

# Antecedents and outcomes of consumers' intentions to buy organic goods: A meta-analysis

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## **Abstract**

Increasing rise in consumer demand for organic goods has attracted growing research, which, however, is fragmented, isolated, and sometimes contradicting to yield a clear picture. To better understand the antecedents and outcomes of consumer intentions to buy organic goods, we have developed a holistic conceptual model anchored on the Theory of Planned Behavior. This was tested using structural equation modeling meta-analysis, based on data extracted from 79 empirical studies. Our results confirm that consumers who are environmental and health conscious are more likely to develop favorable attitudes toward organic goods, have a higher level of subjective norms, and stronger personal behavioural control, while the opposite is true with regard to price conscious individuals. Favorable attitudes, positive subjective norms, and strong personal behavioral control enhance consumer intentions to buy organic goods, which in turn lead to a materialization of the actual purchase.

**Keywords:** *organic goods; consumer intentions; meta-analysis*

**Track:** Social Responsibility & Ethics