Understanding Consumers' Intentions and Behaviour Towards Organic Food: An Extended Theory of Planned Behaviour Approach

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Abstract

Organic food consumption is associated with healthier lifestyles and sustainable food systems; however, a persistent gap remains between consumers' favourable perceptions and purchasing behaviour. This study examines the determinants of organic food purchase intention and consumption behaviour using an extended Theory of Planned Behaviour (TPB) framework incorporating attitudes, subjective norms, perceived behavioural control, and sustainability awareness. Data were collected through an online questionnaire administered to consumers in Portugal and analysed using SPSS Statistics. The findings show that attitudes and sustainability awareness significantly and positively influence purchase intention, whereas subjective norms and perceived behavioural control do not significantly predict intention. Nevertheless, perceived behavioural control has a significant direct effect on consumption behaviour. Purchase intention emerges as the strongest predictor of actual consumption, confirming its central role in translating favourable evaluations into organic food purchases. Overall, the findings provide partial support for the extended TPB and highlight purchase intention as the main predictor of organic food consumption behaviour. These results suggest that policymakers, producers, and marketers should strengthen consumer awareness, trust, affordability, and access to organic products to encourage sustainable consumption and facilitate the transition towards environmentally responsible food choices.

Keywords

Organic Food, Purchase Intention, Consumer Behaviour, Sustainability Awareness, Theory of Planned Behaviour.