

Understanding consumers' intention to purchase GI cheeses based on the SEM-Logit model

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Abstract

Abstract This study aimed to investigate determinants of purchase cheeses with GIs in Serbia and to analyze to what extent these factors affected individuals' purchasing intention. An extension of the theory of planned behavior (TPB) is used as the framework of the study. The results from SEM-Logit show that attitude, subjective norms, perceived behavioral control, trust, loyalty, education and monthly income have significant impacts on intention to purchase cheeses with GIs. The findings of this research provide important contribution for understanding GI cheeses' consumption intention and behavior.

Keywords: *Keywords: Geographical indication, Theory of planned behavior (TPB), Cheese purchasing*