

EGOISTIC AND ALTRUISTIC MOTIVES ON THE PURCHASING BEHAVIORAL MODEL OF ORGANIC FOOD IN THE INDONESIAN MARKET

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Abstract—Organic food has positive benefits both for environmental balance and for increasing the competitiveness of local farmers. As a country with the second largest population among developing countries, this research can represent the picture of the organic food market in those developing countries. This study has two main objectives, (1) identifying determinants and barriers to organic food consumption and (2) developing organic food consumer models based on the theory of Planned Behavior. This research was conducted in Jakarta, Bandung, Semarang, Surabaya, and Bali using 550 respondents. SEM (Structural Equation Modeling) analysis is used to measure the Theory of Planned Behavior model which is developed by adding altruistic and egoistic constructs. The health aspect is the strongest reason for consumers to buy organic food. However, the premium price of organic food is still a barrier for consumers. This has an impact on the low monthly expenditure of organic food (less than IDR 500 000 per month). Both altruistic and egoistic motives have a significant influence on consumer attitudes towards the intention to consume organic food. However, altruistic considerations such as the desire to improve the environment, help local farmers and animal welfare, have a greater effect ($\beta = 0.466$) than the egoistic aspect ($\beta = 0.225$).

Keywords—altruistic, egoistic, organic food, consumer behavior, Structural Equation Modeling.

I. INTRODUCTION

Food safety is one of the important issues in the world because it is related to the sustainability of the future global food system. One alternative in maintaining natural balance and sustainable food consumption is through the use of organic farming methods. Organic agriculture not only safeguards the environment but also promotes community health, and brings significant benefits both to the economy and rural social cohesion (Annunziata & Vecchio 2016). The existence of organic agriculture in Indonesia has

strategic benefits because, in addition to supporting food security, organic farming is also able to encourage local farmers to be more competitive. Central government support is demonstrated through the program "1000 organic villages". The prospect of Indonesia becoming an organic food producing country is so large. In the Asian region, the country ranks fourth in those with the largest organic farming area, with a land area of 208 042 ha and ownership of producers of 17 948 (FiBL & IFOAM 2019). However, limited resources make the productivity of organic agricultural land in Indonesia unable to meet existing demand. Data from the Indonesia Organic Alliance shows that in 2018 the domestic market demand for organic food has experienced positive growth, especially due to the development of online sales carried out by several organic food distributors. Sales growth of packaged organic food in Indonesia in 2017-2022 is forecast to reach 8.4% (globalorganictrade.com, 2018).

The increasing demand for organic food has motivated researchers to investigate the reasons behind consumer behavior (M. von Meyer-Höfer et al., 2015). Although the modeling studies of consumer behavior in the organic market are quite large (previous researchers), the debate on the determinants of organic food consumption provides conflicting evidence. Several studies have revealed that the majority of consumers have a positive attitude towards organic food, but the portion of people who buy organic food regularly is still low (Pearson, Henryks, & Jones, 2011). Even in developed markets such as Germany, the United Kingdom, and Denmark, the organic food market is dominated by occasional consumers who are not only motivated by the altruistic aspect but are also shaped by egoistic aspects such as greater perceived health, better nutritional performance, and better taste of organic products. (Padilla-Bravo, Cordts, Schulze, & Spiller, 2013; Meyer-Höfer et al. 2015). Organic food markets in developing countries certainly have different tendencies. Therefore, it is very important to conduct research on organic food in emerging markets such as Indonesia. This study has two main objectives, (1)

identifying determinants and barriers to organic food consumption and (2) developing the organic food consumption models based on the theory of Planned Behavior. Based on empirical findings, this study intends to provide guidance for retailers, marketers, and policymakers to determine the right marketing strategy for organic food in the Indonesian market.

II. LITERATURE REVIEW

A. *Extended Theory of Planned Behavior*

The attitude of consumers according to Al-Swidi et al. (2018) becomes the most influential factor on buying intention in the concept of consumer purchasing decisions. However, consumer attitudes are not fully a single variable that influences consumer purchasing decisions. Theory of Planned Behavior (TPB) developed by Ajzen (1991) tries to provide a conceptual foundation for generic factors that influence consumer buying interest. As stated by Tarkiainen and Sundqvist (2005) the use of the modified TPB model fits perfectly with the data and produces a better model. TPB has not fulfilled a comprehensive framework for how the right model predicts consumer decision-making factors. So, it is not surprising that a lot of research, especially in measuring models related to pro-environment or even organic consumption patterns, generally requires the development of a TPB model. For example, research conducted by Dean et al. (2012) added norms and self-identity in measuring the intention to buy organic tomatoes, which were proven to be able to increase the predictability of the model. In this study, the TPB model was developed by adding egoistic and altruistic motives as forming consumer attitudes.

B. *Egoistic and Altruistic Considerations for Purchasing Organic Food*

Previous research in the field of self-construction revealed that egoistic values have a negative correlation with altruistic values that emphasize concern for others (Schwartz, 1992). However, different views state that egoism and altruism can coexist so that they affect attitudes (Meyer-Höfer et al. 2015). In the case of organic food, consideration of egoistic purchases can be compatible with altruistic considerations. Especially if consumers understand the advantages of organic food compared to the conventional, purchasing organic food can satisfy egoistic goals (e.g., the desire to be healthier) and altruistic goals are the desire to improve the environment (Kareklas et al. 2014).

C. *Conceptual Model and Hypothesis Development*

A better consumer attitude towards the consumption of organic food will further strengthen their intention to buy the product (Ajzen 1991) so that constructs that form attitudes such as egoistic and altruistic motives are very useful in better describing attitudes. Subjective norms reflect individual beliefs about how others, who are considered important to them, would view them engaging in the purchasing behavior (Ajzen, 1991).

Prior studies found that there is a significant correlation between subjective norms and the intention to purchase organic food (Chen, 2007). In addition, perceived behavioral control concerns individuals' own judgment regarding the existence of things that support or hinder a particular behavior (Ajzen, 1991). Previous studies have found that perceived behavioral control has a significant effect on intention, however Al-Swidi et al. (2013) showed a different result, which is that only perceived behavioral control had no significance towards buying intention. It was found that subjective norms moderate the relationship between perceived behavioral control and buying intention toward organic food, aligning with a previous study by Povey et al. (2000). Based on TPB (Ajzen, 1991) it was found that behavior can be predicted from intention in a reliable way. Some researchers have found that the relationship between intention to buy organic food and behavior is positive and significant (Tarkiainen & Sundqvist, 2005; Meyer-Höfer et al. 2015). Hence, we hypothesize:

- H1 (+): Attitudes toward organic food will be driven by altruistic considerations.
- H2 (+): Attitudes toward organic food will be driven by egoistic considerations.
- H3 (+): Intentions to purchase organic food will be driven by altruistic considerations.
- H4 (+): Intentions to purchase organic food will be driven by egoistic considerations.
- H5 (+): Attitude influence buying intention toward purchasing behavior of organic food.
- H6 (+): Subjective norms have a direct significant impact on buying intentions.
- H7 (+): Perceived behavior control significantly influences willingness to purchase organic food.
- H8 (+): Perceived behavior control has significant influence toward purchasing behavior
- H9 (+): Intention has positive influence to the actual purchase behavior of organic food.
- H10 (+): Consideration of egoistic purchases can be compatible with altruistic considerations.
- H11 (+): Subjective norms and perceived behavior control has significant correlation.

III. METHODS

Primary data was collected through in-depth interviews and self-administered samples of selected respondents in the period from May-September 2018. The study sample came from the islands of Java and Bali which included residents of the capital in each province, namely: Jakarta, Bandung, Semarang, Surabaya, and Denpasar. Java and Bali are chosen because the total population on these two islands reaches 60% of the total population of Indonesia. A sample of 550 respondents was selected using a purposive sampling approach. The criteria used to be chosen as the sample in this study are those who are included in the educated group of middle-class consumers who know and have ever bought

organic food products. Respondents filled out a self-administered questionnaire, while in-depth interviews were conducted to further explore the factors that were considered to influence buying attitudes and interests. The collected questionnaires were then cleaned, incomplete questionnaires were issued, so that the total questionnaires that could be continued in processing data consisted of 527 questionnaires.

The primary data of the study were processed with descriptive analysis techniques to see the frequency distribution of consumer characteristics. Whereas analyzing the effect of latent variables in the TPB model used Structural Equation Modeling (SEM) with a covariance-based approach. SEM is a multivariate statistical analysis technique which allows researchers to examine the direct and indirect effects of complex variables both recursive and non-recursive simultaneously to obtain a comprehensive picture of a model (Byrne 2010).

IV. RESULTS AND DISCUSSION

A. Organic Food Consumption in Indonesia

From the data of 527 respondents, it is known that generally consumers who purchase organic food belong to the middle-class customer category (income of IDR 3 million - 5 million by 29%), well educated (75% of graduates) and established families with an age of 20-29 years (42.5%). The majority of those who buy organic food are women (69.8%), married (58.4%) and have children under the age of 18 in their household (59.8%). This result is in line with the research conducted by Hughner et al. (2007) that organic food consumers are groups that have a good education, are middle aged, and consist of more women who have children. This study revealed that consumers who have children under the age of 18 tend to consume organic food more often ($\alpha 0.023 < 0.050$). The results of processing data on organic food purchasing behavior showed that consumers respond positively to organic food. Organic food markets in the future will experience growth, although it is still included in the occasional customer category where consumption of organic food has not become a daily routine, consumers generally buy organic food once a month (35.3%). The types of organic food most frequently consumed in the sequence are vegetables (44.6%), rice (22.8%) and fruit (13.1%), with expenditure per month for organic food less than IDR 500 000 (54.3%). Premium organic food prices are still a barrier to consuming larger quantities. This result is in accordance with the research of Zander et al. (2018), whose research showed that price is one reason for consumers not to purchase organic food.

B. Evaluation of the Measurement Model

Table 1 shows the mean, standard deviation and structural validity seen from the value of the factor loadings in the measurement model. This research model was built with reflective measurements. Most

indicators have a factor loading value that meets the usual recommended criteria, which is above 0.6 (Hair et al., 2017). However, there are 2 indicators that are still in the range 0.5 - 0.6, namely A5 and PB4. In the development research model, indicators that have factor loading value 0.5 - 0.6 are allowed (Chin 1998).

TABLE 1. MEAN, STANDARD DEVIATION, AND FACTOR LOADING OF MEASUREMENT ITEMS

Construct	Item used	Mean	SD	FL
Altruistic	Production without inputs that are harmful to the environment. (Alt1)	4.138	0.719	0.809
	Supporting local farmers. (Alt2)	4.150	0.762	0.668
	Opening jobs. (Alt3)	4.145	0.772	0.636
	Sustainability environment/resources efficiency (Alt4)	4.046	0.708	0.786
	Animal welfare (Alt5)	4.094	0.708	0.828
Egoistic	Being able to maintain family health. (Ego1)	4.265	0.617	0.867
	Containing lots of vitamins. (Ego2)	4.256	0.664	0.916
Attitude	The belief that organic food is environment-friendly (A2)	4.037	0.648	0.815
	Can explain the benefit of organic food consumption (A5)	3.625	0.753	0.541
Subjective Norms	My friend opinion's influencing me to buy organic food (SN2)	3.228	0.923	0.690
	My role model habit influencing me to buy organic food (SN3)	2.803	0.920	0.822
Perceived Behavioral Control	I think such products are not too expensive - price control (PBC2)	3.568	0.785	0.732
	I can handle any price increases and keep to buy - price control (PBC3)	3.154	0.869	0.897
Behavioral Intention	The advantages of making the product make want to consume continuously (BI2)	3.891	0.716	0.755
	The advantages of making the product are willing to recommend (BI3)	3.826	0.680	0.726
Purchasing Behavior	Buy organic food as a routine and planned (PB3)	3.471	0.871	0.611
	Buy organic food as a regular basis because of product quality (PB4)	3.586	0.789	0.564

Note: M = mean; SD = standard deviation; FL = factor loading.

Source: Own data, 2018

In order to ensure the research model can be continued for further analysis, we conducted several tests on validity and reliability. We tested the measurement model with confirmatory factor analysis, using maximum likelihood estimation (MLE) and then

looked at goodness of fit test. We calculated the average variance extracted (AVE) for each construct whose value was above 0.50, indicating adequate convergent validity (Fornell and Lacker 1981). This result is also supported by the value of composite reliability and is a higher Cronbach's value than the recommended threshold (Hair et al., 2017). Testing discriminant validity gives good results above 0.85 as a boundary point (Bagozzi and Yi, 1988; Kline, 2011), all square root values of AVE from latent variables are greater than the correlation with other latent variables. In general, the reflective model of this study has met the existing standard values, both in the criteria of validity and reliability.

Table 2. Assessment of the measurement model

Construct	N of items	CR (>= 0.7)	CRA (>= 0.7)	AVE (>= 0.5)	Discriminant Validity							
					(1)	(2)	(3)	(4)	(5)	(6)	(7)	
(1) Altruistic	5	0.909	0.876	0.668	0.817							
(2) Egoistic	2	0.945	0.885	0.897	0.466	0.947						
(3) Attitude	2	0.833	0.612	0.715	0.507	0.387	0.846					
(4) Subjective Norms	2	0.877	0.724	0.782	0.154	0.092	0.194	0.884				
(5) Perceived Behavioral Control	2	0.905	0.791	0.827	0.217	0.233	0.363	0.187	0.909			
(6) Behavioral Intention	2	0.884	0.737	0.791	0.439	0.384	0.557	0.216	0.453	0.890		
(7) Purchasing Behavior	2	0.815	0.545	0.687	0.315	0.314	0.340	0.159	0.631	0.487	0.829	

Source: Own data, 2018

Note: CR = composite reliability; CRA = Cronbach alpha; AVE = average variance extracted.

Diagonal values in bold correspond to the square root of the average variance extracted.

This stage is intended to evaluate the degree of compatibility between the data and the model. In an empirical study, a researcher is not required to fulfill all the criteria of goodness of fit but depends on the judgment of each researcher. The use of four to five criteria for the goodness of fit is considered sufficient to assess the feasibility of a model, provided that each criterion is represented. Based on the following table, it is known that test results of the goodness of fit of this study have met the existing standard values. Based on R² value it is known that the model explained 45.8% of the variance in attitudes toward organic food, 63.9% of the variance in intention to purchase, and 97.8% of purchasing behavior.

TABLE 3. FINAL MODEL GOODNESS OF FIT TEST RESULTS

No.	Criteria	Cut-off value	Result	Note
1.	Chi-square	< Tabled x ² value df 107, p 0.1% = 157.950	320.711	Close to Fit
2.	RMSEA (root mean square error of approximation)	< 0.08	0.068	Good Fit
3.	GFI (goodness of fit)	> 0.90	0.921	Good Fit
4.	CMIN/DF (the minimum sample discrepancy function/degree of freedom)	< 5	2.997	Good Fit
5.	CFI (comparative fit index)	> 0.90	0.936	Good Fit

Source: Own data, 2018

C. Causal Model Estimation and Hypothesis Testing

After going through the iteration process to get a fit model, the final model is obtained as shown in figure 1. All loading factors are so strong that they reflect the latent construct. The results of the causality test on SEM are useful to determine the influence of one variable with other variables. The p-value on the table or probability can be said to have an effect if it is close to 0.001 and does not exceed the maximum value of 0.050 (0.00 < p value < 0.05). The following table shows the value of the test results of the effects of endogenous and exogenous variables based on the value of Critical Ratio (CR) and Probability. The higher the CR value, the more significant the influence of a variable on other variables. The minimum value limit for CR is to be greater than 1.96 because the alpha used is 5%.

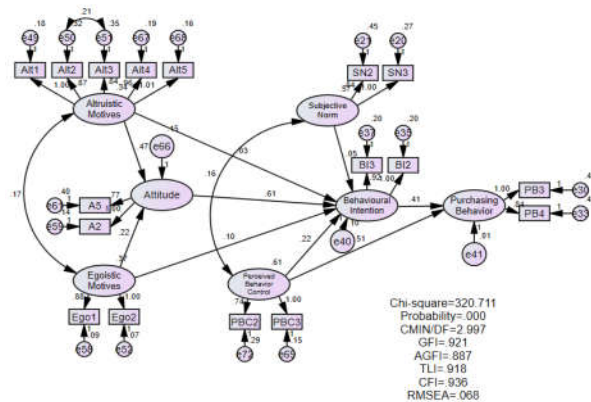


Fig. 1. Final structural model

In the organic food market in Indonesia, it is known that altruistic and egoistic motives are equally significant in shaping consumer attitudes. But altruistic motives have a greater influence than egoistic motives as predictors of attitudes. These results support the study

of Meyer-Höfer et al. (2015) which states that developing markets are more motivated by altruistic aspects that describe the social impact of organic food as environmentally friendly products. However, most consumers in Indonesia (56.5%) state that the main reason for consuming organic food is the health aspect. This can explain the significant influence of egoistic motives on consumer attitudes. On the other hand, through SEM testing it is known that altruistic and egoistic motives do not directly influence buying intention. However, both motives have a significant relationship. In this case, consumers buying organic food to fulfill egoistic goals (such as aspects of personal health) are also altruistic goals (such as maintaining environmental balance). This research is in line with the study conducted by Tarkiainen and Sundqvist (2005); Aertsens et.al (2009); Meyer-Höfer et al. (2015) that attitude influences buying intention towards purchasing behavior of organic food.

Subjective norms do not have a significant effect on buying intention. This study has different results to the research of Chen (2007) and Meyer-Höfer et al. (2015). However, according to the results of the study of Shin and Hancer (2016), although subjective norms did not directly influence buying intention, it contributed to forming another predictor in the TPB model. In this study, social influences such as friend opinion (SN2) and habits of role models (SN3) were more instrumental in determining perceived behavior control. Their social support has made a great contribution to increasing purchasing ability of organic food.

TABLE 4. TOTAL EFFECTS: PATH ESTIMATES, SIGNIFICANCE, HYPOTHESIS TESTING

Endogenous Variable		Exogenous Variable	β	S.E.	C.R.	P	Decision
Attitude	<--	Altruistic Motives	0.466	0.059	7.964	***	H1 supported
Attitude	<--	Egoistic Motives	0.225	0.053	4.201	***	H2 supported
Behavioural Intention	<--	Altruistic Motives	0.031	0.077	0.406	0.684	H3 not supported
Behavioural Intention	<--	Egoistic Motives	0.100	0.056	1.770	0.077	H4 not supported
Behavioural Intention	<--	Attitude	0.614	0.122	5.019	***	H5 supported
Behavioural Intention	<--	Subjective Norm	0.053	0.039	1.361	0.174	H6 not supported
Behavioural Intention	<--	Perceived Behavior Control	0.224	0.037	5.995	***	H7 supported
Purchasing Behavior	<--	Perceived Behavior Control	0.506	0.053	9.517	***	H8 supported

Purchasing Behavior	<--	Behavioural Intention	0.414	0.069	5.981	***	H9 supported
Altruistic Motives	<-->	Egoistic Motives	0.169	0.022	7.637	***	H10 supported
Subjective Norm	<-->	Perceived Behavior Control	0.155	0.038	4.093	***	H11 supported

Source: Own data, 2018

Note. β = standardized path coefficient; S.E. = standard error; C.R = Critical Ratio; P = probability.

Perceived behavior control explains perceptions about ease or difficulty in performing behaviors that reflect past experiences (Ajzen 1991). In this study, the perceived behavior control had a significant direct effect on both buying intention and purchasing behavior. In this study, price control is a strong indicator category in reflecting perceived behavior control. In other words, when the price disparity in organic and conventional food gets smaller, it will increase buying intention and purchasing behavior.

V. CONCLUSION

In general, the profile of organic food consumers is classified in the middle-class segment, has a relatively high level of education, the majority of women are married and have children under the age of 18 years. The most popular type of organic food in Indonesia is the fresh product category, namely vegetables. The organic food market in Indonesia will continue to grow in the future. This can be seen from the pattern of consumers who have made organic food a routine product purchased every month. However, the frequency of consumption is not regular every day. Consumers who have children consume organic food more frequently because of the health aspects.

Based on the TPB model, the purchase of organic food in the Indonesian market is greater due to personal determinants such as attitude and perceived behavior control. Nevertheless, subjective norms (social groups) also play a role in describing price control. Both altruistic and egoistic motives have a strong influence on consumer attitudes towards the intention to consume organic food. Therefore, marketers must emphasize aspects of personal benefits such as perceived health aspects, but also environmental and social aspects, such as environmental friendliness, fair trade for local farmers and animal welfare. The present study faced some shortcomings. In testing the causal model further, it is recommended to include more indicators to measure attitudes, intentions, and behaviors towards the consumption of organic food. In this way, the explanatory power of the behavior model and precision of estimates could be increased. Asking for specific organic products could also help future research to make more accurate recommendations.

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