

Review of Austrian Economics

Editorial Manager

Role: Author Username: Endang Ruswanti

Incomplete Submissions for Author endang - ruswanti, Dr

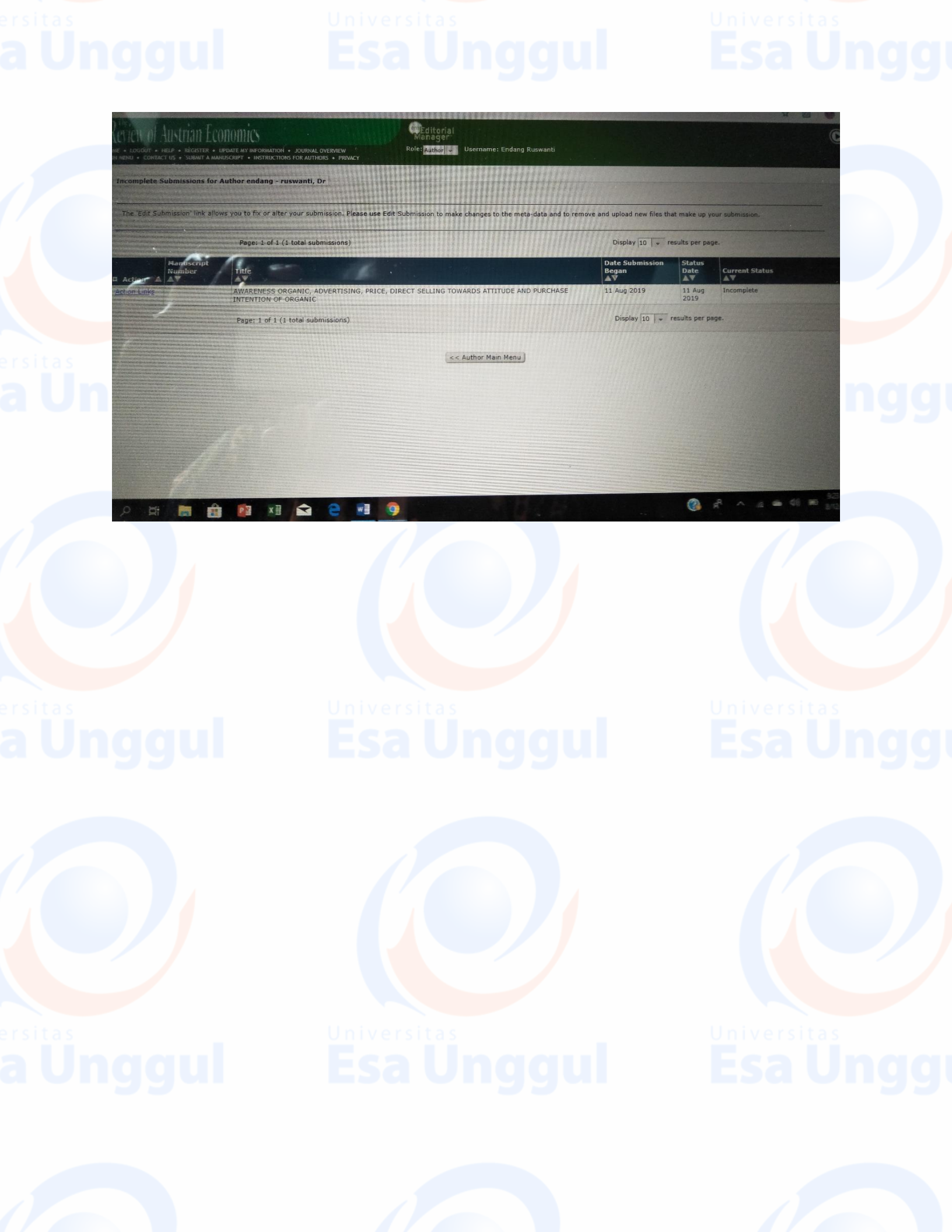
The 'Edit Submission' link allows you to fix or alter your submission. Please use Edit Submission to make changes to the meta-data and to remove and upload new files that make up your submission.

Page: 1 of 1 (1 total submissions) Display 10 results per page.

Action Links	Manuscript Number	Title	Date Submission Began	Status Date	Current Status
		AWARENESS ORGANIC, ADVERTISING, PRICE, DIRECT SELLING TOWARDS ATTITUDE AND PURCHASE INTENTION OF ORGANIC	11 Aug 2019	11 Aug 2019	Incomplete

Page: 1 of 1 (1 total submissions) Display 10 results per page.

<< Author Main Menu



AWARENESS ORGANIC, ADVERTISING, PRICE, DIRECT SELLING TOWARDS ATTITUDE AND PURCHASE INTENTION OF

ORGANIC

Endang Ruswanti¹, Nia Puspita Hapsari², Moehammad Unggul Januarko³

endang.ruswanti@esaunggul.ac.id

Universities Esa Unggul

Abstract,

Organic products are long-term rare products because they are important for human health. Currently, only a few consumers consume organic products, even though they have healthful properties. The research objective examines the effect of organic products in terms of awareness, advertising, price, and direct selling, on the attitudes and intentions of organic purchases. The current promotion strategy has not succeeded in attracting consumer interest, perhaps the holistic strategy has an effect on organic consumption intentions. This study uses a survey with 166 respondents consisting of 97 women and 69 men. Age of respondents 25-65 years, have expenses every month more than eight million rupiahs with four members. The research sample was purposive sampling with consumer criteria having consumed organic twice and residing in West Jakarta. The analyzer is used Structural Equation Modeling. The research findings show that organic awareness, advertising, direct selling have an effect on organic buying attitudes and intentions. While prices do not affect attitudes but together they influence the intent of organic purchasing. Managerial implication is the need to increase advertising through print and electronic media in order to increase consumer awareness, direct selling, positive attitude and have an impact on organic consumption intentions. Theoretical contributions add to the insights of researchers, for teaching materials IMC courses.

Keywords: Awareness, Advertising, Price, Direct Selling, Attitude, Intention

Introduction

Integrated marketing communication (IMC) was developed in 1980 by the American Marketing Association, which discussed the concept of Integrated Marketing Communication. In 1990 several empirical studies have developed. China and Thailand in 2000, then developed in Asian countries. Manengkey and Tielung (2015) found that in testing sales promotions, advertisements, personal selling was not significant on purchasing decisions. Although Suh, et al (2015) found integrated marketing integration influences purchasing intentions in South Korea. Indonesia is still little research empirically integrating communication marketing. This research focused on organic, besides not interested by consumers, information has not been disseminated to the public. Oroian et al (2017) mentioned that Romania has a low organic consumption compared to European countries. Find three main groups of organic consumers, food lovers, care for the environment and care for health (Magnusson et al (2003). Actually organic consumers have increased over the past years, as a direct consequence on health, lifestyle, social comfort and the environment. Organic not only quench thirst but affects health, some reasons to buy organic, health, the environment are not exposed to chemicals (Osteen et al (2012). Italian consumers

associate organic food health, but they are attracted to delicious food (Gracia and Magistres (2007). Belgian consumers reason that organic consumption protects the environment from pesticides, and improves quality of life. Poland considers quality of life and health important, hence the need for organic consumption. Danish and British consumers reasoned that health and freshness was important. Taiwanese consumers consider organic products to be relatively new. While French consumers have organic consumption reasons for health. Norway reasons that consumers are concerned about pesticide and the environment, as well as animal safety (Harper and Makatouni, 2002; Oroian et al., 2017). Sri Lanka, India, Indonesia, China, Thailand and Malaysia have good environmental and health reasons (Irianto, 2015; Kumar and Muthukumar, 2016; Zakowska, 2009).

IMC aims to motivate and change the attitudes of consumers to be interested in the benefits of the product, and health (Urban et al, 2012; Zanolli and Naspetti, 2002). The results of integrated marketing integration contributed to business success in Thailand. IMC is a communication and useful tool to attract customers to the store. This research continues the first study, finding only direct selling that influences purchase intentions. The second study reexamined the IMC with organic vegetable objects, the findings showed advertising and direct selling affect the purchase intention of organic vegetables. The third study examines knowledge, health awareness, safety of consumption against consumption intentions, the findings show consumption safety variables do not affect attitudes but together affect organic purchase intentions. Whereas the fourth study, examines organic awareness, advertising, price, direct marketing, on organic buying attitudes and intentions.

LITERATURE RESEARCH

Relationships Awareness, Advertising, Price, Direct Selling, Attitude and Purchase Intention

Marketing communication integration is defined by Reid, Mike (2003) as a marketing communication planning concept combining, evaluating the strategic role of different communication disciplines, gaining clarity, consistency and greater impact. Cole (2011) mentions promotion is a method used in guiding customers from circumstances less aware of organic benefits, becoming aware of consumption. Michaelidou and Hasan (2008) mention health awareness helps determine the content of organic products and non-organic products. If health awareness is high, they are not worried about getting sick, and are motivated to maintain their health so that they do not get sick through healthy behavior (Newsom et al, 2005). Organic spending is a health investment, the goal is to maintain health (Grosman, 1972). Kraft and Goodell (1993) found that there was a correlation between healthy lifestyle and health awareness orientation. Individuals who have health awareness are very sensitive to the dangers of disease, responsible for keeping themselves healthy. Divine and Lepisto (2005) found that healthy lifestyles tended to be diligent in sports and healthy food having a tendency for organic shopping (Schifferstein, 1998 and Beah, 2007). Consumers have a positive attitude towards organic, they

believe organic food has higher health benefits than non-organic food (Fullmer et al, 1991). Michaelidou (2008) found that healthy lifestyles positively affect ethical and sustainable products, healthy lifestyles have an effect on consumer attitudes towards the intentions and behavior of organic food products (Gil, 2006; Suprpto and Wijaya, 2012; Ruswanti et al, 2019).

Hypothesis 1: There is an influence of organic awareness on consumer attitudes

Lavidge and Steiner (1961) Hierarchy's theory of effect models have six stages when looking at advertisements in order to be interested in buying a product. Advertisers encourage customers to have awareness, knowledge, desires, references and are interested in buying. Consumers can easily switch to competing brands if they do not get the expected information. Advertisers attract consumers' intention to be interested in the product being advertised. The AIDA theory consists of attention, interest, desire, action, a detailed description of all procedures and the effect of advertising behavior driving buying decisions. Attention is defined as attention, interest is defined as response, desire is defined as desire and action as action (Aaker and Joachimsthaler, 2000). The first dimension of attention describes the stage in which a brand is successfully considered positive or negative through advertising. Attention consists of three things cognitive, affective, conative. The ethical impact of advertising is perceived by consumers, plays an important role, motivates the purchase intention of organic trust related to the green environment (Patel and Chugan, 2015).

Advertisers encourage consumers to intend to buy through providing product samples (Buzzel, 2004). The experience of the purchasing process influences the intention to repurchase, if the benefits are in accordance with consumer expectations. Service organizations using advertising in the short term and long term, are expected to find a significant positive advertising attitude towards the purchase intention of Elang Air flight services (Ruswanti, 2015). Verbeke & Vackier, (2005) found experience influencing technology advertising via the internet, and an important factor for increasing organic purchase intentions in Belgium. E-IMC research is a relatively new discipline of communication, in contrast to the discipline of communication (Jensen and Jepsen, 2006). The e-IMC study is integrated with traditional IMC in order to find the right components, the potential of e-IMC is huge if the right method is used. e-IMC allows all types of communication to send information to customers, provide consultation, interact online.

Hypothesis 2: There is an effect of advertising on consumer attitudes

Each product or service has a conceptual price, the definition of the value given by the product or service is termed monetary. Variable prices are one of the most important things in organic purchasing (Bhate and Lawler 1997). In Mexico, the price of organic food varies called the price of premium prices (Salgado-Beltrán, Subirá-Lobera and Beltrán-Morales 2009). Information plays an important role, consumers are willing to pay more (Hawken 1993). Gifford and Bernard (2011) found the effect of presenting information before buying organic increased by 50%. In addition, families have higher job prestige, and higher education levels in their 40s, are optimistic about organic needs, are willing to pay more (Tung et al 2012). However, the possibility

of paying higher for organics decreases with the increasing number of consumers in the family (Govindasamy and Italy 1999).

Hypothesis 3: There is a price effect on consumer attitudes

Direct marketing is an interactive marketing system, using more advertising media, to achieve measurable responses, the basis of creating, developing direct relationships with sellers and customers. Direct selling offers products through price lists, correspondence (Kotler, 2009). Direct marketing by telephone is effective in influencing attitudes, especially product information that is directly received by consumers. Muhanji and Ngari (2015) found direct marketing to influence the sales performance of commercial banks. Ruswanti et al (2017) found direct selling affects organic buying intention. Kotler and Amstong (2008) defines direct selling (a) distinguish direct marketing from other types of marketing and sales (b) focus on developing theory, testing direct marketing, in certain marketing areas (c) effective direct marketing directly to an interactive marketing system with one or more advertising media.

Kotler and Amtrong, (2008) argue that direct marketing is marketing through catalogs, using correspondence, telephone, e-mail, internet, communicating directly. Direct marketing uses catalog, attracts many customers, orders more quickly and can take product orders at the nearest store. The development of marketing technologies such as the internet, online sales open collaboration for social media communication (Berglof and Bolton, 2002). This theory tries to bypass the ambiguity of a more honest purchasing process. Public relations maintains the quality of producer relations with different consumers, creating mutual understanding. Public relations includes various activities to maintain the image, social service, listening to complaints. Communication tools that favorably affect the behavior of the targeted audience (Mihaela, 2015).

Hypothesis 4: There is a direct selling effect on consumer attitudes

Thogersen (2009) states an individual's attitude towards organic food is largely a belief in benefits. Consumers choosing organic products believe in positive health effects, are environmentally friendly, have a better taste (Aschemann et al, 2007). Honkanen et al (2006) found attitudes to have a significant influence on organic consumption intentions. Health benefits are influenced by attitudes and buying behavior (Shepherd et al, 2005). Huang et al (2017) call that quality of life related to health, measured as a result of clinical research and health services. Oroian et al., (2017) found health problems, care for the environment, sustainable consumption, worries of being fat, the main reason for organic consumption. Romania's organic consumption is low at 1% while with Europe at 5%. The country of Romania has great potential for organic consumption (Draghici, 2016). Purchase intention is indicated by consumers having a positive attitude towards the product, it is possible to intend to buy. If the customer has the next intention to buy a product (Kotler and Keler, 2015).

Consumer behavior is a series of decision making including searching for products, using, maintaining and disposing of products. Consumer behavior in this study was measured (obviously

buying organic products, recommendations to relatives, recommendations from friends, making repeat purchases. Adebisi (2006) mentions that marketing efforts function to inform consumers of products to buy. Grebitus et al (2016); Aertsens et al, (1899) find strong individualistic domain consumers, hedonism tends not to have a higher demand for organic tomatoes. Values and human personality can explain some of the variability in demand for organic tomatoes. Knowledge can be associated with a lot of information makes it easy to make decisions (Bruck, 1985). Beharrel and MacFie, (1991); Hill and Lynchehaun, (2002) low knowledge on organic products affects organic buying intentions and behavior (Grasia and De Magistris, 2008).

Hypothesis 5: There is a positive attitude effect on the intention to purchase organic products

RESEARCH METHODS

Population and Sample

The population research population of organic consumers in West Jakarta is unknown. The research sample of 166 respondents, using purposive sampling. Research with a survey conducted in West Jakarta, the questionnaire was translated from a conceptual framework, to capture the dimensions of awareness, advertising, prices, direct marketing, attitudes and their impact on organic purchase intentions. The development of survey items is based on a review of previous research literature and explores the factors that influence organic purchases, to uncover research surveys. Factor analysis is used to identify indicators from the dimensions of awareness, advertising, price, direct marketing, attitudes and purchase intentions. Identifying the main elements in order to provide the construct validity of the indicators of the dimensions being tested. Bartlett test of roundness in the statistical correlation test between variables and the Kaiser-Meyer-Olkin test to see the size of the sample adequacy. KMO has a value exceeding a minimum value of 0.60 (Hair, Black, Babin, Anderson and Tathan, 2008 and Ruswanti, 2015). Likert scale is used to answer research questions and verify research results.

Discussion and Analysis of Research Results

Hair, et al. (2008) suggested that, the evaluation of the level of compatibility of the data with the model was carried out through several stages, namely overall testing and individual testing of structural models and measurement models. Measurement model analysis is performed to specify indicators (observed variables) for each construct variable, and calculate the reliability value for the construct. Factor Validity Test Results, as recommended by Hair, et al. (2008) that the observational variables that are feasible to use as operational to the construct or latent variables must have a loading factor greater than 0.5 so that the model used has a good fit, in addition to the t-value and loading factor must be more greater than the critical value (> 1.96). Not all indicators

of each organic awareness variable, advertising, price, direct selling, attitude and intention are accepted, because the factor loading value does not all have a good match (> 0.50) while the t-value is greater than the t-table (1.96) at the 5% significance level. Good reliability requirements have construct reliability > 0.70 and variance extracted > 0.50 . Not all questionnaires for each variable meet the good reliability requirements, namely the value of construct reliability on organic awareness (0.86), advertising (0.92), price (0.91), direct selling (0.91), attitude (0.94) and intention (0.93). Furthermore, the value of the variance extracted awareness organic (0.45), advertising (0.64), price (0.85), direct selling (0.62), attitude (0.79) and intention (0.78) (variance extracted > 0.50). Furthermore, this research produces the following path diagram:

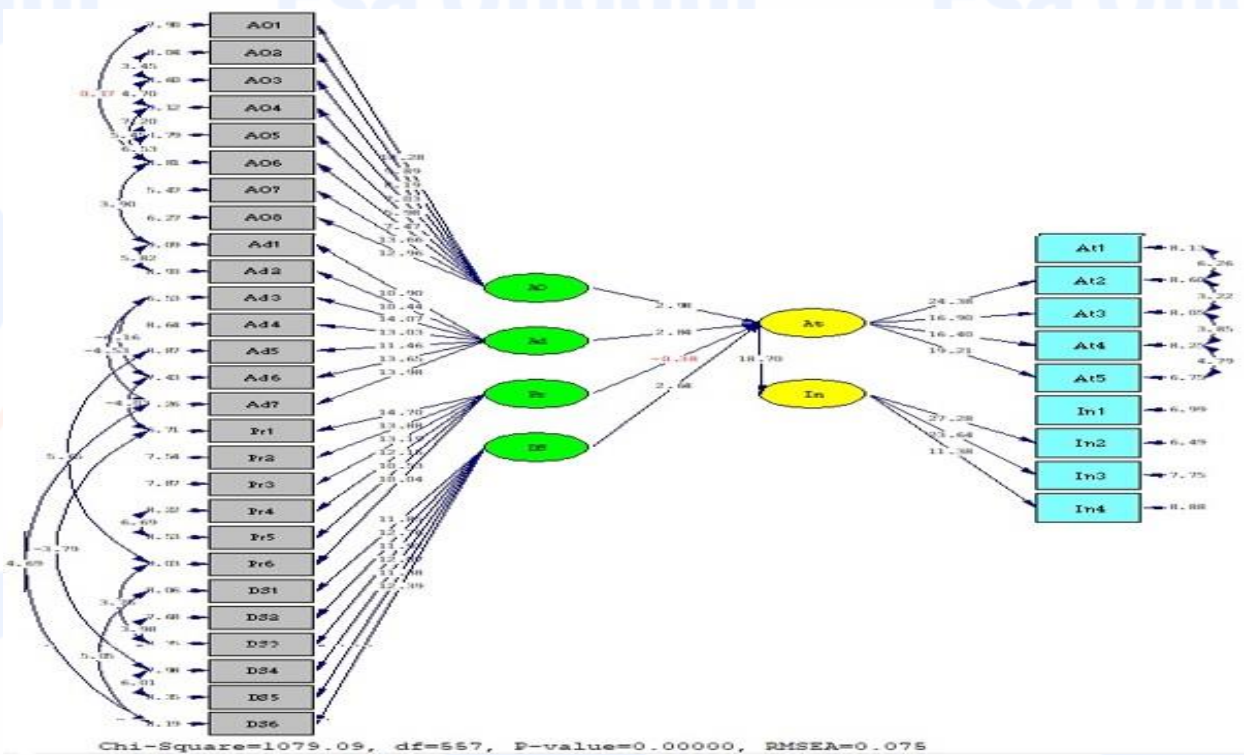


Figure 1. Path Diagram T. Value

From the results of calculations show that, hypothesis 1 organic awareness affects the positive attitude of consumers. These results indicate that if organic awareness is increased, the positive attitude of the customer increases. This is consistent with the results of research by Hossain and Lim (2016). Organic barrier prices for consumers (Fotopoulos and Krystallis, 2002) are expensive and hard to find in stores. Health awareness enhances attitudes and subsequently impacts on organic purchase intentions found (Huber, Rembiałkowska, Średnicka, Bügel, & Van De Vijver, 2011) nonsignificant so contradiction with the results of this study. But the results of Hossain and Lim's research showed non-significant health with consumer behavior.

Hypothesis 2 found that advertising influences the customer's positive attitude meaning that if advertising is increased the customer's positive attitude increases. These results support the findings of Ruswanti (2019) that advertising influences organic purchase intentions. Hypothesis 3 shows the price does not affect the attitude of the customer means that if the price rises or falls the attitude of consumers remains the same. These results support the findings of Hossain and Lim (2016) the majority of respondents are not willing to buy organic at expensive prices. These results are consistent with findings (Akbari & Asadi, 2008). Hypothesis 4 shows that direct marketing has a significant effect on customer attitudes. If direct marketing is improved, then the positive attitude of customers increases, this result supports the findings of Ruswanti (2019). Hypothesis 5 shows a positive attitude influencing organic consumption intentions. This means that if a positive customer attitude then the customer intends to consume organic.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions of the study: hypothesis one, hypothesis two and hypothesis four were significantly positive results on consumer attitudes and organic consumption intentions, these results support the hypothesis of previous researchers. While the third hypothesis of price does not affect consumer attitudes, and this hypothesis is not supported. The fact shows that the price is appropriate and the availability of organic increases the positive attitude of consumers and has an impact on organic consumption intentions. Managerial implications, independent and dependent relations have the main impact of positive social change, including awareness of organic consumption, if consumers already understand that organic consumption becomes healthier. So that the number of organic consumers will increase, if organic advertised can be through print and electronic advertising, direct marketing influences the positive attitude of consumers, impacting purchase intentions. Organic producers can implement strategies that are appropriate from the main problems of consumers, and views on organic products. The limitation of this study is the limited number of research respondents, which will further expand the respondents to obtain accurate results. In addition, this study will develop respondents to other proportions such as Surabaya, Bandung, and Yogyakarta, Surakarta, Makassar, North Sumatra.

Acknowledgment

We thanks to the Ministry of research and Higher Education the Government of Indonesian. Higher Education for funding this research we also appreciated for the anonymous peer reviewers to finalize the manuscript.

REFERENCE

Akbari, M., & Asadi, A. (2008). A comparative study of Iranian consumers' versus extension experts' attitudes towards agricultural organic products (AOP). *American Journal of Agricultural and Biological Sciences*, 3(3), 551–558.

- Aertsens, J., Verbeke, W., Mondelaers, K. and Huylenbroeck, G. (1899). Personal determinants of organic food consumption: a review. In C. J. Griffith (ed.), *British Food Journal*, Vol.111 No.10, (p. 1140-1167.). UK, Bingley: Emerald.
- Berglof, E., & Bolton. (2002). The Great Divine and Beyond: Financial Architecture in Transition. *Transition Newsletter*. Vol 13(6), 8-12.
- Demeritt, L. (2002). *All Things Organic 2002: A Look at the Organic Consumer*, Washington, Bellevue: The Hartman Group.
- Donahue, Marie Elizabeth, 2011, *Theory of Planned Behavior Analysis and Organic Food Consumption of American Consumers by Marie MBA*, The Royal University of Agriculture, BS, Arizona State University
- Fotopoulos, C., & Krystallis, A. (2002). Purchasing motives and profile of the Greek organic consumer: a countrywide survey. *British Food Journal*, 104(9), 730–765.
- Fullmer, S., Geiger, C. J. and Parent, C. R. M. (1991). Consumer's knowledge, understanding, and attitudes toward health claims on food labels. In L. G. Snetselaar, L. A. Ahrens, D. L. Hollinger, D. K. Mueller, T. Marshall, K. Mellen, L. Roth-Yousey (ed.), *Journal of American Dietetic Association*, Vol.91 No.2, pp. 166-171.
- Gil, J.M., Gracia, A., Sanchez, M. (2000). Market segmentation and willingness to pay for organic products in Spain. In G. Schiefer, (ed.), *International Food and Agribusiness Management Review* 3, (pp. 207–226.). Wageningen: IFAMA 11.
- Gracia, A. and de Magistris, T. (2007). Organic food product purchase behaviour: a pilot study for urban consumers in the South of Italy, In C. Chueca, Ó. González-Recio, C. De Blas, M. V. Baonza, G. Pérez-Rivera (ed.), *Spanish Journal of Agricultural Research*, Vol. 5 No. 4, (pp. 439-451.). Spain, Madrid: India.
- Ham, Marija, Pap, Ana and Bilandzic, Karla 2016. *Percieved Barriers for Buying Organic Food Products. 18th International Scientific Conference on Economic and Social Development – “Building Resilient Society” – Zagreb, Croatia, 9-10 December 2016.*
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*, 6th ed. Upper Saddle River, NJ: Prentice-Hall.
- Harper, G.C., and Makatouni, A. (2002). Consumer perception of organic food production and farm animal welfare. In C. J. Griffith (ed.), *British Food Journal*, Vol. 104 No.3-5, (pp.287-299.). UK, Bingley: Emerald.
- Hill, H. and Lynchehaun, F. (2002). Organic milk: Attitudes and consumption patterns. In CJ. Griffith (ed.), *British Food Journal*, Vol. 104 No. 7, (pp. 526-542.). UK, Bingley: Emerald.
- Hossain, MD. T. B. and Lim, P. X. (2016). Consumers' Buying Behavior towards Organic Foods: Evidence From The Emerging Market. *Malaysian Management Review* July-Desember 2016 Volume. 51, Number 2.
- Huber, M., Rembiałkowska, E., Średnicka, D., Bügel, S., & Van De Vijver, L. P. L. (2011). Organic food and impact on human health: Assessing the status quo and prospects of

research. *NJAS-Wageningen Journal of Life Sciences*, 58(3–4), 103–109.

Irianto, H. 2015; Consumers Attitude and Intention towards Organic Food Purchase: An Extension of Theory of Planned behavior in Gender Perspective. *International Journal Management Economic Soc. Sci.* Vol. 4 pp 17-31

Kumar, M. S dan Muthukumar, 2016. Effect of Influential Factors on Consumers Attitude towards Organic Food Products. *The International Journal Of Business & Management*, Vol. 4 No. 3.

Kotler, P., & Armstrong, G. (2008). *Principles of Marketing. 12th Edition, Prentice-hall, New Jersey.*

Lappalainen, R., Kaerney, J. and Gibney, M. (1998). A pan EU survey of costumers' attitudes to food, nutrition and health: an overview. In A.V. Cardello, S.R. Jaeger, J. Prescott (ed.) *Food Quality and Preference*, Vol. 9 No.6, (pp. 467-478.). Amsterdam: Elsevier.

Lea, E. and Worsley, T. (2005), Australians' organic food beliefs, demographics and values. In C. J. Griffith (ed.), *British Food Journal*, Vol. 107 No. 11, (pp. 855-869.). UK, Bingley: Emerald.

Lummer J., (1974). The concept and application of life style segmentation. In V. Kumar, R. Meyer (ed.) *Journal of Marketing*, Vol. 38 No. 1, (pp. 33-37). Chicago: AMA

Magnusson, M.K., Arvola, A., Koivisto-Hursti, U.-K., Aberg, L. and Sjoden, P.-O. (2003), Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behavior, *Appetite*, Vol. 40 No. 2, pp. 109-17.

Manengkey, R., and Tielung, M. (2015). The Influence of Marketing Communication on sales Improvement PT Garuda Indonesia Airways. *Journal EMBA*. Vol 3(2), 829-841

Muhanji, E.M., & Ngari, B. (2015). Integrated Marketing Communication and Sales Improvement Bank in Kenya. *Journal International Research publication*. Vol 5(9), ISSN 2250-3153.

Padel, S. and Foster, c. (2005). Exploring the gap between attitude and behavior: Understanding why consumers buy or do not buy organic food. *British Food Journal*, Vol.107 No.8, pp.606-626.

Oroian, C., Safirescu, C., Harun, R., Chiciudean, G., Arion, F., Muresan, I., & Bordeanu, B. (2017). Consumers' attitudes towards organic products and sustainable development: A case study of Romania. *Sustainability*, 9(9), 1559.

Osteen, C., Gottlieb, J. and Vasavada U. (2012). *Agricultural Resources and Environmental Indicators*, Washington: United States Department of Agriculture

Patel, C.P., & Chigan, P. K. (2015). Perception Customer to word Green Advertising of Green Purchase Intention. *Pezzottaite Journals SJIF*. Vol. 4(3), 2279-0918 online 2279-0926.

Ruswanti, E. (2015). *Panduan Penulisan Laporan Ilmiah: Atensi, Kredibilitas Perusahaan, Iklan Dua Sisi Terhadap Niat Beli Jasa Penerbangan Elang Air*. Yogyakarta: CV. Andi Offset.

Renko, dan Bošnjak 2009. Aktualno Stanje I Perspektive Budeceg Razvoja Trzista Ekoloske Hrane U Hrvtskoj. UDK 338.433(497.5) JEL Klasifikacija Q18, L66 Prethodno priopćenje

- Rimal, A.P., Moon, W. and Balasubramaniam, S. (2005). Agro-biotechnology and organic food products
- Ritson, C., and Oughton, L. (2007). Food consumers and organic agriculture. In: Cooper, J., Niggli, U., and Leifert, C. (Eds.). (2007). *Handbook of organic food safety and quality*, Cambridge: CRC Press, pp.74-94.
- Ruswanti, Endang; RillaGantino and Sabrina Sihombing (2017). Predicting The Influence Of Integrated Marketing Communication On Intention to Buy Organic Product: An Empirical Study, *Prosiding International Summit of Knowledge Advancements*, Johor Malaysia 26-27 Juli 2017.
- Ruswanti, E; Hapsari, N.P.; Januarko, M.U.; Kusumawati, M.D.(2019). Analysis Advertising, Sales Promotion, Personal Selling, Direct Selling on Purchase Intention Vegetables in ritail west Jakarta. *International Conference of Organization Innovation University of Ulsan South Korea*.
- Schifferstein, H.N.J. and Oude Ophuis, P.A.M. (1998), "Health-related determinants of organic foods consumption in The Netherlands", *Food Quality and Preference*, Vol. 9 No. 3, pp. 119-33.
- Suh, B. W. (2008). A study on the relationships between TV programs related to health and diet and consumers' diet life: Focus on the age group in their 20s and 30s [In Korean]. *Journal of Korean Food Marketing Association*. Vol 25, 29-48. Retrieved from <http://www.kfma.ne.kr>
- Suprpto, B. and Wijaya, T. (2012). Intentions of Indonesian consumers on buying organic food. In Tung-Zong (Donald) Chang (ed.), *International Journal of Trade, Economics and Finance*, Vol. 3 No. 2, (pp. 114–119).
- Tung, S. J., Shih, C.-C., Wei, S., & Chen, Y. H. (2012). Attitudinal inconsistency toward organic food in relation to purchase intention and behavior an illustration of Taiwan consumers. *British Food Journal*. Vol 114 (7), 997-1015.
- Tomic, M., Matić, K., Matić, Ž. and Cerjak M. (2015). Čimbeni cikupnjeekološ kogkruha i pekarskih proizvoda. In R. Lončarić (ed.) *Agroeconomia Croatica*, Vol. 5 No. 1, (pp.11-20). Zagreb: HAED
- Urban, J., Zverinova, I. and Ščasny I. (2012) What Motivates Czech Consumers to Buy Organic Food? In T. Stöckelová (ed.), *Czech Sociological Review*, Vol. 48 No. 3, (pp.709-736.). Prague: Sociologický ústav AV ČR.
- Verbeke, W., & Vackier, I. (2005). Individual determinants of fish consumption: application of the theory of planned behaviour. *Appetite*, 44(1), 67–82.
- Zakowska-Biemans, S. (2009). Factors underlying consumption of organic food in the opinion of Polish consumers. In T. Kikas (ed.), *Agronomy Research*, Vol. 7 (Special Issue II), (pp. 768–774.). Põltsamaa, Estonia: Vali Press.
- Zanoli R, Naspetti S, 2002. Consumer motivations in the purchase of organic food: a means-end approach.

