

## Consumer Preference Analysis of Organic Food in Terengganu

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### ABSTRACT

The organic food industry is expanding in Malaysia, as demand has risen as consumers become more knowledgeable about the advantages of eating organic food. However, the organic product in Malaysia is still limited in production, as most of the organic products are imported from other countries. This research is to study the factors that influence the consumer preference in buying the organic food in Terengganu. Therefore, this study aims to examine the effect of attitude, subjective norms, and health consciousness towards consumer intention to buy organic food. The study employed the Statistical Package for the Social Sciences (SPSS) and SmartPLS 4.0: PLS-SEM to assess the 397 respondents gathered through an online questionnaire. The analysis revealed causal relationships among the proposed variables, highlighting the quantitative research focus of this study. This study revealed that three independent variables which are subjective norm were not physically affect the customer's intention to purchase organic food, meanwhile attitude and health consciousness are significant influences towards customer's intention to purchase. The study is expected to increase knowledge about organic food for future studies in the field of organic food to provide them with a better understanding of consumers' preferences in purchasing organic food. Besides, the findings are beneficial to improve consumer's quality of life as well as to influence policymakers to execute effective programs to achieve a healthy lifestyle among adults in Malaysia by consuming organic food.

**Keywords:** *Customer Preference, Organic Food, Customer Purchasing Intention, Theory of Planned Behaviour*

## 1.0 INTRODUCTION

In the past few decades, there has been a movement toward purchasing organic food because of consumer perceptions of food safety and quality (Malissiova et al., 2022). Based on Ishak et al. (2021) study, the majority of Malaysian food buyers are knowledgeable of organic food and purchase it. The demand for organic food has risen as customers have become more aware of the importance of the food and their health (Sulaiman et al., 2020). Non-governmental organizations (NGOs) and the private sector have mainly supported Malaysia's organic agriculture industry in recent years (Abdul Aziz et al., 2021). This industry has also gained increased government support through a variety of efforts, including encouraging farmers to take organic approaches, particularly among small-scale farmers, and also recognizing the importance of this sector in national policies, and utilizing regulatory frameworks to optimize produce performance (Abdul Aziz et al., 2021).

In comparison to other South East Asian countries such as the Philippines, Thailand, and Indonesia, the Malaysian organic sector generated below 0.01 percent of organic shares of entire agricultural land in the world and is slightly low in terms of acreage and percentage of organic land use (Aziz et al., 2021). The problem statement for this research study is based on this problem statement which is the increasing number of Malaysian people who prefer organic food but Malaysia faces challenges in scaling up its domestic production of organic food in meeting the increasing demand and leading to a reliance on imported product (Malaysia (VNR) 2021, n.d.).

According to the previous research, Lian and Yoong (2019) state that organic food consumption in Malaysia is growing rapidly with more preference placed on organic vegetables, poultry, and meat products. Most Malaysian people are willing to pay for organic food at any cost and it was validated by Rakuten Insight survey on organic food consumption performed in September 2021, where approximately 45 percent of Malaysian responders would be willing to spend up to 25 percent more for organic food goods. Furthermore, six percent of Malaysian customers polled said they had no price restriction for organic food purchases. There is a gap study related to organic food previous study, which is research on supplier perspective, the main factors indicated by the managers were the legal concerns, limitations resulting from a lack of constant supply of organic raw materials, and increased competition on domestic and international markets (Górska-Warsewicz et al., 2021) then this is the opportunities for us to do about consumer preference on buying organic food because Malaysian people willing to pay for and prefer to eat organic food.

The results of this study could be useful to both researchers and consumers. Consumers who want to buy organic food can use the study's findings. The results of this study will extend the customer preference for purchasing organic food in the academic sector and gain access to further study.

Previously, the researchers have identified that study related to organic food is growing. However, studying customer preference and customer intention is still limited. Therefore, this study was conducted and added to the body of knowledge of organic food.

## 2.0 LITERATURE REVIEW

### 2.1 Organic food

The term 'organic food' is known for green products grown in eco-friendly and sustainable environments (Yeo et. al.,2021). Organic food is known as green products of freshness, nutrition, and eco-friendly and reducing environmental pollution (Yeo et. al., 2021). The primary reason that organic food is preferred over conventional food is that it is produced more frequently and does not include any hazardous pesticides or artificial ingredients (Ishak et. al., 2021). Organic food is a labelling term that refers to agricultural products produced following the Organics Food Production Act of 1990 (OFPA) and the National Organic Program (NOP) Regulations (Wu,2019). Organic new-born foods, organic eggs, organic fruits and vegetables, organic dairy products, and organic baby food are the organic food items that are most frequently consumed in Europe. Some European nations have organic dairy market shares that are about 10% of total sales (Vigar et. al.,2019). Consuming organic food is relatively new in developing countries; hence it is important to investigate the factors that influence consumer intention to buy organic food in developing countries like Malaysia (Saleki et. al.,2019).

Consumer preferences and reasons for choosing organic products are a major area of research in the context of organic food (Curvelo et al., 2019). Numerous researches has revealed that while choosing organic food, customers frequently prioritize health-related elements (Sang-Ihn et al., 2022). For instance, research by Dangi et al. (2020) shown that customers strongly prefer these items because they believe organic food to be safer and healthier due to the lack of chemical residues. Customers' desire for organic food is also influenced by their ethical and environmental concerns since they believe that organic farming practices are more environmentally friendly and sustainable (Tandon et al. 2020).

According to Lăzăroiu et al. (2019), knowledge of consumer preferences and choices requires an awareness of consumer attitudes and views of organic food. Positive attitudes regarding organic food are linked to a higher likelihood of buying and consuming organic products. Customers are more likely to adopt favourable attitudes if they have a greater grasp of organic agricultural methods and the possible advantages of eating organic food (Li et al., 2021). The importance of information in influencing customer views of organic food was highlighted in research by Murphy et al. (2022). Furthermore, due to its compatibility with the principles of sustainability, ethical production, and environmental preservation, organic food is more likely to be accepted by people who hold these values.

## **2.2 Sustainable Development Goals towards organic food consumption**

The production and consumption of organic food in Malaysia hold the promise of making significant contribute to multiple Sustainable Development Goals (SDGs) established by the Malaysia United Nations. These SDGs can be related to the objective of the study, which aims to investigate the customer intentions regarding the consumption of organic food through the consumer preferences. This study aligns with SDG 12 (Responsible Consumption and Production) where consuming organic food is regarded as a manifestation of conscientious consumption since it promotes eco-friendly and sustainable production practices. Research highlights that opting for organic goods contributes to mitigating the adverse environmental effects linked to the conventional agriculture (Organic Culture, n.d.). Furthermore, this study can also contribute to contribution to SDG 2 (Zero Hunger) as the organic food productions can increase food security by promoting sustainable and diverse agriculture practices. Organic farming is associated with improved soil health, reduced reliance on synthetic chemicals and increased resilience to climate change, ultimately contributing to achieving SDG 2. Thus, this study is not solely an investigation of consumer intentions regarding organic food, but it is also aligning with Malaysia's United Nations SGDs

## **2.3 Purchasing Intention**

The intention is the best determinant of behaviour since it is the concrete indication of a person's willingness to perform a particular behaviour (Saleki et. al., 2019). The surge demands of customers for organic food have been steadily increasing due to the growing awareness regarding the benefits of organic food consumption (Abdul Latip et. al., 2020). Purchase intention can be used to test the implementation of a new distribution channel to help managers determine whether the concepts deserve further development (Peña-García et. al., 2020). Individuals are likely to establish the desire to engage in or refrain from engaging in specific behaviours depending on their attitude, subjective norm (SN), and perceived behaviour control (Saleki et. al., 2019). Ajzen (1985) proposed the Theory of Planned Behaviour (TPB), a cognitive theory model used in psychological research to explain the diversity of human behaviour in terms of logical decisions (Haris et al., 2021).

In recent years, purchasing intention in the context of organic food has become an important field of research, reflecting the increased consumer interest in environmentally friendly and sustainable food options Leyva-Hernández et al. (2022). The factors influencing customers' inclinations to buy organic food items have been the subject of numerous studies. Consumer sentiments regarding organic food have often shown up as a strong predictor of purchasing intention among the important variables (Curvelo et al., 2019). Consumers with more favourable sentiments toward organic food products were more likely to show a higher intention to buy them (Lei et al., 2020). These results highlight how crucial it is to comprehend consumer sentiments while promoting sustainable food choices and developing marketing plans for the organic food sector.

## **2.4 Attitude**

An attitude is a description of one's impression of an object expressed through like or dislike emotions (van Hekken et. al., 2022). In particular, there has been an increasing trend in the sale of necessities: customer

priorities have shifted to the most fundamental needs, such as food, health, and clean items (Di Crosta, 2021). There is an interest in determining consumer food choices as a result of the food industry's dominant impact on climate change (Fomina et al., 2022). Consumer decisions on organic food are influenced by attitudes, which are tied to a complicated web of ideas, reasons, and experiences (Eyinade et al., 2021). Consumer sentiments, on the other hand, are likes and dislikes. That is one's attitude toward conventionally cultivated or organically farmed food. The decision to purchase specific produce is driven by sentiments about potential alternatives (Eyinade et al., 2021). In a survey of 947 people, attitudes and views toward consuming organic fruits and vegetables the most popular organic food category was evaluated. It was discovered that most respondents seemed to have a good mindset toward doing so (Eyinade et al., 2021).

Research on sustainable and environmentally friendly consumption has centred on consumer attitudes toward organic food (Feil et al., 2020). Individuals' general assessments and sentiments regarding organic food techniques and products are reflected in their attitudes (Tandon et al., 2020). Numerous studies have demonstrated the crucial impact that positive attitudes have in influencing consumer behaviour (Woo & Kim, 2019), including the choice to buy and consume organic food (Tandon et al., 2020). People who have positive opinions regarding organic food products are more likely to express a preference for and an intention to buy organic goods (Kamboj et al., 2023). The importance of comprehending and fostering these attitudes in supporting sustainable food choices is highlighted by the frequent links between these positive attitudes and perceptions of organic food as being healthier, more ecologically friendly, and ethically produced (Gundala & Singh, 2021).

Numerous elements, such as personal views, values, information, and societal pressures, have an impact on consumer sentiments regarding organic food (Curvelo et al., 2019). Studies have shown that attitudes can be considerably impacted by knowledge and understanding of the advantages of eating organic food (Nguyen et al., 2019). Consumers are more likely to adopt favourable attitudes toward organic food when they are told about organic agricultural methods, the absence of synthetic pesticides, and the possible health and environmental benefits (Prakash et al., 2023). According to a study by Gao et al. (2020), knowledge plays a significant role in influencing attitudes. Consumers who had more knowledge about organic farming processes were more likely to have positive attitudes and the intention to buy organic food items.

## **2.5 Subjective Norm**

Individual ideas regarding the impact expectations of those around them are referred to as subjective norms (Dhewi et al., 2019). To understand one's intention, it is also necessary to measure subjective norms that affect his intention to act (Dhewi et al., 2019). Subjective norms of adaptation measure assessing consumers' feelings, which are relevant to their role models (such as family, friends, or office relatives) who will approve or not certain actions taken (Dhewi et al., 2019). Subjective norms are significant influences on behavioural intentions (Jung et al., 2020). The level of social forces exerted by a reference group on a person's belief, emotion, choice, judgments, attitude, purpose, and behaviour is referred to as the subjective norm (Auza & Mouloudj, 2021). Tarkiainen and Sundqvist (2005) claimed that organic produce consumption is strongly reliant on subjective norms regarding organic food, which influence purchasing intentions through the formation of views of organic produce. According to the TPB and the majority of earlier studies, when 10 consumers realise that their friends preferred to purchase organic food, they will shift their sentiments in their favor (Mohammed, 2020).

The Theory of Planned Behavior (TPB), which emphasizes subjective norm, has been extensively studied in relation to consumer behaviour surrounding organic food (Taixeira et al., 2021). In terms of a particular action or decision, such as buying organic food, the subjective norm is the perceived social pressure or influence that people perceive from their peers, families, and social networks. Consistently, studies in the context of organic food have emphasized the role of subjective norm in influencing customer intents and behaviours (Li et al. 2020). For instance, research by Tandon et al. (2020) indicated that people are more likely to express a higher intention to buy and consume organic food when they experience substantial social support and acceptability for doing so. These results highlight the social character of consumer behaviour.

Cultural and social variables frequently determine how much organic food is consumed under the effect of subjective norms (Bai et al., 2019). Studies have looked at how cultural norms and values influence the subjective norm and, as a result, decisions towards organic foods. The subjective norm has a tendency to

have a stronger impact on consumer behaviour in collectivist countries where social harmony and conformity are valued (Jiang et al., 2020). According to research by Roh et al. (2020), in the collectivist society of South Korea, subjective norm substantially influenced people's decisions to consume organic food because they felt pressured to live up to social expectations and norms. On the other hand, the influence of subjective norm on decisions about organic food may be less prominent in individualistic cultures where valuing one's own autonomy and independence is a top priority (Ali et al., 2020).

## **2.6 Health Consciousness**

Health consciousness attempts to enhance and/or maintain their well-being by implementing healthy behaviours, such as eating nutritious foods, exercising regularly, taking care of preventative, and so on (Čvirik, 2020). Because purchasers are knowledgeable that their food consumption affects their health, health consciousness has indeed been important in predicting purchase intention and behaviour concerning organic food production (Nathan et al., 2021). Health consciousness and health-seeking behaviour have diverse characteristics due to individual differences, personality profiles, environment, and the existence of potential resources (Janetius & Krithika, 2020). Given that organic food is thought to be healthier and more nutrient-dense than food that is cultivated conventionally, one may assume that consumers who are more concerned with their health will show a larger intention in purchasing organic food (Roseira, 2022). According to studies, people who take better care of their health have a more favourable attitude regarding organic goods (Imani et al., 2021). It has also been aided by an increase in the promotion of healthy and organic foods, since more people are concerned of being obese (Zayed et al., 2022).

The impact of consumer behaviour on health consciousness has been continuously highlighted in research pertaining to organic food. Because organic food uses fewer synthetic chemicals and pesticides than conventional food, people who place a high priority on health and wellness frequently view it as a healthier option. Consumers with high degrees of health consciousness were more likely to choose organic food products and indicate a stronger intention to buy them, according to a study by Jones et al. (2019). The association between health awareness and organic food consumption emphasizes how important health factors are in influencing sustainable food decisions.

The relationship between organic food and health consciousness goes beyond individual behaviours to take into account conceptions of organic food as a form of preventative healthcare. Organic food is frequently viewed by consumers who are concerned about their health as a solution to reduce the health concerns brought on by chemical residues from conventional farming. According to Wang and Li's research (2020), consumers are more prepared to pay a premium for organic goods when they are aware of the link between their health and their perception of organic food as a preventive health strategy. Further supporting their choice for these goods, health-conscious people might be more likely to look for information regarding the health advantages of organic food. This emphasizes the significance of consumer education driven by health concerns and marketing methods in promoting organic food.

## **2.7 Hypotheses Development**

### ***2.7.1 Attitude and Intention to Purchase***

Two key elements that affect consumer behaviour are attitude and purchasing intention. Numerous researches have looked into how these two elements interact. For instance, Mukhtar et al. (2021) indicated that materialism had a considerably strong and favourable impact on impulsive purchases. The study also discovered that attitudes toward the brand and the goods had a big impact on consumers' intentions to buy. Similarity Tarka et al. (2020) investigation into the psychological factors that contribute to compulsive buying discovered that attitudes regarding the brand and the product had a significant influence on purchase intention.

A further investigation into consumer purchasing patterns during the COVID-19 pandemic was conducted by Ong et al. (2021) focused primarily on the apparel sector. The study outlined the elements influencing consumers' purchase decisions in these unique times and indicated the qualities to emphasize in order to win over customers' trust. According to the study, the factors that influence buy intention and ultimately real purchases include subjective standards and attitudes about the conduct. The study also discovered that self-efficacy influences attitudes toward behavior and that changes in the environment and current events have an impact on consumers'

purchasing decisions. These findings imply that attitude and purchase intention are significant determinants of consumer behaviour, and companies should concentrate on cultivating favourable views about their goods and brands. Therefore, these hypotheses were proposed:

H<sub>1</sub>: Attitude physically affects the consumer intention to buy an organic food.

### **2.7.2 Subjective Norm and Intention to Purchase**

Numerous researches has looked into how these two elements interact. For instance, a study by Vermeir and Verbeke (2006) demonstrated a substantial positive association between consumers' intentions to purchase sustainable and organic foods and their perceptions of subjective norms. Similar to this, Chen (2007) revealed that customers' intentions to purchase sustainable and organic food were significantly positively influenced by subjective norms. According to these studies, subjective norms have a significant impact on how likely consumers are to buy products that are ecologically friendly.

Another study by Ham et al. (2015) looked at how subjective norms influence whether or not people will buy organic food. The study discovered that consumers' intentions to buy organic food were significantly positively impacted by subjective norms. Farid et al. (2023) did not find a significant association between perceived behavioural control and subjective norm on purchasing intentions in their subsequent study. These findings imply that depending on the situation and the kind of product being considered, the link between subjective norm and intention to buy may change. Therefore, these hypotheses were proposed:

H<sub>2</sub>: Subjective norms physically affect the consumer intention to buy an organic food.

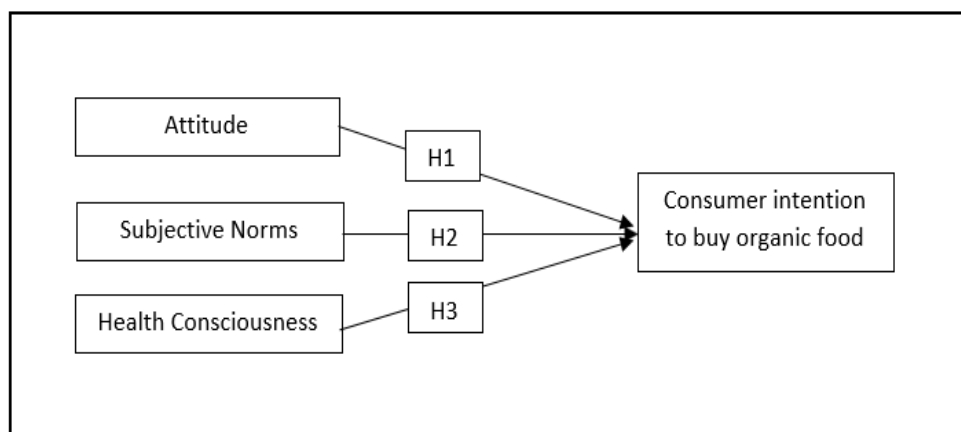
### **2.7.1 Health Consciousness and Intention to Purchase**

Numerous research has looked into the connection between purchasing intention and health consciousness. For instance, Chen et al. (2014) study discovered that customers' views and intentions toward organic food were significantly influenced by their health consciousness. In a similar vein, a study by Iqbal et al. (2021) discovered a favourable relationship between customers' intentions to buy organic food and their level of health consciousness. The study also discovered a favourable relationship between intentions to buy organic food and worries about food safety. These studies demonstrate that consumers' intentions to buy wholesome and organic foods are significantly influenced by their level of health consciousness.

Szymkowiak et al. (2022) investigated the influence of health orientation in predicting purchasing intention and behaviour in another study. The research discovered that three factors which is behavioural (attitude), normative (subjective norm), and control (perceived behavioural control) are strongly influenced intentions. Additionally, the study discovered that health orientation significantly improved both purchasing intention and behaviour. These findings imply that consumers' intentions to buy healthy products are significantly influenced by their level of health consciousness, and that firms should concentrate on cultivating favourable attitudes toward their healthy product lines to enhance purchase intention. Therefore, these hypotheses were proposed:

H<sub>3</sub>: Health consciousness physically affects the consumer intention to buy an organic food.

Figure 1 shows the conceptual framework of this research study. The conceptual framework was adapted from a previous research paper titled 'Consumer Preferences toward organic food and the moderating role of knowledge: a case of Pakistan and Malaysia' by Kashif et. al. (2020). Based on the figure, attitude, subjective norms, and health consciousness are our independent variables, and Consumer intention to buy organic food is the dependent variable.



Sources adapted: Kashif et al. (2020)

**Figure 1: Conceptual Framework**

### 3.0 METHODOLOGY

The research approach used in this study is quantitative research which is a research technique centred on quantifying data collection and analysis. Next, the type of research design is causation study. Causal research design focuses on the effect of attitude, subjective norms, perceived behaviour, and health consciousness towards customer intention to buy an organic food. Other than that, the study used non-contrived settings. Last but not least, the unit of analysis for the study is the organic food consumer.

The study population is Terengganu residents including females and males. The sample population specifically focuses on individuals who adult 18 years old and above because they know the meaning of organic food and at least have heard about the existence of organic food. The excluded ages below 18 years may not have experienced related to the buying intention of organic food. This study has used cluster sampling and the sample population divided into a few clusters. The cluster sampling is based on the district in Terengganu state which there are 8 districts namely Kuala Nerus, Kuala Terengganu, Marang, Dungun, Kemaman, Hulu Terengganu, Setiu and Besut. Based on the sampling frame, the total sample population is 12.4 million. The choice of cluster sampling is primarily driven by practicality and cost-efficiency in comparison to simple random sampling. Cluster sampling minimizes the time and resources required for data collection from a large and diverse population. Additionally, it enables researchers to focus on studying characteristics within specific regions, which is particularly valuable in the case of study population, comprised of residents from Terengganu. In line with that, by following Krejcie and Morgan's (1970), if a sample population is more than 1 million people, the sample size should be 384 respondents. However, this study has collected 397 respondents.

The research design of the study is conclusive. On the other hand, this study is a casual research design focused on the effect of attitude, subjective norms, and health consciousness toward customer intention to buy organic food. Dual-language (English-Malay) was used in the questionnaire to increase the understanding of respondents when answering questionnaire and the structured of the questions were a close-ended question. The scale of measurement used for demographic profile was nominal scale. The measurement scale used for independent variable and dependent variable items were five-point Likert scale (5-Strongly agree 4- Agree 3- Neutral 2- Disagree 1- Strongly Disagree). The contents of the questionnaire each section was divided into 6 sections related to the conceptual framework. The sections are Section A – Demographic Data (Gender, Education level, Profession, Income), Section B – Subjective norm (4 items), Section C – Personal Attitude (6 items), Section D - Health consciousness (3 items), Section E - Intention to purchase (4 items) and total items: 20 items.

The research data of the study is consisted of primary data, which involved the direct collection of information through first-hand experiences. To gather this data, the research had employed the use of an online survey questionnaire administered through the Google Forms. This approach offered a convenient means of data collection, as it leverages the widespread exposure of individuals to social media platforms in today's digital age. The data collection plan commenced with the development of a research questionnaire

focused on the independent variable within our framework. Subsequently, the study adapted an existing questionnaire from prior research by Kashif et. al. (2020) to suit the study's needs. The pilot test has been conducted prior the actual questionnaires distributed, which entails soliciting responses from 30 actual participants. The Cronbach's alpha for all the items were more 0.7 which is considered acceptable.

For data analysis in the study, SPSS and SmartPLS 4.0: PLS-SEM were used to address the study's objectives, problems, and hypotheses. Advanced statistical analysis known as PLS-SEM explores the intricate predictive link between the constructs or establishes whether there is a relationship or influence between the constructs under investigation. Furthermore, PLS-SEM is suitable for research investigations where obtaining large samples may be challenging or expensive because it performs well even with small sample sizes (Dash & Paul, 2021). Additionally, it has the ability to analyse any strange data.

## 4.0 DATA ANALYSIS

The SPSS software (Statistical Package for Social Sciences) Version 27 and SmarPLS 4.0: PLS-SEM were used to analyse the questionnaire data. Utilizing the online tool Google Form, the prepared questionnaires were distributed to a total of 397 respondents. The questionnaire is divided into six sections, with each respondent required to answer a screening question before moving on to the next section to verify that they are qualified to answer the questionnaire. The following sections discuss the independent and dependent variables in this study.

### 4.1 Descriptive Analysis

#### 4.1.1 Respondent Profile

Table 3 shows the total 397 respondent's demographic analysis that consists of the gender, education level, income and district of the respondents that live in Terengganu. Based on the Table 3 below, most of the respondent was female which is 83.4% compared to male respondent which is only 16.6%. Based on the education level, the highest respondent is Bachelor categories which is 49.4%, followed by Diploma/STPM (36.3%), followed by Master categories (7.1%) then SPM categories (5.8%) and lastly PhD categories (1.5%).

**Table 1: Respondent Profiles**

Variables	Demographic	Frequency	Percentage (%)
Gender	Male	66	16.6
	Female	331	83.4
Educational Level	SPM	23	5.8
	Diploma/STPM	144	36.3
	Bachelor	196	49.4
	Master	26	7.1
	PhD	6	1.5
Income	0 – RM1500	287	72.3
	RM 1501 – RM 2500	34	8.6
	RM 2500 – RM 4500	33	8.3
	RM 4501 – RM 6500	13	3.3
	RM 6500 – RM10000	22	5.5
	> RM 10000	8	2.0
District	Kuala Terengganu	77	19.4
	Kuala Nerus	33	8.3
	Marang	35	8.8
	Setiu	32	8.1



	Dungun	117	29.5
	Kemaman	41	10.3
	Besut	32	8.1
	Hulu Terengganu	30	7.6

#### 4.1.2 Research Items and Mean Score

The research tool and each item's mean score were given in Table 2. According to the analysis, the attitude and health consciousness were both positively high, with mean scores of 4.142 and 4.007 out of 5.0, respectively. Subjective norm perceived behavioural control, and intention to purchase, with mean scores of 3.680, 3.833, and 3.915 out of 5.0, respectively, were observed with a modest average mean score.

**Table 2: Items and Mean Score**

Variables	Items	Sources	Mean	Average Mean
Attitude	I think purchasing organic food is good idea	Wang et al. (2019)	4.29	4.142
	I think purchasing organic food is interesting	Wang et al. (2019)	4.12	
	I think purchasing organic food is important	Wang et al. (2019)	4.14	
	I think purchasing organic food is beneficial	Wang et al. (2019)	4.25	
	I think purchasing organic food is wise	Wang et al. (2019)	4.18	
	I think purchasing organic food is favourable	Wang et al. (2019)	3.87	
Subjective Norm	Most people I value would buy organic food rather than non-organic food	Wang et al. (2019)	3.44	3.680
	My family think that I should buy organic food rather than non-organic food	Wang et al. (2019)	3.67	
	People I value, such as my teachers think I should buy organic food	Wang et al. (2019)	3.75	
	Most friends whose opinions regarding diet are important to me think that I should buy organic food	Wang et al. (2019)	3.86	
Health Consciousness	I choose food carefully to ensure good health	Wang et al. (2019)	4.08	4.007
	I consider myself as health consciousness consumer	Wang et al. (2019)	3.88	
	I often think health-related issues	Wang et al. (2019)	4.06	
Intention to Purchase	I am willing to purchase organic food if they are available	Wang et al. (2019)	3.86	3.915
	I intend to buy organic food if they are available	Wang et al. (2019)	3.92	
	I plan to eat organic food if they are available to purchase	Wang et al. (2019)	3.91	
	I try to consume organic food if they are available to purchase	Wang et al. (2019)	3.97	

#### 4.2 Reliability and Validity Analysis

Model measurement was done on purpose to verify the accuracy and dependability of the tools. According to Table 2, every construct receives an excellent Cronbach's alpha of 0.60 or higher. Additionally, the structures' overall reliability is rated at a good level. According to Hair et al. (2017), the constructs' composite reliability score was over 0.70, indicating strong dependability. Additionally, all constructs had

an average variance extracted (AVE) value of greater than 0.50. The goal of convergent validity is thus accomplished (Hair et al., 2017).

**Table 3: Reliability Analysis**

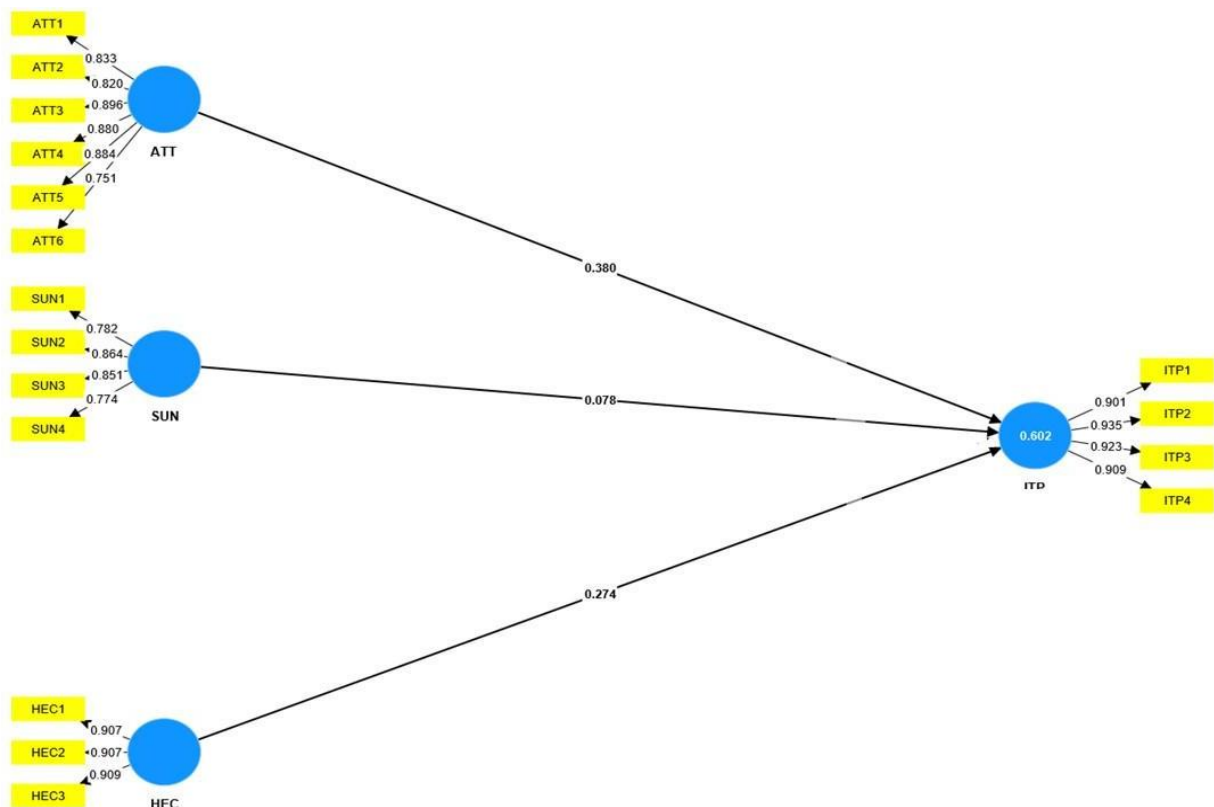
Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.919	0.923	0.715
Subjective Norm	0.836	0.846	0.670
Health Consciousness	0.893	0.893	0.824
Intention to Purchase	0.937	0.937	0.841

### 4.3 Hypotheses Testing

Figure 2 displays the direct path hypothesis testing of the investigation, which was done using a subsample of 10,000 bootstraps and a 95% confidence interval. According to Hair et al. (2017), the p-value (below 0.05) and t-value (greater than 1.96 [two-tailed test]) indicators used to determine the association evaluated demonstrated a statistically significant relationship.

**Table 4: Result of Hypothesis Testing**

Hypothesis	Path Coefficient	STDEV	t-value	p-value	R <sup>2</sup>	Decision
H <sub>1</sub>	0.380	0.057	6.725	0.000	0.602	Supported
H <sub>2</sub>	0.078	0.046	1.697	0.090		Not Supported
H <sub>3</sub>	0.274	0.051	5.325	0.000		Supported



**Figure 2: The Structural Equation Modelling Analysis**

The research revealed that only two of the three tested hypotheses (attitude and health consciousness) were significantly related to intention to purchase. Given that the p-value was higher than 0.05 and the t-value was lower than 1.96, it was determined that subjective norms had no statistically significant impact on purchase intention. H2 are not supported, therefore. However, it was discovered that attitude had a statistically significant impact on consumer intention to buy ( $\beta = 0.380$ ,  $t = 6.725$ ,  $p = 0.000$ ). When attitude increased by 1 standard deviation, intention to purchase increased by 0.380. Therefore, H1 was supported. H3 was also supported whereby the analysis indicated a positive and statistically significant relationship between health consciousness and customer intention to purchase ( $\beta = 0.274$ ,  $t = 5.325$ ,  $p = 0.000$ ). When health consciousness increased by 1 standard deviation, customer intention to purchase also increased by 0.274. The coefficient of determination ( $R^2$ ) of the research model is 0.602 which means the model only explains 60.2% of the variance. Table 4 shows the results of the hypothesis testing.

## **5.0 DISCUSSION AND CONCLUSION**

### **5.1 Demographic Profile**

Based on the demographic profile stated in the Table 1, there are two significant results that contributing to the literature. First, the study has found that the female respondents are higher in number compare to the male respondents. This can be concluded that the data retrieved is similar to the past study by Gundala and Singh (2021), where the researchers stated that women are more to have favourable sentiments regarding on purchasing the organic food. Therefore, this study shows that female respondents in Terengganu have the sentiments of buying organic food. Next, in this study, respondents with the lowest income which is RM1500 and below has the most intention to purchase organic food compare to the higher income level. This proves that lower income level has the awareness on purchasing the organic products even though organic products are quite expensive.

### **5.2 The Relationship Between Subjective Norms, Attitude and Health Consciousness Towards Consumer Intention to Buy Organic Food**

In general, the main aim of the research is to examine the cause and effect of attitude, subjective norms, and health consciousness towards the customer intention to buy an organic food. The results showed that subjective norms are not physically affect the customer intention to buy an organic food. Indeed, the previous literature, most of the researchers agreed that subjective norms physically affect the intention to buy food, for example, in Mohammed (2020) stated that 10 of consumers realized that their friends influenced them to purchase organic food as they looked their friends' behaviour to buy the organic food. However, in this study, consumers in Terengganu were not easily influenced by the family, friends, or academician in buying organic food. Hence, it can be concluded that subjective norms do not serve as the predominant factor influencing customers' decision to buy organic food. As a result, the hypothesis put forth in this study is not supported.

Next, attitude physically affected the customer intention to buy organic food as showed in the result above. Most of the respondents felt that buying or purchasing organic food or product was a good idea to have a healthy lifestyle. Other than that, consumers in Terengganu felt that buying organic food can be beneficial and wise choice to live in healthy lifestyle too. This study showed that consumers in Terengganu were keen to keep their lifestyle in balance. These results were supported through Eyinade (2021) where consumers decision on organic food were influenced by attitudes which were tied to a complicated way of ideas, reasons, and experience. Therefore, this is a good opportunity for supplier to expand their market in Terengganu, aligning with the supported hypothesis of the study.

Lastly, health consciousness physically affected the customer intention to purchase organic food in this study. This result supported by Nathan et al. (2021), because purchasers are knowledgeable that their food consumption affects their health, health consciousness has indeed been necessary for predicting purchase intention and behaviour concerning organic food production; hence it has been proved from the study conducted that the consumer's health consciousness influenced in their purchasing intention. This part also can be related to the consumers' attitude to have a healthy lifestyle which supported to the result and hypothesis of the study.

## 6.0 CONCLUSION

To conclude, from the study itself, the younger generations are keener to purchase organic food as most of them want to live in healthy lifestyle. This is good for the country as Malaysian, where there is awareness to live a healthy lifestyle by consuming the organic product or food. Therefore, this study helps the practical perspective, where the supplier can market themselves widely, as there is a high demand in Terengganu. Other than that, government can take this opportunity as there is awareness and demand in living healthy lifestyle, by doing some campaign on purchasing the organic food. This can lead to a better generation because organic food contains more nutrients, less pesticide, and more antioxidant. Apart from that, by having organic food, it can save the environment from pollution.

For the academic perspective, this study helps to add on the literature knowledge, for example, this study found that lower income consumers felt that purchasing organic food is wise choice and beneficial to their health even though the price of the organic food slightly higher. On the other hand, the subjective norms did not affect the decision to purchase organic food where the result was not same as the past scholars had mentioned before. In fact, this study contributed another depth of understanding of consumer in Terengganu.

Lastly, further studies can be carried out as the current study is focused on factors influencing the customer intention to buy organic food as the independent variable. However, many other possible factors may affect the decision to purchase the organic food, hence it may be possible to provide deeper understanding by considering aspect of brand image that can mediate the intention to buy organic food. This could be a great suggestion for further research which can help the supplier of organic food to know whether the brand image is vital to sustain their business. Other than that, this study employs a quantitative methodology, which may have limitations in comprehensively understanding consumer preferences. Therefore, future research could consider a qualitative approach to delve into the factors affecting the decision to purchase organic food. This approach could be valuable for policymakers and businesses to gain insights into the economic and cultural aspects that influence organic food purchases.

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