

Reason (For and against) Consumers Affecting Organic Product Purchase Intention: Bangkok, Thailand.

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Abstract

New diseases are causing changes in consumer behavior and product consumption, whether or not people choose to buy organic products. The cause has a crucial role in directing behavior. Both reasons for and against affect attitudes and transfer purchaser intentions. Therefore, using behavioral reasoning based on behavioral reasoning theory, the researcher has researched the analysis of consumer factors influencing attitudes and the intent to purchase organic products (BRT). A quantitative research study using questionnaires was conducted on a sample of 500 organic agricultural product customers in Bangkok, Thailand. Summarizing the results of the coefficients within the structural model was tested with four variables: reasons for, reasons against, attitudes, and purchase intent. It was found that coefficients Reasons against purchasing organic products are negatively associated with attitude towards organic products (-0.0292), and attitude towards organic products mediates the relationship between reasons against purchasing organic products and organic purchase intention (-0.21). The findings demonstrated a direct correlation between attitude, reason, and purchase intention. The decision to buy organic products was unconnected to the reason against. However, some attitudes continue to serve as a conduit for connecting reason and purchase intents. The conclusions have important implications for marketers and decision-makers using research data. It can be used to successfully and appropriately plan for the production and distribution of organic agricultural products to meet the demands of more consumers. This will lead to the growth of the nation's organic agriculture.

Keywords: Organic Produce, Consumer for organic product, Purchase Intention, Reason for, Reason against, Marketing



Introduction

Presently, the trend of health-loving consumers domestically and internationally in recent years has received a lot of attention. As a result, the demand for organic products is rapidly expanding worldwide (Chang et al., 2007). In addition, consumers are concerned about health, emerging diseases, and changing buying and consumption behavior. Today's consumers tend to want to recognize the value and benefits of the products they consume before purchasing (Fraser, 2001) and the safety of the products they consume.

However, whether consumers decide to consume organic products or not, consumers must have a reason for such behavior. There are reasons for supporting and opposing defenses that influence attitudes toward organic products (Westby, 2005, p. 100) mentioned three "anticipated reasons" for their future orientation. "concurrent reasons" can be conceptualized as the specific subjective factors people use to explain their behaviors that are currently being executed (or not being executed). Finally, "post hoc reasons" can be conceived of as the specific subjective factors people use to explain their executed (or not executed) behaviors in the past. Same as theories of explanation-based decision making (Pennington & Hastie, 1988), reasons are essential motivationally as they can be used to justify and defend one's actions (Tetlock, Skita, & Boettger, 1989) which, in turn, may promote and protect feelings of self-worth (Kunda, 1990) as well as satisfy people's needs for meaning (Thomas, Clark, & Gioia, 1993) and psychological coherence (Thagard, 1989).

It is therefore essential to know the reasons behind consumer decision-making (Ryan & Casidy, 2018), in line with Paul Norman, Mark T. Conner, and Chris B. Stride (2012) saying that reasons can be distinguished from behavioral beliefs, or expectancies, which represent people's subjective probabilities that the behavior will lead to specific outcomes, as they focus on the context-specific cognitions that people use to explain their behavior.

A review of previous literature on organic agricultural products in Thailand found that most research studies were conducted from a one-sided perspective, such as promoting factors or positive aspects, motivation, and attitudes toward organic food consumption. NGOs and government agencies have produced. Most of the research on Thai organic agriculture focuses on research on innovation in promoting organic farming. Research on organic rice organic vegetable production technology and analysis on the marketing of organic vegetables in Bangkok (Nelson, 1991), alternative agricultural commodity market research (Wanna Pratiwong, 2001), Environmentally Friendly Product Buying Behavior (Tanyapawee Ratpongprom, 2010), and Green Consumption Pattern Research (Nisachon Leeratanakorn, 2013). At the same time, there is very little research on strategies and behavioral reasoning supporting and against organic food consumption.

Therefore, it is imperative to study and analyze the reasons consumers influence the consumer intention to buy organic products. To know the needs of consumers and marketing strategies that meet the needs of consumers in organic products. From the past studies, most of



them are studying only one aspect, as mentioned above. However, the product market will grow or expand more. Should know the needs of both parties to be consistent and meet each other. The data obtained from the research studies will be able to be used for planning the production and planning of distribution of organic agricultural products correctly, appropriately, and meet the needs. More consumers will result in the further development of the country's organic agriculture.

Research objective

- 1) To study 'reasons for' and against' that influence consumers' purchase intention towards organic products.
- 2) To study reasons (reasons and against) that influence consumers' attitudes towards the purchasing intention of organic products.
- 3) To study consumers' attitudes towards organic products that affect consumers' purchase intention towards organic products.

Research question

What are the reasons (for and against) consumer attitudes and Purchase Intentions for organic products in Thailand?

Literature review

In this study, the researcher will study to answer the research question of why consumers can affect the attitude intention to buy organic products in Thailand; it will review related concepts and theories. Subsequently, research findings will be

related to the reasons for consumers towards their intention to buy organic products. This is why it is the primary motivation that drives consumer decision-making to be made more accessible and faster based on reason rather than consideration of the details. However, behavioral reasoning theory has both Reasons for and Reasons Against (Pennington & Hastie, 1988) (Tetlock, Skita, & Boettger, 1989) (Kunda, 1990.) (Thomas, Clark, & Gioia, 1993) Westaby, J.D. (2005)). The researcher has studied the theories related to the variables according to the conceptual research framework with the following concepts and ideas.

Behavioral reasoning theory

Behavioral reasoning theory is the leading theory used to explain consumers' reasons for consuming organic products. The theories of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) are fundamental to explaining behavior. The Theory of Reasoned Action (TRA) is a theory developed in 1975 by Icek Ajzen and Martin Fishbein. TRA is a widely popular theory applied to the study of human behavior.

The theory explains the relationship between beliefs and attitudes towards behavior and that changing ideas will result in behavioral changes in the person by considering the reasons first. If a person has an opinion that this is something that should be done, the person will show the behavior. The theory of rational action explains that factors that directly determine the person's behavior are the behavioral intention, which has two factors that cause the intent to show behavior the attitude towards behavior (Attitude) and the subjective norm.



However, the TRA theory has limitations regarding behavior that cannot be fully fulfilled. In this theory, behavioral intent is assumed to be the motivation factor influencing behavior. In general, if a person has more intention, they more you try to act (Ajzen, 1991).

Later, Icek Ajzen and Martin Fishbein developed the TRA concept, which added a factor. “Perceived behavioral control” (PBC) of the self in any behavior. To address the behavioral limitations of individuals to control behavior that is not discussed in the theory of rational action. The Theory of Planned Behavior (TPB) explains that behavior is expressed as a result of intention, which has three factors that influence the formation of will Attitude, Attitude Toward the Behavior, Subjective Norm, and Perceived Behavioral Control.

Later, Wetaby (2005) developed a theory. Behavioral reasoning theory (BRT) is a relatively new theory that determines the linkage between beliefs, reasons, motives, intentions, and behavior (A.K. Sahu, R.K. Padhy, and A. Dhir, 2020) and is a theoretical framework is that enables scholars and practitioners can investigate the relative influence of both the 'reasons for' and 'reasons against' the intentions towards any innovation (Westaby, 2005; Sahu et al., 2020)

Consequently, this theory is consistent with studies focused on rationalizing both supportive and counter-rational arguments that determine consumer attitudes and influence purchase intentions. This shows a relationship between factors based on the theory of BRT based on the concept of Wetaby (2005). However, this study focuses on consumers' reasoning influencing their attitudes and making consumers' purchase

intent. Organic products, therefore, do not bring the following values.

Behavioral reasoning theory (Westaby, 2005 henceforth BRT) is a new theory in the field of marketing, and it can be considered as an advancement of seminal technology acceptance theories such as TPB. Wetaby (2005) developed behavioral reasoning theory (BRT) to elucidate interrelationships among reasons, beliefs, global motives, and behavioral intentions. BRT is a theoretical framework that enables scholars and practitioners to investigate the relative influence of the ‘reasons for’ and ‘reasons against’ the preferences towards any innovation (Westaby, 2005; Sahu et al., 2020).

BRT is related to several other behavioral theories, but it offers various advantages or merits compared to them (Ryan and Casidy, 2018; Westaby, 2005). First, BRT includes two measures, reasons for and reasons against, that explain the human decision-making phenomenon better. Reasons for and against are not just the opposite, but two critical yet different perspectives that influence user intentions and actual behavior. Second, the measures for and against are context-specific; hence, they provide rich contextual information. Third, BRT provides additional cognitive routes through reasons (for and against) to better understand human behavior and the decision-making process. Fourth, BRT has highlighted the important role of values or beliefs in predicting reasons, intentions, and user behavior. These advantages are further strengthened by a review of prior BRT studies, which suggests that BRT-based models better explain the variance of the dependent variable than other behavioral theories.



BRT has been used to explain various decision processes, such as why people quit a job (Hom, Mitchell, Lee, & Griffeth, 2012); why they drink (Liu, Wang, Bamberger, Shi, & Bacharach, 2015); why people use or do not use green strategies (Claudy, Peterson, & O'Driscoll, 2013; Claudy & Peterson, 2014) and why people do not make purchases (Chatzidakis & Lee, 2013). Just as consumers will decide whether to consume organic products or not, consumers must have a reason for such behavior. Some reasons support and oppose. They are influencing the attitude towards organic products. The novel perspective asserted by BRT has witnessed prior application across by explicating the mediating impact of reasons for and against organic food purchases in a dissimilar context (i.e., the emerging Indian economy).

Innovation resistant theory

In the aspect of the consumer reasoning for resistance factors, the anti-innovation theory is relevant to this research. Ram and Sheth present the anti-innovation theory (1989). The idea identifies the reasons and barriers that consumers face in adopting innovation as a result of the change, as well as the variability of innovation use. These obstacles are divided into two types is functional barriers and psychological barriers. The functional barriers include usage barrier arise from innovation that is not consistent with the user, such as the procedure, how to use and user habits value barriers is this innovation is economically unsuitable for its potential compared to other innovations, and risk barriers is the level of risk arising from the traditional use of tradition barrier. Generally, it involves

changes in everyday innovations and image barriers about the identity of the innovation, such as product type, brand, or origin. A loose definition for consumer resistance to innovation would be that it represents the negative reaction toward innovation because of its potential changes made to a satisfactory status quo or because it is in conflict with their belief structure. (Ram & Sheth, 1989)

Moreover, Cornescu, Viorel, Adam, Cecilia-Roxana (2013) consumers may accept or refuse the new product. From the consumer's point of view, the new product represents the change that he faces, and, if the product is deemed satisfactory, he will accept the change, but if it doesn't fit his requirements or modifies the status with which he is accustomed, the consumer will exert resistance to this change. Resistance to change occurs when consumers perceive the risks of changes as being greater than their benefits. The introduction of innovation will result in a significant change in the consumer's life, taking him from his daily routine and habits. New items that enter the market have a high failure rate. Only one out of every four produced products succeed on the market, and at least one out of every three products fail at the launch stage, despite the extensive research and planning (Cooper, 1990, p.9). Nonetheless, anti-consumption consists of a variety of issues, from an individual's negative opinion of a product to negative business publicity (for example, Nike's boycott due to sweatshop factories) and, in such cases, entire countries (for example, the boycott of American products in the Middle East). (Sandikci and Ekici, 2009)

The Innovation Resistant Theory has therefore been applied to this research



because, in the study, the researcher has studied the reasons that support and oppose the intention to buy organic products in Thailand. The theory mentioned the consumer's resistance to products consistent with Thai organic products. Although the government will support providing knowledge about organic agriculture, few consumers in Thailand know about organic farming. This is the main problem and is followed by confusion among consumers about safe vegetables from toxins. And organic vegetables and following the attitude of consumers who consume with care for the environment and health care of Thai consumers are still low (Pirachai Kulchai and Issara Intharasut, 2007). As a result, the researcher believes that customers should be significant reasons underlying their desire to purchase organic products. Furthermore, the literature review has yet to be located. A study of consumer opposition to organic products was conducted. Positive factors were the focus of the majority of the studies. Alternatively, encourage the use of organic products. It is, however, in line with the logic of Kushwah, Shiksha; Dhir, Amandeep; Sagar, and Mahim (2019), who said that IRT is appropriate for the current study for a variety of reasons.

First, IRT has the proven ability to explain why consumers refuse to buy a new product. Thus, IRT is the most appropriate framework to investigate further the research questions in this study, i.e., why the mainstream consumption of organic food is still low or why the mainstream consumers refuse to adopt green/ethical innovation (organic food). Second, IRT is the most proven and validated framework to study the barrier or consumer resistance and IRT and thus would be a reliable tool for adaptation in the organic food context.

Lastly, IRT comprehensively explains all the significant sources of consumer resistance in the form of functional and psychological barriers. (Kushwah, Shiksha; Dhir, Amandeep; Sagar, Mahim (2019). Moreover, Kushwah, Shiksha; Dhir, Amandeep; Sagar, and Mahim (2019) conducted a study on Understanding Consumer Resistance to the Consumption of Organic Food. A Study of Ethical Consumption, Purchasing, and Choice Behaviors showed that value is the significant barrier influencing purchase and ethical consumption intentions. Ethical consumption and purchase intention were found to influence choice behavior directly. The relationship between ethical consumption and choice behavior is mediated by purchase intention.

Related research and hypothesis development

This section reviews the research literature related to the variables to be studied, including the relationship between the variables used to define the conceptual framework in this study. The details are as follows.

Attitude and purchase intentions

The study of buyer behavior theory, consumer decision theory, and Behavioral reasoning theory It is the leading theory used to explain consumers' reasons for consumer goods, developed from the basic principles of explaining behavior in general Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) These theories show that purchase intention is related to consumer behavior,



perception, and Attitude. (Ajzen, 1991; and Morinez, et al., 2007)) Perspective or Attitude is a concept or feeling that responds positively or negatively to a person or thing in that person's environment. Attitude can be interpreted from what is said, either formal or informal, or from the behavior of those individuals (Schermerhorn,2000, Kendler,1963) Sharon & Saul (1996). Attitude consists of three factors first part cognitive component refers to the belief that emphasizes that goal, which is based on memory and imagination. The affective component, which can be both positive and negative, refers to feelings, thoughts, and emotions. So, this resulted in the behavioral component's third portion, which refers to the behavior or tendency of expression toward a goal.

Therefore, attitude variables are consistent with this research because before, consumers had behaviors that determined their intention to buy organic products. Consumers must have knowledge, understanding, and awareness of nutrition information, including the belief that organic products are high-quality and safe and nutritional supplements are higher than general products. So, consuming organic products will affect better health (Agirre,2007, Somnath& Baisya,2009, Zepeda, Li,2007); if consumers have an optimistic attitude toward organic products will affect their purchase intention.

Purchasing intent refers to their positive opinion toward the product's and service's marketing approach until they are given a reason to acquire it (Cyr, 2008; Belch & Belch, 2004). It is possible to say that the feeling of having a good or optimistic attitude is significant and impacts increased buying intent. (Ko et al., 2005;

Ha & Janda, 2014). Furthermore, purchase intent is a process that involves a buyer planning to buy a product at any particular time. The attitude toward the brand will determine buying intent and consumer trust in appraising previous offerings Consumers' purchase intentions are strongly affected by their attitudes. (Howard,1994) However, other circumstances suggest predicting consumer behavior based on purchase intent may not always be practical. They were added at the time of purchasing (Kotler,2000). In the case of organic products, for example, customers may act in a health-conscious manner. Who cares about the environment and recognizes the value of organic products but cannot purchase organic items due to financial constraints, forcing customers to abandon their objectives and consume generic products instead as a result of the literature review, the following research hypotheses can be formulated:

H₁: Attitude towards organic products positively impacts organic purchase intention.

Reasons (against and for) for organic product

Reasons against and attitude

Consumers of organic agricultural products can be split into two groups. Good groups oppose the usage of organic products. This group will consider the arguments of individuals who oppose organic products. The basic idea of BRT theory is to consider the reasoning process. There are opposing and supportive reasons to influence various actions regarding the factors that determine conduct. (Westaby, 2005). For



example, Ryan and Casidy (2018) it has found reasons not to support a person's attitude towards organic foods. However, most of the research focuses on reason. Factors that support or choose to consume organic products, but little research focuses on the barriers or resistance to consumer consumption of organic products. especially in emerging economies such as India. (Kushwahetal., 2019b)

However, numerous studies have given reasons why consumers choose organic products or oppose their consumption of agricultural products. The concept of anti-innovation theory supports the emphasis on consumer resistance to products, similar to Thai consumers' resistance to organic products. Although the government will publicize knowledge about organic agricultural products, few consumers genuinely understand organic products. (Peerachai Kulchai and Issara Intharasut,2550)

Therefore, from the theory that has been reviewed, the researchers should know the reasons for buying organic products by consumers. Also, no literature review was found. Research studying resistance to consumption of organic products is consistent with Kushwah, Shiksha; Thir, Amandeep; Sagar, Mahim (2019). This means that the anti-innovation theory applies to current research for many reasons such as Therefore, most consumers refuse to consume organic food. From other research reviews on understanding consumers' resistance to organic food consumption, price is a significant barrier influencing attitudes. And purchase intention; in addition, the reason for opposition is unfamiliar products because organic agricultural products are not too extensive.

In some areas, there is a lack of knowledge about organic agricultural products to make consumers feel confident confidence in product quality accreditation, including difficulties in purchasing or distribution channels compared to general products (Chiu, Ortiz, Chih, Pang, & Huang, 2019; Wojciechowski-Solis & Soroka,2017; Watanabe, Alfinito, Curvelo, & Hamza, 2020) In addition, in the past research, the reason for not supporting the consumption of organic agricultural products is socio-economic problems and trust (Chen, Lobo, & Rajendran, 2014) for example, consumers may worry that the price of organic products must be higher than that of ordinary products. They may not get additional benefits, and there is no difference from the general purchase of the same product. (Torres-Ruiz, Vega-Zamora, &Parras-Rosa,2018). So, the inconsistency is consumers' attitudes and purchase intention toward organic agricultural products.

In a specific consumer study in India, a previous study focused on finding the rationale for consuming organic products in terms of usage and risk barriers was identified. As a result, the researchers needed to investigate the arguments against such elements that are likely to influence organic product consumption views. The research also impacted customers' intentions to consume organic products and came up with the following hypotheses.

H2: Reasons against purchasing organic products are negatively associated with attitude towards organic products.

H2a: Attitude towards organic products mediates the relationship between reasons against purchasing organic products and organic purchase intention.



H2b: Reasons against purchasing organic products are associated with reduced purchase intentions toward organic products.

Reasons for organic product and attitude

From the literature review, the basic theory explains consumers' general behavior before they intend to buy. Consumers must have a reason to prescribe such behaviors. The reasons are both supportive and opposing. Which of these reasons will influence the attitudes and behaviors of consumers to intend to buy products or not? And will be passed on to the final purchase decision. However, consumers of organic agricultural products have reasons to support their consumption of organic products. It was found that the reason was considering the naturalness, food safety without the exposure to chemicals obtained from food, and environmental considerations.

This variable will be supported by its theory of egoistic Groups. This group of buyers attaches importance to food safety, good health, Food quality, and taste (Benlks, & Bistow,1999 Schiffertein &OudeOphis; 1998, Zanoli, & Naspetti, 2002). Those who consume organic products expect safety in various aspects of the body, including good health and getting safe food without chemical residues. This is in line with the motivation theory of the stage of the second need, Safety Needs. Therefore, producers of organic agricultural products believe that organic agricultural products do not use chemicals to explain the body without chemical risk. (HiI, &

Lynchehaun, 2002; Racman, 2005; Somnath, & Baisys, 2007).

Past research has found that Consumers of organic agricultural products such as fresh fruits and vegetables Pay attention to food safety and pay attention to the product quality standard certificate Need good nutrition from organic food and have an attitude that organic food has a positive effect on health (Somnath, & Baisys, 2009; Aguirre,2007; Zepeda, &Li,2007). For the purchasers of organic agricultural products in Thailand, from the literature review, it was found that the motivation and factors in purchasing organic agricultural products as a whole were found, on average, that consumers decide to buy organic products because considering the quality of organic products and the standards of organic products as much as possible followed by consumer choice due to the view that Organic products are free of chemicals and have health benefits.

Consumers pay attention to the price. Convenience in purchasing products and the next issue is the environment. In addition, consumers also consider that organic products have better nutritional value than conventional foods. by taking into account environmental issues (Thawanya Sittiyos,Teeravej Thitseesaeng, 2558; Pilanthana Panpluem, Prasopchai Pasunon,2559; Rattanan Yamkesukhon , Waranya Tilokawichai,2559 ;Kongsom and Kongsom,2016). However, from the literary review, most consumers abroad pay attention to opinions, and reasons for the intention to buy products are because organic products are safer than general products. After all, they don't have to worry about chemical residues in food. (Hill, & Lynchehaun, 2002; Krystallis &



Chryssohoidis, 2005; Lohr & Park, 1999; Somnath & Baisya, 2007) and beneficial to health due to the use of no chemicals in cultivation (Raviey, & Marco, 2000). Both of these factors are also the reason why regular shoppers are increasingly turning to organic farming products. (Zanoli, & Naspeti, 2002; Krystallis, & Chrys, Sohoidis, 2000)

In addition, consumers who consume organic products also pay attention. Environmental concerns animal welfare and the safety of farmers (Agtinre, 2007; Granis & Thimany, 2002; McEachen, & MocClean, 2002). The purchase of organic produce will give the buyer the impression that he is a member of a group that has the same attitude or is accepted by a group that corresponds to the theory of motivation for a higher level of demand. Social needs are the third need it occurs after the security requirement has been met.

At this stage, friendliness wants a predominant social status as dignity and has been respected by society, including in relationships with others in the community. From the previous, it can be seen that such variables influence the purchase intention of the buyer. This reflects the success trend of organic agricultural products entrepreneurs. (Agninre, 2007; Gifford, & Bemard, 2006; Willer, & Yussefi, 2004). Therefore, from the above literature review, this study considered three factors Nutritional content, Ecological and animal welfare, and Naturalness as a variable in the research and formulated the following hypothesis.

H3: Reasons for purchasing organic products are positively associated with attitude towards organic products.

H3a: Attitude towards organic products mediates the relationship between reasons for purchasing organic products and organic purchase intention.

H3b: Reasons for purchasing organic products positively impact organic purchase intention

Research methodology

This study relates to consumers' reasons for buying organic products. In this section, methods are described. And analysis and interpretation of the data to find answers to this study more comprehensively and clearly. For this research study, quantitative research uses the questionnaire obtained from the Literature review and the related analysis to make a questionnaire. The questionnaire will then collect data from consumers in Bangkok, Thailand. The collected data will be used for further statistical evaluation according to the variable gauge issue.

Data sources are divided into two parts primary data, which is data collected directly from the informant, or data sources that can be obtained by interviewing, gathered from organic consumers using a questionnaire for a sample of organic consumers in Bangkok, Thailand. The secondary data in this study came from the organic entrepreneur's government and private organizations inside and outside Thailand, such as the Department of Agricultural Extension, National Research Council Thai Organic Trade Association, US Department of Agriculture, and the National Organic Farming Program.

The study's sample group was consumers with experience in consuming organic



products; because the population is unknown in Bangkok, Thailand, it is necessary to determine the appropriate sample size.

The quantity of Observed Variables typically affects the size of the samples used in SEM analysis. In the book *Multivariate data analysis: A global approach*, Hair et al. (2010) offer recommendations for calculating the sample size for the structural equation model analysis in the following circumstances. The sample size for the structural equation model analysis must not be fewer than 100 samples, and the proportion of the sample size per number of parameters to be estimated is 10–12 samples per parameter. The sample size should be picked at random.

In order to remove difficulties and barriers in computing the statistics, the researcher collected 460 samples (46 parameters x 10 samples) from the 46 parameters (Questions) that make up this study. 500 samples were gathered by the researchers for the study using SEM model analysis procedures (Henseler et al., 2016).

The formula for calculating the sample size N: Q

N = Number of parameters in the model

Q = Recommended ratio at 10:1

By substituting the values in the N:Q equation, N = 46 (the total number of factors in the modal) Q = 10:1, so $A = 46 \times 10 = 460$.

Therefore, a total of 460 data collection can be statistically processed. from the recommendation of Henseler et al., (2016)

The process of evaluating the criteria for measuring the level of the opinion of the consumers of organic agricultural

products in Thailand. Case study of consumers in Bangkok, the opinion level was measured on a 5-level Likert Scale (Stokburger et al., 2012; Yi & Gong, 2013; Buttle & Burton, 2002). Reliability was used to test the reliability of the questionnaire using Cronbach's Alpha Coefficient. to have a value from 0.70 and up. For analysis, the researcher analyzed the statistical importance of the samples to know the distribution characteristics of the samples with descriptive statistics, i.e., percentage, and explored the fundamental statistical values of the variables used in the model development with descriptive statistics such as mean, deviation. Standard Deviation, Coefficient of Variation, Skewness, and Kurtosis (Hair, Rolph, Ron, & Black 1998, referenced in Peerapar Thaweek, 2013). The relationship between variables was analyzed using Pearson's Product Moment Correlation Coefficient method between variables to see the significance of the variables. Is it a linear relationship? What is the direction of the correlation plus or minus the magnitude of the correlation to be used as the basis for hypothesis testing and advanced factor analysis? (Confirmatory Factor Analyzes: CFA) (Hair et al.,1998) tested the research hypothesis using a statistical package.

Results

Summarize the data from a sample of 500 people who have bought organic products in Thailand. Descriptive statistics were used to analyze the data to find the frequency and percentage, which consisted of gender, age, status, education level—average monthly income, and occupation. The research data analysis revealed that the sample group consisted of 500 people, mostly female. Accounted



for 73.2% of the sample group, most of which had a marriage, and 57.6% had a bachelor's degree or equivalent. Had monthly income in the range of 20,001-30,000baht, accounting for 34.0%. Most of them are private employees/companies. They accounted for 41.0%, with the age range of 30-39 Years representing 30.40%. Most consumer groups buy and consume their products (within the family), accounting for 83.4%. The most popular products are vegetables/fruits, followed by rice/grains. Most respondents had consumed organic products for about 13-24 months (2 years). Consumers had reasons for purchasing organic products because they wanted to maintain their health, followed by an awareness of chemical hazards and family health.

Before structural equation modeling, the obtained data went through a univariate test for the skewness, kurtosis, normality, and Pearson correlation coefficient. Initially, the theories from the literature review were developed to be a theoretical model and presented through the structural equation modeling to show if the relationships between the variables were eligible for the analysis of SEM. After that, the covariates in the full model were tested; the model was adjusted until applicable.

Analysis of one-factor congeneric measurement models

Analysis of the One Factor Congeneric Measurement Model for five groups of variables Reasons for Constructs, Reasons Against Constructs, Attitude Constructs, and Purchase intention constructs theory and empirical data. These indices are categorized into three

categories: Category 1. Absolute fit indices: Chi-Square P-value > 0.05. (Hair et al., 2006), RMSEA < 0.08 (Hair et al., 2006), RMR < 0.08 (Hair et al., 2006), GFI > 0.90 (Hair et al., 2006) Category 2. Incremental fit indices: CFI > 0.90 (Marsh, Hau, & Wen, 2004), TLI/NFI > 0.90 (Bentler and Bonnet, 1980) Category 3. Parsimonious fit index: Chi-Square/df < 3.0 (Kline, 1998). As stated in table 16, the fit indices are used to evaluate the validity of all five constructs in this study.

Reasons for constructs: The one-factor congeneric model of Reasons for Constructs falls into three types of measurement ecological welfare was tested through 5 items, Nutritional Content, testing through 5 items, Natural Content, testing through 3 items. Each pair improves all index values and passes all criteria by Ecological welfare with fit indices result as follows: CHI, CMIN /DF, GFI, NFI, RMSEA, RMR, CFI are 5.857,3,0.995,0.991,0.044,0.007 and 0.995 accordingly as well as Nutritional Content (NC) Make all index values better and pass all criteria. Nutritional Content with fit indices results as follows: CHI, CMIN /DF, GFI, NFI, RMSEA, RMR, and CFI are 0.437,2,1.000,0.999,0.000,0.002 and 1.000; accordingly, Natural Content consists of 3 questions a measurement model must often test a minimum of four or more indicator items. Only three items make up the heterogeneity factor, though. It is an undifferentiated saturated model. As a result, it was unable to test it in this section, but it was possible to test the construct in pairs for the whole cluster measurement model in the first-order model of the Reasons for Constructs. The scree plot was created using SPSS 16 to evaluate whether the construct was unidimensional; the results indicated that



the construct was a one-factor solution. The construct's dependability was 0.80. A factor with 2 variables is only considered reliable when the variables are highly correlated ($r > .70$) but relatively uncorrelated with other variables. Yong, A. G., & Pearce, S. (2013, p. 80). It is possible to retain a factor with only two items if the items are highly correlated (i.e., $r > .70$) and relatively uncorrelated with other variables (Worthington, R. L., & Whittaker, T. A. (2006, p 821).

Reasons against constructs: the one-factor congeneric model of Reasons Against Constructs falls into two types: Usage barriers tested through 3 items, and Rise barriers, pushed through 2 items. A measurement model must often test a minimum of four or more indicator items. Only three items make up the heterogeneity factor, though it is an undifferentiated saturated model. As a result, it was unable to test it in this section, but it was possible to test the construct in pairs for the whole cluster measurement model in the first-order model of the Reasons Against Constructs. The scree plot was created using SPSS 16 to evaluate whether the construct was unidimensional; the results indicated that the construct was a one-factor solution. The construct's dependability was 0.80; a factor with 2 variables is only considered reliable when the variables are highly correlated with each other ($r > .70$) but relatively uncorrelated with different variables—Yong, A. G., & Pearce, S. (2013). Pallant (2001) states Alpha Cronbach's value above 0.6 is considered high reliability and acceptable index (Nunnally and Bernstein, 1994). In

comparison, the value of Alpha Cronbach is less than 0.6, considered low. Alpha Cronbach values in the 0.60 - 0.80 are considered moderate but acceptable.

Attitude constructs: the one-factor congeneric model of Attitude Constructs tested through 5 items found that the model analysis results fail to qualify. That is, there is no model straightness and coherence hypothesis vs. empirical data. The researcher adjusted the measurement model by modifying the structural equation model. It is changed by linking the relationship between the error values; each pair of e improved all index values and passed all criteria by Attitude Constructs with fit indices: CHI, CMIN/DF, GFI, NFI, RMSEA, RMR, CFI are 11.470, 3.000, 0.991, 0.980, 0.075, 0.017 and 0.985 accordingly.

Purchase intention constructs: the one-factor congeneric model of Purchase intention Constructs tested through 5 items found that the model analysis results fail to qualify. That is, there is no model straightness and coherence hypothesis vs. empirical data. Therefore, the researcher adjusted the Purchase intention measurement model by choosing to reduce or eliminate the observed variables whose weight was shown on the relationship line between the experimental and the least latent variables (Thanin Silcharu, 2012), making all index values better and pass all criteria by Purchase intention Constructs with fit indices result as follows: CHI, CMIN/DF, GFI, NFI, RMSEA, RMR, CFI are 0.251, 2.00, 1.000, 0.999, 0.000, 0.002 and 1.000 accordingly.

**Table 1** Summary of Analysis of One-Factor Congeneric Measurement Models

ITEMS	CHI (X^2)	CMIN/DF (X^2/df)	GFI	NFI	RMSEA	RMR	CFI
Reasons for Constructs							
Ecological welfare** ($\alpha = 0.76$)							
Final modified (5 items)	5.857 p=0.119	3	0.995	0.991	0.044	0.007	0.995
Nutritional Content** ($\alpha = 0.782$)							
Final modified (5 items)	0.437 P=0.084	2	1.000	0.999	0.000	0.002	1.000
Natural content** (3 items) ($\alpha = 0.899$)							
Reasons Against Constructs							
Usage barriers** (3 items) ($\alpha = 0.923$)							
Rise barriers** (2 items) ($\alpha = 0.869$)							
Attitude Constructs ** ($\alpha = 0.719$)							
Final modified (5 items)	11.470 p=0.009	3	0.991	0.980	0.075	0.017	0.985
Purchase intention Constructs ** ($\alpha = 0.640$)							
Final modified (4 items)	0.251 P=0.882	2.00	1.000	0.999	0.000	0.002	1.000

Note: * initial model was retained without modification, ** modifying the model by connecting covariances from Modification indices; α value was reported from the final model

Final structural model

The structural model in Figure 1 was tested with five variables of Reasons for, Reasons Against, Marketing Strategies, Attitude, and Purchase intention about the established hypotheses. The model yields = 14.105; df = 3, p = 0.059, RMR = 0.003,

RMSEA = 0.027, GFI = 0.998 and CFI = 0.999. There were total statistical values from the initial structural model. Based on this analysis, the researcher consolidated all the criteria and determined that the default model had a good fit for the research. Table 2 summarizes the coefficients associated with each relationship and path shown in the model.

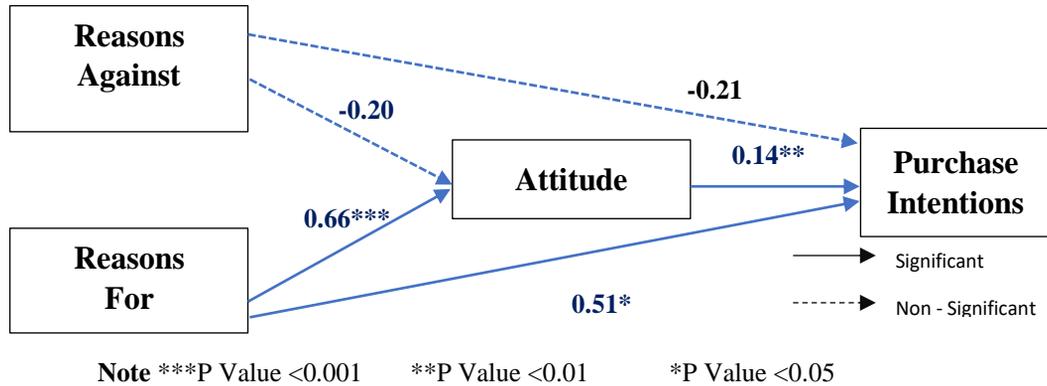


Figure 1 Final path model with standardized coefficients

Table 2 Summary of coefficients within the model

Factor	Coefficient
Attitude => Purchase intention (ATT=>PI)	0.14**
Reasons Against => Attitude (RA=>ATT)	- 0.20*
Reasons Against => Purchase intention	-0.0292
Mediate by Attitude (RA=>ATT=>PI)	
Reasons Against => Purchase intention	- 0.21
Reasons for => Attitude (RF=>ATT)	0.66***
Reasons for => Purchase intention	0.2544***
Mediate by Attitude (RF=>ATT=>PI)	
Reasons for => Purchase intention (RF=>PI)	0.51*

Note ***P Value <0.001
 **P Value <0.01
 *P Value <0.05

The structural equation model was established in this work using AMOS (CFA) to examine quantitative data about two-step modeling. Before being tested with the structural model, each model variable was analyzed separately. After that, a model modification technique was used to determine fit quality. The statistical results showed that the model was tested for correctness and reliability. The consumer of the organic product model is examined and further analyzed in

the following section to put the initial hypotheses to the test.

Hypotheses testing and results

This research has seven hypotheses, of which the results are summarized in Table 19. H1 testing the relationship Attitude with purchase intentions toward organic products. H2b, H3, H3b, H4, and H5 test the relationship between Reasons (for and against), Marketing Strategies, and



purchase intentions toward organic products. And for this study, we also test attitude's direct and indirect effects as mediators. The overall result found that the positive impact is H1 (attitudes to purchase intentions), H3 (reasons to attitude), H3a (reasons to purchase intention with attitude), H3b (Reasons for purchase intention), H4 (Marketing

strategies to purchase intent), H4a (Marketing strategies to purchase intention with attitude), and H4b (Marketing strategies to attitude) and all "Accepted." Those with the outcome "Not Accept" are H2 (Reasons against attitude), H2a (reasons against purchase intention with attitude as a mediator), and H2b (Reasons against purchase intention)

Table 3 Summary of research hypothesis and research questions

Hypothesis	Model Hypotheses	Outcome
H1	Attitude towards organic products positively impacts organic purchase intention.	Accepted
H2	Reasons against purchasing organic products are negatively associated with attitude towards organic products.	Not Accepted
H2a	Attitude towards organic products mediates the relationship between reasons against purchasing organic products and organic purchase intention.	Not Accepted
H2b	Reasons against purchasing organic products negatively impact organic purchase intention.	Not Accepted
H3	Reasons for purchasing organic products are positively associated with attitude towards organic products.	Accepted
H3a	Attitude towards organic products mediates the relationship between reasons for purchasing organic products and organic purchase intention.	Accepted
H3b	Reasons for purchasing organic products positively impact organic purchase intention	Accepted

Mediation analysis

In the last session of this chapter, about testing the possibility of mediator role by Attitudes towards organic products, Interstitial variables are variables or a set of variables that we aim to study as variables that transfer the influence of an individual. Whether the variable precedes (antecedent) the variable that follows or not, the reason for the study is because the impact on each other is suspiciously high.

In causal influence research, for example, in MRA and SEM, we would like to know that interstitial variables must be present. Whether or not the influence of the primary variable will affect the variable that follows it reasonably, not too high, the interstitial variable may be single. Multiple characters in parallel A series of various characters is called a three-path model if there are two intermediate variables or four path model if three intermediate variables are tested for



indirect influence (i.e., the effect of interstitial variables) carried out in several ways. Either way, it's not wrong because the goal is indirect influence.

The result has shown in Table 4. the mediation analysis was performed using 4 Models in the process macro in SPSS. Attitudes mediate between Reasons for purchase intention. The research shows

that reasons for fully mediating the association of has shown "Significant." By contrast, users' attitudes were found to mediate the association of reasons for purchase intentions partially: both direct and Indirect effects of purchasing intent as a Partial mediation type and Reasons against purchase intention have shown that "Not Applicable" attitudes do not impact this.

Table 4 Attitudes as mediator role between Reasons against and Reasons for to purchase intention for organic products

Hypothesis	Direct Effect on purchase intention	Indirect Effect on purchase intention	Total Effect on purchase intention	outcome
Reasons against RA-ATT-PI	-0.0177	-0.0116	-0.0292	Not Applicable
Reasons for AF-ATT-PI	0.2338***	0.0143***	0.2544	Partial

**P-Value <0.05

***P-Value <0.01

Discussion

To explain how customers, make decisions about an activity, BRT offers some psychological mechanisms (Westaby, 2005). Researchers have emphasized a substantial relationship between beliefs about or attitudes toward organic products and purchasing intentions regarding those products (Cheung & To, 2019; Kautish & Sharma, 2019). Recent studies also indicated that consumers' attitudes and beliefs are shifting in favor of more environmentally friendly options due to their increasing concern for the future and the environment (Sreen et al.,2018). To what extent, though, the relevant issue of the attitude-intention gap will translate into the purchase of organic goods is a

question that has to be answered. The current work uses the modified BRT model from Claudy et al. (2015) to overcome this problem by including linkages among organic consumption market strategy, reasons (for and against) for purchase of organic products, attitude toward organic products, and purchase intention.

The hypothesis *H1* states that **Favorable attitudes toward purchasing organic products** are associated with increased purchase intentions. The findings of the study support previous studies in the Thailand context for the significant positive association of attitude toward organic products with organic purchase intentions and hence supports *H1* (Sreen et al., 2019; Kautish & Sharma, 2019). From the analysis of the sample data, it



was found that the opinions of the majority of the samples were commented "Strongly agree" that organic products are safer than conventional products. The consumption of agricultural products makes them healthier than general products, and organic products are of superior quality to general products. Accordance with What attitude means is consumers' favorable or unfavorable propensity toward a specific activity (Smith & Paladino, 2010). The findings reveal that reasons for purchasing organic products can also act as shortcuts to forming intentions and may explain the attitude-intention gap by providing context-specific explanations for organic purchase behaviors, which is consistent with the study of Swetarupa et al. (2021)

Reasons against purchasing organic products. Furthermore, reasons against purchasing organic products have a non-significant association with organic purchase intention (**H2**) and attitude toward organic products (**H2a**). Reasons against purchasing organic products do not influence organic purchase intention indirectly through attitude toward organic products (**H2b**). It is worthy to note that BRT is a context-specific theory, and BRT constructs' relationships vary according to context variations. The probable reason for finding a non-significant relationship between reasons against purchasing organic products and organic purchase intention could be that climate change and environmental degradation have become a hot topic in the media (Kautish et al., 2019). A recent study showcased that other people loathe an individual's behavior if an individual does not perform a green behavior (Sreen et al., 2020), similarly to the study by Swetarupa et al. (2021), the Impact of Green Consumption Value, and Context-

Specific Reasons on Green Purchase Intentions: A Behavioral Reasoning Theory Perspective found that Reasons against purchasing green products do not mediate the relationship between green consumption value and green purchase intention, and also do not have a direct influence on attitude toward green products and green purchase intention. In such cases, individuals may not want to be seen negatively by society for not performing green behavior despite holding reasons against purchasing green products.

Reasons for purchasing organic products. This study found that reasons for purchasing organic products are positively associated with organic purchase intentions directly (**H3 b**) and indirectly through attitude toward organic products (**H3a**). Furthermore, reasons for purchasing organic products have a direct positive association with attitude toward organic products (**H3**). Various scholars who have applied BRT support that reasons precede attitude, which reasons for purchasing natural products have a positive association with attitude toward natural products. Reasons have two types reasons for performing a behavior and reasons against performing a behavior. Reasons for behavior are facilitators and create positive perceptions toward a behavior, whereas reasons against a behavior act as resistors and create negative perceptions toward a behavior (Sreen et al., 2021; Tandonet al., 2020). In addition, the study can also explain that reasons for purchasing organic products can act as shortcuts to forming intentions and may explain the attitude-intention gap by providing context-specific explanations for organic purchase behaviors. Consumers simplify their decision-making by opting for greener



alternatives if the reasons for purchasing organic products are salient.

However, the explanation in BRT to use reasons as precedents to attitude is based on conceptual differences between beliefs and reasons. First, reasons are specific to the behavior in question, while beliefs can be applied to various behaviors and are more general than reasons (Sreen et al., 2021). However, scholars have shown that beliefs and reasons are discriminant, and reasons predict behaviors better than beliefs (Westaby et al., 2010).

Conclusion and implications

This study supports previous research literature. The BRT framework expands prior theoretical knowledge on organic purchase intentions by including the simultaneous impact of reasons for purchasing organic products and reasons against purchasing organic products on consumers' decision-making toward purchasing organic products. So far, it has been found that most research involves positive and negative. That affects the intention to purchase organic products, But it's independent research. Hence, it acts as the first accurate representation of BRT in the product purchase intention literature by including reasons as context-specific variables. In addition, this study combines the reasons variables (for and against). This study answers the puzzling gap between consumers' attitudes toward organic products and organic purchase intentions. This study explains the attitude-intention gap by including the context-specific variables reasons for purchasing organic products and reasons against purchasing organic products.

Summarizing the results of the coefficients within the structural model was tested with four variables: Reason for, Reasons against, Attitudes, and Purchase Intent. It was found that coefficients Reasons against purchasing organic products are negatively associated with attitude towards organic products = - 0.0292 and attitude towards organic products mediates the relationship between reasons against purchasing organic products and organic purchase intention = - 0.21 So, this study explains that attitude formation is not necessary for forming organic purchase intention. The findings of this study indicate to academics that context-specific variables can act as significant determinants in explaining organic purchase intentions, and including the context-specific variables can help explain deviation in attitude and intention. This study aims to answer the following research problems. What are the reasons (for and against) consumer attitudes and Purchase Intentions for organic products in Thailand? The information obtained from this research should be helpful to many stakeholders, including the private sector, from farmers. And product manufacturers and entrepreneurs, including consumers, Government agencies that plan policies. The agencies mentioned above can use the information to improve and develop guidelines for managing organic agricultural products in Thailand.

From the findings in this study, organic agricultural product operators in Thailand can apply the survey results to market segmentation and identify clear targets or buyers of organic products. This will affect the ability to determine the product's market position to meet the buyers' needs. Operators may adjust their approach to be more relevant to their



purchasers to better align with the buyers' interests and create greater purchasing intent.

Finally, future research should examine how marketing strategies and reasons for and against organic product purchases in less urbanized or rural areas affect such intentions. This research should focus on uncovering more context-specific reasons against organic product purchases in urban and rural locations. A more holistic and thorough understanding of the significance of context for the adoption of

organic products might be developed by similar studies, which could offer deeper insights into how cultural and socioeconomic variations influence the purchasing of an organic product.

This summary presents the significance and limitations of the research study. Besides, it proposes recommendations for future research to strengthen the existing theories. The findings of the survey as well fulfill the investigation to a better degree.

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