

# The impact of consumption values on the intention to purchase organic food: The moderating role of trust

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## ABSTRACT

This study aims to identify and estimate the factors influencing the intention to purchase organic food and evaluate the moderating impact of trust on the relationship between consumption values and purchase intention. The analysis results from 252 consumers through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach indicate that functional value is the strongest driver of purchase intention, followed by other components of consumption values, including epistemic value, emotional value, social value, and conditional value. The study also reveals that trust moderates the relationship between functional value and the intention to purchase organic food. Several recommendations for organic food suppliers are also presented at the end of this paper.

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## 1. Introduction

In recent years, Organic Food (OF) has gained popularity in developed countries in Europe and North America and emerging markets (Rana & Paul, 2017). Vietnamese consumers have become increasingly concerned about food safety, leading to a growing interest in choosing OF (Ha & Duong, 2019).

However, the overall market share of OF in the country remains modest, accounting for only 0.2% of the revenue of major retailers in Vietnam (Nguyen & Dang, 2022). Therefore, identifying the main drivers that motivate OF purchases is crucial for developing effective business strategies.

With the robust growth of the OF sector, academic interest has surged in recent years (Eyinade et al., 2021). The foundational theories in the context of OF are diverse, primarily encompassing behavioural theories such as the Theory of Planned Behaviour (Nguyen et al., 2023; Prakash et al., 2023; Suryavanshi et al., 2023), the Theory of Reasoned Action (Gundala et al., 2022), and the Value-Belief-Norm Theory (Yang et al., 2023).

The author's literature review indicates that only a few studies have utilized the Theory of Consumption Values (TCV) (Sheth et al., 1991) to analyze OF purchasing behaviour, and findings have been inconsistent. For instance, Lin et al. (2020) found a positive correlation between functional value and the intention to acquire OF in social commerce. Kushwah, Dhir, and Sagar (2019) reported that functional value did not influence customer choice behaviour. Similarly, Rahnama (2017) suggested that social value did not

affect the choice of organic yoghurt. In contrast, Shin et al. (2019) showed that social value significantly increased the intention to visit OF-serving restaurants. This indicates a gap between consumer values and purchase decisions, highlighting the need for more studies to explore the moderating role of trust in the context of OF purchases.

Trust is an essential factor influencing the purchase of organic food (Truong et al., 2021). However, few studies consider the moderating role of trust. For example, Sultan et al. (2020) examined the moderating influence of trust on the relationship between consumers' behaviour and intention. Similarly, Tandon et al. (2020) investigated the moderating effect of trust on the relationship between extrinsic motivation and purchase intention. No study has yet considered the moderating role of trust on the relationship between consumer values and the intention to purchase organic food.

Therefore, we employ the TCV (Sheth et al., 1991) to examine the influence of various consumer value components on the intention to purchase OF among consumers. The current study is conducted in Ho Chi Minh City. Additionally, it explores the moderating role of trust on the relationship between core TCV (Sheth et al., 1991) elements and consumers' purchase intention.

## **2. Theoretical basis**

### ***2.1. Purchase intention for organic food***

Ajzen (1991) posits that intention is the degree of an individual's readiness, effort, and determination to perform a behaviour. In other words, intention is one of the strongest predictors of actual behaviour. OF is defined as non-genetically modified food that meets food safety standards, meaning it is produced naturally without using chemicals such as pesticides and synthetic fertilizers (Lin et al., 2020). In this study, purchase intention for organic food is understood as the willingness of customers to buy organic food that meets safety and quality standards.

### ***2.2. Theory of consumption values***

TCV proposed by Sheth et al. (1991) explains why consumers choose to buy or not buy a specific product and why they prefer one type over another. TCV suggests that perceived value comprises five components: functional value, social value, emotional value, epistemic value, and conditional value. These components positively influence purchase decisions, product choice, and brand choice. Although these components are independently identified, they impact the customer's purchasing decision.

TCV (Sheth et al., 1991) has been widely applied in consumer behaviour. Prior studies have used TCV to identify consumption values that significantly contribute to consumer purchase intention. For instance, Hoang et al. (2024) integrated the Theory of Planned Behaviour and TCV to identify factors driving green product purchase intention. Similarly, Shah et al. (2024) demonstrated that TCV is a highly effective theoretical framework for predicting purchase intention for millet-based foods. In another study, Nekmahmud et al. (2022) combined the Theory of Planned Behaviour and TCV to explore choice behaviour regarding green products in Europe. These studies also revealed that the importance of consumption values on choice behaviour has been inconsistent across studies (Kushwah, Dhir, Sagar, et al., 2019). Thus, it is essential to consider moderating factors in the relationship between consumption values and customers' purchase decisions.

We used TCV (Sheth et al., 1991) as the foundational theory because, in the context of OF, TCV is a promising framework to explain customer purchase decisions (Kushwah, Dhir, Sagar, et al., 2019). Moreover, there are very few studies based on TCV to identify the drivers of OF purchase intentions in Vietnam (Hoang et al., 2024). Therefore, TCV was applied as the theoretical foundation to examine value aspects and explain the intention to purchase OF.

### *2.2.1. Functional value*

Functional value refers to the utilitarian value perceived from the salient attributes of a product (Sheth et al., 1991; Shin et al., 2020). In deciding whether to purchase a product, consumers primarily focus on the benefits they will gain and the utility and effectiveness the product provides (Sheth et al., 1991). Functional value is considered from the perspective of the product's biological characteristics or central attributes (Rahnama, 2017). These include sensory aspects (e.g., taste, freshness), food safety, nutritional content, and health-related attributes of OF, such as being "chemical-free" or "healthier than conventional products" (Lin et al., 2020). Therefore, we consider the functional value to represent the product quality, safety, and health benefits these foods offer. Most scholars acknowledge that functional value is one of the main drivers of purchase intention (Lin et al., 2020; Rahnama, 2017). Thus, the following hypothesis was proposed:

*H1: Functional value positively influences customers' purchase intention for organic food*

### *2.2.2. Emotional value*

According to Sheth et al. (1991), emotional value is the feelings elicited from the consumption of a product, such as enjoyment, pleasure, and satisfaction. Several studies indicated the critical role of emotional value in purchasing green food (Tanrikulu, 2021). Chakraborty et al. (2022) found a positive correlation between emotional value and the intention to buy natural products. In the OF context, when customers are more satisfied with the product, they will likely assign a higher emotional value to it (Lin et al., 2020). Therefore, we propose the following hypothesis:

*H2: Emotional value positively influences customers' purchase intention for organic food*

### *2.2.3. Social Value*

Social value is defined as the perceived utility of a product based on its association with social groups, such as demographic, cultural, and socio-economic groups (Sheth et al., 1991). In this study, social value is understood as the ability to enhance an individual's social image by using OF (Shin et al., 2019). Prior studies showed that social value drives the purchase of OF. Specifically, Shin et al. (2019) found that social value positively correlates with visiting a restaurant and the willingness to pay more for products. Ray et al. (2023) showed that social value significantly affects the intention to visit OF restaurants. In addition, Nekmahmud et al. (2022) conducted a study involving 720 respondents, which showed that social value had a significantly greater positive effect on European tourists' green purchase intentions than non-European tourists. In the context of Ho Chi Minh City, Hoang et al. (2024) highlighted that social value determines green consumption intention due to the high community orientation. The current study acknowledges that consumers purchasing OF are often highly regarded and socially approved. The consumption of OF can be seen as a way to enhance personal prestige and societal reputation. Therefore, social value could be an essential driver in predicting the intention to purchase OF. Based on this, the following hypothesis was proposed:

*H3: Social value positively influences customers' purchase intention for organic food*

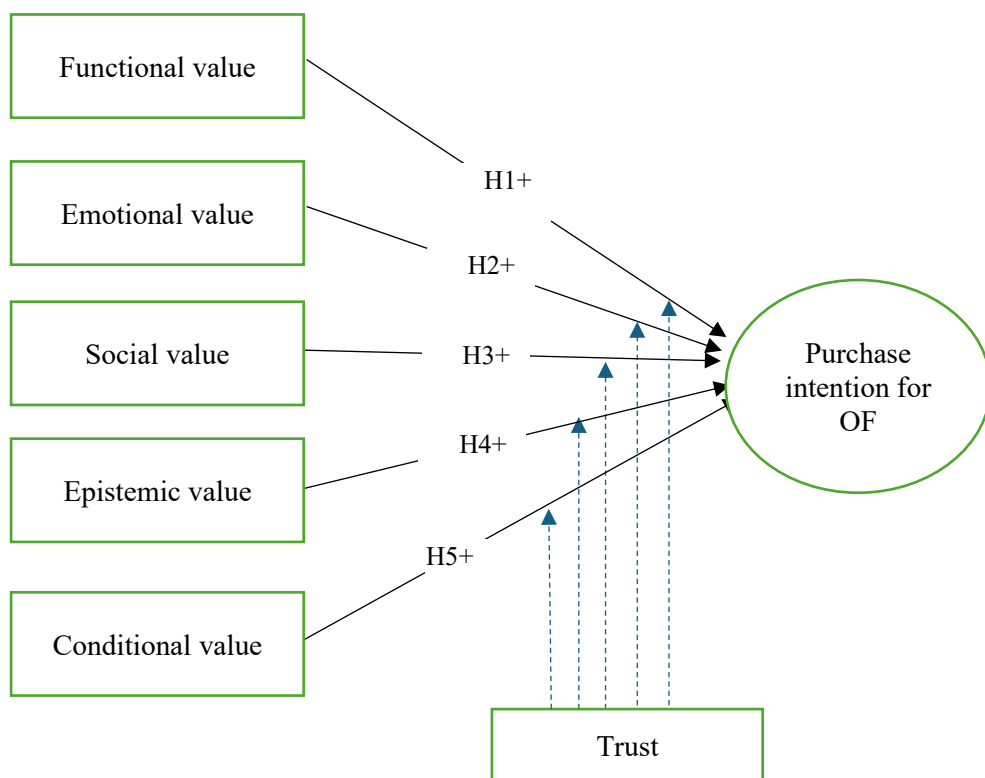
#### 2.2.4. Epistemic value

Epistemic value refers to the capacity of a product to provide novelty or satisfy a customer's desire for knowledge and more profound understanding (Sheth et al., 1991). This study measures epistemic aspects in informational aspects, such as information about the products' origins and differences. Previous researches suggest that epistemic value is an essential predictor of purchasing behaviour (Chakraborty et al., 2022; Koay & Leong, 2023). In another study, Kushwah, Dhir, and Sagar (2019) found that epistemic value is associated with customers' food choices. Therefore, we propose the following hypothesis:

*H4: Epistemic value positively influences customers' purchase intention for organic food*

**Figure 1**

*Proposed Research Model*



*Source.* The data are from “Why we buy what we buy: A theory of consumption values” by J. N. Sheth, B. I. Newman, and B. L. Gross, 1991, *Journal of Business Research*, 22(2), pp. 159-170 ([https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8))

#### 2.2.5. Conditional value

Conditional value is determined by specific situational factors (Sheth et al., 1991). Consumers often make product choices based on various factors, including the situations they encounter (Kushwah, Dhir, & Sagar, 2019). These situations can include physical conditions, such as the environment in which the product is used or discounted prices (Sheth et al., 1991). Such specific factors or situations can significantly impact consumer purchase decisions. Rahnama (2017) found that conditional value influences female consumers' choice of organic yoghurt. In the present study, we hold that the conditional value will likely enhance customers' purchase intention. Therefore, we propose the following hypothesis:

*H5: Conditional value positively influences customers' purchase intention for organic food*

#### *2.2.6. The moderating effect of trust*

Trust is the willingness to rely on another party based on expectations of their ability, reliability, and honesty (Ladwein & Romero, 2021). Previous studies have shown that trust is a determinant precursor to purchasing OF (Ladwein & Romero, 2021; Prakash et al., 2023). Some scholars argue that trust in the food system is related to transforming consumption values into actual OF choices (Truong et al., 2021). Some recent studies, such as Anisimova and Weiss (2023), found that the relationship between consumer attitudes and conative loyalty is stronger for higher trust levels in organic food. Furthermore, Sultan et al. (2020) and Dinc-Cavlak and Ozdemir (2024) revealed that trust moderates the relationship between behaviour and intention to purchase OF.

In the context of Ho Chi Minh City, with increasing concerns about food safety, trust in providers helps consumers reduce risks and feelings of uncertainty (Truong et al., 2021). The presence of trust can change the degree to which consumption values influence consumers' purchasing decisions. In other words, individuals with high confidence in the supplier will strengthen the relationship between consumer values and purchasing decisions. In contrast, when trust in the supplier is lacking, consumers tend to refuse to purchase even though they perceive the value of OF. Based on this argument, the following hypothesis was proposed:

*H6: Trust moderates the relationship between consumption values and purchase intention for organic food*

### **3. Methodology**

#### **3.1. Measurement**

In total, 26 observed variables measuring 07 constructs were drawn from previous studies. 04 observed variables measure the functional value structure, and the *purchase intention* structure is measured by 03 observed variables, adapted from Lin et al. (2020). The *emotional value* structure is measured by 05 observed variables, adapted from Lin et al. (2020) and Curvelo et al. (2019). The *social value* structure is measured by 04 observed variables, adapted from Lin et al. (2020). 04 observed variables measure the epistemic value structure, and conditional value is measured by 03 observed variables, adapted from Kushwah, Dhir, and Sagar (2019). The *trust* structure is measured by 03 observed variables, adapted from Bonn et al. (2015). All scales in this study are Likert 5-point scales (from 1 = "strongly disagree" to 5 = "strongly agree").

#### **3.2. Data collection process**

The data were collected through an online survey questionnaire. The first part of the questionnaire consisted of screening questions to select respondents living and working in Ho Chi Minh City and aged 18 or older. The second part contained the main interview content with 26 questions. The third part included some demographic information of the respondents, including gender, age, education level, and income. Before the data collection survey, we conducted a pilot study with 40 Ho Chi Minh City consumers. The results of the pilot study showed that all scales ensured reliability as they had Cronbach's Alpha values greater than 0.7 (Hair et al., 2014). Subsequently, we proceeded to collect data through the online survey

questionnaire. An online questionnaire via Google Forms was sent to survey participants through groups on Zalo, Facebook, and Email. Since the exact population of organic food consumers in Ho Chi Minh City has not been determined, this study employed convenient non-probability sampling as it is efficient in terms of time and cost and is not limited by geographical constraints.

Data was collected between February and April of 2024. A total of 280 survey questionnaires were received, and after data cleaning, a formal sample of 252 valid responses was included in the quantitative analysis. According to Tabachnick et al. (2013), the minimum sample size for multivariate analysis is  $N = 50 + 8 * m$ , where  $N$  is the number of observations, and  $m$  is the number of study constructs. Therefore, the sample size of this study is 252 observations, exceeding the minimum criterion of 106 observations as per Tabachnick et al. (2013).

The analyzed survey sample comprises 252 respondents, 83 males and 169 females. The highest proportion of respondents is aged 36 to 45, accounting for 47.6% of the sample. Regarding average monthly income, the highest proportion of respondents earn between 20 and 30 million VND, representing 42.1% of the sample. Most respondents have a college or university education level, accounting for 61.9% (see Table 1).

### **3.3. Data analysis**

The research data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. We employed the PLS-SEM technique to analyze the data due to the relative complexity of the model and the fact that PLS-SEM does not require strict assumptions regarding normal data distribution (Hair et al., 2019). To measure the confirmatory factor analysis and the structural relationships among the research variables, the SmartPLS 3 software was used in this study.

## **4. Results and discussion**

### **4.1. Measurement model**

The measurement model was assessed using factor loadings, construct reliability, convergent validity, and discriminant validity (Hair et al., 2017). The PLS algorithm analysis results indicated that the factor loadings of all observed variables exceeded the threshold of 0.708. Additionally, the Composite Reliability (CR) and Cronbach's Alpha ( $\alpha$ ) values were all greater than 0.7, and the Average Variance Extracted (AVE) values were higher than the minimum threshold of 0.5. Hence, the reliability of each observed variable and the constructs' internal consistency were ensured, per the recommendations of Hair et al. (2017).

To evaluate the discriminant validity of the constructs, the study utilized the Fornell and Larcker (1981) criterion and the Heterotrait-Monotrait (HTMT) ratio (Henseler et al., 2015). As shown in Table 3, the correlations between constructs were all less than the square root of the AVE. Furthermore, all HTMT values were below the critical value of 0.85. Therefore, the constructs satisfied discriminant validity (Henseler et al., 2015). Additionally, we examine the Variance Inflation Factor (VIF) coefficients to assess multicollinearity. The results showed that the VIF values ranged from 1.206 to 1.773, all below the threshold of 3. Therefore, multicollinearity issues are not a concern in this study (Hair et al., 2019).

**Table 1**  
*Demographic Characteristics of the Respondents*

Measure	Item	N	%
Gender	Male	83	32.9
	Female	169	67.1
Age	18 - 25 years old	18	7.1
	26 - 35 years old	72	28.6
	36 - 45 years old	120	47.6
	> 45 years old	42	16.7
	< 10 million VND	15	6.0
Monthly income	From 10 to below 20 million VND	82	32.5
	From 20 to below 30 million VND	106	42.1
	≥ 30 million VND	49	19.4
Educational level	High school	57	22.6
	College or University	156	61.9
	Master	39	15.5
	Total	252	100

Source. Authors

**Table 2**  
*Standardized Factor Loadings, Cronbach's Alpha (A), Composite Reliability (CR), and AVE Values*

Construct/Indicators	Loading	$\alpha$	CR	AVE
<b>Functional Value (FV)</b>		0.928	0.949	0.823
FV1. Organic food enhances health.	0.907			
FV2. Organic food does not contain harmful chemical residues.	0.898			
FV3. Organic food has high product safety.	0.898			
FV4. Organic food production does not pollute the environment.	0.925			
<b>Emotional Value (EMV)</b>		0.908	0.932	0.733
EMV1. I feel happy when I choose organic food.	0.798			
EMV2. Using organic food can positively affect my health.	0.873			
EMV3. I enjoy using organic food.	0.889			
EMV4. Organic food is delicious.	0.885			
EMV5. I feel satisfied when I choose organic food.	0.832			

<b>Construct/Indicators</b>	<b>Loading</b>	<b><math>\alpha</math></b>	<b>CR</b>	<b>AVE</b>
<b>Social Value (SV)</b>		0.878	0.916	0.733
SV1. Society approves of my choosing organic food.	0.810			
SV2. Purchasing organic food will create a good impression on others.	0.871			
SV3. Purchasing organic food helps me create a positive impression among friends and colleagues.	0.901			
SV4: Overall, I feel socially accepted when I choose organic food.	0.840			
<b>Epistemic Value (EV)</b>		0.903	0.932	0.775
EV1. Before buying organic food, I must gather important information about its origin and the producer.	0.895			
EV2. I will collect information about the origins and producers of different organic foods before purchasing them.	0.868			
EV3. I am willing to seek new information.	0.894			
EV4. I enjoy looking for new and different products.	0.863			
<b>Conditional Value (CV)</b>		0.874	0.922	0.798
CV1. I will buy organic food instead of conventional food if it is subsidized.	0.889			
CV2. I will buy organic food instead of conventional products if there are discounts or other promotions.	0.877			
CV3. I will buy organic food instead of conventional products if they are readily available.	0.905			
<b>Trust (TR)</b>		0.913	0.945	0.852
TR1. I trust in the efforts and commitments of the organic food providers.	0.922			
TR2. The organic food providers are sincere.	0.923			
TR3: The organic food providers are very reliable.	0.924			
<b>Intention (BI)</b>		0.873	0.922	0.797
BI1. If organic food is available at the market or supermarket, I will buy it.	0.877			
BI2. I tend to buy organic food even at a high price.	0.900			
BI3. The likelihood of my purchasing organic food is very high.	0.901			

Source. Authors

**Table 3**  
*Discriminant Validity*

<b>Fornell Larcker</b>							
	<b>BI</b>	<b>CV</b>	<b>EMV</b>	<b>EV</b>	<b>FV</b>	<b>SV</b>	<b>TR</b>
<b>BI</b>	<b>0.893</b>						
<b>CV</b>	0.466	<b>0.894</b>					
<b>EMV</b>	0.610	0.407	<b>0.856</b>				
<b>EV</b>	0.651	0.430	0.490	<b>0.880</b>			
<b>FV</b>	0.679	0.326	0.562	0.496	<b>0.907</b>		
<b>SV</b>	0.576	0.312	0.439	0.475	0.506	<b>0.856</b>	
<b>TR</b>	0.509	0.110	0.272	0.378	0.219	0.282	<b>0.923</b>
<b>HTMT</b>							
	<b>BI</b>	<b>CV</b>	<b>EMV</b>	<b>EV</b>	<b>FV</b>	<b>SV</b>	<b>TR</b>
<b>BI</b>							
<b>CV</b>	0.532						
<b>EMV</b>	0.679	0.455					
<b>EV</b>	0.732	0.484	0.537				
<b>FV</b>	0.752	0.362	0.610	0.540			
<b>SV</b>	0.655	0.356	0.490	0.530	0.562		
<b>TR</b>	0.570	0.123	0.297	0.415	0.237	0.312	

*Note.* Bold diagonals represent the square root of the AVE

*Source.* Authors

**4.2. Structural model**

We performed bootstrapping with 5,000 resamples to evaluate the significance and impact coefficients of the relationships. In our initial evaluation, we included the moderating variable in the model. The results in Table 4 indicate that the influence of FV on BI is the strongest ( $\beta = 0.322$ ;  $p < 0.01$ ), followed by EV ( $\beta = 0.274$ ;  $p < 0.01$ ), EMV ( $\beta = 0.172$ ;  $p < 0.01$ ), SV ( $\beta = 0.170$ ;  $p < 0.01$ ), and CV ( $\beta = 0.121$ ;  $p < 0.01$ ). Therefore, hypotheses H1, H2, H3, H4, and H5 are supported.

The adjusted  $R^2$  of the research model is 0.649, which falls within the range of 0.5 to 0.75. This indicates that the model has moderate explanatory power (Hair et al., 2011). Additionally, the blindfolding procedure was applied to calculate the predictive relevance of the research model. The analysis results show that the  $Q^2$  value is 0.509, greater than 0.25, indicating that the model has significant predictive relevance (Hair et al., 2019).

**Table 4***Hypothesis Test Results*

Hypothetical Path				Coefficient	SE	t value	p value	Conclusion
H1	FV	→	BI	0.322	0.056	5.719	**	Supported
H2	EMV	→	BI	0.172	0.051	3.383	**	Supported
H3	SV	→	BI	0.170	0.057	2.989	**	Supported
H4	EV	→	BI	0.274	0.047	5.783	**	Supported
H5	CV	→	BI	0.121	0.041	2.988	**	Supported
				$R^2_{BI} = 0.649$				
				$Q^2_{BI} = 0.509$				

Note. \*\*:  $p < 0.01$

Source. Authors

**Table 5***Moderation Effects of Trust*

	Coefficient	SE	t value	p value	Conclusion
<b>FV*TR → BI</b>	0.162	0.056	2.810	0.005	<b>Yes</b>
<b>EMV*TR → BI</b>	-0.039	0.045	0.773	0.440	No
<b>SV *TR → BI</b>	0.003	0.051	0.010	0.992	No
<b>EV * TR → BI</b>	0.000	0.051	0.055	0.956	No
<b>CV * TR → BI</b>	-0.031	0.044	0.704	0.481	No

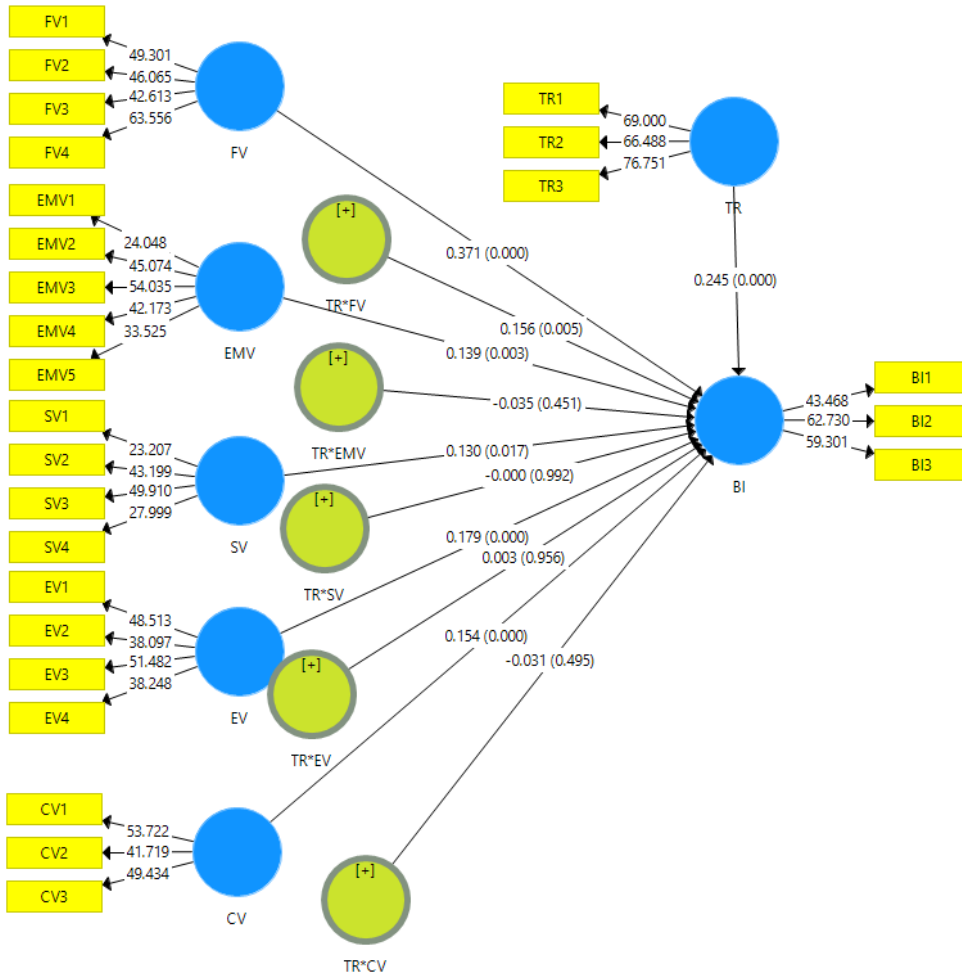
Source. Authors

After evaluating the structural model, the trust structure was added to analyze its role as a moderating variable. Interaction terms were created to test the hypotheses with the moderating variable, and the model was run. First, path coefficients were computed using the PLS algorithm. Then, bootstrapping with 5,000 samples was conducted to calculate the t-values and significance levels of the paths.

The results in Table 5 and Figure 2 show that only the relationship between FV and BI is moderated by TR ( $\beta = 0.162$ ;  $p < 0.01$ ). TR does not moderate the other relationships. Therefore, hypothesis H6 is partially supported.

**Figure 2**

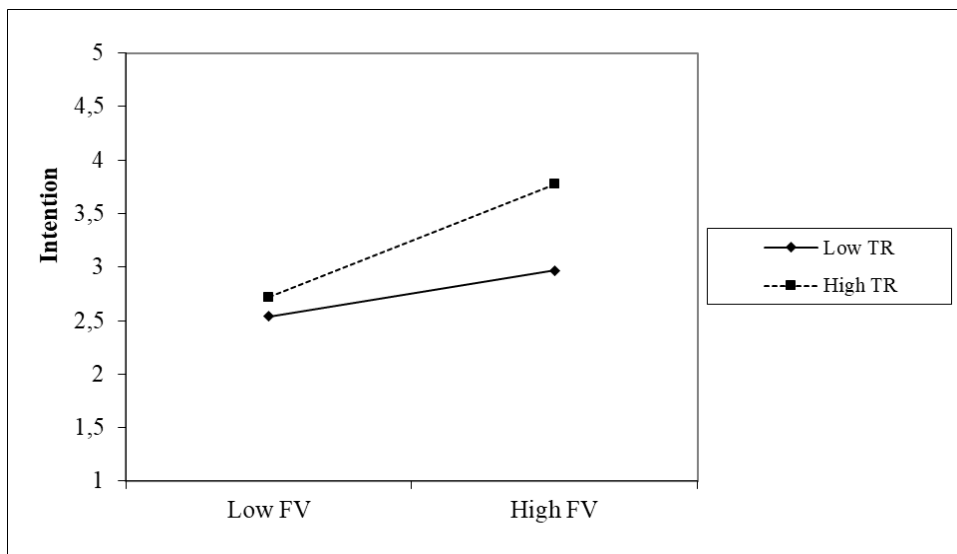
*The Bootstrap Results with The Moderator Variable*



Source. Authors

**Figure 3**

*The Moderating Influence of Trust*



Source. Authors

### 4.3. Discussion

The current study investigates the relationships between consumption values and intention to purchase organic food. This is one of the pioneering studies applying TCV (Sheth et al., 1991) to identify the factors influencing the intention to buy organic food. Previous studies related to organic food in Vietnam have primarily been based on Behavioral Reasoning Theory (Nguyen & Dang, 2022) or Theory of Planned Behaviour (Ha & Duong, 2019; Nguyen & Nguyen, 2024), thus we cannot compare with previous studies in the same context in Ho Chi Minh City. The results of this study have some similarities and differences with earlier studies in other countries.

The first hypothesis (H1) that FV as an antecedent has a positive influence on BI was supported in this study. The results show that FV has the most substantial impact on BI ( $\beta = 0.322$ ;  $p < 0.01$ ). This means that consumers' primary motivation to purchase organic food is product attributes such as being suitable for health and free from harmful chemical residues. This finding is consistent with Rahnama's (2017) and Lin et al.'s (2020) research. However, this result differs from the study by Watanabe et al. (2020) in Brazil. Watanabe et al. (2020) found that FV is unrelated to BI.

We found that EMV was also positively associated with BI (H2). While Kushwah, Dhir, Sagar, et al. (2019) argued that EMV is rarely a motivation to purchase organic food, this study found EMV positively impacts BI. We believe that the subjective aspect of consumers' emotions plays a vital role in purchase decisions. This research result is similar to the findings of Lin et al. (2020) and Watanabe et al. (2020).

Regarding the relationship between SV and BI (H3), although Rahnama (2017) found that SV does not significantly affect customers' decisions to choose organic yoghurt products, this study shows that SV positively relates to customers' purchase intentions in Ho Chi Minh City. This may be because consumers in this context have a strong sense of community and are influenced by social norms. This result is similar to the findings of Shin et al. (2019).

The second hypothesis (H4) was also supported. Our results showed that EV significantly influences BI ( $\beta = 0.274$ ;  $p < 0.01$ ) after functional value. This indicates that consumers who are curious about acquiring new knowledge may prefer organic food. Our research results are similar to the findings of previous studies (Kushwah, Dhir, & Sagar, 2019; Rahnama, 2017).

The findings also support H5. Our results showed that CV positively relates to BI ( $\beta = 0.121$ ;  $p < 0.01$ ). This implies that customers pay attention to events such as discounts, promotions, and locations to purchase organic food. Our research results are consistent with the findings of Rahnama (2017).

Regarding the moderating role of trust (H6), the findings of our study also showed that TR positively moderated the relationship between FV and BI (see Figure 3). However, we did not find a moderating effect of trust on the relationships between emotional value, social value, epistemic value, conditional value, and intention to purchase organic food. Thus, H6 was partly supported. These results suggest that in the context of Ho Chi Minh City, when customers have a high level of trust in the provider, the characteristics of organic food become an essential driver for their purchase decision. Functional value is directly related to a product's practical and utilitarian benefits. Trust in the providers can significantly enhance these benefits' perceived reliability and effectiveness, making consumers more likely to purchase.

## 5. Conclusions

This study is one of the few that extends TCV to predict the intention to purchase organic food. The results demonstrate that TCV is a highly effective predictive model for buying organic food. The components of TCV are important motivators driving purchasing behaviour. The current study indicated that the TCV provides valuable insight into the motivations of consumers through perceived value. To the author's knowledge, very few studies have used TCV to investigate customers' behaviour in purchasing organic food in the context of Ho Chi Minh City. Therefore, this study provides insights into consumers' perceived values in the organic food consumption decision-making process.

The current study demonstrates that trust enhances the positive relationship between functional value and the intention to purchase organic food. To our knowledge, no previous research has examined this relationship. Therefore, this study contributes to understanding the moderating role of trust in the context of organic food.

In practical terms, this research suggests that besides implementing promotional strategies, organic food providers must pay attention to the location and timing of product distribution and enhance word-of-mouth promotion to introduce their product brands to consumers. In organic product branding activities, it is essential to highlight the benefits of the product and its natural appearance. Furthermore, organic food providers should strengthen public trust in the food production and distribution process by enhancing transparency and increasing the involvement of retailers and manufacturers in organic agriculture control.

Despite its significant contributions, the current study has some limitations. Firstly, it only focuses on the Ho Chi Minh City market, so the findings may not be highly generalizable and applicable to other local contexts due to cultural differences. Secondly, the study sample is relatively small. In addition, this study has not yet considered differences between groups. Therefore, future research should expand to other regions and increase the sample size to enhance the reliability of the research results.

## SCIENTIFIC CONTRIBUTION

The manuscript clearly identifies a research gap; the manuscript opens new directions for further research.

## AUTHOR CONTRIBUTIONS

CRedit: [**Nhan Thanh Nguyen**]: Conceptualization, Methodology, Writing - Original Draft, Writing - Review & Editing, Software, Investigation, Formal Analysis, Supervision, Validation, Visualization.

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## NO CONFLICT OF INTEREST STATEMENT

All authors declare that they have no conflict of interest.

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