Determinants of young consumers' intention to purchase organic food: Extending the theory of planned behavior

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ABSTRACT

This study aims to identify the key factors affecting young consumers' intention to purchase organic food. The data were collected from 374 young consumers in Ho Chi Minh City, Vietnam. The Partial Least Squares Structural Equation Modelling (PLS-SEM) technique was used to analyze the data. The findings reveal that electronic word-of-mouth, perceived value, attitude, and subjective norms have a significant positive impact on purchase intention, whereas perceived behavioral control does not. Both electronic word-of-mouth and perceived value play crucial roles in shaping consumers' attitudes. The findings also highlight the importance of electronic word-of-mouth in enhancing perceived value, subjective norms, and perceived behavioral control. This study is one of the few studies that extend the theory of planned behavior by incorporating perceived value and electronic word-of-mouth constructs. In the discussion section, several measures are proposed to improve young consumers' attitudes and purchase intentions toward organic food.

1. Introduction

Organic food consumption has increased significantly because it offers advantages for both human health and the environment. Organic food refers to traditional production methods that exclude pesticides, synthetic fertilizers, genetic alteration, and ionizing radiation (Lin et al., 2025). The organic food market is among the fastest-growing segments globally, with its value projected to rise from USD 250 billion to USD 850 billion by 2028 (Daraboina et al., 2024).

Prior studies have examined different aspects of consumers' consumption behavior, such as actual buying behavior (Singh et al., 2025), willingness to pay a price premium (Hu et al., 2024; Lin et al., 2025), and purchase intention (Ahmad et al., 2025) in the context of organic food. However, the majority of studies have concentrated on the intention to purchase organic food. The majority of research literature on purchase intention has investigated the antecedents such as health consciousness (Ahmad et al., 2025; Bazhan et al., 2024), environmental concern (Ahmad et al., 2025; Al Falah et al., 2024; Khan et al., 2025), trust (Cavite, 2025; T. T. Nguyen et al., 2024), and organic food attributes (Lu et al., 2025).

Perceived value and electronic Word-of-Mouth (e-WOM) have emerged as crucial factors that influence consumers' purchase decisions, especially young consumers who are highly engaged with social media. Through online reviews or shared experiences, e-WOM can significantly shape consumers' perceptions and attitudes toward organic food by reducing uncertainty and increasing trust (Sudaryanto et al., 2025). Perceived value is widely considered a determinant of consumer behavior, as it reflects consumers' overall evaluation of the benefits received relative to the costs (Zeithaml, 1988). Typically, because the price of organic food is higher than conventional food, consumers are likely to assess whether the perceived benefit (health, environmental sustainability) justifies the higher costs (price).

Surprisingly, the existing literature review shows that there is a lack of sufficient attention to the issue of how perceived value and e-WOM can enhance consumers' attitudes. Moreover, few studies have investigated the impact of e-WOM on perceived value in the organic food context (see Table 1). Therefore, additional examination of these relationships is required.

Table 1

Previous Studies Using TPB on Organic Food

Studies	Theories	Sampling	Method	Constructs
Singh et al. (2025)	TPB; Health belief model	550 consumers; India	PLS-SEM	• Independent variables: Attitude, Subjective norms, Perceived behavioral control, Perceived susceptibility, Perceived severity, Perceived benefits, Perceived barriers, Environmental concern, Interpersonal, External, Self-efficacy, Facilitating conditions • Moderators: Food neophilia; Food neophobia • Dependent variables: Intention, Actual behavior
Cavite (2025)	TPB	499 consumers; Thailand	SEM	• Independent variables: Attitude, Subjective norms, Perceived behavioral control, Trust in organic food, Health consciousness • Moderator: environmental concerns • Dependent variable: Purchase intention
Kalam et al. (2025)	TPB	544 consumers; Bangladesh	SEM	• Independent variables: Health concern, Personal image, Sustainable consumption, Price of organic food, Desired ingredients, Organic food packaging • Moderators: Social media influencer; Celebrity endorser

Studies	Theories	Sampling	Method	Constructs
Dinc-Cavlak and Ozdemir (2024)	TPB	594 customers; Turkey	SEM	• Dependent variables: Intention, Adoption • Independent variables: Attitude, Subjective norms, Perceived behavioral control, Trust, Health consciousness, Food safety concern, Organic product knowledge • Dependent variables: Intention, Behavior
Al Falah et al. (2024)	TPB	533 consumers; Saudi Arabia	SEM	• Independent variables: Attitude, Subjective norms, Perceived behavioral control, Environmental concerns, Convenience, Trust • Dependent variable: Intention
Bazhan et al. (2024)	TPB	520 consumers; Iran	SEM	• Independent variables: Attitude, Subjective norms, Knowledge, Health consciousness, Environmental concern, Perceived convenience of purchase, Perceived price, Sensory characteristics • Moderators: Socio-demographic characteristics • Dependent variable: Intention
T. T. Nguyen et al. (2024)	TPB	407 consumers; Vietnam	PLS SEM	• Independent variables: Attitude, Household norm, Perceived behavioral control • Moderator: Organic food trust • Dependent variables: Intention, Behavior
Khan et al. (2023)	Self-Determination theory; TPB	787 consumers; Pakistan	PLS-SEM	• Independent variables: Attitude, Subjective norms, Perceived behavioral control, Intrinsic motivation, Integrated regulation, Introjected regulation, External regulation • Moderators: Trust; Price consciousness • Dependent variables: Intention, Behavior

Note. Authors compiled

In Vietnam, 45 percent of Vietnamese respondents were willing to spend up to 25 percent more on organic food than conventional food products (Statista, 2025). However, the market share of organic food remains relatively small, representing only 0.2% of the total revenue of major retailers (Nguyen, 2026). Therefore, identifying the key determinants of organic food consumption is necessary to promote its wider adoption.

The existing literature also shows that only a few studies have investigated organic food consumption. For example, Nguyen and Dang (2022) applied the behavioral reasoning theory as a theoretical background to examine key factors affecting organic food consumption behavior. In another study, T. T. Nguyen et al. (2024) adapted the TPB model to better understand the role of household norms, as well as the moderating effect of trust. Although their findings have provided some insights into consumer behavior, these studies have often overlooked the role of perceived value and e-WOM in the organic food context. Therefore, the objective of the current study is to address these research gaps by examining the roles of perceived value and e-WOM in consumers' purchase decision-making process via the lens of the TPB (Ajzen, 1991). The structure of this paper consists of six sections. The first section provides a brief overview of the research gap and the purpose of this study. The second section presents the theoretical background and the proposed research model. The third and fourth sections correspond to the research methodology and the research findings, respectively. The fifth and sixth sections discuss the research results and highlight some contributions of the current study, as well as directions for future research.

2. Theoretical basis

2.1. Theory of planned behavior

The Theory of Planned Behavior (TPB) is an extension of the theory of reasoned action (Fishbein & Ajzen, 1975) developed by Ajzen (1991) to explain a specific behavior. As per TPB, intention plays a central role in predicting actual behavior. In turn, behavioral intention is affected by three independent factors: attitude toward behavior, subjective norms, and perceived behavioral control, which together determine how likely a person is to perform a given behavior. The TPB was widely applied in various contexts to explain consumer behavior, such as green consumption behavior (Zhao et al., 2025), using green energy (Harorli & Erciş, 2023), and traditional food consumption (Singh et al., 2024). TPB is adopted in the present study because prior studies have confirmed that TPB is one of the key value models to investigate organic food-related behavioral intention (Dinc-Cavlak & Ozdemir, 2024; Patiño-Toro et al., 2024). Moreover, TPB is a social-cognitive model that is suitable for studying voluntary behaviors.

The first TPB construct, attitude, refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior. This construct plays a pivotal role in shaping behavioral intention. In the organic food context, a large number of studies found that consumers' attitudes have a significant positive impact on purchase intention (Cavite, 2025; Dinc-Cavlak & Ozdemir, 2024; T. T. Nguyen et al., 2024). Subjective norms reflect social pressures and influences from important reference groups, such as family, and colleagues, who believe that a person should engage in the specific behavior. Although numerous studies have investigated the relationship between subjective norms and consumers' intention to purchase organic food, their findings have been inconsistent. While Lu et al. (2025), Dinc-Cavlak and Ozdemir (2024) found subjective norms positively affect purchase intention, Singh et al. (2025) and Cavite (2025) reported that this relationship was insignificant.

Perceived Behavioral Control (PBC) reflects the individual's perception of ability to perform a specific behavior (Ajzen, 1991). Previous studies have also proved the significant influence of PBC on purchase intention (Cavite, 2025; Dinc-Cavlak & Ozdemir, 2024). Drawing on TPB and empirical studies (Dinc-Cavlak & Ozdemir, 2024; Khan et al., 2023), we propose the following hypotheses:

H1: Consumers' attitudes toward organic food have a positive influence on purchase intention toward organic food

H2: Subjective norms have a positive influence on purchase intention toward organic food

H3: Perceived behavioral control has a positive influence on purchase intention toward organic food

2.2. Extending the Theory of Planned behavior

Although the TPB has been demonstrated to be effective in predicting purchase intention, a number of researchers have suggested that it should be further refined and extended by incorporating external factors in order to enhance its predictive power (Ajzen, 1991; Dinc-Cavlak & Ozdemir, 2024). For example, Khan et al. (2023) integrated TPB with motivational factors taken from self-determination theory to explore factors that effect on the intention and purchase behavior. More recently, Dinc-Cavlak and Ozdemir (2024) have adopted several constructs including trust, health consciousness, food safety concern, knowledge about organic foods into TPB for comprehension of consumer behavior. However, existing literature indicates that few studies examine the roles of e-WOM and perceived value through the lens of TPB (see Table 1). Thus, the current study extends the TPB by incorporating perceived value and e-WOM to explain the intention to purchase organic food in Vietnam.

2.2.1. Perceived value and its impact on attitude and purchase intention toward organic food

Perceived value is a complex concept that has been approached from various perspectives (Sánchez-Fernández & Iniesta-Bonillo, 2009). According to Zeithaml, perceived value was defined as "consumers' overall assessment of product's utility based on the perceptions of what is given and what is received" (Zeithaml, 1988, p. 14). Sheth et al. (1991) argue that consumption value has five dimensions, namely functional value, social value, conditional value, emotional value, and epistemic value, which explain the fundamental reasons why consumers choose to buy or not to buy a specific product. Although previous studies have presented different conceptualizations, most researchers emphasize that perceived value plays a crucial role in predicting the consumers' behavior (Gallarza et al., 2011; Zhang et al., 2021). The current study adopts functional, emotional, and economic value to measure perceived value as these dimensions are particularly relevant in the organic food context (Nguyen et al., 2023). Moreover, perceived value is used as a second-order construct in the current study to ensure a holistic perspective on organic food. In this study, we argue that perceived value as a construct comprises benefits shaping consumers' attitudes and purchase intention toward organic food. Additionally, the expectancy-value theory posits that individuals' attitudes toward a specific behavior are shaped by the perception of values or associated benefits (Fishbein & Ajzen, 1975). In the context of organic food, when consumers believe that consuming organic food will lead to desirable benefits (health improvement, environmental benefits), they are more likely to form favorable attitudes toward organic food. When these benefits are perceived, consumers tend to evaluate organic food more positively and become more willing to purchase

it. Perceived value is expected to play a significant role in shaping consumers' attitudes toward organic food as well as their purchase intention. Thus, the following hypotheses are proposed:

H4: Perceived value has a positive influence on consumers' attitudes toward organic food

H5: Perceived value has a positive influence on the organic food purchase intention

2.2.2. Electronic word-of-mouth and its impact on perceived value and the constructs of the theory of planned behavior

Electronic Word-of-Mouth (e-WOM) refers to consumers' exchange of recommendations and reviews related to product or service information through digital platforms (Sudaryanto et al., 2025). Prior studies have found that e-WOM plays an important role in shaping consumers' perceptions and purchase decisions (Sudaryanto et al., 2025). In the context of green consumption, consumers are likely to trust products through positive feedback from online communities. e-WOM plays a critical role in maintaining, promoting, and disseminating standards of pro-environmental products (T. T. T. Nguyen et al., 2024). In this study, we argue that higher e-WOM leads to increased consumers' perceptions of organic food benefits and a positive attitude toward organic food.

e-WOM reflects the perspectives and recommendations shared by other consumers in online communities. This shared information can create social influence that shapes consumers' perceptions of social expectations about organic food consumption. Through e-WOM, this information can form consumers' knowledge about organic food and where to purchase it, thereby enhancing their perceived behavioral control. Thereby, the following hypotheses were proposed:

H6: e-WOM has a positive influence on consumers' perceived value

H7: e-WOM has a positive influence on consumers' attitude toward organic food

H8: e-WOM has a positive influence on subjective norms

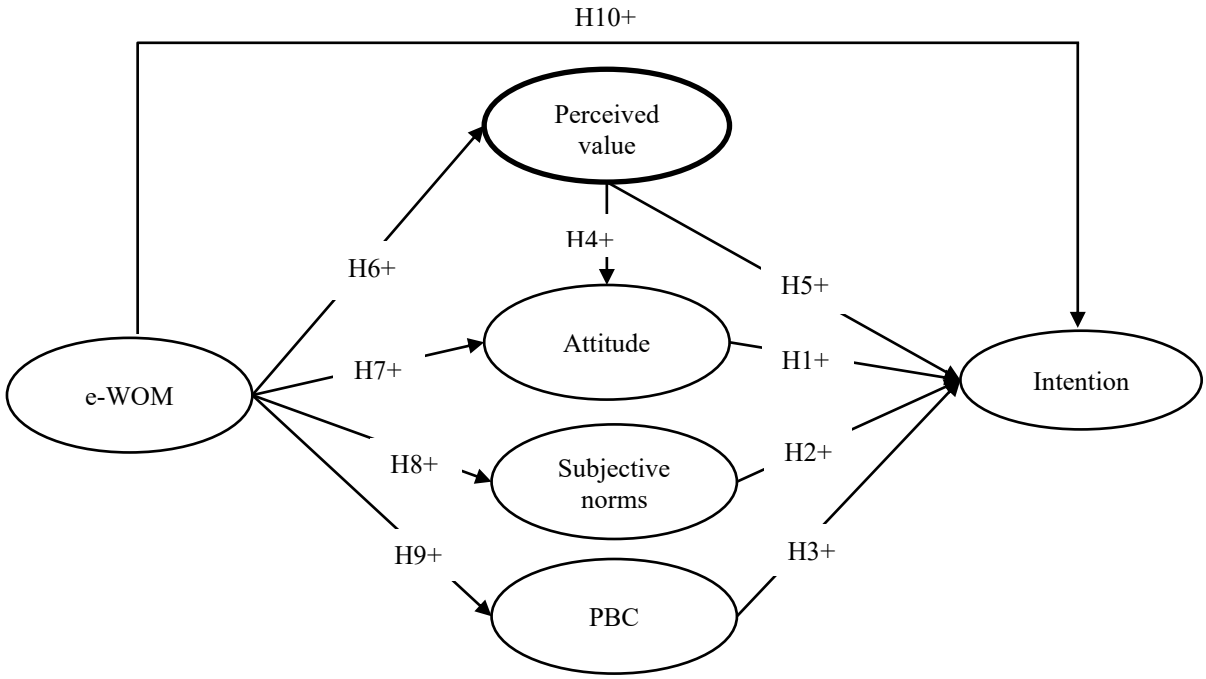
H9: e-WOM has a positive influence on PBC

H10: e-WOM has a positive influence on purchase intention toward organic food

The proposed research model is presented in Figure 1:

Figure 1

Proposed Research Model



Note. Authors compiled

3. Methodology

3.1. Measure items

A total of 30 items used were adapted from previous studies to measure eight constructs in this study. The scale for purchase intention was adapted from Cavite (2025). The scale for attitude was adapted from Lu et al. (2025). Scales for perceived behavioral control and subjective norms were adapted from Zhao et al. (2025) and Ajzen (1991). Perceived value is a second-order construct including three dimensions, which were adopted from prior studies (Nguyen et al., 2023; Nguyen, 2026). Finally, the scale for e-WOM was adapted from Khan et al. (2025) (Appendix A - online version). A five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5) was used for all measurement items. To ensure the accuracy and quality of the questionnaire, we consulted two PhD in marketing. Based on their feedback, the questionnaire was modified and finalized to suit the study context.

3.2. Data collection

To achieve the research objectives, a cross-sectional survey was conducted using a questionnaire to gather the required data. The survey targeted young consumers in Ho Chi Minh City, which is the central economic hub in Vietnam. We focused on young consumers due to their greater knowledge of organic food and higher exposure to e-WOM. Moreover, they tend to engage in pro-environment behavior (Le et al., 2022; T. T. T. Nguyen et al., 2024). Thus, focusing on this group is appropriate for the current study.

The survey questionnaire consisted of three sections. The first section included screening questions to identify qualified respondents aged from 18 to 35 years who are living,

working or studying in Ho Chi Minh City. The second section consisted of 30 items designed to measure eight constructs in the research model. The final section was designed to gather the socio-demographic characteristics of respondents, including gender, age, and level of education. A pilot study was conducted with 50 consumers to check for item clarity and scale reliability. The results showed that all items were clear and easy to understand. Cronbach's Alpha values of the structures exceeded 0.7, satisfying the criterion of Hair et al. (2014).

Data were collected from a sample of consumers using the convenience sampling method, as there are no accurate data on the population of organic food consumers in Ho Chi Minh City. To avoid bias in the research study, participants were clearly informed about the purpose and significance of the study, as well as the confidentiality of their personal information. They were entirely voluntary in answering the survey. In order to enhance the response rate, a small gift was provided to respondents after they fully completed the questionnaire. We approached young consumers directly at popular milk tea shops and supermarkets across Ho Chi Minh City, which are frequently visited by young people. A total of 400 questionnaires were distributed face-to-face between July and December 2025 to young consumers. After screening, the final sample consisted of 374 valid responses, which exceeded the "10-times rule" criterion (Hair et al., 2017). Thus, the sample size was sufficient for quantitative analysis.

3.3. Common method bias

Due to the use of the convenience sampling method, Common Method Bias (CMB) may pose a potential issue that could bias the study's results (Podsakoff et al., 2003). In the current study, Harman's single-factor test was adopted to examine the collected data. The results showed that the largest variance explained by a created factor was 35.198%, which is below the threshold value of 50% (see Table 2). Thus, CMB is not a serious issue in this study (Podsakoff et al., 2003).

Table 2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.559	35.198	35.198	10.559	35.198	35.198
2	2.508	8.361	43.559			
3	2.419	8.064	51.623			
4	1.868	6.225	57.848			
5	1.848	6.159	64.007			
6	1.606	5.352	69.359			
7	1.302	4.339	73.698			

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
8	1.003	3.342	77.040			
9	0.614	2.048	79.088			
10	0.561	1.869	80.957			
11	0.542	1.807	82.764			
12	0.484	1.613	84.378			
13	0.456	1.519	85.897			
14	0.432	1.439	87.336			
15	0.416	1.388	88.724			
16	0.404	1.345	90.070			
17	0.357	1.190	91.260			
18	0.337	1.124	92.383			
19	0.305	1.018	93.401			
20	0.250	0.832	94.233			
21	0.240	0.800	95.033			
22	0.228	0.760	95.794			
23	0.215	0.716	96.510			
24	0.206	0.688	97.198			
25	0.191	0.635	97.833			
26	0.182	0.608	98.441			
27	0.175	0.583	99.024			
28	0.151	0.503	99.527			
29	0.077	0.256	99.783			
30	0.065	0.217	100.000			

Note. Authors compiled

3.4. Data analysis

This study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) technique to analyze the data, as the research model is relatively complex. Moreover, PLS-SEM does not require strict assumptions regarding data normality (Hair et al., 2019). The analysis followed a two-step approach, including the assessment of the measurement model and the structural model (Hair et al., 2017). In the first stage, internal consistency, convergent validity, and discriminant validity were evaluated. In the second stage, the first-order construct scores

estimated from the first stage were used as indicators of the second-order construct. Finally, the structural model was assessed using the bootstrapping technique to test the proposed hypotheses.

4. Results

4.1. Sample

The final sample consisted of 374 valid responses, 57.2% of which were male and 42.8% were female. The majority of respondents were aged between 18 and 25 years (61.2%), followed by those aged between 26 and 35 years (38.8%). In terms of education level, most of them had obtained a bachelor's degree (59.1%), followed by those with a master's degree or higher (25.9%), while respondents with a high school diploma were the smallest (15%) (see Table 3).

Table 3

Demographic Information of Participants

Variable	Category	Frequency (N = 374)	Percentage
Gender	Male	214	57.2
	Female	160	42.8
Age	18 - 25	229	61.2
	26 - 35	145	38.8
Education level	High school	56	15.0
	Bachelor's degree	221	59.1
	Master's degree and above	97	25.9

Note. Authors compiled

4.2. Measurement model

In order to evaluate the validity and reliability of the constructs, the Cronbach's Alpha and the Composite Reliability (CR) were examined. As presented in Table 4, Cronbach's Alpha values for the first-order constructs ranged from 0.801 to 0.929, while CR values ranged from 0.883 to 0.951. Furthermore, Table 5 shows that the Cronbach's Alpha and CR values of the second-order construct were 0.729 and 0.847, respectively. These values exceed the recommended threshold of 0.7, confirming the internal consistency of the constructs (Hair et al., 2017).

In the current study, two criteria were used to assess convergent validity: outer loadings and Average Variance Extracted (AVE). The results of the data analysis indicated that the outer loadings exceeded 0.708 (Hair et al., 2017) and AVE values were greater than 0.5 (Fornell & Larcker, 1981) (see Table 4 and 5). Thus, the convergent validity of both the reflective first-order and second-order constructs was confirmed.

Table 4

Reliability and Convergent Validity of the First-order Constructs

Constructs	Items	Outer loadings	Cronbach's Alpha	CR	AVE
Attitude (AT)	AT1	0.890	0.929	0.949	0.824
	AT2	0.912			
	AT3	0.922			
	AT4	0.907			
Economic value (ECV)	ECV1	0.741	0.830	0.888	0.665
	ECV2	0.868			
	ECV3	0.849			
	ECV4	0.798			
Emotional value (EMV)	EMV1	0.850	0.881	0.914	0.679
	EMV2	0.850			
	EMV3	0.834			
	EMV4	0.741			
	EMV5	0.841			
Functional value (FV)	FV1	0.893	0.924	0.946	0.815
	FV2	0.912			
	FV3	0.904			
	FV4	0.902			
Perceived behavioral control (PBC)	PBC1	0.867	0.859	0.914	0.780
	PBC2	0.862			
	PBC3	0.919			
Purchase intention (PI)	PI1	0.940	0.923	0.951	0.867
	PI2	0.927			
	PI3	0.926			
Subjective norm (SN)	SN1	0.834	0.801	0.883	0.715
	SN2	0.852			
	SN3	0.851			
Electronic word-of-mouth (e-WOM)	eWOM1	0.828	0.825	0.884	0.655
	eWOM2	0.832			

Constructs	Items	Outer loadings	Cronbach's Alpha	CR	AVE
	eWOM3	0.801			
	eWOM4	0.775			

Note. Authors compiled

This study employed the criterion proposed by Fornell and Larcker (1981) to evaluate the discriminant validity of the constructs. As shown in Table 6 and Table 7, the square root of the AVE for each first-order and second-order construct exceeded its correlations with other constructs. Therefore, the findings indicate that the discriminant validity of the model was satisfied.

Table 5

Reliability and Convergent Validity of the Second-order Construct

Construct	Indicators	Outer loadings	Cronbach's Alpha	rho_A	Composite reliability	AVE
Perceived value	ECV	0.857	0.729	0.740	0.847	0.649
	EMV	0.808				
	FV	0.748				

Note. Authors compiled

Table 6

Fornell-Larcker Criterion for First-order

Constructs	AT	ECV	EMV	FV	PBC	PI	SN	e-WOM
AT	**0.908**							
ECM	0.418	**0.815**						
EMV	0.525	0.543	**0.824**					
FV	0.378	0.489	0.391	**0.903**				
PBC	0.306	0.328	0.248	0.238	**0.883**			
PI	0.537	0.599	0.464	0.445	0.355	**0.931**		
SN	0.410	0.300	0.288	0.264	0.335	0.472	**0.846**	
e-WOM	0.377	0.348	0.303	0.277	0.275	0.445	0.329	**0.810**

Note. Square root of the AVE in bold italic. Authors compiled

Table 7

Fornell-Larcker Criterion for Second-order

Constructs	AT	PI	BPC	PV	SN	e-WOM
Attitude (AT)	**0.908**					
Purchase Intention (PI)	0.537	**0.931**				
Perceived Behavioral Control (PBC)	0.306	0.355	**0.883**			
Perceived Value (PV)	0.549	0.625	0.339	**0.806**		
Subjective Norms (SN)	0.411	0.472	0.335	0.352	**0.846**	
Electronic Word-of Mouth (e-WOM)	0.377	0.445	0.276	0.385	0.330	**0.810**

Note. Square root of the AVE in bold italic. Authors compiled

4.3. Structural model

In order to assess the structural model, we examined collinearity among constructs, the significance of path coefficients, and the model's predictive power and accuracy. As shown in Table 8, the Variance Inflation Factor (VIF) values were all below three (Hair et al., 2019). Therefore, multicollinearity among constructs was not a concern in this study.

Concerning hypothesis testing, this study implemented 5,000 bootstrap samples to test the research model (Hair et al., 2017). The results of data analysis indicated that AT ($\beta = 0.167$, $p < 0.01$), SN ($\beta = 0.196$, $p < 0.01$), PV ($\beta = 0.384$, $p < 0.01$), and e-WOM ($\beta = 0.152$, $p < 0.01$) had significant influences on purchase intention, while PBC (0.067, $p > 0.05$) did not. Hence, H1, H2, H5, and H10 were supported, whereas H3 was not supported. The results of data analysis also showed that both PV ($\beta = 0.475$, $p < 0.01$) and e-WOM ($\beta = 0.195$, $p < 0.01$) had a significant influence on AT. In addition, e-WOM was positively associated with PV ($\beta = 0.475$, $p < 0.01$), SN ($\beta = 0.332$, $p < 0.01$), and PBC ($\beta = 0.278$, $p < 0.01$). Thus, hypotheses H4, H6, H7, H8, and H9 were supported (see Table 8 and Figure 2).

Table 8

Assessment of the Structural Model

	Hypothesis	β	t-value	95% CI		f^2	VIF	Decision
				Lower	Upper			
H1	AT → PI	0.167*	2.913	0.052	0.278	0.037	1.603	Accept
H2	SN → PI	0.196*	4.558	0.112	0.279	0.059	1.326	Accept
H3	PBC → PI	0.067	1.688	-0.013	0.143	0.007	1.225	Reject
H4	PV[a] → AT	0.475*	9.243	0.370	0.572	0.288	1.174	Accept
H5	PV[a] → PI	0.384*	7.243	0.280	0.489	0.190	1.576	Accept
H6	e-WOM → PV[a]	0.387*	7.970	0.287	0.477	0.174	1.000	Accept
H7	e-WOM → AT	0.195*	4.017	0.101	0.291	0.048	1.174	Accept
H8	e-WOM → SN	0.332*	6.827	0.237	0.426	0.122	1.000	Accept
H9	e-WOM → PBC	0.278*	5.437	0.177	0.375	0.082	1.000	Accept

	Hypothesis	β	t-value	95% CI		f^2	VIF	Decision
				Lower	Upper			
H10	e-WOM → PI	0.152*	3.254	0.063	0.244	0.037	1.284	Accept

Note. Significant level * p < 0.01; a: second-order. Authors complied

In this study, the coefficients of determination (R^2) and Q^2 values for each dependent construct were employed to assess the proposed model predictive power. As shown in Table 9, R^2 values for PI, AT, PBC, PV, and SN are 0.507, 0.331, 0.704, 0.146, and 0.106, respectively. Furthermore, the blindfolding test results indicate that Q^2 values for all dependent constructs are greater than zero, thereby confirming their predictive relevance (Hair et al., 2017).

Table 9

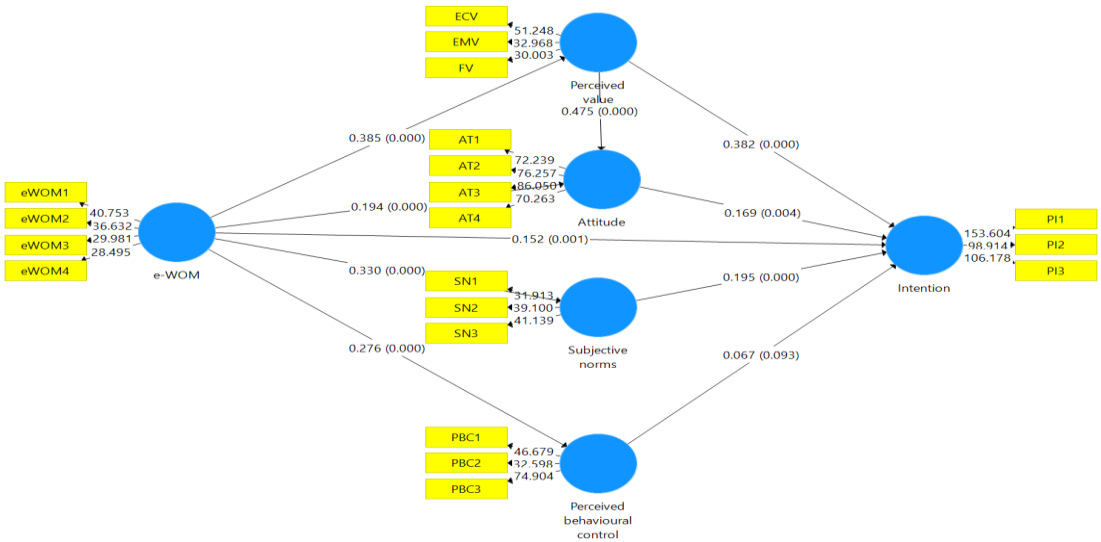
Results of R^2 and Q^2

	R^2 Adjusted	Q^2
Attitude	0.331	0.273
Purchase intention	0.507	0.436
Perceived behavioral control	0.074	0.057
Perceived value	0.146	0.094
Subjective norms	0.106	0.076

Note. Authors compiled

Figure 2

Structural Model of the Second-order



Note. Results from Smart PLS 3

5. Discussion and conclusion

The main purpose of this study is to analyze the antecedents of purchase intention. Our findings reveal that AT, a central factor in TPB, has a significant positive effect on young consumers' purchase intention (H1). This result is consistent with most previous studies, which

have indicated that AT plays an important role in predicting PI (Ahmad et al., 2025; Cavite, 2025; Singh et al., 2025).

Furthermore, the findings showed that not only do consumer attitudes significantly affect PI, but also SN as part of the social context, plays a crucial role (H2). This finding is aligned with Lu et al. (2025). However, this result is inconsistent with the previous studies (Al Falah et al., 2024; Cavite, 2025), which suggested that SN does not significantly influence PI. Interestingly, our findings showed that PBC did not have a significant influence on PI among young consumers (H3). This result is consistent with the findings of Singh et al. (2025) and Chaturvedi et al. (2024), who found no significant relationship between PBC and PI. However, this result is inconsistent with Cavite (2025), who reported that there was a positive relationship between PBC and PI. This result can be explained by several contextual factors. Although young consumers recognize the benefits of organic food, their financial limitations serve as a barrier, preventing them from translating PBC into actual purchase intention. In Vietnam, a large number of young people are not the primary decision-makers in household food purchases. The decision to purchase organic food is often influenced or controlled by family members, which may reduce the effect of perceived behavioral control on their purchase intention toward organic food (Nguyen et al., 2018).

Regarding the fourth and fifth hypotheses, PV as an antecedent was confirmed to have a positive effect on both AT and PI (H4, H5). The current study highlights the importance of PV in shaping PI. This finding is similar to previous studies which suggested that PV has a significant correlation with PI for organic food (Chaturvedi et al., 2024).

Although previous studies have confirmed that PV is significantly relative to PI, the relationship between PV and AT has been little investigated in prior research on organic food consumption. Thus, we cannot directly compare this finding with other studies in the same context. The positive impact of PV on AT is consistent with the value-attitude-behavior model proposed by Homer and Kahle (1988). According to Homer and Kahle (1988), there are hierarchical interrelationships between values, attitudes, and behaviors, with attitude as a mediator between values and behavior.

The findings of this study suggested that e-WOM was substantially related to PV, AT, SN, PBC, and PI (H6, H7, H8, H9, H10). These results are aligned with the study by T. T. T. Nguyen et al. (2024), who found that e-WOM has a direct effect on consumers' AT, SN, PBC, and PI toward green cosmetics in Vietnam. Our findings are also similar to those of Sudaryanto et al. (2025), who demonstrated that e-WOM has a significant impact on purchase decisions of household electronic products at a marketplace.

The current study has some contributions to promote the consumption of organic food in Vietnam. First, this study fills a gap in the existing literature by extending TPB through the incorporation of additional constructs, namely e-WOM and PV, to explain young consumers' intention to purchase organic food. Although previous studies have confirmed that e-WOM and PV influence purchase intention in the context of green consumption (T. T. T. Nguyen et al., 2024; X. H. Nguyen et al., 2024), few studies have investigated these factors in the context of organic food consumption. Unlike previous studies that examined PV as a first-order construct (Chaturvedi et al., 2024; Phan & Pham, 2023), this study employs a multidimensional conceptualization of value to provide a more comprehensive understanding of this construct.

Furthermore, while most studies focused on general consumers, this study specifically targets young consumers, who are more concerned about environmental issues and are more frequently engaged with online platforms, thereby providing useful insights into their behavior.

From a practical perspective, the findings offer valuable insights into the behavior of young consumers. The empirical results indicated that e-WOM, PV, AT, and SN play pivotal roles in shaping PI among young consumers. Notably, we found that e-WOM is a determinant of both PV and AT. Accordingly, firms should prioritize effective online communication strategies, encouraging customers to share positive experiences. Moreover, marketers can enhance consumers' perception of value via advertising campaigns, promotional activities as well as highlighting health and environmental benefits. These activities may also form positive consumer attitudes toward organic food, thereby boosting purchase intention among young consumers.

This study investigated the factors influencing young consumers' intention to purchase organic food by extending TPB (Ajzen, 1991). The findings demonstrate that perceived value, electronic word-of-mouth, attitude, and subjective norms are significant predictors of purchase intention. In addition, electronic word-of-mouth and perceived value play important roles in shaping consumers' attitudes. Although research on organic food has been increasing in many countries, the current literature indicates limited attention in Vietnam. Overall, the results of this study provide some recommendations for promoting organic food among young consumers in Vietnam.

Despite these contributions, the current study also has some limitations. First, the sample was limited to Ho Chi Minh City, which is a metropolis in Vietnam. Thus, the perceptions of consumers may differ in other regions. Second, this study did not consider additional factors such as consumer habits or moral norms. Therefore, future research should expand the sample size as well as incorporate other factors to enhance predictive power and generalizability of the model.

SCIENTIFIC CONTRIBUTION

The manuscript clearly identifies a research gap; the manuscript presents statistically and practically significant findings; the manuscript opens new directions for further research.

AUTHOR CONTRIBUTIONS

CRediT: **Nguyen Thanh Nhan**: Conceptualization, Methodology, Software, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Project Administration; **Tran Thi Thanh Phuong**: Validation, Visualization, Supervision.

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The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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