

SESSION 4: GENERAL CORPORATE GOVERNANCE ISSUES

**INTENTION TO PURCHASE ORGANIC
FOOD: HEALTH CONSCIOUSNESS,
ENVIRONMENTAL CONCERN, AND
THEORY OF PLANNED BEHAVIOR**

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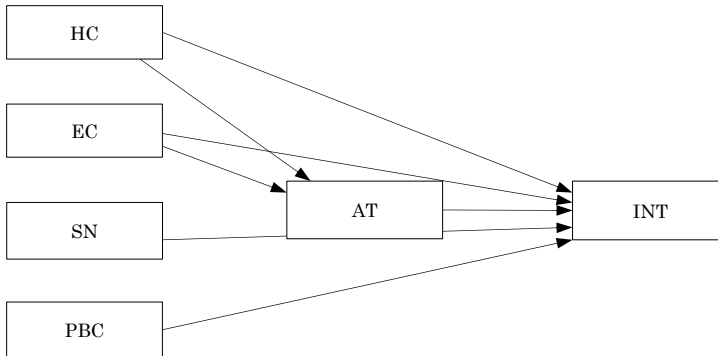
Abstract

The purpose of this study is to examine the indirect effect of health consciousness and environmental concern on the intention to purchase organic food through attitude and the direct effect of health consciousness, environmental concern, and the theory of planned behavior (TPB) (attitude, subjective norms, and perceived behavioral control) on the intention to purchase organic food.

This study employed a questionnaire that consisted of 18 items in order to collect data. The study sample includes 210 randomly selected Greek individuals (118 female and 92 male). The data were analyzed with the use of SPSS version 24 and the Jamovi program. To test the linear components in the data, the principal component analysis (PCA) with Varimax rotation was used. The weights of the components, for each variable was above 0.7 (KMO = 0.764, $\chi^2 = 1216$, p-value < 0.01). Cronbach's alpha reliability rated for attitude 0.86, subjective norms

0.912, perceived behavioral control 0.703, intention to purchase organic food 0.776, health consciousness 0.777, and environmental concern 0.845. Figure 1 displays the model diagram.

Figure 1. Model diagram



The results (Table 1) indicate that health consciousness affects indirectly and positively the intention to purchase organic food through attitude. Attitude, subjective norms, and perceived behavioral control have a positive and direct relationship with the intention to purchase organic food. Furthermore, health consciousness and environmental concern affect positively attitude.

Table 1. Effects

Effect	Estimate	SE	95% C.I.		β	p
			Lower	Upper		
HC \Rightarrow AT \Rightarrow INT	0.095	0.032	0.033	0.157	0.119	0.003
EC \Rightarrow AT \Rightarrow INT	0.096	0.050	-0.002	0.195	0.073	0.056
HC \Rightarrow AT	0.195	0.060	0.076	0.313	0.244	0.001
EC \Rightarrow AT	0.197	0.100	0.001	0.393	0.149	0.049
AT \Rightarrow INT	0.488	0.061	0.368	0.609	0.488	<0.001
HC \Rightarrow INT	0.002	0.052	-0.100	0.104	0.002	0.975
EC \Rightarrow INT	0.119	0.082	-0.043	0.280	0.090	0.150
SN \Rightarrow INT	0.156	0.048	0.062	0.249	0.201	0.001
PBC \Rightarrow INT	0.196	0.055	0.089	0.304	0.219	<0.001

According to the findings reported in this study, it is possible to predict consumers’ purchasing behavior of organic food using their intentions to buy organic food, which can be further predicted by combining the components examined (Tarkiainen & Sundqvist, 2005).

An expectancy-value model commonly used to predict and explain food choice is the TPB. According to this theory, human behavior is

determined by behavioral intention, which consists of attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991; Dean et al., 2008; Tsaknis et al., 2022). This study contributes empirical evidence to the existing literature regarding the effectiveness of an extended TPB in predicting or explaining the intention to purchase organic food (Nystrand & Olsen, 2020).

Health is an important parameter that consumers consider when purchasing food items and they are interested in food-related health topics. More health-conscious consumers are more likely to purchase organic products (Paul & Rana, 2012; Yadav & Pathak, 2016). A fundamental component of environmental research is an individual's concern for the environment, which is directly related to environment-friendly behavior. Consumers' intention to purchase eco-friendly products is directly and positively impacted by environmental concerns (Pagiaslis & Krontalis, 2014; Yadav & Pathak, 2016).

The results of this study can help organizations, policymakers, and society overall, to understand the key factors that are responsible for the intention to purchase organic food. Consuming organic food will have a strong environmental impact (organic farming practices lead to reduced use of fertilizers, conserve water, and preserve biodiversity), health benefits for consumers (lower exposure to chemicals and higher nutrient content), and promote sustainability (preserve resources for next generations). Society, organizations, and policymakers should support organic food producers (support local economies, provide fair wages, the well-being of farmers, and safe working conditions) and communicate to consumers about the benefits of the consumption of organic food.

There are several limitations in this study that must be considered. The study does not measure actual purchasing behavior in relation to organic food; instead, it measures purchase intentions (Yadav & Pathak, 2016). Before making more conclusive generalizations, the results of this study should be evaluated across different socio-demographic or different ethnic groups (Tsaknis et al., 2024). A further limitation of the study is that it measured organic food in general, whereas earlier studies showed that organic food consumption varied among products, such as organic fruit, organic milk, etc. (Yadav & Pathak, 2016). Future studies could explore the validity of these findings in different contexts using additional variables, not included in this study, and investigate whether there are latent variables confounding the relationships discussed above (Sahinidis et al., 2020).

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