

Consumers' Willingness to Buy Agricultural Products under the Background of Green Economy

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Abstract. Now in the context of green economy, in view of the lack of attention paid to the driving mechanism of green cognition in the existing research, this study focuses on the impact of consumers' purchase intention of green agricultural products under the background of green economy, and discusses whether green cognition can be used as an important factor affecting consumers' purchase intention and constructs a theoretical framework. Also, this study incorporates green cognition into the Theory of Planned Behavior model, treating green cognition as a prerequisite variable of the Theory of Planned Behavior, and builds a theoretical model of "green cognition behavior attitude/subjective norms/perceived behavior control purchase intention". Through questionnaire survey and regression analysis, the results show that green cognition has a significant positive impact on behavior attitude, subjective norms and perceived behavior control; Behavior attitude, subjective norms and perceived behavior control also have a significant impact on the purchase intention of green agricultural products. The research reveals the triple action mechanism of green cognition as a prerequisite variable in green consumption decision-making, enriches the theoretical model of TPB theory in the context of green economy, and provides a four-dimensional strategy of cognitive education, attitude shaping, normative guidance, channel optimization for green agricultural product marketing, which will affect consumers' purchase intention.

Keywords: Green agricultural products, Purchase intention, Green cognition, Theory of planned behavior, Green economy.

1. Introduction

In recent years, the negative effects of high-speed economic growth have begun to appear. Domestic environmental pollution is more serious, resource consumption is increasing, overcapacity and other problems affect the quality of economic development. China is committed to promoting the transformation of its economy from high energy consumption and high emissions to low pollution and high-quality green development. Green economy has a huge connection in production, consumption, life and other aspects. China has made great efforts to change the mode of agricultural development and accelerate the building of a green agricultural industry chain. The scale of the green agricultural market has exceeded 500 billion yuan, and the grain output has stabilized at more than 1.3 trillion Jin [1]. It can be seen that green agricultural products play an important role in

China's economy, and the status of green agricultural products in the hearts of consumers has gradually improved. However, although the concept of green agricultural products is highly respected, there is still a gap between its actual penetration in the market and consumers' purchasing behavior. Consumers' purchase intention is the premise variable to predict their purchase behavior. Therefore, against the backdrop of a green economy, whether consumers' purchasing intentions for green agricultural products are driven by or influenced by green awareness holds significant theoretical value and practical significance.

Although the green economy has become more and more mature, consumers will consider whether to choose green products from a deeper and multi-dimensional perspective when purchasing. From an overall perspective, existing research has discussed consumers' willingness to purchase green agricultural products less. Most studies mainly explore the impact of external factors such as green policies and advertisements on consumers' willingness to purchase green agricultural products [2,3]. Some studies combine TPB theory with green agricultural products' purchase intention, but focus on expanding consumers' behavior and attitude [4]. At the content level, Jocelyn Cynara prayogo's research defines environmental awareness, understanding the seriousness of environmental problems and environmental knowledge, while the focus of this research is on green agricultural products [5]. Therefore, defining green cognition based on green agricultural products can link the two concepts, making the research more reasonable and relevant. At the same time, Ghana's research model designs green knowledge and green attitude as variables at the same level, while this study takes green cognition as the antecedent of behavior attitude to build a model [6]. Although existing studies have linked TPB theory with consumers' purchase intention, there is a lack of extended research on the model of TPB theory affecting purchase intention under the green background. Therefore, this study focuses on the relationship between agricultural product purchase intention and green cognition, which makes up for the research gap.

This study uses questionnaires to measure, through the use of three factors of control willingness under the TPB theory, namely behavior attitude, subjective norms, and perceptual control, uses questionnaires to measure the relationship between the three factors and green cognition and consumers' purchase intention, and demonstrates whether green cognition can affect consumers' purchase intention, and as the pre influencing factor of TPB theory in the context of green economy. Using the questionnaire can more intuitively show consumers' preference for green economy and consumers' green cognition level. Through spss27.0 analysis, it shows the factors affecting consumers' purchase intention, and further forms a unique theoretical system.

2. Theoretical basis and research assumptions

2.1. Theoretical basis

As the foundation and precursor of the TPB theory, the TRA theory was proposed and a model was constructed by Fishbein and Ajzen in 1975. This model holds that changes in individual intention influence behavior, while individual intention is determined by behavioral attitude and subjective norm. Behavioral attitude refers to people's emotional tendencies toward things, and subjective norm refers to the pressure from external factors that people receive when making decisions. Therefore, internal factors of personal emotions and external factors from society determine people's behavior. In 1988, Ajzen found that people's behavior is not entirely voluntary. Therefore, he introduced perceptual behavior control variables on the basis of TRA, expanded and improved TRA and formed TPB theory. Its main content expanded perceptual behavior control and formed a theoretical model of three factors influencing individual's will, including behavior attitude, subjective norms and

perceptual behavior control. Therefore, the theoretical model of planned behavior is very persuasive in social fields such as consumer purchase intention. The expansion of the theory of planned behavior makes the study of consumer behavior more concrete, and can more comprehensively predict the behavior intention of individuals under internal and external factors. Previous studies have shown that TPB has good applicability in explaining green consumption behavior [7].

2.2. Research assumptions

When consumers have more extensive knowledge about green agricultural products and a stronger sense of identification with ecological responsibility, they are more likely to perceive value in terms of safety and health. This, in turn, forms a positive tendency toward purchasing behavior, leading to a positive influence on their behavioral attitudes. Based on this inference, the following hypothesis can be proposed:

H1: Green cognition has a significant positive impact on behavior and attitude.

If consumers have a higher level of green awareness, they are more willing to pay attention to relevant information, and thus more likely to come into contact with and assent to green consumption concepts from the government, media, and experts, and to feel the recognition of friends and family on green consumption. Therefore, the following hypothesis can be proposed:

H2: Green cognition has a significant positive impact on subjective norms.

The more fully consumers understand the benefits and attributes of green agricultural products, the more they can actively explore more purchase channels and more clearly identify product types, so as to improve their control over the purchase process and choose more convenient purchase channels. Therefore, the following assumptions are proposed:

H3: Green cognition has a significant positive impact on perceived behavior control.

When consumers form a positive attitude towards green agricultural products, such as high quality, health and fashion, they will turn this positive evaluation into a purchase tendency, and are more willing to accept and buy green products. Therefore, the following assumptions are proposed:

H4: behavior attitude shows a positive correlation with the purchasing intention of green agricultural products.

Recommendations from friends and relatives, suggestions from experts, media publicity and government initiatives will form strong social pressure and give it to consumers themselves, consumers will convert this external pressure into a purchasing intention. Based on this, assumptions can be made:

H5: As subjective norms strengthen, the purchasing intention for green agricultural products will also increase.

When consumers think that the purchasing channels of green agricultural products are convenient, diverse and controllable, it will reduce the difficulty and concern of purchasing, and it will be easier to convert the purchase idea into purchase intention. Hypotheses can be proposed:

H6: perceived behavior control has a significant positive impact on the purchase intention of green agricultural products.

2.3. Building models

Although the TPB model is highly persuasive, in the specific context of the green economy, consumers' knowledge reserve and cognitive level may affect their decision-making process before their attitude. Green cognition refers to the degree to which consumers understand the production and sales processes of green agricultural products, including aspects such as production safety and

product quality. Therefore, this study introduces green cognition as an expansion variable. Luanxiaomei et al. pointed out that consumers' knowledge level directly affects their quality perception [8]. The incorporation of green cognition into the model will help to better understand the antecedents of consumer attitudes and make the model more suitable for the research background of green consumption. Vu dung van Phan's research set cognitive factors as the pre-driver of TPB model, discussed the relationship between cognitive factors and attitudes and social norms, and only included behavioral attitudes and subjective norms [9]. Therefore, this study added perceptual behavior control to supplement the research of TPB model.

Based on the above six hypotheses and the factors influencing behavior in the TPB theory. Therefore, a research model with behavior attitude, subjective norms and perceived behavior control as the main body is constructed, as shown in Figure 1. The correlation research is carried out by embedding green cognition as the antecedent.

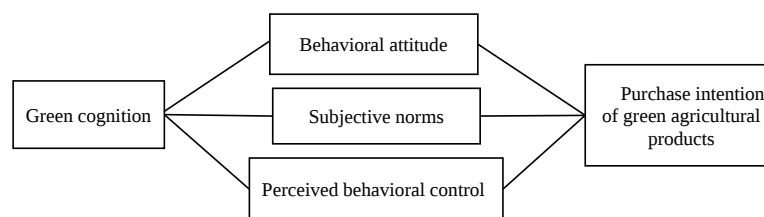


Figure 1. Correlation research model

3. Research design and methods

3.1. Questionnaire survey

In this study, data were collected by questionnaire survey, and the questionnaire was distributed through the online platform of questionnaire magnitude. A total of 300 valid questionnaires were collected, covering consumers of different ages, regions and income levels. The gender ratio of the respondents is 49.33% for males and 50.67% for females, which was balanced. The age is mainly 18-40 years old, which is representative. The region covers Zhejiang, Qinghai, Guangxi, Hebei and other regions, covering the East, West, North and South regions of China, and has a good reference.

3.2. Questionnaire design

This questionnaire is only a basic survey of the respondents' region, age and gender. Research willingness based on the TPB theory, this questionnaire uses the research of Zhang Duo for reference [10]. In Zhang Jiayi's research the green cognition level of growers was comprehensively measured through three dimensions: Cognition of safe production, ecological responsibility and cognition of agricultural product quality and safety [11]. The green cognition part of this questionnaire also used this research for reference to measure the green cognition level of consumers through three dimensions. At the behavioral attitude level, ecological labels can promote consumers' purchase intention by enhancing consumers' perceived value and the impact of ecological values on behavioral attitudes are considered [7,12]. Subjective norms are perceived social pressure from others or social groups, so they are measured in four aspects. Perceptual behavior control refers to the research of Sheng Guanghua [13]. The purchase intention of green agricultural products is based on the research of Sheng Guanghua, Ge Wanda and Tang Li [14].

At the same time, the questionnaire is designed with the Likert five point scale method, and the respondents are required to score the items from 1 to 5 according to the degree of agreement. The scale contains five latent variables: Green cognition (GC) measures consumers' knowledge, responsibility identity and benefit cognition of green agricultural products. Behavior attitude (BA) measures consumers' positive evaluation of the value, health, fashion and other aspects of green agricultural products. Subjective norm (SN) measures the influence of external references such as relatives and friends, experts, media and government on consumer decision-making. Perceived behavior control (PBC) measures consumers' perceived purchase autonomy, channel convenience and product selectivity. Green agricultural products purchase intention (GPI) measures consumers' purchase intention, recommendation intention and preference intention.

3.3. Reliability and validity analysis

Table 1. Cronbach's α coefficient table of terms

dimension	Item	average /mean value	standar d deviati on	Corrected items-total score correlation	After deleting the item, α	Dimensio n α coefficie nt
Green cognitive dimension	GC1 Consumers' Knowledge of Safe Application of Pesticides in Agricultural Products	3.54	0.889	0.644	0.604	0.749
	Are GC2 consumers willing to take ecological responsibility and buy green agricultural products?	3.77	1.074	0.568	0.681	
	What do GC3 consumers think is the impact of adopting green technology on the economic benefits of agricultural products?	3.777	1.031	0.534	0.716	
Behavioral attitude dimension	BA1 green agricultural products are of high quality.	3.833	1.112	0.635	0.738	0.8
	BA2 green agricultural products have the same or better value as ordinary agricultural products.	3.847	1.096	0.568	0.771	
	BA3 is healthier to buy green agricultural products.	3.827	1.058	0.578	0.766	
	BA4 It is fashionable and fashionable to buy green agricultural products.	3.833	1.162	0.67	0.72	

Table 1. (continued)

Subjective normative dimension	SN1 friends and relatives think it is a good choice to buy green agricultural products.	3.857	1.111	0.602	0.726	
	The opinions of authoritative experts of SN2 influence consumers to buy green agricultural products.	3.81	1.067	0.558	0.747	
	The information spread by SN3 media affects consumers' purchase of green agricultural products.	3.967	1.133	0.556	0.749	0.784
	The initiative of SN4 government influences consumers to buy green agricultural products.	3.85	1.107	0.647	0.702	
Perceived behavior control dimension	Whether PBC1 consumers buy green agricultural products depends on consumers themselves.	3.63	1.057	0.504	0.677	
	PBC2 green agricultural products have many purchase channels and are convenient to purchase.	3.87	1.221	0.518	0.674	0.721
	PBC3 green agricultural products have many kinds to choose from and strong selectivity.	3.84	1.009	0.619	0.549	
Dimension of green product purchase intention	GPI1 consumers are willing to buy green agricultural products.	3.86	1.088	0.614	0.686	0.772

Table 1 presents the specific items and relevant statistical indicators of the five dimensions of research model. Each dimension contains 3-4 items. The mean value in the table reflects the average score of the respondents on each item. The standard deviation reflects the degree of dispersion of the score. The corrected item total score correlation coefficient shows the correlation strength between each item and the total score of the corresponding dimension. The α value and dimension α coefficient after deleting the item are used to test the reliability of each dimension. The reliability coefficient α is generally considered to be reliable when it exceeds 0.6, and the α coefficients of all dimensions are above 0.7, indicating that the reliability of the scale is good.

Table 2. KMO test and Bartlett test table

KMO sampling suitability quantity.		.941
Bartlett sphericity test	Approximate chi-square	3603.607
	freedom	136
	significance	.000

Table 2 is shown in verify the applicability of factor analysis on the data of the scale related to the purchase of green agricultural products. The appropriate quantity of KMO sampling is 0.941, which is much higher than the standard of 0.7, indicating that the data is suitable for factor analysis; The approximate chi square value of Bartlett sphericity test was 3603.607, the degree of freedom was 136, and the significance level was 0.000, indicating that the structural validity was excellent.

3.4. Correlation analysis

Table 3. Pearson correlation coefficient matrix between variables

		Green consciousness dimension	Behavioral attitude dimension	Subjective normative dimension	Perceived behavior control dimension	Dimension of green product purchase intention
Green consciousness dimension	Pearson correlation	one	.838**	.882**	.848**	.834**
Behavioral attitude dimension	Pearson correlation	.838**	one	.893**	.870**	.870**
Subjective normative dimension	Pearson correlation	.882**	.893**	one	.871**	.876**
Perceived behavior control dimension	Pearson correlation	.848**	.870**	.871**	one	.839**
Dimension of green product purchase intention	Pearson correlation	.834**	.870**	.876**	.839**	one

* *. At the level of 0.01 (double tail), the correlation is significant.

Table 3 shows, shows the pairwise Pearson correlation coefficients between the five dimensions. The correlation coefficients between all dimensions are above 0.834, and the correlation is significant at the level of 0.01 (double tail). The correlation coefficient between subjective norm dimension and behavior attitude dimension is the highest (0.893), and the correlation coefficient between each dimension and green product purchase intention dimension is also at a high level, indicating that there is a strong positive correlation between each dimension.

4. Analysis of research results

4.1. Regression model of green cognition dimension to behavior attitude dimension

Table 4. Regression coefficient of green cognition on behavior and attitude

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
one (constant)	.518	.128		4.047	.000
Green consciousness dimension	.897	.034	.838	26.512	.000

A. Dependent variable: behavioral attitude dimension

According to Table 4 The regression analysis results show that the standardized coefficient β of the path is 0.838 ($t=26.512$, $p<0.001$), and the non standardized coefficient $b=0.897$, indicating that the behavior and attitude will jump forward by 0.897 standard deviations for every one standard deviation of green cognition. In terms of the explanatory power of the model, the adjusted $R^2=0.701$ means that green cognition independently explains 70.1% of the variance of behavior and attitude,

and the F value is as high as 702.912 ($p < 0.001$), which confirms that the overall goodness of fit of the model is very high. Therefore, H1 is established. This effect verifies that consumers' green cognition of pesticide safety, ecological responsibility and other knowledge will directly translate into a positive evaluation of the quality, value and fashion attributes of green agricultural products.

4.2. Regression model of green cognition dimension to subjective norm dimension

Table 5. Regression Coefficient of green cognition to subjective norms

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
(constant)	.438	.109		4.032	.000
one Green consciousness dimension	.929	.029	.882	32.342	.000

A. Dependent variable: subjective normative dimension

As shown in Table 5, the path $\beta = 0.882$ ($t = 32.342$, $p < 0.001$) and $b = 0.929$, indicating that the growth of green cognition per unit has brought about nearly 0.929 units of improvement in subjective norms, and the standardization coefficient is close to the strong response threshold. After adjustment, $R^2 = 0.778$ is the highest among all paths, indicating that green cognition can explain 77.8% of the variation of subjective norms, and the F value is 1045.973. This means that the richer the consumers' green cognition, the stronger the social pressure they perceive, such as relatives' and friends' support, expert recommendation, media advocacy and government call. This transmission mechanism reveals that the level of individual knowledge can magnify the effectiveness of social norms. Therefore, H2 is established. In depth analysis shows that as shown in Table 1, the media information influence (SN3) has the highest correlation with green cognition, indicating that the media plays a key intermediary role in the transformation of knowledge norms. The green knowledge obtained by consumers through the media not only changes their personal concepts, but also reshapes their perception of the public opinion environment.

4.3. Regression model of green cognition dimension to perception behavior control dimension

Table 6. Regression coefficient table of green cognition on perceptual behavior control

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
(constant)	.404	.125		3.226	.001
one Green consciousness dimension	.913	.033	.848	27.589	.000

A. Dependent variable: Perceived behavior control dimension

The regression results are shown in Table 6, $\beta = 0.848$ ($t = 27.589$, $p < 0.001$), $B = 0.913$. After adjustment, $R^2 = 0.718$, $f = 761.154$ ($p < 0.001$). This path confirms that green cognition not only affects attitudes and norms, but also enhances consumers' sense of self-efficacy. Specifically, for each unit of green cognition improvement, individuals' evaluation of purchase channel convenience, product availability and independent choice ability increased significantly by 0.913 units. Therefore, H3 is established. This discovery breaks through the traditional TPB framework and reveals that green cognition promotes consumers' perceived behavior control by reducing information

asymmetry and enhancing market familiarity. Table 1 shows that the correlation between product category selectivity (PBC3) and green cognition is stronger than that of purchase channel convenience (PBC2), indicating that consumers pay more attention to category richness than simple purchase convenience.

4.4. Regression model of behavior and attitude dimension on purchase intention of green agricultural products

Table 7. Regression coefficient of behavior and attitude to purchase intention

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
(constant)	.446	.114		3.901	.000
Behavioral attitude dimension	.887	.029	.870	30.528	.000

A. Dependent variable: the dimension of purchasing intention of green agricultural products

The results are presented in Table 7, $\beta=0.870(t=30.528, p<0.001)$, $B=0.887$, After adjustment, $R^2=0.757$, $f=931.970$. The data show that positive attitude is the most direct antecedent of purchase intention, which can explain 75.7% of the variation of consumers' purchase intention of green agricultural products. Once consumers form the concept of high quality, health and fashion of green agricultural products, their willingness to purchase, preference and active recommendation will be significantly improved. For each unit of behavior and attitude, consumers' willingness to buy green agricultural products will increase by 0.887 units. Therefore, H4 is established. This path not only verifies the applicability of TPB in the field of sustainable consumption, but also highlights the theoretical value of behavior and attitude as the intermediary role of green cognition consumers' purchase intention model of green agricultural products.

4.5. Regression model of subjective normative dimension on purchasing intention of green agricultural products

Table 8. regression coefficient of subjective norms on purchase intention

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
(constant)	.333	.115		2.898	.004
Subjective normative dimension	.908	.029	.876	31.372	.000

A. Dependent variable: the dimension of purchasing intention of green agricultural products

The results are shown in Table 8, $\beta=0.876(t=31.372, p<0.001)$, $B=0.908$, After adjustment, $R^2=0.767$, $f=984.203$. The data show that subjective norms are the most powerful antecedents of purchase intention, which can explain 76.7% of the variation of consumers' purchase intention of green agricultural products, and its effect is slightly higher than the attitude path. Consumers' perceived social pressure, such as support from relatives and friends, expert recommendation, media advocacy and government call, will jump 0.908 units for each unit of increase in willingness to buy, preference and active recommendation. Therefore, H5 is established. This path not only verifies the applicability of TPB in social context, but also reveals the unique value of social norms as an

accelerator for translating green cognition into purchase intention. According to table 1, the correlation coefficient of the correction item total score of the impact of government initiatives (SN4) in the subjective normative dimension is the highest, indicating that the official has an important impact on social pressure, while the standard deviation of the impact of media information (SN3) is the largest, suggesting that there are significant individual differences in the normative transmission effect of media channels, which may be affected by the credibility of information.

4.6. Regression model of perceived behavior control dimension on purchase intention of green agricultural products

Table 9. regression coefficient of perceived behavior control on purchase intention

model	Non-standardized coefficient		Standardization coefficient	t	significance
	B	Standard error	Beta		
on e	(constant)	.636	.124	5.131	.000
	Perceived behavior control dimension	.850	.032	.839	26.620
A. Dependent variable: the dimension of purchasing intention of green agricultural products					

The results are presented in Table 9, $\beta=0.839(t=26.620, p<0.001)$, $B=0.850$, after adjustment, $R^2=0.703$, $f=708.610$. The data show that perceived behavior control is an important but non dominant factor of purchase intention, which can explain 70.3% of the variation of consumers' purchase intention of green agricultural products. Consumers' purchase intention will increase by 0.850 units for every one unit increase in their perception of purchase channel convenience, product category selectivity and purchase autonomy. Therefore, H6 is established. According to table 1, the adjusted correlation coefficient of product category selectivity (PBC3) in the dimension of perceived behavior control is significantly higher than that of purchase autonomy (PBC1), and the average value of PBC1 is the lowest in the whole scale, which exposes the general anxiety of consumers about whether they can decide to buy independently.

5. Discussion

This study sets six hypotheses to analyze the relationship between green cognition and TPB, and the relationship between TPB and consumers' purchase intention. The results show that all six hypotheses are true. Therefore, it can be concluded that green cognition, as the pre variable of TPB theory in the green background, affects behavior attitude, subjective norms and perceived behavior control, and is positively correlated with the three aspects; The changes of the three factors also affect consumers' purchase intention, which has the same positive effect as consumers' purchase intention. Therefore, as a pre variable of TPB theory, green cognition has a significant positive impact on consumers' purchase intention. Environmental knowledge has a positive impact on attitude and subjective norms, and attitude is an intermediary variable between cognition and purchase intention [9]. The research results support the H1 and H2 hypotheses of this study. Environmental knowledge has a direct impact on purchase intention, which again conforms to the theoretical model of this study as shown in Figure 1 [9]. Environmental concern has a significant impact on attitude and perceived behavior control, and its effect is even higher than that of this study, which supports the correct conclusions of H1 and H3 of this study [15]. Green attitude shows

a favorable and significant connection with green purchasing behavior. The relationship between green knowledge and green purchasing behavior is substantial and positive similar to the conclusion that the establishment of H4 in this study and green cognition have a positive correlation with consumers' purchasing intention [6].

Based on the above results and discussions, in order to effectively enhance consumers' willingness to buy green agricultural products, it is necessary to deepen consumers' green education and strengthen the basis of green cognition. By strengthening the publicity and popularization of science, the government and enterprises will popularize the correlate knowledge, strengthen consumers' sense of environmental responsibility, and stimulate purchase motivation from the cognitive level. Making good use of the influence of subjective norms, enterprises should use social media, authoritative experts and public service ads to widely spread the concept of green consumption and create a social atmosphere of green consumption. At the same time, paying attention to the influence of behavior and attitude is important. By strengthening the value publicity of green agricultural products and other ways. Through value promotion and other means, consumers' recognition of the value of green agricultural products should be clearly higher than that of ordinary agricultural products. Dinh van Hoang explained that when the access to green products is narrow, even if consumers have a high degree of self-efficacy, it is difficult to convert their willingness into actual behavior, thus weakening the impact of PBC on purchase intention [15]. Therefore, in the future, in addition to strengthening green awareness and external pressure in China's rural market, it is also necessary to simultaneously solve the problems of narrow channels and logistics accessibility, broaden the purchasing channels, make the ways for consumers to buy products more extensive and convenient, and play the role of good perception behavior control. The study of the youth sample in Ghana shows that the VAF of green trust as an intermediary variable on the two paths of attitude purchase behavior and knowledge purchase behavior is 3.30% and 2.61%, while the mediating effect of green perceived value is 57.54% and 44.02% respectively, showing a pattern of strong value and weak trust [6]. Combined with the high significant results of this study, the primary consideration of consumers for green products in developing countries is whether they can obtain high green benefits, rather than whether they believe in the commitment of enterprises to environmental protection. Enterprise marketing should first use value visualization, such as health indicators, to reduce perceived risk, and then use third-party authentication, traceability QR code and other means to supplement trust, so as to form a progressive persuasion from value to trust.

Future research can be further deepened in the following aspects, such as price sensitivity, brand trust and other regulatory variables can be introduced to analyze the differences between different consumer groups. The research object can also be extended to consumers from different regions or cultural backgrounds for cross-cultural comparison to verify the universality of the model.

6. Conclusion

This study systematically discusses consumers' willingness to buy green agricultural products and its influencing factors under the background of green economy. The results show that consumers' green cognition, positive attitude, perceived social pressure and convenient purchase conditions jointly affect consumers' purchase intention. It verifies the effectiveness of the expanded TPB model in explaining consumers' willingness to buy green agricultural products. The conclusion shows that consumers' purchase decision is a complex process driven by internal psychology and external situational factors. The theoretical contribution of this study is mainly reflected in the background of green economy. Green cognition, an important situational variable, is brought into the TPB framework. It is concluded that green cognition is the pre-core driving factor of TPB theory, rather

than a parallel factor. It enriches the connotation of the model in the field of green consumption, reveals the triple role of green cognition as the antecedent of TPB theory, and makes the theoretical explanation more comprehensive and in-depth.

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