

FACTORS INFLUENCING THE PURCHASING BEHAVIOR OF ORGANIC FOOD AMONG CONSUMERS IN CHONGQING

FATORES QUE INFLUENCIAM O COMPORTAMENTO DE COMPRA DE ALIMENTOS ORGÂNICOS DOS CONSUMIDORES DE CHONGQING

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Abstract

This study is based on the Theory of Planned Behavior (TPB) and examines the factors influencing the purchase behavior of organic food among consumers in Chongqing from multidisciplinary perspectives, including economics, marketing, and psychology. The research constructs a model that includes independent variables of behavioral attitude (cognitive attitude, instrumental attitude, and affective attitude), subjective norms (descriptive norms, injunctive norms, and conformity norms), a mediating variable of purchase intention (repurchase intention and recommendation intention), and a dependent variable of purchase behavior (repeat purchase, recommendation behavior, and interaction). Data were collected using a 55 item questionnaire based on a seven-point Likert scale, yielding 280 valid responses. The study employs structural equation modeling (SEM) to analyze the data. Results indicate that both behavioral attitude and subjective norms have a significant positive effect on purchase intention, which in turn mediates the relationship to purchase behavior through repurchase intention and recommendation intention. Additionally, path coefficient analysis shows that the direct effects of behavioral attitude and subjective norms on purchase behavior are significantly positive. Bootstrapping was used to verify the mediating effects, and the results further support the research hypotheses. In the qualitative research segment, in-depth interviews with 20 consumers were conducted to supplement and explain the quantitative findings, revealing the psychological and social drivers underlying consumers' decision-making processes. The research results suggest that enhancing consumers' behavioral attitudes and

Resumo

Este estudo baseia-se na Teoria do Comportamento Planejado (TPB) e examina os fatores que influenciam o comportamento de compra de alimentos orgânicos entre os consumidores de Chongqing a partir de perspectivas multidisciplinares, incluindo economia, marketing e psicologia. A pesquisa constrói um modelo que inclui variáveis independentes de atitude comportamental (atitude cognitiva, atitude instrumental e atitude afetiva), normas subjetivas (normas descritivas, normas injuntivas e normas de conformidade), uma variável mediadora de intenção de compra (intenção de recompra e intenção de recomendação) e uma variável dependente de comportamento de compra (recompra, comportamento de recomendação e interação). Os dados foram coletados por meio de um questionário de 55 itens baseado em uma escala de Likert de sete pontos, resultando em 280 respostas válidas. O estudo emprega modelagem de equações estruturais (SEM) para analisar os dados. Os resultados indicam que tanto a atitude comportamental quanto as normas subjetivas têm um efeito positivo significativo sobre a intenção de compra, que, por sua vez, medeia a relação com o comportamento de compra por meio da intenção de recompra e da intenção de recomendação. Além disso, a análise dos coeficientes de caminho mostra que os efeitos diretos da atitude comportamental e das normas subjetivas sobre o comportamento de compra são significativamente positivos. O bootstrapping foi utilizado para verificar os efeitos mediadores, e os resultados corroboram ainda mais as hipóteses da pesquisa. No segmento de pesquisa qualitativa, foram realizadas entrevistas em



subjective norms can effectively increase their purchase intentions and behaviors, thereby promoting the market adoption and sales of organic food.

Keywords: Organic Food. Purchase Behavior. Behavior Attitude. Subjective norms. Purchase Intention. Chongqing Consumers.

profundidade com 20 consumidores para complementar e explicar os resultados quantitativos, revelando os fatores psicológicos e sociais subjacentes aos processos de tomada de decisão dos consumidores. Os resultados da pesquisa sugerem que o aprimoramento das atitudes comportamentais e das normas subjetivas dos consumidores pode aumentar efetivamente suas intenções e comportamentos de compra, promovendo assim a adoção no mercado e as vendas de alimentos orgânicos.

Palavras-chave: Alimentos Orgânicos. Comportamento de Compra. Atitude Comportamental. Normas Subjetivas. Intenção de Compra. Consumidores de Chongqing.

1 INTRODUCTION

With the promotion of health awareness and environmental protection demand, organic food consumption has become an important trend of consumption upgrading in China. As a core city in western China, Chongqing's consumers' purchase behavior of organic food has obvious regional characteristics. However, the existing research pays more attention to economic factors, and the dynamic mechanism of psychological and social norms is not discussed enough. Based on the theory of planned behavior (TPB), this study focuses on the influence path of behavior attitude and subjective norms on purchasing behavior, and reveals the decision-making logic of Chongqing consumers by combining quantitative and qualitative methods, so as to provide scientific basis for regional market strategy optimization.

2 LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Planned behavior theory (TPB) holds that Attitude, Subjective Norm and Perceived Behavioral Control indirectly affect actual behavior through behavioral Intention (Ajzen, 1991). This study constructs a research model based on TPB to explore the influence path of behavior attitude and subjective norms on purchasing behavior.

3 BEHAVIOR ATTITUDE

AJZEN (1991) holds that an individual's preference for a certain behavior is positive or negative, that is, an individual's attitude after conceptual evaluation of a specific behavior, so attitude belongs to the conceptual function after evaluation of a specific behavior. According to the theory of attitude expectation, it is understandable that individuals have more beliefs about the possible results of behavior, that is, behavioral beliefs. Attitude can directly predict the intensity of purchase intention. If the individual's attitude towards something is positive, the chances of behavior will increase. The research of Amoako, Dzogbenuku and Abubakari (2020) shows that there is a significant positive correlation between green knowledge and purchase behavior, and there is also a significant positive correlation between green attitude and purchase behavior. Arvola *et al.* (2008) studied the actual behavior of consumers buying organic food according to the theory of planned behavior, and found that consumers' willingness to buy was positively influenced by their attitudes. The research results of Yin Zhiyang *et al.* (2012) show that consumer behavior and attitude have a significant positive impact on the purchase intention of genetically modified food; Zhang Lu *et al.* (2013) proved that there is a positive correlation between the behavior attitude of green products and the purchase intention; The research results of Zhang Duo (2021) show that attitude has a positive impact on the purchase intention of green products.

Based on the above analysis, the following assumptions are made:

H1: Behavior and attitude (cognition, tools, emotion) positively affect purchase intention.

H2: Behavior and attitude indirectly affect purchase behavior through purchase intention.

4 SUBJECTIVE NORM

Subjective norms are the social pressure that individuals feel when implementing specific behaviors. In certain behavior situations, consumers with positive subjective norms tend to have more positive behavior intentions (Han *et al.*, 2010). In green buying behavior, Paul *et al.* (2016) believe that there is a positive correlation between subjective

norms and behavioral intentions. When consumers think that their own people or social groups have important green buying behaviors, these consumers are more likely to take these behaviors. Usually, subjective norms are divided into two levels, one is descriptive norms, and the other is mandatory norms. The empirical research of this hypothesis supports that Tarkianen(2005) is based on the theory of planned behavior, and the analysis shows that consumers' willingness to buy organic food will be positively influenced by subjective norms; Wang Zhen *et al.* (2015); Hong Lan *et al.* (2020) used the theory of planned behavior and binary choice model to analyze the influencing factors of consumers' consumption behavior of ready-to-use and instant-clean vegetables. Subjective norms have a significant positive impact on consumption behavior. Subjective norms will indirectly affect consumers' purchase behavior through purchase intention.

Based on the above analysis, this paper assumes that:

H3: Subjective norms (descriptive, imperative and compliant) have a positive influence on purchase intention.

H4: Subjective norms indirectly affect purchase behavior through purchase intention.

5 PURCHASEPURCHASE INTENTION

Consumers' purchase intention of goods greatly affects consumers' purchase behavior of the goods. Fishbein (1975) and Ajzen (1991) also pointed out that behavior intention can directly affect purchase behavior. Therefore, to study the influencing factors of behavior, we must first study the influencing factors of intention. Only by deeply understanding consumers' willingness to buy can it help to promote the occurrence of behavior. Katona's (1960) research shows that nearly 60% consumers who are interested in buying new cars will actually buy them in the future. Xingkung (2011) found that consumers' purchase behavior of smart phones is deeply influenced by their purchase intention. Based on the relationship between purchase intention and purchase behavior, this paper studies that organic food purchase intention is more conducive to consumers' organic food purchase behavior.

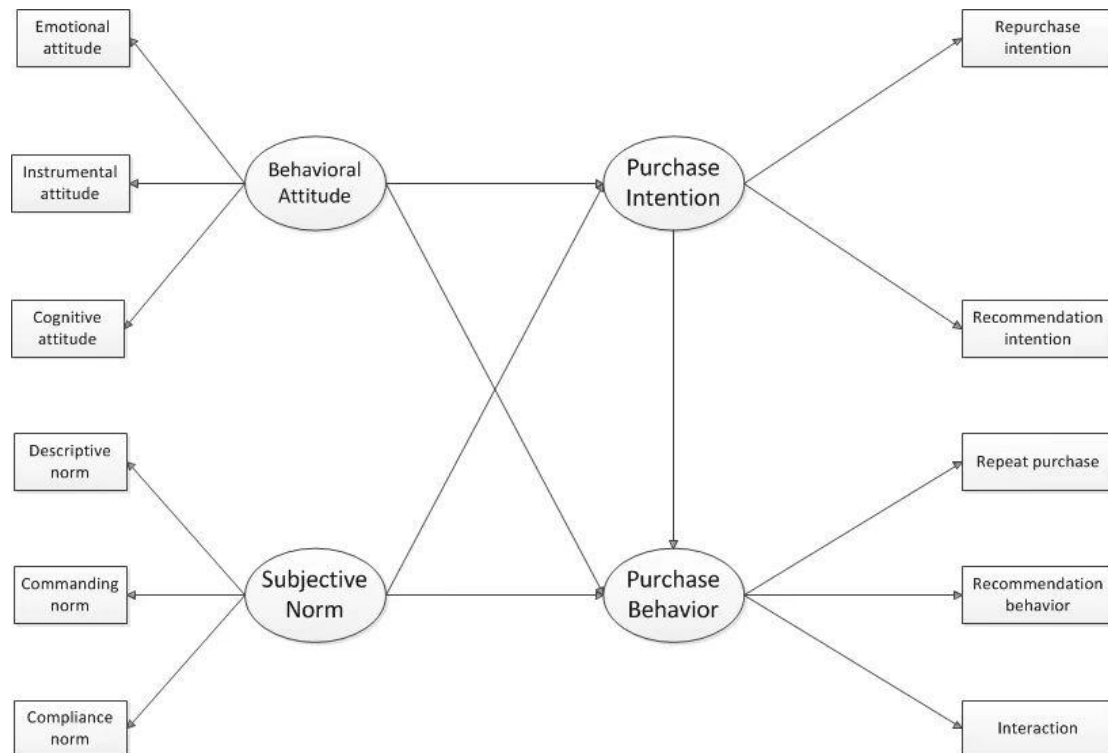
Based on the above analysis, this paper assumes that:

H5: Purchase intention positively affects purchase behavior.

Based on the theoretical framework of TPB, this study constructs a research model including behavior attitude, subjective norms, purchase intention and purchase behavior, as shown in the figure below. The model assumes that behavior attitude and subjective norms indirectly affect purchase behavior through purchase intention, and purchase intention has a direct positive impact on purchase behavior.

Figure 1

Research Framework Model Diagram



Source: Finishing by the author

6 RESEARCH METHOD

In order to ensure the validity of each dimension of variables, combined with relevant literature at home and abroad, this study adopts mixed research methods, combining quantitative and qualitative analysis, and discusses the influence mechanism of behavior attitude, subjective norms and purchase intention on Chongqing consumers' purchase behavior of organic food.

Quantitative research collects data through questionnaire survey. The questionnaire design is based on the theory of planned behavior, including four core variables: behavior attitude, subjective norms, purchase intention and purchase behavior. 280 organic food consumers were selected as samples in the main urban area and suburbs of Chongqing by stratified sampling method. Describe and analyze the basic situation of the respondents respectively, as shown in the table below.

Table 1
Description and Analysis of Basic Information

Attribute	Category	Number of people	Percentage
Gender	man	142	50.7
	woman	138	49.3
Age	16-25 years old	84	30.0
	26-35 years old	sixty-eight	24.3
	36-45 years old	58	20.7
	46-55 years old	43	15.4
	56 years old and above	27	9.6
	Junior high school and below	30	10.7
Level of education	High school/technical secondary school	sixty-nine	24.6
	Undergraduate/junior college	141	50.4
	Master degree or above	40	14.3
	Enterprise staff individual operation	forty-two	15.0
Occupation	government department	29	10.4
	student	fifty-six	20.0
	lose one's job	15	5.4
	other	25	8.9
Marital status	be unmarried	167	59.6
	married	113	40.4
Family member	There are old people/children	196	70.0
	without	84	30.0
Annual household income	0-50,000	57	20.4
	50,000 to 100,000	84	30.0
	100,000 to 200,000	71	25.4
	0.2-0.5 million	fifty-six	20.0
	500,000 and above	twelve	4.3

Source: Analysis and arrangement by the author.

Through analysis, we can get from the following table that the score range of each measurement topic is between 1 and 7, the absolute value of skewness is less than 2, and

the absolute value of kurtosis is less than 7, indicating that each measurement topic conforms to the normal distribution, as shown in the following table.

Table 2

Descriptive analysis and normal test of each measurement topic

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
BA1	280	one	seven	4.78	1.607	-.657	.031
BA2	280	one	seven	4.99	1.615	-.676	-.277
BA3	280	one	seven	4.74	1.597	-.738	-.107
BA4	280	one	seven	5.02	1.717	-.840	-.166
BA5	280	one	seven	4.94	1.767	-.623	-.589
BA6	280	one	seven	5.03	1.686	-.702	-.345
BA7	280	one	seven	4.43	1.660	-.626	-.256
BA8	280	one	seven	4.94	1.779	-.818	-.292
BA9	280	one	seven	4.97	1.692	-.754	-.291
BA10	280	one	seven	5.05	1.696	-.952	.049
BA11	280	one	seven	5.23	1.332	-.676	.223
BA12	280	one	seven	5.19	1.294	-.577	.249
BA13	280	one	seven	4.81	1.472	-.355	-.435
BA14	280	one	seven	5.11	1.313	-.420	-.281
BA15	280	one	seven	5.06	1.374	-.484	-.317
SN1	280	one	seven	5.16	1.254	-.600	.298
SN2	280	one	seven	5.21	1.328	-.719	.410
SN3	280	one	seven	5.41	1.284	-.763	.527
SN4	280	one	seven	5.36	1.369	-.899	.586
SN5	280	one	seven	5.39	1.371	-.957	.817
SN6	280	one	seven	5.09	1.438	-.675	.438
SN7	280	one	seven	5.16	1.592	-.958	.408
SN8	280	one	seven	5.29	1.518	-.926	.396
SN9	280	one	seven	5.05	1.360	-1.039	1.056
SN10	280	one	seven	5.33	1.564	-1.079	.578
SN11	280	one	seven	5.15	1.548	-.592	-.456
SN12	280	one	seven	4.97	1.303	-.632	.345
SN13	280	one	seven	5.20	1.208	-.673	.803
SN14	280	one	seven	4.98	1.364	-.467	-.105
SN15	280	one	seven	5.06	1.348	-.454	-.291
PI1	280	one	seven	5.21	1.421	-.988	.819
PI2	280	one	seven	4.95	1.475	-.621	.341
PI3	280	one	seven	5.21	1.398	-.784	.171
PI4	280	one	seven	5.07	1.438	-.563	-.133
PI5	280	one	seven	4.93	1.326	-1.057	1.224
PI6	280	one	seven	5.00	1.313	-.571	.272
PI7	280	one	seven	4.82	1.408	-.362	-.334
PI8	280	one	seven	4.97	1.378	-.544	-.081
PI9	280	one	seven	4.85	1.387	-.397	-.406
PI10	280	one	seven	5.06	1.340	-.730	.366
PB1	280	one	seven	5.00	1.480	-.795	.337
PB2	280	one	seven	5.14	1.392	-.965	.932
PB3	280	one	seven	5.08	1.344	-.768	.386
PB4	280	one	seven	5.06	1.470	-.876	.428
PB5	280	one	seven	5.10	1.486	-.938	.633

PB6	280	one	seven	5.17	1.362	-.451	-.095
PB7	280	one	seven	4.58	1.631	-.327	-.553
PB8	280	one	seven	4.94	1.517	-.486	-.311
PB9	280	one	seven	4.86	1.482	-.450	-.259
PB10	280	one	seven	4.99	1.323	-.418	.042
PB11	280	one	seven	4.95	1.642	-.581	-.429
PB12	280	one	seven	4.85	1.386	-.559	-.022
PB13	280	one	seven	5.08	1.356	-.654	.392
PB14	280	one	seven	4.84	1.437	-.533	-.007
PB15	280	one	seven	4.91	1.391	-.582	-.067

Source: Analysis and arrangement by the author.

7 RELIABILITY ANALYSIS

In this study, the main factors are measured in the form of scales, so testing the data quality of the measurement results is an important prerequisite to ensure the meaningful follow-up analysis. Firstly, the internal consistency of each dimension is analyzed by Cronbach's Alpha coefficient reliability test method. The range of Kronbach coefficient is 0-1. The higher the test result coefficient, the higher the reliability. It is generally believed that Cronbach's Alpha coefficient should be greater than 0.7 if variables are to have good reliability.

Table 3

Reliability Analysis Table

variable	Cronbach's Alpha	Item
Cognitive attitude	0.886	five
Instrumental attitude	0.892	five
Emotional attitude	0.845	five
Behavior attitude	0.918	15
Descriptive specification	0.871	five
Command specification	0.857	five
Compliance specification	0.842	five
Subjective norm	0.905	15
Repurchase intention	0.905	five
Recommendation intention	0.885	five
buying inclination	0.908	10
Repeated purchase	0.862	five
Recommended behavior	0.915	five
interaction	0.906	five
purchasing behavior	0.928	15

Source: Analysis and arrangement by the author.

As can be seen from the above table, Cronbach's Alpha coefficient of each variable is greater than the standard of 0.7, indicating that the variables have good internal consistency reliability.

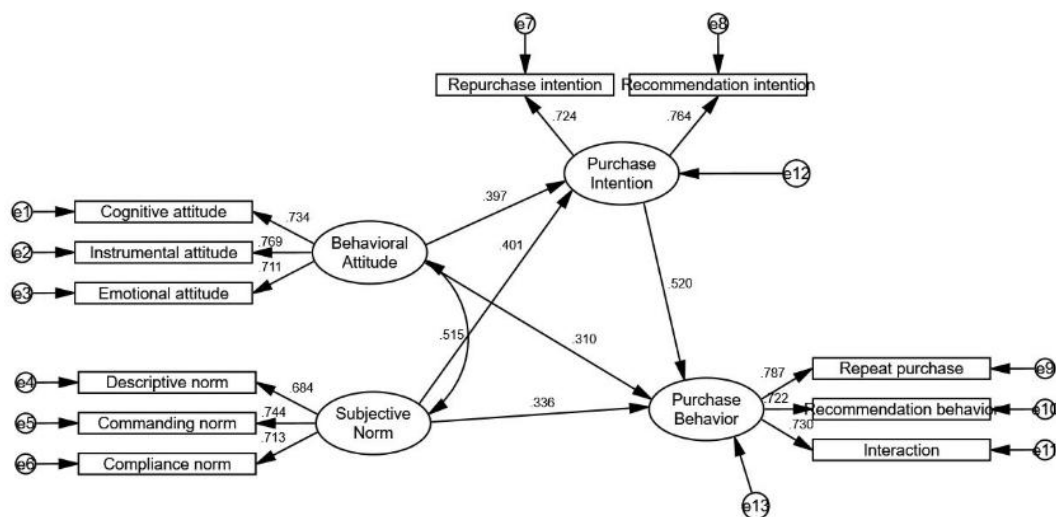
8 STRUCTURAL EQUATION MODEL

Structural Equation Modeling (SEM) is a powerful statistical method to analyze the complex relationship between variables. It integrates two statistical methods, factor analysis and path analysis, and can handle not only the explicit variables directly observed, but also the latent variables that cannot be directly observed. SEM allows researchers to establish, estimate and test causality models, taking into account the covariant relationship between variables and the variation of variables in the model.

Professional Software is used to perform the calculation, and the maximum likelihood method is used to estimate. The results are shown in the following figure.

Figure 2

Structural equation model diagram



Source: Analysis and arrangement by the author.

Table 4*Path coefficient*

path		Standardization coefficient	Non-standardized coefficient	S.E.	t	P	suppo se
buying inclination	--- Behavior or attitude	0.326	0.280	.078	3.586	***	found
Purchase intention	--- Subjective norm	0.293	0.348	.117	2.962	0.003	found
purchasing behavior	--- Behavior or attitude	0.279	0.255	.058	4.403	***	found
purchasing behavior	--- Subjective norm	0.265	0.333	.085	3.929	***	found
purchasing behavior	--- buying inclination	0.419	0.444	.089	4.963	***	found

From the above table, it can be concluded that behavior and attitude have a significant positive impact on purchase intention ($\beta=0.326$, $p<0.05$), and the hypothesis holds. Subjective norms have a significant positive impact on purchase intention ($\beta=0.293$, $p<0.05$), and the hypothesis holds. Behavioral attitude has a significant positive effect on purchasing behavior ($\beta=0.279$, $p<0.05$), and the hypothesis holds. Subjective norms have a significant positive impact on purchasing behavior ($\beta=0.265$, $p<0.05$), and the hypothesis holds. The purchase intention has a significant positive effect on the purchase behavior ($\beta=0.419$, $p<0.05$), and the hypothesis holds.

9 QUALITATIVE ANALYSIS

As the quantitative analysis results mentioned earlier in this study prove, all the hypotheses are valid. Whether it is behavior attitude, subjective norms or purchase intention, consumers will feel the value and deep-seated views of organic food, so that consumers can intentionally buy organic food, and finally produce the behavior of buying and promoting organic food.

In order to make the analysis more comprehensive, the main purpose of qualitative analysis through interviews is to understand that consumers provide more information and background when making decisions, so as to help consumers consider various factors

more comprehensively. Explore whether the respondents are influenced by behavior attitude, subjective norms or purchase intention.

Professional Software is a qualitative research software based on grounded theory. Grounded theory emphasizes the discovery of patterns and relationships from data rather than preset assumptions or theories. Professional Software helps researchers organize systematically, by providing tools for data management, analysis and discovery of patterns and relationships in data, analysis and interpretation. NVIVO is widely used in qualitative research science in social field, including anthropology, sociology and marketing psychology. Because it is suitable for analyzing a large number of texts, it supports researchers to conduct special research through coding. NVIVO software was selected for qualitative research, and 20 samples were interviewed and analyzed. Through in-depth interviews, the driving factors and obstacles of consumers' organic food purchase behavior in Chongqing were explored to supplement the limitations of quantitative analysis.

9.1 Coding result

Open coding is a method to extract useful information from original data, which helps to better understand and analyze information and classify data. Open coding decomposes the text sentence by sentence to generate initial concepts and free nodes. Encoders should comprehensively consider all possibilities, read the text context and analyze the concepts and abstract concepts of the original information. Core variables (behavior attitude, subjective norms) account for a high proportion of nodes (such as N3, N9, N11), which supports the conclusion that "attitude and norms significantly affect purchasing behavior" in quantitative research. The open coding table is as follows

Table 5

Open Coding Results Table

Free node number	Initial concept	Typical quotation	Reference points	Sample coverage number
N1	Price sensitivity	"The price of organic food is too high."	16	eight

N2	brand loyalty	"I only buy brands recommended by my friends."	twelve	six
N3	Social identity	"A friend's recommendation prompted me to buy."	18	nine
N4	Self-realization	"Buying makes me feel socially responsible."	10	five
N5	Family pressure	"The family doesn't support it and thinks it's a waste of money."	six	three
N6	Certification transparency requirements	"I hope the government will crack down on false certification."	15	eight
N7	Community influence	"The maternal and child community recommends organic milk powder."	14	seven
N8	Customized service	"Customize the gift box to print the company Logo, and the customer feedback is good."	eight	four
N9	Health value	"Fitness must have organic chicken breast."	10	five
N10	Academic identity	"Academic beliefs support organic food."	seven	four
N11	Environmental protection attribute	"Reduce pesticide residues and protect the soil."	nine	five

Source: Analysis and arrangement by the author.

Through open coding, the multi-dimensional driving mechanism of behavior attitude, subjective norms, purchase intention and purchase behavior is preliminarily revealed, which lays the foundation for subsequent spindle coding and selective coding. High-frequency nodes about health value (N1, 14 reference points) indicate that consumers highly recognize the health attributes of organic food; The repurchase intention (N20, 16 reference points) indicates consumers' continuous purchase intention of organic food. For open coding, this paper uses Professional software, and the number of samples covers 3-9 samples per node to ensure the wide representation of the data. The specific results are shown in the table below:

Table 6

List of Open Coding Results

Variable	Free node number	Initial concept	Typical quotation	Reference points	Sample coverage number
	N1	Health value	"Organic food is healthier than ordinary food."	14	seven

Behavioral attitude	N2	Environmental protection attribute	"The organic food production process is more environmentally friendly."	twelve	six
	N3	Taste experience	"Organic vegetables taste better."	10	five
	N4	Price rationality	"Organic food is reasonably priced and worth the money."	eight	four
	N5	Packaging attraction	"The packaging design of organic food attracts me to buy."	six	three
	N6	Pleasure	"Buying organic food makes me feel happy."	nine	five
	N7	Social responsibility	"Buying organic food makes me feel responsible."	11	six
Subjective norm	N8	recommended by a friend	"My friend recommended me to buy organic food."	18	nine
	N9	Family support	"My family thinks I should buy organic food."	twelve	six
	N10	public opinion	"Public opinion believes that buying organic food is a responsibility."	10	five
	N11	Obey family members	"I will buy because of my family's expectations."	eight	four
	N12	Obey friends	"I will buy it because of the recommendation of my friends."	nine	five
	N13	Obey society	"I will buy it because of the pressure of public opinion."	seven	four
Purchase intention	N14	Repurchase intention	"I am willing to buy organic food again."	16	eight
	N15	priority selection	"I will give priority to organic food rather than ordinary food."	twelve	six
	N16	Regular purchase	"I will buy organic food regularly."	10	five
	N17	Recommendation intention	"I will recommend organic food to my friends."	14	seven
	N18	Social media sharing	"I will share the buying experience on social media."	nine	five
	N19	Encourage family members	"I will encourage my family to buy organic food."	eight	four
Purchasing behavior	N20	Repeated purchase	"I often buy organic food."	14	seven
	N21	brand loyalty	"I will buy the same brand of organic food regularly."	twelve	six
	N22	Experience drive	"I will buy again because of my previous purchase experience."	10	five
	N23	Recommended behavior	"I often recommend organic food to my friends."	11	six
	N24	Social media sharing	"I used to share the buying experience on social media."	nine	five
	N25	Encourage family members	"I encouraged my family to buy organic food."	eight	four

	N26	Interactive behavior	"I often participate in online activities of organic food brands."	seven	four
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Source: Analysis and arrangement by the author.

9.2 Spindle coding

Spindle coding forms a main category and a sub-category by classifying free nodes according to logical relations. Firstly, the free nodes are classified into tree nodes (main category and sub-category) according to the logical relationship, and then the association between nodes is identified by using the matrix coding function of Professional Software. The results of behavioral attitude coding show that cognitive attitude (health value, environmental protection attribute) is the basis of consumers' purchase decision, and instrumental attitude (price rationality, packaging attractiveness) and emotional attitude (pleasure and social responsibility) further strengthen the purchase motivation. The coding results of subjective norms show that descriptive norms (friend recommendation and family support) have the most significant influence on purchase intention, while imperative norms (public opinion) and compliant norms (obedience to family and friends) indirectly drive behavior through social pressure. The results of purchase intention coding show that repurchase intention and recommendation intention are direct manifestations of behavior transformation, while encouragement intention reflects consumers' deep recognition of organic food. The results of purchase behavior coding show that repeated purchase and recommendation behavior are the final results of behavior transformation, while interactive behavior reflects the long-term relationship between consumers and brands. The results are shown in the table below.

Table 7

List of Spindle Coding Results

Variable	Principal category	Subcategory	Contains free nodes	Typical reference example	Sample coverage number
Behavioral attitude	Cognitive attitude	Health value and environmental protection attributes	N1, N2	"Organic food is healthier than ordinary food."	seven

	Instrumental attitude	Price rationality, packaging attractiveness	N4, N5	"Organic food is reasonably priced and worth the money."	four
	Emotional attitude	Sense of pleasure and social responsibility	N6, N7	"Buying organic food makes me feel happy."	five
Subjective norm	Descriptive gauge	Friend recommendation and family support	N8, N9	"My friend recommended me to buy organic food."	nine
	Imperative norm	public opinion	N10	"I will buy because of my family's expectations."	five
	Compliance specification	Obey family and friends.	N11, N12	"I will buy because of my family's expectations."	four
Purchase intention	Repurchase intention	Repurchase intention and preference	N20, N21	"I am willing to buy organic food again."	eight
	Recommendation intention	Recommendation intention, social media sharing	N23, N24	"I will recommend organic food to my friends."	seven
	Encouragement intention	Encourage family members	N25	"I will encourage my family to buy organic food."	four
Purchasing behavior	Repeated purchase	Repeated purchase, brand loyalty	N26, N27	"I often buy organic food."	seven
	Recommended behavior	Repeated purchase, brand loyalty	N26, N27	"I often recommend organic food to my friends."	six
	Interactive behavior	Interactive behavior	N32	"I often participate in online activities of organic food brands."	four

The results of spindle coding reveal the multi-level driving mechanism of consumer behavior. Through spindle coding, the logical relationship between variables (such as "cognitive attitude → purchase intention" and "subjective norm → purchase behavior") is clarified, which provides a basis for subsequent selective coding. The key obstacles (such as economic constraints and channel complexity) and driving factors (such as social identity and promotion incentives) of behavior transformation are

identified, which provides a basis for enterprises to formulate marketing strategies and government design policies.

10 STUDY FOUND

In this study, it is found that the leading role of behavioral attitude is obvious, and the explanatory power of cognitive attitude to purchase intention is higher than that of instrumental attitude and emotional attitude; In terms of the regulatory effect of norms, imperative norms play a stronger role in higher education groups; In terms of the differences of intermediary paths, the intermediary effect of purchase intention on cognitive attitude → purchase behavior is stronger than instrumental attitude and emotional attitude.

11 RESEARCH AND DISCUSSION

Based on the theory of planned behavior, this study systematically discusses the influencing factors of Chongqing consumers' purchase behavior of organic food from the perspectives of economics, marketing and psychology. The research results not only verified the theoretical hypothesis, but also revealed the following important findings:

The multidimensional driving effect of behavior and attitude, and the strong influence of cognitive attitude and emotional attitude on purchase intention show that consumers pay attention to both rational cognition and emotional satisfaction when buying organic food. This discovery enriches the connotation of behavior attitude in the theory of planned behavior, and suggests that enterprises should pay attention to the transmission of functional value and emotional value in marketing.

The group differences of subjective norms, descriptive norms and imperative norms have a significant impact on consumers with high education level, which reflects the important role of social reference and moral constraints in the high-end market. However, the restraining effect of compliance norms on low-income consumers shows that social pressure may become a potential obstacle to market expansion.

The intermediary role of purchase intention, and the significant intermediary role of purchase intention between behavior attitude, subjective norms and purchase behavior

further verify the core view of planned behavior theory. This discovery provides theoretical support for understanding the dynamic process of consumer purchase decision.

The supplementary value of qualitative research, qualitative analysis reveals the consumer's psychological mechanism (such as the importance of emotional attitude) and behavior situation (such as the inhibitory effect of social pressure) which are not fully captured in quantitative research, and provides an important basis for the improvement of theoretical model.

13 RESEARCH LIMITATIONS AND PROSPECTS

The sample of this study has limitations, mainly focusing on the urban areas in Chongqing. In the future, we can compare the differences between urban and rural areas or cross-regional cultural influences (such as comparing the core urban areas with the rural areas in northeast and southeast Chongqing). The lack of longitudinal data makes it difficult to capture the dynamic evolution of attitudes and behaviors in cross-sectional design, and follow-up research can be used to reveal long-term effects. The study did not include situational variables, and the increase of health awareness during the epidemic may amplify the demand for organic food, so macro-environmental interference should be controlled in the future.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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