

Factors Affecting Purchase Intention Toward Actual Purchase of Organic Vegetables in Bangkok, Thailand

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Abstract

The purpose of this research is to obtain a better understanding of purchase intention and actual purchase towards organic vegetables in Bangkok, Thailand. This study both primary and secondary data were used. In this study, an online questionnaire was employed to collect data. There were 385 responders. The researcher applied the non-probability sampling method by using the purposive sampling technique for data collection. To determine the level of influence between the selected variables, the chosen statistical analysis approach in this study is simple linear regression and multiple linear regression. Three frameworks from previous studies serve as base for the creation of a new conceptual framework. The findings of this study showed that organic food knowledge significantly affect attitude, and four of five independent variables significantly influence purchase intention, the variables consist of health consciousness, attitude, price consciousness, and trust which attitude is the factor that has the most effects on purchase intention of organic vegetables followed by trust. However, food safety concerns insignificantly affect purchase intention of organic vegetables. Moreover, purchase intention significantly influences actual purchase of organic vegetables. The findings of this study suggest organic vegetable providers consider improving customers' attitudes and trust toward organic vegetables.

Keywords: *health consciousness, food safety concern, attitude, price consciousness, trust, purchase intention, actual purchase, organic vegetables*

JEL Classification Code: I10, M30, M31

Introduction

According to Bangkok Post, sales of organic food are increasing at double-digit rates in several nations, including Thailand. One of the main foods grown organically is fresh vegetables (*Thai organic foods have healthy growth potential Bangkok Post, 2017*).

In addition, organic food consumption is continuously increasing all over the world, according to the organic food global market report 2021. With a compound annual growth rate of 14.5%, the market for organic food is projected to rise from

\$106.21 billion in 2015 to \$380.84 billion in 2025, up from USD 255.2 billion in 2020. Due to a large increase in product demand and increased knowledge of the advantages of organic food and drink (The business research company, 2021). The same survey also reveals that in 2020, organic fruits and vegetables would hold the biggest market share of any category, accounting for 40.35% of the overall market. Currently, organic farming is practiced in more than 170 nations, with North America and Western Europe leading the market (Organic Trade Association, n.d.). An opportunity for food export may be observed in the huge rise in demand for organic food in developed Asia counties like China, India, Hong Kong, and Singapore globalist comparable to Thailand.

Furthermore, using inputs and methods that do not harm the health of producers and consumers, as well as the environment, the organic food market is gaining popularity over the world (Srieng & Thapa, 2018). The growth in demand will eventually drive more farmers and businesses to overcome obstacles and increase their sales of organic foods.

Therefore, the purpose of this study is to identify the variables that influence the actual purchase of organic vegetables. The researcher expects that farmers and dealers will benefit from this study and apply the findings to improve their businesses.

Literature Review and Hypotheses Development

Relationship between Organic Food Knowledge and Attitude

Organic food knowledge and attitude are strongly related, various studies have found that knowing about organic food products influences attitude toward organic food (Teng & Wang, 2015). Moreover, Hsu et al. (2016) agree that organic food knowledge significantly impact attitudes toward organic food. Because organic food knowledge allows consumers to distinguish the qualities of organic products from those of conventional products (Pacho, 2020). Therefore, the hypothesis is formulated:

Hypothesis 1 (H1): There is a cause and influence between food knowledge and attitude.

Relationship between Health Consciousness and Purchase Intention

Gundala and Singh (2021) state that organic foods are mostly purchased by consumers for their health benefits and several studies have found that health factors have a significant impact on consumers' willingness to purchase organic foods. Alshammari (2020) also confirms that health concerns influence organic food purchase intentions. Moreover, Cavite et al. (2022) reveal that health consciousness is one of the main reasons for purchasing organic food. Hence, the hypothesis is expressed:

Hypothesis 2 (H2): There is a cause and influence between health consciousness and purchase intention.

Relationship between Food Safety Concern and Purchase Intention

According to Hsu et al. (2019), many studies have found that consumer concerns about food safety influence their attitudes toward organic food and purchase intentions. Hsu et al. (2016) said that the most significant factor predicting one's willingness to purchase organic food is concerning food safety. The study conducted by Iqbal et al. (2021) shows that food safety concern has positively related purchase intention of organic food. Therefore, the hypothesis is formulated:

Hypothesis 3 (H3): There is a cause and influence between food safety concern and purchase intention.

Relationship between Attitude and Purchase Intention

One of the most influential factors influencing consumer purchasing behavior in general, particularly toward organic products, has been identified as attitude (Nosi et al., 2020). Moreover, a study conducted by Pacho (2020), shows that attitude has significantly impacted organic food purchase intention. In contrast, Cavite et al. (2022) reveal that attitude has an insignificant impact on the purchase intention of organic rice because people may have a negative attitude toward organic rice. Then, the hypothesis is formulated:

Hypothesis 4 (H4): There is a cause and influence between attitude and purchase intention.

Relationship between Price Consciousness and Purchase Intention

According to the study of Konuk (2015), the most important predictor of purchase intent is price discount. Moreover, from the same study, price consciousness shows a positive effect on purchase intention. The study conducted by Lee (2008) indicates that price consciousness has a direct impact on store brand purchase intention. A study by Zheng et al. (2021) also agrees that price consciousness significantly affects organic food purchase intention. Hence, the hypothesis is expressed:

Hypothesis 5 (H5): There is a cause and influence between price consciousness and purchase intention.

Relationship between Trust and Purchase Intention

Trust might be more vital for organic foods than for conventional foods because cultivating trust is especially vital when risk and uncertainty are implicit and warranties are lacking (Teng & Wang, 2015). Dangi et al. (2020) reveal that trust is one of the most important factors influencing organic food purchase. Then, the hypothesis is formulated:

Hypothesis 6 (H6): There is a cause and influence between trust and purchase intention.

Relationship between Purchase Intention and Actual Purchase

According to Zheng et al. (2021), purchase intention is the immediate result of actual behavior. Moreover, customers who intend to purchase a specific product seem to be more likely to purchase it, and vice versa (Nguyen et al., 2022). In addition, a study conducted by Mohammed (2020) which used data collected from 236 consumers, shows that purchase intention influences actual purchase. Therefore, the hypothesis is formulated:

Hypothesis 7 (H7): There is a cause and influence between purchase intention and actual purchase.

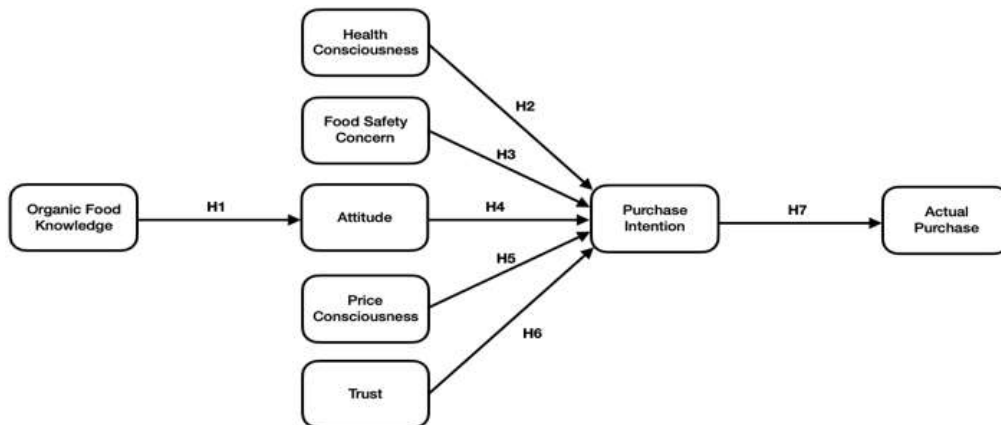
Conceptual Framework

The conceptual framework is assembled based on literature review in previous research, existing literature, and theoretical concepts representing the influence of variables, including organic food knowledge, health consciousness, food safety concern, attitude, price consciousness, trust, purchase intention, and actual purchase assembled to be the conceptual framework in this study.

Hence, the conceptual framework of factors affecting purchase intention toward actual purchase of organic vegetables has been presented in Figure 1.

Figure 1

The Conceptual Framework



Source. Constructed by the author

Methods and Materials

In this study, the questionnaire is divided into three parts, with a total of 32 items related to the research model's eight variables, two screening questions that assist screening the participants who live in Bangkok, Thailand, have purchased organic vegetables, six items of demographic information, and 24 items of measuring variables. The target population is people who live in Bangkok, Thailand, have purchased organic vegetables, and are 19 years old or older. Bangkok's population is approximately 11 million people (*Bangkok, Thailand Metro Area Population 1950-2023 | Macrotrends, 2023*). However, the researcher could not ensure the target population of 19 years old or older people who have purchased organic vegetables. For this reason, the research used the target population as unknown. The formula found by *Cochran (1977)* is used in this study to calculate the sampling size when the number of populations is unknown. The formula was used to calculate the required sample size for an unknown population with a 95 percent confidence level, a 50 percent standard deviation, and a 5 percent margin of error.

To check the questionnaire for any inconsistencies or errors, the researcher conducted a pilot test with 50 respondents. The reliability of the questionnaire is analyzed and evaluated based on Cronbach's alpha test of reliability. According to *Peter (2018)*, Cronbach's alpha is the preferred indicator in both measuring and testing the reliability of academic research. A value of 0.6 is regarded as the lowest acceptable value of Cronbach's alpha. Is this minimum achieved, the researcher can accept Cronbach's alpha as satisfactory (*Taber, 2018*). *Table 1* below shows the variables of this study, analyzed for Cronbach's alpha:

Table 1

Result from Pilot Test – Cronbach's Alpha (n = 50)

Variables	Cronbach's Alpha	Number of Items	Result
Organic food knowledge	0.874	3	Satisfactory
Health consciousness	0.870	3	Satisfactory
Food safety concern	0.877	3	Satisfactory
Attitude	0.857	3	Satisfactory
Price consciousness	0.883	3	Satisfactory
Trust	0.862	3	Satisfactory
Purchase intention	0.849	3	Satisfactory
Actual purchase	0.847	3	Satisfactory

Results

Descriptive for Demographic Factors

Descriptive statistics were used in this study to analyze demographic data of the 385 respondents, by using JAMOV program to analyze the data, to ensure which group of people that the sellers have to pay attention to. This can help organic vegetable business owners to develop business strategies properly to suit the right target group of buyers. The demographic questions of this study consist of gender, age, marital status, degree of study, income, and the frequency of purchasing organic vegetables. The details of statistical results are presented below.

Gender: Many respondents were females at 63.6%, which is higher than males at 36.4%

Age: Most of the respondents are people aged between 19 – 30 years old at 51.9% followed by those aged between 31 – 45 years old at 23.1%, aged more than 60 years old at 19%, and lastly aged between 46 – 60 years old at 6%.

Marital status: From 385 respondents, 65.5% are single, 31.2% are married, 1.8% are widowed, and 1.6% are divorced.

Education: Most of the respondents have an academic degree at 93.5% with 63.9% having a Bachelor's, 26% a Master's, and 3.6% a Ph.D. The remaining 6.5% have a lower than Bachelor's degree.

Monthly income: Among 385 respondents, 40.5% are having more than 30,000 Baht income followed by 15,001-20,000 Baht at 20.8%, less than 15,000 Baht at 16.4%, 20,001-25,000 at 13%, and 25,001-30,000 Baht at 9.5%.

Frequency of purchasing organic vegetables: Most of the respondents purchase organic vegetables once a week at 68.1%, purchase 2-4 times a week at 23.9%, and purchase more than 4 times a week at 8.1%.

Descriptive with Mean and Deviation

This part the researcher would focus on mean and standard deviation of each of variables. The variables consist of organic food knowledge, health consciousness, food safety concern, attitude, price consciousness, trust, purchase intention, and actual purchase. The details are shown below in [Table 2](#).

Table 2*The Result of Mean and Standard Deviation*

	Mean	Std. Deviation
Organic Food Knowledge		
OFK1: I am familiar with organic vegetables.	3.90	0.945
OFK2: I know the benefit of organic vegetables.	4.23*	0.761
OFK3: I know the organic vegetable production process.	3.45	1.060
Health Consciousness		
HC1: I always choose healthy options.	4.16	0.873
HC2: I am self-conscious about my health.	4.36*	0.765
HC3: I care about what I eat and how it reflects to my health.	4.19	0.826
Food Safety Concern		
FSC1: I think organic vegetables are clean and safe to eat.	4.37*	0.731
FSC2: I think organic vegetables are chemical-free.	4.26	0.879
FSC3: I think there is no harmful substances in organic vegetables.	4.26	0.889
Attitude		
A1: I am interested in organic vegetables.	4.18	0.791
A2: I think organic vegetables are healthy.	4.40*	0.705
A3: I think organic vegetables are better than normal vegetables.	4.22	0.805
Price Consciousness		
PC1: Price is the main decision making when I buy organic vegetables.	3.93	0.910
PC2: I prefer organic vegetables even though the price is more expensive than normal vegetables.	3.68	0.901
PC3: I buy organic vegetables if the price is reasonable.	4.35*	0.745
Trust		
T1: I believe organic vegetables are good for my health.	4.36*	0.700
T2: I believe eating organic vegetables can help nourishing my body.	4.18	0.796
T3: I believe organic vegetables are worth buying.	4.10	0.830
Purchase Intention		
PI1: I am willing to buy organic vegetables.	4.12*	0.822
PI2: I intend to buy organic vegetables.	3.98	0.894
PI3: I plan to buy organic vegetables.	3.88	0.955
Actual Purchase		
AP1: I definitely buy organic vegetables again.	4.07*	0.893
AP2: I definitely continue buying organic vegetables.	4.07*	0.887
AP3: After eating organic vegetables, my health become better.	3.84	0.885

Note: * The highest mean. Source: Author.

Table 2 shows the mean value from the questionnaire's result of each variable. The question that has the highest mean for organic food knowledge was "*I know the benefit of organic food*" which equals to 4.23. For health consciousness, the highest mean was "*I am self-conscious about my health*" (mean = 4.36). For food safety concern, the highest mean was "*I think organic vegetables are clean and safe to eat*" which equals to 4.37. For attitude, the highest mean was "*I think organic vegetables are healthy*" (mean = 4.40). For price consciousness, the highest mean was "*I buy organic vegetables if the price is reasonable*" which equals 4.35. The highest mean for trust was "*I believe organic vegetables are good for my health*" which is equal to 4.36. Then, for purchase intention, the highest mean was "*I am willing to buy organic vegetables*" (Mean = 4.12).

Lastly, the highest mean for actual purchase was “I definitely buy organic vegetables again” and “I definitely continue buying organic vegetables” at the same value at 4.07.

Hypothesis Testing Results

The simple linear regression was performed to determine if organic food knowledge significantly affected attitude. The details of the results are presented in table 3 below.

Table 3

Summary of Simple Linear Regression for Hypothesis 1

Hypotheses	Variables	B	β	t >1.96	p	VIF	Result
H1	Organic food knowledge	0.440	0.522	12.0	0.001*	1.00	Supported

Note. R² = .273, Adjusted R² = .271, *p < .05. Dependent Variable = Attitude. Source: Author.

Table 3 shows the casual relationship between organic food knowledge and attitude regarding purchase intention of organic vegetables. According to the result in table 3 above hypothesis 1 was supported since p-value was lower than 0.05. Therefore, organic food knowledge (OFK) has significant impacts on attitude towards organic vegetables purchase intention.

For the second part, multiple linear regression was performed to determine if health consciousness, food safety concern, attitude, price consciousness, and trust significantly affected purchase intention. The details of the results are presented in table 4 below.

Table 4

Summary of Multiple Regression for Hypotheses 2,3,4,5, and 6

Hypotheses	Variables	B	β	t >1.96	P	VIF	Result
H2	Health consciousness	0.2246	0.0422	5.324	0.001*	1.46	Supported
H3	Food safety concern	0.0259	0.0488	0.531	0.596	2.02	Not supported
H4	Attitude	0.2088	0.0708	2.947	0.003*	3.14	Supported
H5	Price consciousness	0.1563	0.0540	2.894	0.004*	1.63	Supported
H6	Trust	0.5246	0.0590	8.894	0.001*	2.48	Supported

Note. R² = .624, Adjusted R² = .619, *p < .05. Dependent Variable = Purchase intention. Source: Author.

Table 4 shows the casual relationship between health consciousness, food safety concern, attitude, price consciousness, trust, and purchase intention toward organic vegetables. According to the result on table 4 above hypotheses 2, 4, 5, and 6 were supported since p-value were lower than 0.05. On the other hand, hypothesis 3 was not supported as p-value was higher than 0.05 (p-value = 0.596) which means food safety concern (FSC) has no significance on purchase intention.

For the third part, simple linear regression was performed to determine if purchase intention significantly affected actual purchase. The details of the results are presented in table 5 below.

Table 5:

Summary of Simple Linear Regression for Hypothesis 7

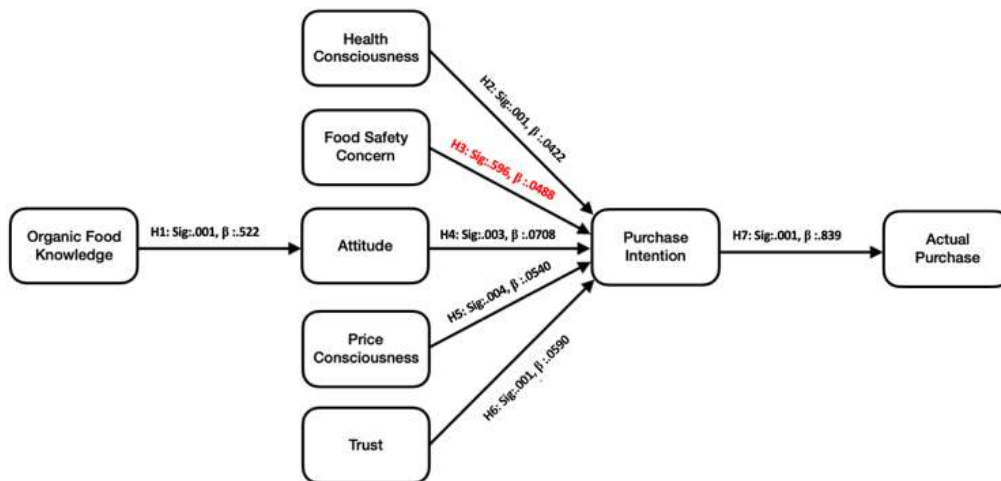
Hypotheses	Variables	B	β	$t > 1.96$	p	VIF	Result
H7	Purchase intention	0.810	0.839	30.16	0.001*	1.00	Supported

Note. $R^2 = .704$, Adjusted $R^2 = .703$, $*p < .05$. Dependent Variable = Actual purchase. Source: Author.

Table 5 shown the casual relationship between purchase intention and actual purchase toward organic vegetables. According to the result on table 5 above hypothesis 7 was supported since p-value were lower than 0.05. Therefore, purchase intention (PI) has significant impacts on actual purchase towards organic vegetables as the results of structural model illustrated in Figure 2.

Figure 2

The Results of Structural Model



Discussion

The testing of the hypotheses indicates that one independent variable which is organic food knowledge significantly influence attitude. Further, the testing of the hypotheses indicates that the five independent variables which are health consciousness, food safety concern, attitude, price consciousness, and trust, four of the variables significantly influence purchase intention whereas, food safety concern insignificantly influence purchase intention. Lastly, the testing of the hypotheses indicates that one independent variable, which is purchase intention significantly influence actual purchase. Each contribution will be explained below.

Organic Food Knowledge and Attitude

The study finding showed that organic food knowledge had an effect and significantly influence with attitude. The significant value of organic food knowledge and attitude is .001, which is less than 0.05. This implies that organic food knowledge contributes to attitude significantly. The result is in line with [Teng and Wang \(2015\)](#) who mention that organic food knowledge and attitude are strongly related. Furthermore, the result of this study aligns with previous results by [Hsu et al. \(2016\)](#) that prove the influence of organic food knowledge on attitude is significant. The statistical data shows that the mean of organic food knowledge is 3.86 in an in-depth observation of the descriptive analysis of the three questions of organic food knowledge, collected via the questionnaire. The statement "*I am familiar with organic vegetables*" has the lowest mean at 3.45, followed by "*I am familiar with the organic vegetable production process*" at 3.90. Furthermore, the standard deviations for "*I know the organic vegetable production process*" are 1.060 and 0.945 for "*I am familiar with organic vegetables*," indicating that respondents' responses are spread out.

Health Consciousness and Purchase Intention

The finding of this study showed that health consciousness had an effect and significantly influence with purchase intention. The significant value of health consciousness and purchase intention is .001. This mean that health consciousness contributes to purchase intention significantly. The finding of this research is in line with [Gundala and Singh \(2021\)](#) who state that consumers buy organic foods primarily for their health benefits, and several studies have found that health factors have a significant impact on consumers' willingness to buy organic foods. [Alshammari \(2020\)](#) also agrees that health concerns significantly influence organic food purchase intentions. Moreover, in line with the study of [Cavite et al. \(2022\)](#) that reveals health consciousness is influence purchasing organic food. According to the descriptive analysis of health consciousness which came from three questions in the questionnaire collected, the statistical data shows that the means of health consciousness is 4.237 where the means of "*I always choose healthy options*", "*I am self-conscious about my health*", and "*I care about what I eat and how it reflects to my health*" are equal to 4.16, 4.36. and 4.19 respectively. In terms of standard deviation, the highest was "*I always choose healthy options*" which is equal to 0.873.

Food Safety Concern and Purchase Intention

The study finding showed that food safety concern is insignificantly related to purchase intention as its significant value is 0.596 which is higher than 0.05, meaning the food safety concern about organic vegetables had no significant contribution to purchase intention.

Attitude and Purchase Intention

This research indicated that attitude had a significant effect on purchase intention. The significant value between attitude and purchase intention was 0.003, meaning the attitude through organic vegetables had a significant contribution to purchase intention. The out come in line with [Leyva-Hernández et al. \(2021\)](#) who state that several models prove that the attitude of the consumer is the biggest factor in purchase intention. Moreover, a study by [Leyva-Hernández et al. \(2021\)](#) shows the same result. In addition, [Pacho \(2020\)](#) also agrees that attitude has a significant impact on organic food purchase intention. The study by [Nosi et al. \(2020\)](#) also reveals that attitude is an important predictor that impact purchase intention. In the descriptive analysis of attitude, which the data was collected from the questionnaire, the statistical data shows the mean of attitude at 4.267. The statement "*I am interested in organic vegetables*" has the lowest mean at 4.18, followed by "*I think organic vegetables are better than normal vegetables*" at 4.22. Moreover, these two questions also have the highest standard deviations at 0.791 for "*I am interested in organic vegetables*" and 0.805 for "*I think organic vegetables are better than normal vegetables*".

Price Consciousness and Purchase Intention

For the relationship between price consciousness and purchase intention, price consciousness had an effect and significantly influence with purchase intention. The significant value of price consciousness and purchase intention is 0.004, meaning the price consciousness significantly influenced purchase intention. The result of this study agreed with the study conducted by Lee (2008) who indicates that price consciousness has a direct impact on store brand purchase intention as well as a study by Zheng et al. (2021) which reveals that price consciousness significantly affects organic food purchase intention. Moreover, the study by Konuk (2015) reveals that price consciousness shows a positive effect on purchase intention. The result of the descriptive analysis of price consciousness, based on data collected via the questionnaire, shows that the means of price consciousness is 3.987 from three questions. The lowest mean among the three questions is *“I prefer organic vegetables even though the price is more expensive than normal vegetables”* which is equal to 3.68. The highest standard deviation among the three questions is *“Price is the main decision making when I buy organic vegetables”* at 0.910.

Trust and Purchase Intention

The result of this study showed that trust significantly influences purchase intention as its significant value is 0.001 which is less than 0.05, meaning the trust in organic vegetables had an effect and highly significant contribution to purchase intention. The result of the relationship between trust and purchase intention of organic vegetables agreed with Watanabe et al. (2020), the result of the study shows that customer trust influences purchase intention of organic food. Moreover, Dangi et al. (2020) reveal that trust is one of the most crucial factors influencing organic food purchases. Based on data collected via the questionnaire, the descriptive analysis of trust reveals that the mean of trust is 4.213 from the three questions. The lowest mean of the three questions is 4.10 for *“I believe organic vegetables are worth buying”* with the highest standard deviation of 0.830.

Purchase Intention and Actual Purchase

The study showed that purchase intention had an effect and significantly influence with actual purchase. The significant value between purchase intention and actual purchase is .001. This means that purchase intention contributes to actual purchase significantly. The outcome of this study is aligned with Zheng et al. (2021) who stated the immediate result of actual behavior is purchase intention. Moreover, the same study also reveals the same result as this study, purchase intention has an impact on actual purchase. Additionally, a study conducted by Mohammed (2020) also agrees that purchase intention influences actual purchase. In an in-depth observation of the descriptive analysis of the three questions of purchase intention, collected via the questionnaire, the statistical data shows the mean of purchase intention at 3.993. The statement *“I plan to buy organic vegetables”* and *“I intend to buy organic vegetables”* have the lowest mean at 3.88 and 3.98 respectively.

Conclusion and Suggestions

The finding of the study shows that organic food knowledge influence attitude. The finding also shows that there are four of five variables that have a significant influence on purchase intention of organic vegetables including health consciousness, attitude, price consciousness, and trust. However, food safety concerns have no significant influence on purchase intention. On the other hand, purchase intention is the factor that has a significant impact on actual purchase of organic vegetables. Since organic food knowledge positively impact attitude which attitude has the most influence on purchase intention which in turn affect actual purchase of organic vegetables, the researcher would like to suggest that the organic vegetable provider provide information on the production process and benefits of organic vegetables in order to increase the customer's positive attitude,

which will lead to purchase intention and actual purchase. This can be done both online and offline. However, in order to be effective, organic vegetable providers should investigate which platform best suits their target customers. Furthermore, price consciousness has the lowest mean among the four variables that influence purchase intention, implying that customers are aware of the cost of organic vegetables, suggesting that organic vegetable providers do sell promotions to increase customer willingness to purchase as well as create product value to increase the worthiness of the product. In addition, trust is also one of the important factors affect purchase intention, the researcher suggests organic vegetable providers provide evidence about how organic vegetables can nourish consumer health and how it benefits to their health in order to increase customer trust in organic vegetables. For health consciousness, the researcher suggests the same direction with trust in order to attract customers who have health consciousness because those people likely will be interested in something that is best for their health. Lastly, for purchase intention and actual purchase, suggest that organic vegetable providers do online and offline marketing activities.

Further Study

In this research, the factors that impact purchase intention towards actual purchase of organic vegetables consist of health consciousness, food safety concern, attitude, price consciousness, and trust. Purchase intention, on the other hand, is a factor that influences actual purchase. The researcher provides only five variables for the factor that influence purchase intention and one variable that influence actual purchase with a scope area of study, in Bangkok, further study should be conducted with larger sample sizes to increase the credibility of this research and possibly expand the target population. Secondly, further study should evaluate other relevant factors to obtain comprehensive information and a better understanding of the factors that influence purchase intention and actual purchase of organic vegetables. Lastly, as the result showed that attitude had the most influence on purchase intention, the future study can provide more specific questionnaires on this variable to understand more about the consumer attitude toward organic vegetables. Additionally, qualitative research is also an excellent method for delving deeper into the respondent to gain insight, motivation, and emotion in order to develop new ideas or solve problems. All of this could lead to improved research with a different outcome in the future.

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