

## **Understanding Green Consumption Behavior: A Case Study of Organic Food Buyers in Tennessee**

### **Abstract**

As awareness of environmental and health issues increases, there is a significant shift towards sustainable consumption in the agri-food sector. This study examines the green consumption behaviors of Tennessee households, focusing on factors influencing organic food purchasing decisions. Using the Theory of Planned Behavior (TPB), it analyzes consumers' awareness, attitudes, and intentions through Explanatory Factor Analysis and linear regression. A sample of 432 consumers was surveyed via the Qualtrics platform. Results revealed significant differences in organic food purchase decisions based on demographic factors such as household income, gender, and education. Higher-income households showed a greater willingness to buy organic foods, while women expressed stronger intentions than men, and consumers with higher education prioritized organic options. These findings highlight the need for targeted marketing and educational campaigns to promote organic consumption across diverse demographics. Ultimately, this research aims to provide insights for agri-food stakeholders, supporting sustainable practices and informing policy decisions while enhancing the literature on sustainable consumer behavior in Tennessee.