Subjective norms, attitudes and intentions of Finnish consumers in buying organic food
Conclusions
The present study attempted to apply a modification of TPB into organic food buying context. The TPB modifications have dealt mainly with moral decision-making, where the subjective norms affected the behavioural intentions indirectly via attitude formation. Applying modified TPB to organic food buying context was based on the assumption that buying organic food is a moral decision reflecting collective utility of environmental well-being and to some form individual well-being. The results of the present study showed that this modification can be used to predict organic food buying intentions and self-reported buying behaviour. Perhaps the most important finding of this study is that it is possible to predict consumers’ buying behaviour of organic food with intentions to buy organic food, which can further be predicted with attitudes, and subjective norms, and that subjective norms affect buying intentions of organic food through attitudes.