MARKETING | RESEARCH ARTICLE

Influences of background factors on consumers’ purchase intention in China’s organic food market: Assessing moderating role of word-of-mouth (WOM)

Shimiao Li1* and Nor Siah Jaharuddin1

Abstract: The present study aims to clarify how background factors influence consumers’ intention of purchasing organic food from individual, social, and information perspectives (i.e., health consciousness, self-perceived vegetarian, as well as labeling). Another aim is to explore the moderating role of word-of-mouth (WOM) in relationship between purchase intention and purchase decision to fill in the intention-behavior gap in the field of behavior of purchasing organic food. The data were acquired through purposive sampling method by distributing questionnaires among organic food consumers. 280 out of 306 questionnaires were valid to proceed to statistical analysis. All proposed hypotheses were verified through structural equation modeling (SEM) and SPSS PROCESS regression analysis. As suggested from the study results, except for hedonistic motivation factor, the other background factors (i.e., individual, social, and information) significantly impacted consumers’ purchase intention. Moreover, the relationship between purchase intention and purchase decision was significantly moderated by word-of-mouth (WOM). The present study sheds light on how to motivate consumers’ purchase intention by stressing vital background factors from individual (i.e., purchase attitude and health)

ABOUT THE AUTHOR

Shimiao Li is a PhD candidate in department of management and marketing at the University Putra Malaysia. Her research interests are focused on consumer purchase behavior, O2O business and social media marketing. Her works are available in the journals of International Services, Economics and Management and Frontiers of Business Research in China. She can be reached via lishimiao@yahoo.com

Dr. Nor Siah Jaharuddin is a senior lecturer in department of management and marketing at the University Putra Malaysia. She is specialized in areas of operation management and strategic management. She has published numerous journals in international platforms, such as Advance Science Letters, The Social Science, and International Journal of Accounting, Business and Management. Besides, many of her papers have been presented at conferences such as ICMEF, GCBER, and ICSSR. She can be reached via nor-siah_upm@upm.edu.my.

PUBLIC INTEREST STATEMENT

In recent 5 years, organic food market expanded so fast in developed cities of China, it is noticed that organic food are available not only in organic specialty stores but almost in each supermarket. Consequently, more and more Chinese consumers started being enthusiastic about purchasing organic food, especially for people who have strong awareness of health and food safety concerns. However, very limited study explores influencing factors that drive consumers purchase intention towards organic food by a systematic way in study background of China. Thus, this study each influencing factor is categorized into different background factors from perspectives of individual, social, and information, which can give a relatively clear and systematic study regarding to consumers organic food purchase behavior. Moreover, this study also provides insights into how to motivate consumers purchase decision towards organic food by incorporating moderating effect of WOM.
consciousness), social (i.e., self-perceived vegetarian and environmental concern), and information perspectives (i.e., labeling and social media information). Besides, a novel insight is presented for marketers on how to deepen the relationship between consumers’ purchase intention and purchase decision via the moderating effect of word-of-mouth (WOM).

Subjects: Business, Management and Accounting; International Business; Marketing

Keywords: organic food; background factors; purchase intention; purchase decision; word-of-mouth (WOM); consumers in China

1. Introduction

As people’s living standards are being elevated, considerable consumers start to be enthusiastic about purchasing organic food for themselves, as well as for their families’ long-term health (Rana & Paul, 2017). Given the development of organic food market worldwide in 2017, China has been listed as the first leading nation by organic agriculture area (3 million hectares) (Sahota, 2018). Moreover, in 3-million-hectare organic agriculture area, FiBL and IFOAM—Organics International (2019) reported that China was ranked the leading nation of organic cereal (96.3 million hectares) and temperate fruit productions (22,400 hectares). In addition, China has a considerable Asian organic food market. To be specific, China’s overall organic packaged food and beverages market in 2017 introduced nearly USD 2.84 billion in sales, and organic standard milk dominated overall value sales, taking up over 71% of all market value (FiBL and IFOAM—Organics International, 2019). Accordingly, it is projected that China has a considerable organic food market in years ahead (Daxueconsulting.com, 2020). Besides, food scandals and health scares are considered major drivers of Chinese consumers in China to purchase organic food among (Pei et al., 2011). Nonetheless, how specific background factors motivate consumers to purchase organic food as a long-term diet habit in China has been rarely studied.

In the area of consumers’ behavior of food purchase, theory of planned behavior (Ajzen, 1991) is suggested as the most widely used theory to determine the relationships between purchase factors (i.e., purchase attitude, subjective norms, and perceived behavioral control) and purchase intention (Alam & Sayuti, 2011; Dowd & Burke, 2013; Qi & Ploeger, 2019). Except for applying original variables in TPB as a necessary theoretical support in studying consumers’ purchase intention and purchase decision, more scholars introduced new factors based on the theoretical framework of TPB to broaden TPB from multi-perspectives. Nardi et al. (2019) conducted a meta-analysis regarding consumers’ food choice based on TPB, indicating that consumers’ intention of purchasing food is effectively motivated by food origin, life cycle, involving technology, healthcare, ethical concern, and convenience matter. The result of the present study is reflected in numerous studies. For instance, Haro (2016) asserted that availability and information are identified as another two motives in driving consumers’ intention of purchasing Halal food. In support, Ali et al. (2018) indicated that perceived availability in line with personal conviction are closely related to Chinese Muslim’s intention of purchasing Halal food. Moreover, technology awareness is emphasized in studies on consumers’ intention of purchasing genetically modified food (Zhang et al., 2018). Country of origin (COO) is another frequently discussed factor in studying consumers’ intention of purchasing fresh food, foreign food, Halal food, and imported functional food (Holdershaw & Konopka, 2018; Muhamad et al., 2017; Sagheb et al., 2020; Xin & Seo, 2019).

Moreover, extended TPB is also widely applied in studying consumers’ intention of purchasing organic food. Yadav and Pathak (2016) added moral attitude as another critical factor by complying with the concept of purchase attitude to deeply study the type of attitude most significantly impacting young consumers’ intention of purchasing organic food. Except for discussing the roles of attitude, subjective norms, and perceived behavioral control (PBC) in consumers’ intention of purchasing organic food, Dangi et al. (2020) considered health motives, past purchase behavior,
knowledge, affordability, and trust in organic food certificate as main facilitators in organic food purchase. Given this study, environmental concern and health consciousness are considered the most frequently discussed factors of consumers’ intention of purchasing organic food, then followed by price, knowledge, labeling, and certificate issue (Asif et al., 2018; Essoussi & Zahaf, 2008; Grimmer et al., 2016). However, factors of organic food purchase intention are found to require a clear category criteria, as considered a hindrance of studying behavior of purchasing organic food systematically. Therefore, the present study aims to investigate impacts of background factors on consumers’ intention of purchasing organic food from individual, social, and information perspectives in organic food market of China by applying extended TPB and reasoned action model (Fishbein & Ajzen, 2011) to comparatively conduct a clearer and systematic study, which is of high importance but rarely studied in existing literature.

As aforementioned, factors of consumers’ purchase intention have been extensively discussed in various contexts. However, existing literature ignored the gap existing in the relationship between intention and behavior (decision). Futerra (2005) claimed that consumers’ purchase behavior (decision) is not always directly predicted by purchase intention, i.e., purchase intention might not transit to purchase behavior (decision) straightforward. Accordingly, the present study intends to fill in intention-decision gap regarding organic food purchase by introducing a moderating effect in it. According to existing studies, word-of-mouth (WOM) has been considered more reliable and trustworthy information than messages generated from advertising and marketers (Bansal & Voyer, 2000; Carl, 2006; Filieri, 2015; Li et al., 2013). Consequently, consumers are inclined to exploit such information as an essential reference when making final purchase decision (Park, Lee, & Han, 2007; Sen & Lerman, 2007; T. Sun et al., 2006). Given the significance of direct effect of WOM on purchase decision, WOM is studied as a moderating role to investigate whether it can deepen the relationship between purchase intention and purchase decision on organic food.

2. Theoretical framework

2.1. Theory of planned behavior

TPB was originally proposed by Icek Ajzen in 1985, an extension by complying with the theory of reasoned action (Fishbein & Ajzen, 1975). It refers to a theoretically structured framework assessing and clarifying human’s behavior in terms of beliefs and attitudes (Ajzen, 1991). Specific to TPB, human’s behavioral intention is significantly driven by attitude, subjective norms, and perceived behavioral control (PBC), where human’s behavior is significantly impacted by behavioral intention (Fishbein & Ajzen, 2011). Moreover, attitude refers to individual’s opinion on whether a specific behavior is good or bad, positive or negative, favorable or adverse; subjective norms represent perceived social impacts or pressures, which refer to opinions and, to some extent, the approval of family, friends, co-workers, and any other person whom trusts; PBC can be defined as the ability to control specific behavior, i.e., the perceived “difficulty of declining the invitation” (Ajzen, 1985, p. 26).

In the area of food marketing, it was extensively found that the impact of purchase attitude significantly reaches over those of subjective norms and PBC in consumers’ purchase intention (Bashir et al., 2019; Jaafar et al., 2012; Singh & Verma, 2017). Furthermore, it is found that factors of consumers’ purchase intention aroused huge attention from most studies, whilst purchase intention is less likely to link purchase decision by applying extended TPB (Maichum et al., 2016; Othman & Rahman, 2014; H. Y. Kim & Chung, 2011). Given the significance of attitude, behavioral intention, and actual behavior in TPB as theoretical support, purchase attitude is studied as one of the individual factors of consumers’ intention of purchasing organic food; furthermore, the relationship between purchase intention and purchase decision is also further explored in line with moderator to give a holistic study based on TPB (Ajzen, 1991).

2.2. Reasoned action model

In the premise of TPB, reasoned action model was developed by Fishbein and Ajzen in 2010 (Fishbein & Ajzen, 2011). Compared with original TPB, RAM introduces background factors imposed
on human beliefs; moreover, practical control is implemented in the relationships between perceived behavioral control and behavior. According to Fishbein and Ajzen (2011), background factors fall to three aspects, including individual factors (i.e., personality, mood, emotion, values, general attitude, perceived risk, and past behavior), social factors (i.e., education, age, gender, religion, ethnicity, and culture) as well as information factors (i.e., knowledge, media, and intervention). Jaccard (2012) asserted that RAM has a quite high influential power in social and health sciences. More importantly, RAM encourages researchers to delve into each individual background factor based on different perspectives, rather than through traditional modeling (Jaccard, 2012). Given this, the present study seeks to investigate how selected background factors impact consumers’ intention of purchasing organic food from individual, social, and information perspectives by applying RAM, whereas extant studies are less stressed.

3. Literature review and hypotheses development

3.1. Influences of individual factors on purchase intention

- Purchase attitude and purchase intention

Based on TPB, “attitude” refers to an individual's attitude or opinion, i.e., whether a specific behavior is good or bad, positive or negative, or favorable or adverse (Ajzen, 1991). In marketing studies, attitude complying with TPB is tightly associated with purchase intention, and numerous studies proved that in various shopping situations, consumer purchase attitude either positively or adversely affects intention of purchasing specific products (Hartmann & Apaolaza-Ibáñez, 2012; Lee Bonn, & Cho, 2015; Pham & Kim, 2018; Pisitsankkhakarn & Vassanadumrongdee, 2020).

Recent studies determined the role of attitude in TPB to gain insights into its predictive power on organic food purchase intention. A wide range of studies proved that consumer purchase attitude is capable of impacting consumers’ purchase intention, either directly, or indirectly through alternative variables (e.g., health consciousness, environmental concern, food safety, as well as taste) (C.L. Hsu et al., 2017; K.H. Lee et al., 2015; Nguyen et al., 2019; Q. Pham et al., 2018). Given the important ways in which consumer purchase attitude impacts consumers’ purchase intention, and other studies regarding green/organic food purchase intention, Lin and Huang (2012) claimed that gaining a full insight into consumer purchase attitude can help policy makers, producers, and marketers boost green purchase habits and stimulate the consumption of green/organic products. Thus, purchase attitude is studied as one of the vital individual factors to probe into its predictive power on purchase intention in the field of China’s organic food market. For this reason, the following hypothesis is proposed:

Hypothesis 1: Purchase attitude significantly influences organic food purchase intention.

- Health consciousness and purchase intention

Health consciousness can measure the readiness to undertake health actions (Becker et al., 1977). Accordingly, health consciousness is highly considered a critical dimension involved in perceived food quality, frequently discussed with consumers’ purchase intention in relation to food products (Findling et al., 2018; Kang et al., 2015; Abdul Latiff et al. 2016). Under attributes contained in organic food (i.e., no artificial ingredients, no preservatives, no harmful chemicals, and no GMO), consumers with strong health consciousness are inclined to pursue healthier food (e.g., organic food in their daily life), so health consciousness is a critical driving factor effectively motivating consumers to purchase organic food (Nasir & Karakaya, 2014; Rao et al., 2020; Shaharudin et al., 2010; Wang et al., 2019).

Besides, existing studies found that the reason for purchasing organic food displays a tight association with its nutrition value perceived by consumers, numerous consumers hold that
organic food contains more overall nutrition, more fiber, roughage, and more vitamin as opposed to conventional-produced food, and even it is not basically evidenced that organic food outperforms conventional food in terms of nutrition value (Curvelo et al., 2019; Nguyena et al., 2020; Shahriari et al., 2019; Smith-Spangler et al., 2012). Thus, perceived nutrition value is another critical cognition included in health consciousness, capable of driving consumers’ intention of purchasing organic food. In the context of China, food scandals definitely threaten Chinese consumers’ mind when considering food choice (Wu & Zhu, 2014). Thus, whether from the perspectives of attributes of organic food or perceived nutrition value of organic food, health consciousness should be taken as another individual factor to study its effect on consumers’ intention of purchasing organic food. Therefore, the following hypothesis is proposed:

**Hypothesis 2: Health consciousness significantly influences organic food purchase intention.**

- Hedonism and purchase intention

The term—hedonism is associated with the concept of hedonistic consumption, indicating consumers’ consumption behavior from the perspectives of multisensory, appealing, pleasure, and fantasy from relevant products (Hirschman & Holbrook, 1982). As a result, hedonism is considered a type of pleasure and sensuous satisfaction for individuals (Grunert & Juhl, 1995). According to Pohjanheimo et al. (2010), personal values are significantly stable individual factors rooted in people’s lives, usually guiding people’s behavior through attitude or other motives. For instance, it can be seen that hedonistic reason has been proven to drive consumers’ attitude and purchase intention regarding food choice (Audebert et al., 2006; Feil et al., 2020; H. J. Lee & Yun, 2015; Vermeir & Verbeke, 2006).

For organic food marketing, taste and appealing appearance are considered the most critical elements regarding hedonistic consumption (Anisimova, 2016; Huang & Lu, 2016; Kemp et al., 2010; Nasir & Karokaya, 2014; Sandhya & Nair, 2019). For instance, Paul & Rana (2012) stated that organic food taste displays a close relationship to consumers’ overall satisfaction and purchase intention. In China, one of the significant reasons for purchasing organic food is considered “better taste”, which implies organic food is perceived to have better taste than conventional food (Yin et al., 2010). In line with the present study, J. Chen et al. (2014) also indicated that taste as a critical attribute in sensory appeal shows a great impact on consumers’ intention of purchasing organic food. Moreover, appealing appearance is extensively discussed with consumers’ hedonistic consumption when purchasing organic food. According to M. Massey et al. (2018), when searching for organic food, consumers place stress on appearance. Also, in studies of online shopping behavior for organic food, the result demonstrated that age, income, and willingness to pay for organic food importantly attach to appearance of it (Bryla, 2018). Thus, it is necessary to further determine the relationship between hedonism and intention of purchasing organic food in the context of China’s organic food market, which is rarely mentioned in existing literatures. Thus, the hypothesis is proposed as follows:

**Hypothesis 3: Hedonistic motivation significantly influences organic food purchase intention.**

### 3.2. Influences of social factors on purchase intention

- Self-perceived vegetarian and purchase intention

Vegetarian displays a tight association with the term of vegetarianism, vegetarianism is defined as a type of cognition and emotional response in relation to food choice, interpreted as an indicator of identity (Twigg, 1979). Therefore, vegetarian refers to individual’s diet practice based on vegetarianism (merriamwebster.com). Given relevant definition, vegetarian diet
excludes various meat, fish, poultry, and any productions of slaughter, so grains, vegetables, fruits, and nuts turn out to be the main food choices for vegetarians (vegsoc.org). Recently, vegetarianism arouses extensive concerns from increasing people in society for various reasons. According to the study by Beardsworth and Keil (1991), vegetarians’ principal motives are identified as aspects of spiritual, health, gustatory, ecological, and moral. Among the mentioned motives, health and ecological aspects are extensively discussed with food choice. In relevant studies, considerable consumers hold that being a vegetarian would significantly benefit their health in a long term, greatly driving them to purchase healthy food (Hoek et al., 2004; Hartmann et al., 2018; J. Park et al., 2020). The significance of relationship between ecological concern and vegetarian is also found in existing studies by asserting that consumers with a strong ecological awareness are inclined to purchase meat-free products and be vegans (Fan et al., 2019; Iris et al., 2018; Mullee et al., 2017; Raggiotto et al., 2018).

Concerned with attributes of organic food (e.g., healthier, ecological-oriented, and environmental-friendly), vegetarian consumers’ intention of purchasing organic food is also driven based on the attributes. According to Hoek et al. (2004), compared with non-vegetarian consumers, vegetarian consumers are more willing to purchase healthy and organic food as their diet choices than non-vegetarian consumers. The present study result is supported by Onyango et al. (2007), claiming that vegetarian-vegan is considered a critical consumption group in enhancing consumers’ regular intention of purchasing organic food. Moreover, for socio-demographic information, latest studies also explicated that vegetarian group takes up a big proportion of organic food consumers (Baudry et al., 2016; Raghavendra, 2016; Saraiva et al., 2020; Simões-Wüst et al., 2017). Nonetheless, self-perceived vegetarian remains less studied as a vital social factor in relation to organic food purchase intention with quantitative research, so researchers seek to probe into the direct effect of self-perceived vegetarian on organic food purchase intention in China’s market. For this reason, the following hypothesis is proposed:

**Hypothesis 4**: Self-perceived vegetarian significantly influences organic food purchase intention.

- Environmentalism and purchase intention

Based on Merriam–Webster Dictionary, environmentalism is defined as “advocacy of the preservation, restoration, or improvement of the natural environment, especially the movement to control pollution” (merriamwebster.com). On that basis, in the field of food marketing, environmental concern, derived from definition of environmentalism, is highly considered the critical driving factor towards local/green/ecological/organic food purchase intention as environmentalists are reluctant to purchase chemicals and pesticides used products in market (Albayrak et al., 2013; Hughner et al., 2007; Jolly, 1990; Lee, 2010). Specific to green purchase behavior, existing study results suggested that consumers with a strong environmental awareness are more willing to purchase green products on a day-to-day basis, as compared with consumers without such an awareness (Arttachariya, 2012; Gilg et al., 2005; Mostafa, 2007). Likewise, the important role of environmental consciousness in motivating consumers to purchase local and organic food is supported. In a relevant study by Nie and Zepeda (2011), environmental concern, knowledge, and practices are identified as the key determinant elements in driving consumers’ intention of purchasing local-produced and organic food.

In line with the present study, Hjelmar (2011) conducted an in-depth interview regarding motives of organic food choice, the study result revealed that animal welfare and environmentalism embedded in ethical concerns are two typical motives of choosing organic food. In addition, the important role of environmental concern in shaping consumers’ attitude and intention of purchasing organic food was supported by other recent studies (Kushwah et al., 2019; Le-Anh &
Nguyen-To, 2020; Nasir & Karakaya, 2014). For the important status of environmental consciousness in studies of behavior of purchasing organic food, the following hypothesis is proposed:

**Hypothesis 5**: Environmental concern significantly influences organic food purchase intention.

### 3.3. Influences of information factors on purchase intention

- Labeling and purchase intention

According to Alvensleben (1998), organic labeling interprets a type of quality information among consumers, which would encourage consumers to develop positive attitude towards organic foods. Makatouni (2002) also found that organic food labeling is considered a typical symbol in assessing process-related quality of organic food in the food market. Based on the informative function of labeling, O’Fallon et al. (2007) demonstrated that the significance of organic labeling helps consumers to make rational and informed purchase decisions on organic foods. In support, Zákovska-Biemans (2011) stated that particular logos and labeling can lift market visibility and expose more information regarding organic foods, by which consumers’ trust and purchase willingness to organic foods are progressively motivated. In line with this study, Liang (2016) revealed that organic food labeling positively impacts consumers’ trust and confidence in organic food.

Existing studies found that the role of organic food labeling is frequently explored with purchase attitude, trust and purchase intention. C. C. Teng and Wang (2015) suggested that organic labeling information perceived by consumers critically impacts consumers’ trust towards organic food, which in turn significantly impacts their attitude and intention of purchasing organic food. In organic food market, labeling certificate acting as a reliable signal informs attributes of organic food (i.e., natural, healthy, and safe) (Alalwan et al., 2019; Drexler et al., 2018; T. H. Pham et al., 2019; McEachern et al., 2005), thereby significantly forging consumers’ intention of purchasing organic food in a positive manner (Atkinson & Rosenthal, 2014; Tung et al., 2012). Thus, the hypothesis is proposed as follows:

**Hypothesis 6**: Labeling significantly influences organic food purchase intention.

- Social media information and purchase intention

Social media is defined as an online application program, platform, or mass media tool capable of facilitating communication, collaboration, or sharing information among users (Bilgin, 2018). Currently, a wide range of social media tools have been used increasingly for their benefits of perceived convenience, effectiveness, and perceived credibility (Yogesh & Yesha, 2014). Consequently, a growing number of consumers are highly engaged with social media platforms (e.g., Facebook, Youtube, Twitter, Instagram, Sina Weibo, and Tiktok) to acquire sufficient information regarding products (Alalwan et al., 2017; Haenlein et al., 2020; N. Kim & Kim, 2018; Latiff & Safiee, 2015). More importantly, in China, internet economy has boomed with the great support by 5 G internet service, and considerable Chinese consumers are enthusiastic about activities of “live streaming shopping” and “sec-killing interaction” (snapping up products in a limited time) enabled by various social media platforms when purchasing target products (Lv et al., 2018; Y. R. R. Chen, 2017; Y. Sun et al., 2019). Thus, social media information disclosed by various social media platforms intensively is suggested to drive consumers’ intention of purchasing particular products.

The significant impact of social media information on consumers’ purchase intention is reflected by numerous values. For online purchase, Sin et al. (2012) showed that perceived usefulness of social media information is considered the critical factor affecting consumers’ purchase intention towards online shopping, with the result also supported by relevant studies.
conducted by Lin & Kim (2016). Moreover, values of entertainment, customization, and interaction embedded in social media information are closely associated with consumers’ purchase intention regarding luxury fashion brands (Gautam & Sharma, 2017). Besides, attributes of informativeness, advertising value, emotional appeal, and creativity value arose from social media information have been extensively discussed with consumers’ purchase intention and behavior in different contexts (Alalwan, 2018; Dix et al., 2012; J. Lee & Hong, 2016; Shareef et al., 2017). Meanwhile, in the field of behavior of purchasing organic food, the function of social media information in motivating consumers’ purchase intention regarding organic food has been identified in relevant literatures (Brumă, 2020; David et al., 2017; Hilverda et al., 2018). Given the vital role of social media information working in marketing campaign with support of 5 G internet service, this study aims to delve into whether consumers’ intention of purchasing organic food is significantly motivated by information presented in social media in the context of China. This leads to following hypothesis:

**Hypothesis 7:** Social media information significantly influences organic food purchase intention.

### 3.4. Moderating role of word-of-mouth (WOM) in the relationship between purchase intention and purchase decision

Word-of-mouth (WOM) is explained as individuals’ evaluation of brands, products, services, or organizations that is conducted without commercial intention and diffused through face to face or other communications throughout social networks (Silverman, 1997). Relevant studies stressed that the function of WOM effectively encourages more consumers to share their comments regarding products and services, which information is considered more objective and reliable as opposed to propagandas offered by marketers (Sallam, 2014; Tenreng et al., 2019; Verkijika & De Wet, 2019). Consumers, therefore, are inclined to exploit such information as an essential reference when making final purchase decision (T. Sun et al., 2006; Park et al., 2007; Sen & Lerman, 2007). Thus far, WOM has been considered more reliable and trustworthy information than messages generated from advertising and marketers (Bansal & Voyer, 2000; Carl, 2006; Filieri, 2015; Li et al., 2013). As indicated from the literature review, the significant role of WOM that acts as an independent variable, mediation as well as moderation has been identified in relation to green/environmental-friendly/local/organic purchase intention and purchase behavior.

For instance, Al-Gasawneh and Al-Adamat (2020) conducted a study on content marketing and consumers’ green purchase intention in Jordan. According to the result, the relationship between content marketing and green purchase intention is subject to a significant mediation by electronic word-of-mouth (eWOM). Besides discussing the mediation role of WOM, the moderation role of WOM has been explored regarding green purchase intention by Mansoor and Noor (2019), the study claimed that positive WOM is capable of significantly moderating the relationship between environmental concern, green awareness, and green purchase intention. Specific to local culinary business, eWOM has indicated its direct effect on consumers’ intention of purchasing local food (Hamdani et al., 2018). Moreover, the significant impact of WOM effects on consumers’ purchase decision on organic food was also identified in the study by Chang and Chang (2017). According to the study result, WOM effects (i.e., tie strength, sender’s green expertise, and receiver’s green expertise) are significantly associated with consumers’ purchase behavior towards organic food in the context of Taiwan.

Futerra (2005) asserted that consumers’ purchase decision is not constantly directly predicted by purchase intention, i.e., purchase intention might not transit into purchase behavior straightforward. Given this study, intention-behavior gap can be revealed from other studies on consumers’ purchase intention and decision-making process as well (De Cannière et al., 2010; Carrington et al., 2010; Hassan et al., 2016). Though the critical role of WOM in purchase intention and purchase behavior has been extensively investigated in various marketing contexts, the study focusing on the gap between purchase intention and purchase decision has been rarely conducted by incorporating the moderating role of WOM in terms of organic food purchase. Next, this leads hypotheses below:
**Hypothesis 8:** Purchase intention significantly influences purchase decision on organic food.

**Hypothesis 9:** Word-of-mouth (WOM) significantly moderates the relationship between purchase intention and purchase decision on organic food.

4. The conceptual framework

Under a wide range of reviewed literatures and proposed hypotheses, a study conceptual framework is illustrated in Figure 1, helping readers gain insights into the relationships between background factors and purchase intention, as well as the moderating role of WOM in the relationship between purchase intention and purchase decision visually.

5. Research methodology

5.1. Sampling design

Given the study purposes, quantitative research method was adopted by complying with the questionnaire survey strategy to collect primary data. The target population here covers all consumers with the experience in purchasing organic food at least once in organic food stores of Chaoyang district, Beijing, China. Under unknown sampling frame and characteristic of target population, non-probability and purposive (judgement) sampling method was selected as the most proper method for data collection.

As reported by duty managers working in organic food stores, the target population size in Chaoyang district was estimated as nearly 1000 per day. According to Saunders et al. (2015), the minimum sample size can be determined under a desired accuracy with non-probability sampling. Thus, in the present study, the minimum sample size was determined as 278 by considering estimated target population size (1000), the level of precision (5%) and the confidential level (95%) (Krejcie & Morgan, 1970). Besides, response rate refers to another crucial factor that should be considered when determining a representative sample size, since occurrence of ineligible response would practically increase bias and risk among minimum sample size. Based on this issue, Israel (1992) suggested that 10–0% of samples should increase over the minimum sample size to reduce risk of ineligible response and to ensure a desired sample maximally. By complying with the principle of time-saving and high-efficiency in terms of data collection, researcher decided to introduce extra 10% (278 × 10% = 28) samples to existing minimum samples. Thus, the desired sample size should be 306 (278 + 28 = 306).

Moreover, structural equation modeling (SEM) adapted as data analysis technique here has also been concerned by researchers to determine relatively representative sample size. Boomsma and
Hoogland (2001) suggested that 200 is minimum sample size to yield a suitable statistical result in SEM. Also, Wolf et al. (2013) stated that required sample size for conducting SEM ranged from 30 to 460 cases. Therefore, the desired sample size (306) here also satisfied the requirement of conducting SEM analysis.

5.2. Measurement
All proposed constructs were measured with 5-point Likert scale questionnaire, and each item was adapted from origin studies conducted previously to better comply with study objectives. The questionnaire was originally designed in English. Since the target participants are Chinese, the questionnaire was translated into Mandarin by an expert. The following Table 1 lists the original source of items and number of items.

5.3. Data collection and response rate
In the present study, primary data collection was conducted with self-administrative questionnaire to collect 306 respondents on the whole. The data collection period lasted for nearly 2 months starting from 4th July to 16th September in 2020 at organic food stores in Chaoyang district, Beijing, China. First, before collecting data, general explanations related to study purposes, aims and requirements were conveyed to duty managers working in organic food stores to get the approval to approach to target respondents in shops. Second, a brief communication was made with target respondents, ensuring that respondents were willing to take part in this research. Third, researcher negotiated with staff, as an attempt to get the permission to guide respondents to complete and submit questionnaires in a designated place.

All collected questionnaires were rigorously scrutinized to avoid data input errors. As a result, 280 out of 306 samples were valid for proceeding in-depth data analysis, taking up 91.5% response rate. Furthermore, it was noticed that the 26 invalid questionnaires were not completely filled or filled with errors.

5.4. Socio-demographic profiles of respondents
Table 2 lists socio-demographic profiles of all respondents here. Among 280 respondents, more than half of respondents (58.6%) were females, and the other (41.4%) were males. However, only a slight proportion difference (11.6%) was found between female organic food consumers and male organic food consumers. For age group distribution, majority of organic food consumers distributed in age range between 35 and 44 years old (48.2%), then followed by 25–34-years old (37.9%), 45–54 years old (8.6%) and 18–24 years old (3.2%); the least organic food consumers were distributed in age range of 55-years old and above (2.1%). Specific to marital status, it was

| Constructs                  | Source of adoption                  | Numbers of item |
|-----------------------------|------------------------------------|-----------------|
| Purchase attitude           | M.F. Chen (2007)                   | 5               |
| Health consciousness        | Michaelidau and Hassan (2008)      | 5               |
| Hedonistic motivation       | Anisimova (2016)                   | 5               |
| Self-perceived vegetarian   | Yang (2017)                        | 5               |
| Environmental concern       | Wee et al. (2014)                  | 4               |
| Labeling                    | Minbashrazgah et al. (2017)        | 5               |
| Social media information    | Pop et al. (2020)                  | 4               |
| Word-of-mouth (WOM)         | Reza Jalilvand and Samiei (2012); N. T. Kuo et al. (2012) | 6               |
| Purchase intention          | Liang (2016)                       | 4               |
| Purchase decision           | Tariq et al. (2019)                | 4               |
found that married respondents (55.7%) were inclined to purchase organic food than non-married respondents (44.3%). For the education level, the majority of respondents were master degree holder (55.7%), and undergraduate degree holders took up a second large proportion (43.6%), followed by doctoral degree holders (0.7%). Besides income level, 22.5% respondents earned monthly income ranging between RMB 5001 and RMB 8000, 31% respondents earned monthly income RMB 10,000 and above, and only 5% respondents earned monthly income of RMB 5000 and below. It was therefore revealed that majority of organic food consumers remained in the range of medium-high income level.

6. Structural equation modeling result

6.1. Convergent validity and reliability

Validity test refers to a crucial step before conducting path analysis since measurement errors should be identified. Convergent validity can be assessed by examining index of Average Variance Extracted (AVE); the value of AVE greater than or equals to 0.5 interprets an acceptable convergent validity (Fornell & Larcker, 1981). Moreover, according to Hair et al. (2006), convergent validity should be assessed by coefficient of factor loading, which should exceed 0.4, indicating a good convergent validity. Thus, in the present study, convergent validity of all constructs was assessed by conducting CFA by checking indices of factor loading and AVE. According to Table 3 below, all constructs exceeded the indices benchmark of convergent validity (standardized factor loading ≥ 0.4 and AVE ≥ 0.5), interpreting a quite good convergent validity of constructs.

For reliability test, Mitchell (1996) suggested that construct reliability can be assessed through internal consistency, the most common method of measuring internal consistency is to assess index of Cronbach’s alpha, values of Cronbach’s alpha 0.7 or above indicate a good internal
consistency (Field, 2013). Besides test reliability through assessing internal consistency, construct reliability (CR) is required in SEM analysis (Perry, 1996). Accordingly, the indices of Cronbach’s alpha and CR were referred here to assess reliability of constructs. According to Table 3, Cronbach’s alpha of all constructs reached an acceptable internal consistency level from minimum of 0.822 to maximum of 0.901, indicating a quite good internal consistency. Also, construct reliability was verified by calculating CR based on standardized factor loading.

### Table 3. Convergent validity and reliability of constructs

| Constructs                | Items | Standardized Factor Loading ≥ 0.4 | AVE ≥ 0.5 | CR ≥ 0.7 | Cronbach α |
|---------------------------|-------|----------------------------------|-----------|----------|------------|
| Purchase attitude (PA)    |       |                                  |           |          |            |
| PA 1                      |       | 0.783                            | 0.525     | 0.834    | 0.822      |
| PA 2                      |       | 0.484                            |           |          |            |
| PA 3                      |       | 0.853                            |           |          |            |
| PA 4                      |       | 0.758                            |           |          |            |
| PA 5                      |       | 0.628                            |           |          |            |
| Health consciousness (HC) |       |                                  |           |          |            |
| HC 1                      |       | 0.85                              | 0.582     | 0.886    | 0.892      |
| HC 2                      |       | 0.751                            |           |          |            |
| HC 3                      |       | 0.731                            |           |          |            |
| HC 4                      |       | 0.837                            |           |          |            |
| HC 5                      |       | 0.775                            |           |          |            |
| Hedonistic motivation (HED)|      |                                  |           |          |            |
| HED 1                     |       | 0.669                            | 0.555     | 0.866    | 0.864      |
| HED 2                     |       | 0.781                            |           |          |            |
| HED 3                     |       | 0.779                            |           |          |            |
| HED 4                     |       | 0.799                            |           |          |            |
| HED 5                     |       | 0.724                            |           |          |            |
| Self-perceived vegetarian (SPV) | |                                  |           |          |            |
| SPV 1                     |       | 0.716                            | 0.533     | 0.87     | 0.872      |
| SPV 2                     |       | 0.697                            |           |          |            |
| SPV 3                     |       | 0.774                            |           |          |            |
| SPV 4                     |       | 0.8                               |           |          |            |
| SPV 5                     |       | 0.793                            |           |          |            |
| Environmental concern (ENV) |    |                                  |           |          |            |
| ENV 1                     |       | 0.797                            | 0.625     | 0.877    | 0.877      |
| ENV 2                     |       | 0.816                            |           |          |            |
| ENV 3                     |       | 0.758                            |           |          |            |
| ENV 4                     |       | 0.83                             |           |          |            |
| Labeling (LAB)            |       |                                  |           |          |            |
| LAB 1                     |       | 0.828                            | 0.585     | 0.887    | 0.834      |
| LAB 2                     |       | 0.797                            |           |          |            |
| LAB 3                     |       | 0.803                            |           |          |            |
| LAB 4                     |       | 0.826                            |           |          |            |
| LAB 5                     |       | 0.917                            |           |          |            |
| Social media information (SMI) | |                                  |           |          |            |

(Continued)
coefficients, the result indicated that all constructs reached a quite considerable construct reliability level from the minimum of 0.834 to the maximum of 0.920.

6.2. Measurement model
Measurement model refers to one of the critical parts in SEM, associating measured variables with latent variables (Shek & Yu, 2014). Moreover, assessing measurement model is another prior step for moving to path analysis in structure model under the significance of data fit (Brown & Moore, 2012). Based on CFA analysis result, the key goodness-of-fit indices are listed in Table 4. For absolute fit, RMSEA = 0.047 (less than 0.08), showing a good absolute fit. Specific to incremental fit, GFI = 0.837 (nearly 0.9), CFI = 0.937 (greater than 0.9), TLI = 0.930 (greater than 0.9) and

| Constructs | Items | Standardized Factor Loading ≥ 0.4 | AVE ≥ 0.5 | CR ≥ 0.7 | Cronbach α |
|------------|-------|----------------------------------|-----------|---------|------------|
| SMI 1      | 0.864 | 0.655                            | 0.92      | 0.901   |
| SMI 2      | 0.826 |                                   |           |         |
| SMI 3      | 0.775 |                                   |           |         |
| SMI 4      | 0.872 |                                   |           |         |
| WOM 1      | 0.787 | 0.585                            | 0.889     | 0.889   |
| WOM 2      | 0.767 |                                   |           |         |
| WOM 3      | 0.741 |                                   |           |         |
| WOM 4      | 0.732 |                                   |           |         |
| WOM 5      | 0.778 |                                   |           |         |
| WOM 6      | 0.736 |                                   |           |         |

Notes: AVE = average variance extracted, CR = construct reliability.

| Constructs | Items | Standardized Factor Loading ≥ 0.4 | AVE ≥ 0.5 | CR ≥ 0.7 | Cronbach α |
|------------|-------|----------------------------------|-----------|---------|------------|
| PI 1       | 0.796 | 0.661                            | 0.881     | 0.88    |
| PI 2       | 0.836 |                                   |           |         |
| PI 3       | 0.807 |                                   |           |         |
| PI 4       | 0.782 |                                   |           |         |
| PD 1       | 0.816 | 0.647                            | 0.88      | 0.87    |
| PD 2       | 0.827 |                                   |           |         |
| PD 3       | 0.769 |                                   |           |         |
| PD 4       | 0.806 |                                   |           |         |

| Table 4. Measurement model fit indices |
| Fit Index | χ²/df | RMSEA | CFI   | NFI   | GFI   | TLI   |
|-----------|-------|-------|-------|-------|-------|-------|
| Value     | 1.607 | 0.047 | 0.937 | 0.851 | 0.837 | 0.930 |
| Benchmark | < 5.0 | < 0.08| > 0.90| > 0.80| > 0.80| > 0.90|

Sources: Browne and Cudeck (1993), Joreskog and Sorbom (1984), Bentler and Bonett (1980), and Bollen (1989).
NFI = 0.851 (greater than 0.8), indicating an incremental fit. Besides parsimonious fit, Relative $\chi^2 = 1.607$ (less than 5), which also indicates a good fit.

6.3. Structural model

Based on proposed hypotheses 1–7, the structural equation model was applied to determine the relationships between exogenous and endogenous latent variables by using AMOS 24.0. The structural model is shown in Figure 2. Consequently, the Goodness-of-fit indices of structural model are listed in Table 5 as well: Chi-Square $\chi^2 = 1060.244$, df = 621, Relative $\chi^2 = 1.707$, $p = 0.000$, GFI = 0.824, CFI = 0.924; NFI = 0.836; IFI = 0.925, TLI = 0.919, RMSEA = 0.050. According to Hair et al. (2006), structural model meets the overall fitness if any three or four fit indices reached benchmark, thus, proposed structure model of the present study fitted the data well.

Table 6 illustrates the test outcomes of proposed hypotheses 1–7. In terms of individual factors, purchase intention was significantly predicted by purchase attitude ($\beta = 0.174$, $p < 0.05$) and health consciousness ($\beta = 0.172$, $p < 0.05$), while it was not predicted by hedonistic motivation ($\beta = 0.020$, $p > 0.05$). Therefore, H1 and H2 were supported, H3 was not supported. For social factors, purchase intention was significantly predicted by self-perceived vegetarian ($\beta = 0.184$, $p < 0.05$) and environmental concern ($\beta = 0.198$, $p < 0.05$). Thus, H4 and H5 were supported. Besides social factors, purchase intention was significantly predicted by labeling ($\beta = 0.295$, $p < 0.01$) and social media information ($\beta = 0.146$, $p < 0.05$). Thus, H6 and H7 were supported. Meanwhile, by comparing the standardized path coefficients, it was found that purchase attitude ($\beta = 0.174$), environmental concern ($\beta = 0.198$), and labeling ($\beta = 0.295$) exerted more significant impacts on purchase intention than the other background factors.

![Figure 2. Structural equation model depicting the influences of background factors on purchase intention.](image_url)

| Table 5. Structural model fit indices |
|--------------------------------------|
| **Fit Index** | $\chi^2$/df | RMSEA | CFI | NFI | GFI | TLI |
|----------------|-------------|--------|-----|-----|-----|-----|
| Value          | 1.707       | 0.050  | 0.924 | 0.836 | 0.824 | 0.919 |
| Benchmark      | < 5.0       | < 0.08 | > 0.90 | > 0.80 | > 0.80 | > 0.90 |

*Sources: Browne and Cudeck (1993), Joreskog and Sorbom (1984), Bentler and Bonett (1980), and Bollen (1989).*
| Hypothesized Path | Standardized Regression Weights Beta | S.E. | C.R. | p | Result |
|-------------------|--------------------------------------|------|------|---|--------|
| H1: PA → PI      | 0.174*                                | 0.057| 2.545| 0.011| Supported |
| H2: HC → PI      | 0.172*                                | 0.049| 2.559| 0.010| Supported |
| H3: HED → PI     | 0.020                                 | 0.053| 0.303| 0.762| Not supported |
| H4: SPV → PI     | 0.184*                                | 0.052| 2.757| 0.006| Supported |
| H5: ENV → PI     | 0.198*                                | 0.053| 2.941| 0.003| Supported |
| H6: LAB → PI     | 0.259*                                | 0.054| 4.049| 0.000| Supported |
| H7: SMI → PI     | 0.146*                                | 0.038| 2.258| 0.024| Supported |

Notes: *Significant at the level 0.05, S.E. = standardized error, C.R. = t-value, PA = Purchase Attitude, HC = Health Consciousness, HED = Hedonic Motivation, SPV = Self-Perceived Vegetarian, ENV = Environmental Concern, LAB = Labeling, SMI = Social Media Information, PI = Purchase Intention.
6.4. Moderation analysis
In the present study, SPSS PROCESS Macro was employed to determine the effect of WOM moderating the relationship between purchase intention and purchase decision. Prior to examining the moderating effect of WOM, regression analysis was conducted to confirm the relationship between purchase intention and purchase decision via SPSS. Table 7 indicates the significant association of purchase decision with purchase intention ($t = 7.556, p = 0.000, 95\% CI = [1.026, 2.118])). Hence, H8 was supported. Table 7 also indicates that WOM significantly moderated the relationship between purchase intention and purchase decision ($t = 0.346, p = 0.001, 95\% CI = [0.140, 0.551])). Therefore, H8 was supported at the level of $p < 0.05$. Notably, the mentioned finding revealed that purchase intention was greater or elevated as impacted by the interaction of WOM, i.e., WOM as a moderator deepened the relationship between purchase intention and purchase decision.

Furthermore, to determine the significant interaction effect of WOM moderating the relationship between purchase intention and purchase decision, interaction scatterplot was drawn based on statistic result. According to Figure 3, the relationship between purchase intention and purchase decision was stronger under the high effect of WOM than under the low effect of WOM.

| Hypothesized Relationship | Std Beta | Std Error | t-value | p    | LLCI | ULCI | Result |
|--------------------------|---------|-----------|---------|------|------|------|--------|
| H8: PI → PD              | 0.550   | 0.056     | 7.556   | 0.000* | 1.026 | 2.118 | Supported |
| H9: PI * WOM → PD        | 0.346   | 0.105     | 3.308   | 0.001* | 0.140 | 0.551 | Supported |

Notes: *Significant at the level 0.05, PI = Purchase Intention, WOM = Word-of-mouth, PD = Purchase Decision.
7. Discussion
As study findings disclosed in above section, the proposed hypotheses were successfully supported by theory of planned behavior (TPB) and reasoned action model (RAM) (Ajzen, 1991; Fishbein & Ajzen, 2011). Overall, with the theoretical support of TPB and application of RAM, consumers’ intention of purchasing organic food was significantly motivated by majority of background factors from individual, social, and information perspectives. More importantly, the study result also found that purchase intention—purchase decision gap was successfully filled by the moderating role of WOM.

To be specific, in terms of individual factors, it can be seen that consumers’ intention of purchasing organic food was greatly driven by purchase attitude and health consciousness, while it was not associated with hedonistic motivation factor proposed in the present study. By looking to existing studies, the significant relationship between attitude and purchase intention complied with the existing study by Kitcharaen (2018), indicating consumers’ attitude towards organic food as a critical predictor of purchase intention during the online and offline purchase of organic food. Besides, the effect of health consciousness, i.e., one of indispensable personal values on organic food purchase intention, was noticeably supported by scholars previously (Michaelidou & Hassan, 2008; Wang et al., 2019; S. Y. Hsu et al., 2016). However, this finding revealed no significant relationship between hedonistic motivation and organic food purchase intention, inconsistent with existing studies by Anisimova (2016), Katt and Meixner (2020) and Olsen et al. (2012). This might be explained as Chinese consumers are less likely to focus on attributes given by organic food (e.g., taste, smell and appealing appearance), i.e., Chinese consumers perceived hedonic aspects as slight factors compared with other driving factors when considering to purchase organic food. In support, a consistent study by Y. M. Teng and Wu (2019) in Taipei city, Taiwan indicated that consumers perceived utilitarian value as the determinant factor, rather than hedonic value regarding green restaurant consumption intention.

Specific to social factors, the study findings supported that self-perceived vegetarian and environmental concern could significantly drive consumers’ intention of purchasing organic food. In existing studies, self-perceived vegetarian used to be studied as socio-demographic information to identify diet habit or lifestyle of organic food consumers (Gracia Royo & de-Magistris, 2007; Stobbelaar et al., 2007; Tung et al., 2015). In the present study, however, self-perceived vegetarian was explored as a vital independent variable with purchase intention by quantitative research method, helping confirm that proposed relationship between self-perceived vegetarian and intention of purchasing organic food exactly existed. Furthermore, the significant relationship between environmental concern and purchase intention was also identified in majority of studies on organic/green/local/ecological purchase behavior (Albayrak et al., 2013; Asif et al., 2018; Hughner et al., 2007).

Besides information factors, the study findings supported the proposed hypotheses, i.e., organic food purchase intention is significantly impacted by labeling and social media information. In line with existing studies, Ayyub et al. (2018) suggested that organic labeling was considered an indicator of organic food quality, which greatly elevated consumers trust towards purchasing organic food. Furthermore, previous scholars such as Ellison et al. (2016) and Sörvqvist et al. (2015) also claimed that consumers perceived organic products with organic labels are healthier than that without organic labels, consequently consumers’ intention of purchasing organic food was driven by products with organic labels. In the context of China, the impact of social media information (marketing) on consumers’ intention of purchasing particular products was increasingly witnessed with the support of 5 G mobile internet (Lv et al., 2018; Y. R. R. Chen, 2017). Accordingly, the similar finding went to the present study, consumers’ intention of purchasing organic food was also largely motivated through massive information spread in varieties of social media platforms as more and more consumers relied on gathering sufficient information from social media Apps. This opinion was supported by Kumar et al. (2020), asserting that higher accessibility of information provided by social media apps had a big impact on consumers’ purchase intention in food and beverage industry in Malaysia.
Based upon the findings, existing studies related to the role of WOM and electronic word-of-mouth (eWOM) in influencing consumers’ purchase intention and purchase decision can be seen from different scholars (Erkan & Evans, 2016; Y. F. Kuo et al., 2013; M. K. Lee et al., 2011; Levy & Gvili, 2019; Munir et al., 2018). For instance, Y. F. Kuo et al. (2013) showed that positive WOM adversely moderated the relationship between consumer inertia and repurchase intention, but positively moderated that between satisfaction and repurchase intention. Nonetheless, very little study further explored the intention—behavior (decision) gap by adding WOM as moderation in studying consumers’ behavior of purchasing organic food. In the present study, the study result indicated that WOM significantly displayed the moderating effect on relationship between organic food purchase intention and purchase decision, which revealed that the relationship between consumers’ purchase intention and purchase decision on organic food was able to be enhanced by moderating effect of WOM.

8. Conclusion
In the present study, the empirical findings supported that consumers’ intention of purchasing organic food was significantly impacted by majority of proposed background factors from perspectives of individual (i.e., purchase attitude and health consciousness), social (i.e., self-perceived vegetarian and environmentalism), and information (i.e., labeling and social media information) by combined use of theory of planned behavior (TPB) and reasoned action model (RAM). Lastly, the purchase intention—purchase decision gap regarding behavior of purchasing organic food was filled by incorporating moderating role of WOM, which supported that the relationship between purchase intention and purchase decision on organic food was enhanced by WOM.

9. Study implications

9.1. Theoretical implications
The present study makes contributions on exploring consumers’ purchase intention and purchase decision on organic food by categorizing factors into different types of background factors (i.e., individual, social, and information) based on combined use of theory of planned behavior (TPB) and reasoned action model (RAM), by which, it was able to study consumers’ purchase intention by more holistic and systematic ways. Furthermore, the present study primarily incorporates moderating role of WOM in proposed relationship between purchase intention and purchase decision to investigate intention—behavior (decision) gap existing in TPB. As the result, WOM showed its moderating role in relationship between purchase intention and purchase decision on organic food, which fills in research blank in the field of consumers’ purchase behavior towards organic food.

9.2. Practical implications
In the context of China, the present study makes practical implications in several ways. In terms of individual background factors, purchase attitude and health consciousness are considered key factors that drive consumers to purchase organic food. Therefore, marketers and policy makers could pay more attention on conducting kinds of propagandas to emphasize the health concept brought by organic food, which can shape consumers’ purchase attitude towards organic food by a positive way. As study finding showed, Chinese consumers are not sensitive to hedonic aspect in organic food, thus, marketers might reduce the costs in making exquisite packaging. Instead, it might be possible for marketers to convey utilitarian values (i.e., non-pesticide, non-contaminated, and non-chemical fertilizer used) of organic food to drive Chinese consumers’ intention of purchasing organic food.

Specific to social factors, consumers’ intention of purchasing organic food displays a tight association with self-perceived vegetarian and environmental concern, which implies vegetarians and environmentalists advocate the healthy and environmental-friendly concepts rooted in organic food. For stimulating organic food purchase intention among vegetarian consumers, marketing activities should stress vegetarians’ daily diet needs and special diet preferences (e.g., healthier materials, ecological-oriented productive process, and environmental-friendly consumer-ist). Likewise, for environmentalist consumers, organic food consumption community can be
created by marketers to share kinds of environmental-friendly production processes related to organic food to attract more consumers who hold the similar consumption values to join, by which, consumers’ purchase intention is intensively motivated.

With regards to information factors, both labeling and social media information play significant impacts on consumers’ intention of purchasing organic food. As aforementioned, labeling somehow indicates products quality and trust in consumers mind, due to this, organic food association should disclose as much credible information as possible in organic food label about how organic food materials are grown, processed, and inspected by specialized institution, as an attempt to increase consumers’ trust and confidence in purchasing organic food. Since social media information posted in social media Apps are progressively browsed by consumers, this provides an opportunity for marketers to exploit it to launch social media marketing activities from various perspectives (i.e., entertainment, informativeness, customization, and interaction). As a result, as supported by social media marketing, the relationship between organic food providers and customers gets closer, by which consumers’ purchase preferences is able to be captured more accurately by marketers.

As indicated from the study result, WOM critically deepens the relationship between purchase intention and purchase decision. Given this finding, notably comments and reviews related to organic food given by consumers who had consumption experience successfully impact others purchase decision on organic food. Accordingly, organic food marketers should take marketing effort on attracting more potential consumers by building channels either by online or offline to encourage organic food consumers to share comments, suggestions and feedbacks regarding organic food after purchasing. It is noteworthy that marketers should manage WOM reviews by topping the list with positive WOM reviews and coping with negative WOM reviews with a good attitude, thereby helping strengthen trust and purchase confidence of consumers intended to purchase organic food.

10. Limitations and future study directions

Though the present study makes several contributions on extant study fields from theoretical and practical perspectives, few study limitations remain to be concerned subsequently. First, the present study only selected background factors been frequently discussed in existing literatures, the other background factors (e.g., personality, mood, religion, education, and intervention) require further exploration to study consumers’ purchase behavior towards organic food more precisely. In addition, intention-behavior gap was somehow ignored when studying consumers’ purchase behavior towards particular products, while WOM was just identified as one of moderating roles in the relationship between purchase intention and purchase decision in organic food purchase. For this reason, subsequent studies could explore more alternative moderations capable of filling in the gap as aforesaid. Second, as impacted by unknown sampling frame, sample size was determined by non-probability sampling method. Furthermore, it was noticed that unbalanced sample happened based on age group, i.e., very limited respondents distributed in the age group 18–24, 45–54, and over 55. Hence, subsequent studies might focus on larger sample size to make study be more representative to alleviate sample bias problem. Third, concerned with time restriction, questionnaires were distributed in organic food stores where only located in Chaoyang district, Beijing. Therefore, subsequent studies are suggested to broaden questionnaire distribution areas and other cities from China to approach more different respondents, which is conducive to increasing the study accuracy.

Funding

The authors received no direct funding for this research.

Author details

Shimiao Li1
E-mail: lishimiao@yahoo.com
ORCID ID: http://orcid.org/0000-0001-8595-8282
Nor Siah Jaharuddin1
ORCID ID: http://orcid.org/0000-0002-2772-0556

1 Department of Management and Marketing, School of Business and Economics, University Putra Malaysia, Serdang, Malaysia.

Citation information

Cite this article as: Influences of background factors on consumers’ purchase intention in China’s organic food market: Assessing moderating role of word-of-mouth (WOM), Shimiao Li & Nor Siah Jaharuddin, Cogent Business & Management (2021), 8: 1876296.
References
Abdul Latiff, Z. A. B., Rezai, G., Mohamed, Z., & Amizi Ayob, M. (2016). Food labels' impact assessment on consumer purchasing behavior in Malaysia. Journal of Food Products Marketing, 22(2), 137–146. https://doi.org/10.1080/10454446.2013.1112142
Abdul Latiff, Z. A. B., Rezai, G., Mohamed, Z., & Amizi Ayob, M. (2016). Food labels' impact assessment on consumer purchasing behavior in Malaysia. Journal of Food Products Marketing, 22(2), 137–146. https://doi.org/10.1080/10454446.2013.1112142
Ajamian, I. (1985). From intentions to actions: A theory of planned behavior. In Kuhl, J., & Beckmann, J. (Eds.), Action control (pp. 11–39). Berlin, Heidelberg: Springer
Ajamian, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T
Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. International Journal of Information Management, 42(2018), 65–77. https://doi.org/10.1016/j.ijinfomgt.2018.06.001
Alalwan, A. A., Rana, N. P., Dinev, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. Telematics and Informatics, 34(7), 1177–1190. https://doi.org/10.1016/j.tele.2017.05.008
Alam, S. S., & Sayuti, N. M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. International Journal of Commerce and Management, 21(1), 8–20. https://doi.org/10.1108/10569211111111676
Albayrak, T., Aksoy, Ş., & Cober, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. Marketing Intelligence & Planning, 31(1), 27–39. https://doi.org/10.1108/02634501311292902
Al-Gasawneh, J., & Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. Management Science Letters, 10(8), 1701–1708. https://doi.org/10.5267/j.msl.2020.1.100
Ali, A., Ali, A., Xiaoling, G., Sherwani, M., & Hussain, S. (2018). Expanding the theory of planned behaviour to predict Chinese Muslims halal meat purchase intention. British Food Journal, 120(1), 2–27. https://doi.org/10.1108/BFJ-05-2017-0278
Almil, V. L., Asili, D., & Rocho, C. (2019). Organic consumer choices for nutrient labels on dried strawberries among different health attitude segments in Norway, Romania, and Turkey. Nutrients, 11(12), 2951. https://doi.org/10.3390/nu11122951
Alvensleben, R. V. (1998). Ecological aspects of food demand: The case of organic food in Germany. Institute for Agricultural Economics, University of Kiel, 4, 68–79.
Anismanova, T. (2016). Integrating multiple factors affecting consumer behavior toward organic foods: The role of healthism, hedonism, and trust in consumer purchase intentions of organic foods. Journal of Food Products Marketing, 22(7), 809–823. https://doi.org/10.1080/10454446.2015.1112149
Arttachaririya, P. (2012). Environmentalism and green purchasing behavior: A study on graduate students in Bangkok, Thailand. BU Academic Review, 11(2), 1–11.
Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. Food Quality and Preference, 63(2018), 144–150. https://doi.org/10.1016/j.foodqual.2017.08.006
Atkinson, L., & Rosenthal, S. (2014). Signaling the green seal: The influence of eco-label source, argument specificity, and product involvement on consumer trust. Journal of Advertising, 43(1), 33–45. https://doi.org/10.1080/00913367.2013.834803
Audebert, O., Deiss, V., & Rousset, S. (2006). Hedonism as a predictor of attitudes of young French women towards meat. Appetite, 46(3), 239–247. https://doi.org/10.1016/j.appet.2006.01.005
Ayyub, S., Wang, X., Asif, M., & Ayyub, R. M. (2018). Antecedents of trust in organic foods: The mediating role of food related personality traits. Sustainability, 10(10), 1–17. https://doi.org/10.3390/su10103597
Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. Journal of Service Research, 3(2), 166–177. https://doi.org/10.1177/1094670500300200
Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers’ intention towards purchasing halal food in South Africa: A structural equation modelling. Journal of Food Products and Marketing, 25(1), 26–48. https://doi.org/10.1080/10454446.2018.1452813
Baudry, J., Touvier, M., Allès, B., Pénéau, S., Mègean, C., Galan, P., Herdesch, S., Lairon, D., & Kesse-Guyot, E. (2016). Typology of eaters based on conventional and organic food consumption: Results from the NutriNet-Santé cohort study. British Journal of Nutrition, 116(4), 700–709. https://doi.org/10.1017/S0007114516002427
Beardsworth, A. D., & Keil, E. T. (1991). Vegetarianism, veganism, and meat avoidance: Recent trends and findings. British Food Journal, 93(4), 19–24. https://doi.org/10.1108/0007079110135231
Becker, M. H., Mainan, L. A., Kirsch, J. P., Hoefer, D. P., & Drachman, R. H. (1977). The health belief model and prediction of dietary compliance: A field experiment. Journal of Health and Social Behaviour, 18(4), 348–366. https://doi.org/10.2307/2953344
Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. Psychological Bulletin, 88(3), 588–606. https://doi.org/10.1037/0033-2909.88.3.588
Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand equity. Business & Management Studies: An International Journal, 6(1), 128–148. https://doi.org/10.15295/bmjs.v6i1.129
Bollen, K. A. (1989). A new incremental fit index for general structural equation models. Sociological Methods & Research, 17(3), 303–316. https://doi.org/10.1177/0049124189017003004
Boomsma, A., & Hoogland, J. J. (2001). The robustness of LISREL modeling revisited. Structural Equation Models: Present and Future. A Festschrift in Honor of Karl Jöreskog, 2(3), 139–168.
Brown, T. A., & Moore, M. T. (2012). Confirmatory factor analysis. In R. H. Hoyle (Ed.), Handbook of structural equation modeling (pp. 361–379). The Guilford Press.
Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In K. A. Bollen & J. S. Long (Eds.), Testing structural equation models (pp. 136–162). Sage. Brumback, J. S. (2020). Social media for the organic food consumer’s behaviour and its impact upon the development of digital tools for small farmers in Romania. Ecosforum Journal, 9(3/23), 1–13.
Bryla, P. (2018). Organic food online shopping in Poland. British Food Journal, 120(5), 1015–1027. https://doi.org/10.1108/BFJ-09-2017-0517
Carl, W. J. (2006). What’s all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. Management Communication Quarterly, 19(4), 601–634. https://doi.org/10.1177/1071088305284763

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don’t walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. Journal of Business Ethics, 97(1), 139–158. https://doi.org/10.1007/s10551-010-0501-6

Chang, S. H., & Chang, C. W. (2017). Tie strength, green expertise, and interpersonal influences on the purchase of organic food in an emerging market. British Food Journal, 119(2), 284–300. https://doi.org/10.1108/BJF-04-2016-0156

Chen, J., Lobo, A., & Rajendran, N. (2014). Drivers of organic food purchase intentions in mainland China: evaluating potential customers’ attitudes, demographics and segmentation. International Journal of Consumer Studies, 38(1), 346–356. https://doi.org/10.1111/ijcs.12095

Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. Food Quality and Preference, 18(7), 1008–1021. https://doi.org/10.1016/j.foodqual.2007.04.004

Chen, Y. R. (2017). Perceived values of branded mobile media, consumer engagement, business-consumer relationship quality and purchase intention: A study of WeChat in China. Public Relations Review, 43(5), 945–954. https://doi.org/10.1016/j.pubrev.2017.07.005

Curvelo, I. C. G., de Morais Watanabe, E. A., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. Revista De Gestão, 26(3), 198–211. https://doi.org/10.1108/REG-01-2018-0010

Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: A conceptual framework. Management of Environmental Quality: An International Journal, 31 (6), 1515–1530. https://doi.org/10.1108/MEQ-01-2020-0014

David, W., & Ardiansyah, N. A. (2017). Perceptions of young consumers toward organic food in Indonesia. International Journal of Agricultural Resources, Governance and Ecology, 13(4), 315–324. https://doi.org/10.1504/IJARGE.2017.088373

Daxueconsulting. (2020). The organic food market in China. Ever Access Trading Limited. https://daxueconsulting.com/organic-food-in-china/

De Cannière, M. H., de Peismacker, P., & Geuens, M. (2010). Relationship quality and purchase intention and behavior: The moderating impact of relationship strength. Journal of Business and Psychology, 25(1), 87–98. https://doi.org/10.1007/s10869-009-9127-z

Dix, S., Ferguson, G., Logan, K., Bright, L. F., & Gangadharabhatla, H. (2012). Facebook versus television: Advertising value perceptions among females. Journal of Research in Interactive Marketing, 6(3), 164–179. https://doi.org/10.1108/17505931211274651

Dowd, K., & Burke, K. J. (2013). The influence of ethical values and food choice motivations on intentions to purchase sustainably sourced foods. Appetite, 69 (2013), 137–144. https://doi.org/10.1016/j.appet.2013.05.024

Drexler, D., Fiolo, J., Havlíčková, A., Potáčková, A., & Souček, M. (2018). The effect of organic food labels on consumer attention. Journal of Food Products Marketing, 24(6), 441–455. https://doi.org/10.1080/10454446.2017.1311815

Ellison, B., Duff, B. R., Wang, Z., & White, T. B. (2016). Putting the organic label in context: Examining the interaction between the organic label, product type, and retail outlet. Food Quality and Preference, 49 (2016), 140–150. https://doi.org/10.1016/j.foodqual.2015.11.013

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers’ purchase intentions: An extended approach to information adoption. Computers in Human Behavior, 61(2016), 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Essoussi, L. H., & Zahaf, M. (2008). Decision making process of community organic food consumers: An exploratory study. Journal of Consumer Marketing, 25 (2), 95–104. https://doi.org/10.1108/07363760810858837

Fan, A., Almanzo, B., Mattila, A. S., Ge, L., & Her, E. (2019). Are vegetarian customers more “green”? Journal of Foodservice Business Research, 22(5), 467–482. https://doi.org/10.1080/15378020.2019.1637221

Fell, A. A., da Silva Cyne, C. C., Sindelar, F. C. W., Barden, J. E., & Dolmor, M. (2020). Profiles of sustainable food consumption: Consumer behavior toward organic food in southern region of Brazil. Journal of Cleaner Production, 258(2020), 120690. https://doi.org/10.1016/j.jclepro.2020.120690

FiBL and IFOAM—Organics International. (2019). The world of organic agriculture statistics and emerging trends 2019. Research Institute of Organic Agriculture (FiBL) and IFOAM – Organics International. https://shop.fibl.org/en/mwdownload/download/link/id/1202/

Field, A. (2013). Discovering statistics using IBM SPSS statistics (4th ed.). Sage Publications Ltd.

Filieri, R. (2015). What makes online reviews helpful? A diagnostically-adoptive framework to explain informational and normative influences in e-WOM. Journal of Business Research, 68(6), 1261–1270. https://doi.org/10.1016/j.jbusres.2014.11.006

Findling, M. T. G., Werth, P. M., Musicus, A. A., Bragg, M. A., Graham, D. J., Elbel, B., & Roberto, C. A. (2018). Comparing five front-of-pack nutrition labels’ influence on consumers’ perceptions and purchase intentions. Preventive Medicine, 106(2018), 114–121. https://doi.org/10.1016/j.ypmed.2017.10.022

FisFishbein, M. & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, MA: Addison-Wesley

Fishbein, M., & Ajzen, I. (2011). Predicting and changing behavior: The reasoned action approach. Taylor & Francis.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. Journal of Marketing Research, 18(1), 39–50. https://doi.org/10.1177/0022243718101800313

Futerra, S. C. L. (2005). The rules of the game: The principals of climate change communication. Department for Environment, Food and Rural Affairs.

Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. Journal of Promotion Management, 23(6), 872–888. https://doi.org/10.1080/10496491.2017.1323262

Gilg, A., Barr, S., & Ford, N. (2005). Green consumption or sustainable lifestyles? Identifying the sustainable consumer. Futures, 37(6), 481–504. https://doi.org/10.1016/j.futures.2004.10.016
Gracia Royo, A., & de-Magistris, T. (2007). Organic food product purchase behaviour: A pilot study for urban consumers in the South of Italy. Spanish Journal of Agricultural Research, 5(4), 639–451. https://doi.org/10.5264/sjar2007054-5356

Grimmer, M., Kilburn, A. P., & Miles, M. P. (2016). The effect of purchase situation on realized pro-environmental consumer behavior. Journal of Business Research, 69 (5), 1582–1586. https://doi.org/10.1016/j.jbusres.2015.10.021

Grunert, K., Holdsworth, D. C., & Miles, M. P. (2018). (4), 3, 2012, 2020 2016 2011 2006 2011). 2011

Haenlein, M., Anadoli, E., Farnsworth, T., Hugo, H., Hunicchen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. California Management Review, 63(1), 5–25. https://doi.org/10.1177/0008125620958166

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Multivariate Data Analysis (6th ed.). Pearson University Press.

Hammond, N. A., Abdul, G., & Mesulani, F. (2018). The influence of E-WOM on purchase intentions in local culinary business sector. International Journal of Engineering & Technology, 7(2/29), 246–250. https://doi.org/10.5267/IJET.2020.1.100

Haro, A. (2016). Understanding TPB model, availability, and information on consumer purchase intention for halal food. International Journal of Business and Commerce, 5(8), 47–56.

Hartmann, C., Ruby, M. B., Schmidt, P., & Siegrist, M. (2018). Brave, health-conscious, and environmentally friendly: Positive impressions of insect food product consumers. Food Quality and Preference, 68, 64–71. https://doi.org/10.1016/j.foodqual.2018.02.001

Hartmann, P., & Apaolaza-Íbáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. Journal of Business Research, 65(9), 1254–1263. https://doi.org/10.1016/j.jbusres.2011.11.001

Hassan, L. M., Shiu, E., & Shaw, D. (2016). Who says there is an intention–behaviour gap? Assessing the empirical evidence of an intention–behaviour gap in ethical consumption. Journal of Business Ethics, 136 (2), 219–236. https://doi.org/10.1007/s10551-014-2440-0

Hilverda, F., Kuttscherueber, M., & Giebels, E. (2018). The effect of online social proof regarding organic food: Comments and likes on facebook. Frontiers in Communication, 3(30), 1–15. https://doi.org/10.3389/fcom.2018.00030

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. Journal of marketing, 46(3), 92–101. https://doi.org/10.1177/0002224298204600314

Hjeim, U. (2011). Consumers’ purchase of organic food products. A matter of convenience and reflexive practices. Appetite, 56(2), 336–344. https://doi.org/10.1016/j.appet.2010.12.019

Hoek, A. C., Luning, P. A., Stafleu, A., & de Graaf, C. (2004). Food-related lifestyle and health attitudes of Dutch vegetarians, non-vegetarian consumers of meat substitutes, and meat consumers. Appetite, 42(3), 265–272. https://doi.org/10.1016/j.appet.2003.12.003

Holdershaw, J., & Konopka, R. (2018). Consumer knowledge of country of origin of fresh food at point of purchase. Journal of Promotion Management, 24(3), 349–362. https://doi.org/10.1080/10496491.2018.1378303

Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the 5-Story of planned behavior: Testing the moderating effects of country of origin and price sensitivity. Journal of Retailing and Consumer Services, 34(2017), 145–152. https://doi.org/10.1016/j.jretconserv.2016.10.006

Hsu, S. Y., Chang, C. C., & Lin, T. T. (2016). An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modeling. British Food Journal, 118(1), 200–216. https://doi.org/10.1108/BFJ-11-2014-0376

Huang, L., & Lu, J. (2016). The impact of package color and the nutrition content labels on the perception of food healthiness and purchase intention. Journal of food products marketing, 22(2), 191–218. https://doi.org/10.1080/10454446.2014.1000434

Hughner, R. S., McDonagh, P., Prothero, A., Shultz, C. J., & Stanton, J. (2007). Who are organic food consumers? A compilation and review of why people purchase organic food. Journal of Consumer Behaviour: An International Journal of Research, 6(1/3), 94–110. https://doi.org/10.1002/cb.210

Iris, G., Abraham, H., & Doron, K. (2018). Examination of the relationship between dietary choice and consumer preferences for sustainable near-food products in Israel. Journal of Cleaner Production, 197(2018), 1148–1158. https://doi.org/10.1016/j.jclepro.2018.06.267

Israel, G. D. (1992). Sampling the evidence of extension program impact. Paper presented at the Program Evaluation and Organizational Development (PEOD-9), Institute of Food and Agricultural Sciences, University of Florida, Gainesville.

Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2012). Consumers’ perceptions, attitudes and purchase intention towards private label food products in Malaysia. Asian Journal of Business and Management Sciences, 2(8), 73–90.

Jaccard, J. (2012). The reasoned action model: Directions for future research. The Annals of the American Academy of Political and Social Science, 640(1), 58–80. https://doi.org/10.1177/0002716211426097

Jolly, D. A. (1990). Determinants of organic horticultural products consumption based on a sample of California consumers. Horticultural Economics and Marketing, XXIII INC, 295(1990), 141–148. https://doi.org/10.17660/ActaHortic.1991.295.18

Joreskog, K. G., & Sorbom, D. (1984). Advances in factor analysis and structural equation models. Rowman & Littlefield Publishers.

Kang, J., Jun, J., & Arendt, S. W. (2015). Understanding customers’ healthy food choices at casual dining restaurants: Using the Value–Attitude–Behavior model. International Journal of Hospitality Management, 48(2015), 12–21. https://doi.org/10.1016/j.ijhm.2015.04.005

Katt, F., & Meixner, O. (2020). Is It All about the Price? An Analysis of the Purchase Intention for Organic Food in a Discount Setting by Means of Structural Equation Modeling. Foods, 9(4), 458. https://doi.org/10.3390/foods9040458

Kemp, K., Inisch, A., Holdsworth, D. K., & Knight, J. G. (2010). Food miles: Do UK consumers actually care? Food policy, 35(6), 504–513 https://doi.org/10.1016/j.fodpol.2010.05.011

Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. Journal
of Consumer Marketing, 28(1), 40–47. https://doi.org/10.1108/07363761111101930
Kim, N., & Kim, W. (2018). Do your social media lead you to make social deal purchases? Consumer-generated social referrals for sales via social commerce. International Journal of Information Management, 39 (2018), 38–48. https://doi.org/10.1016/j.ijinfomgmt.2017.10.006
Kitcharoen, K. (2018). Effect of perceptual differences on consumer attitude and purchase intention of organic food: A case study of online and offline purchasers. Journal of Consumer Appeal, Attitudes and Concerns. Quality moderating (environmental Preference for food: 10.006 (2018), 1–8), 2019 1970 2019).
Kuo, Y. T., Chang, K. C., Chen, M. C., & Hsu, C. L. (2012). Investigating the effect of service quality on customer post-purchasing behaviours in the hotel sector: The moderating role of service convenience. Journal of Quality Assurance in Hospitality & Tourism, 13(3), 212–234. https://doi.org/10.1080/1528008X.2012.645200
Kuo, Y. F., Hu, T. L., & Yang, S. C. (2013). Effects of inertia and satisfaction in female online shoppers on repeat-purchase intention. Managing Service Quality: An International Journal, 23(3), 168–187. https://doi.org/10.1108/09605521311312219
Kushwah, S., Dhir, A., & Sagar, M. (2019). Ethical consumption intentions and choice behavior towards organic food. Modaration role of buying and environmental concerns. Journal of Cleaner Production, 236(2019), 117519. https://doi.org/10.1016/j.jclepro.2019.06.350
Latif, Z. A., & Safiye, N. A. S. (2015). New business set up for branding strategies on social media–Instagram. Procedia Computer Science, 72(2015), 13–23. https://doi.org/10.1016/j.procs.2015.12.100
Le-Anh, T., & Nguyen-To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. International Journal of Consumer Studies, 44(6), 563–573. https://doi.org/10.1111/jics.12588
Lee, H. J., & Yun, Z. S. (2015). Consumers’ perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions towards organic food. Food Quality and Preference, 39(2015), 259–267. https://doi.org/10.1016/j.foodqual.2014.06.002
Lee, J., & Hong, I. B. (2018). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. International Journal of Information Management, 36(3), 360–373. https://doi.org/10.1016/j.ijinfomgmt.2016.01.001
Lee, K. (2010). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. Journal of International Consumer Marketing, 23(1), 21–44. https://doi.org/10.1080/08961530.2011.524575
Lee, K. H., Bonn, M. A., & Cho, M. (2015). Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity. International Journal of Contemporary Hospitality Management, 27(6), 1157–1180. https://doi.org/10.1108/IJCHM-02-2014-0060
Lee, M. K., Shi, N., Cheung, C. M., Lim, K. H., & Sia, C. L. (2011). Consumer’s decision to shop online: The moderating role of positive informational social influence. Information & Management, 48 (6), 185–191. https://doi.org/10.1016/j.im.2010.08.005
Lee, S. G., & Gilv, Y. (2019). Online shopper engagement in price negotiation: The roles of culture, involvement and eWOM. International Journal of Advertising, 39 (2), 232–257. https://doi.org/10.1080/02650487.2019.1612621
Li, H., Liu, Y., & Suomi, R. (2013). Exploring the factors motivating e-service users’ WOM behaviour. International Journal of Services Technology and Management, 19(4/6), 187–200. https://doi.org/10.1504/JSTM.2013.055633
Liang, R. D. (2016). Predicting intentions to purchase organic food: The moderating effects of organic food prices. British Food Journal, 118(1), 183–199. https://doi.org/10.1108/00070701611773890
Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via the technology acceptance model. Computers in Human Behavior, 64, 710–718. https://doi.org/10.1016/j.chb.2016.07.027
Lin, P. C., & Huang, Y. H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. Journal of Cleaner Production, 22(1), 11–18. https://doi.org/10.1016/j.jclepro.2011.10.002
Lv, Z., Jin, Y., & Huang, J. (2018). How do sellers use live chat to influence consumer purchase decision in China? Electronic Commerce Research and Applications, 28(2018), 102–113. https://doi.org/10.1016/j.elerap.2018.01.003
Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. Sustainability, 8(10), 1077. https://doi.org/10.3390/su8101077
Makatouni, A. (2002). What motivates consumers to buy organic food in the UK? Results from a qualitative study. British Food Journal, 104(3/4/5), 345–352. https://doi.org/10.1108/00070700210425769
Mansoor, M., & Noor, U. (2019). Determinants of green purchase intentions: Positive word of mouth as moderator. Journal of Business & Economics, 11(2), 143–160.
Massey, F., Bass, A., & Othol, P. (2018). A meta-analytic study of the factors driving the purchase of organic food. Appetite, 125, 418–427. https://doi.org/10.1016/j.appet.2018
McClellan, M., Seeman, C., Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour. British Food Journal, 107(8), 606–625. https://doi.org/10.1108/000707005105611092
Michelidou, N., & Hassan, L. M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. International Journal of Consumer Studies, 32 (2), 163–170. https://doi.org/10.1111/j.1470-6431.2007.00619.x
Minbashazgh, M. M., Maleki, F., & Tarabi, M. (2017). Green chicken purchase behavior: The moderating role of price transparency. Management of Environmental Quality: An International Journal, 28(6), 902–916. https://doi.org/10.1108/MEQ-12-2016-0093
Mitchell, V. (1999). Assessing the reliability and validity of questionnaires: An empirical example. Journal of Applied Management Studies, 5(1996), 199–208.
Mostafa, M. M. (2007). Gender differences in Egyptian consumers’ green purchase behaviour: The effects of

Page 23 of 26
environmental knowledge, concern and demand. *International Journal of Consumer Studies*, 31(3), 220–229. https://doi.org/10.1111/j.1740-6431.2006.00523.x

Muhonon, N., Leong, V. S., & Isa, N. M. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. https://doi.org/10.1080/023311975.2021.1876296

Mullee, A., Vermeire, L., Vanaelst, B., Mullie, P., Deriemaecker, P., Leenoet, T., De Henauw, S., Dunne, A., Gunter, M. J., Clays, P., & Huybrechts, I. (2017). Vegetarianism and meat consumption: A comparison of attitudes and beliefs between vegetarian, semi-vegetarian, and omnivorous subjects in Belgium. *Appetite*, 114(2017), 299–305. https://doi.org/10.1016/j.appet.2017.03.052

Munir, A., Shafi, K., Khan, F. A., & Ahmed, U. S. (2018). Elucidating the relationship of social media usage and e-WOM with brand related purchase decision involvement: An integrated meta-framework approach. *WALIA Journal*, 34(1), 59–64.

Nardi, V. A. M., Jardim, W. C., Ladeira, W., & Santini, F. (2019). Predicting food choice. A meta-analysis based on the theory of planned behavior. *British Food Journal*, 121(10), 2250–2264. https://doi.org/10.1108/BJFJ-08-2018-0504

Nasir, V. A., & Korkaya, F. (2014). Underlying motivations of organic food purchase intentions. *Agribusiness*, 30(3), 290–308. https://doi.org/10.1002/agr.21363

Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers’ personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6), 1037. https://doi.org/10.3390/ijerph16061037

Nguyena, C., Nguyene, Y., & Quyc, T. (2020). Organic Foods: What are the driving factors of purchase intention? *Depression*, 13(1), 400–418.

Nie, C., & Zepeda, L. (2011). Lifestyle segmentation of US food shoppers to examine organic and local food consumption. *Appetite*, 57(1), 28–37. https://doi.org/10.1016/j.appet.2011.03.012

O’Fallon, M. J., Gursay, D., & Swanger, N. (2007). To buy or not to buy: Impact of labeling on purchasing intentions of genetically modified foods. *International Journal of Hospitality Management*, 26(1), 117–130. https://doi.org/10.1016/j.ijhm.2005.10.003

Olsen, J., Thach, L., & Hemphill, L. (2012). The impact of environmental protection and hedonistic values on organic wine purchases in the US. *International Journal of Wine Business Research*, 24(1), 47–67. https://doi.org/10.1177/1751106112113783

Oyangun, B. M., Hallman, W. K., & Banows, A. C. (2007). Purchasing organic food in US food systems. British *Food Journal*, 109(5), 399–411. https://doi.org/10.1108/00070707017046803

Othman, C., & Rahman, M. S. (2014). Investigation of the relationship of brand personality, subjective norm and perceived control on consumers’ purchase intention of organic fast food. *Modern Applied Science*, 8(3), 92. https://doi.org/10.5539/mas.v8n3p92

Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. https://doi.org/10.2753/JEC1086-4415110405

Park, J., Bonn, M. A., & Cho, M. (2020). Sustainable and religion food Consumer segmentation: Focusing on Korean temple food restaurants. Sustainability, 12(7), 3035. https://doi.org/10.3390/su12073035

Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422. https://doi.org/10.1108/07363761211259223

Pei, X., Tandon, A., Alidrick, A., Giorgi, L., Huang, W., & Yang, R. (2011). The China melamine milk scandal and its implications for food safety regulation. *Food policy*, 36(5), 412–420. https://doi.org/10.1016/j.foodpol.2011.03.008

Perry, J. L. (1996). Measuring public service motivation: An assessment of construct reliability and validity. *Journal of Public Administration Research and Theory*, 6(1), 5–22. https://doi.org/10.1093/oxfordjournals.jpar.t21363

Pham, Q., Tran, X., Misra, S., Maskellíus, R., & Damasévíus, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. Sustainability, 10(1), 142–156. https://doi.org/10.3390/su10010156

Pham, T. (2019). A meta-analysis of the determinants of expressed intention to purchase organic food by young consumers in an emerging market economy. *Journal of Strategic Marketing*, 27(6), 540–556. https://doi.org/10.1080/0965254X.2018.1447784

Phua, J., & Kim, J. J. (2018). Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. *Telematics and Informatics*, 35(5), 1524–1533. https://doi.org/10.1016/j.tele.2018.03.020

Pisitsankhokram, R., & Vossanadumrongdee, S. (2020). Enhancing purchase intention in circular economy: An empirical evidence of remanufactured automotive product in Thailand. *Resources, Conservation and Recycling*, 156(2020), 104702. https://doi.org/10.1016/j.resconrec.2020.104702

Pohjanheimo, T., Paasovaara, R., Luomala, H., & Sandell, M. (2010). Food choice motives and brand liking of consumers embracing hedonistic and traditional values. *Appetite*, 54(1), 170–180. https://doi.org/10.1016/j.appet.2009.10.004

Pop, R. A., Săpîrăcă, Z., & Gădeanu, M. (2020). Social media goes green—The impact of social media on green cosmetics purchase motivation and intention. *Information*, 11(9), 447–462. https://doi.org/10.3390/info11090447

Qi, X., & Ploeger, A. (2019). Explaining consumers’ intentions towards purchasing green food in Qingdao, China. *Journal of Research in Consumer Behavior*, 2019, 104702. https://doi.org/10.1016/j.jrcb.2018.12.004

Raggiotto, F., Mason, M. C., & Moretti, A. (2018). Religiosity, materialism, consumer environmental predisposition. Some insights on vegan purchasing intentions in Italy. *International Journal of Consumer Studies*, 42(6), 613–626. https://doi.org/10.1111/jics.12478

Raghavendra, H. A. E. (2016). Do demographic attributes trigger buying behaviour of organic consumers? A case study of Bengaluru city. *SAMSMRITI–The SAMS Journal*, 10(2), 49–55.
Li & Jaharuddin, Cogent Business & Management (2021), 8: 1876296
https://doi.org/10.1080/23311975.2021.1876296

Organic food consumption during pregnancy is associated with different consumer profiles, food patterns and intake: The KOALA Birth Cohort Study. Public Health Nutrition, 2012, 12(4), 409–414. https://doi.org/10.1017/S1368980012000842

Sin, S. S., Nor, K. M., & Al-Agoga, A. M. (2012). Factors affecting Malaysian young consumers’ online purchase intention in social media websites. Procedia-Social and Behavioral Sciences, 40(2012), 326–333. https://doi.org/10.1016/j.sbspro.2012.03.195

Singh, A., & Verma, P. (2017). Factors influencing Indian consumers’ actual buying behaviour towards organic food products. Journal of Cleaner Production, 167 (2017), 473–483. https://doi.org/10.1016/j.jclepro.2017.08.106

Smith-Spangler, C., Brandleau, M. L., Hunter, G. E., Bavinger, J. C., Pearson, M., Eschbach, J. P., Olkin, I., Schirmer, S., Kave, C., Olkin, L., Bravata, D. M., & Sundaram, V. (2012). Are organic foods safer or healthier than conventional alternatives? A systematic review. Annals of Internal Medicine, 157 (5), 348–366. https://doi.org/10.7326/0003-4819-157-5-201209040-00007

Sörqvist, P., Haga, A., Holmgren, M., & Hanslo, A. (2015). An eco-label effect in the built environment: Performance and comfort effects of labeling a light source environmentally friendly. Journal of Environmental Psychology, 42(2015), 123–127. https://doi.org/10.1016/j.jenvp.2015.03.004

Stobbelaar, D. J., Casimir, G., Berghuis, J., Marks, L., Meijer, L., & Zebedo, S. (2007). Adolescents’ attitudes towards organic food: A survey of 15- to 16-year-old school children. International Journal of Consumer Studies, 31(4), 349–356. https://doi.org/10.1111/j.1470-6431.2006.00560.x

Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth (or mouse): An exploration of its antecedents and consequences. Journal of Computer-Mediated Communication, 11(4), 1104–1127. https://doi.org/10.1111/j.1083-6101.2006.00310.x

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. Electronic Commerce Research and Applications, 37(2019), 100886. https://doi.org/10.1016/j.elerap.2019.100886

Taylor, A., Wang, C., Tanveer, Y., Akram, U., & Akram, Z. (2019). Organic food consumerism through social commerce in China. Asia Pacific Journal of Marketing and Logistics, 31(1), 202–222. https://doi.org/10.1108/APJML-04-2018-0150

Teng, C. C., & Wang, Y. M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. British Food Journal, 117(8), 1066–1081. https://doi.org/10.1108/BFJ-12-2013-0361

Teng, Y. M., & Wu, K. S. (2019). Sustainability development in hospitality: The effect of perceived value on customers’ green restaurant behavioral intention. Sustainability, 11(7), 1987. https://doi.org/10.3390/su11071987

Tesfeng, M., Idrus, A., Liao, A., & Badruddin, S. (2019). Perceived service quality, supply chain collaboration, supply chain management as antecedents of loyalty and customer satisfaction: Exploring moderating role of WOM. International Journal of Supply Chain Management, 8(6), 412–419

Tuna, S., Shi, C., Wei, S., & Chen, Y. H. (2012). Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior. British Food Journal, 114(7), 997–1015. https://doi.org/10.1108/00070701211241581
Tung, S. J., Tsay, J. C., & Lin, M. C. (2015). Life course, diet-related identity and consumer choice of organic food in Taiwan. British Food Journal, 117(2), 688–704. https://doi.org/10.1108/BFJ-11-2013-0334

Twigg, J. (1979). Food for thought: Purity and vegetarianism. Religion, 9(1), 13–35. https://doi.org/10.1080/0048721X(79)90051-4

Verkijika, S. F., & De Wet, L. (2019). Understanding word-of-mouth (WOM) intentions of mobile app users: The role of simplicity and emotions during the first interaction. Telematics and Informatics, 43(2019), 218–228. https://doi.org/10.1016/j.tele.2019.05.003

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap. Journal of Agricultural & Environmental Ethics, 19(2), 169–194. https://doi.org/10.1007/s10806-005-5485-3

Wang, X., Pachfo, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. Sustainability, 11(1), 209. https://doi.org/10.3390/su11010209

Whee, C. S., Ariff, M. S. B. M., Zakuan, N., Tujudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. Review of Integrative Business and Economics Research, 3(2), 378–397.

Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample size requirements for structural equation models: An evaluation of power, bias, and solution propriety. Educational and Psychological Measurement, 73(6), 913–934. https://doi.org/10.1177/0013164413495237

Wu, L., & Zhu, D. (2014). Food safety in China: A comprehensive review (1st ed.). CRC Press.

Xin, L., & Seo, S. S. (2019). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. British Food Journal, 122(2), 448–464. https://doi.org/10.1108/BFJ-05-2019-0326

Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. Appetite, 96(2016), 122–128. https://doi.org/10.1016/j.appet.2015.09.017

Yang, Q. (2017). Factors influencing Kosher food purchase intention: An investigation on non-Jewish customers. (unpublished master thesis). Iowa State University.

Yin, S., Wu, L., Du, L., & Chen, M. (2010). Consumers' purchase intention of organic food in China. Journal of the Science of Food and Agriculture, 90(8), 1361–1367. https://doi.org/10.1002/jsfa.3936

Yogesh, F., & Yesha, M. (2014). Effect of social media on purchase decision. Pacific Business Review International, 6(1), 45–51.

Zakowska-Biemans, S. (2013). Barriers to buy organic food in the context of organic food market development. Journal of Research and Applications in Agricultural Engineering, 56(4), 216–220.

Zhang, Y., Jing, L., Bai, Q., Shao, W., Feng, Y., Yin, S., & Zhang, M. (2018). Application of an integrated framework to examine Chinese consumers’ purchase intention toward genetically modified food. Food Quality and Preference, 65(2018), 118–128. https://doi.org/10.1016/j.foodqual.2017.11.001