
The Impact of TPB Model On Customers' Intentions to Buy Organic Foods: A Qualitative Study in Angsila-Chonburi, Thailand

Supaprawat Siripipatthanakul¹ Pongsakorn Limna² Sutithep Siripipattanakul³
Pichakoon Auttawechasakoon⁴

Asia e University, Malaysia¹ Manipal GlobalNxt University, Malaysia¹ Rangsit University, Thailand² Kasetsart University, Thailand³ Burapha University, Thailand⁴

Corresponding Author Email: drsupaprawat@gmail.com

ABSTRACT

This qualitative study adopted the theory of planned behaviour (TPB) model to explain intentions to buy organic food among Thai people. The TPB model factors of organic food buying intention included attitude, subjective norm, and perceived behavioural control. This research gathered data using interviews among six respondents using valid sources to develop the interview questions. The content analysis was employed and interpreted using the NVivo program, Trial Version. The empirical findings show the impact of the TPB model on intentions to buy organic food among Thai people. It revealed that respondents perceived organic food benefits health and the environment. Organic food is reasonable to buy, even if a higher price than traditional food. Subjective norm influences intentions to buy because of the recommendation of their family, relatives, and friends. However, perceived behavioural control is the influence on the individual to buy organic food. The recommendation for further study is to expand more sampling. Moreover, the quantitative study could give more explanation in general in Thailand.

Keywords: *TPB Model, Attitude, Subjective Norm, Perceived Behavioural Control, Intention to Buy Organic Products*

1. INTRODUCTION

Organic food is the products that are made without synthetic pesticides, herbicides, chemical fertilisers, growth hormones, antibiotics, or gene manipulation. Organic farming combines best environmental practices, a high level of biodiversity, the preservation of natural resources, and the

application of strict animal welfare standards, resulting in higher-quality products that meet the demands of consumers (De Maya et al., 2011). In recent years, global consumer demand for organic foods has risen significantly. When it comes to purchasing food products, consumers are influenced by several internal and external factors (Demirtas,

2018). Animal feeding experiments indicate that their health and reproductive performance are slightly improved when animals are fed organically. Humans have not yet been identified with a similar finding. However, a well-balanced diet can improve organic or conventional health, regardless of origin. The perception that organic food is more nutritious than traditional food is a primary reason to purchase (Magkos et al., 2003). The organic and broader food industries must better understand the diverse motivations, perceptions, and attitudes consumers have toward organic foods and their consumption if they are to serve their long-term interests and those of other stakeholders in food marketing (Hughner et al., 2007). There is a disconnect between consumer perceptions of organic food's superior health benefits and scientific evidence about organic food. Fresh fruits and vegetables are critical to the organic sector because they serve as an entry point for many customers and account for approximately one-third of sales. While a small percentage of dedicated organic food buyers, most sales come from buyers who alternate between conventional and organic food purchases (Pearson et al., 2011). Thus, the psychological factors of intention to buy organic food are essential.

The production and consumption of organic foods continue to grow in the Asian region. Most of the production is exported. India, China, Thailand, and Malaysia are rapidly expanding their exports of organic products such as fruits, grains, beans, herbs, and spices. Due to their export orientation, large producers in these countries frequently adopt organic standards from Europe, the United States, and Japan. Organic food demand is concentrated mainly in Japan, South Korea, Taiwan, Singapore, and Hong

Kong. Organic foods are grown in minimal quantities in Singapore and Hong Kong, whereas domestic consumption of organic foods is relatively low in countries such as Thailand and Vietnam (Sahota, 2009). Many factors could be the determinants of customers' intention to buy organic food, such as attributes of organic food with more value, health-conscious attitude, ethical values, customer satisfaction, marital status, and income etc. (Honkanen et al., 2006; Aertsens et al., 2009; Paul & Rana, 2017). The relationship between the TPB model affecting the purchase intention of Thai organic food consumers was used in the theoretical framework of the quantitative studies (Dimitri & Dettmann, 2012; Dowd & Burke, 2013; Ashraf et al., 2018; Zhu, 2018; Aungatichart et al., 2020). However, there are few studies supporting a qualitative approach in Thailand. Thus, the determinants of customers' intention to buy organic food through a qualitative design are needed to explain and crucial in marketing strategies.

Research Objective

This study aims to explain the theory of planned behaviour (TPB) model impacting intentions to buy organic products among Thai people.

Research Question

How is the impact of the theory of planned behaviour (TPB) model on customers' intention to buy organic in Thailand?

2. LITERATURE REVIEW

Organic Food Consumption in Thailand

Market demand in Thailand plays a significant role in adopting organic production and processing. Consumer

perceptions and attitudes toward organic food products reflect this. The primary motivation for purchasing organic food is an expectation of a healthier and more environmentally friendly manufacturing process. Organic purchasers are typically older and more educated than those who do not buy them. Consumers' trust in the authenticity of the goods and their purchasing power are at stake. Consumer education impedes organic food products from gaining a larger market share (Sangkumchaliang et al., 2012). Consumers in Thailand increasingly demand safe foods in response to food scares over high pesticide residues occasionally found on vegetables and fruits. Pesticide-free vegetables have been developed, but the pesticide residue issue has persisted. It creates a market for organic foods manufactured entirely without synthetic chemicals. Consumers purchase organic products because they expect them to be healthier and more environmentally friendly (Roitner-Schobesberger et al., 2008).

Consumers are increasingly turning to organic agriculture and food products. Organic food is defined as food that has been produced, processed, and stored without the use of pesticides, herbicides, or other synthetic chemical substances. Organic food is free of genetically modified organisms to achieve a sustainable agricultural system. Organic food production places a premium on environmental and land preservation (Vlahović et al., 2011). Food safety, human health, environmental concerns, and sensory attributes such as nutritional value, taste, freshness, and appearance influence consumer preferences for organic foods. While demographic variables may help define organic consumers, the correlation is not strong. Consumers

associate organic food with natural processes, environmental-animal welfare concerns, and the absence of pesticides and fertilisers. Organic food consumption continues to be stifled by high prices. Thus, understanding the factors contributing to the increasing level of organic food consumption is critical for assessing the organic food market's potential to become truly mainstream (Shafie & Rennie, 2012).

The Theory of Planned Behaviour (TPB Model)

The theory of planned behaviour (TPB) model explains whether an individual's behaviour is determined by the intent to perform that behaviour. According to TPB, attitude toward the target behaviour and subjective norms about engaging in the behaviour influence intention halal food purchasing behaviour. TPB considers perceived behaviour control over engaging in the behaviour to influence intention and purchasing behaviour (Alam & Sayuti, 2011). Demand for foods and organic foods is influenced by various factors that affect consumer behaviour (Frýdlová & Vostrá, 2011). The factors influence organic food purchasing behaviour in a developing economy like India, where organic food still has a small market share despite its potential. The theory of planned behaviour (TPB) is used to explain the effect of attitude, subjective norms, and perceived behaviour control (PBC) on respondents' purchasing intentions for organic food in the Delhi-National capital region, India (Dangi et al., 2020). Attitudes toward online shopping for organic food had the most significant effect on purchase intentions, followed by perceived behavioural control and subjective norms. Traditional food, uninvolved food, and enthusiastic food

shoppers were all classified as having significant differences in the TPB model, online organic food purchasing profiles, and demographic variables in Taiwan (Rong-Da Liang, 2014). Attitude, subjective norms, and perceived behavioural control benefit young consumers' purchase intentions for organic food. Environmental concerns benefit from a positive attitude. Environmental concerns influence young consumers' organic food purchasing (Ahmed et al., 2021). The intentional behaviour, such as the intention to follow preventive COVID19 protocols, is influenced by the TPB model (attitude, subjective norm, and perceived behavioural control) among Thai people. Perceived behavioural control greatly affected Thai citizens' intention to adhere to COVID-19 prevention protocols, followed by attitude and subjective norms. It benefits healthcare providers to implement appropriate strategies that increase Thai people's intention to follow COVID-19 prevention protocols (Jandawapee, 2022). Thus, the intention to buy organic food relates to the TPB model is crucial to study. In this study, the TPB model includes attitude, subjective norm, and perceived behavioural control, which are the determinants of Thai people's intention to buy organic food.

Attitude

Attitude refers to an individual's positive or negative evaluation of specific behaviour. It is an essential component of the theory of planned behaviour (Limna et al., 2022, a). Individuals' attitudes toward product consumption are critical antecedents for predicting and explaining consumers' choices across various products and services, including food products. The attitude was defined as a psychological construct that encapsulates an individual's

willingness to act or react in a particular manner (Voon et al., 2011). Consumers are becoming more aware of the harmful effects of chemicals found in food. The trend toward purchasing organic food continues to grow in popularity. Several of the most compelling reasons to buy organic foods include an attitude toward environmental concerns, health and lifestyle concerns, and product quality (Basha et al., 2015). Orientation, approach, outlook, manner, stance, position, feelings, thoughts, mindset, way of thinking, and behaving are all synonyms for attitude (Altmann et al., 2008). Six significant variables were discovered to affect one's attitude toward organic food. They included attitudes toward organic food, health consciousness, product information, affordability, and trust. Demographic factors appeared to influence attitudes toward organic food but did not explain actual purchasing behaviour (Mehra & Ratna, 2014). Consumer attitudes toward various attributes of organic food products (health, safety, etc.) and the environment are the primary factors explaining consumers' intention to buy organic food products. Consumers who are more concerned about environmental degradation and engaged in environmental practices will be more receptive to purchasing organic food products (Salleh et al., 2020). Among the three variables due to quantitative research, attitudes toward organic food have the greatest influence on the intention to buy organic food. Subjective norms exert the smallest influence. (Hasan & Suciarto, 2020).

Subjective Norm

Subjective norms on customers' buying intention are interpreted as the effects of external factors and refer to a significant individual or group referent that provides a

likelihood of approval or disapproval for performing a behaviour. When an individual's actions benefit another person, the subjective norm is an excellent behaviour interpreter (Othman & Rahman, 2014). Subjective norms indirectly affected buying intention via attitude formation when purchasing organic food. (Tarkiainen & Sundqvist, 2005). Subjective norms have a significant moderating effect on the relationship between attitudes and purchasing intentions and the relationship between perceived behavioural control and purchasing intentions. Additionally, subjective norms have a sizable impact on attitudes toward purchase intention (Al-Swidi et al., 2014). However, the argument is made that subjective norms do not have a statistically significant effect on organic food purchase behaviour (Ashraf et al., 2018).

Perceived Behavioural Control

Perceived behavioural control (PBC) could be thought of as three distinct but related variables (perceived control, perceived confidence, and perceived difficulty), or as two distinct but related variables representing self-efficacy (as measured by perceived difficulty and perceived confidence, or as just perceived confidence) and perceived control. However, the items measuring perceived difficulty overlapped significantly with those measuring affective attitude (Kraft et al., 2005). Measures of perceived behavioural control have frequently relied on statements about an individual's control over the target behaviour. In contrast, self-efficacy is frequently elicited through items referring to the actor's perceived abilities and capacities for engaging in the target behaviour (Hagger et al., 2005). Thus, perceived behavioural control in this study refers to an individual's control over

the intention to buy organic food among Thai people.

Intention to Buy Organic Products

Buying intention is a significant component of behavioural intentions. It is a term that refers to an individual's relative ability to perform a particular behaviour. Functional value, social value, and emotional value are the three factors that influence a product's purchase intention. The intention to buy the product in the future and the customer's eagerness to purchase the product further are indicators of buying intention (Nuanchaona et al., 2021). The intention to buy a product is the best predictor of subsequent behaviour. Consumers' attitude toward the behaviour affects their intention to buy the product. The belief in the behaviour and all associated consequences have influenced the perceived attitude toward the product. Attitude is the deciding factor in a consumer's purchasing behaviour (Basha et al., 2015). Customer perceptions and the perceived value of a product or service are directly related to buying intention. When customers positively view a product or service, they are more likely to buy it (Vatunyou et al., 2022). The critical decision-making levels are connected to the individual's attention and buying power intentions, including before, during, and after the customer purchase decision. Customers' purchasing behaviour has shifted; widespread concern about buying food products and a decline in buying power have impacted buying intention (Sosanuy et al., 2021). Thus, buying intention in this study refers to the willingness to purchase organic foods regarding the psychological factors of the TPB model in the future.

3. RESEARCH METHODOLOGY

In this study, the qualitative approach was used as a research strategy. Furthermore, in-depth interviews were conducted to determine the intention to buy organic foods related to the TPB model among Thai people in Angsila-Chonburi, Thailand. According to Dowswell et al. (2000), while semi-structured interviews are widely used in research, little attention is paid to their diversity, underlying structure, and wide range of applications in qualitative research (McIntosh & Morse, 2015). Qualitative research aims to elucidate the contexts in which individuals or groups make decisions and behave in particular ways and explain why the precisely observed phenomenon occurred. The two-way communication throughout the interview facilitates additional data acquisition, and in-depth knowledge is required. It enables the researcher to ask questions outside the parameters of the semi-structured surveys, allowing for more efficient data collection and follow-up. (Limna et al., 2021; Tong-on et al., 2021). This study used semi-structured interviews to collect data from six Thai organic food customers in Angsila-Chonburi, Thailand. Three experts in business, public health and education proved the survey interview questions.

Study Population and Sample

Purposive sampling entails the researchers selecting the most helpful sample using their expertise. This technique is frequently used in qualitative research. The goal is to accumulate comprehensive knowledge about a particular phenomenon or

population (Limna et al., 2022). The sample of this study consisted of six key informants who were Thai organic food customers in Angsila-Chonburi, Thailand. The data was collected through purposive sampling. The criteria of participants include: 1) the participants were Thai in Angsila, Chonburi, 2) the participants usually consumed organic food, 3) the participants' age was over 18 years old, and 4) the participants had perceptions and knowledge about organic food. The interview questions were based on Voon et al. (2011), Yang et al. (2014), Ghali-Zinoubi (2021), and Roh et al. (2022). One researcher had the interview responsibility, and the three remaining researchers had the responsibility for interpretation.

Data Collection

The researchers conducted an in-depth review of secondary data (documentary method) for appropriate key survey questions to obtain the primary data results. The following is a list of the survey interview questions.

Q1: What are your thoughts about organic food's growing trend and advantages?

Q2: How do you believe that organic food is more beneficial in meeting nutritional requirements and that organic food products are of higher quality than conventional food products?

Q3: How do you agree that organic foods are safe (free of genetically modified organisms, pesticides, fertilisers, herbicides, and insecticides)?

Q4: How do you agree that organic foods meet an acceptable quality standard?

Q5: How do you agree that organic foods are reasonably priced?

Q6: How confident are you that purchasing organic foods will help the environmental concern and sustainability?

Q7: Who are the influencers of your decisions to buy organic food?

Q8: How are family, friends, and relatives impacting your organic food purchasing?

Q9: What do your thoughts about income and education affect your decision to buy organic food?

Q10: Do you choose organic food rather than traditional food, and why?

Q11: What are your thoughts about the intention to purchase organic food depending on your control?

Data Analysis

The respondents in this study were six organic food consumers in Angsila-Chonburi, Thailand. Purposive sampling was used to select three males and three females. According to Salem et al. (2022) and Vespestad & Clancy (2021), content analysis is a qualitative method for systematically and objectively describing and quantifying specific phenomena through valid inferences drawn from verbal, visual, or written data. As a result, this qualitative study used content analysis to analyse the qualitative data gathered through in-depth online and face-to-face interviews. The NVivo program was used to interpret the results.

4. RESULTS

Respondents' Demographics

The selected six customers who had the intention to buy organic products participated in this study. Three females were 23 years old, 32 years old, and 46 years old, respectively, and three males were 26 years old, 34 years old, and 49 years old, respectively.

Content Analysis

Individual's attitude impacts customers' intention to buy organic food

Consumers prefer to spend their money on high-quality food regarding food safety and sustainability. Due to the growing interest in product responses to food safety, human health concerns, animal welfare concerns, and environmental concerns. The increasing demand for organic foods reflects consumer concerns about conventional food production. Consumers are increasingly receiving information and education about the dangers of pesticide, insecticide, fungicide, and herbicide use in food production. As a result, consumers are concerned about their health and food safety.

“Nowadays, organic food is widely popular because people pay more attention to health care. The advantage of organic food is its safety from chemicals that may adversely affect health exposure to food additives. We don't know how much it will affect us long-term. It may be a carcinogen. Thus, there is a growing organic food trend.”– Respondent 4: a 26-year-old male, was interviewed at 09:00 a.m. on May 4th, 2022.

“Many people think that organic food is food without contaminants or additives. It can be considered directly beneficial to the body. Organic foods such as fruits and vegetables without harmful chemicals contain nutrients such as vitamins, fibre, etc., that play an essential role in strengthening the immune system. And make the body system function generally because it is free of harmful substances to

the body.” - Respondent 1: a 23-year-old female was interviewed at 09:00 a.m. on May 5th, 2022.

“Some people think that organic food is pure food, so it is safer than traditional food. Because it is a natural product and free from chemical additives, this type of food has the advantages of cultivation and production processes without using chemicals, and pesticides, which do not remain in the soil and in natural water sources. When it rains, it does not cause harm to people, animals, and other living things.” - Respondent 2: a 32-year-old female was interviewed at 10:00 a.m. on May 6th, 2022.

“The advantages of growing vegetables and fruits in the organic food category are cost savings, such as pesticides, chemical fertilisers, and plants in greenhouses and special care. If you consider it in terms of price, I think that although it is more expensive than traditional products, it is a reasonable price and worth it compared to our better health.” - Respondent 3: a 46-year-old female was interviewed at 10:00 a.m. on May 6th, 2022.

“I am confident in the quality of organic food because most of the When purchasing this type of product, I look to see if there is an organisation that certifies its quality. Therefore, the purchase decision is dependent on the label on the product, who produces it and who certifies its quality.” - Respondent 6: a 49-year-old female was interviewed at 09:00 a.m. on May 7th, 2022.

Subjective norm impacts customers' intention to buy organic food

Education influences decision-making. In schools and universities, a new generation of youth is cultivating their aspirations and gaining environmental knowledge. It is beneficial for educational institutions to offer organic food education. Because when they go to the supermarket, they can find these products on the internet, which is much quicker than their parents. In addition, consumers' purchasing decisions are also influenced by their family, friends, and social media.

“If you ask who influences the purchase of organic food, it must be said that online advertising media influences consumers' knowledge and understanding before making a purchase which consumers being a new generation, will choose organic food to eat and often persuade family and friends to pay more attention to organic food. - Respondent 5: a 34-year-old male was interviewed at 09:00 a.m. on May 7th, 2022.

“My kids influence my organic food purchasing decisions. They will help me choose and look at the labels. They have knowledge and understanding of organic food that good affects our health. Sometimes their friends tell each other which organic food is good to eat. I just choose what they recommend.” - Respondent 6: a 49-year-old female was interviewed at 09:00 a.m. on May 7th, 2022.

“Education affects decision making. A new generation of youngsters is cultivating their dreams and learning about the environment in schools and universities. Educating about organic food in educational institutions is good. Because when they go to the supermarket store, they can find these products on the internet, which is much faster than our generation.” - Respondent 3: a 46-year-old female was interviewed at 10:00 a.m. on May 6th, 2022.

Perceived behavioural control impacts customers’ intention to buy organic food.

It is up to the individual to decide whether to purchase organic foods and which product to purchase. Price and income are also significant factors in purchasing organic food despite the higher cost. Today, organic food is readily available. Everyone can purchase it at the supermarket or through applications for delivery services. Purchasing organic foods is simple for everyone that can purchase it themselves.

“Organic food with fewer chemical residues has gained popularity in Thailand. The percentage of people who consume organic foods has increased to higher income and have a higher level of education than non-organic consumers. - Respondent 2: a 32-year-old female was interviewed at 10:00 a.m. on May 6th, 2022.

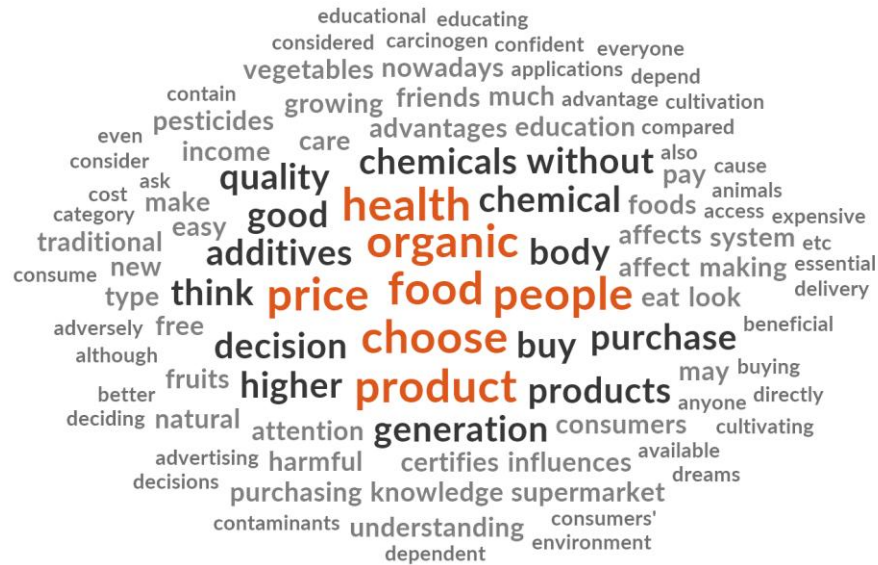
“Deciding to buy organic food is a decision is up to me whether to choose or not to choose which product. Price and income are also important factors that make me choose organic food, even though the price is higher. available products.” - Respondent 1: a 23-year-old female was interviewed at 09:00 a.m. on May 5th, 2022.

“Access to organic food nowadays is easy. Everyone can buy it in the supermarket or order delivery services through applications. Buying organic food is easy for me. I can buy it myself and don't depend on anyone.” - Respondent 4: a 26-year-old male, was interviewed at 09:00 a.m. on May 4th, 2022.

NVivo: Tree Map

| | | | | | | | | | | | | | | | | |
|---------|--------|----------|----------|---------|---------|--------|--------|--------|---------|--------|--------|--------|-------|------|-------|-------|
| food | choose | product | chemic | produc | advan | consu | friend | know | natur | new | nowap | pay | pesti | purc | | |
| | | | additive | decisio | purcha | affect | easy | fruits | look | super | vegeta | accadv | adv | adv | alts | |
| | people | | body | genera | quality | affect | eat | growi | make | system | anin | bett | buyi | carc | cate | caus |
| organic | health | buy | good | think | attent | educ | harm | makir | traditi | applic | con | culti | deliv | depe | depe | |
| | price | chemical | higher | without | certifi | free | influe | much | under | avail | cons | decid | de | ess | even | |
| | | | | | | | | | | ben | cons | decid | edu | etc | every | |
| | | | | | | | | | | | | | | | | exper |

Word Cloud



Text Search

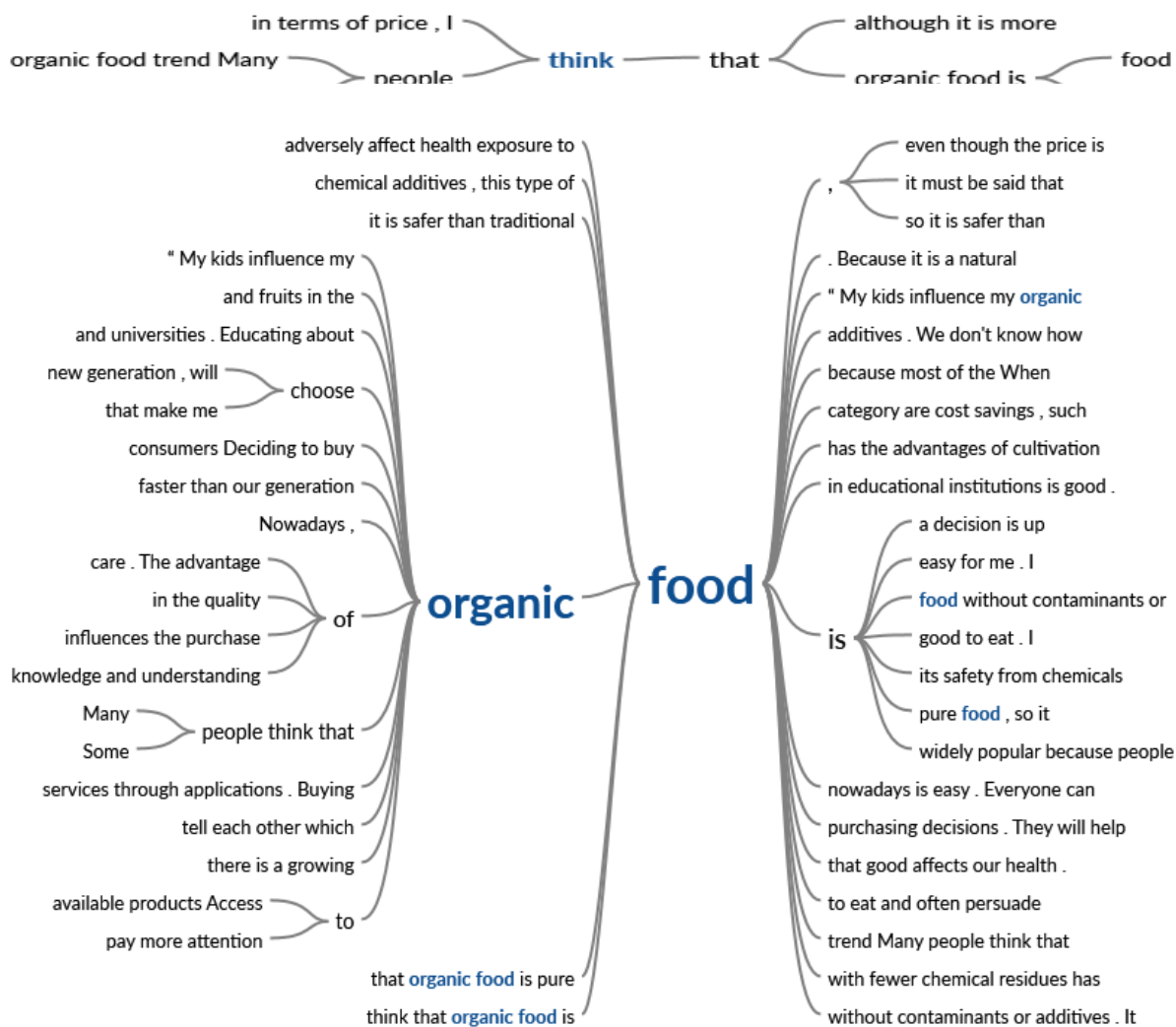
be said that online advertising — **media** — influences consumers' knowledge and understanding

at the labels . They have } **knowledge** — and understanding } before making a
online advertising media influences consumers' } of organic food

easy for me . I } } **can** } } **buy** } } it } } in the supermarket or
nowadays is easy . Everyone } } } } } } myself and don't depend
non - organic consumers Deciding to } } } } } } organic food is a decision

But it is a reasonable } } } } **price** } } } } , I think that although it
consider it in **terms** of } } } } } } and } } } } income are also important
not to choose which product . } } } } } } } } } } worth it compared to
organic food , even though the } } } } } } } } } } is higher . available products Access

in terms of price , I } } } } **think** } } } } that } } } } although it is more
organic food trend Many } } } } } } } } } } organic food is } } } } food
to the body Some } } } } } } } } } } } } } } pure



5. DISCUSSION AND CONCLUSION

Discussion

Consumers prefer to spend their money on safe and sustainable food due to the growing interest in product responses to concerns about food safety, human health, animal welfare, and the environment. Organic food demand increases in response to consumer concerns about conventional food products that support the study of Voon et al. (2011). Consumers are becoming increasingly aware of the harmful effects of food-borne chemicals. The popularity of purchasing organic food continues to increase. Among the most

compelling arguments for buying organic foods is a concern for the environment, health and lifestyle concerns, and product quality, supported by Basha et al. (2015); Altmann et al. (2008); Mehra & Ratna (2014) and Salleh et al. (2020). Subjective norms relate to attitudes and purchasing intentions, as well as the relationship between perceived behavioural control and purchasing intentions supporting the study of Tarkiainen & Sundqvist (2005); Othman & Rahman (2014); Al-Swidi et al. (2014) and Ashraf et al. (2018). Perceived behavioural control has frequently relied on statements regarding an individual's ability to control the target behaviour. In

contrast, self-efficacy is typically elicited through items that refer to the actor's perceived abilities and capacities for engaging in the target behaviour supported by Kraft et al. (2005) and (Hagger et al., 2005).

Conclusion

The model of the theory of planned behaviour (TPB) explains whether an individual's behaviour is determined by the intention to perform that behaviour. The intention to purchase organic food is influenced by attitude toward organic food consumption and subjective norms about engaging in the behaviour. TPB considers perceived behaviour control to be more influential on intention and purchasing behaviour than actual behaviour control. A variety of consumer-behaviour-altering factors influence the demand for organic foods. In a developing economy such as Thailand, where organic food has a small market share despite its potential, organic food purchasing behaviour influences it. The theory of planned behaviour (TPB) is used to explain the influence of attitude, subjective norms, and perceived behaviour control (PBC) on respondents' intentions to purchase organic food. A positive outlook aids environmental concern. Environmental concerns influence the organic food purchases of young consumers.

Limitations and Recommendations

The respondents were organic food consumers at Angsila-Chonburi, Thailand, which is a limitation of the entire study. One province may not adequately represent the country. Thus, the recommendation is to expand into additional areas and collect more samples. Additionally, a quantitative study should be considered for future research.

Implications

The TPB model explains the intention to purchase organic food among Thai people in Angsila-Chonburi, Thailand. The results confirmed attitude, perceived behavioural control and subjective norm are the influencing factors of the TPB model. The implication could be applied to explain the antecedents of the TPB model on the intention to buy the products in any sector. The marketers and strategic planners should pay attention to the variables in the assumption model.

References

- [1]Aertsens, erbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal Determinants of Organic Food Consumption: A review. *British Food Journal*.
- [2]Ahmed, N., Li, C., Khan, A., Qalati, S. A., Naz, S., & Rana, F. (2021). Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. *Journal of Environmental Planning and Management*, 64(5), 796-822.
- [3]Alam, S. S., & Sayuti, N. M. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*.
- [4]Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116 (10), 1561 - 1580.

- [5]Altmann, T. K. (2008, July). Attitude: a concept analysis. In *Nursing Forum*, Vol. 43, No. 3, 144-150. Malden, USA: Blackwell Publishing Inc.
- [6]Ashraf, M. A., Joarder, M. H. R., & Ratan, S. R. A. (2018). Consumers' anti-consumption behavior toward organic food purchase: An analysis using SEM. *British Food Journal*, 121(1), 104-122.
- [7]Aungatichart, N., Fukushige, A., & Aryupong, M. (2020). Mediating role of consumer identity between factors influencing purchase intention and actual behavior in organic food consumption in Thailand. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 14(2), 424-449.
- [8]Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., & Salem, M. A. (2015). Consumers attitude towards organic food. *Procedia Economics and Finance*, 31, 444.
- [9]Dangi, N., Narula, S. A., & Gupta, S. K. (2020). Influences on purchase intentions of organic food consumers in an emerging economy. *Journal of Asia Business Studies*.
- [10]De Maya, S. R., López-López, I., & Munuera, J. L. (2011). Organic food consumption in Europe: International segmentation based on value system differences. *Ecological Economics*, 70(10), 1767-1775.
- [11]Demirtas, B. (2018). Assessment of the impacts of the consumers' awareness of organic food on consumption behavior. *Food Science and Technology*, 39, 881-888.
- [12]Dimitri, C., & Dettmann, R. L. (2012). Organic food consumers: what do we really know about them? *British Food Journal*.
- [13]Dowd, K., & Burke, K. J. (2013). The influence of ethical values and food choice motivations on intentions to purchase sustainably sourced foods. *Appetite*, 69.
- [14]Frýdlová, M., & Vostrá, H. (2011). Determinants influencing consumer behaviour in organic food market. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 59(7), 111-120.
- [15]Ghali-Zinoubi, Z. (2021). Effects of organic food perceived values on consumers' attitude and behavior in developing country: Moderating role of price sensitivity. *Pak. J. Agric. Sci*, 58, 779-788.
- [16]Hagger, M. S., & Chatzisarantis, N. L. (2005). First-and higher-order models of attitudes, normative influence, and perceived behavioural control in the theory of planned behaviour. *British journal of social psychology*, 44(4), 513-535.
- [17]Hasan, H. N., & Suciarto, S. (2020). The Influence of Attitude, Subjective Norm and Perceived Behavioral Control Towards Organic Food Purchase Intention. *Journal of Management and Business Environment (JMBE)*, 1(2), 132.
- [18]Honkanen, P., Verplanken, B., & Olsen, S. O. (2006). Ethical values and motives driving organic food choice. *Journal of Consumer Behaviour: An International Research Review*, 5(5), 420-430.
- [19]Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people

purchase organic food. *Journal of Consumer Behaviour: An International Research Review*, 6(2-3), 94.

[20]Jandawapee, S., Siripipatthanakul, S., Phayaphrom, B., &Limna, P. (2022). Factors Influencing Intention to Follow the Preventive COVID-19 Protocols Among Thai People. *International Journal of Behavioral Analytics*, 2(1), 1-15.

[21]Kraft, P., Rise, J., Sutton, S., &Røysamb, E. (2005). Perceived difficulty in the theory of planned behaviour: Perceived behavioural control or affective attitude?*British journal of social psychology*, 44(3), 479-496.

[22]Limna, P., Siripipatthanakul, S., &Phayaphrom, B. (2021). The Role of Big Data Analytics in Influencing Artificial Intelligence (AI) Adoption for Coffee Shops in Krabi, Thailand. *International Journal of Behavioral Analytics*, 1(2), 1-17.

[23]Limna, P., Siripipattanakul, S., &Auttawechasakoon, P. (2022). A Qualitative Study of Ethical Change Management Affecting Teacher Satisfaction and School Performance: A Case Study of Secondary Schools in Krabi, Thailand. *International Journal of Trend in Scientific Research and Development*, 6 (3) , 277-287.

[24]Limna, P., Siripipatthanakul, S., &Siripipattanakul, S. (2022, a). Factors Affecting Intention to Wear Face Masks among Thai People. *International Journal of Public Health and Health Sciences*, 4(1), 1-10.

[25]McIntosh, M. J., & Morse, J. M. (2015). Situating and constructing diversity in semi-structured interviews.

Global Qualitative Nursing Research, 2, 1-12.

[26]Magkos, F., Arvaniti, F., &Zampelas, A. (2003). Organic food: nutritious food or food for thought? A review of the evidence. *International journal of food sciences and nutrition*, 54(5), 357-371.

[27]Mehra, S., &Ratna, P. A. (2014). Attitude and Behaviour of Consumers Towards Organic Food: An Exploratory Study in India. *International Journal of Business Excellence*, 7(6), 677-699.

[28]Nuanchaona, S., Siripipatthanakul, S., Nurittamont, W., &Phayaphrom, B. (2021). Factors affecting consumer's purchase intention of chatbot commerce in Thailand. *International Journal of Business, Marketing and Communication*, 1(3), 1-13.

[29]Othman, C., & Rahman, M. S. (2014). Investigation of the relationship of brand personality, subjective norm and perceived control on consumers' purchase intention of organic fast food. *Modern Applied Science*, 8(3), 92.

[30]Pearson, D., Henryks, J., & Jones, H. (2011). Organic food: What we know (and do not know) about consumers. *Renewable Agriculture and Food Systems*, 26(2), 171-177.

[31]Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157.

[32]Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and

trust. *Journal of Retailing and Consumer Services*, 67, 102988.

[33]Roitner-Schobesberger, B., Darnhofer, I., Somsok, S., &Vogl, C. R. (2008). Consumer perceptions of organic foods in Bangkok, Thailand. *Food policy*, 33(2), 112-121.

[34]Sadati, S. A., & Mohammadi, Y. (2012). Key values influence consumer intention towards organic food in Iran. *Research Journal of Applied Sciences, Engineering and Technology*, 4(14), 2055-2060.

[35]Sahota, A. (2009). The global market for organic food & drink. *The world of organic agriculture. Statistics and emerging trends, 2009*, 59-64.

[36]Salleh, M. M., Ali, S. M., Harun, E. H., Jalil, M. A., &Shaharudin, M. R. (2010). Consumer's perception and purchase intentions towards organic food products: Exploring attitude among academicians. *Canadian Social Science*, 6(6), 119-129.

[37]Salem, I. E., Elkhwesky, Z., &Ramkissoon, H. (2022). A Content Analysis for Government's and Hotels' Response to COVID-19 Pandemic in Egypt. *Tourism and Hospitality Research*, 22(1), 42-59.

[38]Sangkumchaliang, P., & Huang, W. C. (2012). Consumers' perceptions and attitudes of organic food products in Northern Thailand. *International Food and Agribusiness Management Review*, 15(1030-2016-82915), 87-102.

[39]Shafie, F. A., & Rennie, D. (2012). Consumer perceptions towards organic food. *Procedia-Social and Behavioral Sciences*, 49, 360-367.

[40]Sosanuy, W., Siripipatthanakul, S., Nurittamont, W., &Phayaphrom, B. (2021). Effect of electronic word of mouth (e-WOM) and perceived value on purchase intention during the COVID-19 pandemic: the case of ready-to-eat food. *International Journal of Behavioral Analytics*, 1(2), 1-16.

[41]Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British food journal*, 107 (11), 808 - 822.

[42]Tong-On, P., Siripipatthanakul, S., &Phayaphrom, B. (2021). The implementation of business intelligence using data analytics and its effects towards performance in the hotel industry in Thailand. *International Journal of Behavioral Analytics*, 1(2).

[43]Ueasangkomsate, P., &Santiteerakul, S. (2016). A study of consumers' attitudes and intention to buy organic foods for sustainability. *Procedia Environmental Sciences*, 34, 423-430.

[44]Vatunyou, M., Nurittamont, W. &Sawatmuang, P. (2022). Antecedents of Online Consumers' Intention to Buy in Bangkok, Thailand. *Journal of Management in Business, Healthcare, and Education*, 1(2), No. 8, 1-12.

[45]Vespestad, M. K., & Clancy, A. (2021). Exploring the Use of Content Analysis Methodology in Consumer Research. *Journal of Retailing and Consumer Services*, 59.

[46]Vlahović, B., Puškarić, A., &Jeločnik, M. (2011). Consumer Attitude to Organic Food Consumption in Serbia. *Petroleum-*

*Gas University of Ploiesti Bulletin,
Economic Sciences Series.*

[47]Voon, J. P., Ngui, K. S., & Agrawal, A. (2011). Determinants of willingness to purchase organic food: An exploratory study using structural equation modeling. *International Food and Agribusiness Management Review*, 14(2), 103-120.

[48]Yang, M., Al-Shaabani, S., & Nguyen, T. B. (2014). Consumer attitude and purchase intention towards organic food: A quantitative study of China. Linneus University, 1-67.

[49]Zhu, Y. (2018). Using the Theory of Planned Behavior to Investigate What Influences Chinese Intention to Purchase Organic Food. *China-USA Business Review*, 17(6), 324.