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## Impact of Approval Goals and Motivation on Consumer Intention: A Retail Context

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### Abstract

**Purpose:** The objective of the study is to examine the role of approval goals, subjective norm, internal motivation, external motivation, attitude towards behavior, and perceived behavioral control on retail consumer's intention to consume fortified food in Pakistan. **Research design, data, and methodology:** The study was quantitative in nature. That is why the data were collected from 384 respondents approaching retail stores of Lahore, Gujranwala, and Faisalabad using mall intercept survey. Partial least squares structural equation modeling (PLS-SEM) was used to analyze the data. **Results:** The results show that approval goals significantly influence subjective norms. Secondly, subjective norms positively influence internal and external motivation. Thirdly, attitude towards behavior and internal motivation significantly impacted on intention. However, the findings of the study show, non-significant relationship of external motivation and perceived behavioral control with intention to consume fortified food. **Conclusion:** Theory of reasoned goal pursuit was used to investigate consumer intention to consume fortified food in Pakistan. This study is helpful for the marketers to create a word-of-mouth strategy to enhance positive word of mouth for the company, which ultimately beneficial to develop the distribution strategy of the firm. Fortified food is full of health enriched ingredients which is beneficial for society at large.

**Keywords :** Approval Goals, Internal Motivation, External Motivation, Theory of Reasoned Goal Pursuit, Retailing, Product Distribution.

**JEL Classification Code:** M0, M1, M2, M3

### 1. Introduction

Malnutrition and nutrition deficiency are the main challenges of the world (Vonasek et al., 2022) which causes multiple non-communicable diseases such as obesity, tuberculosis, heart, stomach, and respiratory diseases (Vonasek et al., 2022). Developing countries spend their heavy budgets to cure non-communicable diseases. More specifically, the people of Pakistan along with other countries of world, facing such diseases and paying of heavy costs (Ali & Rahut, 2019). Fortified food contains vitamins,

minerals, and fatty acids in addition to the main ingredients of the food (Nystrand & Olsen, 2020). The consumption of sufficient quantity of fortified food is necessary to live a healthy life (Ali & Rahut, 2019). Conversely, the research of Ali and Rahut (2019) found that fortified food is not widely available and consumed in Pakistan. This shows the urgency of research about the crucial factors playing their role to enhance the retail consumer intention to consume fortified food in Pakistan, which is helpful to enhance the supply chain and retailing of the fortified food products.

Extent literature used theory of planned behaviour to

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examine the intention towards consumption of food in retailing sector. For this purpose, the studies rely on the main constructs of TPB such as attitude towards behavior, subjective norm, and perceived behavioral control (Nardi et al., 2019; Ajzen & Kruglanski, 2019). Moreover, scholars interested in extension of model used other theories with TPB. For instance, TPB was integrated with food choice model, norm-activation model, and technology acceptance model (Elhoushy, 2020; Akhtar & Suki, 2022). However, the theory of reasoned goal pursuit Ajzen and Kruglanski (2019) suggested that behaviors are goal centric. That is why Ajzen and Kruglanski (2019) proposed two important constructs in the existing model of theory of planned behaviour such as (1) goals, and (2) motivation. So, there is need to examine the role of goals and motivation in the context of fortified food in retail settings of Pakistan.

The objective of the study is to examine the impact of approval goals, subjective norm, internal motivation, external motivation, attitude towards behavior and perceived behavioral control on retail consumer intention to consume fortified food in Pakistan. In this vein, the present study holds five theoretical contributions in the context of theory of reasoned goal pursuit, retailing, distribution, supply chain, and fortified food such as (1) the impact of approval goals on subjective norm, (2) the influence of subjective norm on internal motivation, (3) the impact of subjective norm on external motivation, (4) the influence of internal motivation on retail consumer intention, and (5) the impact of external motivation on retail consumer intention to consume fortified food. The findings of this study are helpful for the scholars to consider the newly developed concepts of approval goals and motivation. Moreover, this study further extends the concepts of motivation into two dimensions such as internal and external motivation which helpful to extend the literature on motivation related to food choice behavior. This study produces meaningful insights for marketing and supply chain management activities of fortified food products. For example, the role of reference groups (approval goals) such as friends, family, dietitians, doctors, and scientists to promote fortified food in the market is established to enhance marketing and distribution activities of the products. The role of significant others in influence the internal and external motivation of the retail consumer is discussed. Furthermore, the role of internal motivation, external motivation, attitude towards behavior, and perceived behavioral control were assessed in promoting the retail consumer intention to consume fortified food products. Moreover, it is beneficial for society. Malnutrition and nutrition deficiency are the main causes of diseases. With the help of fortified food, society may control diseases which is helpful to reduce budget on health care regarding non-communicable diseases.

## **2. Literature review**

### **2.1. Theory of Planned Behavior**

This study applied theory of planned behavior because this TPB has multifold implications and ability to assess human behavior in diversified fields. Theory of planned behavior is the extension of theory of reasoned action (TRA). Theory of reasoned action discussed the impact of attitude towards behavior, subjective norm on intention and subsequently, intention influence human behavior. Theory of planned behavior extends the existing model of TRA with perceived behavioral control. Theory of planned behavior pretends that how intention is converted into behavior (Ajzen, 1991).

### **2.2. Theory of Reasoned Goal Pursuit**

Previous scholarly work applied theory of planned behavior to assess intention in general food context (McDermott et al., 2015). Few studies used TPB to examine the intention to consume fortified food (Nystrand & Olsen, 2020; O'Connor & White, 2010; Patch et al., 2005). On the contrary, theory of reasoned goal pursuit Ajzen and Kruglanski (2019) proposed that approval goals influence the subjective norm. Moreover, existing literature shows that subjective norm is non-sufficient to predict intention (Mork et al., 2019; Ashraf, 2019). That is why, theory of reasoned goal pursuit proposed that motivation is the antecedent of intention. Finally, this study used approval goals, subjective norm, internal motivation, external motivation, attitude towards behavior, perceived behavioral control to examine the intention to consume fortified food.

### **2.3. Approval Goals**

Approval goals are referred to as the value of advice of the significant persons (reference group) while taking any decision. A few studies examine the association of approval goals and subjective norms. Previous literature of theory of planned behaviour discussed that normative beliefs create the subjective norm (Ajzen, 1991). However, the theory of reasoned goal pursuit added the concept of approval goals before subjective norm. The theory suggested approval goals before subjective norm, instead of using normative beliefs (Ajzen & Kruglanski, 2019). In food context, the study of Shin et al. (2020) explored key beliefs of the consumers about food truck visits. The normative beliefs approved (approval goals) by significant others are friends, foodies, and family. Conversely, some of the approval goals were disapproved of by significant others are restaurant owners and family members. Moreover, in fortified food context, the study of Patch et al. (2005) discovered salient

normative beliefs or approval goals about omega-3 enriched food. The study explored the significant others who influence the purchase decision of fortified food are family, friends, dietitians, doctors, scientists. However, limited literature is available on the relationship of approval goals and subjective norms. Consequently, the subsequent hypothesis is posited:

**H1:** Approval goals are positively related to subjective norms.

#### 2.4. Subjective Norm

Subjective norm refers to the social pressure of significant others to perform or not to perform certain behavior (Ajzen, 1991). The existing literature shows contradictory results about the relationship of subjective norm and intention. In food related behavior, the study of Piroth et al. (2020) examine the impact of subjective norm on intention to adopt online grocery shopping in South Germany. The study revealed a positive association between subjective norms and intention to buy online grocery shopping. Similarly, the meta-analysis Nardi et al. (2019) shows a significant positive relationship between subjective norm and intention. Furthermore, the empirical study of Jun and Arendt (2016) revealed a positive association between subjective norm and intention in low calory diet selection consumers. On the contrary, the research conducted in Denmark, Mork et al. (2019) to assess the impact of subjective norm on willingness to purchase salty food. The study shows that there is a non-significant relationship between subjective norms and willingness to buy salty food. Furthermore, the study conducted in Bangladesh, Ashraf (2019) to examine the relationship between subjective norm and intention to purchase halal food. The findings of the study show a non-significant relationship between subjective norm and intention to purchase halal food in Bangladesh. The contradictory results between subjective norm and intention revealed the importance of the other variable between them. Considering this situation, the theory of reasoned goal pursuit Ajzen and Kruglanski (2019) proposes motivation as antecedent of intention instead of subjective norm. Moreover, the study conducted by Brown and Ogden (2004) suggested two types of motivation such as (1) internal motivation, and (2) external motivation. Thus, the following hypothesis is put forward:

**H2:** Subjective norm positively related to internal motivation.

**H3:** Subjective norm positively related to external motivation.

#### 2.5. Internal Motivation

Theory of planned behavior discussed the association of subjective norm and intention. Existing literature shows inconsistent results on the association of subject norm and intention (Ajzen & Kruglanski, 2019). To improve the predictive power of the existing model of TPB, Ajzen and Kruglanski (2019) proposed that motivation is the antecedent of intention instead of attitude towards behavior or subjective norm. Previous literature on eating motivation divide motivation into two parts such as (1) internal motivation, and (2) external motivation. Internal motivation is referred to as the internal personality factors that influence the decision process of the consumer (Brown & Ogden, 2004). Limited literature is available on the association of internal motivation and intention to consume food. In food context, the study Brown and Ogden (2004) shows significant impact of internal motivation in children's dietary behaviors. In the light of such understanding, it is proposed that:

**H4:** Internal motivation positively related to retail consumer intention to consume fortified food.

#### 2.6. External Motivation

External motivation refers to as the external factors influence the decision process of the buyer (Brown and Ogden, 2004). The existing literature shows inconsistent results of external motivation and intention. For example, the study of Dang et al. (2021) examines the relationship of external motivation and intention to consume organic drinking products in Vietnam. The findings of the study reveal a positive significant impact of external motivation on consumer intention. Conversely, the study Brown and Ogden (2004) found an insignificant relationship of external motivation in dietary behavior of children. According to theory of reasoned goal pursuit (Ajzen & Kruglanski, 2019), motivation is the antecedent of intention. Consequently, it is proposed that:

**H5:** External motivation positively related to retail consumer intention to consume fortified food.

#### 2.7. Attitude towards Behavior

Attitude towards behavior is related to the person's favourable or unfavorable thoughts about the behavior (Ajzen, 1991). Existing scholarly work on TPB explains the relationship between attitude towards behavior and intention (Alganad et al., 2021). In halal food context, the research Vanany et al. (2020) conducted a study on halal food consumers of Indonesia. The results of study revealed that

there is significant positive relationship between attitude towards behavior and intention to eat halal food in Indonesian Consumers. Similarly, the empirical study Piroth et al. (2020) investigates this relationship with online grocery store consumers. The results revealed that there is a significant relationship between attitude towards behavior and intention. Moreover, the study conducted in Norway, Vabo and Hansen (2016) conducted a study on the relationship of attitude towards buying domestic food products and intention to buy domestic food products. The findings of study revealed the significant relationship between attitude towards buying domestic food and intention to buy domestic food in Norwegian Consumers. Consequently, the subsequent hypothesis is posited:

**H6:** Attitude towards behavior positively related to retail consumer intention to consume fortified food.

## 2.8. Perceived Behavioral Control

Perceived behavioral control is referred to as the perceived ease or difficulty to perform the behavior (Ajzen, 1991). Perceived behavioral control is dependent on control beliefs of an individual to perform or not to perform the behavior (Ajzen & Kruglanski, 2019). The findings of previous literature on the relationship of perceived behavioral control and intention to purchase fortified food are inconsistent. In dietary behaviors, the research conducted in Egypt, Elhoushy (2020) on the relationship of perceived behavioral control and intention to choose sustainable food. The results of the study revealed the significant relationship between them. Similarly, the researcher Ahmad et al. (2019) conducted an empirical study on the relationship of perceived behavioral control and intention to consume ethnic food among the Pakistani tourists visited tourist places of Pakistan such as Swat, Gilgit, and Murree. The result of the study shows significant positive relationship between Perceived behavioral control and intention to consumer ethnic food in Pakistan. However, Jun and Arendt (2016) conducted a study to assess the relationship between perceived behavioral control and found a non-significant relationship between perceived behavioral control and intention. Similarly, the study of Kumar and Smith (2017) assessed the association of perceived behavioral control and intention to purchase local food. The findings of the study show a non-significant relationship between the variables. Moreover, in fortified food context, the study of Nystrand and Olsen (2020) assessed the relationship between perceived behavioral control and intention to consume functional food in Norwegian Consumers. The study shows a non-significant association between them. Accordingly, it is postulated that:

**H7:** Perceived behavioral control positively related to retail consumer intention to consume fortified food.

Considering the above-mentioned discussion, the conceptual model of the study is presented in Figure 1.

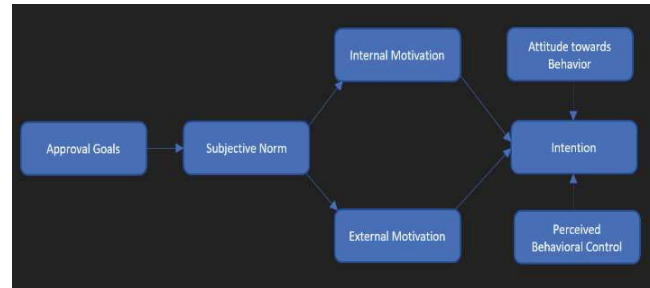


Figure 1: Conceptual Framework

## 3. Material and Methods

### 3.1. Data Collection

This study investigates the impact of approval goals on subjective norms, then on internal and external motivation. Subsequently, internal motivation, external motivation, attitude towards behavior, and perceived behavioral control influence the intention to consume fortified food in Pakistan. Fortified food is not commonly available in every store due to enriched ingredients. For example, the researchers (Ali & Rahut, 2019) conducted a survey in Pakistan about the awareness and interest in fortified food. The study concludes that urban population is more inclined towards fortified food. Retail Stores have an important role to attract consumers (Timotius & Octavius, 2021). Therefore, the present study selected three urbanized districts of the Punjab (Lahore, Gujranwala, Faisalabad) for data collection. The data was collected from the retail stores of Lahore, Gujranwala, and Faisalabad through mall intercept survey method. This technique is appropriate for data collection in consumer behavior studies.

Descriptive analysis was performed to estimate respondent's characteristics. Table 1 shows that 55.2 percent were female, and 44.5 % male. The marital status was 39.6 married and 60.4 were unmarried. Age categories were up to 30 years (71.4 percent), between 31-40 years (18 percent), between 41-50 years (6 percent), between 51-60 (3.4 percent), and over 60 years (1.3 percent). Formal education of the respondents was up to Matriculation (3.9 percent), Intermediate (14.3 percent), Graduation (51 percent) and master's and above were (30.7 percent). Professions of the respondents were student (29.4 percent), housewife (12.8 percent), job (42.7 percent), business (11.5 percent), and

other (3.6 percent). Monthly income (Pak rupees) of the respondents were up to 50000 (64.6 percent), 50001-100000 (22.9 percent), 100001-150000 (8.1 percent), 150001-200000 (1.8 percent), over 200000 (2.6 percent).

**Table 1:** Respondent's profile (N=384).

Variable	Frequency	Percentage (%)
Gender		
Male	172	44.8
Female	212	55.2
Marital status		
Married	152	39.6
Unmarried	232	60.4
Age (years)		
≤ 30	274	71.4
31-40	69	18.0
41-50	23	6.0
51-60	13	3.4
> 60	5	1.3
Formal education		
Up to Matric	15	3.9
Intermediate	55	14.3
Graduation	196	51.0
Masters and above	118	30.7
Profession		
Student	113	29.4
Housewife	49	12.8
Job	164	42.7
Business	44	11.5
Others	14	3.6
Monthly income (Pak Rs.)		
≤ 50000	248	64.6
50001-100000	88	22.9
100001-150000	31	8.1
150001-200000	7	1.8
> 200000	10	2.6

The present study used 10 items of functional food and asked respondents' opinion about functional food. Table 2 revealed their thoughts about functional food. The results depicted that consumer give highest priority to food that contain nutrition (94%), followed healthy food (84.6%), health enriched food (84.1%), food supplement (78.1%), Probiotic food (76%), food that prevent certain diseases (75.5%), natural food product (75.3%), made for organic ingredients (74.5%), non-toxic in nature (69.5%). Whereas chemical free (58.6%) were remaining the least consumed functional food in Pakistan.

**Table 2:** Respondents' Opinion on Functional Food

Statements	Frequency	Percentage
Healthy food	325	84.6
Natural food product	289	75.3
Probiotic food	292	76
Made for organic ingredients	286	74.5
Non-toxic in nature	267	69.5
Chemical free	225	58.6
Food that prevents certain diseases	290	75.5
Food supplement	300	78.1
Health enriched food	323	84.1
Food that contains nutrition	361	94

### 3.2. Instrument

For questionnaire development, the instruments were adopted from several scholars. For example, the scale of approval goals was adopted from the study of Patch et al. (2005), attitude towards behavior, subjective norm, perceived behavioral control (Xin & Seo, 2019), internal and external motivation (Brown & Ogden, 2004), and retail consumer intention to consume fortified food (Nystrand & Olsen, 2020). Approval goals (AG) were measured with five items scale such that: "family members"; "friends"; "dietitians"; "doctors"; "scientists". Attitude towards Behavior (ATB) was measured with three items scale as "it is good to purchase fortified food"; "it is valuable to purchase fortified food"; "it is helpful to purchase fortified food". Subjective norm (SN) was measured with four items scale such that "People important to me think positive of me to purchase fortified food"; "People important to me will support me to purchase fortified food"; "People important to me will understand me to purchase fortified food"; "People important to me will approve me to purchase fortified food". Perceived behavioral control (PBC) was measured with four items scale as "I can afford fortified food"; "I can find a place to buy fortified food easily"; "I have a time to buy fortified food"; "I think it is easy to buy fortified food". Internal motivation was measured with four items such that: "I purchase fortified food when I feel nothing to do"; "I purchase fortified food when I feel frightened"; "I purchase fortified food when I felt crossed"; "I purchase fortified food when feeling upset". External motivation (EM) was measured with four items scale as "I purchase fortified food if I walked past the fortified food shelf"; "I purchase fortified food If it looks, smells, or tasted good"; "I purchase fortified food If I found it delicious"; "I purchase fortified food if I found other people eating it". Retail consumer intention to consume fortified food was measured with three items scale as "I intend to eat fortified foods regularly"; "I expect to eat fortified foods regularly"; "I plan to eat fortified foods regularly."



### 3.3. Statistical Technique

Data was analyzed through partial least square-structural equation modeling (PLS-SEM) technique. The study of Hair et al. (2019) describes that PLS-SEM is appropriate for low samples and manages normality issues pertaining to data. This technique is helpful to handle multiple items scales, having direct and indirect relationships, to assess the measurement and structural models.

## 4. Results

### 4.1. Partial Least Square-Structural Equation Modeling

Data was analyzed through partial least square-structural equation modeling technique. The research of Hair et al. (2019) describes that PLS-SEM is appropriate for low samples and manage normality issues pertaining to data. This technique is helpful to handle multiple items scales, having direct and indirect relationships, to assess the measurement and structural models.

### 4.2. Measurement Model

This study used several tests to validate the reflective constructs such as factor loadings, Cronbach's alpha ( $\alpha$ ), composite reliability (CR), average variance extracted (AVE), Heterotrait- Monotraitratio (HTMT). The tests of factor loadings, Cronbach's alpha and composite reliability were performed to assess the reliability of the construct. However, the AVE and HTMT measure convergent and discriminant validity of the construct respectively. Statistical experts such as Hair et al. (2014), Hair et al. (2019) and Henseler et al. (2015) provide acceptable ranges for factor loadings ( $>0.5$ ), Cronbach's alpha ( $>0.7$ ) CR ( $>0.7$ ), AVE ( $>0.5$ ), HTMT ( $<0.9$ ). Table 3 and 4 show that the values meet the criteria set by the experts. Hence, the instrument is considered reliable and valid.

**Table 3:** Reliability and Convergent Validity.

Construct	Items	Loadings	CR	Cronbach's Alpha	AVE
Approval goals	AG1	0.677	0.830	0.747	0.501
	AG2	0.493			
	AG3	0.814			
	AG4	0.813			
	AG5	0.693			
Attitude towards Behavior	ATT1	0.900	0.929	0.885	0.814
	ATT2	0.935			
	ATT3	0.869			

External Motivation	EM1	0.726	0.809	0.710	0.516
	EM2	0.734			
	EM3	0.612			
	EM4	0.789			
Internal Motivation	IM1	0.687	0.894	0.823	0.738
	IM2	0.832			
	IM3	0.892			
	IM4	0.507			
Intention	Int1	0.857	0.827	0.773	0.554
	Int2	0.883			
	Int3	0.837			
Perceived Behavioral Control	PBC1	0.827	0.884	0.828	0.656
	PBC2	0.863			
	PBC3	0.783			
	PBC4	0.762			
Subjective norm	SN1	0.814	0.903	0.858	0.699
	SN2	0.811			
	SN3	0.862			
	SN4	0.857			

Note: CR=Composite Reliability; AVE=Average Variance Extracted

**Table 4:** Discriminant Validity (HTMT)

Construct	1	2	3	4	5	6	7
Approval Goals	0.708						
Attitude towards Behavior	0.473	0.902					
External Motivation	0.314	0.261	0.718				
Intention	0.408	0.469	0.207	0.744			
Internal Motivation	0.197	0.080	0.329	0.174	0.859		
Perceived Behavioral Control	0.248	0.407	0.471	0.262	0.172	0.925	
Subjective Norm	0.390	0.431	0.152	0.378	0.174	0.197	0.836

Note: 1: Approval Goals; 2: Attitude towards Behavior; 3: External Motivation; 4: Intention; 5: Internal Motivation; 6: Perceived Behavioral Control; 7: Subjective Norm; Values in bold represent square root of AVE

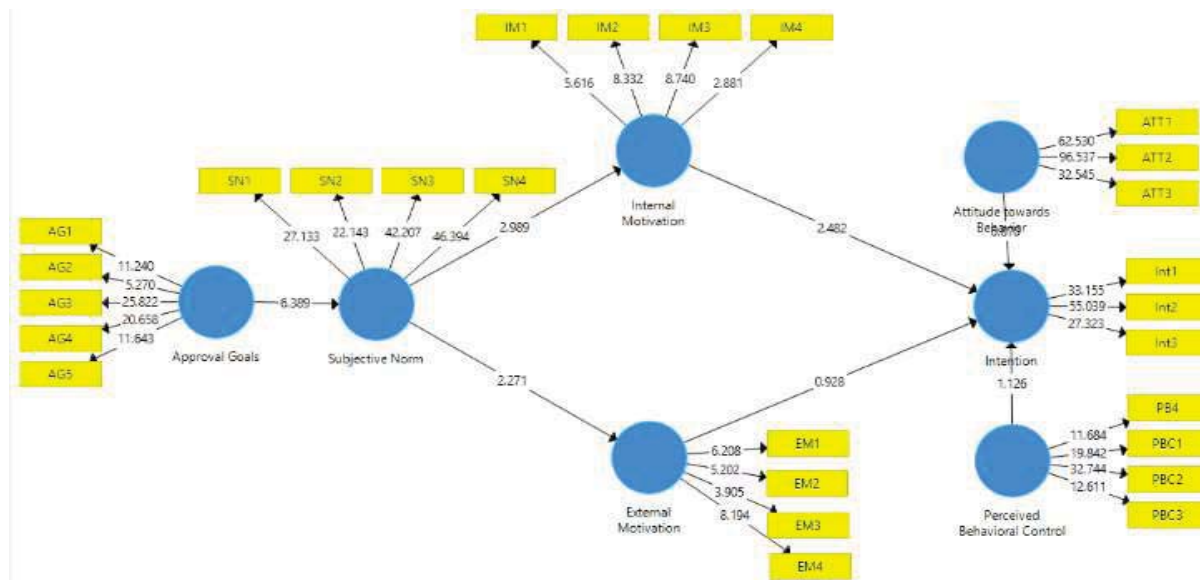
### 4.3. Structural Model

The structural model was assessed to measure the significance of the relationship among variables. To test hypothesis, Smart PLS 3.0 was used to estimate the p-values using bootstrapping method (5000 subsamples, one-tailed analysis). Table 5 shows that approval goals significantly influence subjective norm (t-value = 6.389,  $p = 0.000$ ), and subjective norm positively related with internal (t-value = 2.989,  $p = 0.001$ ), and external motivation (t-value = 2.271,  $p = 0.012$ ). Hence, H1, H2, H3 were supported. Furthermore, the results demonstrate that internal motivation (t-value = 2.482,  $p = 0.007$ ) and attitude towards behavior (t-value = 6.870,  $p = 0.000$ ) significantly affect retail consumer intention. Therefore, H4 and H6 were supported. However, external motivation (t-value = 0.928,  $p = 0.117$ ) and perceived behavioral control (t-value = 1.126,  $p = 0.130$ ) not related with retail consumer intention to consume fortified food in Pakistan. Therefore, H5 and H7 were not supported.

**Table 5:** Hypothesis Testing.

	Relationship	Std $\beta$	SE	p-value	LL	UL	$f^2$	VIF
H1	Approval Goals → Subjective Norm	0.338	0.053	0.000	0.235	0.410	0.129	1.000
H2	Subjective Norm → Internal Motivation	0.175	0.059	0.001	0.040	0.234	0.032	1.000
H3	Subjective Norm → External Motivation	0.126	0.055	0.012	0.011	0.197	0.016	1.000
H4	Internal Motivation → Intention	0.133	0.054	0.007	0.038	0.208	0.020	1.059
H5	External Motivation → Intention	0.047	0.050	0.177	-0.046	0.117	0.002	1.209
H6	Attitude towards Behavior → Intention	0.358	0.052	0.000	0.272	0.443	0.136	1.164
H7	Perceived Behavioral Control → Intention	0.068	0.060	0.130	-0.036	0.161	0.005	1.269

Note: \* $p < 0.05$ ; Std  $\beta$ =Standardized Beta; SE=Standard Error; LL=Lower Limit; UL=Upper Limit;  $f^2$ =Effect Size; VIF=Variance Inflation Factor



**Figure 2:** Structural Model

### 5. Discussion

This research examines the impact of approval goals, subjective norm, internal motivation, external motivation, attitude towards behavior, perceived behavioral control on retail consumer intention to consume fortified food in Pakistan. The findings of the study suggest that approval goals are positively associated with subjective norms. These results corroborate with the scholarly work of (Patch et al., 2005; Ajzen & Kruglanski, 2019), who explored the normative beliefs such as family, friends, dietitians, doctors, and scientists. These normative beliefs tested as approval goals to assess their impact on subjective norm. The results show a positive association between approval goals and subjective norms. Existing literature assessed the impact of normative beliefs on subjective norms. However, the theory of reasoned goals pursuit suggests that approval goals are the antecedent of subjective norm. It shows that reference groups influence the subjective norms of society. For instance, the patient having nutrition deficiency follows the

prescription of the nutritionists or physician.

Subjective norm positively associated with internal and external motivation. These findings correspond with the existing literature (Ajzen & Kruglanski, 2019). Previous literature (TPB) shows that subjective norms influence the intention to do a certain behavior. The findings of studies following the TPB were contradictory. For example, some studies show a significant relationship between subjective norm and intention to perform a certain behavior (Nardi et al., 2019; Piroth et al., 2020; Jun & Arendt, 2016). On the contrary, the existing literature Mork et al. (2019) and Ashraf (2019) shows a non-significant relationship between subjective norm and intention. Considering this situation, Ajzen and Kruglanski (2019) propose motivation as antecedent of intention instead of subjective norm. Moreover, the study conducted by Brown and Ogden (2004) suggested two types of motivation such as (1) internal motivation, and (2) external motivation. These findings are helpful for the marketing professionals, launching marketing campaigns for fortified food products. The results

that subjective norm influences internal and external motivation show that internal and external motivation of the consumers is based on positive word of mouth.

Internal motivation is positively associated with the retail consumer intention to consume fortified food. The results of the study corroborate with the existing studies (Ajzen & Kruglanski, 2019; Brown & Ogden, 2004). It shows that internal feelings (motivation) have an impact on retail consumer intention. Internal motivation is referred to as the internal personality factors that influence the decision process of the consumer. In this study, internal motivation means that a consumer wants to consume fortified food products because fortified food is a healthy food and people choose healthy food over unhealthy food based on their internal feelings (internal motivation). The findings of the study show that marketers should take care of the internal feelings of the consumers and used them in promoting their fortified food products.

External motivation does not create the influence on retail consumer intention to consume fortified food. These findings corroborate with the scholarly work of Brown and Ogden (2004), and in contrast with theoretical stance (Ajzen & Kruglanski, 2019). It shows that external motivation has no significant impact on the retail consumer intention to consume fortified food products. External motivation means that consumers consider external factors while consuming fortified food. The findings of the study show that consumers of fortified food products are concerned with external factors because fortified food is healthy food product that is why people has not given importance to external factors. The marketers should focus on internal factors instead of focusing on external factors.

Attitude towards behavior positively associated with retail consumer intention to consume fortified food. This congruent with previous studies (Nystrand & Olsen, 2020; Patch et al., 2005). The data was collected from the retail stores of Lahore, Sheikhpura, Faisalabad, Gujranwala, and Sialkot. These five cities have urban populations. The people who participated in the survey process have good knowledge about fortified food and those people have favourable beliefs about fortified food products. That is why they show their intention to consume fortified food products. Considering the results of this study, the marketing managers of the fortified food products industries formulate their policies to get positive attitude towards fortified food products, which is helpful to gain retail consumer's intention towards their products.

Perceived behavioral control shows a non-significant relationship with intention. Similar results were found in existing literature (Nystrand & Olsen, 2020). Perceived behavioral control is referred to as the perceived ease or difficulty to perform the behavior (Ajzen, 1991). The survey population did not consider the importance of perceived

behavioral control. As per the definition of fortified food, "the food products that have been enriched with minerals, vitamins, fatty acids are proteins to make them healthier or to prevent disease" (Nystrand & Olsen, 2020). The definition of fortified food shows that the consumers are not concerned with the affordability, easy accessibility, time to buy, and easy buying process because fortified food products are already cooked and people who purchased those products comes from upper class.

## **6. Conclusion**

This study targets urban consumers to assess the retail consumer intention to consume fortified food in retail context. The findings of the study show approval goals significantly impact subjective norms which further influences internal and external motivation of the consumer. Moreover, attitude towards behavior and internal motivation influence retail consumer intention. However, external motivation and perceived behavioral control does not show any impact on the retail consumer's intention to consume fortified food products.

### **6.1. Theoretical Implications**

The present study produces several inferences for academicians and researchers. This study used the theoretical lens of the theory of reasoned goal pursuit Ajzen and Kruglanski (2019) to examine the intention to consume fortified food. Extensive literature is available on the theory of planned behavior which shows the attitude towards behavior, subjective norm, and perceived behavioral control are antecedents of intention. Subsequently, intention is the antecedent of behavior. However, extant literature revealed inconsistent results among these associations. Therefore, the theory of reasoned goal pursuit proposed that while purchasing fortified food the consumer focuses on their goals, which motivate them to perform certain behavior (Ajzen & Kruglanski, 2019). This study holds five theoretical contributions in the body of knowledge of theory of reasoned goal pursuit, retailing, distribution, and fortified food products (1) the impact of approval goals on subjective norm, (2) the influence of subjective norm on internal motivation, (3) the impact of subjective norm on external motivation, (4) the influence of internal motivation on retail consumer intention, and (5) the impact of external motivation on retail consumer intention to consume fortified food. The findings of this study are helpful for the scholars to consider the newly developed concepts of approval goals and motivation. Moreover, this study further extends the concepts of motivation into two dimensions such as internal and external motivation which helpful to extend the



literature on motivation related to food choice behavior.

## 6.2. Practical Implications

Marketing and supply chain of fortified food products needs complete understanding of the retail consumer using fortified food. This study produces many insights for marketers and retail businesses interested in promoting fortified food products. While promoting products, the role of reference groups and word of mouth is undeniable in all spheres of marketing and distribution of products. The recommendations of professionals, trusted friends and family members are important for the rest of the group members. This study produces similar findings such as dietitians, doctors, scientists, family, and friends play an important role in spreading positive word of mouth and it is beneficial for the people directly involved in marketing and distribution related fields. For example, diet and nutrition experts recommend fortified food products to their patients who have nutrition deficiencies. So, this industry should involve professionals and use their role to promote fortified food products. Furthermore, the findings of the study suggest that consumers of fortified food are internally motivated. To improve internal motivation of the marketers, try to use classical conditioning approach of dog, bell, and meat. It means that marketers try to relate their products with moods. For instance, in advertisement, a depressed person feels better when used fortified food due to healthy ingredients. Moreover, the marketers should try to promote positive aspects of the products, which is helpful to improve the attitude towards fortified food products.

## 6.3. Limitations

Empirical studies are limited in context, scope, and generalizability. Similarly, this study is not free from limitation. This research focusing on the retail context and unfold the retail consumer intention to consume fortified food in Pakistan. Similar studies in other countries may produce different conclusions regarding the relationship of approval goals, subjective norm, internal motivation, external motivation, attitude towards behavior, perceived behavioral control and retail consumer intention to consume fortified food products. Further studies may use other reference groups as approval goals to enhance the predictive power of the model. Moreover, considering the notion of existing literature (Yang et al., 2022; Akhtar et al., 2022), additional studies may use online retailing and smart tourism context to improve the predictive power of the model.

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## Appendix

**Appendix 1:** Literature Review Table

<b>Approval goals - subjective norm relationship</b>			
<b>Author(s)</b>	<b>Theory</b>	<b>Country</b>	<b>Findings</b>
Ajzen and Kruglanski (2019)	Theory of reasoned goal pursuit	-	Proposed
<b>Subjective norms - internal motivation relationship</b>			
Ajzen and Kruglanski (2019)	Theory of reasoned goal pursuit	-	Proposed
<b>Subjective norms - external motivation relationship</b>			
Ajzen and Kruglanski (2019)	Theory of reasoned goal pursuit	-	Proposed
<b>Internal motivation – intention relationship</b>			
Brown and Ogden (2004)	Theory of parental influence	-	Supported
Wang <i>et al.</i> (2021)	Self-determination theory and theory of planned behavior	China	Supported
Sun and Gao (2019)	Technology acceptance model and task technology fit model	China	Not supported
Davis <i>et al.</i> (1992)	Cognitive evaluation theory	USA	Supported
Chatzisarantis <i>et al.</i> (2005)	Theory of planned behavior	-	Supported
<b>External motivation – intention relationship</b>			
Brown and Ogden (2004)	Theory of parental influence	-	Not Supported
Dang <i>et al.</i> (2021)	Consumer perception theory and social learning theory	Vietnam	Supported
Wang <i>et al.</i> (2021)	Self-determination theory and theory of planned behavior	China	Not Supported
Davis <i>et al.</i> (1992)	Cognitive evaluation theory	USA	Supported
<b>Attitude towards behavior – intention relationship</b>			
Nystrand and Olsen (2020)	Theory of planned behavior	Norway	Supported
Ahmad <i>et al.</i> (2019)	Food choice motives theory and theory of planned behavior	Pakistan	Supported
Ashraf (2019)	Theory of planned behavior	Bangladesh	Supported
Elhoushy (2020)	Theory of planned behavior and norm activation model	Egypt	Supported
Kumar and Smith (2017)	Theory of planned behavior	Online	Supported
<b>Perceived behavioral control – intention relationship</b>			
Nystrand and Olsen (2020)	Theory of planned behavior	Norway	Not supported
Ahmad <i>et al.</i> (2019)	Food choice motives theory and theory of planned behavior	Pakistan	Supported
Ashraf (2019)	Theory of planned behavior	Bangladesh	Supported
Elhoushy (2020)	Theory of planned behavior and norm activation model	Egypt	Supported
Jun and Arendt (2016)	Theory of planned behavior	America	Not supported
Kumar and Smith (2017)	Theory of planned behavior	Online	Supported