

# The Impact of Organic Food's Corporate Image and Electronic Word of Mouth on Asian Consumers' Purchase Intention: The Moderating Effect of Moral Identity, Self-efficacy and Impression Management Motivation

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## Abstract

Organic food consumption has become a hot topic in the academic field. There is still a gap in the literature on marketing and consumer psychological motivation, and the moderating effect of psychological factors has not attracted enough attention. In the future, marketing and psychological drivers are likely to play an important role and are subject to discussion. In this context, based on the TRA and SOR model, this paper aims to discuss: Does corporate image and electronic word-of-mouth affect the intention to buy organic food under the moderating effect of moral identity? Does impression management motivation and self-efficacy have a moderating effect on the “attitude-behavioral intention” transformation process in organic consumption? This study expands the factors affecting organic food consumer behavior, affirms and enriches the application of the two theoretical models in the field of organic food consumption, and confirms the role of psychological regulatory factors. It has important practical significance and management enlightenment to enterprise marketing management mode.

**Keywords:** corporate image, moral identity, self-efficacy, impression management motivation, purchase intention

## 1. Introduction

The International Federation of Organic Agriculture defines organic food as the foods that have been certified by organic food certification organizations and issued certificates according to organic food planting standards and production and processing technical specifications Xu (2017). Paul and Rana (2017) reviewed the literature on the consumption behavior about organic foods in the past 30 years through the literature review. The intention people purchase organic foods is influenced by the characteristics of organic foods (safety and nutrition, etc.) and the characteristics of consumers (cognition and income, etc.). And distribution, marketing, ethical consumption and other areas may help develop the organic food market in the research in the future. Marketing and psychological drivers are likely to play an important role and are subject to discussion (Ryan & Casidy, 2018; Yen, 2018). Consumer behavior is the process of receiving information of goods, the circumstance to purchase, and deposing of goods or services. Ultimately, if the person feels that he or she has the ability to meet the demand, the person will form a strong intention and are more likely to engage in that behavior (Kouy et al., 2016).

Corporate image and electronic word of mouth have a significant impact on consumer perception and behavior in the marketing arena (Teng & Lu, 2016; Li et al., 2018). Since the concept of corporate image has been proposed, it has always been a topic of concern for market management researchers and practitioners (Ko et al., 2013). According to the existing public data of the network, the Sanlu Dairy Group's melamine incident caused the corporate image to plummet and eventually went bankrupt. Corporate image is the vitality of the enterprise, with outstanding guiding force and strong influence on consumers. Establishing a good corporate image as determined by consumers is an important mission for green companies (Ko et al., 2013). At the same time, electronic word-of-mouth is widely spread as a new marketing type because of its speed and accessibility (Michelle, 2018). As

an important online information channel, it has an important impact on individual purchasing decisions and is considered to be the driving force of most industries (Kudeshia & Kumar, 2017). According to Nielsen's survey, 52% of Internet users search online for product or service reviews before making a purchase decision. Marketers should design better communication strategies for specific market segments to achieve effective communication and sales (Sahelices et al., 2018). Besides, moral identity may play a regulatory role in moral judgments and moral behaviors (Aquino & Reed, 2002). Impression management motivation is one of the hotspots for behavioral research, it can promote prosocial behavior (Grant & Mayer, 2009). Self-efficacy is the individual's perception for environmental and behavioral control (Li et al., 2018). The regulatory effects that these factors may play have not received sufficient attention. The organic food industry in China has maintained a relatively fast development trend and as the fourth largest organic food consumer in the world. Therefore, this study examines the consumers' purchase intention to buy organic foods in the Chinese market with great development potential.

In summary, the specific motivation for this study is based on The Theory of Reasoned Action (TRA) and the Stimulus–Organism–Response (SOR Model), which are widely used to predict organic food consumption (Lee & Yun, 2016). Based on the above-mentioned “attitude-intension” model, this paper explores the impact of external factors and psychological motivation factors on the purchase intention towards organic foods in order to increase the market share and competitiveness in the market. The purpose aims to explore the influence of the corporate image and electronic word-of-mouth on the purchase intention of organic food under the regulatory effect of moral identity. At the same time, this paper analyzes the moderating effect of impression management motivation and self-efficacy on the transformation process of "attitude-behavior intention" in organic consumption. This study finally expands the theoretical research on the influencing factors of organic food consumption, provides a new theoretical perspective, puts forward targeted and specific marketing suggestions to promote the consumption of organic food, and expands and improves the marketing approaches and methods of organic food consumption. Research questions include: 1. Does corporate image affect the attitude of consumers? 2. Does electronic word of mouth affect the attitude of consumers? 3. Does consumer attitude affect purchase intention? 4. Does moral identity regulate the impact of corporate image on consumer attitudes? 5. Does moral identity regulate the impact of electronic word-of-mouth on consumer attitudes? 6. Does self-efficacy regulate the impact of consumer attitudes on purchase intentions? 7. Does impression management motivation regulate the impact of consumer attitudes on purchase intentions?

## **2. Theory and Hypothesis Development**

### *2.1 Theory of reasoned action (TRA)*

Fishbein and Ajzen (1975) proposed the TRA rational action theory, which argues that behavioral intention is the direct factor determining behavior, and it is determined by two subjective factors: behavioral norms and attitudes. Attitude is influenced by the potential earnings beliefs from individuals and the relative importance of individual perceptions. It is the overall evaluation from consumers based on comprehensive cognition. Subjective norms are the criteria for judging objective things formed by individuals in the social life process. They come from the individual norms and the observance motives. The two theoretical assumptions on TRA are: first, consumer rationality, intention and behavior are closer; second, the will control consumer behavior, and the specific intention of individuals to form in a given environment will dominate their subsequent behavioral performance. In the study of Mei (2007); Lee and Yun (2016) and Yadav and Pathak (2106), they discussed the purchase intention of organic food with the framework of planned behavior theory. Therefore, this study materializes the factors that influence attitude (corporate image, electronic word-of-mouth), establishes a research framework with consumer attitude as the mediating variable,

and considers the moderating effect of self-efficacy and impression management motivation on the transformation of "attire-behavioral intention" of consumption.

### *2.2 Stimulus–organism–response (SOR Model)*

In 1926, Woodworth first proposed the “Stimulus–Organism–Response” model, as the S-O-R model, which explained that external physical stimuli affect human emotional state and influence its subsequent behavior (Jacoby, 2002). The basic S-O-R model consists of three elements: stimulation, body and response. Stimulation is usually considered to be external to the individual. An organism is an intrinsic state produced by environmental stimuli. The response is the final result, which is divided into proximity behavior and avoidance behavior. The S-O-R model has also been applied to explain the buying behavior of organic food, two different types of stimulus have been described in previous literature: object stimulus and psychosocial stimulus (Lee & Yun, 2016; Ryan & Casidy, 2018). The corporate image and electronic word-of-mouth of organic food are regarded as external stimulating factors. When this factor stimulates the psychology and emotions of consumer groups, there will be obvious changes in emotions, attitudes, and internal states, and they will quickly respond to whether to make a purchase. In this process, individual consumers will actively understand whether the company’s products meet their own needs and are important to themselves. Therefore, this study selects consumer moral identity as the moderating variable to verify the corporate image of organic food and the attitude of electronic word-of-mouth to consumers. At the same time, considering the self-efficacy and impression management motivation of the two consumers' own psychological factors on the adjustment of the "body-reaction" transformation link in the SOR model.

### *2.3 The impact of electronic word of mouth on consumer attitude*

Electronic word-of-mouth (EWOM) is the actual or potential consumer's comments on products, services or companies through blogs, product online forums, and comments are passed to other groups through the network or organization (Hennig-Thurau et al., 2004). Firms should start EWOM campaign as early as possible in order to obtain early mover advantage (Bao & Chang, 2016). The significance of EWOM communication research lies in that it has considerable commercial influence because it can influence and determine consumer perceptions, evaluations, and behaviors of products, services, brands, or organizations (Sahelices et al., 2018). In his research on mobile phone brand attitudes and intention to pay, Kudeshia and Kumar (2017) confirm that positive electronic word-of-mouth will positively influence consumers' attitudes on mobile phone brand and their intention to pay. EWOM has a positive predictive effect on consumption (Michelle, 2018; Chu et al., 2018). Based on the TRA theory and the S-O-R model, active EWOM communication will promote consumers' in-depth and extensive understanding on organic foods, and then it will generate good attitudes towards them. Therefore, the hypothesis 1 in this study is proposed as follows:

H1: Electronic word of mouth asserts a significantly positive impact on consumer’s attitude.

### *2.4 The impact of corporate image on consumer attitude*

Corporate image is the end result for all the experiences, impressions, beliefs, feelings and knowledge in a company (Worcester, 2009). Corporate image in green marketing is the ultimate result for people's knowledge, beliefs, thoughts, feelings or impressions from an organization in terms of social responsibility, product image and corporate reputation (Ko et al., 2013). Consumers will have a preconceived attitude based on different perceptions in the company and influence the final products choice (Kang et al., 2003). The corporate image in the catering industry will significantly affect consumer satisfaction and will influence consumer intention (Wu, 2013; Ashraf et al., 2018). Good corporate reputation positively affects the consumption on organic foods (Mohd, 2018), and most scholars believe that corporate image and corporate reputation are synonymous (Gotsi & Wilson, 2001). Based on the TRA theory and the S-O-R model, if an organic food company has a good

corporate image, it will enhance the positive and positive effect on the consumer attitude. Therefore, the hypothesis 2 in this study is as follows:

H2: Corporate image has a significantly positive impact on consumer's attitude.

### *2.5 The impact of consumer attitudes on purchase intention*

Consumer attitudes are consumers' evaluations on products, purchase processes, or themselves based on a comprehensive perception (Burton et al., 1998). When consumers are stimulated by relevant information about a product, they will generate attitudes based on past experience (Sengupta and Fitzsimons, 2000). Consumer attitudes are the determining factor in the intention to buy green products (Arlı et al., 2018). Consumers' intention to buy organic food is determined by utilitarian attitudes ((Lee & Yun, 2016)). Therefore, the hypothesis 3 in this study is presented as follows:

H3: Consumer's attitude has a significantly positive impact on purchase intention.

### *2.6 The moderating effect of moral identity*

Moral identity is a moral trait that can be organized in relation to ethical behavior, and that people with the same qualities will take this behavior (Aquino & Reed, 2002). Green consumers are ecologically conscious, consumers with high moral identity have stronger green preferences, and moral identity causes different perceptions (Laroche et al., 2016). Individuals with higher moral identity are more concerned with moral-related self or contextual information, and their moral identity is more likely to serve as a moral self-regulation mechanism to stimulate moral judgment and behavior (Lapsley & Lasky, 2001; Matherne et al., 2018; Patrick et al., 2018). The higher the consumers have moral identity, the better the image a good organic food company have and the goodwill that electronic word-of-mouth on the green level. Therefore, the hypotheses 4 and 5 in this study are as follows:

H4: Corporate image has a significantly positive impact on consumer attitude under different consumer's moral identity level. With increasing consumer's moral identity level, corporate image has a stronger impact on consumer's attitude.

H5: Electronic word of mouth has a significantly positive impact on consumer attitude under different consumer's moral identity level. With increasing consumer's moral identity level, electronic word of mouth has a stronger impact on consumer attitude.

### *2.7 The moderating effect of self-efficacy*

Self-efficacy refers to the individual's perceived control for the environment and behavior (Rodgers et al., 2008). Consumers with high self-efficacy have confidence in their abilities and will work hard to complete the purchase. Individuals believe that they have the ability to dominate specific behaviors (Li et al., 2018). Self-efficacy has a strong explanatory power for consumers' environmental consumption behaviors (Straughan & Roberts, 1999). Consumers with higher efficacy, the correlation between environmental consumption attitudes and environmental consumption behaviors will stronger (Berger and Corbin, 1992). Regarding organic food consumption, people with high self-efficacy tend to pay more for paying premiums and environmental protection. Therefore, the hypothesis 6 in this study is as follows:

H6: Consumer's attitude has a significantly positive impact on purchase intention under different consumer's self-efficacy level. With increasing consumer's self-efficacy level, consumer's attitude has a stronger impact on purchase intention.

### *2.8 The moderating effect of impression management motivation*

Impression management motivation reflects the desire to create a particular impression in the minds (Wooten & Reed, 2000). Finkelstein and Penner (2004) define impression management motivation as "hoping to maintain a positive image and appear more in contexts related to the

environment. When a person has a strong impression management motivation, they will do something characteristic to make them seem more moral (Jones et al., 2017). When consumers buy green products in public, they will increase their purchases because it is an altruistic behavior approved by the society (Griskevicius et al., 2010). People buy organic foods in the hope of getting credit for pro-social behavior. Therefore, the hypothesis 7 in this study is presented as follows:

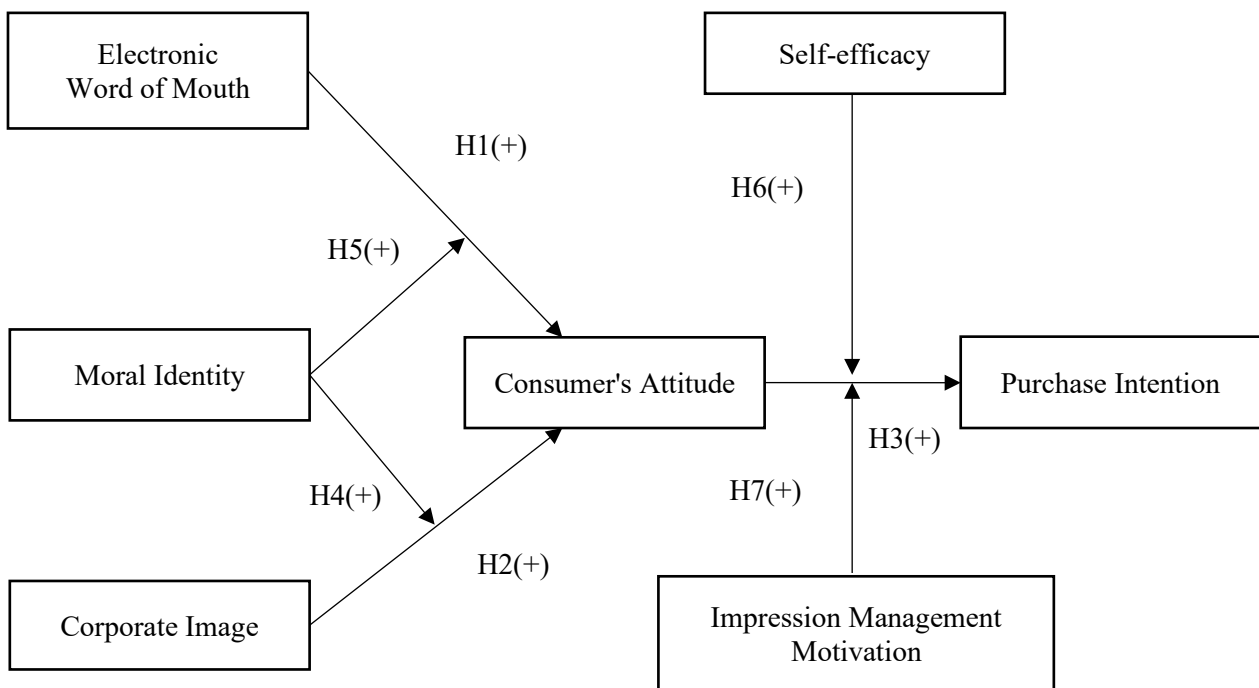
H7: Consumer's attitude has a significantly positive impact on purchase intention under different motivation of consumer's impression management level. With increasing motivation of consumer's impression management level, consumer's attitude has a stronger impact on purchase intention.

### 3 Research Methodology

Section headings: should be left justified, with the first letter capitalized and numbered consecutively, starting with the Introduction. Sub-section headings should be in capital and lower-case italic letters, numbered 1.1, 1.2, etc., and left justified, with second and subsequent lines indented.

#### 3.1 Conceptual framework

Based on the "attitude- Purchase Intention" model in the theory of rational behavior and the SOR theory, this study constructed an organic food purchase intention model by taking the two variables of organic food corporate image and electronic public praise as external stimulus and consumer attitude as the mediating variable. Considering the moderating effects of self-efficacy, impression management motivation and moral identity, the following research framework is proposed. Figure 1 presents the conceptual framework of this study.



**Figure 1**  
Conceptual framework

#### 3.2 Operational definition of variables

The definitions of this study are summarized in table 1.



**Table 1**  
Definition of variables

Variables	Definition	Resources
Electronic Word of Mouth	Any comments made by real, potential or past consumers about organic foods will have a broader impact on the web.	Hennig et al. (2004)
Corporate Image	It is the final result of people's knowledge, beliefs, thoughts, feelings or impressions on organic food companies.	Ko et al. (2013)
Consumer's Attitude	When consumers are stimulated about organic food-related information, they evaluate the product, the purchase process, or itself based on a comprehensive perception.	Sengupta and Fitzsimons (2000); Burton et al., (1998)
Purchase Intention	The possibility of consumers buying organic food.	Yadav and Pathak (2016)
Moral Identity	It is a self-concept formed around a series of moral characteristics, a psychological representation on a person's moral traits.	Aquino and Reed (2002)
Self-efficacy	Consumers' confidence in their own abilities	Rodgers et al. (2008);
Impression Management Motivation	Consumers want to maintain a positive image	Finkelstein and Penner (2004)

### 3.3 Measurement

Regarding the measurement project on electronic word-of-mouth, this study combines the scale of Bambauer and Mangold (2011) to design an 8-item scale for electronic word-of-mouth. Regarding the corporate image measurement project, this study combines the Ko's (2013) scale to design a 9-item scale for corporate image. With regard to the measurement project on consumer attitude, this study combines with the scale of the Wang (2015), designs the consumer attitude 6-item scale. Regarding the measurement project on purchasing intention, this study uses Teng and Lu's (2016) 5-item scale for purchase intention. For measuring moral identity, this study uses the 13-item scale developed by Aquino and Reed (Aquino & Reed, 2002). Since the general self-efficacy scale is intended to broadly and steadily measure consumers' beliefs about responding effectively to stress situations, this study uses the 10-item scale GSES developed by Schwarzer and Born (1997). For measuring impression management motivation, this study takes the Scheier and Carver's (1985) 7-item scale. For each item uses the Likert five-level scale to measure the respondents' responses. The tone is from objection to approval. The scores range from 1 to 5, where 1 means strongly disagree, and 5 means strongly agree.

Previous studies on organic food consumption have shown that consumers' social statistical characteristics have an impact on organic food consumption, including: the education level and consumers income, which significantly affect consumers' demand for organic food (Paul & Rana, 2017). Age and female respondents have an impact on organic food preferences (Xu, 2017). Therefore, the above statistical features are used as control variables in this study.

### 3.4 Sampling design and data analysis

Beijing is China's political, economic, and cultural center. With a large population, urban residents are more likely to afford high-level consumption and better understand organic food (Prentice et al., 2017). In the sample selection, this study adopts the convenience sampling method in non-random sampling. The investigators collect the data through questionnaires in various supermarkets, organic food stores and community websites.

In the sample calculation formula derived by Dillman (2000), a valid sample size of 384 persons is required to achieve a 95% confidence level with a sampling error of less than 5% in the case of a large maternal range. If it is a regional study, the average sample size should be between 500 and 1000 (Sudman, 1976). In this study, the convenience sampling method of non-random sampling was adopted to complete the collection of consumer data through questionnaire survey at the entrances and exits of supermarkets and residential community networks. In this study, 500 questionnaires were collected and set through the questionnaire star, and electronic questionnaires were distributed in shopping malls, organic food sales areas and residents' community networks. At the top of the questionnaire is the following: "please recall any organic food products you have purchased or are planning to purchase in the last year and answer the following questions.

The SPSS and AMOS are used for data analysis and comparison. Using Cronbach's  $\alpha$  value to examine if the measure of variables in this paper meets the requirements of consistency, using AVE and CR value to examine convergent validity and using the square root of the AVE and correlation coefficient to examine discriminant validity, and using stepwise regression analysis to test hypothesis.

## 4 Data Analysis

### 4.1 Sample description

A total of 413 valid sample data are recovered in this study, and the effective recovery rate is 82.6%. The sample characteristics are: the number of women is slightly higher, the number of young and middle-aged people is slightly higher, and most consumers are of higher education and upper income. This is consistent with the sample distribution characteristics surveyed by scholars who have studied organic food consumption in the past (Lee & Yun, 2016; Yen, 2018).

### 4.2 Reliability and validity analysis

The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement. This study adopts Cronbach's  $\alpha$  value as a tool for reliability examination. The examination result of this study shows that, Cronbach's  $\alpha$  value in every variable is higher than 0.8 (Cronbach's  $\alpha$  value of Electronic Word of Mouth is 0.891, Corporate Image is 0.913, Moral Identity is 0.93, Consumer's Attitude is 0.898, Impression Management Motivation is 0.878, Self-efficacy is 0.924, Purchase Intention is 0.868), which means high reliability. It also shows that every variable has a fairly good internal consistency (Fornell & Larcker, 1981).

Validity means measuring tool can measure the level of intended-to-measure object. The content validity, convergent validity, and discriminant validity were used in this paper to examine the validity of the questionnaire. Content validity is performed based on the researcher's professional ability to judge subjectively if the selected scale can measure the researcher's intended-to-measure feature correctly. The items explored in this study are based on relevant theory. This inventory or measuring item was used by many scholars. In addition, we carried out a pre-test and did some revises before setting out the questionnaire. Therefore, the questionnaire as a measuring tool used in this study should meet the requirement of content validity.

According to the statistical results, the model fit indexes are as following: chi-square degree of freedom ratio is 1.432, less than 2, indicating that the model fitting is acceptable (Carmines & McIver,

1981). GFI is 0.866, AGFI is 0.847, AGFI is 0.833, IFI is 0.950, CFI is 0.950. The model fit indexes are all greater than 0.80, indicating that the model fitting is acceptable (Bentler, 1987). SRMR is 0.039, less than 0.5, RMSEA is 0.032, less than 0.08, indicates the well model fitness (Browne & Cudeck, 1993).

This study applies further confirmatory factor analysis to examine the convergent validity and discriminant validity. The result is shown as following and table 3. The minimum factor of the normalized factor loading of all variables is 0.663, the minimum value of CR (Composite Reliability) is 0.870, and the minimum value of AVE is 0.508, which means has good convergence validity (Bulut & Karabulut, 2018). And compared with the correlation coefficients of the two variables, the square root of the average variation extraction of each observation index is greater than the correlation coefficient, which means this study has good discriminant validity (Fornell & Larcker, 1981). The analysis data is shown in the table 2.

**Table 2**  
Discriminant validity and correlation analysis

Factor	Electronic Word of Mouth	Corporate Image	Consumer's Attitude	Moral Identity	Self-efficacy	Impression Management Motivation	Purchase Intention
Electronic Word of Mouth	0.7123						
Corporate Image	.359**	0.7342					
Consumer's Attitude	.536**	.562**	0.7727				
Moral Identity	.403**	.329**	.524**	0.7389			
Self-efficacy	.222**	.191**	.109*	.225**	0.7143		
Impression Management Motivation	.365**	.355**	.321**	.353**	.292**	0.7423	
Purchase Intention	.559**	.569**	.636**	.520**	.312**	.515**	0.757

Note: Significance level : \*p<0.05; \*\*p<0.01; \*\*\*p<0.00

**C. Hypothesis Testing**

The data collected in this study adopts stepwise regression analysis to verify the hypothesis. 22 stepwise regression models were developed to test hypothesis. The hypothesis testing result is shown as Table 3 and Table 4.

Base on the testing result from model 2 in Table 3, the explanatory power of model 2 is 25.5%, and p value that determinates the good of fitness is  $0.000 < 0.001$ , which means it reach statistical significance. This also means that electronic word of mouth does significantly influence the consumer's attitude, and the regression coefficient is 0.541, which shows that the electronic word of mouth has a significantly positive impact on the consumer's attitude. Therefore, the H1 is strongly supported. Meanwhile, based on the testing result from model 3 in Table 3, the explanatory power of model 3 is 30.2%, and p value that determinates the good of fitness is  $0.000 < 0.001$ , which means it reach statistical significance. This also means that corporate image does significantly influence the consumer's attitude, and the regression coefficient is 0.554, which shows that the corporate image has a significantly positive impact on the consumer's attitude. Therefore, the H2 is strongly supported. Furthermore, based on the testing result from model 7 in Table 3, the explanatory power of model 7



**Table 3**  
Stepwise regression analysis of direct effect and mediating effect

	Consumer's Attitude					Purchase Intention			
	M1	M2	M3	M4	M5	M6	M7	M8	M9
	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$
gender	-0.144**	0.037	-0.137**	-0.155**	0.033	-0.149***	-0.066	0.016	0.088*
age	0.112*	0.015	0.09*	0.104*	0.003	0.820*	0.035	-0.004	-0.042
Education level	0.012	-0.019	0.033	0.051	0.019	0.073	0.044	0.028	0.058
Average monthly income	0.107*	0.037	0.046	0.162**	0.089*	0.100*	0.096	0.072	0.080*
Electronic Word of Mouth		0.541***			0.563***			0.310***	
Corporate Image			0.554***			0.558***			0.313***
Consumer's Attitude							0.619***	0.468***	0.442***
R <sup>2</sup>	0.036	0.291	0.339	0.048	0.324	0.354	0.417	0.479	0.483
Adjust R <sup>2</sup>	0.027	0.282	0.330	0.038	0.315	0.346	0.410	0.471	0.475
$\Delta R^2$	0.036	0.255	0.302	0.048	0.276	0.306	0.369	0.431	0.435
F	3.835**	33.434***	41.673***	5.118***	38.957***	44.557***	58.241***	62.113***	63.241***

Note: \*: p<0.05; \*\*: p<0.01; \*\*\*: p<0.001; The independent variable of M1-M3 is consumer's attitude and The independent variable of M4-M9 is purchase intention

**Table 4**  
Stepwise regression analysis of moderating effect

	Consumer's Attitude						Purchase Intention						
	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22
	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$
gender	-	0.037	0.028	0.036	-	-	-	-	-0.066	-0.061	-0.052	-	-
age	0.112	0.015	0.024	0.025	0.09*	0.077*	0.085*	0.104	0.035	0.021	0.024	0.015	0.012
Education level	0.012	-0.019	-0.019	-0.02	0.033	0.02	0.026	0.051	0.044	0.03	0.029	0.048	0.051
Average monthly income	0.107*	0.037	-0.018	-0.016	0.046	-0.017	-0.018	0.162**	0.096*	0.08*	0.08*	0.097*	0.105*
Electronic Word of Mouth		0.541**	0.391**	0.425**									
Moral Identity			0.369*	0.348*		0.373*	0.400*						
Corporate Image					0.554*	0.438*	0.421*						
Electronic Word of Mouth×Moral Identity				0.113*									
Corporate Image×Moral Identity							0.100*						
Consumer's Attitude									0.619*	0.596*	0.599*	0.509*	0.554*
Self-efficacy										0.238*	0.183*		
Impression Management Motivation												0.347**	0.285**
Consumer's Attitude×Self-efficacy											0.241**		
Consumer's Attitude× Impression Management Motivation													0.154**
R <sup>2</sup>	0.036	0.291	0.402	0.414	0.339	0.402	0.468	0.048	0.417	0.473	0.528	0.525	0.544
Adjust R <sup>2</sup>	0.027	0.282	0.393	0.404	0.330	0.393	0.458	0.038	0.41	0.465	0.520	0.518	0.536
$\Delta R^2$	0.036	0.255	0.111	0.012	0.302	0.111	0.009	0.048	0.369	0.056	0.055	0.108	0.019
F	3.835	33.434	45.488	40.838	41.673	45.488	50.832	5.118	58.241	60.648	64.657	74.692	69.026

Note: \*: p<0.05; \*\*: p<0.01; \*\*\*: p<0.001;The independent variable of M1-M16 is consumer's attitude and The independent variable of M17-M22 is purchase intention

is 36.9%, and p value that determinates the good of fitness is  $0.000 < 0.001$ , which means it reach statistical significance. This also means that consumer's attitude does significantly influence the purchase intention, and the regression coefficient is 0.619, which shows that the consumer's attitude has a significantly positive impact on the purchase intention. Therefore, the H3 is strongly supported.

According to the above result, it is consistent with previous studies, such as Lee and Yun, (2016) and Sahelices et al. (2018) found that electronic word-of-mouth can influence and determine consumers' cognition, evaluation and behavior of products. The accumulation of good electronic word-of-mouth can make information be transmitted to all corners and kept for a long time, and positive electronic word-of-mouth can promote consumers to have a good evaluation or attitude towards products. Due to consumers' different cognition of corporate image information, consumers' understanding of corporate products and other information will be affected, and then preconceived attitudes will be generated. If an enterprise has a good corporate image, it will improve its cognition and evaluation of consumption, that is, improve the positive and positive attitude of consumers. The consumption attitude of organic food is mainly based on the subjective cognitive results of individual consumers. The consumption tendency of consumers can be reflected by the consumption attitude, and the positive consumer attitude can accurately predict the positive purchase intention of consumers.

Base on the testing result from model 5 to model 8 and model 6 to model 9 in Table 3, after added the consumer attitude, the significant effect of electronic word-of-mouth and corporate image on purchasing intention decreased from 0.563 to 0.310 and from 0.558 to 0.313, however, both p value that determinates the good of fitness are  $0.000 < 0.001$ , which means it reach statistical significance. Therefore, consumer attitude has partial mediating effect (Baron and Kenny, 1986). So the electronic word-of-mouth and corporate image of organic food can have an impact on the purchase intention through consumer attitude, and can also directly affect the purchase intention.

Base on the testing result from model 13 in Table 4, the regression coefficient of interaction term of electronic word of mouth and moral identity on consumer attitude is 0.113 and determinates the good of fitness is  $0.000 < 0.001$ , which means it reach statistical significance. Base on the testing result from model 16 in Table 4, The regression coefficient of interaction item of corporate image and moral identity on consumer attitude is 0.100 and determinates the good of fitness is  $0.000 < 0.001$ . Therefore, moral identity plays a significant positive regulating role in the influence of electronic word of mouth and corporate image on consumer attitude. This is consistent with previous research of Aquino and Reed (2002) and Lapsley, and Lasky (2001): As a moderating variable, moral identification plays a moderating role in moral judgment or moral behavior. If a consumer has a higher moral identity, his subjectivity of paying attention to moral information and moral responsibility will be stronger, and he will even stimulate his moral judgment through the interactive adjustment effect. The purchase of organic food belongs to the category of moral consumption. The higher the consumers' moral identification, the more sensitive they are to altruistic moral factors and behaviors. In other words, the corporate image and electronic public praise of organic food will enhance the goodwill of consumers in the level of moral consumption. Therefore, H4 and H5 in this study are supported. The analysis data is shown in the table 4.

Base on the testing result from model 20 in Table 4, the regression coefficient of interaction items of consumer attitude and self-efficacy on purchase intention is  $\beta=0.241$ ,  $p<0.001$ . Meanwhile, Base on the testing result from model 22 in Table 4, the regression coefficient of interaction items of consumer attitude and impression management motivation on purchase

intention is  $\beta=0.154$ ,  $p<0.001$ . Self-efficacy and impression management motivation have a significant positive regulating effect on the influence of consumer attitude on purchase intention. This is consistent with previous studies, such as Li et al. (2018) and Straughan and Roberts (1999), both they point out the sense of efficacy possessed by individual consumers can have a positive regulating effect on their attitudes and behaviors of choosing consumption. That is to say, the stronger their sense of efficacy is, the higher their initiative in choosing consumption will be, and they will try their best to complete the purchase. When consumers have a stronger sense of self-efficacy, they are more optimistic to deal with problems in the consumption process, have more confidence in the cost of organic food consumption or environmental protection, and thus have a higher tendency in purchase intention. In addition, when a social individual has strong impression management motivation, he will often carry out some behaviors that make others see him as having very moral qualities. Impression management motivation can promote consumers' moral consumption behavior. That is to say, consumers with high impression management motivation are more willing to use moral products to reflect their responsibility image, so as to win others' favor or even appreciation and maintain their reputation and social status. While buying organic food is an altruistic behavior and closely related to their social status. Therefore, H6 and H7 in this study are supported. The analysis data is shown in the table 4.

## **5. Conclusion and Discussion**

### *5.1 Conclusion*

In the field of organic food consumption, the conclusion is that corporate image and e-word-of-mouth positively affect consumer attitudes, and consumers with higher moral identity have stronger influence. At the same time, the stronger the consumers' sense of self-efficacy and impression management machine, the stronger the positive influence of consumers' attitude on purchasing intention will be. All the hypotheses in this study are supported. The results of this study are consistent with those of previous scholars.

### *5.2 Contribution*

Firstly, this study determines the effects of corporate image, electronic word-of-mouth, moral identity, impression management motivation, and self-efficacy in this field. The two theoretical models are further enriched by the introduction of regulating variables. This study also further confirms the role of the psychological regulatory factors of consumers in the transformation process of "attitudinal - behavioral intention" of organic consumption. Therefore, this study enriches the research content of organic food consumer behavior theory and provides a new theoretical perspective for the research of organic food consumer behavior. Secondly, the competition in the industry is becoming increasingly prominent. This research has important practical significance and management enlightenment to the marketing management methods of enterprises. Marketing suggestions based on theoretical basis can provide a wider range of means for the promotion and marketing strategies of organic food companies, and can standardize and guide consumers' organic food purchase decisions.

### *5.3 Management implication*

The shaping of corporate image is the basis for organic food enterprises to maintain long-term vitality and vitality. Enterprises should establish good external relations (government, media and users) and maintain multiple social relations. Enterprises should assume more social responsibilities and participate in more social public welfare undertakings. If you do not want to invest too much energy and money in corporate image, the most basic thing is to maintain the existing corporate image level, in order to avoid the competition from the industry. Organic

food enterprises are particularly important for the cultivation of electronic word of mouth, which can be carried out in the following aspects: first, enterprises enter into high-quality e-marketing platform. Second, enterprises should provide good online marketing services and after-sales services to accumulate positive electronic reputation. Third, it is recommended to promote professional electronic word of mouth sender, and cooperate with nutrition experts, doctors and other personnel with high professional knowledge. Organic food enterprises should pay attention to the experience and publicity of interaction and perception. Enterprises can carry out organic food knowledge lectures, cooking contests and organic food base experience to increase the involvement of consumers. The purpose is to promote organic food to establish a good corporate image and electronic reputation.

In addition, considering the psychological characteristics of consumers, enterprises should strengthen the dissemination of the universal, self-interested and altruistic characteristics of organic food consumption. Let consumers feel the normalization of organic consumption and perceive the influence and recognition of their behavior on the environmental protection cause and the whole society. For example, the media advertisement displays the moral related elements, the packaging design conveys the advantage information of organic food, and the consumers in different regions adopt targeted marketing methods (environmental protection and pro-social characteristics), expand the sales channels of community franchised stores and takeaway stores, and conduct appropriate promotion or purchase.

#### 5.4 Limitations and prospects of the study

First of all, this study uses the method of situational experiment and conducts research through questionnaire survey. There is no distinction of organic food, so there may be deviation. It is suggested that future research can analyze the category of organic food in detail, such as brands or enterprises, and study it in the real market environment. Secondly, this study takes the Chinese market as the research center. Although the number of samples meets the statistical requirements, the survey samples are effective. However, there are some regional limitations and sample singleness. Thirdly, people often publish or inquire about the evaluation of a certain product on the Internet. In the future, the impact of the potency of organic food and the quality of delivery platform on consumers' purchasing intention can be carried out in the research.

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