.904	0.654
WELL2	0.809	1.942			
WELL3	0.773	1.755			
WELL4	0.800	1.912			
WELL5	0.823	2.141			

Source: Author 's result of data collection tabulation

Discriminant validity indicates the extent to which “items differentiate among constructs and measure distinct concepts” (73). According to Fornell & Larcker (73), discriminant validity is found when the square root of AVE must be higher than its correlation coefficients with other pair of constructs. Table 3 depicts that the square root of AVE is greater than off-diagonal factors in the corresponding rows and column, showing discriminant validity. Therefore, the finding of the study reveal that measurement model has satisfactory internal consistency, reliability, convergent and discriminant validity and it can be future use for structure model.

Table 3. Discriminant validity

Variables	1	2	3	4	5	6	7
1. Actual Consumption Behaviour	0.820						
2. Expertise	0.102	0.836					
3. Purchase intention	0.574	0.186	0.812				
4. Sincerity	0.178	0.168	0.266	0.858			
5. Truthful Endorsements	0.059	0.124	0.108	0.121	0.826		
6. Uniqueness	0.126	0.136	0.147	0.113	0.123	0.898	
7. Consumer Wellbeing	0.223	0.416	0.426	0.391	0.331	0.359	0.808

Source: Author 's result of data collection tabulation

4.3 Structural Model

The proposed hypotheses of the study were examined with help of the structure model. As suggested by Hair et al. (70) , the structure model assessment includes evaluation of path coefficient (β), variance explained (R^2), corresponding t-value (significant level), predictive relevance (Q^2) and effect size (f^2). Table 4 presents the results of Smart-PLS estimation with t-statistics and significant level of the constructs.

Table 4. Hypothesized Path Diagram

Hypothesis	Relationship	Direct effect (β)	SE	t-statistics	p-values	Results
H ₁	EXPT → WELL	0.306	0.049	6.288	0.000	Hypothesis Supported
H ₂	SIN → WELL	0.283	0.043	6.528	0.000	Hypothesis Supported
H ₃	TRUT → WELL	0.227	0.043	5.269	0.000	Hypothesis Supported
H ₄	UNIQ → WELL	0.257	0.049	5.215	0.000	Hypothesis Supported
H ₅	WELL → PI	0.426	0.064	6.690	0.000	Hypothesis Supported
H ₆	PI → ACB	0.574	0.040	14.263	0.000	Hypothesis Supported

EXPT-Expertise, SIN-Sincerity, PI - Purchase Intention, TRUT - Truthful Endorsements, UNIQ – Uniqueness, WELL - Consumer Well Being and ACB-Actual Consumption Behaviour,

Source: Author 's result of data collection tabulation

The results of the structural equation modelling (SEM) provided empirical support for all the proposed hypotheses in the research model. Specifically, expertise (EXPT) of social media influencers demonstrated a significant positive effect on consumer well-being (WELL) ($\beta = 0.306$, $t = 6.288$, $p < 0.001$), thus confirming Hypothesis H₁.

In addition, the sincerity (SIN) of influencers had a significant positive impact on consumer well-being ($\beta = 0.283$, $t = 6.528$, $p < 0.001$), confirming Hypothesis H₂. Similarly, truthful endorsements (TRUT) also positively influenced consumer well-being ($\beta = 0.227$, $t = 5.269$, $p < 0.001$), supporting Hypothesis H₃.

Furthermore, the uniqueness (UNIQ) of influencers showed a significant impact on well-being ($\beta = 0.257$, $t = 5.215$, $p < 0.001$), thus validating Hypothesis H₄.

Finally, consumer well-being (WELL) significantly affected purchase intention (PI) ($\beta = 0.426$, $t = 6.690$, $p < 0.001$), providing support for Hypothesis H₅. Likewise, purchase intention (PI) exhibited a strong and significant influence on actual consumption behaviour (ACB) ($\beta = 0.574$, $t = 14.263$, $p < 0.001$), supporting Hypothesis H₆.

These results highlight the critical role of influencer authenticity dimensions—expertise, sincerity, truthful endorsements and uniqueness—in enhancing consumer well-being, which in turn drives purchase intention and ultimately influences actual consumption behaviour in the context of organic food products.

Table 5. Computing Effect Size Analysis (f^2) and Predictive Relevance (Q^2)

Actual Consumption Behaviour of Organic Food					
Construct	R ²	R ² adjusted	Q ²	(f^2)	Decision
Expertise				0.149	Small
Sincerity				0.129	Small
Truthful Endorsements				0.084	Small
Uniqueness				0.107	Small
Wellness	0.405	0.396	0.255	0.221	Medium
Purchase intention	0.181	0.178	0.118	0.492	Substantial
Actual Consumption Behaviour	0.330	0.327	0.208		

Note(s): f^2 : 0.02, Small; 0.15, Medium; 0.35, Substantial

Source: Author 's result of data collection tabulation

To evaluate the magnitude of the impact that independent variables have on their respective dependent variables, effect sizes (f^2) and predictive relevance (Q^2) were measured. As recommended by Cohen (74), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and substantial effects, respectively. While p -values connotes the presence of statistical significance, effect size provides an insight into the practical or substantive significance of the predictors (75).

As shown in Table 5, the construct "Wellness" had an R² value of 0.405 and a Q² value of 0.225, indicating strong predictive power. The constructs influencing wellness which include Expertise ($f^2 = 0.149$), Sincerity ($f^2 = 0.129$), Truthful Endorsements ($f^2 = 0.084$), Uniqueness ($f^2 = 0.107$), all demonstrated small effect sizes, according to Cohen's thresholds. This suggests that each predictor individually contributed modestly to explaining variance in consumer well-being.

For the construct Purchase Intention, the R² value was 0.181 with a Q² of 0.118, indicating a moderate predictive capability. Here, Wellness exhibited a medium effect size ($f^2 = 0.221$), implying a more meaningful influence on purchase intention compared to other relationships in the model. Finally, Actual Consumption Behaviour had an R² value of 0.330 and a Q² of 0.208, both indicating good predictive power. In this case, Purchase Intention had a substantial effect size ($f^2 = 0.492$), highlighting its strong impact on actual consumer behaviour.

The Q² values for all endogenous constructs—Wellness (0.225), Purchase Intention (0.118), and Actual Consumption Behaviour (0.208)—were greater than zero, indicating that the model possesses predictive relevance (74). Notably, the Q² value for wellness was the highest, demonstrating the model's robustness in predicting consumer well-being in the context of organic food consumption.

5. IMPLICATIONS

Theoretical Implications

The study makes significant theoretical contributions by improving the understanding of consumer behaviour in the setting of Organic Food Products & Social Media Influencer Marketing. Unlike earlier studies that emphasize on persuasion, this research uniquely focusses on well-being as a psychological factor that establishes link between influencer authenticity and consumer behaviour outcomes. The conceptual framework of research based on the Theory of Reasoned Action, validates that influencer authenticity which comprises sincerity, expertise, trustworthiness, and uniqueness has a measurable and significant impact on consumer well-being. This in turn positively impacts intention and actual behaviour, thereby providing an empirical support for the literature that connects psychological well-being to sustainable consumer practices. This research thereby extends previous scholarly work by offering a multi

layered understanding of authenticity dimension and its role in ethical consumption, especially in high-involvement product categories like organic food.

Practical Implications

The study provides useful information for marketers, policymakers, and organic food manufacturers. Understanding how elements of Influencer Authenticity like Truthful Endorsements, Expertise, Sincerity and Uniqueness determine consumer wellness, purchasing intentions and actual consumption behaviour, allows stakeholders to build focused efforts to improve actual consumption behaviour in context of organic food. Firstly, marketers should aim at developing strategic collaborations with influencers who portray high levels of authenticity, as authenticity plays a significant role in shaping consumer well-being and encouraging sustainable food choices. Influencers perceived as authentic and knowledgeable can significantly increase consumer trust leading to positive emotional outcomes. Secondly, influencer campaigns should move beyond commercial messaging and highlight the health and emotional benefits of organic food consumption to increase consumer well-being. Thirdly, brands should recognize that well-being is a critical element that precedes purchase intention and actual behaviour, and thus design influencer content that emphasizes healthy lifestyle. Lastly, organic food companies targeting urban and health-conscious consumers should consider using influencers to bridge the gap between intention and behaviour by reinforcing motivations linked to ethical identity, emotional satisfaction, and social responsibility. These insights can help brands in designing more effective influencer-based campaigns to foster long-term consumer loyalty and responsible consumption.

6. LIMITATIONS OF THE STUDY

Despite the study's pertinent findings, some limitations should be considered. For instance, the study was limited to a specific sample of urban consumers in the Delhi-NCR region, which may have an impact on the results' applicability to larger populations or locations with diverse socioeconomic and cultural backgrounds. Secondly, the study focused mainly on educated consumers who are already likely to be more informed and inclined towards sustainable choices, leading to a possible selection bias. Furthermore, the study focused solely on a subset of Influencer characteristics, such as expertise, sincerity, trustworthiness and uniqueness potentially ignoring other relevant variables that could influence consumer wellness and actual consumption behaviour for organic food. Thus, future research might investigate additional factors, like content characteristics of influencers or commercial orientation of social media influencer's posts to acquire a more complete picture of what leads to actual consumption behaviour in case of organic food consumption. Further, the cross-sectional methodology, which records intentions at a particular point of time but ignores how attitudes and intentions could evolve as a result of shifting consumer knowledge or market conditions, is another drawback. In this context, longitudinal research could provide useful information about how customer preferences and attitudes change over time.

7. FUTURE SCOPE OF THE STUDY

Future research may broaden the scope of this study by inclusion of some other aspects. Longitudinal research can yield deeper insights into the evolution of consumer well-being and habits over time as a response to influencer marketing. Future studies may include rural or semi-urban areas, along with multiple socio-economic classes, thereby enhancing the external validity of the findings. The inclusion of moderating or mediating variables, such as environmental consciousness, perceived trust or digital literacy, could also enhance the comprehension of the factors influencing ethical consumption. Comparative studies across different cultures could also be conducted to investigate how various characteristics of influencer authenticity behave in different cultural contexts. Finally, future research might concentrate on evaluating long term impact of authenticity-driven influencer marketing initiatives in developing loyalty and sustainable consumption practices.

8. CONCLUSION

This study clearly demonstrates that the perceived authenticity of social media influencers profoundly affects consumer well-being, a significant psychological factor that influences purchase intention and actual consumption behaviour in context of organic food. This study enhances extant literature in influencer marketing and sustainability by studying the impact of various authenticity dimensions such as sincerity, knowledge, truthful endorsements, and on consumer well-being. The findings emphasize that

consumer well-being is a result of influencer authenticity and a significant predictor of purchase and consumption behaviour. The structural model in the study clearly demonstrated significant explanatory power and predictive relevance, validating the robustness of the proposed framework. This study highlights the significance of genuine influencer endorsements in advancing sustainable food practices and offers a significant framework for marketers, politicians, and researchers aiming to foster responsible consumption patterns.

This study unequivocally illustrates that the perceived authenticity of social media influencers is a crucial factor significantly affecting customer wellbeing. This study significantly contributes to the current literature by examining the impact of authenticity factors such as sincerity, expertise, truthful endorsements, and distinctiveness on consumer well-being. The findings further emphasize that customer well-being is a significant determinant of purchase intention and actual consumption behaviour.

Declarations:

Conflict of Interest Declaration: All authors declare that they have no conflicts of interest.

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