

Factor Influencing Green Food Purchase Intentions and Health Consciousness During COVID-19 Pandemic in Bangkok, Thailand

Satreerat Katpia ^{1*} and Chompu Nuangjamnong ²

Received: March 2022;

Revised: May 2022;

Accepted: May 2022

Abstract

The study examines the variables that influence attitude, subjective norm, perceived behavioral control, and the impact of COVID-19 on green food purchase intention and health consciousness during COVID-19 in Bangkok, Thailand. The study proposed exploring the factors that affect green food purchase intention and health consciousness by using the secondary data method of archival research. This study initiated a unique conceptual framework by combining four frameworks from previous studies. The researcher uses the non-probability sampling method by applying convenience sampling, snowball sampling, and purposive methods with a sample size of 447 as the target respondents. The statistical software in social science was used to analyze and collect data. Moreover, the findings of this research indicate that independent variables of health consciousness, attitude, subjective norm, perceived behavioral control, and impact of COVID-19, only perceived behavioral control was not statistically significant to influence green food purchase intention. After the descriptive analysis and linear regression analysis, the results showed that attitude, subjective norm, health consciousness, and impact of COVID-19 positively influenced green food purchase intention. Thus, the perceived behavioral control negatively toward green food purchase intention, which means all variables accepted perceived behavioral control significantly influenced green food purchase intention.

Keywords: Green food, COVID-19, Purchase intention, Health consciousness, Thailand

JEL Classification Code: I10, I12, I18, M30, M31, M38

1. Introduction¹²

This paper investigates what factors influence green food purchase intentions and health consciousness during the COVID-19 pandemic in Bangkok, Thailand. Starting on December 31, 2019, the WHO China Country Office was notified about

an unknown cause of pneumonia discovered in the Chinese city of Wuhan in Hubei. Authorities claim that several patients worked as traders or sellers in the Huanan Seafood market. On January 11–12, 2020, China shared the new coronavirus's genomic sequence, which will be critical for other countries developing particular diagnostic tools. On January

¹ Master of Business Administration, Graduate school of Business and Advanced Technology Management, Assumption University of Thailand, Bangkok, 10240, Thailand

* Corresponding author. Email: satreeratkapia@gmail.com

² Lecturer, Innovative Technology Management Program, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. Email: chompunng@au.edu

© Copyright: The Author(s)

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.