

**WHY DO CONSUMERS BUY ORGANIC COFFEE?
ENVIRONMENTAL, HEALTH AND PRICE
CONSIDERATIONS**

**Jyväskylä University School of
Business and Economics**

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ABSTRACT

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Title Why do consumers buy organic coffee? Environmental, health and price considerations	
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<p>Luomutuotteet ovat tulleet entistä suosittumiksi kuluttajien keskuudessa viime vuosina. Luomukahvi valittiin tutkimuskohteeksi, sillä kahvi on maailman suosituimpia juomia, ja luomukahvi on kasvattanut kuluttajien suosiotaan jo vuosikymmenien ajan. Suosion syiksi on epäilty muuttuvia arvoja. Tutkielma keskittyy selvittämään, mitkä tekijät vaikuttavat luomukahvin ostamiseen ja ostopäätöksen tekemiseen. Terveys ja ympäristö ovat olleet esillä motiiveina aiemmissa tutkimuksissa, ja näiden lisäksi ostoprosessi sovitetaan Icek Ajzenin kehittämään asenteisiin perustuvaan teoriaan. Teorian mukaan ostopäätökseen vaikuttavat asenteiden lisäksi henkilökohtaisesti omaksutut ympäristön normit sekä itsekontrolli. Mallia on menestyksekkäästi sovellettu aiemmissa luomuelintarvikkeiden tutkimuksissa, ja yhdessä aiemmassa luomukahvin ostomotiiveja selvittävässä tutkimuksessa. Lisäksi tutkittiin, vaikuttaako ostopäätökseen hinta, joka on useasti mainittu luomutuotteiden ostopäätöstä estävänä tekijänä. Tutkimus tehtiin kvantitatiivisella lähestymistavalla. Aikaisempiin tutkimuskysymyksiin perustunut kysely toteutettiin Webropol-ohjelmalla. 82 vastausta kerättiin Jyväskylän yliopiston Kauppakorkeakoulun sähköpostilistan kautta lähetetyllä viestillä. Suurin osa vastaajista oli nuoria ja naispuolisia, mikä on tutkimusten mukaan vain yksi luomutuotteita ostava segmentti. Vastaukset analysoitiin SPSS ja SmartPLS- ohjelmilla. Lopputulos oli osittain yllättävä, sillä ympäristö ja terveys eivät näytä olevan merkittäviä tekijöitä luomukahvin ostossa. Kaikista parhaiten ostoa ennusti asenne luomukahvia kohtaan. Hinta ei muodostunut merkittäväksi esteeksi tutkittavalle otokselle. Terveys tai ympäristö eivät olleet merkittäviä motiiveja luomukahvin ostolle, vaikka teoria puolsi tätä. Johtopäätöksenä voidaan sanoa, että liikkeenjohdolle hyödyllisintä on keskittyä vaikuttamaan kuluttajan myönteiseen asenteeseen luomukahvia kohtaan.</p>	
Keywords organic, coffee, theory of planned behavior	
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<p>Organic products have become increasingly popular over the past few years. Organic coffee was chosen as a research object, since coffee is one of the most popular drinks in the world. Organic coffee has been growing its interest for decades, the reason of which is suspected to be changing values of consumers. This research focuses on explaining which factors affect and lead to the purchase decision of organic coffee. Health and environment have been central in previous research, and on top of that theory of planned behavior by Icek Ajzen is taken as a part of the mode. According to the theory attitudes, subjective norms and perceived behavioral control affect any given behavior. The model has been previously used to successfully explain the purchase of organic products, and in a study made related to organic coffee purchase motives. Moreover, it has been researched how price affects the purchase decision since it is often mentioned as a prohibiting factor in the literature. Quantitative approach was chose, and 82 responses were gathered using Webropol by sending a questionnaire to JSBE email list. Most of the respondents were young females, which is only one of the segments who buy organic coffee. The responses were analyzed using SPSS and SmartPLS programs. The final results was partially surprising, since health and environment as motives do not play a major role in purchasing organic coffee. The best predictor for purchase was attitude. Price was not a remarkable prohibiting factor for purchase, even though the literature suggested it. To conclude, it could be said that the best decision for management of organic coffee producing companies is to influence the attitude of consumers to become as positive as possible.</p>	
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TABLES AND FIGURES

TABLE 1 Research factors, questions and sources	26
TABLE 2 Descriptive statistics	27
TABLE 3 Respondents and their age	29
TABLE 4 Respondents and their gender	30
TABLE 5 Composite reliability, factor loadings and t-values	32
TABLE 6 Square roots of AVE	33
TABLE 7 Direct effects	33
FIGURE 1 Research model	10
FIGURE 2. Theory of planned behavior	12
FIGURE 3 Research model	22

INTRODUCTION	7
Research background	7
Research objectives, problems and structure	9
THEORY	11
Motives for purchasing organic food	13
Attitudes	14
Subjective norms	16
Perceived behavioral control	16
Behavioral intention	17
Behavior	18
Consumer hesitations to choose organic food	20
METHODOLOGY	23
Quantitative research	23
Survey	24
Data collection and implementation	25
Data analysis	26
RESULTS	29
Demographic and background information	29
Exploratory factor analysis	30
Measurement model	31
Structural model	33
DISCUSSION	36
Theoretical contributions	36
Managerial implications	38
Evaluation of the research and its limitations	39
Future research	40
REFERENCES	41
APPENDICES	48

1 INTRODUCTION

1.1 Research background

“Coffee is the most common beverage in the world ” -Baker, Thompson & Engelken

Organic coffee refers to coffee, which has been made without the use of artificial pesticides, genetic modification and as natural as possible. Coffee is one of the most commonly used beverages in the world (Baker, Thompson & Engelken, 2004). There is once niche of coffee worth more research than others.

Organic coffee is a lucrative and growing business. Technavio (2017) estimated that the organic coffee industry will growth of 13 % CAGR between 2017-2021, which is due to the growing demand by millennials. In total, this growth would make the organic coffee market in 2021 worth 4 998, 6 billion USD (Technavio, 2017).

Little by little, organic coffee has grounded its growing popularity on consumer demand based on value changes of consumers, which is mostly based on concerns over health and environment. This development has roots spanning over decades.

In the 1970s consumers started to show growing concern over environmental and health issues, it lead to organic farming methods to grow and develop. People were also willing to pay a premium for better quality of food. About 10 years later, governments started to establish official recognitions for farmers who were organic and developed a labeling systems. (Lockeretz, 2007).

Furthermore, the demand for organic food grew tremendously in the 1980s (Davies, Titterington & Cochrane, 1995). This trend seems not to be stopping. Once concerning only a small niche of consumers, the masses have taken it as their own (Han and Yoon, 2015).

Moreover, there has been another spur of interest towards healthy, socially and and environmentally sustainable products in developed nations. (Claro & Borin de Oliveira Claro, 2004). More knowledge of environmental

issues is spreading rapidly among consumers (Lee, 2011). Furthermore, it has been stated that the consumers' opinions about organic food could create pressure for agricultural practices to change (Beharrel and McFie, 1991).

On top of that, consumers are more and more interested in the entire chain of sourcing of the products they purchase (Claro & Borin de Oliveira Claro, 2004), which might explain the vast amount of recent research in the area. Consumers are interested in knowing how the alimentary products they consume are made, which is another incentive to choose organic.

Consumers might see motives such as health concerns, taste issues and environmental aspects as central reasoning to purchase organic coffee. (McCloskey and Maddock, 1994). On top of that, consumers are paying more and more attention to the environmental and social sustainability of products found in the market (Anagnostou, Ingenbleek & van Trijp, 2014). Furthermore, research wise there is growing interest in finding out why consumers choose different types of food (Chen, 2007). It has been also suggested that the retail location consumers choose to shop at may distribute according to the values for which the purchase is made. Therefore, it is a valid research topic to determine which values make consumers choose organic products: it should provide interesting findings to retailers choosing their products. For example, De Ferran and Grunert (2007) suggest that supermarket shoppers are more willing to protect the environment and support alternative economies while special store buyers prefer to focus more on human rights. Consequently, more research in the area is needed.

Looking at the past research, it seems that factors related to health play a major role in the purchase process of organic coffee (Huang, 1996) as does concern for the environment (Magnusson, Arvola & Hursti, 2003). However, there are also mixed results in the field: some claim that environment is the most dominant factor in buying organic coffee (Baker et al., 2004). Tarkiainen and Sundqvist (2005) found environmental issues to be the most important factor. Ethical self-identity (Shaw and Shiu, 2012), personal values (Lea and Worsley, 2005) and beliefs about the taste of organic food (Padel and Foster, 2005) are suggested by others. There has also been an emphasis on the health aspect, and some researchers have found correlations between eating more vegetables and holding non-traditional production methods as important (Pelletier et al., 2013). Environmentalism can be a significant competitive advantage for companies. As there is a plethora of reasons to choose organic coffee, it makes sense to research which one is the determining factor of them all.

On the other hand, consumers might experience barriers to purchase organic produce even if they were interested in purchasing them. Price, availability and appearance of organic goods are among them (Claro & Oliveira de Claro, 2014). Furthermore, as consumers might hold positive attitudes towards the environment, their choices and behavior might not reflect their attitudes. Moreover, consumers tend to have high expectations about sustainable companies. Spite of this, their willingness to pay a premium might not follow. (Bezencon and Etemad-Sajadi, 2015). Therefore, more research in this area is needed, and particularly how price affects the choice of organic.

The objective of this thesis is to enlighten their relationship, and answer to the following questions:

- What are the motivators that entice consumers to choose organic coffee over regular coffee? What is the role of environmental and health factors?
- To which extent are these related to actual purchase behavior?
- What factors prevent consumers from choosing organic coffee? How does price of organic coffee affect purchase intention?

Chang, Kittichai and Watchravesringkan (2018) have used the model of theory of planned behavior in examining sustainable consumption in general. They state that even though the TPB often doesn't predict consumer intentions accurately, their study found that the theory can be successfully applied in their context.

The research is also based on the articles similar to "Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity" (Lee, Bonn & Cho, 2015). The idea behind the article is to apply the Theory of Planned Behavior (TPB) to purchasing organic coffee. The researchers see their study as an important addition to the society due to the rapidly growing interest towards organic coffee.

Theory of planned behavior refers to consumer attitudes towards a certain action. It was created by Icek Ajzen. Moreover, the basic thought behind the theory is that it intentions to execute certain behavior can be quite accurately predicted based on attitudes, norms and perceived behavioral control towards the particular behavior.

Other studies in a somewhat similar setting are not easily found, and especially not for coffee. Indeed, more research is required to unravel the needs and attitudes of Finnish people regarding organic coffee. As there also is not a clear consensus among researchers as to what constitutes as the most important motive for organic coffee consumption, there is a need for further research in different contexts.

As the objective of the research is to find out correlations and relationships between factors, quantitative research is the best option, as it can provide enough data to make generalizations.

1.2 Research objectives, problems and structure

First, the most important theoretical concepts and frameworks of the research are thoroughly explained. The relationships between various constructs is clarified with the use of different sources, and hypotheses are formed to portray the relationships of the concepts. These will further explain the research questions and the potential answers. Furthermore, the questions which this thesis is meant to answer are formed accurately.

Second, the methodological choices are critically examined. Their perks and shortcomings are questioned, with an emphasis on objectivity. Third, the properties of the data are examined and put in numbers. The hypotheses are tested with statistical methods. Fourth, the method and results of the analysis of the data are clarified. Descriptive statistics of the data, confirmatory factor analysis and structural equation modeling are used. PLS-SEM is a statistical method often used in social sciences, as it has many advantages over other methods. Its advantages and disadvantages are explained.

Lastly, the theoretical contributions and practical implementations form a chapter, which explains how the research could benefit the scientific community as well as the commercial sector. Brand managers and marketing department in companies operating in the coffee industry may find this useful. The scientific community will get further ideas for new research to thoroughly find new answers to perplexing questions.

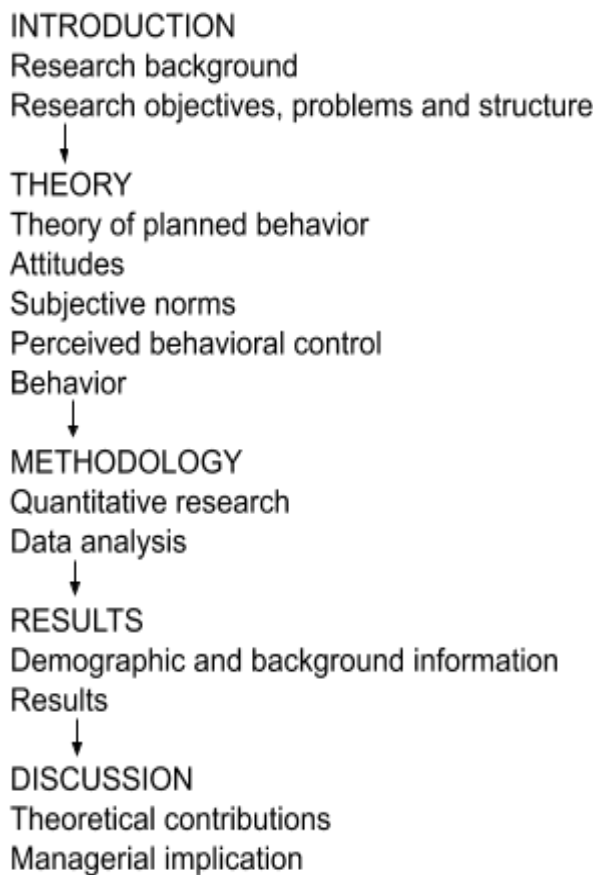


FIGURE 1, Research model

2 THEORY

An individual's food choices are moderated by their personal beliefs (Chen, 2007). Therefore, it is vital to research the beliefs, attitudes and personal thoughts that consumers have about organic food. Smith & Paladino (2015) have discovered that attitudes and norms have an impact on purchase of organic food. Similar behavioral principles have been used as the basis for explaining animal behavior (Hull, 1943).

Lee et al., (2015) state that given the amassed evidence in using the theory of planned behavior has been proven to be the most effective model to predict human behavior in various contexts based on attitudes, subjective norms, perceived behavioral control, intention and actual behavior. However, this is not to say that the theory should not be questioned and is an all-encompassing guideline for explaining how individuals are likely to behave. Nevertheless, Lee et al., (2015) also say that the theory has been successfully applied in determining human behavior in a variety of contexts such as using alcohol, taking up new IT programs and technology in general and choosing a travel destination.

Icek Ajzen (1991) has said, that behavior can be predicted quite accurately based on personal attitudes, subjective norms, perceived behavioral control and behavioral intention towards the given action. The theory has gotten a fair amount of supporting evidence. Moreover, attitudes, subjective norms and perceived behavioral control are somehow related to a certain variance of behavioral, normative control. (Ajzen, 1991).

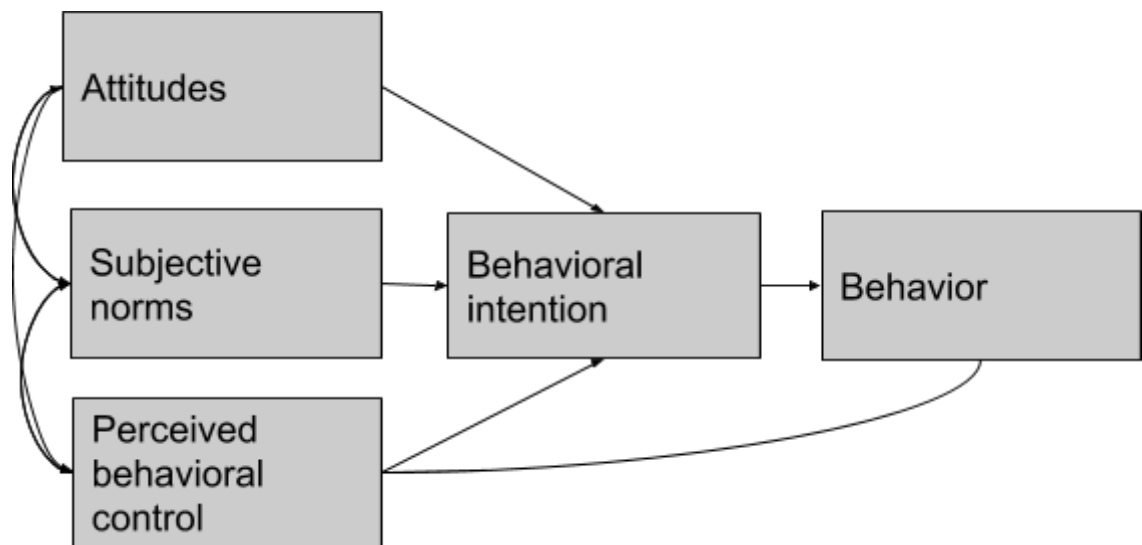


FIGURE 2 Theory of planned behavior

However, these factors fail to fully explain the behavioral outcomes. All in all, it is one of the best models to explain why humans behave the way they do. As in the words of the creator of the theory:

“Theory of planned behavior is a framework designed to predict and explain human behavior in specific contexts” –Ijec Ajzen, 1991

Next, the theory will go deeper into the research question and the attributes of Ajzen’s model, which has been used before several times to predict consumer behavior related to buying organic (Scalco, Noventa and Sartori, 2017).

Further, there has been a meta-analysis made of several studies regarding organic food consumption in the framework of theory of planned behavior. It has been revealed in the analysis that attitudes impact purchase intention a lot, to which can be later on added subjective norms and perceived behavioral control. The analysis also states that there is an effect from subjective norms to attitudes, and that all the antecedents of behavioral control are interconnected. Consequently, subjective norms effect also perceived behavioral control and vice versa. (Scalco, Noventa and Sartori, 2017). The interchanging effect of each factor is shown in figure 2.

Furthermore, theory of planned behavior has been widely used in estimating different types of food choices such as personal motivations for buying organic food (Aertsens et al., 2009; Dean et al, 2009, Arvola et al., 2009) These studies have found that by identifying the values of the consumers of organic food and by influencing them through the value system (Aertsens et al., 2009). Furthermore, they all confirm that attitudes in general play a major role in determining organic purchase behavior. Moreover, also subjective norms affect the decision. (Arvola et et al., 2009). On top of that, literature reviews of TPB in terms of suggests that perceived behavioral control also has an impact

on the purchase intention (Aertsens et al., 2009). Moreover, other researchers have tested theory of planned behavior in relation to organic food, and say that it is constant with previous results, which proof that the model is a good fit in predicting purchase behavior (Pandey & Khare, 2017).

Next, the theory part is going to go into detail about how attitudes, subjective norms and perceived behavioral control affect behavioral intention and behavior and for the whole theoretical framework.

2.1 Motives for purchasing organic food

Oftentimes, concern and interest for health is a major incentive to purchase organic foods (Huang, 1996; Ekelund, 1998; von Alvensleben, 1998; Wandel & Bugge, 1997) whereas environmental reasons do not seem to be as big of a motive (Mathisson & Schollin, 1994 ;Ekelund, 1989; von Alvensleben, 1998).

For instance, in one study the researchers (Tregear et al., 1994) found out that 54 % of the consumers choose organic produce due to the concern for health for themselves or their family, and only 9 percent chose the food because of environmental reasons. Schifferstein & Oude (1998) found out health is more important for incidental buyers of organic food than for consumers who buy larger quantities of organic foods. For the latter group, health and environmental reasons were equally important.

Furthermore, Jolly (1991) discovered that the difference between organic and non-organic food buyers see the quality of food differently. The organic buyers showed interest in food free of preservatives, artificial additives, sugar, salt and colouring (Jolly, 1991). Thus, health motives play a big role in purchasing organic.

Consequently, it would seem that the motive for purchase affects the frequency of purchase of organic food. If the environmental motive is not present, the purchases are less frequent. On the other hand, the health motive is often present. (Magnusson et al, 2001).

On top of that, age may be a determining factor in in what kind of values and norms are used as bases for the purchase. Wandel & Bugge (1997) determined two groups of heavy organic food buyers based on age: old and young. Their motives differed from each other so that younger buyers were more concerned with the environmental impact of their purchases and the older generation put an emphasis on health.

Jolly (1991) also stated that organic food buyers are often younger than older. Moreover, this supports the notion that demographic factors influence the purchase motives.

However, in terms of purchasing food there are many qualities that consumers are looking for besides health or environmental friendliness. Taste, freshness and quality usually are more important than organic production methods in terms of food purchases (Magnusson et al., 2001).

However, many researchers have stated that the motives for purchasing organic food are often not that consumers think it is more ethical. It would seem

that they are mostly related to self, such as wanting to avoid pesticides, food being more sage and taste being more authentic. (McEachern and McClean, 2002). On the other hand, some researchers have found out that positive moral estimations of organic food purchases increase the likelihood of purchase (Dean et al., 2008). However, the choice can vary differently according to which type of organic product is purchased. If the product is considered a vice that is not good for you to be with, or there are high promotional activities in the product category, consumers do not put an emphasis on the organic label (Vandoorn and Verhouef, 2015).

Attitudes could be said to stem from beliefs about what happens when a certain behavior is executed, i.e. the outcomes and consequences of actions (Sparks & Shepherd, 1992). Consequently, if an individual believes that purchasing organic coffee would lead to a more healthy, environmentally friendly and ethical outcome, they would be said to have a positive attitude towards organic coffee purchase.

Therefore, the following hypotheses can be formed based on the theory mentioned above:

H1: Health as a motive increases the likelihood of positive attitude towards organic food

H2: Environmental friendliness as a motive increases the likelihood of a positive attitude towards organic food

2.2 Attitudes

Consumer attitudes and consumers' perceptions clearly influence their behavior, which has been tested many times with different models of ethical consumer behavior (Ferrell and Gresham, 1985; Hunt and Vitell, 1993; Vitell et al., 2001). In relation to specifically to the consumption of organic, attitudes play a major role (Scalco et al., 2017).

Attitude can be defined as a somewhat durable personal perception towards a given subject. Attitudes refer to the extent of which an individual possesses positive or negative assessment of a given subject, in this case a behavior (Ajzen, 1991). Attitudes have their roots in values, which reflect a person's self-concept (Dickson, 2000). People who have different values behave differently, and there is a large value gap between consumers who behave in so called ethical ways and who choose not to participate in such activity (Fritsche, 1995).

Most consumers are familiar with the concept of organic and can tell what it means (Roddy et al, 1996; von Alvensleben, 1997). In terms of organic farming, it refers to thorough methods that without the use of pesticides take advantage of high quality seeds, avoiding exposure of plants to potential threats, using a tolerant variety, intercropping, variety mixtures and plant nutrition and soil management (Lockeretz, 2007). It is often the case that about 30 to 60 percent of consumers state that they are interested and prefer organic

food over non-organic (Ekelund, 1989; Wilkins and Hillers, 1994; Wandel and Bugge, 1997.) However, this attitude necessarily does not lead into purchase (Wandel & Bugge, 1997; von Alvensleben, 1998). Vermeir & Verbeke (2006) say that a low perceived availability of organic products may effect on purchase even though the attitudes to purchase would be highly positive. It is generally a documented fact that positive attitudes do not necessarily lead to purchase (Cobb-Walgren & Ruble, 1995).

Consumers who had previously bought organic food did so more often and also had more positive attitudes towards organic food (Schifferstein & Oude, 1998). The people who had not purchased organic food before did not have such positive attitudes (Roddy et al, 1996). All in all, it would seem that positive attitude is a contributor to purchase, since the consumers with negative attitudes have not bought organic food. Vermeir & Verbeke (2006) say that involvement in sustainability matters have a positive impact towards buying sustainable products such as organically produced alimentary products, which in turn correlates strongly with intention to buy. Furthermore, consumer attitudes about health, environment and price do have an impact on purchase intention (Bonn, Cronin and Cho, 2015).

Wandel & Bugge (1997) also stated that women tend to be more interested buying organic food than men. Also higher education increases the likelihood of paying more for organic foods (Jolly, 1991; Wandel & Bugge, 1997). Consequently, demographic factors are related to the attitudes to organic food. Moreover, the price of organic foods being higher than usual, the increased income opportunities due to higher education make it easier to choose organic products. Attitudes towards organic products are often measured without asking about the price (Browne et al, 2000).

There have been several models and different types of research about how the demographic factors in generally ethical purchase behavior. All in all, they are contrary to each other. Some say that buying behavior is not influenced by gender (Mori, 2000; Sikula and Costa, 1994) and others say that it generally is (Pelsmacker, Driesen & Rayp, 2005). Some studies also say that the ethical consumer would be characterized by high income, education and status (Carrigan & Attalla, 2001) and others state that people who buy from responsible businesses would have a slightly lower income than on average (Roberts, 1995). Even if demographics may have an impact on what people choose to buy, they are not nearly sufficient enough to explain behavior (Pelsmacker et al., 2005).

All in all, only a small part of consumers buy organic food spite of their positive attitudes towards them (Magnusson et al., 2001). Actually majority of consumers do see organically produced food as good, wise and important purchase decision, but are not maybe willing to act on these beliefs during purchase (Magnusson et al., 2001). However, as mentioned earlier consumers who have negative attitudes have not bought organic food and therefore it would seem that positive attitude towards organic food is required for the purchase.

Thus, the following hypothesis can be formed:

H3: Positive attitude towards organic coffee increases the likelihood of organic coffee purchase.

2.3 Subjective norms

Norms are sets of beliefs, which are true in the eyes of the beholder. A person will try to behave in a way, which supports their personal beliefs. However, this is not always the case. If a person has to act against their norms, feelings of guilt and remorse may arise. Subjective norms are a combination of the perceptions of what others and the individual think they should do, and the balance that an individual find in fulfilling the expectations of others and fulfilling their own wishes (Sparks & Shepherd, 1992).

Therefore, a distinction need to be made between subjective and objective norms, from which the latter refers to commonly accepted behavior and code of conduct. For example, not everyone sees purchasing organic coffee as useful for the environment, and therefore this would be a subjective norm. Most people however accept honesty as a normative value so it would be an objective norm.

In the context of this study, subjective norms refer to the perceived social pressure to engage in a certain behavior or choose not to do so (Ajzen, 1991). Consequently, this means that the norms are accepted by the individual as acceptable forms of behavior and not only by a larger audience. Naturally, if an individual does not believe in the norm, they will not feel the pressure to act like it. Experiencing social pressure from peers explains intention to buy even though personal attitudes towards purchase would be rather negative (Vermeir & Verbeke, 2006).

Therefore, the following hypothesis can be conducted:

H4: Subjective norms, i.e. perceived social pressure and acceptance to purchase organic coffee increases the likelihood of purchasing organic coffee

2.4 Perceived behavioral control

Perceived behavioral control refers to the extent to which a person believes they can change, control or manipulate their own behavior, and the easiness of the whole process. Past experiences and expected hindrances and boundaries are included in this, and they are seen to reflect onto perceived behavioral control. (Ajzen, 1991).

Locus of control (Rotter, 1966) is seen as a non-changing force irrespective of the events at hand. However, perceived behavioral control may and often have different effects in different events. Consequently, it is possible

for a person to think that results are determined by his or her behavior and on the contrary that he or she might not be able to fulfill their wildest dreams. In this situation, there is a belief in internal locus of control, but a low perceived behavioral control. (Ajzen, 1991).

Perceived behavioral control is well defined by Bandura (1997, 1982) as being "concerned with judgements of how well one can execute courses of action required to deal with prospective situations".

No matter if an individual is capable of a type of behavior or not, his or her beliefs in reaching the desired outcomes often determine, whether or not the action is reached or even attempted. The most important distinction between the theory of reasoned action and the planned behavior is that the latter has behavior as an element. (Ajzen, 1991).

Atkinson (1964) has a theory about achievement motivation, which concentrates on an individual's expectations on achievement. This is referred to as perceived probability, which can be seen alike to perceived behavioral control since they both take into account the point of view of given behavioral situations and not generalized statements.

However, Atkinson's theory also has a somewhat different emphasis; succeeding in a situation at hand does not depend on motivation to succeed in itself, but rather generally as what a person takes with him or herself to every situation. (Atkinson, 1964, 242). Together according to this theory, the general disposition and expectations combine into the probability of success. (Ajzen, 1991).

The resources that an individual possesses, must have an impact on how likely a certain behavior can be conducted. It does not matter if the control is real or not, a more fascinating psychological fact is how the perceived control influences intention and action. (Ajzen, 1991).

How efficient and individual believes to be, will have an effect on the preparations and efforts of the given task. Moreover, thoughts and emotions are also included in this process. (Bandura, 1982).

Since stated above, how strongly a person believes in their ability to execute a certain action should have an impact on their success. Therefore, the following hypothesis can be formed:

H5: Perceived behavioral control is positively related to purchasing organic coffee.

2.5 Behavioral intention

Despite the growing interest and knowledge about food sustainability, the positive attitudes and norms might not turn into behavior (Vermeir & Verbeke, 2006).

Each person hold a unique set of personality traits, which affect the way they behave. Broadly speaking, it predicts how an individual is bound to behave. However, it is not an accurate predictor of an individual's conduct in different situations and contexts. Moreover, it does not exclude certain

behavioral outcomes from occurring. Consequently, there are other factors, which explain the differences in situations. (Ajzen, 1991). As the rule of thumb goes, past is not an absolute determinant of the future.

Intentions may prescribe behavior in the future, as they are seen as predecessors of actions. Strong intentions are thought to stem from strong motivation and willingness to exert effort. Therefore, strong intentions would lead to behavior more likely than weak intentions. However, this is the case only if the individual can exert mental effort to conduct the wanted behavioral outcome. On top of that, there are factors besides motivation, which effect the likelihood of the outcome. These can be resources such as other people, skills, money, time. (Ajzen, 1991).

Moreover, there have been different definitions of what intention actually is: in some publications (Ajzen, 1985) it has been referred to as attempting a certain behavior, and in others as conducting that behavior in real life. (Ajzen, 1991). Nevertheless, Schifter & Ajzen (1985) found significant similarities with trying to perform a behavior and performing it. With common sense and mathematical likelihood, it would seem that the more attempts for a given action are made, it should increase the likelihood of the desired result.

It is commonly accepted that intention to engage in a behavior is influenced by motivation and ability. As a result, it would make sense that an individual's intentions would affect performance until the barrier of behavioral control, whereas motivation would be the limit to increasing performance (Ajzen, 1991). On the contrary, this has received little support (Locke, Mento & Katcher, 1978).

In a situation, where power of will should not be a problem, intentions are a good predictor of behavior (Canary & Seibold, 1984). Voting is a good example of situations, where intentions predict actual behavior quite accurately. Voting polls made slightly before actual election are generally a good predictor of the outcome of the election, as correlation is between .75 and 0.8 (Fishbein & Ajzen, 1981). Several factors might explain this. First, voting is a personal decision that is not always shared to others, which might exclude the impact, that social pressure and influence might have on the decision to vote. Generally, the type of behaviors where individuals choose between a set of options, can be predicted quite well with the means of intention (Ajzen, 1991).

Looking at the previous evidence of how behavioral intention affects the outcome of behavior, the following hypothesis can be conducted:

H6: Behavioral intention turns into to purchasing organic coffee.

2.6 Behavior

Behavior refers to the set of actions made, which can be forecasted based on attitudes, subjective norms and perceived behavioral control (Sparks & Shepherd, 1992). Daily consumption habits are still largely driven by easiness, money-value relationship, habit, pleasure, health and personal responses to institutional and tend to be change-resistant (Vermeir & Verbeke, 2006).

Therefore, the aforementioned attitudes, subjective norms and perceived behavioral control might not turn into behavior, as they are not the only factors which affect decision-making.

The more effective a person believes they can be, the more likely they are to choose activities. On top of that, the same belief influences preparation for the activity and exerted efforts during execution. Moreover, reactions related to emotions, and forms of thinking are related to beliefs of self-efficacy. (Bandura, 1982). However, according to the theory of planned behavior, this is only one part of the framework, that dilutes an individual's attitudes and subjective norms according to different situations (Perry & Langley, 2013).

In short, the theory of planned behavior (TPB) describe how behavioral intention and perceived control over any exertions to engage in a behavior create a given behavior (Protogerou et al., 2013). For example, it would not be enough that a person thinks organic coffee is good and that their nearest think it as an excellent choice. If there are barriers to that behavior, such as the ability to purchase it anywhere, it would be highly unlikely for the individual to do that because their perceived control would be low.

Protogerou et al., (2013) have also said that TPB is an extension of Theory of Reasoned Action by Fishbein, who did not consider the perceived behavioral control in determining behavior. Ajzen (1991) determined that this extension of the theory helps predict behavior even further.

However, does behavioral control automatically turn into perceived behavioral control? Individuals have different skill levels, but also different levels confidence and belief in themselves. This does not mean that the individual who has more confidence to learn would learn more than someone with self doubts but a lot of talent. (Ajzen, 1991) says that individuals with various opinions and attitudes about their behavioral control may possess intentions to conduct a behavior equally enthusiastically.

However, if sudden or unknown elements, such as alterations in the resources at hand or unforeseen circumstances are encountered, perceived behavioral control ceases to act as a measurement of likely behavioral outcomes. (Ajzen, 1991). On the other hand, the part of perceived behavioral control, which is based on reality is a somewhat good measure of behavior. (Ajzen, 1985).

Consequently, how significant intentions and perceived behavioral control are in foreseeing outcomes, depends on situations and behaviors. TPB is a good framework because it not only takes into account interpersonal, intrapersonal and environmental factors of the behavior. (Protegenou et al., 2013).

Protegenou et al. (2013) say that even in situation where individuals have positive attitudes, their subjective norms support engaging in a behavior they might not do it if they lack belief in fulfilling what is needed. Perceived behavioral control comes into the picture more and more as an explaining factor, if power of will begins to lose its power (Ajzen, 1991).

Many researchers have contributed with various studies to examine the relationship between intentions and action. However, a big part of this has been done in the context of theory of reasoned action, which mostly includes

attitudes, subjective norms and behavior while leaving the other factors out. (Perry and Langley, 2013). These studies have been scrutinized by Ajzen, 1988, Ajzen & fishbein, 1980; Canary & Seibold, 1984; Sheppard, Hartwick & Warshaw 1988). However, as this thesis includes the element of perceived behavioral control, it is fruitful to examine the theory of planned behavior, which explains behavior as a mixture of intentions and perceived behavioral control.

Especially in the case of organic and sustainable food consumption, Verneke and Vermeir (2006) have suggested that the type of consumer who is prone to reflecting existing cultural norms may be more likely to choose sustainable produce. The reflective consumer is seen as not necessarily an ethical one, but the type who tends to ponder the consequences of norms and behavior (Verneke & Vermeir, 2006). However, it has been stated that such big decision-making process would not extend into mundane decisions that require little conscious effort, such as choosing coffee (Tagbata and Siriex, 2008).

Theory of planned behavior has been successfully applied in various contexts in examining human behavior. These can relate to whatever social behaviors that can be examined in decision-making process (Armitage and Conner, 2001) learning how to use the Internet (Kim et al., 2009) and even how much a father is willing to participate in childcare (Perry and Langley, 2013). Most scholars would agree that TPB is one of the best applied theories in predicting behaviors, where individuals can have an effect based on behavioral control (Lee et al., 2015).

In short, three determinants will tell if an individual is going to commit to a behavior: attitudes towards the behavior, subjective norms and degree of behavioral control. (Ajzen, 1991). However, it is of utmost importance to also include behavior in the measurement, since the mentioned attributes by themselves do not necessarily lead into behavior (Pelsmacker et al, 2005). Behavior appears to be predetermined to some degree by positive attitudes, subjective norms, perceived behavioral control and behavioral intention. However, they do not fully explain a given set of behavior.

Given the theoretical background, the following hypotheses can be conducted:

H7: Positive attitudes, subjective norms, perceived behavioral control have a positive impact on intention to purchase organic coffee.

2.7 Consumer hesitations to choose organic food

In terms of organic food, consumers have given various reasons as to why they are not buying organic food over conventional food. The most prevalent reason given by consumers is the higher price of organic food (Jolly, 1991; Tregear et al, 1994; Wandel & Bugge, 1997). On top of that, another common reason is that organic foods are not as widely available as conventional ones (Mathisson & Schollin, 1994; Tregear et al., 1994; Wandel & Bugge, 1997). Furthermore, some

consumers can already be content with the selection without organic food and do not see a need for it (Mathisson & Schollin, 1994). Moreover, consumers might also be in disbelief about the claims around organic food or they lack information about it (Carrigan and Attalla, 2001) In general, the biggest issue blocking consumers from choosing organic products is their higher price (Araque-Padilla et al., 2015). It is consistently shown in scientific research regarding organic food that price, availability, product information and opinions of consumers may hinder the purchase of it (Lodorfos & Dennis, 2007).

Generally in regards to buying food and beverages, the decision does not simply rely on a few factors to make the purchase. Price, quality, easiness, familiarity do have an effect on what consumers buy (Boulstridge and Carrigan, 2000; Carrigan & Attalla, 2001; Roberts, 1996). Coffee is usually a commodity that does not require high investment or thought about the purchase decision, such as a house; therefore, it is easier to develop a habit of buying the same as before (Pelsmachker et al., 2005). Organic products are not as successful in categories which consumers considers as vices, or where there is a lot of promotional activity (VanDoorn & Verhoef, 2015). Quality and health drive organic purchases in some categories, while in others it does not have the same effect (VanDoorn & Verhoef, 2015).

However, consumers are generally looking for the best price. As organic coffee has alternative production methods, it is likely that the price should be somewhat higher. It is highly unlikely that a small market segment could compete with price over producers taking advantage of large-scale economies and pesticides. (Araque-Padilla et al., 2015).

Furthermore, a systematic literature review has gathered different types of coffee purchasing motives, and has found that they can be grouped into personal preference, economic, product-related, context-related and socio-demographic. Furthermore, sustainability plays a big role according to the findings of the research. (Samaggia and Riedel, 2018). Some researchers even suggest that the barriers for purchase of organic coffee are price consciousness and egoism (VanDoorn and Verhoef, 2015).

The question researchers should ask is how much do the special labels and positive aspects of the product compensate for the money that consumers are paying for? (Araque-Padilla et al., 2015) say that the marketing of organic products could be more effective with a price reduction.

However, consumers might be willing to pay a premium of 5 to 10 per cent more for organic produce (Jolly, 1991). Many researchers (Tagbata & Sirieix, 2008; Loureiro & Lotade, 2006; Zander and Hamm, 2010) state that consumers should be more willing to pay extra for products if they carry the organic label specifically. Magnusson et al (2001) also state that half of their respondents do not choose organic because the perceived difference is too big. However, it would seem that determinants of behavior can clash, such as willingness to buy organic food but also willingness to buy economically. Moreover, if the product is seen as a vice, consumers are not willing to pay the higher price and tend to think that the organic label makes the product a lower quality (vanDoor & Verhoef, 2011). However, there might be a segment of consumers which consists of individuals who are loyal to a certain coffee brand

and resistant to price changes. In addition, there is the opposite segment which is highly likely to switch the coffee brand to a cheaper one based on price (Arnot, Boxall and Cash, 2006).

On top of that, Daunfeldt & Rudholm (2014) stated that adding a shelf label at the point-of-sale in supermarket increased the sales of organic coffee and therefore just adding the label might make consumers more willing to pay a higher price and reduce the price sensitivity.

Thus, the following hypotheses can be lead from the research above:

H8: The higher price of organic coffee is negatively related to buying it

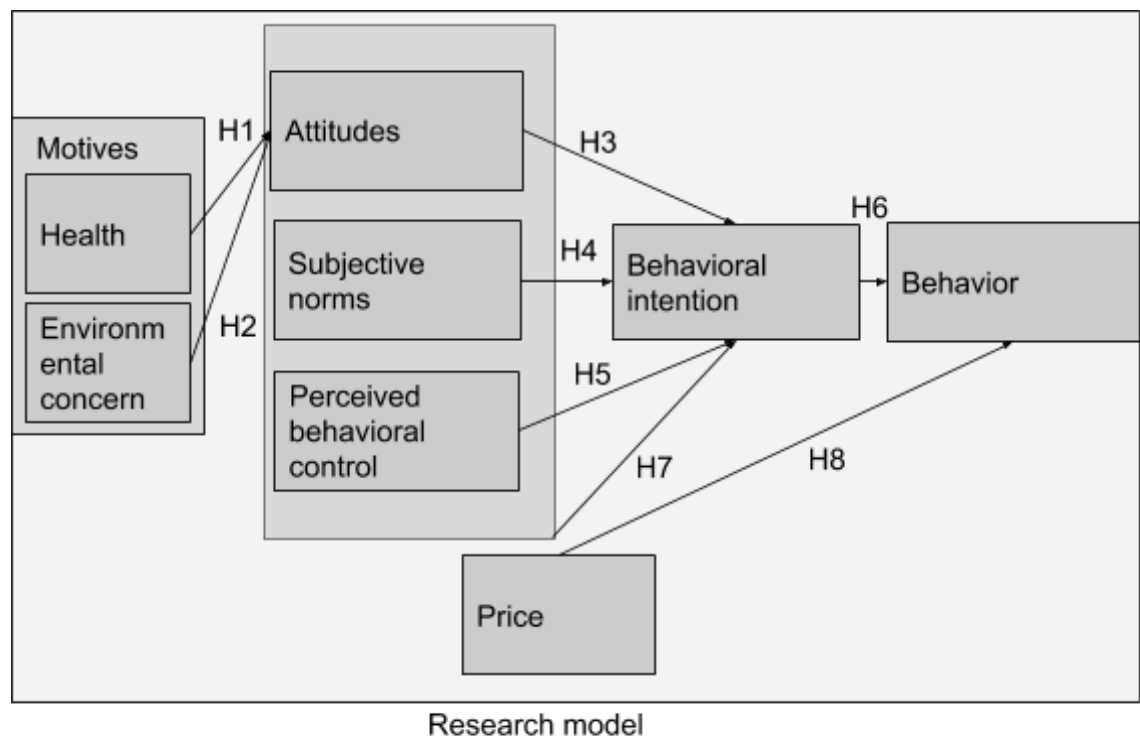


FIGURE 3 Research model

3 METHODOLOGY

3.1 Quantitative research

Quantitative methods refers to types of research methods used to examine large masses on a general level (Bryman & Bell, 2018). They use mathematical, computer and or software methods to yield results.

Quantitative methods have a large set of pros. First of all, if the methods were quantitative, the research process would become long and arduous. Standardized surveys accomplish the gather responses in a timely manner. Moreover, the sample is more randomized and the results can possibly be applied to a larger group than just the studied group. Individual experiences cannot be generalized to anybody else besides that particular individual. Furthermore, quantitative methods give respondents anonymity and therefore people might be less prone to give answers they think they should give. This makes interviewer-created bias less likely to occur. The results gained from quantitative methods are generally more easily repeatable and reliable. Moreover, quantitative methods allow a larger number of samples to be used. (Bryman & Bell, 2018).

Quantitative methods come with cons. They tend to portray vivid, complex and multifaceted phenomena in numerical form, which can distort the reality. Even through numbers are the only method to scale any phenomenon objectively, this objectivity should be questioned. After all, the measurement process itself can create a sense of false and biased accuracy. It is also an important philosophical question whether or not the methods applied in natural sciences should be used to predict human behavior. Even though the results can be often generalized to a larger population, they might not represent the population which they are hoped to represent. Furthermore, the analysis of static relationships in the study may not portray an accurate image of real life circumstances. (William et al., 2012).

3.2 Survey

Survey is a research method to gather data from a big audience in a convenient, quick, precise and easy manner with low cost (William et al., 2012). Therefore, surveys have many advantages. However, they also have their unique set of possible drawbacks.

It can be hard to get a representative sample from the whole population with the questionnaire. This is called the nonresponse error. Furthermore, selection bias can occur through internet. Not the full population who purchases organic coffee chooses to go to the internet, or to the channels used to promote the survey. Response bias may also occur among respondents intentionally or unintentionally. For example respondents may respond in a way that makes them seem close to their desired self or what they think they should answer. Furthermore, there is no guarantee that the respondents understand the questions correctly. On top of that, language or translations may contribute to this misunderstanding. (William et al., 2012).

Ulrich and Sarasin (2000) have said that they do not ask questions about attitudes, as these answers are often misleading, not of any use and generally unreliable. Other researchers say that in regard to research on attitudes, respondents show more positive attitudes than usual if they wish to make a good impression on the researcher (King and Brune, 2000). Moreover, self-proclaimed attitudes may be distorted, since if the topic is socially sensitive, respondents are not prone to report their true attitudes (Greenwald & Bajani, 1995). Therefore, Pelsmacker et al. (2005) have suggested that to eliminate the bias that is created by only measuring attitudes, realistic situations where consumers need to choose between price, organic labels and other multiattribute factors should be presented in front of them. It would be also important to take into account the willingness to pay a premium (Pelsmacker et al, 2005). It has been stated that for products that are used for indulgence, organic labels do not play an important role in the purchase decision. However, if the product is considered more of a healthy one, then organic label would have a larger effect on the purchase (Chen and Lee, 2015).

Different types of bias that may occur in the survey are plenty. Acquiescence bias refers to that respondents are prone to agreeing with most of what is said. Extremity bias occur when respondents have a tendency to always. The theory of planned behavior explains behavioral outcomes as the result of intention and perceived behavioral control, when they act together in a framework. First, certain conditions need to be present: intention measures and perceived behavioral control need to be set according to and similar to the behavior, that is being explained. It would be useless to ask questions about one factor and state that the results measured would provide information about another one. For example, if the research object is participating in a dance course, accurate results are not achieved by measuring intentions to dance or

general intentions in participating in a sports course. (Bell & Bryman, 2018). This raises the importance of designing the study questions with care.

Second, to gather detailed behavioral prognoses, intentions and behavioral control should not change during the range of time, in which the intentions are measured and the behavior is executed. Any breaches or distractions could distort the results, as they might change intentions or perceived behavioral control. Thus, in a situation with distractions, the gained results would simply not have the same accuracy, as the connection between the constructs has been cut. It would be unrealistic to state, that the behavioral intentions and perceived behavioral control would describe the actual behavior as accurately as without the distortions. (Ajzen, 1991).

3.3 Data collection and implementation

Data collection is done using an online survey tool of University of Jyväskylä, Wepropol 3.0.

The survey will have questions based on previous studies, which have researched the same variables related to organic food. The items, factors and their sources are listed at the end of the study. The items are measured on a 5-scale likert scale, following the consensus of the previous studies.

The sampling is done as a convenience sample, and the survey was sent as a mass email to the students of Jyväskylä University School of Business and Economics.

TABLE 1 Research factors, questions and sources

Factor	Items	Source
Health	Coffee should be produced considering human health Coffee has the least harmful ingredients Coffee helps to enhance health and wellbeing	Steptoe et al., 1995
Environment	Produced without breaking a balance in nature Environmentally friendly production Environmentally friendly packaging procedure Produced considering environmental protection	Lindemann and Väänänen, 2000
Attitude	Purchasing organic coffee is useful Organic coffee offers better quality than conventional coffee I am strongly in favour of	Bredahl 2001 adapted

	purchasing organic coffee	
Subjective norms	Those who are influential on what I think and do recommend me to buy organic coffee The majority of people who are important to me help me purchase organic coffee Most people who are important to me think positively about me buying organic coffee	Bredahl 2001 adapted
Perceived behavioral control	I can afford time and money to purchase organic coffee Purchasing organic coffee depends mostly upon me If I wanted organic coffee, I could access it any time Purchasing organic coffee is easy	Bredahl 2001
Purchase intention	I definitely intend to buy organic coffee I plan to purchase organic coffee on a regular basis I will try to purchase organic coffee in the forthcoming months	Bredahl 2001, Pliner and Hobden 1992
Price	Organic coffee is cheap Organic coffee is not expensive Organic coffee offers good value for the money	Chen 2007
Purchase behavior	I often buy organic coffee I buy organic coffee on a regular basis	Wee et al., 2014

The questions above were translated in Finnish for the questionnaire to be easier for the participants.

3.4 Data analysis

Data analysis was done in a few steps. First, the data is extracted from Webropol 3.0 and moved to IBM SPSS to conduct basis statistical analyses. In SPSS, any bad responses and statistically irrelevant responses are checked and removed. Using the program, basic descriptive statistics will be calculated and presented as demographic data.

Second, IBM SPSS works well in administering exploratory factor analysis, which is the first part of the analysis. Exploratory factor analysis is a commonly used statistical analysis on social sciences and the purpose in this context is to find out how items load on different factors (Costello & Osborne, 2005). The purpose is to explore the data set, since exploratory factor analysis in

highly suitable in situations, where some relations between the factors are somewhat known (Costello & Osborne, 2005). Costello and Osborne (2005) also state, that exploratory factor analysis in itself is not sufficient to determine the causal relationships between variables.

Third, a confirmatory factor analysis will be done using (PLS-SEM) partial least square structural equation modeling path modelling using the tool SmartPLS for hypothesis testing. SmartPLS is a tool, which enables structuring and estimating complicated causal relationships.

PLS-SEM has two parts, first of which is to build the inner model and constructs and the outer model that clarifies relationships and shows indicator variables. PLS-SEM is not ideal for theory testing, but its advantages are that it works with a small sample size, does not assume data distribution to be of specific nature. (Brown, 2015).

TABLE 2 Descriptive statistics

ITEM	Mean	Std. deviation	Skewness	Kurtosis
ATT1	5.3049	1.20379	-.527	-.205
ATT2	4.3780	1.38457	-.055	.061
ATT3	4.9756	1.56328	-.396	-.778
HEA1	6.4390	.84762	-2.360	8.608
HEA2	4.5000	1.45084	.087	-.894
HEA3	4.2000	1.42292	.053	-.481
INT1	3.7805	1.96277	.185	-1.267
INT2	3.9390	2.08076	.100	-1.480
INT3	4.3415	2.02588	-.271	-1.255
NAT1	6.3780	.69638	-.899	.498
NAT2	6.5366	.61253	-.969	-.049
NAT3	6.4146	.81576	-1.746	3.796
NAT4	6.4756	.63296	-.805	-.345
PER1	4.5122	1.89374	-.271	-1.189
PER1	5.7073	1.24214	-.926	.097
PER2	5.9878	.98750	-1.394	2.950
PER3	5.2683	1.41464	-.760	-.432
PRI1	3.0976	1.20298	.375	.131
PRI2	3.2561	1.19475	.466	-.225
PRI3	4.9024	1.12886	-.173	-.115
PUR1	3.4390	2.12043	.366	-1.339
PUR2	3.2683	2.08492	.454	-1.256
SUB1	3.3537	1.62064	.136	-.737
SUB2	5.1829	1.37102	-.369	-.679

SUB3

5.0976

1.12886

-0.196

-0.668

4 RESULTS

This chapter consists of showing the results of the study. First, demographic data is presented to give an image of the respondents demographic background such as age and gender. Afterwards, the results proceed to exploratory factor analysis after which measurement and structural model is evaluated.

4.1 Demographic and background information

Age and gender were part of the demographic factors that were collected as part of the survey.

TABLE 3 Respondents and their age

Age	Frequency	Percent	Cumulative percent
19-28	61	74.4	74.4

29-38	16	19.5	93.9
39-48	2	2.4	96.3
49-58	2	2.4	98.8
59 or more	1	1.2	100.0
total	82	100.0	100.0

TABLE 4 Respondents and their gender

Gender	Frequency	Percent	Cumulative percent
Male	23	28.0	28.0
Female	58	70.7	98.8
Other	1	1.2	100.0
total	82	100.0	100.0

The vast majority of respondents were female (70.7% with 58 respondents) and the biggest age group was 19-28 year olds (74.4 % with 61 respondents). The second biggest groups were 29-38 year olds (19.5 % with 16 respondents). These groups already cover most of the people who responded to the questionnaire.

4.2 Exploratory factor analysis

Exploratory factor analysis relies on data, and was therefore chosen as the first method of analysis of this study. Unsuitable questions should be eliminated before going further in analyzing the results. Kaiser-Mayer-Olkin's (KMO) Bartlett's test is used to estimate whether the sample size is adequate (Williams et al., 2010).

With KMO (.820, $p < 0.05$) suggest that the required conditions for the analysis have been met (Williams et al., 2010) and it is safe to go further. On top of that, communalities were assessed. The lowest factor loading value was .295. Since the threshold for a sufficient loading per item is 0.3 (Tabachnick and Fidell, 2007), all the items under that threshold need to be dropped from further analysis. However, no such items existed in the analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.820
Bartlett's test of spherity approx.	.000

Exploratory factor analysis was done using SPSS 23. Common choices of parameters (Williams et al., 2010) such as principle axis factoring and varimax rotation were chosen. As the variable dimensions are of interest, we are choosing principle axis factoring. Varimax often produces either high or low loadings, which makes it easier to combine items into factors. (Williams et. al. 2010) There was no predetermined number of factors for the analysis, and Eigenvalue over 1 criteria was used.

7 different factors were found in the analysis. Questions about purchase behavior, purchase intention, environment and attitude loaded on the first factor. Questions regarding environment loaded on the second factor. Third factor consisted of questions related to health, whereas the fourth one had questions related to subjective norms and one item related to health. The fifth factor consisted solely of price questions and the sixth related to perceived behavioral control. There was one final factor with only one question regarding perceived behavioral control. The cumulative percentages of factors explaining variance were 1(33.3%), 2(9.36 %), 3(7.56 %), 4(7.03%), 5(6.45%), 6(5.28%) and 7(4.28%). Altogether they explained 73 % of the variance.

However, cross loadings on different factors existed in the dataset. The factor 2 loadings were correlating with factor one loadings in an alarming manner, for which reason the factor two questions are removed from further analyses.

4.3 Measurement model

Partial least squares structural equation modeling using SmartPLS 3.3.1. was done to conduct confirmatory factor analysis. Prior question items related to environment were dropped, as their cross loadings were too high to be considered reliable.

Indicator loadings should be the first point of examining reflective measurement models (Hair, Risher and Sarstedt, 2018) and they should exceed 0.7 to be reliable. Second point is assessing internal consistency reliability with composite reliability, where 0.6-0.7 is considered acceptable and 0.7-0.9 satisfactory or good. Over 0.95 makes items redundant and diminishes construct validity. Moreover, bootstrapping should be used to further test the model. Third, to estimate convergent validity, AVE for each items of each

construct should be used. Fourth step is to assess discriminant validity with Fornell-Larcker. (Hair et al., 2018).

TABLE 5 Composite reliability, factor loadings and t-values

	Composite Reliability	Item	Loading	t-value
Attitude	0.864	Q14	0.765	13.595
		Q22	0.879	33.181
		Q3	0.826	18.831
Behavior	0.958	Q10	.962	5.071
		Q1	.956	1.924
Behavioral intention	0.952	Q25	0.936	0.070
		Q6	0.918	4.069
		Q7	0.943	3.546
Health	0.355	Q12	0.133	0.541
		Q20	0.064	0.820
		Q9	0.984	1.710
Perceived behavioral control	0.701	Q17	0.030	0.188
		Q19	0.386	2.306
		Q24	-0.194	1.503
		Q5	0.824	7.899
Price	0.818	Q11	0.750	1.838
		Q16	0.747	6.629
		Q8	0.824	3.477
Subjective norms	0.773	Q15	0.612	0.661
		Q23	0.657	0.005
		Q4	0.900	5.195

Health and perceived behavioral control do not meet the criteria of indicator loadings over 0.7. Furthermore, health does not meet the composite reliability criteria, and behavioral intention and behavior seem to be too similar since composite validity exceeds 0.95. Furthermore, some items failed to be significant with low t values. Fornell-Larcker criterion is fulfilled with the square roots of AVE exceeding other constructs with correlations.

TABLE 6 Square roots of AVE

	Attitude	Behavior	Intention	Health	Perceived control	Price	Subjective norms
Attitude	0.825						
Behavior	0.684	0.959					
Intention	0.710	0.834	0.932				
Health	0.264	0.264	0.277	0.574			
Perceived control	0.532	0.525	0.583	0.316	0.635		
Price	0.564	0.623	0.688	0.270	0.590	0.775	
Subjective norms	0.499	0.296	0.382	0.085	0.285	0.360	0.734

4.4 Structural model

After getting satisfactory results from evaluating the measurement model, the next phase includes structural model assessment. Coefficient of determination (R^2), redundancy measure (Q^2) and statistical relevance and significance of path coefficients should be taken into account with the analysis. (Hair et al., 2018).

All VIF values were under the threshold of < 3 . Path coefficients portray the relationships of different factors. The following hypotheses were supported: Attitude affects purchase intention $\beta=0.558$ ($p<0.01$) as does perceived behavioral control $\beta=0.269$ ($p<0.01$). Furthermore, purchase intention is a high predictor of actual purchase behavior $\beta=0.770$ ($p<0.01$). Rest of the results were not statistically significant.

TABLE 7 Direct effects

	Path coefficients	T Statistics	P Values, two-tailed test	R Squared	Q squared
Health -> Attitude	0.278	1.260	0.208		

Attitude ->					
Purchase intention	0.558	6.419	0.000	0.077	0.029
Subjective norms ->					
Purchase intention	0.017	0.205	0.838		
Perceived behavioral control ->					
Purchase intention	0.269	3.176	0.002	0.555	0.466
Purchase intention ->					
Purchase	0.770	8.910	0.000	0.700	0.635
Price ->					
Purchase	0.093	1.062	0.288		

Regarding the hypotheses, not all of them were supported as we can see from below and from

H1: Health as a motive increases the likelihood of positive attitude towards organic food

$\beta=0.278$ would suggest the hypothesis would be supported, however the p value 0.208 reveals that the hypothesis must be abandoned.

H2: Environmental friendliness as a motive increases the likelihood of a positive attitude towards organic food

This factor was dropped already as a result of the exploratory factor analysis, and therefore does not receive any support.

H3: Positive attitude towards organic coffee increases the likelihood of organic coffee purchase.

Hypothesis is well supported with $\beta=0.558$, $p=0.000$. Furthermore, attitude explains a little more than half of the purchase of organic coffee.

H4: Subjective norms, i.e. perceived social pressure and acceptance to purchase organic coffee increases the likelihood of purchasing organic coffee

This hypothesis $\beta=0.017$ is not supported due to high p values 0.838 and low path coefficient.

H5: Perceived behavioral control is positively related to purchasing organic coffee.

$\beta=0.269$ seems like a valid connection but the p value is a bit high 0.002.

H6: Behavioral intention turns into to purchasing organic coffee.

This hypothesis receives remarkable support with $\beta=0.770$, $p=0.000$.

H7: Positive attitudes, subjective norms, perceived behavioral control have a positive impact on intention to purchase organic coffee.

Altogether this hypothesis does not receive support contrary to the theory of Icek Ajzen. As stated above, only attitudes explain purchase intention in a noteworthy manner.

H8: The higher price of organic coffee is negatively related to buying it

Hypothesis not supported $\beta=0.093$, $p=0.288$.

5 DISCUSSION

This chapter provides answers to the original research questions, discusses how the study contributes to the theories about the research subject, evaluates the study and provides further suggestions for possible research as well as managerial suggestions. Moreover, implications for managerial decision making are given.

5.1 Theoretical contributions

Organic is becoming a trend, which is growing constantly (Technavio, 2017). Especially in regards to organic food, there are several factors which have contributed to the wider spread of choosing organic instead of conventionally produced foods. Health has been cited as a major factor for choosing organic, followed by environmental motives (Magnusson et al., 2001). Some researchers have claimed environment as the dominating motive (Baker et al., 2004).

Also, using Theory of Planned Behavior as a model to predict human behavior, a few factors can be extracted to explain the total purchase behavior: attitudes, subjective norms and perceived behavioral control (Ajzen, 1991). However, it is still unclear how this relates to purchasing different organic products. The theory and knowledge nowadays has many gaps in explaining this type of purchase behavior, and whether the explanations and motives vary for different type of products. Not all organic products are equal, as some products that are seen as decadent do not carry the same health motive and therefore in some cases, choosing organic may be redundant for the consumer (Vandoorn & Verhoeuf, 2015). Consequently, there is a need to distinguish the motives separately for each product, and see how they interact with other behavioral factors such as those presented in TPB.

To go back to the beginning of the study, the following questions were the focus of this study:

- *What are the motivators that entice consumers to choose organic coffee over regular coffee? What is the role of environmental and health factors? To which extent are the motives of purchase related to actual purchase behavior?*

According to the results, the only significant motivator was the consumer attitude towards organic coffee. Health did not have a significant impact on the choice to get organic coffee, which is contradictory to the previous literature where health as a motive was the most significant predictor of purchasing organic products (McCloskey and Maddock, 1994; Huang, 1996). It is worth noting that consumer motives for purchasing organic may vary significantly.

Neither did environmental motives offer an explanation for the motive of purchasing organic products, even though it had received previous support. However, environmental motives were never thought of as important as health motives. (Magnusson et al., 2001). It would be possible that other motives play a more significant role in the given segment. Magnusson et al. (2001) have suggested earlier that taste, freshness and quality could be other possible motives for choosing organic, which were not measured in the study.

However, the link between positive attitudes and purchase behavior is well documented (Ferrell and Gresham, 1985; Hunt and Vitell, 1993; Vitell et al., 2001) and applies especially for organic products (Scalco et al., 2017). Therefore, it is not wonder that such link was present.

Furthermore in the beginning, the following questions were also under scope for this study:

- *What factors prevent consumers from choosing organic coffee? How does price of organic coffee affect purchase intention?*

Price did not have a negative impact on purchase of organic coffee, as it usually is a barrier for consumers. It is usual in the research of organic foods that price is a barrier. It is consistently shown in scientific research regarding organic food that price, availability, product information and opinions of consumers may hinder the purchase of it (Lodorfos & Dennis, 2007). Perhaps another one of these factors could have explained some reluctance, but in this case price was not a significant. Other such preventions that explain the fully lacking link between purchase intention and purchase could be availability, product information and opinions of consumers might also prevent the purchase (Lodorfos & Dennis, 2007). Moreover

Theory of planned behavior failed to explain consumer behavior fully in this research. As Icek Ajzen has said, the theory can reliably explain used to explain most of human behavior. However, it still does not fully explain the scope of behavior in every single situation that exists. (Ajzen, 1991). In the scope of this study, it only accounted for about a half of consumer behavior. Other factors mentioned earlier could be the missing link, or another completely new concept or framework related to organic purchase behavior.

The theory is useful in explaining the basic underlying motives and factors of purchasing organic coffee, but still leaves room for further research.

5.2 Managerial implications

This study provides support to managers and especially marketeers of organic products that the best way to increase purchase of organic products is to influence consumer attitudes about organic through various marketing methods. Consumers do not seem to buy any less even if organic coffee is somewhat more expensive. Therefore, they should consider the possible methods in changing customer attitudes about organic coffee better. Managers do not necessarily need to try to justify the higher price of organic coffee. Instead, they should try to appeal to consumer attitudes.

Managers can also be fairly sure that if consumers intend to purchase organic coffee, they are very likely to do so. If they need prognoses about future development in the form of customer questionnaires, they should be fairly certain that the customers who intend to purchase organic coffee are going to continue the same practice in the future.

Given that the organic market is expected to grow, more advertising and marketing is needed to turn consumer attitudes positive related to organic products. To reach all audiences, coffee production managers should extend their product selection to cover organic on top of conventionally manufactured coffee. As organic products are no longer a niche for a specifically small audience and are reaching a wider scope of consumers (Han and Yoon, 2015) the scale of organic production should be also considered. Managers need to figure out ways to be able to answer to the future growing demand of organic coffee (Technavio, 2017).

All in all, managers should examine their customers and their specific product ranges, as it has been stated that different motives influence the purchase of different types of products (Vandoorn & Verhoeuf, 2015). Therefore, if a company has organic coffee and organic bananas in their product range, they should examine each item separately related to the motives of consumer.

Moreover, it is important to emphasize that human behavior in general is hard to predict even if there is a substantial model that works in most situations (Ajzen, 1991). This should be taken into account in trying to predict what kind of actions lead to what kind of outcomes in terms of marketing.

5.3 Evaluation of the research and its limitations

Research quality can be condensed into 4 factors: construct validity, internal validity, external validity and reliability (Yin, 2014).

All the hypotheses were conducted based on previous studies, which used similar theories to support the research and even in this same context of organic coffee and organic food. Therefore, construct validity was taken into account since operationalizing the concepts was done based on what had been researched already. Despite of this, some items and even factors did not work well and had to be dropped out based on exploratory factor analyses and SmartPLS results.

Internal validity refers to the extent to which causal relationships can be justified (Yin, 2014). As all of the causal relationships were based on substantially researched concepts such as Theory of Planned Behavior, it is justifiable to assume there is a causal relationship.

External validity concerns how wide the results of the study can be generalized. To begin, it must be noted that the number of respondents was somewhat low: 82. Also the sampling method of the study was a convenience sample which might distort the normal distribution of the sample. Furthermore, most of the respondents were young females which is not an accurately representative sample of the whole population. Therefore, it is not suitable to generalize the results any further than to the sample in question.

Internal consistency reliability was assessed with indicator loadings. They seemed that there was no problems with factors except with the health factor, which cannot be deemed trustworthy. Furthermore, the reliability of all analyses could have been higher if the sample size was bigger. However, it is still possible and worthwhile to conduct analyses even with small samples. Based on the results however, internal consistency was achieved.

Furthermore, exploratory factor analysis usually requires at least 300 samples to be considered highly reliable. However, the analysis can be conducted with smaller sample sizes, the absolute minimum being 50 samples (Winter et al., 2009). In this case, there is a greater likelihood of error than with more samples.

As this is a survey research with self reports, it is natural that it should cause some error. Furthermore, the questions were translated from English to Finnish which might mean that some nuances and cultural context to distort the understanding of the questions. Translation always requires choices in which parts to keep and which to leave out. However, to ensure reliability the questions and translations were reviewed by a fellow student to make sure they were as understandable and well translated as possible.

The context of the study was a niche of the organic market, coffee. It cannot be stated that the results would work for other organic products or coffee in general.

5.4 Future research

Organic food is still a growing trend and the interest towards it is increasingly growing (Technavio, 2017). The same rules that apply to organic chocolate might not apply to organic coffee, and the same contexts might change over time. Moreover, within the influence of different cultures the motives of consumers might change significantly. Therefore, there is still much to research about organic coffee and alimentary products in general.

The best option would be a longitudinal study of respondents in different countries and with regards to different organic products to see if the findings can be applied in different contexts and audiences. As the motives can change over time, a longitudinal study would best catch the scope of different generations and perhaps the change of perspective of same individuals.

Furthermore, as some researchers have previously noted, there might be other constructs that determine the attitude and motives of purchase: ethical self-identity (Shaw et al., 2012) personal values (Lean & Worsley, 2005) and beliefs about taste (Padel & Foster, 2005). These motives should be further researched to see if they affect the purchase and attitude of organic coffee or other organic products. A wider scope of the same research would be useful. A scope that would encompass all possible motives for purchasing coffee would be useful: health, environment, ethical identity, personal values, beliefs about taste and many more, which probably are found in other types of literature concerning organic food.

As theory of planned behavior failed to explain the total behavior, it could be useful to examine other constructs that have been built around the factors of it to explain human behavior. Since only half of the behavior was explained using the research model, it suggests that the theory is lacking some concepts at least in explaining organic coffee purchase. Therefore, deep interviews with individuals and their motives for and choosing organic as well as what stops them from choosing organic could help to improve the current model. This would require interviewing individuals from all segments to create reliable theories to test with quantitative measures.

The interviews could unravel any factors that have not been known to theory so far. Later on, a quantitative study based on the findings would clarify how widely the possible new factors, motives and hindrances influence the choice of organic coffee.

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APPENDICES

APPENDIX 1 FACTOR MATRIX

ITEM	1	2	3	4	5	6	7
OSTAN LUOMUKAHVIA SÄÄNNÖLISESTI	.761						
KAHVI KUULUISI TUOTTAAN HAAVOITAMATTA LUONNON MONIMUOTOISUUTTA	.587	.575					
LUOMUKAHVIN OSTAMINEN ON HYÖDYLLISTÄ						.630	
MINULLA ON TARPEEKSI AIKAA JA RAHAA OSTAA LUOMUKAHVIA							.631
AION VARMASTI OSTAA LUOMUKAHVIA KUN MENEN KAHVIOSTOKSILLE	.859						
SUUNNITTELEN OSTAVANI LUOMUKAHVIA SÄÄNNÖLISESTI		.833					
LUOMUKAHVI ON HALPAA					.458		
KAHVIN TUOTANNOSSA TULISI OTTAA HUOMIOON IHMISTEN TERVEYS			.588				
OSTAN USEIN LUOMUKAHVIA	.838						
LUOMUKAHVI EI OLE KALLISTA	.440				.544		
KAHVIN AINESOSAT EIVÄT OLE HAITALLISIA TERVEYDELLE			.644				
KAHVINTUOTANNON TULISI OLLA YMPÄRISTÖYSTÄVÄLLISTÄ	.592	.636					
LUOMUKAHVI ON PAREMPI LAATUISTA KUIN TAVALLINEN KAHVI						.539	
SUURIN OSA MINULLE TÄRKEISTÄ IHMISSISTÄ TUKISIVAT OSTOPÄÄTÖSTÄNI VALITA LUOMUKAHVI				.507			

LUOMUKAHVI TARJOAA HYVÄÄ VASTINETTA RAHALLE					.634		
LUOMUKAHVIN OSTAMINEN RIIPPUU SUURIMMAKSI OSAKSI ITSESTÄNI EIKÄ MUISTA ULKOPUOLISISTA TEKIJÖISTÄ							-.613
KAHVI TULISI TUOTTAA OTTAEN HUOMIOON YMPÄRISTÖNSUOJELU	.507	.591					
LUOMUKAHVIN OSTAMINEN ON HELPPOA							.517
KAHVI AUTTAA LISÄÄMÄÄN TERVYETTÄ JA HYVINVOINTIA			.650				
KAHVIN PAKKAUSKÄYTÄNTÖJEN TULISI OLLA YMPÄRISTÖYSTÄVÄLLISIÄ	.482	.452					
OLEN VAHVASTI LUOMUKAHVIN OSTAMISEN KANNALLA						.845	
SUURIN OSA MINULLE TÄRKEISTÄ IHMISSISTÄ AJATTELEISIVAT POSITIIVISESTI SIITÄ, ETTÄ OSTAN LUOMUKAHVIA				.654			
YRITÄN OSTAA LUOMUKAHVIA TULEVINA KUUKAUSINA	.811						
JOS HALUAISIN LUOMUKAHVIA, SAISIN SITÄ MILLOIN VAIN MINUN TEKISI MIELI							-.543

EXTRACTION METHOD: PRINCIPAL AXIS FACTORING.

A ATTEMPTED TO EXTRACT 7 FACTORS. MORE THAN 25 ITERATIONS REQUIRED. (CONVERGENCE=.003). EXTRACTION WAS TERMINATED.

