

ENTREPRENEURIAL INSIGHT OF PURCHASE INTENTION AND CO-DEVELOPING BEHAVIOR OF ORGANIC FOOD CONSUMPTION

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Abstract: The purpose of this study is to investigate the entrepreneurial insight of purchase intention and co-developing behavior of organic food consumption in Thailand during the COVID-19 pandemic. The study is unique because it considers the management of changing lifestyle and eating habits of people occasioned by the increasing global health awareness brought about by the pandemic. The study has adopted the Stimuli-Organism-Response (SOR) paradigm to provide a conceptual model that incorporates corporate image and consumer engagement literature. The research used primary data collected from consumers in major cities across Thailand. The data was collected using a structured questionnaire. The hypotheses of the study were evaluated using Structural Equation Modeling (SEM). The findings of the study indicated that corporate image and corporate social responsibility have a strong influence on consumer trust. Corporate image and corporate social responsibility also have a positive and significant effect on personal values. Consumer trust and personal values were found to influence purchase intention significantly and positively, while purchase intention positively influenced co-developing behavior. Both consumer trust and personal values were found to positively mediate the relationship between corporate image, corporate social responsibility and purchase intention. The study recommended that business management should emphasize and cultivate a strong corporate image and corporate social responsibility image, which would increase customers' trust, their interactions, and interactions with the business, and the resultant purchase intention and co-developing behavior.

Key words: purchase intention, co-developing behavior, organic food, corporate image, corporate social responsibility image.

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Introduction

Amid the COVID-19 pandemic, many restrictions have been imposed across the globe that has shaken the entire planet in an unsettling manner. The purchase of necessities, including food, has also become challenging due to lockdowns, mandatory face masks, or vaccine mandates (Ndinojuo, 2020). The lifestyle and eating habits of people have changed entirely due to the restrictions; hygienic food has become important because any negligence can cause anyone susceptible to the virus. The world's interest is now increasing towards organic food consumption. The

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factors contributing to the increasing trend of organic food include environmental issues, public emergencies, people's lifestyles, and attitudes. The pandemic poses the greatest threat to global food security, and in particular Poor healthcare facilities, a lack of education, and a lack of economic opportunity are among the factors that contribute to widespread poverty. All of these, as well as malnutrition, pose a high risk. Additionally, Sereenonchai and Arunrat (2021) note that availability and accessibility are the two dimensions of food security that are the most important during the epidemic.

COVID-19 has served as a wake-up call for food systems that had been on a knife-edge for decades before the epidemic hit. Systems of food production include all stages of food production, including preparation and processing, distribution and consumption, and disposal and waste disposal. Moreover, land use, agricultural inputs, infrastructure, shipping, and different actors (e.g., farmers and merchants) all have a role in the proper distribution of food to the consumer. As a result, COVID-19-induced lockdowns and disruptions have intricate relationships among these numerous food system components. During the COVID-19 epidemic, the entire food system was disrupted, from the primary supply to the final demand. (Boyacı-Gündüz et al., 2021).

In response to the pandemic, Thailand has developed its measures and strategies to aid those who wish to learn from its experience and develop new processes and practical guidance for connected stakeholders to better prepare for future crises (Sereenonchai & Arunrat, 2021). In Thailand, rapid socio-economic development has been accompanied by modernization and industrialization of agricultural food production. (Chaiyasoonthorn et al., 2019; Sangkumchalianga and Huang, 2012). With a huge workforce in agriculture, Thailand has a history of having an effective food management system that can respond to any emergency circumstance driven in part by the female workforce (Akter et al., 2017, Gitonga & Meeposom, 2019).

Female family food providers and public health nurses have prominent roles in Thai society. Women make up the majority of household food suppliers and household food consumers in Thailand. As a result of health and environmental concerns, food consumption habits are shifting. Organically produced food is gaining popularity around the world. Global demand for organic products remains strong, with sales increasing by more than \$5 billion per year. Food consumption is made up of four behaviors, such as like, preference, selection and intake. As a result of eating, one feels a sense of pleasure. Food preference denotes the expressed preference for two or more food items. The Willingness to Pay (WTP) of customers is determined by their preferences for organic foods. On the other hand, price affects purchasing decisions between conventional and organic food goods. That is, buyers make trade-offs between high pricing and product quality. The consumer experience is also critical while designing marketing strategies for the selling of safe organic food products. Consumption influences market sustainability, with elements such as economics, the environment, marketing methods and societal views all playing a role. There has been an increase in the consumption of packaged red meat (8%) and

processed meat (15.9% increase in sales of sliced cold cuts), biscuits (10.2%), and spreadable creams (14%) during quarantine. If people do not consume enough fruits and vegetables, they will be more at risk of micronutrient deficiencies that will affect their health (Bracale & Vaccaro, 2020).

Corporate image has been highlighted as an essential component in a service provider's overall assessment. In simple terms, it is the mental image that comes to mind when you hear a company's name. The five target categories of customers, suppliers, shareholders, workers and intermediaries are considered important while developing a favorable corporate image for any entity (Meekaewkunchorn et al., 2021; Polinkevych & Kamiński, 2018; Kot & Brzezinski, 2015). Corporate image is related to Corporate Social Responsibility (CSR). The term "CSR" is frequently used interchangeably with terms like "sustainable development," "corporate citizenship," "corporate sustainability," "corporate social performance," and "corporate ethics." CSR has recently been recognized as one of the most key factors in determining corporate Image; and that explains how a strong corporate Image will provide a competitive advantage, and stakeholders are becoming skeptical about firms' reasons for practicing CSR, making it much harder for researchers and clinicians to recognize implications of interacting in CSR activities.

Customers' value and company image act as mediators in the relationship between CSR and Marketing Performance (MP) (Alrubaiee et al., 2017). The corporate image created by the services supplied is critical in the purchase decision processes of current and prospective consumers. Customer satisfaction is directly related to whether a company has a positive or negative image. As a result, customers' perceptions of service quality and corporate image influence their assessment of overall satisfaction and subsequent payment intention. Studies have recognized that service quality and customer satisfaction are the most important factors in the success of businesses (Chaiyasoonthorn et al., 2019; Chien & Chi, 2019; Wall et al., 2021). Thus, consumers consider businesses involved in CSR undertakings, such as charitable donations, environment sustainability events, among others, to have the ability to offer quality organic food (Berens et al., 2005; Perez et al., 2013).

This study applies the Stimuli-Organism-Response (S-O-R) framework to evaluate consumer food consumption in Thailand. The S-O-R model was introduced by Mehrabian and Russell (1974) to explain how living organisms mediate the relationship between stimulation and response through different mechanisms that stimulate the cognitive and emotional states of entities, which in turn influence their responses (Yu et al., 2020). The S-O-R model was further developed by Arora (1982) and Slama and Tashchian (1987) and has been successfully applied to studies on consumer behavior and purchase decisions (Buckley, 1991; Kim et al., 2018; Suparno, 2020; Wu & Li, 2018). Similarly, this study incorporates the S-O-R model for consumers' research. The research presents a basic model based on S-O-R theory to investigate how the corporate image (stimulus) influences customers' value perceptions (organism), which determine consumer loyalty (CL) and behavior (response) in social commerce (SC) (Wu & Li, 2018). Recently, an integrative SOR

framework with cognitive and affective systems that encompass all previous engaged experiences involving long-term memory was described. SOR theory has been extended by including internal (website quality) and external (reputation) information sources serve as stimuli that influence purchase intention (reaction) via consumers' (organisms') cognition and emotion (Kim et al., 2018; Laato et al., 2020). This study used the S-O-R framework to study how the environmental stimuli of online information sources during the COVID-19 pandemic eventually led to these behaviors.

Conceptual Framework and Hypotheses

Using the Stimuli-Organism-Response (S-O-R) paradigm, this research provides a conceptual model that incorporates corporate image and consumer engagement literature. According to the S- O- R paradigm, individuals' internal states/evaluations organisms (O) are triggered by external environmental signals (Wu & Li, 2018). This accordingly drives their behavioral responses (R). External stimuli (S) and reactions (R) can be mediated by individuals' internal states/assesses (R). In this study, organic food companies' corporate ability image and corporate social responsibility (stimuli) lead to the assessment of customer trust and individual values (organism), This, in turn, creates consumers' purchase intention (response) and co-developing behavior (response).

Corporate Image and Corporate Social Responsibility

Corporate Social Responsibility (CSR) has emerged as a critical component of corporate value generation and long-term operations, as well as a universal value. CSR presents a valuable tool of a better management of enterprises for the benefit of the whole society (Belas et al., 2021). Many studies show that corporate social responsibility has a favorable impact on financial performance and that it can improve consumer satisfaction and preserve excellent customer relationships. If a corporation can fulfill its social responsibilities, it will positively impact its corporate image. CSR is also referred to as corporate citizenship, and it addresses concerns, such as business ethics, corporate governance and green marketing. The World Business Council for Sustainable Progress (WBCSD) defines Corporate Social Responsibility as a company committed to the continuous fulfillment of moral values, contribution to economic development, and improvement of the quality of life for employees, their families, the entire local community and society (Popa, 2015).

According to scientists, the factors forming corporate image may come from customer perception of the corporation and its behavior, such as the corporate name, traditions, operational visions. and diversity of product services. These are the results of the interactive influences of all customer experiences, feelings, ideas and knowledge. Corporates must be accountable to their stakeholders, which include internal shareholders, the board of trustees, operational teams and employees (Rozsa et al., 2021), external consumers, suppliers, channels (Metzker et al., 2021), partners, competitors, local communities and interest groups. It has been observed that

corporate social responsibility is the social expectation for firms at various times, comprising economic, legal, ethical and philanthropic duty (Alrubaiee et al., 2017; Huang et al., 2014). Research has revealed that corporate image has a mediating effect between corporate social responsibility and purchase intentions, as well as between service quality and purchase intentions. It has been observed that corporate social responsibility has a strong beneficial impact on corporate image, service quality and purchase intentions (Huang et al., 2014). The data show that CSR is a substantial contributor to business image, indicating a mediating influence of consumer value and corporate image in connecting corporate social responsibility. As a result, the results reveal a partial mediation effect between corporate image and consumer value. (Alrubaiee et al., 2017).

Corporate Image and Consumers' Trust

Trust is described as a desire to rely on a partner in whom one has faith (Das & Teng, 2004). Trust occurs when one person trusts a trading partner's faithfulness and honesty. The 7-item scale was used by Morgan and Hunt (1994) to measure trust according to the commitment-trust theory of relationship. When a person decides to buy organic food, trust is a factor to consider. Purchase intention and behavior can be explained by trust, which is a shortcut that people use to reduce the amount of information they have to consider. Canova et al. (2020) investigated the role of trust on buying behavior of consumers by using the Theory of Planned Behavior. In situations where lack of knowledge, experience, or familiarity with firms, products, or processes used to create products hampers decision-making, trust is a heuristic that can be used. In addition, trust has been viewed as a state of perceived vulnerability or risk resulting from uncertainty about the motives or intentions of others or their potential actions (Das & Teng, 2004). When it comes to organic food, consumer trust is essential. The more consumers trusted organic foods, the more positive their attitudes toward them were. Consumers' behavior could be facilitated by trust in organic food; however, a lack of trust could be a hindrance (Canova et al., 2020; Mir, 2014). Roy et al. (2018) observe that consumer trust and favorable personal values establish frequent business interactions and engagements, which lead to increased purchase intention.

Zhao et al. (2019) investigated Customer-to-Customer (C2C) social commerce and trust mechanism resulting in the development of the Trust Transfer Theory. Their study based on combined data from 206 sellers and consumers propounded that consumers and sellers who trust each other will have a relationship where intent to purchase will be continuous. In support, other researches revealed that service industries and service firms benefit from customer trust as a competitive advantage and as a driver of sales effectiveness, customer loyalty, commitment, and successful collaboration and exchange relationships (Isaeva et al., 2020; Nodira & Přemysl, 2017). According to a recent study, quality plays a major role in establishing and maintaining trust with producers and retailers. Trust in producers has been shown to have a positive impact on retailer trust (Ladwein & Sánchez Romero, 2021; Páll & Hanf, 2013). From the consumer's perspective, trust is defined as the consumer's

belief that a corporation will perform in accordance with expectations regarding its expertise, integrity, and goodwill. It has been found that consumers' trust in a company positively affects the feelings and evaluations of the company, and its image improves. Consumer trust influenced the economic and legal CSR practices on the corporate image (Chaveesuk et al., 2020). These activities help build and maintain consumer trust in the company, which leads to positive or improved attitudes by consumers (Lechman, 2014; Park et al., 2014). From the above discussions, the following hypotheses are formulated:

H1: Corporate image has a positive relationship with consumer trust.

H2: Corporate social responsibility image has a positive relationship with consumer trust.

Corporate Image and Personal Values

Hemingway (2005) defines values as things of the mind that relate to what people believe to be a good life. The connection between personal values and social standards and emotions has led to the recognition of personal values as components in human understanding. For purchase decisions, Wang (2015) hints that the consumer's perception of value is crucial. A consumer's overall assessment of a product's utility is referred to as perceived value. When managers wish to get a competitive advantage, they need to understand what customers value and where they should focus their efforts. There are rational and emotive components that are considered in a product's or service's attraction, and some purchases are exclusively emotive. Multiple value dimensions explain consumer choice better, both statistically and qualitatively, than a single 'value for money' item and should give superior results while analyzing consumption value (Hussain et al., 2021; Sweeney & Soutar, 2001). Swaney and Soutar (2001) define perceived value in terms of four dimensions; as a result of making a decision, the customer sees functional value; economic value involves monetary exchange; social value involves social acceptability in a certain reference group, as well as pleasant emotional elements. The value system is formed and strengthened by personal experiences, and it is utilized as a standard measure to evaluate specific products and individuals (Jansson et al., 2010; Olsen et al., 2012; Schwartz, 1994; Durana et al., 2021).

Everyone has their standards and configuration (Kahle, 1996). The probability that an individual will rate a company favorably increases when its product or service reflects his or her values. Studies have demonstrated that customer awareness of and judgments of corporate social responsibility (CSR) efforts are mostly affected by their values (Basil & Weber, 2006; Golob et al., 2008). When customers' own beliefs align with the company's CSR aims or actions, consumer perceptions of a company's CSR quality and commitment may be favorably influenced. Corporations establish and communicate an identity that reflects their value and essence through the communication process, which is the consequence of their corporate image. Psychological satisfaction is also likely to be experienced by customers who patronize organizations with a positive corporate image and image of the company (Alrubaiee et al., 2017). In addition, Tarus and Rabach (2013) discovered that

corporate image moderated the link between service value, service quality, social pressure, and customer loyalty. In order to reap the rewards of consumer loyalty, organizations should invest in a positive company image. (Kipkirong et al., 2013). The following hypotheses are formulated based on this logic:

H3: Corporate image has a positive relationship with personal values.

H4: Corporate social responsibility image has a positive relationship with personal values.

Corporate Image and Co-Developing Behavior

The total impression of a corporation on its clients is referred to as its corporate image. It can increase customers' attitudes or behavioral intentions as an intangible resource: trust, satisfaction, repurchase intention, recommendation intention, recognition and word of mouth (Ko et al., 2013; Nguyen & Leblanc, 2001). Active customers are co-producers of company services/products (Galvagno & Dalli, 2014), and co-developing behavior is regarded as an intrinsic component of customer-company cooperation (Furman, 2010; Kang & Yang, 2010; Konuk, 2018; Moon, 2007; Sallam, 2016).

Organizations consider product quality a priority while considering its image in customer service and corporate social responsibility (Crane, 1997; Sudhaman, 2004). Consumers will be more worried since the quality and safety of organic food are intimately tied to the health of their daily diet. Customer co-developing behavior indicates that customers' inputs have aided the company's development process, which is a novel technique for companies to provide value beyond purchase behavior (Belaya et al., 2012; Yu et al., 2021).

Co-developing behavior indicates how customers' contributions of knowledge, skills and time facilitate the focal organization's offering. Customers' engagement with the organization is captured by co-developing behavior, which is referred to as organizational engagement; whereas influencing and mobilizing behavior to reflect interaction with peer customers, is referred to as peer engagement. Research has revealed that most engagement behaviors can be classified as organizational or peer engagement. Customer co-developing behaviors include, for example, working for a brand, cooperation, knowledge creation and customer knowledge sharing. Customer augmentation actions entail customer feedback (Hua et al., 2021). Corporate image has long been regarded as a key aspect in developing and keeping client behavioral intentions. The chance of client retention is connected to corporate image. When clients do not obtain adequate information about service attributes, corporate image is important to service firms because it influences their post-purchase decisions. The topic of the business image should not be overlooked to preserve customers' favorable behavioral intentions (Hua et al., 2021; Wu & Li, 2018).

Purchase Intention, Consumer Trust, Individual Values, and Corporate Image

Ajzen (1991) informs that purchase intention is formed from the attitude toward behavior, subjective norm, and perceived behavior control. They can also be used to predict intent to execute different types of action with good accuracy. Health

impression, environmental awareness, product accessibility, perceived service quality, product distribution, nutritional content, among other factors, might influence purchasing intention. Consumer intentions in the food retail industry have been explained using the Theory of Planned Behavior. In the food business, it is a valuable tool because of its extensive application (Kim et al., 2014).

Trust is important in both physical and online buying. For consumers to behave better, they need to feel trusted (Hsu et al., 2013). Additionally, trust is an essential factor that influences a consumer's buying habit and evaluates customers' behavior (Akroush & Al-Debei, 2015). As a result, Akroush and Al-Debei (2015) demonstrated that customers' trust is a crucial determinant of buying behavior. Consumer trust is a sensitive problem in the organic food industry, as customers cannot check if a product is organic after eating. Organic food consumption heavily depends on customer trust, which has a huge impact on consumer attitudes and subsequent behavior. (Teng & Wang, 2015). Thus, the following hypotheses are formulated:

H5: Consumer trust has a positive relationship with purchase intention.

H6: Personal values have a positive relationship with purchase intention.

Studies have examined customers' value and purchasing intentions (Gan & Wang, 2017; Yu & Lee, 2019). These values determine varying levels of product attitude, which in turn influences purchase intention. Yu and Lee (2019) investigated how purchasing experience influenced perceived value and product attitude. Green, emotional, and aesthetic aspects had a substantial favorable impact on product attitude and purchase intention. Perceived value is critical in purchasing intentions of customers; Gan and Wang (2017) identified three aspects of perceived benefits: utilitarian value, hedonic benefit and social benefit. Users' happiness and purchasing intention are both influenced by perceived value. Three more hypotheses were formulated based on these assumptions:

H7: Purchase intention has a positive relationship with co-developing behavior.

H8: Corporate image has a positive relationship with purchase intention.

H9: Corporate social responsibility image has a positive relationship with purchase intention.

It has been proposed that corporate social responsibility influences customer behavior which in turn affects the purchase intentions of customers. Corporate ability image is also directly associated with purchase intention. (Bigne-Alcaniz & Curras-Perez, 2008). With regard to customer purchase intentions, the function of trust and perceived commitment as mediators has been proven to be beneficial and substantial through the corporate image. Corporate image is positively impacted by corporate social responsibility in important ways. Corporate social responsibility influences purchasing decisions in a good and substantial way. The image of a company has a favorable and significant impact on purchase decisions. More buying decisions will be made if the company's image is improved. CSR impacts purchase decisions as well as company image through the medium of CSR. CSR impacts purchase

decisions through brand image (Anik Suhartini & Pertiwi, 2021). With these considerations, the following hypotheses are proposed:

H10: Consumer trust mediates the relationship between corporate image; corporate social responsibility and purchase intention.

H11: Personal values mediate the relationship between corporate image; corporate social responsibility and purchase intention.

Based on the critical review of relevant literature, the study developed a conceptual framework bearing the proposed study model. The variables under consideration included corporate image (CI), Corporate social responsibility image (CR), consumer trust (CT), personal values (PV), purchase intention (PI) and co-developing behavior (CB).

Methods

The study adopted a quantitative survey research method, where primary data was collected from the respondents using a structured questionnaire. Before conducting the actual data collection, a pilot study was conducted to evaluate the suitability of the questionnaire in collecting the data. The pilot study comprised 35 respondents from Bangkok city, Thailand. The Cronbach's Alpha for the pilot study was 0.902, which was excellent. The study population comprised of general consumers of major urban cities in Thailand. The cities considered were Bangkok, Pattaya, Ayutthaya, Chiang Mai, Chiang Rai, Hua Hin, Kanchanaburi, Pattaya, Phuket and Krabi. Copies of the questionnaire were distributed between June and August 2021 using Google Forms. The questionnaire successfully filled and returned were 526 copies. Upon evaluation, 483 copies of the questionnaire were considered valid for analysis.

The measurement of CI and CSR is based on Huang et al. (2014) study. The measurement of trust is based on a 7-item scale by Morgan and Hunt (1994), where they studied the relationship between trust and commitment. The measurement of values is based on Swaney and Soutar (2001) multiple-item scale PERVAL. The measurement of co-developing behavior is based on the recommendations of Hua et al. (2021). The measurement of purchase intentions followed the guidelines of Ajzen (1991), where the author predicted purchase intentions by 3 things: Attitudes, subjective norms, and perceived behavioral control. The study used AMOS v26 and SPSS v20 to carry out the analysis. The first analysis conducted was descriptive statistics for the study respondents' demographic variables. The reliability and validity of the model were conducted to evaluate model suitability. The Structural Equation Modeling (SEM) was used to evaluate the hypotheses of the study, while bootstrap was used to evaluate the mediating effect in the model.

Results**Table 1. Descriptive Statistics of the respondents**

	Variables	N	%
Gender	Male	195	40.4
	Female	288	59.6
Age	20-30 years	102	21.1
	30-40 years	319	66.04
	40-50 years	34	7.03
	51 years & above	28	5.79
Education	College & below	301	62.3
	Undergraduate	162	33.5
	Postgraduate & higher	20	4.1
Income	<=10,000 baht	47	9.73
	10,001-20,000 baht	155	32.09
	20,001-30,000 baht	134	27.74
	30,001-40,000 baht	83	17.18
	40,001 baht & above	64	13.25

Source: Research data

*\$ = USD

Four demographic characteristics were evaluated, gender, age, education, and income of the respondents. The gender variable indicated that males comprised 40% while females comprised 60%. The largest age group was 30-40 years, comprising 66.04%, followed by 20-30 years, which comprised 21.1%. For education, college and below comprised the highest education level comprising 62.3%, followed by undergraduates comprising 33.5%. For income variables, the highest income group was those earning 10,001 to 20,000 baht, followed by those that earned 20,001 – 30,000 baht.

Three techniques were used to evaluate the fitness of the model before conducting the actual Structural Equation Modeling (SEM) to evaluate the hypotheses. The first was Confirmatory Factor Analysis (CFA). The evaluation of the first model revealed that the model was not satisfactory, as shown in the “first model” in Table 2. Based on the modification indices results on SEM, the model was adjusted by covariations of the error terms. The adjusted model which met the set threshold hold was achieved as presented in the “adjusted model” column. Based on these results, it was conclusive the improved model was well fitted.

Table 2. Model Fitness Evaluation Statistics

Model Fit Index	Threshold	First Model	Improved Model
X^2/df	Value of <2.0 (Tabachnick and Fidell, 2007), <2.0 (Hu & Bentler, 1999, and <5.0 (Wheaton et al, 1977)	3.863	2.024
RMSEA	Value between .08 to .10 (mediocre fit), <.08 (goof fit) (MacCallum et al., 1996) Value close to .60 (Hu & Bentler, 1999) Value <.07 (Steiger, 2007)	0.065	0.046
TLI	Value of $\geq .90$ (Bentler, 1990) and $\geq .95$ (Hu & Bentler, 1999)	0.912	0.950
IFI	Value of $> .90$ Bentler and Bonnet (1980) and $\geq .95$ (Hu & Bentler, 1999)	0.903	0.956
CFI	Value of $\geq .90$ (Bentler, 1990) and $\geq .95$ (Hu & Bentler, 1999)	0.910	0.956
GFI	Value $> .90$ or $> .95$ (use .95 if factor loading and number of sample are low) (Miles & Shevlin, 1998)	0.864	0.911
NFI	Value of $\geq .90$ (Bentler, 1990) and $\geq .95$ (Hu & Bentler, 1999)	0.827	0.917

Source: Research data

Another evaluation was the reliability, which was done using Cronbach's Alpha, and validity analysis that was carried out using the Average Variance Extracted (AVE). The results are presented in Table 3. From the results, all the factor loadings were above the set threshold of 5.0. Also, the reliability analysis assessed by Convergent Reliability (CR) was above the set threshold of 7.0, and validity was above the set threshold of 5.0 (MacKenzie et al., 2011; Fornell & Larcker, 1981). Based on these results, it was conclusive that the model validity and reliability were satisfactory.

Table 1. Reliability and Validity Analysis

Latent Variables	Observed Variables	Factor Loadings	Cronbach's Alpha	CR	AVE
Corporate Image	CI1	0.736	0.882	0.882	0.554
	CI2	0.827			
	CI3	0.727			
	CI4	0.712			
	CI5	0.722			
	CI6	0.737			
Corporate Social Responsibility Image	CR1	0.784	0.887	0.88	0.55
	CR2	0.734			
	CR3	0.72			
	CR4	0.749			
	CR5	0.765			
	CR6	0.696			
Consumer Trust	CT1	0.65	0.766	0.759	0.543
	CT2	0.744			
	CT3	0.641			
	CT4	0.618			
Personal Values	PV1	0.684	0.814	0.794	0.593
	PV2	0.669			
	PV3	0.79			
	PV4	0.657			
Purchase Intention	PI1	0.744	0.838	0.838	0.564
	PI2	0.751			
	PI3	0.736			
	PI4	0.771			
Co-developing Behavior (CB)	CB1	0.762	0.849	0.852	0.59
	CB2	0.755			
	CB3	0.8			
	CB4	0.754			

Source: Research data

After evaluating the reliability and validity of the model, the hypotheses were evaluated using SEM on the proposed adjusted model. The model fitness met the required threshold ($\chi^2/df = 2.1024 < 3$, $CFI = 0.956 > 0.9$, $TLI = 0.950 > 0.9$, $IFI = 0.956 > 0.9$, $NFI = 0.917 > 0.9$, $RMSEA = 0.046 \leq 0.08$) (Tabachnick & Fidell, 2007;

Hu & Bentler, 1999; Wheaton et al, 1977). The results of the SEM are presented in Table 4 and Figure 1.

Table 4. Evaluation of study hypotheses

Hypothesis	Paths	β	S.E.	t-value	Hypothesis Testing
Direct Effects					
H1	CI → CT	.353***	.052	6.776	Supported
H2	CR → PV	.555***	.051	10.950	Supported
H3	CI → PV	.398***	.047	8.385	Supported
H4	CR → CT	.460***	.052	8.776	Supported
H5	CT → PI	.530***	.084	6.326	Supported
H6	PV → PI	.519***	.119	4.373	Supported
H7	PI → CB	.955***	.066	14.551	Supported
H8	CI → PI	.008	.067	.119	Not Supported
H9	CR → PI	-.019	.084	-.226	Not Supported
Indirect Effects					
H10	CI→CT→PI	.187***	.059	.194	Supported
	CR→CT→PI	.244***	.080	.256	
H11	CI→PV→PI	.207***	.083	.213	Supported
	CR→PV→PI	.288***	.114	.303	

Source: Research data

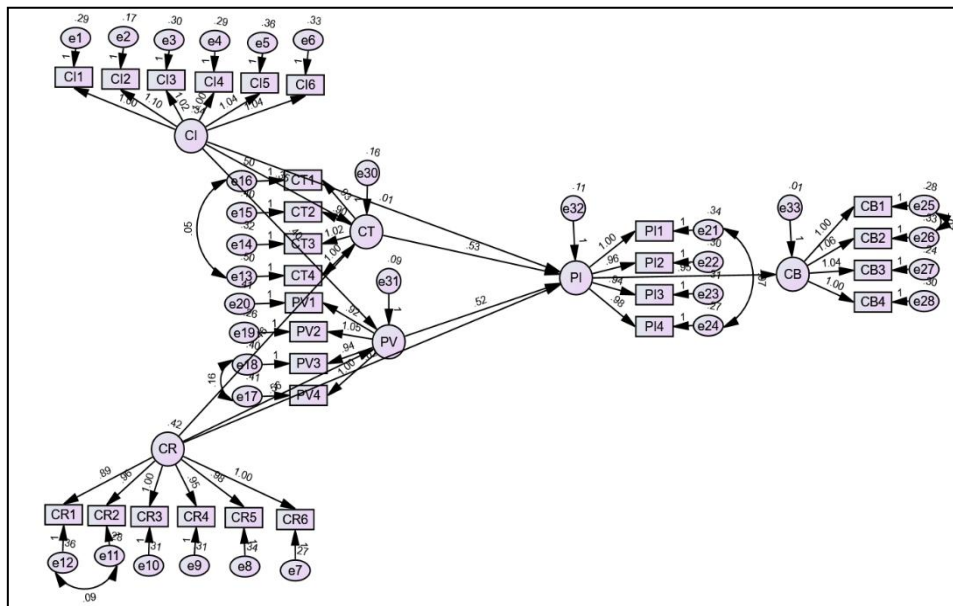


Figure 1: Structural Equation Model Analysis

As shown in Table 4 H1 that corporate image has a positive relationship with consumer trust was supported ($\beta= 0.353$; $p<0.01$), and H2 was also supported that Corporate social responsibility image has a positive relationship with consumer trust ($\beta= 0.555$; $p<0.01$). Additionally, H3 that corporate image has a positive relationship with personal values was supported ($\beta= 0.398$; $p<0.01$), and H4 that Corporate social responsibility image has a positive relationship with personal values was also supported ($\beta= 0.460$; $p<0.01$). Further, H5 that Consumer trust has a positive relationship with purchase intention was supported ($\beta= 0.530$; $p<0.01$); H6 that Personal values have a positive relationship with purchase intention ($\beta= 0.519$; $p<0.01$); and H7 that Purchase intention has a positive relationship with co-developing behavior was also supported ($\beta= 0.955$; $p<0.01$). However, H8 and H9 were not supported.

The study also evaluated the mediating effects of consumer trust and personal values. For consumer trust, the results indicated that it mediated both the relationship between corporate image and purchase intention ($\beta= 0.187$; $p<0.01$) and between corporate social responsibility and purchase intention ($\beta= 0.244$; $p<0.01$). As a result, H10 was supported. For personal values, the findings indicated that it mediates the relationship between corporate image and purchase intention ($\beta= 0.207$; $p<0.01$); and between corporate social responsibility and purchase intention ($\beta= 0.288$; $p<0.01$). As a result, H11 was accepted.

Discussions

This study developed interesting findings regarding the food organic food consumption during the COVID-19 pandemic, both from the business point of view and from the consumers' point of view. The corporate image was considered a vital component in influencing the consumers' trust and personal values regarding organic food consumption. This is because it affects the consumers' perception, emotions, attitudes, beliefs, evaluation, and the overall impression regarding the business offering organic food (Furman, 2010; Walsh & Bartikowski, 2013; Wan & Schell, 2007). This emphasizes the importance of businesses setting up a good impression or rather image of the business and the overall company.

In a similar breath, this study found the corporate social responsibility image to be an important component in influencing consumer trust and personal values. Organic foods are considered a healthy food, which is friendly to human consumption. Consumers regard the businesses taking part in corporate social responsibility activities such as charitable donations, cleaning the environment, among others, to have the ability to offer quality organic food (Berens et al., 2005; Perez et al., 2013). As affirmed by studies (Vega-Zamora et al., 2019; Xie et al., 2015), positive corporate image and corporate social responsibility image make the consumers authenticate their food safety.

Another critical aspect from the findings of this research is that consumer trust and personal values positively and significantly influence purchase intention of organic

food by consumers. These findings are supported by Hartmann (2011), who indicated that the connection between personal values and social standards and emotions has led to the recognition of personal values as components in human understanding. If the consumers trust a company's products, and its values are in line with an individual's values, then there is a high probability of the person making an intention to purchase the product or service from the concerned company. Consumer trust and favorable personal values establish frequent business interactions and engagements, which lead to increased purchase intention (Roy et al., 2018). This study indicated that purchase intention significantly and positively influences co-developing behavior. Establishing a purchase intention implies that the customer has developed a constant interaction and engagement with the concerned business. This is developed from their trust and perception regarding the business. The continued interaction brings about continuous purchases, and ultimately the co-developing behavior (Roy et al., 2018).

Both consumer trust and personal values were found to be significant mediators of corporate image, corporate social responsibility, and purchase intention. Independently, corporate image and corporate social responsibility image did not influence purchase intention. The mediation effect of consumer trust and personal values is explained from the fact that they first affect consumers' feelings regarding the business, in terms of trust, emotions, personal values, and the resultant interactions and engagements. The established trust and interactions lead to purchase (Baskentli et al., 2019; Chuah et al., 2020).

From a theoretical perspective, organic food is gaining much attention, particularly due to the current Covid-19 pandemic. Borrowing from this research, the corporate image significantly affects purchasing behavior. Good reputation and business image significantly contribute to purchasing behavior and resultant co-developing behavior. Another aspect is that a positive corporate social responsibility image helps in promoting the consumers' trust, which may lead to the purchase of organic food due to the current health awareness of the world population and the need to conserve the environment. This research has also introduced the perspective of personal value, which acts as background values in determining purchase behavior. From the managerial perspective, this research emphasizes the importance of businesses and the concerned management enhancing their corporate image, and corporate social responsibility image to the society. These images influence customers' trust regarding the ability of the business to provide high-quality organic products. A strong corporate social responsibility image helps cultivate consumers' trust, as well as boost the integrity and competent morality of the business.

Conclusion

The purpose of this study is to investigate the organic food consumption aspects in terms of intention to purchase and co-developing behavior of consuming organic food amidst the Covid-19 pandemic. The study was carried out in Thailand using primary data collected from urban consumers in selected cities. The study was

conducted using Structural Equation Modeling. The findings of the study indicated that corporate image and corporate social responsibility have a strong influence on consumer trust. In addition, corporate image and corporate social responsibility have a positive and significant effect on personal values. Consumer trust and personal values were found to significantly and positively influence purchase intention, while purchase intention positively influenced co-developing behavior. Both consumer trust and personal values were found to positively mediate the relationship between corporate image, corporate social responsibility and purchase intention. Though the study has made significant theoretical and practical contributions, it has several limitations. First, the survey adopted convenience sampling from major Thailand cities. As a result, the generalization of the result is limited. Therefore, this research recommends future research be conducted incorporating wider areas of study. The study also relied on consumer trust and personal values as the aspects that evaluate consumers' internal states. The study recommends future research considers other additional variables.

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PRZEDSIĘBIORCZE SPOJRZENIE NA ZAMIARY ZAKUPOWE I TOWARZYSZĄCE IM ZACHOWANIA W SPOŻYCIU ŻYWNOŚCI EKOLOGICZNEJ

Streszczenie: Celem tego badania było zbadanie przedsiębiorczego wglądu w intencje zakupowe i współrozwoju zachowań konsumpcji żywności ekologicznej w Tajlandii podczas pandemii COVID-19. Badanie było wyjątkowe, ponieważ uwzględniało zarządzanie zmieniającym się stylem życia i nawykami żywieniowymi ludzi spowodowane rosnącą globalną świadomością zdrowotną wywołaną pandemią. W badaniu przyjęto paradygmat Stimuli-Organism-Response (SOR), aby zapewnić model koncepcyjny, który obejmuje wizerunek firmy i literaturę dotyczącą zaangażowania konsumentów. W badaniu wykorzystano dane pierwotne zebrane od konsumentów w największych miastach Tajlandii. Dane zostały zebrane za pomocą ustrukturyzowanego kwestionariusza. Hipotezy badania zostały ocenione za pomocą modelowania równań strukturalnych (SEM). Wyniki badania wskazują, że wizerunek firmy i społeczna odpowiedzialność biznesu mają silny wpływ na zaufanie konsumentów. Również wizerunek firmy i społeczna odpowiedzialność biznesu mają pozytywny i znaczący wpływ na wartości osobiste. Stwierdzono, że zaufanie konsumentów i wartości osobiste istotnie i pozytywnie wpływają na zamiar zakupu, podczas gdy zamiar zakupu pozytywnie wpływa na zachowania współrozwojowe. Stwierdzono, że zarówno zaufanie konsumentów, jak i wartości osobiste pozytywnie wpływają na związek między wizerunkiem firmy, społeczną odpowiedzialnością biznesu i zamiarem zakupu. W badaniu zalecono, aby kierownictwo biznesowe podkreślało i pielęgnowało silny wizerunek firmy i wizerunek społecznej odpowiedzialności biznesu, co zwiększy zaufanie klientów, ich interakcje i interakcje z firmą, a także wynikający z tego zamiar zakupowy i wspólne zachowanie.

Słowa kluczowe: zamiar zakupowy, zachowania współrozwojowe, żywność ekologiczna, wizerunek firmy, wizerunek społecznej odpowiedzialności biznesu.

对有机食品消费的购买意图和共同发展行为的创业洞察

摘要：本研究的目的是调查在 COVID-19 大流行期间泰国有机食品消费的购买意愿和共同发展行为的创业洞察力。这项研究是独一无二的，因为它考虑了对由大流行带来的全球健康意识不断提高而引起的人们生活方式和饮食习惯改变的管理。该研究采用刺激-有机体-反应 (SOR) 范式来提供一个概念模型，该模型结合了企业形象和消费者参与文献。该研究使用了从泰国主要城市的消费者那里收集的主要数据。数据是使用结构化问卷收集的。使用结构方程模型 (SEM) 对研究的假设进行了评估。研究结果表明，企业形象和企业社会责任对消费者信任有很强的影响。同样，企业形象和企业社会责任对个人价值观有积极而显著的影响。研究发现，消费者信任和个人价值观显著且积极地影响购买意愿，而购买意愿对共同发展行为产生积极影响。研究发现，消费者信任和个人价值观在企业形象、企业社会责任和购买意愿之间具有正向中介作用。该研究建议企业管理应强调和培养强大的企业形象和企业社会责任形象，这将增加客户的信任、他们的互动以及与企业的互动，以及由此产生的购买意愿和共同发展行为

关键词：购买意愿，共同发展行为，有机食品，企业形象，企业社会责任形象