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THE IMPACT OF COUNTRY OF ORIGIN ON CONSUMER'S PURCHASE INTENTION OF ORGANIC FRUITS AND VEGETABLE

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INTRODUCTION

In the rapidly evolving landscape of global food markets, the significance of the country of origin (COO) as a determinant in consumer purchasing behavior, especially for organic fruits and vegetables, cannot be overstated (Nagy et al.,2022). The existing literature focuses on country-of-origin effects in a broader context, such as its impact on consumers' perceptions of quality, trust, and value across various product categories (Rahman et al., 2021; Gundala &Singh, 2021; Ladwein & Romero, 2021). Research shows that country of origin can significantly influence consumer choice and willingness to pay, reflecting country stereotypes and perceived production quality (Oduro et al.,2023). According to relevant studies (Lee et al., 2019; Thorsøe et al., 2016), the impact of country of origin on consumers' organic food purchasing decisions is significant, usually manifested in a preference for local products. However, Chinese consumers of organic products, from the perspective of healthy and organic food concepts, may be more inclined to choose imported organic fruits and vegetables, especially those from developed countries (Yin et al., 2019; Chen et al.., 2019). This unique factor makes Chinese consumers' willingness to purchase imported organic fruits and vegetables worth studying. Understanding their preferences and motivations can allow organic produce companies and policymakers to develop specific targeted strategies.

The novelty of this study is consumer purchase intention on organic fruits and vegetable depending on the original country. Although there are numerous studies that have dealt with the question of how country of origin information shapes and influences consumer behavior generally (Ladwein & Romero, 2021), this study offers new understandings by focusing on the market segment concerning organic fruit and vegetables. The findings of this study present new information relating to the perception of Chinese consumers and influence that country-of-origin relationships has on purchasing organic fruits and vegetables which have not had been discovered before. Variables related to the country of origin and mediating conditions resulting from attitudes are included in this study by application of a theory planned behavior model (TPB) proposed by Ajzen (1991).

The question discussed in this thesis is: How does the country of origin affect consumers' purchase intention for organic fruits and vegetables?

This thesis aims to determine and elucidate the impact of the country of origin on consumers' purchase intentions regarding organic fruits and vegetables.

The objectives of this study are:

1: Undertake a review of the available literature to determine how purchase intention by consumers for organic fruits and vegetables is influenced by country of origin.

2: Develop a theoretical framework, create a research model and devise hypotheses

3: Design and implement consumer surveys to collect primary data on Chinese consumers' opinions, attitudes and purchase intentions towards organic fruits and vegetables.

4. On the basis of country of origin and TPB, explore the impact of consumer attitudes, subjective norms, and perceived behavioral control on purchase intention and how these variables are affected by that country of origin factors.

5: Use statistical tools to analyze the collected data to determine the patterns, relationships and effects of country of origin on Chinese consumers' intention to purchase Australian organic fruits and vegetables.

6. Test hypotheses based on empirical findings.

7. Summarize the results obtained and provide recommendations based on these results.

1. THE THEORY OF COUNTRY OF ORIGIN AFFECTS CONSUMERS' PURCHASE INTENTION FOR ORGANIC FRUITS AND VEGETABLES

1.1. Factors affecting the purchase intention of organic fruits and vegetables in the COO and consumers' attitude towards COO.

1.1.1. Perceptions of Quality and Safety

On the consumer side, one crucial topic for research is to clarify the connection between country of origin (COO) and perceived quality as well safety in relation to organic fruits and vegetables .In research carried out by Gundala and Singh (2021), it was found that health is the major component influencing consumer attitudes regarding their association with organic fruits and vegetables. The health impacts are one of the key drivers why many people purchase organic fruits and vegetables. COO in this case acts as a cue that influences consumers' propensity to but. This relationship is subjected to a host of factors, which are dependent upon the historical reputation of the COO, known farming practices, and volumes of organic farming that are prevalent in the COO. The COO effect is an essential driver of organic product quality and safety perceptions for most consumers, where product standards vary from country to country due to differences in regulatory environments. According to Verlegh and Steenkamp (1999), the COO effect influences consumers cognitively through an associative network of country-specific beliefs and attributes. Different products tend to acquire specific qualities in the way of origin, as illustrated in the example of organic food. The phenomenon is even more evident in the case of organic fruits and vegetables. Because these are considered direct consumption products, risk perception involving contamination or sub-standard production practices prioritizes safety and quality perceptions. Referring to Janssen and Hamm (2012), organic certification improves consumers' perceptions concerning the quality and safety of their fruits and vegetables. However, the association with the COO is intricate, depending on the exporting country's food safety and quality standards and its reputation—historical COO antecedents help boost confidence in organic fruits and vegetables, which is crucial. A country with a history of producing organic agricultural products will likely be seen as trustworthy when providing high-raised organically produced items. For example, countries with solid reputations in food safety and fewer cases of food scares tend to have more

consumer trust (Nagy et al., 2023). As a result, consumers are more likely to buy organic fruits and vegetables from these countries of origin that they trust as being dedicated to quality and safety in organic farming. This sophisticated functionality between COO and consumer perceptions emphasizes the importance of envisaging the factor of origin in an organic food industry context.

Consumers' awareness and purchase intention are influenced by the level of organic agriculture development in the COO. They indicate how countries that observe intensive organic product certification processes and are internationally recognized for their sustainability in agricultural activities tend to be associated with halo effects in international markets. In their study, Hughner et al. (2007) observed that consumers usually believe organic products from these countries to be of high quality. Consumers value safe standards for certification and trust in sustainable practices. This consumer's trust in organic products is not only grounded on the physical quality of the product itself but also based on an evaluation by consumers and their trust in a foreign country's sustainability commitment. On the other hand, countries with no strict practices in the organic certification process or more negative publicity regarding environmental issues may face consumer doubt about the safety of their products (Nagy et al., 2023). Based on the research of Zepeda and Deal (2009), these countries' organic fruits and vegetables might undergo a collapse in consumer trust, therefore being locked out from the market. Concerns relating to product safety may be based on concerns about the chemicals and pesticides associated with agricultural production and the future implications of it on the environment as well as human life. Another factor is the large scale of development in the organic farming sector in a country. A robust and flourishing organic agriculture industry in a country showcases the seriousness of such a country's quality and safety or even may enhance the general trust of consumers in the organic products from that country. Moreover, Thøgersen (2002) pointed out that a big-scale organic farming sector in a country gives the impression of shared interests to international consumers in safe and environmentally friendly farming. This image can build a positive image for the country in the eyes of consumers, thereby increasing their willingness to buy organic fruits and vegetables produced by that nation. Accordingly, this kind of national image and perception of the COO is central in a global organic product market, influencing consumers' choices.

COO-induced consumer concepts are not static. These concepts will evolve and contribute to many transformations. Public perceptions are also formed and transformed by media coverage,

publicized food safety incidents, and friends' personal experiences or experiences. The influence of information through media is powerful and easily causes transformation in the public and consumer conduct (Müller& Gaus, 2015). In one empirical study by Schuldt & Schwarz (2010), the researchers noted that in this issue, the media has a particularly strong impact on consumers' COO perceptions. Consumer perceptions can change very quickly when there is a safety incident. The change in attitude is usually severe, which has long-run connotations on the market. However, not all consumers are always impacted by such. Sometimes, consumers will be moderated by individual differences, such as the depth of knowledge about organic certification, personal values concerning health and safety, or prior experience using organic products from different countries. A detailed study in this area is that of Grunert and Aachmann (2016). The evidence extensively supports that some consumers' traits might be critical in forming a perception of a COO. Consumers with high organic food-related knowledge, especially regarding only parts like fruits and vegetables, may be less dependent upon COO cues in their buying decisions. Instead, they may pay extra attention to product detail information, e.g., ingredients, organic certification marks, and production/processing details. This could imply that experienced consumers would be more rational and knowledge-based in evaluation. They may, therefore, seek more information concerning the product based on its attributes instead of judging based on the COO. This shows that consumer perceptions are not simple, and at the same time, marketing and communication strategies for organic fruits and vegetables in the global market should be carefully considered.

To sum up, In the area of consumer behavior towards organic fruits and vegetables, country of origin (COO) is a vital factor that is closely related to quality and safety. Researchers such as Rahman et al. (2021), Gundala & Singh (2021), and Verlegh &Steenkamp (1999) report that the COO effect has a powerful impact on consumer attitudes, influenced by the reputation carried over time and known farming methods employed in order to grow organic. In addition, this effect affects consumers' associations with organic fruits and vegetables, with countries that have historically engaged in organic agriculture being more trustworthy. Janssen and Hamm (2012) and Nagy et al. (2023) find the same thing that organic certification and a country's reputation for food safety improve consumer confidence. On the other hand, nations that have weaker sustainability standards or poor environmental publicity may attract high levels of skepticism from consumers, as noted in Zepeda and Deal (2009) and Thøgersen (2002). Nevertheless, in accordance with Müller & Gaus (2015) and Schuldt & Schwarz (2010), consumer perceptions are dynamic and can

change due to propaganda, published facts or personal experience. These factors can easily shift attitudes, especially after an experience of safety lapses. Grunert and Aachmann (2016) note that there are individual differences, such as knowledge of organic food or personal values, which may also influence these perceptions. More informed consumers might depend less on cues from the COO and pay attention to details about the product, such as ingredients and organic certification. Due to this complex interrelation between the factors, there is a need for sophisticated marketing and communication strategies in order to win over the ever-changing consumer perceptions that COO influences in today's global market of organic fruits and vegetables.

1.1.2. Economic Development and Technological Advancement

Consumer perceptions regarding whether to go for organic products or not also greatly depend upon how far a particular country's economic development and further advancement in agricultural technology; this consideration serves as one of those crucial determinants for what regards consumers' willingness to buy organic fruits and vegetables (Nagy et al., 2022). The level of economic development is usually a frontier indicator in evaluating organic farming capabilities for a country. Also, the high economic development supports improving agricultural technology, including technological innovations crucial for organic agriculture. For example, organic farming needs a definable system of complex and equally expensive farming. Methods used in this regard include integrated pest and disease management, soil fertility improvement, and adherence to organic certification requirements. Such tasks need the availability of advanced technologies, continuous R&D, and high capital investment, which mainly only countries with strong economic positions prove (Bronson & Knezevic, 2016). The more advanced the economy, resulting in increased investment in such fields as automation, information technology-based big data analysis and high-end agricultural robots done by economically-developed countries, key factors for increasing efficiency and effectiveness of organic agriculture. The adoption of these technologies greatly reduces organic agriculture's production process and improves the picture quality of agricultural products from these countries in the global market. Technological advancement demonstrates the economic capability and willingness to provide organic products that meet high standards. Only those economies that can afford high inputs for organic agriculture and whose agricultural activities have low chemical dependence will remain market competitive with the growing demand for organic products from global consumers. In this regard, consumers would

often rate the level of development in organic agriculture using a country's economic development status.

Therefore, the country's economic development level and progress in agricultural technology are essential for the competitiveness of its organic fruits and vegetables. In a strong economy, it is common for the country to implement effective quality and safety control measures that give rise to very stringent advanced systems. Product authenticity and safety are major determinants that dictate consumer purchase decisions. When these factors are enhanced, consumers' acceptance and purchase intentions can be significantly influenced. In this regard, a country's economic power and technology collectively foster a firm market position for its organic products. These two things ensure that organic products are of the best quality, have a good reputation and image, and significantly affect the customers' buying decisions (Oduro et al.,2023). However, this does not mean that only countries with developed economies and agricultural technologies will be eligible to enter the international organic fruits and vegetables market. In the current diversified and transformed organic product market, the status and potential of developing countries and other countries that do not have the natural conditions for economic development in developed countries are also particularly important. Although various development-level restrictions may hinder these countries, they offset their weaknesses by implementing several thoughtful strategic initiatives. Many developing countries have enlisted in the international organic agriculture industry and are assuming more prominence on the global level despite several development challenges. They achieved tremendous achievements in the local region and went global with their organic products, creating an important niche. India is a good example and has a proven growth in the development of organic agriculture. According to Piyush (2023), the country's organic food sector employed over 1.6 million people in 2020. The figure is not only bigger than that of many other countries in the world but also marks a remarkable development trend in the industry. This means that the growth is a quantitative leap and a qualitative improvement. This phenomenon highlights an important point: A country's economic developmental status is important to consider when promoting organic agriculture in a given nation. However, it is not a single requirement. This trend means that consumers need to provide a more diversified point of view regarding the quality and safety level of organic fruits and vegetables produced in specific countries. Consumers should also know about the country's agricultural policy access to market efforts and, for that reason, focus on learning about its move toward organic and sustainable agriculture. From such a wider view,

consumers understand that a country's competitive advantage in providing high-quality organic fruits and vegetables does not depend on its level of economics. These factors include employee skills and expertise, advances in traditional farming, the country's dedication to organic products, and sustainability. These factors interact with each other to enhance consumer purchasing behavior, the diversification of the organic product market, and global sustainable development.

In summary, consumer perceptions of organic fruits and vegetables are deeply influenced by a country's economic development and advancements in agricultural technology（Nagy et al.,2022). The economic status of a country is often seen as a key indicator of its capability in organic farming, where advanced economies, through high economic development, support improvements in agricultural technology crucial for organic agriculture. Consumers often equate a country's economic advancement with its ability to invest in and adopt advanced technologies in organic agriculture, thus influencing their perceptions of the quality and safety of organic products from these countries (Oduro et al.,2023). In the international organic trade, however, not only are developed countries able to join. Organic agriculture has made great strides in developing countries such as India (Piyush, 2023). This shows that although economic and technological progress is necessary, they do not constitute the only requirements of success in a nation with regard to the organic market.

1.1.3 Summary

The sections discuss the various dimensions of country origin's impact on consumer perceptions and purchase intentions towards organic fruits and vegetables, highlighting how quality, safety perception, technological advancement, and economic development confluence mold a positive stance for consumers. The COO's influence on attitudes towards quality and safety has been demonstrated by Rahman et al (2021), Gundala & Singh(2021), and Verlegh & Steenkamp(1999). These three studies find that the historical reputation of a country in terms of organic farming and organic farming technology shaped consumers' associative network, which gives consumers trust in countries with a long history of organic farming. Further, there is a study by Janssen and Hamm (2012), and Nagy et al. (2023) suggests that people will trust such products If there is good organic certification and an excellent national food safety reputation. Meanwhile, it is noted by Hughner et al. (2007) say that intensive processes of organic certification and advanced agriculture

techniques followed by the COO create a halo effect, while Nagy et al.（2022）say that consumer perceptions are easily impressed by improvements made for agricultural technology or economic development of their country. An economically developed country is regarded to have the ability to invest in and assimilate high-end technologies into organic farming. This, in turn, affects perceptions of the quality and safety of organic fruits and vegetables (Oduro et al., 2023).

1.2. Subjective norms: the Role of Country of Origin in Shaping Consumer Norms for Organic Fruits and Vevers.

1.2.1. Cultural norms

Cultural norms can be described as unwritten rules that individuals within a specific group follow, representing their distinctive behaviors and tendencies (Liu et al., 2022). As for organic products' view of trust, they are subject to influence by the cultural mindsets of consumers in various countries. Since various cultures have distinctive historical factors, geographic peculiarities, societal formations, etc., they probably express relative views on trust in organic products. For example, Yin et al. (2019) undertook a study on Chinese consumers and organic products, which included research involving organic tomatoes. They concluded that cultural norms could play a significant role in shaping the consumer decision-making process. For instance, organic tomatoes from Japan (a region that is more developed) have stricter standards; however, Chinese consumers are still extremely unwilling to purchase them compared with products created in Arab countries (quite less developed). This is an indication of how cultural norms in countries determine the behavior of consumers within the organic fruits and vegetables segment.

At the same time, consumers from cultures with a strong agricultural heritage may be skeptical of buying organic produce of fruit and vegetables grown in countries of origin that have inferior standards on agriculture practices. These traditional farming methods represent the primary source of this skepticism. As opposed to that, people opting for organic goods from nations with a culturally close relationship to certain foreign agricultural practices may possess more trust in those goods. This trust can be created based on a significant reputation that the agricultural technologies of these countries enjoy or recognition of their work to preserve environmental ecosystems and strive for sustainable development. For example, some customers may like

products whose origin is in countries that are known for advanced farming and high-quality organic cultivation (Curvelo et al.,2019). A study conducted by Nagy et al. (2022) revealed that cultural values shape the perceptions of consumers and their trust in relation to organic products, which suggests that there is a significant influence on decision-making in an organic food market. Furthermore, the culture of food safety and health will also determine how consumers view organic fruits and vegetables. In some countries, the consumers who require their fruits and vegetables to have high quality and guaranteed safety will prefer those products that they can get from a country believed to produce the highest quality of products. More than one thousand respondents backed this up through a study conducted by Wang et al. (2023), in that culture of food safety and health awareness will have an impact on the consumer perspective when it comes to organic products, particularly those which are renowned as high-quality organics from some particular countries. Therefore, it is very important to realize these various cultural perceptions in order for us to be able to analyze consumer behavior toward organic products that derive from different countries accordingly. These constructs are not only able to shape consumers' decision-making regarding the purchase but can also accelerate or impair organic products in various cultural contexts (Xie et al., 2015). For instance, if consumers within a market are generally skeptical, then the suppliers of organic products may have to employ additional marketing strategies aimed at building trust and recognition (Seegebarth et al.,2016)

To sum up, consumer perception and trust in organic products from different countries are highly influenced by Cultural norms, which serve as unspoken conducts that mirror particular values and ideas about the right things to do or think (Liu et al., 2022). Such norms, which are bathed by the historical backgrounds, geographical and social levels appear to be creating people with different perceptions especially in relation towards organic levels and amounts of trust that can fill up this gap. This is demonstrated in the research by Yin et al. (2019) on Chinese people's perceptions of organic vegetables which indicates that cultural practices largely contribute to consumer preferences and choices. In this regard, two recent studies as conducted be Curvelo et al. (2019) and Nagy et al. (2022) have demonstrated a relationship between cultural norms and individual behaviors, where both of them emphasize on how consumers' perceptions are shaped by their cultural values including influence to trust toward organic products – Yet it is an indication that when making decisions within the context of an organic food market. In research by Wang et al. (2023) it was observed that cultures with food safety and nutrition quality requirements are likely

to prefer products from countries famous for their authentic organic production. There are various opinions from different cultures which are important to note and understand as they help in looking at consumers behavior towards organic product on how these products trend is viewed by the communities of a particular country. There is significant influence of such cultural norms on the purchase decisions and scope within which organic products can find their way into different markets with diverse cultures (Xie et al., 2015). For instance, in a scenario where mistrust is witnessed due to specific market conditions, sellers of organic products may have no other option but to come up with additional means that will help create trust between them and the consumers (Seegebarth et al., 2016). Such cultural differences provide an appropriate opportunity for organic products from different origins to actively establish their positions in the international markets.

1.2.2. Social norms and peer influences

Social norms and peers also influence consumers' buying behavior. One study published by Pacho (2020) researched the effect of subjective norm control over consumers' intent to purchase organic food. In his study, he finds that subjective norms are important determinants of the purchase intention of organic food. Similarly, another research conducted by Gundala and Singh (2021) adds to the validity of the theory of reasoned action (TRA) in trying to establish how motivation impacts consumer behavior development. At the consumer level, this study emphasizes consumers' knowledge in terms of affecting organic food behavior by demonstrating that subjective norms indeed have a role to play as far as influencing consumer purchasing decisions are concerned within the context of buying organic fruits and vegetables. This effect is primarily observed where consumers are greatly influenced by the views and actions of their stew circles on how they perceive a product when making purchasing decisions. When organic fruits and vegetables from a particular country, for instance, carry great value to the extent of identification in consumers' social networks, the force can be strong enough to remove intentions on their purchases. Consumers may be driven to purchase a country's organic products simply because family members, friends, colleagues or even an influencer on social media strongly recommend such items. This trend speaks much about how social influence greatly affects the consumer's preference. In this case, the description of a specific country's organic fruits as well as vegetables (e.g., positively reviewed by peers, family members, and social media) can substantially affect consumers' purchasing intentions.

In addition, this socio-behavioral mechanism underlines the intricate interplay between social cognition and individual choice when it comes to organic product consumption. Sometimes, consumers make choices based on feeling or belonging to a group and acceptance of one's society. For instance, in some societies, opting for organic products is seen as a fashionable or even cultural representation, while in others, it may be nothing more but a healthy and eco-friendly option. Dahl's (2013) research shows that the social influence factor is very important in consumption. In the study, he brings up how consumer choices are influenced by other people's emotions, perspectives and actions (Social; Peers). As a result, it can be stated that Social and peers have major impulsive influences on purchases, and some recent psychological research has taken similar stands on this issue. Spears (2021) supports that consumer choices are indeed affected by the sense of group identity, belonging or social recognition. Consumers respond less than independent individuals possessing rights per se. The study by Hongsuchon and Li (2022) focuses on social interaction and the role of a group in shaping consumers' behaviors within community-related settings, which represents another critical aspect of being considered. Peers, group identity, belonging, or social recognition affect consumers' choice of purchase intention in the two studies. Also social media and online marketing also play a crucial role in forming consumers' views on organic fruits and vegetables. People receive multiple streams of information and opinions through social media influencers, which may influence their purchasing decisions. For instance, if one of the most well-known bloggers promoting a healthy lifestyle offers to use organic fruits and vegetables only from a certain country, it might be an important suggestion for them. At the same time, this social factor also indicates that customers can engage in social comparison when selecting organic products. They might be looking at how the others around them are making choices and what they do, giving themselves preferences without even realizing it. However, at the same time, social circles influence consumer behavior in different ways for various individuals. Hence, as Mars et al. (2020) study demonstrates, the sensitivity of consumer behavior to social influence will be influenced by individual differences. Some consumers are open to the opinions of other people, especially those whom they consider as influential or reliable. Others may, however, wish to make their own decision but could be influenced unknowingly by their surrounding peers.

To sum up, there is a considerable and multifaceted impact of social norms as well as peer groups on consumer buying behavior, particularly for organic fruits and vegetables. One article by Pacho

(2020) stressed the role of subjective norms in building an intention to purchase organic food, stating that these norms have a significant impact on the intention to buy. This concept was further enhanced by Gundala and Singh (2021) through their application of the theory of reasoned action (TRA) in order to determine how motivation affects consumer conduct, which emphasized that consumer awareness plays a major part in generating decisions on organic food. Dahl (2013) supported the role of social influence in consumption and explained how this is where other people's emotions, opinions, and behaviors impact consumer choices. Research by Spears (2021) also supports this as it shows that group identity, belonging, or a social accolade indeed influences consumer choices. Moreover, as Hongsuchon & Li (2022) added to the theme further, social interaction and group identification are very important in shaping consumer behavior when they interact with consumers face-to-face or belong to a community where organic products mean something more. In addition, digital media promoted through modern technologies not only creates but also shapes customer perceptions of organic fruits and vegetables. Influencers, blogs and online communities give a lot of information and opinions that can lead to making purchasing decisions. The influence of social circles on consumer behavior may differ, however. Mars et al.'s (2020) study demonstrated the role of individual differences in social influence sensitivity. For some customers, the opinions of others may be welcome, while others prefer making decisions without anyone's influence. By this point, it should have become apparent that consumer decisions regarding the purchase of organic fruit and vegetables are influenced by social norms as well as peer group behavior.

1.2.3 Summary

This section has provided an understanding on how cultural norms and social affect forms the major components that guide consumer perception and purchase behaviors toward organic fruits vegetables. Cultural norms are strong determinants of consumer attitudes towards organic protection, which is essentially the unwritten codes underlining particular values, beliefs and practices (Liu et al., 2022). Nonetheless, these norms are modified by backgrounds relating to history, geography and society resulting in varied trust perceptions. This was elaborated by Yin et al (2019) when they conducted research on Chinese consumers and indicated how cultural norms contribute to choose preferences. Similarly, Curvelo et al. (2019) as well as Nagy et al. (2022) also

address the impact of cultural values on consumer perceptions along with trust in organic products. Furthermore, cultural focus on safe food and awareness of health is also reflected in their attitudes towards organic products (Wang et al.,2023). These norms are what Xie et al., (2015) and Seegebarth et al. (2016) assert govern market penetration through the need to tailor marketing strategies. Additionally, the work of Pacho (2020), Gundala& Singh (2021), and Dahl's (2013) also pointed that social norms were related to consumer behavior. However, while examining this phenomenon from the perspective of community contexts Spears (2021) and Hongsuchon & Li (2022), stress in group identity and social interaction. The passage also demonstrates that social media and digital marketing play a part in shaping one's opinion, since many people post what they like on their websites about consumption which definitely shapes how potential customers feel encourages to buy. It has been demonstrated that differences in individuals are among the factors which affect sensitivity to social influences. Consumer behavior in this field is multidimensional and complex, as noted by Mars et al. (2020).

1.3. Country of Origin Affects Consumer Access and Decision-Making in Organic fruits and vegetables Purchases.

1.3.1. Awareness of Organic Standards

Packaging and labelling information play a key role in the modern organic fruit and vegetable consumer market, where purchasing decisions depend on detailed information about the health or environmental concerns of organic fruits and vegetables （Schouteten et al.,2019). In this case, the COO's organic label and consumer awareness of organic standards are very important; it is not only the biggest selling point of this type of product but also provides buyers with important, relevant information about the quality and safety of its products. In most situations, consumers do not have direct access to the production process to see and determine whether the product meets their standards; at that time, the organic COO label became an important window for consumers to perceive the product (Watanabe et al., 2021). As Dong (2014) pointed out in his study, when consumers face multiple choices, the information on product packaging becomes a key factor in judging the authenticity of organic food. First, such labels reduce information and search costs, allowing consumers to understand quickly whether a product meets organic standards. Secondly,

certification marks also act as a trust mechanism, building consumer confidence in product quality. Results from Bezawada and Pauwels (2013) indicate that using organic labels (e.g., USDA Organic or Ecocert) and purchasing enhances consumer trust more than single descriptive terms such as natural and healthy. The certified organic label represents quality assurance and is an integral part of the packaging information, including the product's physical properties and health and safety promises.

Authenticity and credibility of organic labels are some of the key factors influencing consumers' awareness of what organic stands for (Nagy et al., 2022). Consumer trust in organic products is not unconditional and is very much related to transparent knowledge about real reasons for such labels. This entails comprehension of the country of origin certificate processes and how dependable these are in ascertaining quality organic products. The reliance on organic certification labels mainly depends upon the level of trust and understanding the consumers have gathered about their country of origin behind these labelled marks for having been approved to be associated with products as per the standards assigned to such organic processes. Such certification standards are numerous and can differ significantly in various countries, being intended either for varying farming methods or to meet different regional consumer needs. For instance, some countries may emphasize the use of pesticides without chemicals, while others preside over ecological and circular farming practices. More and more, consumers are worried about the validity of various labels and certifications. It is a trend that poses more serious commitments on producers and certificate bodies aimed at the development of high quality, transparency, and conformance with certain generally accepted standards for certification procedures adopted in due course. To this end, the International Federation of Organic Agriculture Movements (IFOAM) has drafted a certification system. However, country standards for certifications and the level at which certified products are labelled still differ considerably. There are also discrepancies in concepts like law enforcement intensity, the stringency of regulation, and control quality effectiveness across countries. This influences the phenomenon of mutual recognition among certification bodies from different countries as well as consumer trust in these labels. Hence, even if a particular product is certified organic, some consumers from other parts of the world may be suspicious. Customers ' trust in the same organic certification label may also differ because the standards of implementation are still being determined.

For example, one such label is the United States Department of Agriculture (USDA) organic label

that guarantees that a specified product adheres to strict rules and regulations established by the National Organic Program (NOP), which bans synthetic pesticides from cultivating crops without GMOs application apart from other restricted substances. The NOP integrity is maintained as market-to-farm inspections and stringent requirements are developed (Guthman, 2000). Organic products are also certified based on the strict regulations of processing and distribution regimes. Its criteria comprise a sustainable environment, conserving biodiversity and high animal welfare standards, as well as not having any synthesized chemicals or genetically modified organisms. Stolz et al. (2011) said that the measures above satisfy the quality of control, which complies with European environmental and health values. There are many origins of faith in the organic label, such as stringent legislations and standards and a tradition associated with environmentally sound sustainability known for its culture that is deeply rooted in organic values Aarset et al. (2004).

Nonetheless, creating the credibility of organic labels may be a challenge for developing countries. In the furtherance of this argument, Raynolds (2004) observed that weak regulation and enforcement may make these countries' organic standards less effective for local and foreign consumers. In developing countries, the time and cost to increase confidence in the certification of organic products may be more challenging as well as critical than they are for systems with robust procedures in certifying processes and regulatory frameworks.

In conclusion, packaging and labelling information are important factors that influence consumers' decision to purchase modern organic fruit and vegetable products in the market, especially COO organic labels, as well as awareness of the standards for organics. This information is captured, as highlighted by Schouteten et al. (2019). Yet, it can be used to analyze the health and environmental concerns in organic products that require addressing accordingly. As Watanabe et al. (2021) explained, due to the fact that consumers usually have no access to the process of production directly, opting for a particular COO act as an exclusive tool they would be able to use in order to judge if goods meet their standards or not. Dong (2014) said that with the emergence of numerous options in organic food, it is vital for there to be information on product packaging in order to determine if the products are truly authentic. Bezawada and Pauwels (2013) found that trusted organic labels such as USDA Organic or Ecocert are more able to enhance consumer trust than vague descriptions of “natural” and “healthy.” Nagy et al. (2022) explained this by outlining how profoundly much are dependent on national certification processes while talking about consumers' trust in organic labels that a better organic label leads to more consumer consciousness (Stolz et

al., 2011)

1.3.2. Trade Policies and Accessibility

Import policies, tariffs, and trade agreements mainly determine international flows of organic fruits and vegetables. As an example, in the study by Boys et al. (2022), they use the trade policy of the United States to analyze; in the United States, a number of policies have been developed to promote increasing access by American consumers to organic products. Such trade policies can facilitate the entry of organic fruits and vegetables in both domestic and international markets also by boosting competition among all other potential trading countries that may lead to price cutting, hence, cheap products. However, the net effect of such policies regarding access and cost-related issues over organic products in deeper markets on both domestic and international fronts are governed by how these different factors interact with each other (Agriculture, 2023). Trade policies play a direct impact on availability, combined with competitive price structures for this set of goods available, in turning intentions into sales. In a bigger market, these kinds of agreements and rules that form the import policies impinge on the supply chain concerning managed product markets by either supporting or hindering the free movement of organic products all over the world. For example, Free Trade Agreements (FTAs) provide retailers with a cheaper and better way to import organic products from partner countries as they reduce tariff boundaries and facilitate import efforts. This not only accelerates the pace of international trade but also provides consumers with more and cheaper organic products. The EU has effectively succeeded in allowing a wide range of organic products to enter its market through free trade agreements with other countries. This strategy ensures diversification of the supply chain and can help lower consumer prices by increasing supply (Josling et al., 2004). On the other hand, more protectionist countries may directly or indirectly restrict the import of organic fruits and vegetables to a certain extent by imposing high tariffs and import quotas. Typically, such policies aim to promote domestic organic agriculture development. Nonetheless, this trade protection can harm consumers because it limits the range and quantity of organic products on the market, thereby increasing prices. For example, Japan has introduced import restrictions that may put various foreign organic products, such as fruits and vegetables, at a disadvantage in attracting domestic customers. High-level sanitary and phytosanitary measures are non-tariff barriers (NTB) that affect international trade in organic products. While these are necessary steps to ensure public health and food safety,

they could constitute non-tariff trade barriers if accompanied by drastic measures. These harm developing countries, which may have scarce resources that may hinder the achievement of these stringent standards (Jaffee & Henson, 2004).

Trade policy significantly affects the price competitiveness of organic fruits and vegetables; the price and accessibility of organic fruits and vegetables are factors that can affect consumer decision-making (Gundala & Singh, 2021). Likewise, even the slightest change in the tariff regime can lead to fluctuations in retail prices, especially for countries that import organic products from overseas markets. These can be reflected through changes in power. For example, anti-dumping duties are the most commonly used consumer tool in trade policy, which helps protect domestic industries from low-priced goods. This is the case with taxes levied on imported organic products, which usually increase costs and are almost always passed on to the end consumer. This may reduce the frequency or quantity of their purchases. This manifestation of market price sensitivity among consumers with limited budgets is of special significance. Some governments worldwide provide subsidies to stimulate organic farmers in these countries to organize their farming practices and take more care and consideration（Lencucha et al.,2020）. As a result, locally produced organic fruits and vegetables are now more affordable to consumers than before the move, making them more competitive. In another area of trade policy, the impact of trade agreements on organic product standardization regulations and certification requirements, this form of international harmonization can minimize the compliance costs of cross-border transactions, especially in countries with strict organic product certification systems. For example, in the case of the United States and Canada, organic equivalence arrangements enable free trade between these countries without additional certification. This greatly simplifies the trade process and supports consumers' willingness to buy organic fruits and vegetables by stabilizing the supply side."

Political and economic fluctuations heavily influence trade policies within world markets, so such policies are subject to sudden changes. These include trade wars and rapid tariff policy changes to global GDP. These factors affect a wide range of products, including organic fruits and vegetables, causing supply chain disruptions and becoming a key test of supply chain resilience. As Fabry (2017) illustrates, increases in tariffs, for example, on specific goods such as organic fruits and vegetables, will disrupt current supply chains and may lead to higher consumer prices. Price increases will directly affect consumers' daily lives, purchasing power, and decision-making. The

ripple effect may lead to differences in the market's supply and demand balance and consumer purchasing decisions. No harm goes unnoticed in the process, and the consumer base that buys organic products is often well aware of such products' social and environmental impacts. However, these consumers are not just concerned about price and product availability; they also want to know whether their consumption behavior supports a larger value system, such as fair trade and the country's sustainable development (Curvelo et al. 2019). Their values and personal standards determine their purchasing decisions. Therefore, the trade policy of the country of origin, the values it conveys, and how these values mature with consumer expectations and values may have a greater impact on consumers' purchase intentions than the price policy itself. The international organic fruit and vegetable market dynamics are significant, wide-ranging, and multi-layered, affecting consumer purchasing behavior.

In summary, the dynamics of international trade policies significantly influence the flow of organic fruits and vegetables, as explored in various studies. Boys et al. (2022) and Agriculture. (2023) discuss how the United States trade policies have made American organic products more accessible in both domestic and international markets, enhancing competition and potentially reducing prices. Josling et al. (2004) point out that free trade agreements (FTAs) enable easier and less expensive importation of organic products, which boosts supply and lowers consumer costs. On the other hand, some countries may enforce protectionist policies that are aimed at restricting imports because of high tariffs and sometimes import quotas, as seen by Jaffee & Henson (2004). Moreover, shifts in trade policies are capable of causing disturbances in supply chains and prices, which have a similar influence on the consumer’s power to buy. This is evident in the work of Fabry(2017), who provides an analysis of what could be considered both direct and indirect tariffs as a result of tariff increases on organic fruits and vegetables. These are the kinds of flux that can test supply chains for resilience and impact the balance in relation to demand, affecting consumer choices by extension. Curvelo et al. (2019) point out that consumers of organic products do not rely on pricing and convenience issues only but on wider standing factors such as fair trade and sustainable development. The trade policy of the country of source and the values it signifies contribute a lot towards determining consumers' purchase intentions. The combination of these policies and consumers will often be more influential in purchasing decisions than price policy.

1.3.3 Price

The cost of buying organic fruits and vegetables has always played an important role in consumer decision-making. This is primarily because the costs of production for organic food are higher compared to conventional foods; therefore, there exists a particular price premium that applies to organic fruits and vegetables in relation to other traditional planting methods in case matters concerning its prices will be contemplated (Aertsens et al., 2009). The major drivers of this price differential include cost premiums in organic production inputs, more labour-demanding management practices, costs incurred in the acquisition, and continuing maintenance of the certification process named above. An increase in prices usually detrimentally affects consumer choice. This perspective is defended by several studies. Hughner et al. (2007) identified that price is one of the crucial determinants of other consumers' decision to purchase, particularly when dealing with organic food. For organic food, which in many cases is sold at over twice the price of conventional foods, some researchers proposed that this price discrepancy causes some need for more determination from the consumers to adopt organic diets. In a study that was done by Gundala and Singh (2021) in the US on organic food, it emerged that there exists a negative correlation between perceived prices of organic foods and consumers' purchase intentions; this means superior pricing for these products will correspond to diminished purchasing willingness.
Although there is general agreement that higher prices may deter consumers from purchasing organic fruits and vegetables, not all research supports this view. Some researchers believe that although the price is an influencing factor, its importance in determining consumer purchasing behavior is not that significant. Supporters of this view argue that many consumers are actually willing to pay higher prices for organic food because they believe they are investing in long-term benefits such as health, environmental protection, and sustainability (Radman, 2005). These studies highlight that consumers' motivations for purchasing organic food are based not only on price but also on assessments of product quality, health benefits, and environmental impact. For example, lower chemical residues and higher nutritional value in organic foods may be important purchase drivers for more health-conscious consumers. Likewise, consumers interested in the environment and sustainability may support organic farming because it reduces negative impacts on the environment, such as reducing the use of chemical pesticides and fertilizers, and benefits biodiversity conservation. Price is not an important consideration for these consumers at this time.

Some studies have found that the role of price in organic fruit and vegetable purchasing decisions is not black and white. Research by Jaenicke and Carlson (2015) provides support that they found while some consumers are willing to pay premiums for organic products because of perceived health and environmental benefits, at the same time, higher prices may also deter a large portion of the purchase. This contradiction may come from the difference in terms of consumer groups. On the one hand, some consumers may be willing to pay more for organic food, especially when they attribute significant value to eating healthy and 'saving' the environment. In contrast to the above, another group of consumers with limited budgets or those who are more price-oriented may be attracted to buying organic products by high prices on such offerings. This means that regarding the consumption of organic food, the correlation between its cost and consumer willingness to purchase is complex and diverse.

Thus, to summarize the above-mentioned, the matter of how pricing impacts customers' decision to buy organic fruits and vegetables portrays a complex situation. Compared to conventionally grown products, organic foods usually have higher production costs because they tend to involve expensive inputs, labour-intensive practices and additional expenses related to the process of obtaining an organic certification Aertsens et al., (2009). Hughner et al. (2007) and Gundala and Singh (2021) state that such a higher price may have adverse effects on consumer choice because people think of any organic food as more expensive than non-organic products; for example, people’s perception regarding different aspects associated with the purchasing force shows that respondents’ highly perceived prices in relation to organic foods were negatively related to their However, this view has not been universally accepted. According to Radman (2005) and other researchers, many consumers are ready to pay higher prices for organic products because they believe that the purchase of such goods has longer-term advantages associated with healthiness, environmental protectionism, and sustainability. When it comes to these types of consumers, the price for products is not as important as they are driven by the quality of the product being offered but also the health benefits that come with a particular product in addition to other considerations such as environmental impact. The fact that while some consumers are ready to pay a premium for the benefits of organic products, others are discouraged by higher costs also contributes to this complexity (Jaenicke & Carlson, 2015). The effect of organic fruit and vegetable prices on consumer intentions to purchase is quite a complex issue, with different results for various categories of consumers.

1.3.4 Summary

This section was based on the impact of knowledge about organic standards, price and trade policies, and availability of what consumers buy in an organic market for fruits and vegetables. According to Watanabe et al. (2021), it is recognized that COO labelling plays a very important role in the evaluation of the product since consumers do not have direct access to various aspects of processes involved, so such labels become crucial for conducting a fair assessment of products standards across borders. Dong (2014) described the role of packaging information in determining organic food authenticity. Bezawada and Pauwels (2013) discovered that certified organic labels like USDA Organic or Ecocert generate more confidence on the part of a consumer compared to vague terms such as "natural" or "healthy." Nagy et al. (2022) indicated that relating authentic and credible information is fundamental for triggering trust from consumers regarding an organic label, which requires gaining a better understanding. Stolz et al. (2011) also emphasized that the presence of good organic labelling can lead to consumer awareness being positive in nature rather than negative. This section also discussed the effects of international trade policies on the organic fruits and vegetables market. For instance, Boys et al. (2022) and Agriculture (2023) explored US trade's policies affecting how America' organic products are available to other countries resulting in the level of competitive levels as well as prices. The application of the Free Trade Agreements makes it possible to import organic products; this factor leads to an increase in supply and thus reduces the cost for consumers (Josling et al., 2004). In turn, Jaffee and Henson (2004) prove how the policies of protectionism may change market diversity to produce the conditions favorable for increasing prices through monopoly. Such shifts in trade policies, including adjustments in tariffs, can disrupt supply chains and impact purchasing power as well as affect customer decisions (Fabry 2017).. In addition, Curvelo et al. (2019) also emphasized that consumer behavior is shaped not only by such factors as price and availability but also by broader values reflecting interest in fair trade or sustainable development, thereby justifying the approach chosen for the focus group discussion under consideration. Then, this chapter addresses the pricing aspect. Organic fruits and vegetables are usually sold at a higher price than conventional ones (Aertsens et al., 2009). On the other hand, high prices will negatively bias consumer choices (Hughner et al., 2007; Gundala & Singh, 2021). However, this is not a universally accepted view; Radman (2005) and others claim that many consumers are willing to pay more for organic products because they are dominated by

consideration of the quality of the product, health benefits and or environmental concerns.

2. METHODOLOGY FOR RESEARCHING THE IMPACT OF COUNTRY OF ORIGIN ON CONSUMER'S PURCHASE INTENTION OF ORGANIC FRUITS AND VEGETABLES

2.1. Aim, model and hypotheses of the research

This research aims to determine how the country of origin impacts consumers' purchase intentions toward organic fruits and vegetables, integrating economic development and technology considerations, quality and safety， cultural norms and social norms and peer influence， accessibility and price。 And the awareness of organic standards as an independent variable.

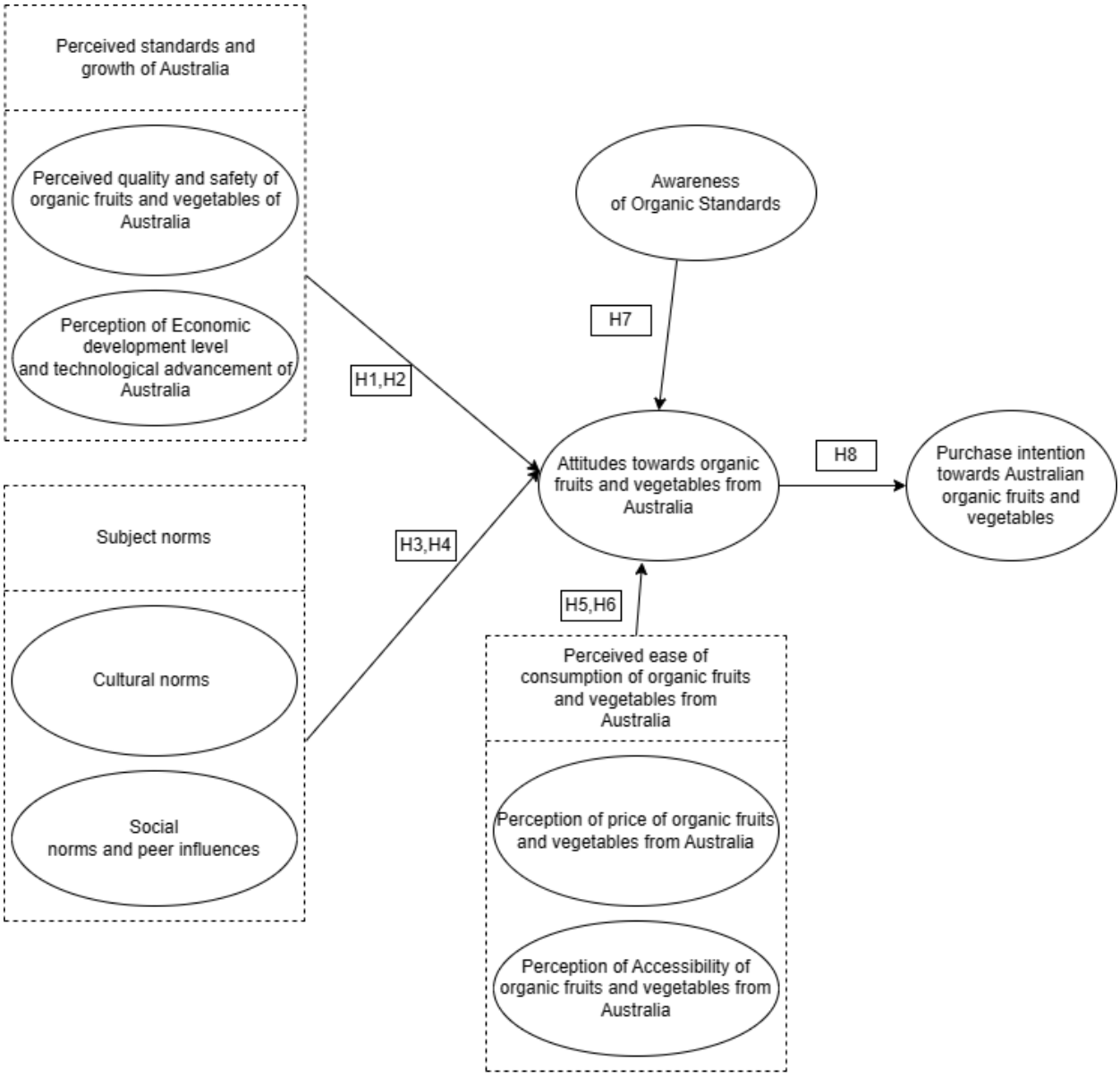
This study adapted the theory of planned behavior (TPB) model, which was elaborated by Ajzen (1991). This theoretical model posits that three core components, attitude, subjective norms, and perceived behavioral control, jointly shape purchase intentions.

In this study, consumer attitudes (Mai et al., 2023) named "Perceived standards and growth of Australia", subjective norms (Pomsanam et al., 2014; Mai et al., 2023) and perceived behavioral control (Ariffin et al., 2019) named "Perceived ease of consumption of organic fruits and vegetables from Australia", are predicted to has a significant impact on Attitudes towards organic fruits and vegetables from Australia then impact on consumers' purchase intention for organic fruits and vegetables from Australia. Among them, Perceived standards and growth of Australia (attitude) include "Perceived quality and safety of organic fruits and vegetables of Australia" (Rahman et al., 2021; Gundala & Singh, 2021; Verlegh & Steenkamp, 1999) and "Perceived economic development" level of Australia" (Nagy et al., 2022) two measured quantities. Subject norms include "Cultural norms" (Liu et al., 2022; Yin et al., 2019; Curvelo et al., 2019; Nagy et al., 2022) and "Social norms and peer influences" (Dahl, 2013; Spears, 2021) two measured quantities. Perceived ease of consumption of organic fruits and vegetables from Australia (perceived behavioral control) includes "Perception of the price of organic fruits and vegetables from Australia" (Jaenicke & Carlson, 2015; Hughner et al., 2007; Gundala & Singh, 2021; Radman, 2005) and "Perception of Accessibility of organic fruits and vegetables from Australia" (Boys et al., 2022; Agriculture, 2023) two measured quantities. Awareness of Organic Standards (Tangnathanakrit et al., 2021; Nagy et al., 2022) is predicted to have a positive effect on attitudes.

(Figure 1)

The object of this study and research is to choose a representative country of origin of organic fruits and vegetables: Australia. The reason for choosing Australia is: As of 2021, Australia has the largest share of organic farmland in the world and is one of the most influential countries of origin of organic fruits and vegetables in the world (Shahbandeh, 2023).

Figure 1. Research Model



Research hypotheses are stated based on the theoretical and research model of the study.

Consumers' perceptions of organic products are deeply affected by a country's economic development and agricultural technological progress (Nagy et al., 2022). Consumers often equate a country's economic progress with its ability to invest in and adopt advanced technologies in organic farming, thereby influencing their attitudes toward these countries of origin (Oduro et al., 2023). Another critical influence on consumer attitudes is the country of origin and its connection

with quality and safety (Rahman et al., 2021). Perceived quality and safety are identified as potential factors that influence attitudes in research by Gundala and Singh (2021). Consumer attitudes become positively perceived when it is known that the country of origin has good control over quality and uncompromising standards of safety (Hughner et al., 2007). Based on the above, the study proposes the following hypothesis:

H1: The higher the Perceived quality and safety of organic fruits and vegetables in Australia, the better the attitudes towards organic fruits and vegetables from Australia.

H2: The higher the perception of economic development and technological advancement of Australia, the better the attitudes towards organic fruits and vegetables from Australia.

Cultural norms can be viewed as unwritten standards of behavior based on the distinctive values, attitudes and conduct observed in various communities (Liu et al., 2022), which may influence consumers' views on organic product perceptions across countries to a great extent; these cultural orientations are also crucial since they might motivate consumer choices. (Yin et al., 2019). On the other hand, cultural norms shape consumers' perceptions and trust of organic products. Decisions made within the organic food market could be significantly influenced by cultural factors (Curvelo et al., 2019; Nagy et al., 2022). Consumption choices have a great dependence on social norms; the feelings, thoughts and actions of others may influence one's decision-making (Dahl,2013). This concerns that the choices made by consumers are, in fact, influenced or determined based on their group identity, sense of belonging and social recognition (Spears ,2021). In community environments, consumer behavior can be influenced by social interaction and group identification. Furthermore, social media and digital marketing are key in influencing consumers' mentality about organic products (Hongsuchon & Li, 2022). Based on the above, the study proposes the following hypothesis:

H3: Cultural norms have a positive relationship with Attitudes towards organic fruits and vegetables from Australia.

H4: Social norms and peer influences have a positive relationship with Attitudes towards organic fruits and vegetables from Australia.

The accessibility of organic fruits and vegetables is enhanced by improved trade policies originating from the countries supplied (Boys et al., 2022). Changes in trade policy trigger

diversity between supply and demand, which affects consumer preferences (Fabry, 2017). Consumers of organic fruit and vegetables are influenced not only by accessibility and availability but also by wider values such as fair trade and sustainability. Higher perceived prices of organic fruits and vegetables are associated with lower consumer purchase intentions (Hughner et al., 2007; Gundala & Singh (2021)). Consumers are willing to pay higher prices for organic products because they believe that organic products have long-term benefits such as health, environmental protection, and sustainability (Radman, 2005). Consumers are willing to pay a premium for the advantages of organic products but are also deterred by higher prices (Jaenicke & Carlson, 2015). Based on the above, this study proposes the following hypotheses:

H5: Perception of the price of organic fruits and vegetables from Australia has a negative relationship with Attitudes towards organic fruits and vegetables from Australia.

H6: Perception of Accessibility of organic fruits and vegetables from Australia has a positive relationship with Attitudes towards organic fruits and vegetables from Australia.

The information in organic certification can address health and environmental issues related to organic products (Schouteten et al., 2019). Since consumers usually do not have direct access to the production process, organic certification has become an important means for them to evaluate whether products meet their standards (Watanabe et al., 2021; Dong, 2014). Consumer trust in organic certification relies on the genuineness and reliability of the process, which is determined by a clear awareness of different processes for certifications related to organics as well as their dependability since higher degrees of trusted systems can bolster splash over positive knowledge among consumers (Nagy et al., 2022; Stolz et al.,2011). Based on the above, the study proposes the following hypothesis:

H7: Awareness of Organic Standards has a positive relationship with Attitudes towards organic fruits and vegetables from Australia.

The rise in consumer awareness about the health value of organic fruits and vegetables is a key factor that positively impacts their intention to purchase these products (Mai et al., 2023). Therefore, consumers' attitudes towards organic fruits and vegetables also affect their purchase intention a lot (Pacho, 2020). Based on the above, the study proposes the following hypothesis:

H8:Attitudes towards organic fruits and vegetables from Australia positively affect Purchase

intention towards Australian organic fruits and vegetables.

2.2. Data collection method and instrument

This study will use quantitative research; many previous studies in the same field have adopted or combined this data collection method. For example, the methods applied by Mai et al. (2023), Pacho (2020), and Gundala & Singh (2021) were all studies performed using a quantitative research methodology. The actual method that will be used to collect the data is online surveys, this technique of collecting information is more convenient and highly effective because participants can present their responses on a web platform designed specifically for answering survey questions. This can be useful because of the large audience it reaches; data from different geographical places are collected. Participants were provided with the freedom to take some time in order to answer the held questionnaires, thus increasing response rates. Two surveys by Evans & Mathur (2005, 2018) argue that an online survey is a good and effective method to collect data, and it has several benefits over other forms. The online survey will include a number of structured questions created with the aim of gathering data associated with the research objectives and hypotheses. The development of these questions will be aimed at ensuring that they are clear and understandable for the participants. The questionnaire will also ask demographic questions to gain insight into certain participant characteristics that might be of interest – for example, a participant's age and gender as well as education level and income. These demographic variables would be useful to the data analysis and may lead to subgroups if possible.

The scales of the questionnaire are adopted from previous research studies（in Annex）

Most of the scales come from the research of Mai et al. (2023) and Pacho (2020). Their research provides a very comprehensive and consistent measurement scale for the variables of this study. The scale of Perception of Economic development level and technological advancement is referenced from the research of Abalkhail (2023) and Poses& Revilla (2022). The scale of Perception of quality and safety comes from Mai et al. (2023) and Abalkhail (2023). The scales of Cultural norms and Social norms and peer influences are respectively from Prasongsukarn(2009), Yao et al. (2017), Pomsanam et al. (2014) and Mai et al. (2023), Pomsanam et al. (2014), Anh et al. (2017)

2.3. Research sample size and structure

The target audience for this study includes individuals who are at least 18 years old and have experience buying organic fruits and vegetables; this specific requirement ensures that respondents have relevant knowledge and exposure to the subject matter. The selection of respondents will be done through probability sampling, where participants will be randomly selected from the internet. Based on previous relevant studies in the field, the average sample size was determined to be 248 respondents. (Figure 3) This sample size provides an adequate representation of the target population and allows for meaningful statistical analysis. Different online channels will be used to reach potential respondents, including email, social media platforms, online chat groups, and other means, ensuring broad coverage and diversity of potential participants through multiple channels.

It should be noted that the participants in this questionnaire will only be consumers in mainland China, so the questions provided will be translated into Chinese before the survey is conducted.

Table 1: Comparable Researches

Comparable Researches sampling method

Author	Type of questionnaire	Number of respondents
Xie et al. (2016)	Online questionnaire	348
Hong et al. (2021)	Online questionnaire	286
Koschate-Fischer et al. (2012)	No stated	127 129 251
Dong (2014)	Online questionnaire	303
Padel & Foster (2005)	Focus groups and interviews	181
Yang et al. (2021)	Online questionnaire	450
Phuong & Dat, (2017).	Online questionnaire	242
Upadhyay & Singh (2006)	questionnaire	164
Average		248(248.1)

3. EMPIRICAL RESEARCH RESULTS

3.1. Descriptive Statistics

3.1.1. Sample structure

A total of 312 questionnaires were collected in this online survey, of which 31 respondents had no experience in purchasing organic fruits and vegetables, which means a total of 281 valid data. In the methodology, the calculated number to meet the minimum study requirement was 248, and 281 valid data met this requirement.

Table 2 presents the demographic profile of the respondents. The table shows that 48.4% of the respondents were male, and the remaining 51.6% were female. More than half of the respondents (54.8%) were aged 26-35, with the proportions of respondents aged 18-25 and 35-45 being 29.2% and 10.7%, respectively, and only a small portion (5.3%) of respondents are over 45 years old. The majority of respondents (69%) had a bachelor's degree, followed by a high school degree or below (22.1%) and a master's degree or above (8.9%). The data also shows that the majority of respondents (53.7%) have a monthly salary of 3,000-5,999, while the proportions of respondents with incomes below 3,000 and 6,000-9,999 are 28.8% and 16% respectively. Only a very small number of respondents (1.4%) have a monthly income of more than 10,000.

Table 2: Respondent Demographic Profile

Variable	**N （%）**	**Variable**	**N(%)**
Gender		**Education**	
Male	136(48.4%)	High school degree and below	62(22.1%)
Female	145(51.6%)	Bechelor degree	194(69%)
		Master degree or above	25(8.9%)
Age			
18-25	82(29.2%)	**Income**	
26-35	154(54.8%)	Less than 3000	81(28.8%)
35-45	30(10.7%)	3000-5999	151(53.7%)
Over 45	15(5.3%)	6000-9999	45(16%)
		Over 10000	4(1.4%)

3.1.2. Reliability test and Exploratory factor analysis

The Cronbach's Alpha test results for the scales show that all scales meet the requirements for reliability (≥0.7). This shows that all scales have good reliability (Tavakol & Dennick, 2011) and can be used for subsequent analysis purposes.

Table 3: Reliability test results

No.	Variable	Observed variables	Cronbach's Alpha
1	Perceived quality and safety of organic fruits and vegetables of Australia	3	0.817
2	Perception of Economic development level and technological advancement of Australia	3	0.834
3	Cultural norms	3	0.795
4	Social norms and peer influences	4	0.837
5	Perception of price of organic fruits and vegetables from Australia	3	0.779
6	Perception of Accessibility of organic fruits and vegetables from Australia	3	0.8
7	Awareness of Organic Standards	3	0.793
8	Attitudes towards organic fruits and vegetables from Australia	3	0.777
9	Purchase intention towards Australian organic fruits and vegetables	4	0.829

EFA(Exploratory factor analysis) was used in the current study. For this study, factors have been derived from the 29 statements that constitute the questionnaire under consideration using the principal component analysis method coupled with a varimax rotation. The results of a Bartlett's test of sphericity confirmed that the correlation matrix was not randomly distributed ($\chi 2(406) = 4069.78$, $p < 0.001$), and KMO statistic rated at an acceptable level (0.889). As a result, the correlation matrix was deemed applicable for further investigation through factor analysis..

A six-factor solution was attained from the analysis, and Table 4 shows factor loading scores, communalities along with variances explained. Specifically, seven items showed loadings on the first factor (from 0.743 to 0.793), indicating their links with Subject norms. The second factor, encompassing six items (loadings: 0.772–0.817) – Perceived standards and growth of Australia Additionally, the third factor, characterized by six items (loadings: The value that is obtained for perceived ease of consumption of organic fruits and vegetables, namely 0.749–0.783), shows how good the consumer received from shopping in Australia are believed to be as it reflected Perceived ease (Table 6). The fourth factor refers to Attitudes towards organic fruits and vegetables from Australia, which was adequately loaded with four items ranging from 0.755 to 0.814 The fifth factor, consisting of three items (loadings: 0.787–0.820), referred to as Awareness of Organic Standards Lastly, the sixth factor, incorporating three items (loadings: These six factors combined explained more than 66% of the total variance and referred Purchase intention to Australian organic fruits and vegetables (0.775–0.830). It should be noted that according to the findings of Hair et al.(2019), it is quite satisfactory when factors account for 60% or more of overall variance .

All results showed by Exploratory Factor Analysis (EFA) are in complete alignment with the expected relationship between variables and components on the model; this suggested that data used in this study is suitable for further analyses.

Table 4: Exploratory factor analysis results

Variable	Subject norms	Standards and growth	Ease of consumption	Attitudes	Awareness	Purchase intention	h²
Individuals should only pursue their goals after considering the welfare of the group.	**0.793**	0.106	0.092	0.118	0.123	0.000	0.678
My family thinks that I should buy organic fruits and vegetables from Australia rather than regular fruits and vegetables.	**0.786**	0.101	0.152	0.144	0.031	0.016	0.674
News, magazines, and advertisements about organic fruits and vegetables from Australia influence my decision to buy organic food.	**0.779**	0.057	0.083	-0.033	0.077	0.141	0.645
People should minimize conflict in social relationships at all costs.	**0.770**	0.202	0.076	0.074	0.084	0.054	0.655
People important to me (other than family, friends)-doctors, well-known people think I should eat organic fruits and vegetables from Australia.	**0.762**	0.101	0.080	0.124	0.056	0.113	0.629
My friends usually have positive opinions, advised me to buy organic fruits and vegetables from Australia.	**0.749**	0.110	0.071	0.097	0.124	0.115	0.615
I intend to eat organic fruits and vegetables from Australia because society says it as a good choice	**0.743**	0.137	0.124	0.022	-0.027	0.084	0.595
Organic fruits and vegetables from Australia have higher quality than conventional fruits and vegetables.	0.067	**0.817**	0.151	0.183	0.041	-0.055	0.733
Organic fruits and vegetables belonging to Australia have a good reputation.	0.181	**0.808**	0.033	0.017	0.096	0.034	0.697
Consumption of organic fruits and vegetables from Australia is safer than conventional fruits and vegetables.	0.111	**0.801**	0.111	0.122	0.055	0.066	0.689
Organic fruits and vegetables belonging to Australia have high quality	0.110	**0.801**	0.061	0.104	0.038	0.050	0.672
Overall, how strong do you think Australia's economy is?	0.127	**0.777**	0.118	0.053	0.029	0.152	0.660
Organic fruits and vegetables belonging to Australia have good innovative technology	0.180	**0.772**	0.087	0.159	0.162	0.014	0.688
I am willing to pay more for organic fruits and vegetables from Australia.	0.172	0.025	**0.783**	0.081	0.028	0.064	0.654
If I wanted to, I could buy organic fruits and vegetables from Australia instead of nonorganic fruits and vegetables.	0.126	0.110	**0.779**	0.048	0.136	0.051	0.659
Organic fruits and vegetables from Australia is more expensive than usual.	0.051	0.123	**0.777**	-0.020	0.057	0.019	0.626
If or+A18:E18ganic fruits and vegetables from Australia are available at supermarkets and groceries, i will buy them.	0.061	0.060	**0.752**	0.072	0.136	0.032	0.597
Organic fruits and vegetables from Australia is expensive.	0.087	0.091	**0.750**	0.064	0.041	0.111	0.597
I think it's easy for me to buy organic fruits and vegetables from Australia.	0.125	0.115	**0.749**	0.172	0.161	0.030	0.646
I plan to consume organic fruits and vegetables from Australia if they are available for purchase.	0.094	0.045	0.070	**0.814**	0.100	0.057	0.691
I am willing to buy organic fruits and vegetables from Australia even though the price is higher than conventional food.	0.018	0.111	0.163	**0.786**	0.041	0.148	0.681
I try to consume organic fruits and vegetables from Australia if they are available for purchase.	0.133	0.197	0.047	**0.767**	0.031	0.125	0.663
The probability that I will buy organic fruits and vegetables from Australia is very high.	0.191	0.194	0.074	**0.755**	0.032	0.002	0.651
I am personally very knowledgeable about organic fruits and vegetables.	0.116	0.112	0.215	0.012	**0.820**	0.118	0.759
I think I know enough about the term organic fruits and vegetables	0.124	0.086	0.075	0.122	**0.795**	0.093	0.684
I can recognize organic fruits and vegetables packaging and labels.	0.102	0.123	0.196	0.055	**0.787**	0.039	0.688
Consumption of organic fruits and vegetables from Australia is healthier than conventional fruits and vegetables.	0.200	0.035	0.085	0.077	0.081	**0.830**	0.750
I think that purchasing organic fruits and vegetables from Australia is a good idea.	0.152	0.064	0.129	0.049	0.044	**0.795**	0.680
I think that purchasing organic fruits and vegetables from Australia is important.	0.047	0.094	0.034	0.177	0.114	**0.775**	0.658
% of Varicance	15.501	14.146	13.104	9.305	7.306	7.237	

The extraction method was principal component analysis with an varimax (with Kaiser normalization) rotation. Factor loadings above 0.5 are in bold. h2 = communality coefficient

3.2. Measurement of the levels of variable and Hypothesis test

3.2.1. Measurement of the levels of variable

The first check was whether gender differences had a significant impact on each variable. An independent-sample t-test was used. The sample size for male respondents is 136. The sample size of female respondents is 145, and the sizes of each group are relatively balanced. Regarding the means, men and women had relatively close means on each variable, which is consistent with the t-test results of no significant differences. No variable in the t-test has a p-value less than 0.05.

Table 5: Independent-Samples T-Test results: Gender

Variable	Gender	N	Mean	Std. Deviation	Std. Error Mean	Two-Sided p
Perceived quality and safety of organic fruits and vegetables of Australia	Male	136	3.7819	1.33972	0.11488	0.405
	Female	145	3.6437	1.43030	0.11878	0.404
Perception of Economic development level and technological advancement of Australia	Male	136	3.8260	1.47961	0.12688	0.573
	Female	145	3.7287	1.40600	0.11676	0.573
Cultural norms	Male	136	3.7034	1.28983	0.11060	0.215
	Female	145	3.9057	1.42817	0.11860	0.213
Social norms and peer influences	Male	136	3.6048	1.32167	0.11333	0.114
	Female	145	3.8569	1.33877	0.11118	0.113
Perception of price of organic fruits and vegetables from Australia	Male	136	3.6642	1.26393	0.10838	0.808
	Female	145	3.7034	1.43325	0.11902	0.808
Perception of Accessibility of organic fruits and vegetables from Australia	Male	136	3.6544	1.29348	0.11092	0.878
	Female	145	3.6299	1.38004	0.11461	0.878
Awareness of Organic Standards	Male	136	3.5515	1.40275	0.12028	0.987
	Female	145	3.5540	1.30480	0.10836	0.987
Attitudes towards organic fruits and vegetables from Australia	Male	136	3.6250	1.17418	0.10069	0.878
	Female	145	3.6466	1.16837	0.09703	0.878
Purchase intention towards Australian organic fruits and vegetables	Male	136	3.8407	1.29765	0.11127	0.240
	Female	145	3.6552	1.34165	0.11142	0.240

The one-way ANOVA was conducted to examine the impact of income and age on all variables。Among all variables, the Perception of the price of organic fruits and vegetables from Australia is significantly affected. For income, F=5911, p≤0.01. For age, F=6.645 ,p≤0.01.This indicates that there are statistically significant differences in price perceptions across incomes and age. From the descriptive statistics, for respondents with a monthly income of less than 3,000 and aged 18-25, the mean is significantly higher than that of other groups, which indicates that these two groups are more sensitive to price perception. One reason is that the respondents from these two groups highly overlap. Almost all respondents with a monthly income of less than 3,000 are in the 18-25 age group.

Table 6: One-way ANOVA result: Monthly income & Age

Variable	Monthly Income&Age	N	Mean	Std. Deviation	F	Sig.
Perception of price of organic fruits and vegetables from Australia	Less than 3000	81	4.3955	1.35314		
	3000-5999	151	3.6336	1.39457		≤0.01
	6000-9999	45	3.6815	1.21013		
	Over 10000	4	3.5833	1.66389		
	Total	281	3.8601	1.39342	5.911	
	18-25	82	4.4110	1.35207		
	26-35	154	3.5996	1.30936		
	36-45	30	3.6667	1.49584		
	Over 45	15	3.9111	1.50906		
	Total	281	3.8601	1.39342	6.645	≤0.01

A one-way ANOVA was conducted to determine if there were significant differences in all variables across different education groups. The results showed that no variable was significantly affected. But for awareness of organic standards, F=4.890, p = .008. Although this is still considered not to be significantly different at the 0.05 confidence level, it is very close. It can be seen from the descriptive statistics that there is a certain gap in the mean between respondents with a master's degree or above and those with a high school degree or below. However, this may be due to the small sample of respondents with master's degrees or above.

Table 7: One-way ANOVA result: Education level

Variable	Education level.	N	Mean	Std. Deviatio	F	Sig.
Awareness of Organic Standards	High school degree and below	62	3.3604	1.47990		
	Bachelor degree	194	3.6478	1.33169		
	Master degree or above	25	2.7728	1.50543	4.89	0.08
	Total	281	3.5065	1.40014		

3.2.2. Hypothesis test

A linear regression analysis was conducted to examine the relationship between the perceived quality and safety of organic fruits and vegetables from Australia and the attitudes of consumers towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 17.665, p <. 001. Since the significance level is below 0.05, H1 is supported.

Figure 2: Linear regression analysis result: Perceived quality and safety -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.417	1	23.417	17.665	<.001[b]
	Residual	369.861	279	1.326		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Perceived quality and safety of organic fruits and vegetables of Australia

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.886	.193		14.933	<.001
	Perceived quality and safety of organic fruits and vegetables of Australia	.201	.048	.244	4.203	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Perception of Economic development level and technological advancement of Australia and the attitudes of consumers towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 18.533, p <. 001. Since the significance level is below 0.05, H2 is supported

Figure 3: Linear regression analysis result: Perception of Economic Development and technology

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.497	1	24.497	18.533	<.001[b]
	Residual	368.781	279	1.322		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Perception of Economic development level and technological advancement of Australia

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.929	.180		16.287	<.001
	Perception of Economic development level and technological advancement of Australia	.202	.047	.250	4.305	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Cultural norms and the attitudes of consumers towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 29.423, p <. 001. Since the significance level is below 0.05, H3 is supported

Figure 4: Linear regression analysis result: Cultural norms -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.518	1	37.518	29.423	<.001[b]
	Residual	355.760	279	1.275		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Cultural norms

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.618	.201		13.031	<.001
	Cultural norms	.269	.050	.309	5.424	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between social norms, peer influences, and consumers' attitudes towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 42.708, p <. 001. Since the significance level is below 0.05, H4 is supported

Figure 5: Linear regression analysis result: Social norms and peer influences -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.209	1	52.209	42.708	<.001[b]
	Residual	341.069	279	1.222		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Social norms and peer influences

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.427	.198		12.279	<.001
	Social norms and peer influences	.325	.050	.364	6.535	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Perception of the price of organic fruits and vegetables from Australia and the attitudes of consumers towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 17.069, p <. 001. Since the significance level is below 0.05, H5 is supported

Figure 6: Linear regression analysis result: Perception of price -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.673	1	22.673	17.069	<.001[b]
	Residual	370.605	279	1.328		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Perception of price of organic fruits and vegetables from Australia

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.869	.200		14.350	<.001
	Perception of price of organic fruits and vegetables from Australia	.210	.051	.240	4.131	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Perception of Accessibility of organic fruits and vegetables from Australia and the attitudes of consumers towards these products. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 14.967, p <. 001. Since the significance level is below 0.05, H6 is supported.

Figure 7: Linear regression analysis result: Perception of Accessibility -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.023	1	20.023	14.967	<.001[b]
	Residual	373.255	279	1.338		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Perception of Accessibility of organic fruits and vegetables from Australia

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.919	.200		14.609	<.001
	Perception of Accessibility of organic fruits and vegetables from Australia	.200	.052	.226	3.869	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Awareness. of Organic Standards and Attitudes towards organic fruits and vegetables from Australia. The results of the regression indicated that there was a statistically significant association between Awareness of Organic Standards and consumer attitudes, F = 21.667, p <. 001. Since the significance level is below 0.05, H7 is supported.

Figure 8: Linear regression analysis result: Awareness of Organic Standards -Attitudes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.341	1	28.341	21.667	<.001[b]
	Residual	364.937	279	1.308		
	Total	393.278	280			

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

b. Predictors: (Constant), Awareness of Organic Standards

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.802	.194		14.481	<.001
	Awareness of Organic Standards	.231	.050	.268	4.655	<.001

a. Dependent Variable: Attitudes towards organic fruits and vegetables from Australia

A linear regression analysis was conducted to examine the relationship between the Attitudes towards organic fruits and vegetables from Australia and the Purchase intention towards Australian organic fruits and vegetables. The results of the regression indicated that there was a statistically significant association between perceived quality and safety and consumer attitudes, F = 61.40, p <. 001. Since the significance level is below 0.05, H8 is supported.

Figure 9: Linear regression analysis result: Attitudes- Purchase intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.429	1	87.429	61.400	<.001[b]
	Residual	397.271	279	1.424		
	Total	484.699	280			

a. Dependent Variable: Purchase intention towards Australian organic fruits and vegetables

b. Predictors: (Constant), Attitudes towards organic fruits and vegetables from Australia

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.214	.231		9.602	<.001
	Attitudes towards organic fruits and vegetables from Australia	.471	.060	.425	7.836	<.001

a. Dependent Variable: Purchase intention towards Australian organic fruits and vegetables

In summary, all hypotheses are supported by the analyzed data,

Table 8: Hypothesis testing results

Hypotheses	Paths	Remarks
H1	Perceived quality and safety -Attitudes	Supported
H2	Perception of Economic and technology -Attitudes	Supported
H3	Cultural norms-Attitudes	Supported
H4	Social norms and peer influences-Attitudes	Supported
H5	Perception of price-Attitudes	Supported
H6	Perception of Accessibility-Attitudes	Supported
H7	Awareness of Organic Standards-Attitude	Supported
H8	Attitudes -Purchase intention	Supported

3.3. Interpretation of the results and managerial implications

3.3.1. Interpretation of the results

First of all, H1: The higher the Perceived quality and safety of organic fruits and vegetables in Australia, the better the attitudes towards organic fruits and vegetables from Australia. This is supported by the results of empirical analysis. This means that consumers who believe that Australian organic fruits and vegetables are of higher quality and are safe will generally have a better attitude towards them. This is similar to what was previously established by Rahman et al. (2021) as well as Gundala and Singh's (2021) research. On the whole, results from these investigations offer an image of consumer attitudes that are shaped by perceived quality and safety on the one hand and health consciousness on the other.

H2: The higher the consumer's perception of the Economic development level and technological advancement of Australia, the better the attitudes towards organic fruits and vegetables from Australia. It is also backed up by the empirical analysis that was carried out. This implies that consumers with a high level of perception towards Australia, having high levels of economic development and higher capabilities to utilize technologies, will possess better attitudes toward Australian organic fruits as well as vegetables. Previous Research: According to Nagy et al. (2022) and Oduro et al. (2023), consumers tend to unite their advancements in the economy with their level of advancement concerning organic farming technology. It affects their attitudes and perceptions concerning the quality and safety of organic products in these countries.

Both H3 and H4 are supported by empirical research results. The results of the cultural norm study

are consistent with the research results of Liu et al. (2022) and Yin et al. (2019). Their research mentioned how cultural norms shaped by social background affect consumers' choice and trust in organic products. This effect is illustrated in Yin et al. (2019)'s study of Chinese consumers' attitudes toward organic tomatoes. Curvelo et al. (2019) highlighted the role of cultural values in shaping consumer perceptions and trust in organic products. For social norms and peer influence, the results obtained are consistent with the research results of Pacho (2020), whose research pointed out that consumer behavior is affected by the opinions and behaviors of their social circle. Gundala and Singh (2021) and Dahl (2013) further demonstrated this, showing that social influence plays a key role in consumer behavior and consumer attitudes, and consumers are influenced by group identification, belongingness, or social acceptance.

H5 is supported by the results of empirical research. The establishment of this hypothesis means that price factors are factors that have a negative impact on consumer intentions. Empirical analysis results show that if consumers maintain a low purchase intention, they often think that the price of Australian organic fruits and vegetables is higher, which is consistent with the results of most studies. Previous studies such as Aertsens et al. (2009), Hughner et al. (2007), and Gundala and Singh (2021) argue that higher prices tend to have a negative impact on consumer choices, high prices can have a negative impact on the willingness to purchase organic food. But at the same time, the results obtained by H5 are contrary to the conclusions of other studies. Radman (2005) believes that many consumers are willing to pay higher prices for organic products because they believe that organic products have long-term benefits such as health, environmental protection, and sustainability. There is also part of Jaenicke and Carlson's (2015) point: some consumers are willing to pay a premium for the advantages of organic products. H6 is also supported by the results of empirical research. Boys et al. (2022) believe that adjustments to trade policies will change the accessibility of organic products. The higher the accessibility of organic fruits and vegetables, the higher the consumer's attitude towards them. The results of the empirical study support H7. A study by Schouteten et al. (2019) and Watanabe et al. (2021) emphasized the importance of packaging and labelling information of organic products in influencing consumers' perceptions of quality and safety. Nagy et al. (2022) emphasize the importance of organic certification in building trust in a country of origin.

H8 is the most important hypothesis and the basic discussion question of this paper. The results of the empirical analysis confirm this hypothesis. The higher the consumer's attitude towards

Australian organic fruits and vegetables, the stronger the purchase intention for Australian technical fruits and vegetables. Attitudinal factors are affected by different aspects of the country of origin, including Australia's economic development level and technological advancement factors and the perceived quality and safety of Australian organic fruits and vegetables. Cultural norms, social norms and peer influences in an Australian context. Organic fruit and vegetable prices and accessibility factors in Australia. The essence is that the country of origin has a significant impact on the intention to purchase organic fruits and vegetables. This view is consistent with previous research. For organic food consumers, the country of origin is the most important factor affecting purchase intention, even more important than the organic label (Thøgersen et al., 2019). The country of origin can influence consumers' purchase intention of organic food, relying on its image and trust (Pedersen et al., 2018)

3.3.2. Managerial implications

Regarding managerial implications, the hypotheses confirmed by this empirical study can be combined and discussed separately.

First, H1 and H2 are supported by empirical results, which can provide constructive suggestions for the current organic fruit and vegetable industry, not only for the object of this study, Australian organic fruits and vegetables, but also for a wide range of organic fruit and vegetable industry stakeholders. First, the higher consumers' perceived quality and safety of organic fruits and vegetables, the better their attitude towards organic fruits and vegetables. This means that sellers of organic fruits and vegetables should try their best to improve the perceived quality and safety of the products they sell, such as by providing certification from a recognized organic certification body for the products they sell or by emphasizing the origin of the products. Among the Australian organic fruits and vegetables targeted in this study, sellers can emphasize that the organic fruits and vegetables they sell originate from Australia. Due to Australia's positive image in the field of organic fruits and vegetables and even in the field of organic products as a whole, consumers are more likely to have a positive attitude and a higher willingness to purchase. Corresponding suggestions can also be provided for the finding that the higher the awareness of development level and technological progress, the better the attitude towards organic fruits and vegetables. Manufacturers of organic fruits and vegetables can use the economic and technological image of

the country of origin of their products to carry out marketing activities that highlight the advanced economic status and agricultural technological strength of the country of origin. This may involve demonstrating modern, sustainable farming techniques and innovative techniques used in growing organic produce.

The results of empirical research prove that cultural norms influence consumers' attitudes towards organic fruits and vegetables. Using this result, organic fruit and vegetable manufacturers can designate differentiated marketing strategies for different consumer groups and different consuming countries. Manufacturers of organic fruits and vegetables need to conduct in-depth market research to understand whether the specific cultural norms of the target market affect organic fruits and vegetables in the country of origin. Develop marketing strategies that align with the identified cultural norms of each target market. For example, in this study, where the target customers are Chinese consumers, organic fruit and vegetable distributors could emphasize the health benefits of Australian organic fruits and vegetables in China's culture, which places a high emphasis on health and wellness. Localized messaging programs should also be developed to tailor marketing messages to resonate with the cultural values and norms of each market, such as using local language, imagery and themes in packaging and beverage advertising. After empirical results confirm that social norms and peer influence have an impact on attitudes, organic fruit and vegetable manufacturers can develop management strategies. For impact in society, organic fruit and vegetable manufacturers should partner with influencers and thought leaders who are seen as trendsetters in organic and healthy eating. Their endorsement can significantly influence consumer attitudes toward organic fruits and vegetables. Peer influence can be used through campaigns that encourage consumers to share their experiences of Australian organic products on social media, using social media platforms to create engaging content that is easy to share, thereby using peer influence to spread positive attitudes. Or it could be a campaign that offers group discounts or referral rewards to encourage consumers to spread the word within their social circles. Using influencers, customer reviews, user-generated content, and endorsements from reputable organizations ultimately reinforces the idea that choosing our organic fruits and vegetables is a socially recognized act.

The impact of price and accessibility of organic fruits and vegetables on attitudes is supported by the results of empirical studies. Regarding prices, although organic fruit and vegetable manufacturers cannot easily adjust prices up or down, which will make consumers feel uncertain,

other management methods can be adopted. For example, for the Australian organic fruits and vegetables studied in this article, sellers can emphasize the value proposition of Australian organic fruits and vegetables in their marketing. Clearly communicate how the price is justified by factors such as high quality, health benefits, sustainability and ethical farming practices. Also, ensure transparency in your pricing strategy, providing clear information on why these products are priced and detailing the production and supply chain costs involved. As well as considering implementing a tiered pricing strategy to meet the needs of different market segments. This could include a range of products at different price points, from premium to more affordable options。 Accessibility requires maintaining a stable and widespread supply system. Organic fruit and vegetable manufacturers need to expand their retail operations and increase the availability of their organic fruits and vegetables in various retail outlets, including supermarkets, health food stores and online platforms. This requires cooperation with major retailers or expanding distribution networks. Also, provide online shopping options and develop or enhance online shopping options, including e-commerce websites or partnerships with online grocery platforms, to make purchases more convenient for consumers. On the other hand, to improve supply chain efficiency, the freshness of organic fruits and vegetables is one of their most important selling points. Organic vegetable and fruit manufacturers should focus on streamlining logistics and supply chain operations to ensure consistent and timely delivery of products to retail stores. This requires better transportation methods and technologies, as well as efficient inventory management systems. The impact of awareness of organic standards on attitudes has been determined. Organic fruit and vegetable manufacturers should clearly mark organic certification marks on product packaging to emphasize that products comply with organic standards, which will help increase consumer confidence in product quality and compliance with standards. At the same time, choose an authoritative organic certification agency to establish the credibility of the product to ensure that consumers' perception of organic standards is consistent with the actual quality of the product.

CONCLUSIONS AND RECOMMENDATIONS

In summary, the most important conclusion of this study is to confirm the purpose of the research: the country of origin will have an impact on the purchase intention of organic fruits and vegetables. This is the conclusion reached through a literature review and an empirical study using the TPB model. Contributions of research results to academics are:

1. The results of this study demonstrate the great effect of economic and technological breakthroughs that organic agriculture located in a country's origin possesses on consumers' purchase intentions for their organic fruits and vegetables. It is clear that understanding consumers' attitudes with regard to economic development and technological advancement in a given country of origin shall play an integral role in predicting their likelihood for willingness to purchase organic fruits and vegetables. This presents important implications for academic discourse concerning buyer behavior in the organic fruits and vegetables industry.

2. The study has further emphasized the implications of cultural norms, social pressure and peer opinions on consumers' intentions to purchase organic fruits and vegetables. This will enable future scholars to have a better understanding of the cultural norms, social norms and peer influences as far as organic fruits and vegetables are concerned, more so regarding their relationships with consumer choices.

3. Consistency with prior research regarding price and accessibility, as correlated to consumer purchase intentions for organic fruits and vegetables in the country of origin, showed a strong and significant relationship. This further reaffirms the earlier understanding of these factors in the consumer decision-making process and will form the basis for research work by other researchers as well as practical applications, especially concerning shortages of organic fruit and vegetables.

Since the target country of this study is Australia, the results of the current study are only applicable to organic fruits and vegetables whose country of origin is Australia. Based on the results of this study, some suggestions can be provided:

1. The first is to improve the perceived quality and safety of the country of origin. For sellers and marketers of Australian organic fruits and vegetables, the quality and safety of organic fruits and vegetables should be improved by providing recognized organic certification and emphasizing the country of origin. Sellers should capitalize on Australia's positive image for organic farming and

highlight its country of origin. Research results show that the higher consumers' awareness of the quality and safety of organic products, the better their attitudes will be, resulting in higher purchase intentions.

2. For manufacturers and marketers of organic fruits and vegetables in Australia, in-depth market research should be conducted to understand the cultural and social norms of the target market and develop marketing strategies that comply with these norms. Leverage influencers and social media for peer influence and use influencers from different cultures in marketing campaigns. These studies also indicate that consumer attitudes toward organic products are significantly influenced by cultural norms and social influences, as evidenced by empirical research. Consumers are more likely to accept if such normalcies become part of marketing strategies.

3. Finally, there is the implementation of flexible pricing strategies and increased affordability. A flexible pricing strategy should be adopted for retailers and distributors of organic fruit and vegetables from Australia, where concern is given to a range of products at different price points. Enhance accessibility through increased presence in the retail locations and strengthened online shopping options. Efficient chain supply operations to ensure smooth flow and freshness maintenance. This study supports that price perception and accessibility are important determinants of consumer attitudes. By addressing these issues, retailers can meet a huge consumer base and enhance market penetration.

This study has some limitations. The majority of participants in this study were relatively young and from China, which limits the generalizability of the findings. As the users were primarily sourced from several online discussion groups, there is a potential overlap in demographic characteristics. This demographic homogeneity may not accurately represent the entire consumer base for organic fruits and vegetables. At the same time, respondents have experience purchasing organic fruits and vegetables, but not necessarily from Australia. This limitation in the questionnaire design may lead to uncertainty among respondents in choosing between questions, potentially introducing bias in the data collected. Future research should focus on specific types of organic products, whether specific varieties of organic vegetables or fruits. This will help to gain a more accurate understanding of consumer preferences and attitudes towards specific organic products. At the same time, expanding the scope of the research to more regions outside of China will provide a broader understanding of consumer attitudes and behaviours toward organic products, which will enhance the generalizability of the research results. Diversified origin

comparisons are also needed. By including more organic products from different countries of origin for comparison, a more comprehensive analysis of the impact of origin on consumer purchase intentions can be made.

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SUMMARY

THE IMPACT OF COUNTRY OF ORIGIN ON CONSUMER'S PURCHASE INTENTION OF ORGANIC FRUITS AND VEGETABLE

78 pages (including annexes), 8 tables,9 Figures, 73 references.

The main purpose of this master's thesis is to analyze the impact of origin on consumers' purchase intention of organic fruits and vegetables. The work consists of three main parts: literature analysis, development of research methods, and analysis of empirical results. The substantive content of the paper is introduced in the introduction; conclusions and recommendations, references and appendices are given at the end of this document.

The planning of the literature analysis is based on the TPB model, which includes Factors affecting the purchase intention of organic fruits and vegetables in the country of origin, Cultural norms, social norms and peer influences. and accessibility factors that influence consumers' purchase intentions.

The research methodology is based on a modified model of the theory of planned behavior, including factors relevant to the analyzed situation. The main research relationships are the impact of Perceived standards and growth of Australia, Subject norms and Perceived ease of consumption of organic fruits and vegetables from Australia on Attitudes towards organic fruits and vegetables from Australia. Positive influence of Awareness of Organic Standards on aptitude. The impact of Attitudes towards organic fruits and vegetables from Australia on Purchase intention towards Australian organic fruits and vegetables. Data were collected via an online survey with convenience sampling. The research instrument (questionnaire) was developed using scales with appropriate reliability from earlier studies.

An empirical analysis is conducted based on 281 questionnaires. Key elements of the sample structure include: The ratio of male/female respondents is 48.4/51.6%; By age, respondents are distributed in four groups (18-25 years old, 26-35 years old, 36-45 years old, and over 46 years old), most of whom have a bachelor's degree. The reliability of the scales used was appropriate (Cronbach's Alpha between 0.75 and 0.85) and allowed for further analysis of the data.

Data analysis can confirm the impact of the variables selected for this study on attitudes and purchase intentions. Factors such as perceived safety and quality, economic development and

technological progress, cultural norms and social norms, price ,accessibility and awareness of organic standards all have a significant positive impact on attitudes towards organic fruits and vegetables and thus purchase intention.

Managerial implications can be derived from the empirical analysis. The most important factors include increasing perceptions of quality and safety in the country of origin, developing specific market strategies that are consistent with cultural and social norms, and implementing flexible pricing strategies and improving accessibility.

ANNEX

Scales of the questionnaire.

Variable	Description	Measurement	References
Purchase intention	I plan to consume organic foods if they are available for purchase. I try to consume organic foods if they are available for purchase. I am willing to buy organic food even though the price is higher than conventional food。	7&5-point Likert type scale	Mai et al. (2023) Pacho（2020
Attitudes	I think that purchasing organic fruits and vegetables is a good idea. I think that purchasing organic fruits and vegetables is important. Consumption of organic fruits and vegetables is healthier than conventional fruits and vegetables The probability that I will buy organic food is very high。	7&5-point Likert type scale	Mai et al. (2023) Pacho（2020）
Price	Organic food is expensive. Organic food is more expensive than usual. I am willing to pay more for organic food	7-point Likert type scale	Anh et al. (2017)
Perception of Economic development level and technological advancement	Organic fruits and vegetables belonging to xx country have good innovative technology. Organic fruits and vegetables belonging to xx country have a good reputation. On the whole how satisfied are you with the present state of the economy in xx country?	7-point Likert type scale	Abalkhail (2023). Poses& Revilla, (2022)
Perception of quality and safety.	Consumption of organic fruits and vegetables is safer than conventional fruits and vegetables. Organic fruits and vegetables have higher quality than conventional fruits and vegetables Organic fruits and vegetables belonging to xx country have high quality	7&5-point Likert type scale	Mai et al. (2023) Abalkhail (2023)
Cultural norms	People should minimize conflict in social relationships at all costs. Individuals should only pursue their goals after considering the welfare of the group. I intend to eat organic fruits and vegetables because society says it as a good choice	7-point Likert type scale	Prasongsukarn. (2009) Yao et al. (2017) Pomsanam et al. (2014)
Social norms and peer influences	News, magazines, and advertisements about organic fruits and vegetables influence my decision to buy organic food. People important to me (other than family, friends)-doctors, well-known people think I should eat organic fruits and vegetables My family thinks that I should buy organic fruits and vegetables rather than regular fruits and vegetables. My friends usually have positive opinions, advised me to buy organic fruits and vegetables	5-point Likert type scale	Mai et al. (2023) Pomsanam et al. (2014) Anh et al. (2017)
Awareness of Organic	I am personally very knowledgeable about organic fruits and vegetables. I can recognize organic fruits and vegetables packaging and labels.	7&5-point Likert type scale	Mai et al. (2023) Pacho（2020）

Standards	I think I know enough about the term organic fruits and vegetables		
Accessibility	If organic foods are available at supermarkets and groceries, 1 will buy them. I think it's easy for me to buy organic fruits and vegetables. . If I wanted to, I could buy organic fruits and vegetables instead of nonorganic fruits and vegetables.	7&5-point Likert type scale	Mai et al. (2023) Pacho（2020

SPSS Results

Respondent Demographic Profile

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	136	48.4	48.4	48.4
	Female	145	51.6	51.6	100.0
	Total	281	100.0	100.0	

Education level.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school degree and below	62	22.1	22.1	22.1
	Bachelor degree	194	69.0	69.0	91.1
	Master degree or above	25	8.9	8.9	100.0
	Total	281	100.0	100.0	

Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	82	29.2	29.2	29.2
	26-35	154	54.8	54.8	84.0
	36-45	30	10.7	10.7	94.7
	Over 45	15	5.3	5.3	100.0
	Total	281	100.0	100.0	

Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3000	81	28.8	28.8	28.8
	3000-5999	151	53.7	53.7	82.6
	6000-9999	45	16.0	16.0	98.6
	Over 10000	4	1.4	1.4	100.0
	Total	281	100.0	100.0	

Reliability test: Perception of Economic development level and technological advancement of Australia

Reliability Statistics

Cronbach's Alpha	N of Items
.817	3

Item Statistics

	Mean	Std. Deviation	N
Organic fruits and vegetables belonging to Australia have good innovative technology	3.67	1.641	281
Organic fruits and vegetables belonging to Australia have a good reputation.	3.74	1.613	281
On the whole how satisfied are you with the present state of the economy in Australia?	3.73	1.606	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.13	17.300	4.159	3

Reliability test: Perceived quality and safety of organic fruits and vegetables of Australia

Reliability Statistics

Cronbach's Alpha	N of Items
.834	3

Item Statistics

	Mean	Std. Deviation	N
Consumption of organic fruits and vegetables from Australia is safer than conventional fruits and vegetables.	3.70	1.687	281
Organic fruits and vegetables from Australia have higher quality than conventional fruits and vegetables.	3.88	1.678	281
Organic fruits and vegetables belonging to Australia have high quality	3.75	1.619	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.33	18.671	4.321	3

Reliability test: Cultural norms

Reliability Statistics

Cronbach's Alpha	N of Items
.795	3

Item Statistics

	Mean	Std. Deviation	N
People should minimize conflict in social relationships at all costs.	3.79	1.615	281
Individuals should only pursue their goals after considering the welfare of the group.	3.87	1.603	281
I intend to eat organic fruits and vegetables from Australia because society says it as a good choice	3.76	1.640	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.42	16.752	4.093	3

Reliability test: Social norms and peer influences

Reliability Statistics

Cronbach's Alpha	N of Items
.837	4

Item Statistics

	Mean	Std. Deviation	N
News, magazines, and advertisements about organic fruits and vegetables from Australia influence my decision to buy organic food.	3.64	1.607	281
People important to me (other than family, friends)-doctors, well-known people think I should eat organic fruits and vegetables from Australia.	3.78	1.617	281
My family thinks that I should buy organic fruits and vegetables from Australia rather than regular fruits and vegetables.	3.84	1.679	281
My friends usually have positive opinions, advised me to buy organic fruits and vegetables from Australia.	3.68	1.607	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.94	28.478	5.337	4

Reliability test: Perception of price of organic fruits and vegetables from Australia

Reliability Statistics

Cronbach's Alpha	N of Items
.779	3

Item Statistics

	Mean	Std. Deviation	N
Organic fruits and vegetables from Australia is expensive.	3.76	1.592	281
Organic fruits and vegetables from Australia is more expensive than usual.	3.67	1.626	281
I am willing to pay more for organic fruits and vegetables from Australia.	3.63	1.652	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.05	16.444	4.055	3

Reliability test: Perception of Accessibility of organic fruits and vegetables from Australia

Reliability Statistics

Cronbach's Alpha	N of Items
.800	3

Item Statistics

	Mean	Std. Deviation	N
If organic fruits and vegetables from Australia are available at supermarkets and groceries, i will buy them.	3.57	1.511	281
I think it' s easy for me to buy organic fruits and vegetables from Australia.	3.75	1.609	281
If I wanted to, I could buy organic fruits and vegetables from Australia instead of nonorganic fruits and vegetables.	3.61	1.622	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.93	16.077	4.010	3

Reliability test: Awareness of Organic Standards

Reliability Statistics

Cronbach's Alpha	N of Items
.793	3

Item Statistics

	Mean	Std. Deviation	N
I am personally very knowledgeable about organic fruits and vegetables.	3.54	1.677	281
I can recognize organic fruits and vegetables packaging and labels.	3.56	1.662	281
I think I know enough about the term organic fruits and vegetables I know about organic fruits and vegetables well enough to be able to purchase them.	3.56	1.473	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.66	16.419	4.052	3

Reliability test: Attitudes towards organic fruits and vegetables from Australia

Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

Item Statistics

	Mean	Std. Deviation	N
I think that purchasing organic fruits and vegetables from Australia is a good idea.	3.63	1.673	281
I think that purchasing organic fruits and vegetables from Australia is important.	3.72	1.593	281
Consumption of organic fruits and vegetables from Australia is healthier than conventional fruits and vegetables.	3.58	1.701	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.93	17.088	4.134	3

Reliability test: Purchase intention towards Australian organic fruits and vegetables

Reliability Statistics

Cronbach's Alpha	N of Items
.829	4

Item Statistics

	Mean	Std. Deviation	N
The probability that I will buy organic fruits and vegetables from Australia is very high.	3.62	1.617	281
I plan to consume organic fruits and vegetables from Australia if they are available for purchase.	3.79	1.545	281
I try to consume organic fruits and vegetables from Australia if they are available for purchase.	3.67	1.633	281
I am willing to buy organic fruits and vegetables from Australia even though the price is higher than conventional food.	3.78	1.553	281

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.85	26.656	5.163	4

EFA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	4069.578
	df	406
	Sig.	<.001

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.898	27.233	27.233	7.898	27.233	27.233	4.495	15.501	15.501
2	2.974	10.254	37.488	2.974	10.254	37.488	4.102	14.146	29.648
3	2.927	10.094	47.581	2.927	10.094	47.581	3.800	13.104	42.752
4	2.184	7.533	55.114	2.184	7.533	55.114	2.699	9.305	52.057
5	1.784	6.151	61.265	1.784	6.151	61.265	2.119	7.306	59.363
6	1.547	5.334	66.600	1.547	5.334	66.600	2.099	7.237	66.600

Communalities

	Initial	Extraction
Organic fruits and vegetables belonging to Australia have good innovative technology	1.000	.688
Organic fruits and vegetables belonging to Australia have a good reputation.	1.000	.697
Overall, how strong do you think Australia's economy is?	1.000	.660
Consumption of organic fruits and vegetables from Australia is safer than conventional fruits and vegetables.	1.000	.689
Organic fruits and vegetables from Australia have higher quality than conventional fruits and vegetables.	1.000	.733
Organic fruits and vegetables belonging to Australia have high quality	1.000	.672
People should minimize conflict in social relationships at all costs.	1.000	.655
Individuals should only pursue their goals after considering the welfare of the group.	1.000	.678
I intend to eat organic fruits and vegetables from Australia because society says it as a good choice	1.000	.595
News, magazines, and advertisements about organic fruits and vegetables from Australia influence my decision to buy organic food.	1.000	.645
People important to me (other than family, friends)-doctors, well-known people think I should eat organic fruits and vegetables from Australia.	1.000	.629
My family thinks that I should buy organic fruits and vegetables from Australia rather than regular fruits and vegetables.	1.000	.674
My friends usually have positive opinions, advised me to buy organic fruits and vegetables from Australia.	1.000	.615
Organic fruits and vegetables from Australia is expensive.	1.000	.597
Organic fruits and vegetables from Australia is more expensive than usual.	1.000	.626
I am willing to pay more for organic fruits and vegetables from Australia.	1.000	.654
If organic fruits and vegetables from Australia are available at supermarkets and groceries, i will buy them.	1.000	.597
I think it’ s easy for me to buy organic fruits and vegetables from Australia.	1.000	.646
If I wanted to, I could buy organic fruits and vegetables from Australia instead of nonorganic fruits and vegetables.	1.000	.659
I am personally very knowledgeable about organic fruits and vegetables.	1.000	.759
I can recognize organic fruits and vegetables packaging and labels.	1.000	.688
I think I know enough about the term organic fruits and vegetables I know about organic fruits and vegetables well enough to be able to purchase them.	1.000	.684
I think that purchasing organic fruits and vegetables from Australia is a good idea.	1.000	.680
I think that purchasing organic fruits and vegetables from Australia is important.	1.000	.658
Consumption of organic fruits and vegetables from Australia is healthier than conventional fruits and vegetables.	1.000	.750
The probability that I will buy organic fruits and vegetables from Australia is very high.	1.000	.651
I plan to consume organic fruits and vegetables from Australia if they are available for purchase.	1.000	.691
I try to consume organic fruits and vegetables from Australia if they are available for purchase.	1.000	.663
I am willing to buy organic fruits and vegetables from Australia even though the price is higher than conventional food.	1.000	.681

Extraction Method: Principal Component Analysis.

Initial Eigenvalues

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
Individuals should only pursue their goals after considering the welfare of the group.	.793	.106	.092	.118	.123	.000
My family thinks that I should buy organic fruits and vegetables from Australia rather than regular fruits and vegetables.	.786	.101	.152	.144	.031	.016
News, magazines, and advertisements about organic fruits and vegetables from Australia influence my decision to buy organic food.	.779	.057	.083	-.033	.077	.141
People should minimize conflict in social relationships at all costs.	.770	.202	.076	.074	.084	.054
People important to me (other than family, friends)- doctors, well-known people think I should eat organic fruits and vegetables from Australia.	.762	.101	.080	.124	.056	.113
My friends usually have positive opinions, advised me to buy organic fruits and vegetables from Australia.	.749	.110	.071	.097	.124	.115
I intend to eat organic fruits and vegetables from Australia because society says it as a good choice	.743	.137	.124	.022	-.027	.084
Organic fruits and vegetables from Australia have higher quality than conventional fruits and vegetables.	.067	.817	.151	.183	.041	-.055
Organic fruits and vegetables belonging to Australia have a good reputation.	.181	.808	.033	.017	.096	.034
Consumption of organic fruits and vegetables from Australia is safer than conventional fruits and vegetables.	.111	.801	.111	.122	.055	.066
Organic fruits and vegetables belonging to Australia have high quality	.110	.801	.061	.104	.038	.050
Overall, how strong do you think Australia's economy is?	.127	.777	.118	.053	.029	.152
Organic fruits and vegetables belonging to Australia have good innovative technology	.180	.772	.087	.159	.162	.014
I am willing to pay more for organic fruits and vegetables from Australia.	.172	.025	.783	.081	.028	.064
If I wanted to, I could buy organic fruits and	.126	.110	.779	.048	.136	.051

If I wanted to, I could buy organic fruits and vegetables from Australia instead of nonorganic fruits and vegetables.	.126	.110	.779	.048	.136	.051
Organic fruits and vegetables from Australia is more expensive than usual.	.051	.123	.777	-.020	.057	.019
If organic fruits and vegetables from Australia are available at supermarkets and groceries, i will buy them.	.061	.060	.752	.072	.136	.032
Organic fruits and vegetables from Australia is expensive.	.087	.091	.750	.064	.041	.111
I think it' s easy for me to buy organic fruits and vegetables from Australia.	.125	.115	.749	.172	.161	.030
I plan to consume organic fruits and vegetables from Australia if they are available for purchase.	.094	.045	.070	.814	.100	.057
I am willing to buy organic fruits and vegetables from Australia even though the price is higher than conventional food.	.018	.111	.163	.786	.041	.148
I try to consume organic fruits and vegetables from Australia if they are available for purchase.	.133	.197	.047	.767	.031	.125
The probability that I will buy organic fruits and vegetables from Australia is very high.	.191	.194	.074	.755	.032	.002
I am personally very knowledgeable about organic fruits and vegetables.	.116	.112	.215	.012	.820	.118
I think I know enough about the term organic fruits and vegetables I know about organic fruits and vegetables well enough to be able to purchase them.	.124	.086	.075	.122	.795	.093
I can recognize organic fruits and vegetables packaging and labels.	.102	.123	.196	.055	.787	.039
Consumption of organic fruits and vegetables from Australia is healthier than conventional fruits and vegetables.	.200	.035	.085	.077	.081	.830
I think that purchasing organic fruits and vegetables from Australia is a good idea.	.152	.064	.129	.049	.044	.795
I think that purchasing organic fruits and vegetables from Australia is important.	.047	.094	.034	.177	.114	.775

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

Descriptive variable analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean
Perceived quality and safety of organic fruits and vegetables of Australia	281	1.00	7.00	3.7106
Perceived quality and safety of organic fruits and vegetables of Australia	281	1.00	7.00	3.7758
Cultural norms	281	1.00	7.00	3.8078
Social norms and peer influences	281	1.00	6.75	3.7349
Perception of price of organic fruits and vegetables from Australia	281	1.00	6.67	3.6845
Perception of Accessibility of organic fruits and vegetables from Australia	281	1.00	7.00	3.6418
Awareness of Organic Standards	281	1.00	6.67	3.5528
Attitudes towards organic fruits and vegetables from Australia	281	1.00	6.25	3.6361
Purchase intention towards Australian organic fruits and vegetables	281	1.00	6.67	3.7450
Valid N (listwise)	281			

Independent-Samples T Test: Gender

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived quality and safety of organic fruits and vegetables of Australia	Male	136	3.7819	1.33972	.11488
	Female	145	3.6437	1.43030	.11878
Perceived quality and safety of organic fruits and vegetables of Australia	Male	136	3.8260	1.47961	.12688
	Female	145	3.7287	1.40600	.11676
Cultural norms	Male	136	3.7034	1.28983	.11060
	Female	145	3.9057	1.42817	.11860
Social norms and peer influences	Male	136	3.6048	1.32167	.11333
	Female	145	3.8569	1.33877	.11118
Perception of price of organic fruits and vegetables from Australia	Male	136	3.6642	1.26393	.10838
	Female	145	3.7034	1.43325	.11902
Perception of Accessibility of organic fruits and vegetables from Australia	Male	136	3.6544	1.29348	.11092
	Female	145	3.6299	1.38004	.11461
Awareness of Organic Standards	Male	136	3.5515	1.40275	.12028
	Female	145	3.5540	1.30480	.10836
Attitudes towards organic fruits and vegetables from Australia	Male	136	3.6250	1.17418	.10069
	Female	145	3.6466	1.16837	.09703
Purchase intention towards Australian organic fruits and vegetables	Male	136	3.8407	1.29765	.11127
	Female	145	3.6552	1.34165	.11142

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Perceived quality and safety of organic fruits and vegetables of Australia	Equal variances assumed	.936	.334	.834	279	.202	.405	.13818	.16559	-.18779	.46416
	Equal variances not assumed			.836	279.000	.202	.404	.13818	.16525	-.18710	.46347
Perceived quality and safety of organic fruits and vegetables of Australia	Equal variances assumed	.550	.459	.565	279	.286	.573	.09724	.17214	-.24162	.43611
	Equal variances not assumed			.564	275.346	.287	.573	.09724	.17243	-.24220	.43669
Cultural norms	Equal variances assumed	1.855	.174	-1.243	279	.107	.215	-.20232	.16270	-.52259	.11796
	Equal variances not assumed			-1.248	278.608	.107	.213	-.20232	.16217	-.52155	.11692
Social norms and peer influences	Equal variances assumed	.005	.943	-1.587	279	.057	.114	-.25212	.15883	-.56477	.06053
	Equal variances not assumed			-1.588	278.263	.057	.113	-.25212	.15876	-.56464	.06041
Perception of price of organic fruits and vegetables from Australia	Equal variances assumed	4.099	.044	-.243	279	.404	.808	-.03923	.16162	-.35739	.27893
	Equal variances not assumed			-.244	277.960	.404	.808	-.03923	.16098	-.35612	.27765
Perception of Accessibility of organic fruits and vegetables from Australia	Equal variances assumed	1.617	.205	.153	279	.439	.878	.02453	.15982	-.29008	.33913
	Equal variances not assumed			.154	279.000	.439	.878	.02453	.15949	-.28943	.33848
Awareness of Organic Standards	Equal variances assumed	.951	.330	-.016	279	.494	.987	-.00255	.16152	-.32050	.31540
	Equal variances not assumed			-.016	273.906	.494	.987	-.00255	.16189	-.32127	.31616
Attitudes towards organic fruits and vegetables from Australia	Equal variances assumed	.185	.668	-.154	279	.439	.878	-.02155	.13981	-.29676	.25366
	Equal variances not assumed			-.154	277.667	.439	.878	-.02155	.13983	-.29681	.25371
Purchase intention towards Australian organic fruits and vegetables	Equal variances assumed	.754	.386	1.177	279	.120	.240	.18551	.15763	-.12479	.49582
	Equal variances not assumed			1.178	278.733	.120	.240	.18551	.15747	-.12446	.49549

One-way ANOVA: Monthly income

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Awareness of Organic Standards	Less than 3000	81	3.4405	1.43443	.15938	3.1233	3.7576	.67	7.00
	3000-5999	151	3.5540	1.41736	.11534	3.3261	3.7819	1.00	6.67
	6000-9999	45	3.4741	1.32667	.19777	3.0755	3.8726	1.33	5.67
	Over 10000	4	3.4167	1.25831	.62915	1.4144	5.4189	1.67	4.67
	Total	281	3.5065	1.40014	.08353	3.3421	3.6709	.67	7.00
Purchase intention towards Australian organic fruits and vegetables	Less than 3000	81	3.8601	1.41800	.15756	3.5466	4.1737	1.00	7.00
	3000-5999	151	3.7704	1.39533	.11355	3.5461	3.9948	1.00	6.67
	6000-9999	45	3.7926	1.09933	.16388	3.4623	4.1229	1.67	6.00
	Over 10000	4	4.1667	.79349	.39675	2.9040	5.4293	3.33	5.00
	Total	281	3.8055	1.34817	.08043	3.6472	3.9638	1.00	7.00
Perception of price of organic fruits and vegetables from Australia	Less than 3000	81	4.3955	1.35314	.15035	4.0963	4.6947	1.67	7.00
	3000-5999	151	3.6336	1.39457	.11349	3.4093	3.8578	1.00	6.67
	6000-9999	45	3.6815	1.21013	.18040	3.3179	4.0450	1.67	6.33
	Over 10000	4	3.5833	1.66389	.83194	.9357	6.2309	2.33	6.00
	Total	281	3.8601	1.39342	.08312	3.6965	4.0238	1.00	7.00
Perceived quality and safety of organic fruits and vegetables of Australia	Less than 3000	81	3.5802	1.34141	.14905	3.2836	3.8769	1.00	7.00
	3000-5999	151	3.8521	1.42186	.11571	3.6235	4.0807	1.00	6.67
	6000-9999	45	3.4074	1.28096	.19095	3.0226	3.7922	1.00	5.67
	Over 10000	4	4.4167	1.66389	.83194	1.7691	7.0643	2.00	5.67
	Total	281	3.7106	1.38646	.08271	3.5477	3.8734	1.00	7.00
Perceived quality and safety of organic fruits and vegetables of Australia	Less than 3000	81	3.6872	1.33785	.14865	3.3914	3.9831	1.00	6.33
	3000-5999	151	3.8985	1.46565	.11927	3.6628	4.1341	1.00	7.00
	6000-9999	45	3.4444	1.45990	.21763	3.0058	3.8830	1.00	6.33
	Over 10000	4	4.6667	1.88562	.94281	1.6662	7.6671	2.00	6.00
	Total	281	3.7758	1.44033	.08592	3.6067	3.9449	1.00	7.00
Cultural norms	Less than 3000	81	3.7284	1.32089	.14677	3.4363	4.0205	1.00	6.67
	3000-5999	151	3.8234	1.37588	.11197	3.6022	4.0446	1.00	7.00
	6000-9999	45	3.8370	1.36260	.20312	3.4277	4.2464	1.67	6.00
	Over 10000	4	4.5000	2.11695	1.05848	1.1315	7.8685	1.33	5.67
	Total	281	3.8078	1.36431	.08139	3.6476	3.9680	1.00	7.00
Social norms and peer influences	Less than 3000	81	3.7685	1.37771	.15308	3.4639	4.0732	1.00	6.75
	3000-5999	151	3.6838	1.32687	.10798	3.4704	3.8971	1.00	6.25
	6000-9999	45	3.7778	1.28940	.19221	3.3904	4.1652	1.00	6.25
	Over 10000	4	4.5000	1.45774	.72887	2.1804	6.8196	2.50	6.00
	Total	281	3.7349	1.33413	.07959	3.5782	3.8915	1.00	6.75
Perception of Accessibility of organic fruits and vegetables from Australia	Less than 3000	81	3.8519	1.30703	.14523	3.5628	4.1409	1.00	6.67
	3000-5999	151	3.5475	1.35283	.11009	3.3299	3.7650	1.00	7.00
	6000-9999	45	3.5630	1.32349	.19729	3.1653	3.9606	1.00	6.00
	Over 10000	4	3.8333	1.47824	.73912	1.4811	6.1855	2.67	6.00
	Total	281	3.6418	1.33652	.07973	3.4848	3.7987	1.00	7.00
Attitudes towards organic fruits and vegetables from Australia	Less than 3000	81	3.5340	1.15566	.12841	3.2784	3.7895	1.50	6.25
	3000-5999	151	3.7202	1.20931	.09841	3.5257	3.9147	1.00	6.25
	6000-9999	45	3.5278	1.05289	.15696	3.2115	3.8441	1.75	6.00
	Over 10000	4	3.7500	1.32288	.66144	1.6450	5.8550	2.50	5.50
	Total	281	3.6361	1.16914	.06975	3.4988	3.7734	1.00	6.25

ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Awareness of Organic Standards	Between Groups	.774	3	.258	.130	.942
	Within Groups	548.132	277	1.979		
	Total	548.906	280			
Purchase intention towards Australian organic fruits and vegetables	Between Groups	.957	3	.319	.174	.914
	Within Groups	507.963	277	1.834		
	Total	508.920	280			
Perception of price of organic fruits and vegetables from Australia	Between Groups	32.708	3	10.903	5.911	<.001
	Within Groups	510.942	277	1.845		
	Total	543.651	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	10.530	3	3.510	1.843	.140
	Within Groups	527.706	277	1.905		
	Total	538.236	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	11.022	3	3.674	1.786	.150
	Within Groups	569.853	277	2.057		
	Total	580.875	280			
Cultural norms	Between Groups	2.502	3	.834	.445	.721
	Within Groups	518.676	277	1.872		
	Total	521.178	280			
Social norms and peer influences	Between Groups	2.910	3	.970	.542	.654
	Within Groups	495.463	277	1.789		
	Total	498.373	280			
Perception of Accessibility of organic fruits and vegetables from Australia	Between Groups	5.344	3	1.781	.997	.395
	Within Groups	494.815	277	1.786		
	Total	500.159	280			
Attitudes towards organic fruits and vegetables from Australia	Between Groups	2.493	3	.831	.605	.612
	Within Groups	380.238	277	1.373		
	Total	382.731	280			

One-way ANOVA: Age

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Awareness of Organic Standards	18-25	82	3.4798	1.46939	.16227	3.1569	3.8027	.67	7.00
	26-35	154	3.5042	1.38952	.11197	3.2830	3.7254	1.00	6.67
	36-45	30	3.5779	1.36448	.24912	3.0684	4.0874	1.00	5.67
	Over 45	15	3.5333	1.32005	.34084	2.8023	4.2644	1.67	5.33
	Total	281	3.5065	1.40014	.08353	3.3421	3.6709	.67	7.00
Purchase intention towards Australian organic fruits and vegetables	18-25	82	3.8943	1.44290	.15934	3.5773	4.2114	1.00	7.00
	26-35	154	3.7294	1.36603	.11008	3.5120	3.9469	1.00	6.67
	36-45	30	3.9444	1.13152	.20659	3.5219	4.3670	1.33	5.67
	Over 45	15	3.8222	1.05309	.27191	3.2390	4.4054	2.00	6.00
	Total	281	3.8055	1.34817	.08043	3.6472	3.9638	1.00	7.00
Perception of price of organic fruits and vegetables from Australia	18-25	82	4.4110	1.35207	.14931	4.1139	4.7081	1.67	7.00
	26-35	154	3.5996	1.30936	.10551	3.3911	3.8080	1.00	6.33
	36-45	30	3.6667	1.49584	.27310	3.1081	4.2252	1.00	6.33
	Over 45	15	3.9111	1.50906	.38964	3.0754	4.7468	2.00	6.67
	Total	281	3.8601	1.39342	.08312	3.6965	4.0238	1.00	7.00
Perceived quality and safety of organic fruits and vegetables of Australia	18-25	82	3.6057	1.35287	.14940	3.3084	3.9029	1.00	7.00
	26-35	154	3.7684	1.40924	.11356	3.5441	3.9927	1.00	6.67
	36-45	30	3.7667	1.41462	.25827	3.2384	4.2949	1.00	6.00
	Over 45	15	3.5778	1.37129	.35406	2.8184	4.3372	1.33	5.67
	Total	281	3.7106	1.38646	.08271	3.5477	3.8734	1.00	7.00
Perceived quality and safety of organic fruits and vegetables of Australia	18-25	82	3.7154	1.35388	.14951	3.4180	4.0129	1.00	6.33
	26-35	154	3.8225	1.46772	.11827	3.5889	4.0562	1.00	7.00
	36-45	30	3.6667	1.63065	.29771	3.0578	4.2756	1.00	6.00
	Over 45	15	3.8444	1.32657	.34252	3.1098	4.5791	2.00	6.00
	Total	281	3.7758	1.44033	.08592	3.6067	3.9449	1.00	7.00
Cultural norms	18-25	82	3.7236	1.31344	.14504	3.4350	4.0122	1.00	6.67
	26-35	154	3.8398	1.38580	.11167	3.6192	4.0604	1.00	7.00
	36-45	30	3.8111	1.49247	.27249	3.2538	4.3684	1.33	6.33
	Over 45	15	3.9333	1.25483	.32400	3.2384	4.6282	1.67	5.67
	Total	281	3.8078	1.36431	.08139	3.6476	3.9680	1.00	7.00
Social norms and peer influences	18-25	82	3.7774	1.37156	.15146	3.4761	4.0788	1.00	6.75
	26-35	154	3.7045	1.33653	.10770	3.4918	3.9173	1.00	6.25
	36-45	30	3.6417	1.28433	.23449	3.1621	4.1212	1.50	6.00
	Over 45	15	4.0000	1.28869	.33274	3.2863	4.7137	1.25	5.75
	Total	281	3.7349	1.33413	.07959	3.5782	3.8915	1.00	6.75
Perception of Accessibility of organic fruits and vegetables from Australia	18-25	82	3.8740	1.31431	.14514	3.5852	4.1628	1.00	6.67
	26-35	154	3.4935	1.33943	.10793	3.2803	3.7067	1.00	6.33
	36-45	30	3.6333	1.35429	.24726	3.1276	4.1390	1.33	7.00
	Over 45	15	3.9111	1.29998	.33565	3.1912	4.6310	1.33	5.67
	Total	281	3.6418	1.33652	.07973	3.4848	3.7987	1.00	7.00
Attitudes towards organic fruits and vegetables from Australia	18-25	82	3.5671	1.18702	.13108	3.3063	3.8279	1.50	6.25
	26-35	154	3.6104	1.15540	.09311	3.4265	3.7943	1.00	6.25
	36-45	30	3.8750	1.15734	.21130	3.4428	4.3072	2.00	6.00
	Over 45	15	3.8000	1.27895	.33022	3.0917	4.5083	1.75	6.00
	Total	281	3.6361	1.16914	.06975	3.4988	3.7734	1.00	6.25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Awareness of Organic Standards	Between Groups	.223	3	.074	.038	.990
	Within Groups	548.683	277	1.981		
	Total	548.906	280			
Purchase intention towards Australian organic fruits and vegetables	Between Groups	2.122	3	.707	.387	.763
	Within Groups	506.798	277	1.830		
	Total	508.920	280			
Perception of price of organic fruits and vegetables from Australia	Between Groups	36.499	3	12.166	6.645	<.001
	Within Groups	507.152	277	1.831		
	Total	543.651	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	1.776	3	.592	.306	.821
	Within Groups	536.461	277	1.937		
	Total	538.236	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	1.063	3	.354	.169	.917
	Within Groups	579.813	277	2.093		
	Total	580.875	280			
Cultural norms	Between Groups	.976	3	.325	.173	.914
	Within Groups	520.202	277	1.878		
	Total	521.178	280			
Social norms and peer influences	Between Groups	1.605	3	.535	.298	.827
	Within Groups	496.768	277	1.793		
	Total	498.373	280			
Perception of Accessibility of organic fruits and vegetables from Australia	Between Groups	8.897	3	2.966	1.672	.173
	Within Groups	491.262	277	1.774		
	Total	500.159	280			
Attitudes towards organic fruits and vegetables from Australia	Between Groups	2.608	3	.869	.633	.594
	Within Groups	380.123	277	1.372		
	Total	382.731	280			

One-way ANOVA: Education level

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Awareness of Organic Standards	High school degree and below	62	3.3604	1.47990	.18795	2.9846	3.7362	.67	7.00
	Bachelor degree	194	3.6478	1.33169	.09561	3.4592	3.8363	1.00	6.67
	Master degree or above	25	2.7728	1.50543	.30109	2.1514	3.3942	1.00	6.67
	Total	281	3.5065	1.40014	.08353	3.3421	3.6709	.67	7.00
Purchase intention towards Australian organic fruits and vegetables	High school degree and below	62	3.8388	1.46823	.18646	3.4659	4.2116	1.00	7.00
	Bachelor degree	194	3.7955	1.26600	.09089	3.6163	3.9748	1.00	6.67
	Master degree or above	25	3.8000	1.68325	.33665	3.1052	4.4948	1.33	6.67
	Total	281	3.8055	1.34817	.08043	3.6472	3.9638	1.00	7.00
Perception of price of organic fruits and vegetables from Australia	High school degree and below	62	3.8016	1.67121	.21224	3.3772	4.2260	1.00	6.67
	Bachelor degree	194	3.7423	1.28720	.09242	3.5600	3.9245	1.00	6.67
	Master degree or above	25	3.1200	1.58079	.31616	2.4675	3.7725	1.00	6.33
	Total	281	3.7000	1.41361	.08433	3.5340	3.8660	1.00	6.67
Perceived quality and safety of organic fruits and vegetables of Australia	High school degree and below	62	3.6935	1.32552	.16834	3.3569	4.0302	1.00	7.00
	Bachelor degree	194	3.7234	1.41531	.10161	3.5230	3.9238	1.00	6.67
	Master degree or above	25	3.6533	1.35906	.27181	3.0923	4.2143	1.00	5.67
	Total	281	3.7106	1.38646	.08271	3.5477	3.8734	1.00	7.00
Perceived quality and safety of organic fruits and vegetables of Australia	High school degree and below	62	3.7796	1.38288	.17563	3.4284	4.1308	1.00	6.33
	Bachelor degree	194	3.7955	1.46971	.10552	3.5874	4.0037	1.00	7.00
	Master degree or above	25	3.6133	1.39337	.27867	3.0382	4.1885	1.67	6.00
	Total	281	3.7758	1.44033	.08592	3.6067	3.9449	1.00	7.00
Cultural norms	High school degree and below	62	3.7312	1.33584	.16965	3.3919	4.0704	1.00	6.00
	Bachelor degree	194	3.8780	1.34730	.09673	3.6872	4.0688	1.00	7.00
	Master degree or above	25	3.4533	1.54824	.30965	2.8143	4.0924	1.33	6.00
	Total	281	3.8078	1.36431	.08139	3.6476	3.9680	1.00	7.00
Social norms and peer influences	High school degree and below	62	3.8105	1.41254	.17939	3.4518	4.1692	1.00	6.50
	Bachelor degree	194	3.7500	1.29442	.09293	3.5667	3.9333	1.00	6.75
	Master degree or above	25	3.4300	1.45151	.29030	2.8308	4.0292	1.50	6.25
	Total	281	3.7349	1.33413	.07959	3.5782	3.8915	1.00	6.75
Perception of Accessibility of organic fruits and vegetables from Australia	High school degree and below	62	3.8387	1.33161	.16912	3.5005	4.1769	1.00	6.67
	Bachelor degree	194	3.6289	1.30353	.09359	3.4443	3.8135	1.00	7.00
	Master degree or above	25	3.2533	1.55242	.31048	2.6125	3.8941	1.00	6.00
	Total	281	3.6418	1.33652	.07973	3.4848	3.7987	1.00	7.00
Attitudes towards organic fruits and vegetables from Australia	High school degree and below	62	3.7137	1.26495	.16065	3.3925	4.0349	1.50	6.00
	Bachelor degree	194	3.6211	1.11723	.08021	3.4629	3.7793	1.00	6.25
	Master degree or above	25	3.5600	1.34876	.26975	3.0033	4.1167	1.00	6.25
	Total	281	3.6361	1.16914	.06975	3.4988	3.7734	1.00	6.25

ANOVA

Sum of

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Awareness of Organic Standards	Between Groups	18.653	2	9.327	4.890	.008
	Within Groups	530.253	278	1.907		
	Total	548.906	280			
Purchase intention towards Australian organic fruits and vegetables	Between Groups	.089	2	.044	.024	.976
	Within Groups	508.831	278	1.830		
	Total	508.920	280			
Perception of price of organic fruits and vegetables from Australia	Between Groups	9.396	2	4.698	2.374	.095
	Within Groups	550.123	278	1.979		
	Total	559.519	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	.132	2	.066	.034	.967
	Within Groups	538.105	278	1.936		
	Total	538.236	280			
Perceived quality and safety of organic fruits and vegetables of Australia	Between Groups	.736	2	.368	.176	.838
	Within Groups	580.139	278	2.087		
	Total	580.875	280			
Cultural norms	Between Groups	4.461	2	2.231	1.200	.303
	Within Groups	516.717	278	1.859		
	Total	521.178	280			
Social norms and peer influences	Between Groups	2.723	2	1.361	.764	.467
	Within Groups	495.651	278	1.783		
	Total	498.373	280			
Perception of Accessibility of organic fruits and vegetables from Australia	Between Groups	6.209	2	3.105	1.747	.176
	Within Groups	493.950	278	1.777		
	Total	500.159	280			
Attitudes towards organic fruits and vegetables from Australia	Between Groups	.562	2	.281	.204	.815
	Within Groups	382.169	278	1.375		
	Total	382.731	280			

Questionnaire (In English)

Questionnaire survey on the influence of country of origin on purchase intention of organic fruits and vegetables, Target country: Australia

Hello, I am conducting a survey on the impact of country of origin on purchase intention of organic fruits and vegetables. I would be very grateful if you could take a few minutes to complete this questionnaire. The answers you fill in will only be used for thesis research. Thank you for your support!

1.Your general information

Have you ever purchased organic fruits and vegetables at least once?

Yes ( ) No ( ) (Selecting this option will automatically submit the questionnaire, thank you for your time!)

What is your age?

_____

What is your gender?

Male( )

Female( )

What is your education level.

High school and below( )

Undergraduate( )

Master degree and above( )

What is your monthly income?

Below 3000( )

3000-5999( )

6000-9999( )

Higher than 10000( )

2. Perceived standards and growth of Australia

There are no right or wrong answers to the following. We just want to know your personal opinion. Please rate the following statement, where 1 means "strongly agree" and 7 means "strongly disagree."

(This prompt is only displayed once in the appendix. The same is true for the 7-point Likert scale. It will be displayed before each part in the actual questionnaire survey)

Strongly agree Strongly disagree.

( ) ( ) ( ) ( ) ( ) ( ) ( )

Organic fruits and vegetables belonging to Australia have good innovative technology.

Organic fruits and vegetables belonging to Australia have a good reputation.

Overall, how strong do you think Australia's economy is?

Consumption of organic fruits and vegetables from Australia is safer than conventional fruits and vegetables.

Organic fruits and vegetables from Australia have higher quality than conventional fruits and

vegetables.
Organic fruits and vegetables belonging to Australia have high quality

3. Subject norms

People should minimize conflict in social relationships at all costs.
Individuals should only pursue their goals after considering the welfare of the group.
I intend to eat organic fruits and vegetables from Australia because society says it as a good choice
News, magazines, and advertisements about organic fruits and vegetables from Australia influence my decision to buy organic food.
People important to me (other than family, friends)-doctors, well-known people think I should eat organic fruits and vegetables from Australia.
My family thinks that I should buy organic fruits and vegetables from Australia rather than regular fruits and vegetables.
My friends usually have positive opinions, advised me to buy organic fruits and vegetables from Australia.

4. Perceived ease of consumption of organic fruits and vegetables from Australia

Organic fruits and vegetables from Australia is expensive.
Organic fruits and vegetables from Australia is more expensive than usual.
I am willing to pay more for organic fruits and vegetables from Australia.
If organic fruits and vegetables from Australia are available at supermarkets and groceries, i will buy them.
I think it's easy for me to buy organic fruits and vegetables from Australia.
If I wanted to, I could buy organic fruits and vegetables from Australia instead of nonorganic fruits and vegetables.

5. Awareness of Organic Standards

I am personally very knowledgeable about organic fruits and vegetables.
I can recognize organic fruits and vegetables packaging and labels.
I think I know enough about the term organic fruits and vegetables

6. Attitudes towards organic fruits and vegetables from Australia

I think that purchasing organic fruits and vegetables from Australia is a good idea.
I think that purchasing organic fruits and vegetables from Australia is important.
Consumption of organic fruits and vegetables from Australia is healthier than conventional fruits and vegetables
The probability that I will buy organic fruits and vegetables from Australia is very high.
.

7. Purchase intention

I plan to consume organic fruits and vegetables from Australia if they are available for purchase.
I try to consume organic fruits and vegetables from Australia if they are available for purchase.
I am willing to buy organic fruits and vegetables from Australia even though the price is higher than conventional food.

Thank you for your valuable time and wish you a nice day.!

Questionnaire (In Chinese)

关于原产地对购买有机水果和蔬菜意愿影响的问卷调查,目标国家：澳大利亚

您好，我正在进行一项关于原产地对购买有机水果和蔬菜意愿影响的调查。如果您能花几分钟时间完成此问卷，我将非常感激。您填写的答案将仅用于论文研究。感谢您的支持！

1.您的基本信息
您是否曾至少购买过一次有机水果和蔬菜？
是（ ）否（ ）（选择此选项将自动提交问卷，感谢您的时间！）
您的年龄是多少？

_____
您的性别？
男（ ）
女（ ）

您的教育程度是多少。
高中及以下( )
大学本科（ ）
硕士及以上学历( )

您的月收入是多少？
3000 以下( )
3000-5999( )
6000-9999( )
高于 10000( )

2. 澳大利亚的感知标准和增长
以下问题没有对错之分，我们只想了解您的个人意见。请评价以下陈述，其中 1 表示“非常同意”，7 表示“非常不同意”。
澳大利亚的有机果蔬拥有良好的创新技术。
澳大利亚的有机水果和蔬菜享有良好的声誉。
总体而言，您对澳大利亚目前的经济状况满意吗？
食用来自澳大利亚的有机水果和蔬菜比传统水果和蔬菜更安全。
来自澳大利亚的有机水果和蔬菜比传统水果和蔬菜的品质更高。
澳大利亚有机水果和蔬菜品质优良

3. 主观规范
人们应该不惜一切代价尽量减少社会关系中的冲突。
个人只有在考虑群体福利后才应该追求自己的目标。
我打算吃来自澳大利亚的有机水果和蔬菜，因为社会认为这是一个不错的选择
有关澳大利亚有机水果和蔬菜的新闻、杂志和广告影响了我购买有机食品的决定。
对我来说重要的人（除了家人、朋友）——医生、知名人士认为我应该吃来自澳大利亚的有机水果和蔬菜。
我的家人认为我应该购买澳大利亚的有机水果和蔬菜，而不是普通的水果和蔬菜。

我的朋友通常都给予积极的评价，建议我购买澳大利亚的有机水果和蔬菜。

4. 澳大利亚有机水果和蔬菜的消费便利度
澳大利亚的有机水果和蔬菜价格昂贵。
来自澳大利亚的有机水果和蔬菜比平常贵。
我愿意花更多钱购买澳大利亚的有机水果和蔬菜。
如果超市和杂货店有澳大利亚的有机水果和蔬菜，我会购买。
我认为从澳大利亚购买有机水果和蔬菜对我来说很容易。
如果我愿意，我可以从澳大利亚购买有机水果和蔬菜，而不是非有机水果和蔬菜。

5.有机标准意识
我个人对有机水果和蔬菜非常了解。
我可以识别有机水果和蔬菜的包装和标签。
我想我对有机水果和蔬菜这个词有足够的了解

6. 对澳大利亚有机水果和蔬菜的态度
我认为从澳大利亚购买有机水果和蔬菜是个好主意。
我认为从澳大利亚购买有机水果和蔬菜很重要。
消费来自澳大利亚的有机水果和蔬菜比传统水果和蔬菜更健康。
我从澳大利亚购买有机水果和蔬菜的可能性非常高。

7、购买意向
如果可以购买的话，我计划食用来自澳大利亚的有机水果和蔬菜。
如果可以购买的话，我会尝试食用来自澳大利亚的有机水果和蔬菜。
我愿意购买澳大利亚的有机水果和蔬菜，尽管价格比传统食品高。

感谢您抽出宝贵的时间，祝您度过愉快的一天！