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The Effect of Food Choice Motive on Attitude and Purchase Intention toward Organic Food*

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Abstract

Purpose - This study investigated the main variables of consumer food choice motive and how they affect attitude and purchase intention toward organic foods. The study involved a multiple regression analysis to verify the influence of food choice motive on attitude toward organic food.

Research Design, Data, and Methodology - Data was collected through surveys of 280 students and ordinary citizens in Seoul and the Gyeonggi region, using sampling. A multiple regression analysis was performed to confirm the impact of food choice motive on attitude toward organic food, and a regression analysis was performed to identify the impact of attitude toward organic food on purchase intention.

Results - Health and environment, among food choice motives, had significant positive influence on attitude toward organic food, whereas convenience, price, and familiarity had no impact. Attitude toward organic food had significant positive influence on organic food purchase intention.

Conclusions - As this study identified the impact of organic food choice motive, it may provide baseline data for marketing strategies, to understand consumer attitude toward organic food and purchase intention, and to satisfy consumer needs.

Keywords: Attitude and Purchase Intention Towards Organic Food, Food Choice Motive, Organic Food.

JEL Classifications: I12, M31, M39, Q13.

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1. Introduction

Consumption on organic food is upsurging as consumption culture to pursue a healthy life develops along with globalization of business enterprises and rise of household income level. According to Casey (2011), global organic food and beverage market, which was $57.2 Billion by 2010, is predicted to grow to $104.5 Billion by 2015 with a growth rate of 12.8% every year. Her prediction is mainly based on factors such as increase of customer perception on benefits of organic food, growth in organic agriculture industry and implementation of government policies. She also argues that launch and sales of individual brands by large-scale distributors, general farms' conversion toward organic production, government and non-government institutions' financial support and R&D activities etc. are contributing factors to the growth of organic food market.

Globally organic agriculture and organic food market is anticipated to grow continually until they reach 10-15% of the whole agricultural industry. Furthermore, increase in consumer interest in food safety will steadily tow the demand in organic food. Organic food market, which has grown the most in recent 10 years, shows eye-opening growth whether in developed countries or in developing countries(Voona et al., 2011). During the last 10 years in Asia, demand in organic food present high growth rate of 15-20% each year (Helga & Lukas, 2009).

In Korea, interest in organic food is mounting as "Well-being Boom", pursuit of wise and happy consumption life to manage healthy life, started few years ago. Social problems related to food safety including poor-quality imported food or BSE(bovine spongiform encephalopathy) incident are also causing upsurge of interest in organic food.

Organic food is agricultural product cultivated without any agricultural pesticides or chemical fertilizer, but only with organic matter. Organic food can also be defined as genetically non-modified food or organic manufactured foods processed of 100% organic agricultural product (Lee & Hong, 2005), meaning staple grains, fruits, vegetables, livestock products, marine products cultivated only with organic matters, natural ore, microorganism excluding any synthetic chemical matters like organic synthesis pesticide or chemical fertilizer. In addition, definition of organic food states it to be food that contain more than 95% of

organic agricultural products cultivated without using fertilizer and pesticides for 3 years (Park & You, 2007; Chen, 2007).

Organic agricultural food is categorized into 4 types, organic agricultural product on transition period, no fertilizer organic agricultural product, less fertilizer agricultural product and etc (You et al., 2008). Organic manufactured food can be sorted as domestic organic manufactured food and foreign organic manufactured food which falls under the category of foreign finished goods. Domestic organic manufactured product signifies manufactured product that employs domestic and foreign organic agricultural products or foreign primary manufactured products in processing.

Market size of Korean organic food has shown average growth level of 26.3% annually from 2006 to 2011, which is high overall despite difficult economic situations, and the market has grown to the level of which sales figure exceeds $800 Billion by 2011.

Government has chosen the nurture of organic food industry as a core policy for low-carbon green growth, set goals to expand the organic food cultivation area and the market size of organic food industry, and is performing tasks including organic food management system. Owing to the government's active policy, production ratio of organic foods is anticipated to grow greater in the future (Jung & Jang, 2011).

Generally organic foods are considered to be healthier than regular foods, safer, have better taste and have more abundant nutrition (Kim & Ryu, 2014; Kim et al., 2013). Therefore, increase in demand of organic foods appears to be not a passing fad but a global phenomenon. Nevertheless, systematic study to understand domestic organic food market's current condition and consumer behavior on related foods is very insufficient (Seo, 2010).

In this study, as I intend to study attitude toward organic food and purchase intention formed by organic food choice motive, I define organic food without separating organic agricultural products and organic manufactured foods and attempt to confirm the effect of organic food choice motive on attitude toward organic food and purchase intention. Result of this study provide consumer needs and information on purchase intention to organic food market managers, thus can be applied in marketing strategies to satisfy consumers.

2. Literature review and hypothesis

2.1. Preceding research on food choice motive and organic foods

This study confirms the motive factors that affect consumers' foods choice and seeks to study how these factors affect attitude toward foods and the process of how formed attitude affects purchase intention. Food choice motive is an impulse, emotion, desire that moves human to act in a certain way or a trigger of a certain behavior (Kim et al., 2011). Motive Factors of food choice include numerous factors like taste, healthiness, price, convenience, cultural factor (Park & You, 2007).

Factors that affect food choice and decision can be divided into two parts: Food factor like intrinsic stimulus of the food or sensual factor of the food, and non-food factor like extrinsic stimulus of the food or cognitive information, physical environment, and personal attributes (Eertmans et al., 2005). Consumers select food based on their desires and preference originating from psychological, physiological attributes (Furst et al., 1996). According to Chen(2007)'s research consumers' personal interest or characteristic changes value, affecting the food choice standard of individuals.

Steptoe et al. (1995) have developed "The Food Choice Questionnaire: FCQ" as a criterion to find factors that affect food choice through responses of 358 adults from age 18 to 87. Criterion includes personal preference or characteristic to foods and psychological, physiological desire towards food. 9 factors: healthiness, atmosphere, convenience, sensual appeal, nutrition facts, price, weight-control, familiarity, ethicality were found to be the influence factors.

Studies on choice motive of organic food were mostly conducted after 1990s because consumer interest in organic food market increased after 1990s. Studies on food choice motive factors were conducted in various countries afterwards (O'Donovan & McCarthy, 2002; Magnusson et al, 2003; Saba & Messina, 2003; Honkanen et al., 2006; Chen, 2007; Voona et al., 2011; Zagata, 2012). In Korea as well, multiple studies were conducted on factors that affect food choice like healthiness, interest in environment, consumer uniqueness, self-conception and lifestyle (Park & You, 2007; Seo, 2010; Wang, 2012; Choi & Lee, 2012).

O'Donovan & McCarthy (2002) have confirmed that purchase easiness of organic foods is a very important factor that determines the purchase of the product, that 94% of consumers in Ireland believed that organic foods were too expensive and have discovered that they were willing to purchase the products if the price of organic foods descends to appropriate level.

Saba & Messina (2003) figured out from their study of purchase intention and attitudes toward organic fruits and vegetables targeting Italic consumers that consumers purchase organic vegetables and fruits because they consider organic fruits and vegetable to be healthy foods, forming positive attitude toward organic foods.

Park & You (2007) have suggested a causal relationship model for relationship between attitude toward purchasing organic foods and purchase behavior through importance of food choice upon personal traits such as health motive, interest in environment. Furthermore, the research discovered that the more the consumer was interested in environment and health motive to seek health-oriented behaviors, the more they considered healthy food and environment friendly produced foods important when choosing foods. Also, the study verified that consumers who consider choice in health food and environment friendly produced foods to be important have affirmative attitude toward

organic food and that they choose organic foods more often when purchasing food than regular consumers.

Roitner-Schobesberger et al. (2008)'s study targeting Thai consumers, as well, shows that interest in health is a main motive in purchasing organic food.

First & Brozina (2009) reported that major motive in consuming organic food is entirely due to health-consideration as a result of their study on cultural difference in organic food consumption of consumers in Western Europe countries.

Voona et al. (2011) conducted a research on impact of various factors interest in health and environment, trust in organic food, quality recognition of organic food, positive attitude toward organic food, subjective norm, price and convenience, and behavior control(cost) on the purchase intention of organic food, targeting Malaysian consumers to confirm determinant factors of organic foods purchase intention. Research results indicated that subjective norm had a positive effect on purchase intention while price had no significant effect. Attitude affected subjective norm and price more than others.

Seo (2010)'s research on purchase behavior, applying plan conduct theory towards consumers who have experience in purchasing organic food and those who don't, proved that attitude, subjective norm, and perceived behavior control affect purchase intention significantly in a positive way. Trust factor on information source had no significant effect on purchase intention of consumers even to those who have experience in purchasing organic food. On the other hand, attitude and perceived behavior control factor had negative influence, whereas subjective norm and trust factor on information source had significant positive affect, both on purchase intention of consumer who have no experience in purchasing organic food. This result suggests that consumer's purchase experience contribute in selection behavior of organic food.

According to the result of a study of Magnusson et al.(2003) on how Swedish consumers' perception related to environment protection affect their purchase of organic foods, consumers believed that environment problems(e.g. soil pollution caused by usage of pesticide or herbicide) not only had a deleterious effect to the environment but also to the health of humans. Research also discovered that these interests are the most important factors in determining attitude and purchase intention of organic food.

Upon investigation of multiple studies, this research suggested healthiness, convenience, price, familiarity, and interest in environment as motives for organic food choice and hypothesized as follows.

<Hypothesis 1> Interest in health will have significant effect on the attitude towards organic food.

<Hypothesis 2> Convenience will have significant effect on the attitude towards organic food.

<Hypothesis 3> Price will have significant effect on the attitude towards organic food.

<Hypothesis 4> Familiarity will have significant effect on the attitude towards organic food.

<Hypothesis 5> Interest in environment will have significant effect on the attitude towards organic food.

2.2. Preceding research on attitude and purchase intention

Attitude is an acquired predisposition to respond with consistency to specific subject in either favorable or unfavorable manner (Fishbein & Ajzen, 1975; Lee & Hong, 2005). Attitude does not develop with one belief but rather with many beliefs combined showing summarize of good and bad (Lee & Hong, 2005).

Consumer attitude implies consumer perceiving certain behavior involving purchase of the product to be an individually desirable situation, therefore the more the consumer attitude is positive towards perceived organic foods, the higher the possibility of purchasing that product (Chen, 2007).

Once these attitudes form, they do not change easily but recognition of products under an alternative choice situation transitions to attitude through consumer cognitive process, and consumer attitude may be slightly altered by various factors in accordance (Engel et al., 1995).

Purchase intention represents what consumers are to purchase in the future (Blackwell, Miniard & Engel, 2001; Fishbein & Ajzen, 1975). Fishbein & Ajzen (1975) argued that purchase intention is an intermediate variable between individual's attitude and behavior, meaning personal status in terms of subjective possibility which includes the relationship between individual and his/her behavior. Engel & Blackwell (1982) states purchase intention as a subjective possibility of belief and attitude toward a product acting out, and displayed mostly high correlation of belief and attitude converting to actual purchase of the product.

Epstein et al. (1996) claimed that because most consumers are inexpert with low knowledge level related to decision making on attitude toward food choice, they tend to rely on their intuition in food choice or in formation of attitude towards food. The tendency develops positive attitude toward organic food.

According to the research of Park & You (2007), it has been confirmed that consumers who regard health food and environment friendly produced foods important, have favorable attitude towards organic food and choose organic foods more often when purchasing food on average.

Grankvist & Biel(2001)'s study which is subjected to Swedish consumers confirmed that consumer's positive attitude towards organic food yields positive impact to their purchase intention. Research conducted by Chen (2007), targeting Taiwanese consumers affirmed that consumers who positively accept others' opinion on organic food are positive to organic food and both attitude and subjective norm gave an optimistic influence to purchase intention or organic food.

Consumer's attitude, subjective norm and perceived behavior control have positive influence to the purchase of organic food (You et al., 2008; Chen, 2007; Magnusson et al., 2001; O'Donovan & McCarthy, 2002; Saba & Messina, 2003).

O'Donovan & McCarthy (2002) asserted that high price and purchase difficulty of organic food adversely affect consumer's purchase intention of organic food.

Choi & Lee(2012) approved in their analysis of influence factors of consumer purchase intention that attitude(excluding subjective norm) and perceived behavior control has significant influence on purchase intention and that the more consumers display positive attitude toward organic food, the higher their purchase intention gets. Moreover, consumers with higher interest and attention in food showed greater possibility to retain favorable attitude towards organic food. The study corroborated that purchase frequency of organic food influences purchase intention, however consumers who do not used organic food had negative emotion influencing purchase intention of the organic food contradictorily. Referring to the research result above, the following was hypothesized. Hypothesis 6: Attitude towards organic food will have significant influence in purchase intention of organic food.

3. Research methodology

3.1. Data collection and analytical method

Data for this research is collected by surveys of 280 students and general public dwelling in Seoul and Gyeonggi region, using sampling method. Data collection was conducted during the 4 weeks, from October 1st to October 30th, 2012 with self-administered questionnaires. Among 280 copies of survey questionnaires distributed, 256 copies were recollected(collect rate 91.4%) and 256 copies, excluding non-response and insincere respondents, were used in the analysis.

As for the analytical tool of the collected data, SPSS Windows 18.0 Statistic program was utilized. Analytical methods to verify the hypothesis are as follows. First, frequency analysis was used to confirm the general traits of the research target. Second, factorial analysis was implemented to check the validity of measurement tools. Also, Cronbach α coefficient was used to ascertain the credibility of measurement items of each variables. Third, multiple regression analysis was executed to confirm the impact of food choice motive on attitude towards organic food, as well as regression analysis to identify the impact of attitude toward organic food on purchase intention of organic food.

3.2. Measurement of variables and operant definition

This study intends to verify the impact of food choice motive on attitude towards organic food and purchase intention targeting students and general public of Seoul and Gyeonggi area. Therefore to figure this out, data collection was carried out using structured survey questionnaires by self-administrated method. Food choice motive, attitude and purchase intention for this research was measured by employing measurement tools verified of their credibility and validity from preceding studies.

Referring to preceding research of Steptoe et al. (1995) and Chen (2007), food choice motive was measured by total of 19 questions: 6 health questions, 4 convenience questions, 3 price questions, 3 familiarity questions, 3 environment protection questions. Attitude towards organic food was measured by 3 questions based on preceding research of Chen (2007). Purchase intention of organic food what consumers are willing to purchase in the future (Blackwell et al., 2001) was measured by 3 criterion questions used in the study of Park & You (2007).

After adjusting and complementing of above measurement tools to enhance goodness of fit for this study, final survey questionnaire was completed. Operant definition and measurement items for each variable are as follows.

3.2.1. Food choice motive

A motive is an intrinsic factor that provokes certain behavior, which is measured in this research according to 19 criterion questions used in studies of Steptoe et al. (1995), Chen (2007): Likert scale(1= Not at all ~ 5= Strongly agree) is utilized for measurement figures.

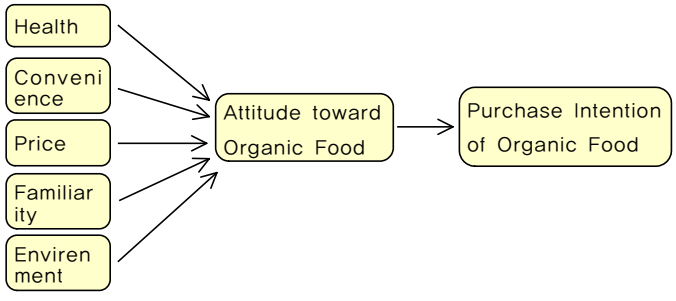
3.2.2. Attitude towards organic food

An attitude is a learned tendency that is expressed by consistently responding to a particular entity with some degree of favor or disfavor (Ahn & Yu, 2002). In this research, attitude towards organic food is measured by 4 questions used in the studies of Chen (2007), employing Likert scale(1= Not at all ~ 5= Strongly agree).

3.2.3. Purchase intention of organic food

Purchase intention represent what consumers are willing to purchase in the future(Blackwell et al., 2001). In this research, purchase intention of organic food is measured by 4 questions, employing Likert criterion(1= Not at all ~ 5= Strongly agree).

3.3. Research model



<Figure 1> Research Model

4. Research result

4.1. Demographic attributes of the sample

General characteristics of respondents for this study are as shown in <Table 1>.

<Table 1> General Characteristic of Respondents

(N : 256)

Variables		N	%	Variables		N	%
Gender	Male	107	41.8	Monthly household income	less than 1 million won	32	12.5
	Female	147	58.2		2 million won	53	20.7
Age	20~22	28	10.9		3 million won	58	22.7
	22~25	15	5.9		4 million won	34	13.3
	25~27	99	38.7		Over 5 million won	38	14.8
	27~29	60	23.4			41	16
	29~35	26	10.2				
	Over 35	28	10.9				
Occupation	Student	142	55.5	Purchase frequency of organic food	1~2 times	68	26.6
	Worker	91	35.5		3~4 times	108	42.2
	Others	23	9.0		over 5 times	25	9.8
					non	55	21.5

4.2. Validity and credibility verification

4.2.1. Validity verification

Validity is a concept that indicates whether the concept or attribute intended to be measured is well measured or not. Also, it is to identify whether the measurement tool developed to measure particular concept or attribute can accurately reflect the traits. Validity consists of 3 parts including content validity, prediction validity and construct validity. Factorial analysis is widely used to evaluate construct validity. Factorial analysis is categorized into exploratory factorial analysis and confirmatory factorial analysis according to the purpose of research analysis. Exploratory factorial analysis is an analytical method with exploratory purpose to grasp the direction of the research that is not theoretically systematized or established, while confirmatory factorial analysis is a method that sets existing relationship between variables under theoretical background and verifies whether that relationship is valid (Kim et al., 2013).

In this study, principal component analysis was used as a method of factor extraction to minimize the loss of information and reduce the number of factors in exploratory factorial analysis, and varimax method was used for the rotation of factors. Then, credibility analysis was exercised to evaluate how adequately measurement variables are reflecting theoretical variables with deduced measurement variables from exploratory factorial analysis result. Cronbach's α coefficient is known to provide the most conservative criterion among many coefficients in evaluating credibility of measured items, and is the most frequently used method in credibility verification. Thus if the Cronbach's α coefficient is over 0.6, it is considered that credibility is guaranteed.

Result of exploratory factorial analysis and credibility analysis for the measurement items of food choice motive variables are as shown in <Table 2>. As a result of the exploratory factorial analysis, total of 7 factors were deduced as which include5 factors (subordinate concept of food choice motive) of healthiness, environment, familiarity, convenience and attitude towards organic food and purchase intention. Accumulated explanation power is confirmed as 76.243%. Specific factor names to items are as follows.

First of all, factor 1 consists of 6 specific items: healthy food, nutrition-abundant food, protein-abundant food, fiber-abundant food, food good for skin and hair, food good for weight-control. These factors are related to health, which is what consumers consider important in choosing organic food, thus labeled these items 'Health' for their factor name. Factor 2 consists of 4 specific items related to the purchase of organic food: food easy to take care of, food easy to cook with, food with high accessibility, food that's easily found in convenience stores or supermarkets. I labeled these items 'Convenience' for their factor name. Factor 3 consists of 3 items related to perceived price by consumers who purchase organic food: inexpensive food, cheap food, food with high worth to its price. I labeled these items 'Price' for their factor name. Factor 4 consists of 3 items: food that I usually eat; familiar food; food that people surrounding me consume a lot, and is named 'Familiarity' as their factor name. Factor 5 consists of 3 items: environment-friendly packaged food, environment-friendly produced food, food that is produced without breaking nature's balance. I labeled these items 'Environment' for their factor name.

4.2.2. Credibility verification

Factorial analysis result to confirm the credibility of each item compositing each factor displayed Cronbach's α of food choice motive factor credibility as the following. Cronbach's α for food as 0.898, convenience 0.847, price 0.675, familiarity 0.807 and environment 0.884. Also, Cronbach's α coefficient as a measure of credibility for attitude towards organic food showed 0.641 and 0.950 for organic food purchase intention. Credibility is satisfied with credibility for each variables being over 0.6(Hair et al., 1998) and it is approved that reliability of measured items are at the satisfactory level. Following <Table 2> describes the factorial analysis result for food choice motive.

<Table 2> Factor analysis and credibility verification

	Factor	Questionaries	Communality	Eigen value	Variance ratio	Credibility
Food choice motives	Health	healthy food	0.882	7.336	30.568	0.898
		nutrition-abundant food	0.776			
		protein-abundant food	0.821			
		fiber-abundant food	0.763			
		food good for skin and hair	0.766			
		food good for weight-control	0.839			
	Convenience	food easy to take care of	0.770	3.217	13.402	0.847
		food easy to cook with	0.704			
		food with high accessibility,	0.731			
		food that's easily found in convenience stores or supermarkets	0.617			
	Price	inexpensive food	0.667	1.384	5.765	0.675
		cheap food	0.627			
		food with high worth to its price	0.689			
	Familiarity	food that I usually eat; familiar food	0.701	1.483	6.179	0.807
		food that people surrounding me consume a lot	0.731			
		food that easily access by mass media	0.817			
	Environment	environment-friendly packaged food	0.836	1.616	6.733	0.884
		environment-friendly produced food	0.835			
		food that is produced without breaking nature's balance	0.669			

4.3. Verification of research hypothesis

A regression analysis was conducted to verify the hypotheses framed for this study and to corroborate the effect relationship between the suggested variables. Regression analysis is a method to comprehend the relationship between one or more independent variables and one dependent variable, usually used in predicting the value of dependent variable corresponding to the values of one or more dependent variable or in predicting one variable based on the other variable (Park & Yoon, 2002).

In this study, multiple regression analysis is conducted to find how food choice motives like health factor, convenience factor, price factor, familiarity factor and environment factor affected the attitude toward organic foods. Simple regression analysis is conducted to confirm the influence of attitude towards organic food on purchase intention of organic food.

Result of the regression analysis to confirm the impact of food choice motives such as healthiness, familiarity, convenience, price, environment and etc. on attitude towards organic food is as shown in <Table 3>. Analysis result supported that health factor ($p<0.01$) and environment factor ($p<0.001$) have meaningful influence over the attitude towards organic food. Thus, I have proven that while hypothesis 1 and 5 are adopted, hypothesis 2, 3, 4 are dismissed.

<Table 3> Result of the multiple regression analysis to confirm the impact of food choice motives

Model		Unstandardized Coefficients		Standardized Coefficients	t-Value
		B	Standard Error	Beta	
Food Choice Motive	Health	0.180	0.058	0.224	3.081**
	Convenience	0.041	0.051	0.054	0.804
	Price	0.041	0.061	0.049	0.671
	Familiarity	-0.031	0.054	-0.041	-0.583
	Environment	0.186	0.052	0.250	3.597***

R^2=0.188, ***p < .001, **p < .01, *p < .05

To verify hypothesis 6, attitude towards organic food will have significant influence in purchase intention of organic food, regression analysis was implemented, and the result is as shown in <Table 4>. Keen examination of analysis result proves that attitude factor regarding organic food does have meaningful influence on purchase intention ($p<0.001$). In addition, explanation power coefficient of determination R 2 value for attitude towards organic food, which is an independent variable among purchase intention variance of dependent variables, was confirmed to be 0.124.

Hence, hypothesis 6 is adopted.

<Table 4> Attitude towards organic food influence on purchase intention of organic food

Model	Unstandardized Coefficient		Standardized Coefficient	t-Value
	B	Standard Error	Beta	
Purchase intention	0.654	0.112	0.357	5.840***

R^2=0.124, ***p < 0.001

5. Conclusion and proposal

5.1. Summary of research result

This research investigated main variables of consumer food choice motive and how these factors affect the attitude towards organic foods, further to purchase intention. The study conducted a multiple regression analysis to verify the influence of food choice motive on attitude towards organic food, which is the purpose of this study. Following are the results of simple regression analysis to attest the effect of attitude towards food to purchase intention.

First, health($p<0.01$), environment($p<0.001$) and etc. of food choice motive had significant positive(+) influence on organic food, whereas convenience, price and familiarity had no impact on attitude towards organic food.

Second, attitude towards organic food had significant positive(+) influence on organic food purchase intention. As seen earlier in many research results, it has been substantiated that attitude is an important psychological factor influencing consumers' behavior, and once favorable attitude towards organic food forms, it affect purchase possibility of organic food.

As the result of this study identified the impact of organic food choice motive factors, it may be utilized as a base line data for marketing strategy to understand consumer attitude towards organic food and purchase intention, and to satisfy consumer needs.

5.2. Proposal and limitation

This study intended to figure out the effect relationship between food choice motive perceived by consumers, attitude towards organic food and purchase intention. Comprehensive review of the study and the survey result indicate that only health factor and environment factor among food choice motives have positive(+) influence on attitude towards organic food. Convenience, price, familiarity had no significant impact on the attitude towards organic food. Moreover, attitude towards organic food positively(+) influence organic food purchase intention. Following are the suggested proposal as a result of the study.

First, unique value of organic food must be emphasized to induce consumers pay for organic food, considering most consumers are sensitive to price when purchasing organic food. Second, by showing difference in demographic traits, useful base line data for organic food market segmentation is provided. A plan that enables focused marketing activity based on accurate understanding of the needs of organic food consumer group can be sought with this data.

Limitation and future research direction which the study suggests are as follow.

First, since the target of the survey is limited to residents of Seoul and metropolitan area, there may be difficulty in generalizing the result of this study to see the relationship between attitude towards organic food and food choice motive of Korean consumers as a whole and their purchase intention. Second, since the number of subordinate items of food choice motive is limited to 5, there exists a necessity for future research on effect relationship considering more diverse food choice motives. Third, as this research was carried out without assorting types of food, consumer response may vary according to the type of food such as agricultural product or manufactured food. Lastly, in spite of the rising consumer interest in organic food, we cannot exclude the possibility where respondents responding to the survey without sufficient understanding of the organic food due to lack of advertisement and promotion of manufacturers and distributors.

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