

To what extent do health and environmental attitudes influence the purchase behaviour of organic food

Submitted to David Leonard, Ph.D.

Maximilian Knauer 61901073 Vienna, 23 June 2022

Abstract

Organic food has gained a well-established reputation in today's society as a premium product that is also seen as a better alternative to conventional food. This view is supported by the fact that it does not get manipulated by synthetic fertilizers. Other reasons for organic food are the better-perceived health benefits and a more harmless approach to the environment. Therefore, this research paper aims to determine the effects of health attitudes and environmental attitudes on the purchase behavior of organic food.

An online survey was conducted with a quantitative approach to examine this topic. The survey consisted of questions measuring purchase behavior, health, and environmental attitudes. Two open-ended questions were also asked to get greater insight. For the examination, a linear regression analysis was conducted.

The results failed to show a significant relationship between organic food consumption behaviors and the independent variables, when aggregated as the complete New Ecological Paradigm and Health Consciousness scales yet revealed that individual constructs from these scales are useful predictors of organic food consumption behaviors.

Keywords: Organic food, Purchase behavior, Health attitudes, Environmental attitudes