



**FACTORS INFLUENCING OF CONSUMER ATTITUDE ON
PURCHASE INTENTION TOWARDS ORGANIC FRUIT**

A Thesis Presented

By

YEE MON THWE

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ABSTRACT

This study attempts to describe factors influencing on consumer attitude and purchase intention of organic fruits in Yangon Market. A sample of 100 consumers is collected from organic fruit consumers who buying at organic food shops in Yangon Market. The objectives of the study are to describe factors influencing on consumer attitude and purchase intention of organic fruits in Yangon Market and to analyze the influencing factors on consumer attitude towards purchase intention of organic fruits in Yangon Market. Questionnaires are used to collect data by using simple random sampling method. This study uses the descriptive research method and regression analysis. Theory of Planned Behavior is applied in this study. This analysis expresses that consumer knowledge and personal norm have a significant positive relationship on purchase intention towards organic food. Based on the result of the study, businesses should develop comprehensive educational campaigns that highlight the benefits of organic fruit. Businesses should use various channels such as social media, websites, blogs, and informational brochures to disseminate information about organic farming practices, reduced pesticide exposure, environmental sustainability, and the nutritional advantages of organic fruit. Moreover, businesses should partner with health experts, nutritionists, or dietitians to provide accurate and credible information about the health benefits of organic fruit. Expert endorsements and advice can significantly influence consumer knowledge and personal norms.

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CHAPTER I

INTRODUCTION

Organic vegetables have become increasingly popular in recent years due to their perceived health and environmental benefits (Health., 2022). However, consumers are often reluctant to pay a premium for organic produce, especially in markets where non-organic vegetables are readily available at lower prices (Athanasios Krystallis, 2005)).

Consumers are more concerned about the health, nutrition and food quality. Healthiness has become as the most important measure among the food purchasers (Magnusson, 2001). Among the several kinds of food products, organic food products are attractive to consumers because the organically grown foods are healthier, more nutritious, better tasting and safer than conventional foods (Behanel and MacFie, 1991). Moreover, organic food production is better for the environment. This can eliminate soil and water contamination. This production helps preserve local wildlife by avoiding toxic chemicals. Additionally, organic food productions reduce global warming and erosion. The major reason among the public to buy organic food is the concern with regard to improvement in health maintenance.

Therefore, the positive attitude of consumers about the organic food products is gradually growing. From the marketing view, the food manufacturers and marketers need to be aware of the market condition of organic food products in the future and to analyze the influential factors on the organic food selections. The main purpose behind marketing a product is to satisfy demands and wants of the consumer. Study of consumer behavior helps to achieve this purpose.

As consumers are the most important persons for marketers, it is important for them to consider the likes and dislikes of the consumers so that they can provide them with the goods and services (Solomon, 2009). Therefore, understanding consumer buying behavior is important for any organization before launching a product. This can help marketers and sellers to create suitable marketing strategies, to retain the customers and to create sustainable competitive advantage to meet the sales objectives and improve and sustain the market share.

The theoretical framework used in this study is the Theory of Planned Behavior, which has been widely applied in consumer behavior research. According to this theory,

consumers' attitudes towards a specific behavior, subjective norms, and perceived behavioral control are the key determinants of their intention to perform that behavior. Attitudes refer to the individual's positive or negative evaluation of the behavior, subjective norms refer to the social pressure that individuals perceive from significant others, and perceived behavioral control refers to the individual's perceived ability to perform the behavior. Therefore, the aim of this study is to investigate the factors that influence consumers' intention to purchase organic vegetables from Yee Mon Aung's firm in a non-organic market.

1.1 Problem Statement

Nowadays, consumers' perception towards organic food products is changing into positive view all over the world (Laroche, 2001). Eating organically grown foods is the only way to avoid the cocktail of chemical poisons present in commercially grown food' organically grown foods have more nutrients- vitamins, minerals, enzymes and micronutrients than commercially grown foods. From environmental view, producing organic food products can reduce pollution and protect water and soil (Eotopoulos and krystallis, 2002). Consumption of organic food products is a direct vote for a sustainable future for the many generations to come.

During the last few decades, the market of organic food has grown continuously. From a marketing perspective and taking a macro view, organic food is a niche industry (pearson & Henryks, 200s). In Myanmar, the producers and marketers need to consider for carving a niche out for itself for organic produce in the world market. If it wants to be a successful agricultural export nation, Myanmar needs to rethink its agricultural strategy (RuthNyun, Vol 4 issue 23). Although there is little awareness of organic food products, some consumers have a positive thinking towards the organic products. They are aware that organic products bring the benefits in terms of rejuvenating the human health and provide full of nutritional value to their body. However, there are still less purchasers of organic products in the market of Myanmar. For introduction and market penetration of organic food products, the effective marketing strategies are essential. In order to implement the effective marketing strategies, finding out and examining the actual factors which affect people to consume organic products are very important for marketers.

Some previous studies proved that there are many influential factors on the consumers purchase intention of organic food products. Some stated that there is a

positive association between income level and organic food products. Higher the income level, greater the consumption and upper income group households are particularly expected to buy more (Schobesberger, 2008). In Western countries, the organic food purchase has a positive relationship with age (Hughner, 2007), which means that organic food purchase appears to be less among younger consumers. In Denmark, researchers found that the high price and the availability are the main barriers for Danish young consumers (AschemannWitzel& Niebuhr Aagaard,,2014). Therefore, the aim of this study is to investigate the factors influencing of consumer attitude on purchase intention towards organic fruit.

1.2 Objectives of the Study

1. To describe factors influencing on consumer attitude and purchase intention of organic fruits in Yangon Market.
2. To analyze the influencing factors on consumer attitude towards purchase intention of organic fruits in Yangon Market.

1.3 Research Questions of the Study

1. What are factors influencing on consumer attitude towards purchase intention of organic fruits in Yangon Market?
2. Is there any significance influencing factors on consumer attitude towards purchase intention of organic fruits in Yangon Market?

1.4 Scope and Method of the Study

This study only focuses on factors influencing of consumer attitudes on purchase intention towards organic fruit. Target group was the organic fruits consumers who buy from organic food shops in Yangon. A sample of 100 consumers is collected from organic fruit consumers who buying at organic food shops in Yangon Market. The consumers were interviewed with structured questionnaires and face-to face interview.

In this study, descriptive research was conducted. For descriptive research, the primary data were collected by using the structured questionnaires and face-to-face interview. Respondents are chosen by using simple random sampling method. The structured questionnaire is composed of six parts. All the questions in the survey are designed based on the factors of demographic characteristics, health consciousness, consumer knowledge, personal norm, subjective norm and purchase intention. To

analyze the collected data, the statistical analysis of Statistical Package for Social Science (SPSS) was applied. Data analysis methods are one-way ANOVA, independent sample T-test and Linear Regression.

1.5 Organization of the Study

The arrangement of the final research paper was organized into five chapters; The first chapter deal about background of the study, statement of the problem, research question, research objectives, significant of the study, definition of key terms, Limitation and Scope of the study and organization of the study. The second chapter of the study was concerned on presenting the review of the related literatures. The third chapter was focused on research design and methodology. The fourth chapter was devoted to data presentation, analysis and interpretation and finally the fifth chapter deals with the summary, conclusion and recommendation of the study.

CHAPTER II

LITERATURE REVIEW

In this chapter includes consumer attitudes, factors that influence consumer attitude toward organic fruit, theory of planned behavior, purchase intention and previous study. Factors influencing consumer attitude are health consciousness, consumer knowledge, personal norm and subjective norms

2.1 Consumer Attitude

Attitude is defined as a psychological path of evaluating a specific object with favor or disfavor (Eagly and Chaiken, 2007). It tends to endure over time than an occasional event. For instance, hearing a loud noise over time could develop a negative attitude towards the sound (Solomon et al., 2010). Attitude can be seen as a fixed way of thinking when it endures for a longer time. It includes assessments of the items referred to it proceed or not. Attitude developed through experiences may change when new experiences are obtained (Ajzen, 2001; Chen, 2007; Armstrong, 2009). Consumers have attitude to specific product behavior, for example which type of food the person prefers to use. Attitude towards a more general consumption behavior can also occur, for example how often the person should shop food (Solomon et al., 2010). Attitude towards the behavior refer to the level of which a person has a positive or negative evaluation or assessing of the behavior in question. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen and Sundqvist, 2005).

Chen (2007) stated that consumer attitude and preferences to the purchase of a particular product are based on consumer attitude and personal desirability of performing a behavior. Attitude towards a certain behavior is based on the expectations and beliefs of the consequences as a result of a particular behavior (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007).

In order to measure consumer attitude, studies have concluded that it could be measured by using a theory called the theory of planned behavior (TPB) (Aertsens et al., 2009; Tarkiainen and Sundqvist, 2005). "Theory of planned behavior (TPB) is one of the most widely applied expectancy-value models used to predict and explain human

behavior in the area of food choice” (Dean et al., 2008, p. 2089). This theory makes it possible to explain the consumer food choice behavior convincingly and the consumption of organic food (Tarkiainen and Sundqvist, 2005; Aertsens et al, 2009). Moreover, human behavior is also a function of behavior intention that is formed by the combination of attitude toward the behavior, subjective norms and the person’s attitude of behavior control (Dean et al, 2008).

2.2 Factors that Influence Consumer Attitude

There are several different factors have been found to have a certain influence on consumer attitude towards organic fruits. Based on the review from previous literatures and relevant articles, this part summarizes and discusses the influence of these factors on consumer attitude.

2.2.1 *Health Consciousness*

Health consciousness is defined as an attitude in which people is aware of the healthiness in their diet and lifestyle (Oxford Dictionaries, 2014). In regard to the context of organic food, Suh, Eves and Lumbers (2012) concluded that positive attitude towards organic food of consumers is originated from the belief that organic food is good for health, thereby they can consume without any fear and suspicion. Originally, this factor stems from the feeling of “freedom from chemicals” of consumers which was mentioned by Devcich, Pedersen and Petrie (2007). The study showed that health worries refer to the preferences for food made from natural ingredients to synthetic and artificial additives. Similarly, Roddy, Cowan and Hutchinson (1996) stated that people who are more concerned about food safety hold positive attitude towards organic food.

2.2.2 *Consumer Knowledge*

Consumer knowledge determines to have a positive influence on their attitude towards organic food, according to Chryssochoidis, (2000); Padel and Foster, (2005). Knowledge of consumer is categorized as subjective knowledge, objective knowledge and prior experience (Brucks, 1985). Subjective knowledge refers to what the consumers perceive that they know. In other words, it is called as self- rated knowledge. It represents for the confidence of an individual about their knowledge. The low level of subjective knowledge results in the lack of confidence (Chryssochoidis, 2000; Padel and Foster, 2005).

Objective knowledge is what the consumers actually know and finally prior experience is defined as what the consumers have experienced before (Brucks, 1985). Regarding the correlation between consumer knowledge and their attitude, Stobbelaar et al. (2007) claimed that the more knowledge consumers have about organic food, the more positive it is in their attitude. In particular, subjective knowledge is concluded to have more positive influence on consumer attitude than objective knowledge (Ellen, 1994). In addition, prior experience plays an essential role to determine consumer attitude since the more experienced consumers have, the more positive attitude they would have (Sørensen et al., 1996). Similarly, Roddy et al. (1996) argued that consumers who have consumed organic food before tend to have more positive attitude in comparison to non-experienced consumers.

Consumer knowledge about organic food could be gained from different sources. Gracia and De Magistris (2007) demonstrated that information about organic food which is showed in the market can have a significant influence on subjective knowledge of consumers. Apparently, knowledge regarding organic food is impacted by public administration such as local governments, social media, social networks, notifications from ecological organizations and advertisements. Subsequently, prior experience is also considered as essential factor that influence consumer knowledge towards organic food.

2.2.3 *Personal and Subjective Norms*

Schwartz (1973) defined personal norms as an individual's beliefs that acting or behaving in a certain way is right or wrong. Studies suggest that personal norms have a strong impact on consumer choice between organic and non-organic food, also influence on their attitude. In other words, consumer attitude towards an object is deemed to be influenced by consumer self-beliefs (Thøgersen, 2002). On the other hand, subjective norms are defined as the social pressure for an individual to engage or comply with a group behavior such as family and friends. These norms are normative beliefs and expectation that the groups or important referents have on this person (Ajzen, 1991). In relation to attitude, Tarkianien and Sundqvist (2005) concluded that subjective norms have a positive influence on consumer attitude towards organic food. It is aligned with the study by Bamberg et al. (2007), who claimed an indirect effect of social norms on consumer attitude.

2.3 Theory of Planned Behaviour

Theory of Planned Behaviour (Ajzen, 1991), a widely used social cognition model, is an extension of the Theory of Reasoned Action which has been introduced by Fishbein and Ajzen in 1975, due to the original model's limitation in dealing with behaviour. The Theory of planned behaviour postulates that the primary determinants of a specific behaviour are underlying intention governed by the determining factors namely, the attitude toward the behaviour, the subjective norms and the perceived behavioural control.

The first element reflects the perception an individual holds toward the potential consequences of behaviour. The individual's attitude depends on whether a specific behaviour is good or bad, positive or negative, favourable or unfavourable. The attitude must be specific, since the specificity will allow the prediction in the resulting behaviour. Secondly, subjective norms concern with an individual's view on the social reception toward the accomplishment of behaviour. The prevailing subjective norms depend on the social pressure arising from other people's expectations, as seen from the individual's point of view. This, in turn, has two distinct components which are the individual normative beliefs and individual's motivation. Normative belief reflects the individual's notion what he perceives to be what other people want or expect. These two factors consolidate the perceived position salient others have on the behaviour. Fishbein and Ajzen (1975) mentioned that the choice of social referent which expectations are considered salient in this regard, could vary greatly from one individual to other. Moreover, the effect of the referent's opinion depends on the relationship between the actor and the referent, as well as the perceived power of the referent.

Theory of Reasoned Action formulates that attitudes and subjective norms determine an individual's intentions to perform a given behaviour and intentions to perform the behaviour correlate with actual behaviour (Fishbein&Ajzen, 1975), Theory of Reasoned Action has provided strong support for predicting volitional behaviour that are not purely under an individual's volitional control (Ajzen, 1991). Thus, Theory of Planned Behaviour suggests that behaviour is perceived by intention to perform the with the addition of perceived behavioural control to Theory of Reasoned Action model when behaviour is not under complete an individual's volitional control (Ajzen, 1991).

Lastly, perceived behaviour control is described as the individual's perception on the level of difficulty of performing behaviour.

2.4 Purchase Intention

Consumers who have higher purchase motivation and desires of a product may increase purchase intention. Purchase intention was also called the willingness to buy. It means that the possibility of a consumer who wants to purchase a product (Dodds, Monroe, & Grewal, 1991) It also play an important role in consumer's buying decision-making process. In a shopping situation, people who desire a product or have some special motivation could increase their intentions to choose a product and make a purchasing decision. Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al; 2012). Morinezet. Al, (2007) define purchase intention as a situation where consumer tends to buy a certain product in a certain condition.

Consumer purchase decision is a complex process. Purchase intention usually is related to behaviour, perceptions and attitudes of consumers. Purchase behaviour is the key point of consumers to access and evaluate the specific product. Ghosh (1990) state that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality of value.

In addition, consumers are affected by internal or external motivation during the buying processes. Researchers have six stages before deciding to buy a product which are awareness, knowledge, interest, preference, persuasion and purchase. Customers always think that purchase with low cost, simple packaging and little known is a high risk since the quality of these product is not trustable. Gogoi (2013) mentioned that approach behaviour include positive responses such as purchase intentions. Wu et al. (2011) following other researchers, stated that purchase intention represents the possibility that consumers will plan or be willing to purchase certain product or service in the future. Dodds et al. (1991) concluded that an increase in purchase intention means an increase in possibility of purchasing.

In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, 2011). Decision making about purchase is affected by the group in the selection procedure of a brand for unknown products.

2.5 Previous Study of Consumer Attitude towards Purchase Intention

Referring to intention, it has been deemed as the “conative component of attitude”, while behavioral intention refers to an individual’s subjective likelihood of performing some certain behavior (Fishbein and Ajzen, 1975, p.289). They also stated that intentions are related to affect attitude components to some extent. Ajzen (1991) and Chen (2007) claimed that the behavioral intention which is known as the purchase intention. Based on the TPB theory, purchase intention is basically determined by three factors. One of the factors is the attitude that the person holds toward involving in the behavior which perceived as purchasing attitude (Ajzen, 1991; Chen, 2007).

Fishbeinand Ajzen (1975) entailed that an individual’s attitude towards the behavior and subjective norm concerning that behavior will determine his/her intention to perform a behavior. In another words, this intention is deemed as the direct determinants of the corresponding behavior. Preliminary study found that consumer attitude towards organic food purchase has a positive impact on their intention to purchase organic food (Chen, 2007; Thøgersen, 2007 and Dean et al., 2008). It is commonly found that a positive attitude towards buying organic food is related to believing that organic food is healthier, tastes better, and is better for the environment. And the reasons for not buying organic food are high prices and limited availability (Yin et al., 2010).

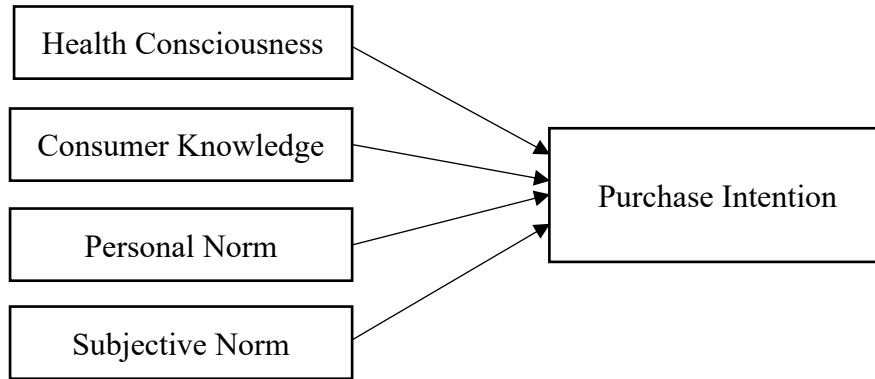
According to (Thøgersen, 2007) it has been discovered that attitude has been regarded as a crucial predictor towards intention of eating organic food for instance vegetables and fruits. Gracia and de Magistris (2007) presented the positive impact of attitude towards organic food in regard to health and environmental benefits, higher levels of income and education, on organic food purchases intention. Moreover, a study from Tarkiainen and Sundqvist (2005) concluded that there is a significant positive relation between the attitude of buying organic food and the intention to buy.

2.6 Conceptual Framework of the Study

Conceptual framework can be defined as a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation (Richel and Ramey, 1987). This paper takes a cautionary stance to the relationship

between consumer attitude and purchase intention. The conceptual framework of this study is as shown in Figure (2.2).

Figure (2.1) Conceptual Framework of the study



Source: Own Complication

According to conceptual framework, health consciousness, consumer knowledge, personal norm and subjective norms are the consumer attitude factors that influence on purchase intention. In this model, the independent variables are health consciousness, consumer knowledge, personal norm and subjective norms. The dependent variable is purchase intention. The framework is about the analysis of the relationship between consumer attitude and purchase intention.

CHAPTER III

RESEARCH METHODOLOGY

This chapter introduces the methodology framework applied in this study by introducing various available approaches in the research field and justifies the most suitable choices to test the research hypotheses. This chapter consists of research approach, research design, data sources, research strategy, data collection method, data analyzing method and quality criteria of the research. Eventually a summary of the chosen approaches will be presented.

3.1 Research Design

According to Yin (2009), research design lays the foundation for carrying out the research. It provided the guidelines for gathering and analyzing data (Bryman and Bell, 2007). A good research design ensures the relevance of the empirical data therefore facilitating researchers to solve the research problem within limited time and resources (Ghauri and Grønhaug, 2005). There are three types of research design: exploratory, descriptive and explanatory (Robson, 2002).

- Exploratory research design: is to observe what is in existence already (Phopalia, 2010). It is applied when the phenomena is not broadly studied before and needed to be explored from a new insight. The design of study requires the researchers to be flexible in order to ensure various facets are observed (Dhawan, 2010).
- Descriptive research design: aims at formulating an understanding of situations, individuals or events (Saunders et al., 2009). Descriptive research provides a detailed information of an event or situation that is studied despite of quantitative, qualitative or a combination of methods (Bryman and Bell, 2007). It is applied to answer the questions in the form of who, what, how, when and where. In quantitative research, the basic goal with a descriptive research design is to investigate relationships between different variables (Dhawan, 2010). It requires the researchers to define the measurement and the population clearly in order to collect and assess the opinion and behaviors of the sample (Dhawan, 2010).
- Explanatory research design: is to seek for an explanation for a certain issue by identifying the relationship among the variables. The relationship is described in the question of “why” (Robson, 2002).

This study was to investigate the relationship of different potential factors that might affect consumer attitude towards organic food and the relationship between consumer attitude and purchase intention within the context of organic food. In particular, in order to identify the proper influence between individual factors on consumer attitude, if it was positively or negatively affected. Based on that, the formulation of Chinese consumer attitude towards organic food could be more interpreted. Besides, different measurements were constructed to measure each theoretical concept (See operationalization) and a population is also specified. Therefore this study was categorized as a descriptive design which attempted to investigate the relationship between different variables.

3.2 Data Sources

Data sources consist of primary data and secondary data (Ghauri and Grønhaug, 2005; Armstrong, 2009). Primary data are those data which collected by researchers originally with the purpose of solving a certain problem (Bryman and Bell, 2007). Yin (2009) presented that collecting primary data is a time consuming and costly process with the risk of limited responses. However, collecting primary data is suitable for the study which in demand of up-to-date and tailored information in order to answer specific research questions (Ghauri and Grønhaug, 2005; Bryman and Bell, 2007). Primary data can be collected from experiments, interviews, focus groups, surveys, etc (Ghauri and Grønhaug, 2005). In contrast, secondary data are collected by researchers for some other purposes than solving the existing problem (Yin, 2009). The data can be collected from the databases, internal information of organizations, websites, libraries, etc. In comparison to primary data, secondary data are inexpensive and time saving. However, it still has the drawbacks that can be difficult to find the required information and lack of credibility (Bryman and Bell, 2007).

In this study, primary data was collected. The first reason is to increase the credibility of research findings since all of the data were lately collected and specifically tailored the research questions. Since this study was deductive study, the first-handed data would be expected to be applied.

3.3 Data Collection Method

Bryman and Bell (2007) presented that there are five applicable methods to collect data: interviews, focus groups, surveys, observations and content analysis. In

specific, surveys, structured interviews, structured observations and content analysis are applicable to conduct a quantitative study.

Survey is a quantitative method in which a questionnaire is designed with the purpose of collecting standardized data by accessing to a representative sample of certain population for further generalization. This method is advantageous of collecting data within a limited time and costs (Bryman and Bell, 2007). There are two types of survey which respectively are census survey and sample survey (Malhotra and Birks, 2003). Sample survey refers to the study that applies a selected sample of individuals from a population while census survey aims at targeting the whole population (Malhotra and Birks, 2003; Levy and Lemeshow, 2013). Defining the target population is the fundamental in survey design and the target population can be a general population of a specific country or individuals that share similar characteristics. According to Malhotra and Birks (2003), sample of a population can be reached by telephone, personal face to face (physically), mail and social media channels.

In this study, sample survey was the method to collect the first hand data in order to fulfill the goal since it is the most effective way to reach the respondents within a limited time and costs. This data collection method is inspired by previous study in the same area that investigated factors influence towards consumer attitude by formulating conceptual framework. Furthermore, based on the research question survey is the most suitable data collection method since the purpose of this study is to investigate the relationship between different variables. The advantage of using survey to collect data is to lay the foundation for generalizing the result. Moreover, the potential biases could be reduced since the authors would not have direct communication with the respondents in comparison to one to one interview. In another words, the bias caused by author's personal influence would be eliminated.

3.4 Survey Design

From the literature reviewed chapter of this paper, research questions were formulated from the proposed model to be used for the questionnaire; which considered as the primary source for the collection of empirical data for this study. Therefore in this operationalization, there is a linkage between literature review with the proposed model. Theories applied in this study were categorized into 3 parts: the first category of theory was consumer attitude, the second category included five different

determinants that affect consumer attitude towards organic food, while the last part focused on the purchase intention in the context of organic fruits consumption.

3.5 Questionnaires Design

A survey was carried out among consumers in Yangon market. Online questionnaires were sent out through social communication tools due to the convenient accessibility. The questions were divided into two parts, the first part were related to the concept of different factors, attitude and purchase intention, the second part were designed on the light of demographic factors which includes age, gender and income.

The questions aimed at measuring the theoretical concept were designed as 5-point Likert scale questions where 1 stands for strongly disagree and 5 stands for strongly agree. All the demographic questions were designed in nominal, ordinal and interval scales. All the questions were closed end questions which allow the respondents to choose the existed alternatives instead of presenting brand new opinions. In this way, it ensured the relevance of the study and made it easier to analyze the data afterwards.

3.6 Sampling

Sampling is presented as the selection of the respondents (Yates, 2004). There are two advantages to use sampling in research. Sampling can be used when it is hard to observe a phenomenon. Moreover, it can be more representative for a specific population. The population refers to the all entities or the individuals who share the similar characteristics. It can be a country, region, organization or a group of people (Bryman and Bell, 2007).

3.6.1 *Sampling Frame*

According to Bryman and Bell (2007), sampling frame includes all the elements of the population which sample is framed.

In this study, the population is organic fruits consumers in market . A sample survey was chosen due to the accessibility and limited resources. Online survey, website and social communication tools for instance Facebook were used in order to reach the respondents.

3.6.2 *Sampling Selection and Data Collection*

Quantitative samples are relatively larger than qualitative samples due to the fact of achieving the goal of statistical generalization than seeking for deep insight to underlying the phenomena (Bryman and Bell, 2007). Sample refers to a selected subset of population with the purpose of investigating. Sampling procedure consist of two types: probability and non-probability. Probability sample is the random selection method which implies that individuals have the equal probability to be selected within the population. In contrast, in non- probability sample, individuals cannot have the equal probability to be selected. In other words, some individuals have more probability to be chosen. (Ghauri and Grønhaug, 2005; Bryman and Bell, 2007; Zikmund et al., 2010) Convenience sampling is the sampling method of non-probability sampling.

Convenience sampling refers to the most accessible way for researchers to conduct a questionnaire. This sampling has the advantage of less costly and time saving. The drawback of this sampling strategy is that the generalization cannot be fully drawn due to fact that the population of this sampling representative cannot be explicitly defined (Bryman and Bell, 2007).

In this study, convenience was applied. The target population is Yangon consumer, due to the inconvenience of respondents' accessibility, this study was conducted online by applying convenience sampling. In particular, the questionnaire was sent out to friends and family as initial respondents to start with. Afterwards the questionnaire was continuously spread out to the others by initial respondent's friends and colleagues. This strategy enabled the study to get a larger number of responses within a limited time frame and financial resources.

3.7 *Data Analysis Method*

According to Bryman and Bell (2007), it is very important to determine how to collect data as well as how to analyze it accurately since the wrong data might have a impact on the result. Yin (2009) presented that analyzing data is a process of reviewing, categorizing and compiling the data in a proper manner. When the data has been collected and prepared, analysis method must be chosen for further analysis. According to Bryman and Bell (2007), mathematical formula and computer software are the two approaches to analyze quantitative data. For quantitative study, data can be analyzed by different quantitative data analysis on the base of the software SPSS. Choosing the data analysis method is based on the study purposes, in this study the following analysis

method will be applied: frequencies analysis, descriptive analysis, reliability analysis, correlation analysis, hypothesis testing, regression analysis and etc. (Malhotra and Birks, 2003).

Frequencies analysis: aims at describing the information of the respondents, and also observing if the respondents are balanced in terms of age, gender and income. It presents the data of how frequently each alternative is answered by the respondents. The mean value of each question presents the average score of all the Responses (Aaker et al., 2011).

Descriptive statistics: are the most basic method that with the purpose of summarizing the data. It presents the basic characteristics for instance the median, mean, standard deviation, skewness and finally kurtosis (Hinkle et al. 1994).

Reliability: According to Bryman and Bell (2007), reliability examines the consistency of a concept measure. A concept can be measured by multiple item measure and questions formulated on the light of measures will be added up to gauge an overall score. In this way, the most important issue is to ensure these indicators refer to the same thing. Thus Cronbach's alpha is the effective way to test the internal reliability (Bryman and Bell, 2007). The value of Cronbach's alpha is generally accepted above 0.6, the higher the value is the more reliable the questions are (Flynn et al., 1994).

Linear Regression Analysis: is a statistical procedure to investigate the relationship between two or more variables (Bryman and Bell, 2007). There are several key parameters needed to be focus: Significance, Beta, Adjusted R Square and T-value. According to Bryman and Bell (2011), Beta represents the standardized regression coefficient. The beta value (β -value) indicates how strong each independent variable influences the dependent variable (Bryman and Bell, 2007). Regarding to significance level, it is used to determine if hypothesis is accepted or rejected. If its value (P-value) is greater than 0.05, hypothesis will be rejected. In contrast, it is meant to be accepted. In terms of Adjusted R Square, it stands for the percentage that the dependent variable can be explained by independent variables (Bryman and Bell, 2007).

This study applied descriptive statistics in order to present the potential factors that influence consumer's attitude and further impact on their purchase intention towards organic food in Yangon market as well as draw conclusions relevant to this phenomenon. By using SPSS, these following parameters were analyzed. In terms of descriptive statistics, mean value was focused. On the other hand, linear regression

analysis was conducted on significance level, T-value, Adjusted R Square and Beta. A detailed description would be mentioned in the following chapter of Results.

3.8 Reliability

According to Bryman and Bell (2007), reliability examines the consistency of a concept measure. A concept can be measured by multiple items and questions are formulated on the light of measurements which will be added up to gauge an overall score. In this way, the most important issue is to ensure these indicators refer to the same thing. Internal reliability refers to the consistency between two indicators, in which the score of respondents on one indicator is related to their score on the other. It can be examined by Cronbach's alpha. If the value is greater than or equal to 0.6, it implies an accepted level of internal consistency. The great the value is, the better the consistency of the question were formulated (Bryman and Bell, 2007).

In this study, Cronbach's alpha was applied in order to check the reliability. The result of Cronbach's alpha showed the high reliability of the questions. In general, the value of Cronbach's alpha of this research was totally exceeded 0.6.

CHAPTER IV

ANALYSIS ON FACTORS INFLUENCING OF CONSUMER ATTITUDE ON PURCHASE INTENTION TOWARDS ORGANIC FRUIT

This chapter presents the demographic profile of the employees and factors influencing of consumer attitude on purchase intention towards organic fruit. In this chapter, survey results are presented with frequency, percentage and mean scores based on facts and figures of findings.

4.1 Demographic Characteristics of Respondents

This study identifies the demographic characteristics of consumers of organic fruit. Profile data include sex, age, occupation, marital status and monthly income. The findings are shown in frequency and percentage based on 100 employees in Table (4.1).

Table (4.1) Demographic Profile of Respondents

Sr. No	Particular	No. of Respondents	Percentage
	Total	100	100.0
1.	Gender: Male	70	70.0
	Female	30	30.0
2.	Age: 20 – 29	19	19.0
	30 – 39	42	42.0
	40 – 49	34	34.0
	50 and above	5	5.0
3.	Educational Qualification: High School Graduate	2	2.0
	Undergraduate	12	12.0
	Bachelor Degree	68	68.0
	Master Degree	18	18.0
4.	Marital Status: Single	58	58.0
	Married	42	42.0
5.	Income Level: 150,000-250,000	17	17.0
	250,000-350,000	74	74.0
	350,000-450,000	9	9.0

Source: Survey data, 2023

According to Table (4.1), among 100 respondents, the majority of the respondents are male. Most respondents are between 30 and 39 years old followed by people who are between 40 and 49 years old. It is found out that most of the respondents

have bachelor degree. Regarding marital status, most respondents are married. In addition, most respondents earned between 250,000 and 350,000.

4.3 Analyzing the Factors influencing on Consumer Attitude

In this study, the relationship between consumer attitude and purchase intention are presented. Factors influencing consumer attitudes are health consciousness, consumer knowledge, personal norm and subjective norm. The results of survey are described with the range from one to five (1- strongly disagree, 2- disagree, 3-neutral, 4- agree, 5- strongly agree).

Table (4.2) Health Consciousness

Sr. No	Health Consciousness	Mean Score
1.	I pay a lot of attention to my health.	4.17
2.	The health aspect is very important in my fruit choice.	3.98
3.	I believe that organic fruit contain more natural ingredients than conventional fruit.	3.77
4.	I believe that organic fruit is good for my health than conventional fruit.	3.25
	Overall Mean	3.79

Source: Survey data, 2023

According to Table (4.2), the overall mean value of 3.79 is revealing the majority of respondents agree to the related statement of health consciousness. The highest mean value of 3.64 related to health consciousness presents for the most respondents pay a lot of attention to their health. The lowest mean value of 3.25 in the health consciousness is majority of respondents has an average agreement of their beliefs that organic fruit is good for their health than conventional fruit.

Table (4.3) Consumer Knowledge

Sr. No	Consumer Knowledge	Mean Score
1.	My knowledge about organic fruit is sufficient.	3.47
2.	My knowledge about organic fruit is based on previous experience such as purchasing/consuming/hearing from others/reading about it.	3.97
3.	I know the difference between organic and conventionally grown fruit in terms of pesticide residues.	4.16
4.	I have a positive experience/impression about organic fruit.	4.14
	Overall Mean	3.94

Source: Survey data, 2023

According to Table (4.3), the overall mean value of 3.94 is presenting the majority of respondents agree to the related statement of consumer knowledge. The highest mean value of 4.16 related to reliability factor presents for the respondents agree that they know the difference between organic and conventionally grown fruit in terms of pesticide residues. The lowest mean value of 3.47 in consumer knowledge indicates also respondents agree to the statement of their sufficient knowledge about organic food.

Table (4.4) Personal Norm

Sr. No	Personal Norm	Mean Score
1.	I feel I should choose organic food instead of conventional fruit.	4.03
2.	I get a good conscience about myself if I choose organic fruit.	4.15
3.	I believe that choosing organic food is a right decision.	4.15
4.	It is important for me to consume organic fruit.	4.02
	Overall Mean	4.09

Source: Survey data, 2023

According to Table (4.4), the overall mean value of 4.09 is revealing that the majority of respondents agree to the related statement of personal norm. The highest mean value of 4.25 related to personal norms presents for the most respondents get a good conscience about themselves if they choose organic fruit and they believe that choosing organic food is a right decision. The lowest mean value of 4.02 in the

responsiveness factor is indicating majority of respondents has an agreement of the statement of their importance of consuming organic fruit.

Table (4.5) Subjective Norm

Sr. No	Subjective Norm	Mean Score
1.	When it comes to choosing organic fruit, I behave as others do.	4.05
2.	Due to the impact of social pressure (society, environment, social network etc), I choose organic fruit.	3.77
3.	Most people who are important to me would like me to choose organic fruit.	4.13
4.	I receive recommendations about organic fruit from people I trust or respect.	4.05
	Overall Mean	4

Source: Survey data, 2023

According to Table (4.5), the overall mean value of 4 is revealing the majority of respondents agree to social norm. The highest mean value of 4.13 related to social norm presents for the most respondents agree that most people who are important to the respondents would like them to choose organic fruit. The lowest mean value of 3.77 in the empathy service factor is indicating majority of respondents has also agreement of the statement of they choose organic fruit due to the impact of social pressure (society, environment, social network etc.).

Table (4.6) Purchase Intention

Sr. No	Purchase Intention	Mean Score
1.	I often purchase organic fruit.	4.22
2.	I am more likely to purchase organic fruit next time going shopping.	4.31
3.	I am willing to pay extra for organic fruit.	4.39
4.	I am likely to purchase organic fruit in the next month.	4.18
5.	It is important for me that organic fruit is readily available in grocery stores and markets.	4.25
6.	I am will to make an effort to seek out and purchase organic fruit.	4.31

7.	I consider buying organic fruit when it is available and accessible to me.	4.35
	Overall Mean	4.29

Source: Survey data, 2023

According to Table (4.5), the overall mean value of 4.29 is revealing the majority of respondents agree to purchase intention towards organic fruit. The highest mean value of 4.39 related to purchase intention for the most respondents agree that they are willing to pay extra for organic fruit. The lowest mean value of 4.18 in the purchase intention is indicating majority of respondents has also agreement of the statement of they are likely to purchase organic fruit in the next month.

4.3 Analyzing the Factors Influencing of Consumer Attitude on Purchase Intention Towards Organic Fruit

In this study, the four types of consumer attitude are used to measure purchase intention towards organic fruit. To analyze the effect, multiple regression analysis is applied.

Table (4.7) Regression Result of Factors Influencing on Consumer Attitude on Purchase Intention Towards Organic Fruit

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.304	.474		6.977	.000
Health Consciousness	.019	.048	.040	.399	.691
Consumer Knowledge	.571(***)	.141	.494	4.712	.000
Personal norms	.642(***)	.151	.403	4.252	.000
Subjective norms	.012	.093	.016	.130	.897
R Square	.050				
Adjusted R Square	.010				
F value	1.255				

Source: Survey data, 2023

According to Table (4.7), the value of R^2 is 5.0 percent thus this specified model could explain factors influencing of consumer attitude towards purchase intention

towards organic fruit. The overall significance of the model, F value, is highly significant at 1 percent level. This model can be said valid. The model can explain almost 1 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.010.

Among four independent variables, consumer knowledge has the expected positive sign and is strongly significant at 1 percent level. According to the regression result, positive relationship means that the increase in consumer knowledge leads to the increase in purchase intention towards organic fruit. If there is an increase in consumer knowledge by 1 unit, this will also raise the purchase intention towards organic fruit by 0.571 unit.

Personal norms have the expected positive sign and is significant at 1 percent level. According to the regression result, positive relationship means that the increase in personal norms leads to the increase in purchase intention towards organic fruit. If there is an increase in personal norms by 1 unit, this will also raise purchase intention toward organic fruit by 0.642 unit.

CHAPTER V

CONCLUSION

This chapter presents the findings and discussions, suggestions and recommendations, and need for further research.

5.1 Findings and Discussions

In this study, factors influencing consumer attitude includes health consciousness, consumer knowledge, personal norms and subjective norm. With regard to health awareness, it can be said that consumers attach great importance to their health and therefore put health first when choosing fruit. Consumers also believe that organic fruits contain more natural ingredients than traditional fruit. In addition, they believe that organic fruit is good for their health.

In terms of consumer knowledge, consumers know the difference between organic and conventionally grown fruit in terms of pesticide residues. Consumers also have positive experiences/impressions of organic food. In addition, they also have sufficient knowledge about organic fruit based on previous experiences such as buying/eating/hearing from others/reading about it.

Relating to personal norm, it is found that consumers have a good conscience when choosing organic fruit and believe that choosing organic food is a right decision. Moreover, it is important for them to consume organic fruit and that is why they choose organic food instead of conventional fruit.

Regarding subjective norm, most people who are important to consumers would like them to choose organic fruit. Besides, they receive recommendations about organic fruit from people I trust or respect, and therefore choose organic fruit due to the impact of social pressure (society, environment, social network etc). In addition, they behave as others do when it comes to choosing organic fruit.

Relating to purchase intention, it is found that consumers are willing to pay extra for organic fruit. Consumers also consider buying organic fruit when it is available and accessible to them. They are willing to put an effort to seek out and purchase organic fruit, and they are more likely to purchase organic fruit next time going shopping. In addition, it is important for consumers that organic fruit is readily available in grocery stores and markets.

According to regression analysis, consumer knowledge and personal norm have a significant positive relationship on purchase intention. The increases in consumer knowledge and personal norm have a positive effect on purchase intention. It is found that consumer knowledge and personal norm have most influences on purchase intention.

5.2 Suggestions and Recommendations

Concerning with health consciousness, businesses should focus on educating consumers about the benefits of organic fruit, including its reduced exposure to pesticides, higher nutrient content, and positive impact on the environment. This can be done through informative content, social media campaigns, or partnerships with health experts.

In term of consumer knowledge, businesses should clearly label organic fruit products with accurate information about their organic certification, ingredients, and production methods. This helps consumers make informed choices and builds trust in the brand's commitment to organic practices. Businesses should partner with health experts, nutritionists, and influencers who have a strong following in the health and wellness community. These individuals can endorse organic fruit products and provide valuable information to consumers through their platforms, thereby increasing knowledge and credibility.

Regarding the personal norm, businesses should strategically place organic fruit products in prominent locations within stores, supermarkets, or online platforms. Eye-catching displays and shelf positioning can draw attention to organic options and increase their visibility, making it more likely for consumers to consider and choose organic fruit. Businesses should actively engage with consumers through social media, customer surveys, or feedback platforms. In addition, businesses should encourage them to share their experiences, recipes, and tips for incorporating organic fruit into their personal norms.

In concern with subjective norm, businesses should should exert a great influence of social pressures such as society, environment, social networks, etc. on consumers to choose organic fruit. In addition, businesses should collaborate with influencers or community leaders who have a significant following and are respected

for their opinions on health and wellness. These influencers can share content, stories, or recipes that highlight the social norm of organic fruit consumption, influencing their audience to adopt similar behaviors.

In terms of purchase intention, businesses should make organic fruits easily available and accessible to consumers to consider buying organic fruit. Businesses clearly label organic fruit products with recognized organic certifications and transparent information about the product's organic status. These labeling builds trust and credibility, addressing any concerns consumers may have about the authenticity of organic claims. Businesses should highlight the superior taste, flavor, and freshness of organic fruit. Besides, businesses should allow consumers to sample organic fruit products through in-store tastings or provide testimonials and reviews from other consumers who have enjoyed the taste experience. Positive sensory experiences can positively influence purchase intentions

According to the regression analysis, consumer knowledge and personal norms are significant. This means that focusing on consumer knowledge and personal norms can lead to purchase intention. Therefore, businesses should develop comprehensive educational campaigns that highlight the benefits of organic fruit. Businesses should use various channels such as social media, websites, blogs, and informational brochures to disseminate information about organic farming practices, reduced pesticide exposure, environmental sustainability, and the nutritional advantages of organic fruit. Moreover, businesses should partner with health experts, nutritionists, or dietitians to provide accurate and credible information about the health benefits of organic fruit. Expert endorsements and advice can significantly influence consumer knowledge and personal norms.

5.3 Need for Further Research

The result of this study could serve as a basis for further research on organic food in the future. For example, it would be of interest for future research to examine each factor in more detail and explain their positive impact on consumer attitudes towards organic food. On the other hand, the relationship between consumer attitudes and purchase intention could be explored in depth using qualitative methods such as individual interviews or focus groups. Future studies could reproduce the influence of factors on consumer attitudes in a different context, for example in other countries and cultures. For future research, other sampling methods could be adapted to reach a large

number of respondents. As mentioned above, more questions should be added to measure a variable. Finally, since this work was conducted as a quantitative study, further investigation could conduct a qualitative study to gain a deeper understanding of why environmental concerns and subjective norms were rejected.

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